



## A Message from Mrs. Scharf and Paulett Harriott

We look forward to 2011 with a combination of gratitude and appreciation. Gratitude must be expressed to our valued team members who have extended themselves beyond their job descriptions by caring for their clients with genuine feeling and compassion. Appreciation is in order as our dedicated staff has allowed us to expand our services to more people throughout the five boroughs. Happy Holidays to all and may we all be blessed with a year of health, happiness and success.



### ACKNOWLEDGING OUR LEAD AIDES

At **Ateret Avot** our aides work cooperatively and as a team, creating a positive work environment. This is greatly attributable to the competence and professionalism of our lead aides. They have handled their responsibilities as the "go-to" aides with diplomacy, tact and resourcefulness. As a result, their peers, in all shifts have commented that the working environment at **Ateret** is positive and uplifting. That was the impetus behind the celebration held at **Ateret** acknowledging our lead aides: **Gloria Cameron, Mary Cox, and Daniella Hardy.**

### *Congratulations!*

Congratulations to our outstanding aides who received certificates of excellence for their exemplary care. We are proud to have these capable and caring individuals as part of the **New Century** team.

**AIDE OF THE YEAR:** Augustina Dei Baning

### AIDES OF THE QUARTER

Jonas Atis Theresa Awoleke Bernadette Thompson

### AIDES OF THE PREVIOUS QUARTER

Natasha Ahrends Resia Cadet Marie Lubin

## Support we can Always Count on

Our "back room" staff deserves recognition! One of the reasons **New Century** operates so efficiently is because these women do their job in a efficient and timely way. Kudos to: **Lidiya Tsemekli and Iveta Kyachen and Galina Slinko.** Questions are always answered in a friendly and pleasant manner and these competent and capable professionals are more than happy to assist you with your timesheets and job placement.



## Transitions

**Natasha Hope** and **Barbara Hirsch** have joined **New Century** and are out there each day, spreading the word about the high caliber of our aides. **Elizabeth Souverain** will be retiring. Best of luck!

## IT HAPPENS AT ATERET AVOT



Our Recreation Director, Alan Magill, plans a variety of innovative activities for our **Ateret** guests. There is always something interesting, stimulating and downright fun going on at **Ateret.** Our guests thrive and their family members "complain" "I can never find my mother/father in her/his room!"

But what adds to the enjoyment is the way our aides join in the fun. We see the sincere caring that is demonstrated by our aides as they dance with their clients, or, as in the case of **Anieta Dinnall,** act along with them in our court acting program. Aide **Elta Marcelin** is full of exuberant energy as she dances with our guests after the morning's Gentle Stretch exercise program.

### Dance with Stars Competition Winners

**Darryl DeLeon**  
**Richard Jackson**  
**Winifred Quartey**  
**Irina Rabinovich**

### Past Competition Winners

**Sherrette Anderson**  
**Herone Bazile**  
**Esther Smellie**

### Usher Awards

Best Staff Actress:  
**Esther Smellie**

"Miss America"  
**Iris Davis**

Make up for Guests:  
**Sherrette Anderson**



**PLEASE GIVE US YOUR FEEDBACK** We want to hear from you. If you have any comments or suggestions about this newsletter or anything you feel is important to **New Century,** please contact us at 718-998-2100 or email [info@newcenturyhc.com](mailto:info@newcenturyhc.com).

**“Choose a job you love, and you will never have to work a day in your life.”** –Confucius