



**Community Renewal Team**  
Changing lives... Creating opportunity!

## MEDIA RELEASE

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### **Gustave Keach-Longo Receives Statewide Senior Service Award**

*VP of Senior Services from Community Renewal Team One of Five Honored in Statewide Event*



HARTFORD— For the second time in 2012, the Connecticut Assisted Living Association (CALA) has honored Community Renewal Team's The Retreat for excellence in service to Connecticut's seniors. CALA held their 2012 Annual Meeting & Awards Ceremony on Dec. 4 at the Aqua Turf Club in Plantsville, and CRT's VP of Senior Services Gustave Keach-Longo received the ceremony's only Distinguished Service Award.

Keach-Longo was among five assisted living professionals to receive state-wide awards that were presented in front of approximately 250 professionals from the senior services field.

"This is an honor because it validates all the hard work we put in every day in making sure the care we provide is tailored to the needs of our residents and delivered at the highest possible quality," Keach-Longo said. "We have developed a successful team approach at The Retreat, so I'm proud to say this is really their award."

Just this past July, two of Keach-Longo's staff was honored with CALA's Resident Service Awards that were bestowed upon twelve professionals from across Connecticut. The awards in July reflected professionals exhibiting "exceptional qualities and dedication to their professions." The Retreat's former activities and volunteer coordinator Jose Ortiz and CRT's senior services case manager Betty Padin accepted the awards.

The Retreat, located in at 90 Retreat Ave. in Hartford, was among the first programs to open under the State of CT's demonstration program for Medicaid-funded assisted living back in 2005, and is the first assisted living in CT built in an urban area. As of September 2011, The Retreat has been home to approximately 344 seniors.

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Of those seniors, approximately 147 of them had either moved out of nursing homes back into the community or had avoided premature nursing home placement.

The CALA awards program was created in 2005 to recognize assisted living employees – including nurses, CNA/HHAs, food service, activities, housekeeping, maintenance, front desk workers – who have exemplified their professions in providing outstanding service to Connecticut's assisted living residents, according to the CALA Website.

All awards CALA presented Dec. 4 included:

- The 2012 Young Leader of the Year Award to Mark Garilli, COO and acting CEO at Tower One/Tower East in New Haven
- The 2012 Humanitarian Award to Randi Bellamare of Village at East Farms in Waterbury
- The 2012 Distinguished Service Award to Gustave Keach-Longo of CRT's The Retreat in Hartford
- The 2012 Media Award to Deborah Meehan of the Village at Mariner's Point in East Haven
- The 2012 Distinguished Resident Accomplishment Award to Doris Thorn, Crosby Commons (Shelton)

The group also presented several best practices awards to the following assisted living communities for efforts that improve care for all assisted living residents:

- Hebrew Health Care, Virginia Connolly Residence (Simsbury) – for its innovative resident care program "Flow Sheet Documentation"
- Meadow Ridge (Redding) – for its managed residential services program "Celebration of Centenarians"
- The Greens at Cannondale (Wilton) – for its marketing program "The tool that transforms the scope of marketing"
- River Ridge at Avon/Benchmark Senior Living (Avon) for its staff recruitment and retention program "Group Interview"

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*Community Renewal Team, Inc. is the designated Community Action Agency for Middlesex and Hartford Counties and is the largest non-profit provider of human services in Connecticut. The agency's mission is Preparing Our Community to Meet Life's Challenges. The mission is achieved each day by helping people and families become self-sufficient while making sure basic needs are met. CRT's programs include Head Start, Meals on Wheels, energy assistance, supportive housing and shelters, and many others, serving people in more than 60 cities and towns in both our core catchment area and throughout Connecticut. [www.crtct.org](http://www.crtct.org)*