

connection

NEWS & HIGHLIGHTS FROM THE PRICE CENTER



The Price Center looks forward to moving into our new home at 25-27 Christina Street in Newton.

A New Home and a New Era for The Price Center

An agency spread across a number of buildings and locations, physically separated but bound together by love and a common purpose to help people with intellectual disabilities reach their full potential.

For many years, that was the best thing you could say about The Price Center's physical plant. It was a Center without a center—without a place to expand programs or for staff, administrators and clients to come together and truly become a unified community of caring.

Not anymore. In one of the biggest milestones in the agency's history, The Price Center has completed the purchase of a new 52,000-square-foot building on

Christina Street in Newton, just off of the Needham Street commercial corridor.

"This gives the Price Center a better future, a more secure future," said President Justin Sallaway. "We control our real estate costs, we know what things are going to cost down the road, we have room for expansion and for developing new programs. So in a lot of ways, it's very exciting."

The building was purchased late this summer for \$5.6 million with a two-phase renovation expected to bring the total cost of the building to \$8.2 million, Sallaway said. The down payment will come from proceeds from the sale of

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Idols and Honorees Inspire at the 24th Annual Gala

Frankie Avalon and Bobby Rydell are musical idols who inspired a generation of rock 'n' roll loves, but this year's honorees at the 24th Annual Price Center Gala are equally inspirational in their own way.

Without Gwen Fineberg and Dan Frank there wouldn't have been a Gala, or possibly even a Price Center, Gala Chairwoman Michelle Fineberg said.

"We chose them because they started the Gala," Fineberg said. "It really was Dan and my mother."

While this year's big event is the 24th Gala, it's actually the 25th fundraising event the two have collaborated on. The first year, back in 1989, Frank and Gwen Fineberg collaborated on a fashion show with renowned local designer Yolanda Cellucci. The next year, the board said the agency needed another fundraiser.

"So Dan said 'Let's have a party,'" Michelle Fineberg said. "The rest is history."

GALA, continued on page 2



Frankie Avalon and Bobby Rydell

Don't Miss Out!

Tickets are still available for
THE 24TH ANNUAL
PRICE CENTER GALA

When: October 18, 2014

Where: Boston Marriott Copley Place

Doors open at 6 PM for cocktails and
hors d'oeuvres. Concert begins at 7 PM

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Partner Profile:
Walgreens Helps
Price Center
Residential Clients
Fight Flu

The Price Center would like to extend a heartfelt "Thank you" to the pharmacy staff at Walgreen's on Washington Street in Newton.

Walgreen's provided staff and supplies for the First Annual Price Center Residential Services Flu Clinic on September 30. Participants in the residential programs (with permission from their guardians) as well as the staff had an opportunity to get important flu shots.

Residential Services Director Kathleen Kopitsky said a majority of her residential program clients participated in the clinic and that separate arrangements are being made for those who missed it.

"Being able to host a flu clinic for our residents to get their annual flu shot is so very helpful," Kopitsky said. "Otherwise we would be arranging for individual doctor's appointments for everyone. We are so grateful for Walgreens for helping us to be prepared."

Every year, thousands of Americans die from seasonal flu, which usually peaks in December and January. But cases emerge as early as October, according to the US Centers for Disease Control and Prevention, and it takes about two weeks for people who get vaccinated to develop the antibodies that will protect them through the winter and early spring.



President's Perspective:
Momentous Times for The Price Center

The past few months have been momentous in The Price Center's history. In June, we achieved a major strategic planning goal

when we purchased our new building located at 25-27 Christina Street in Newton. For the first time ever, all three of our day programs along with our administrative offices will be consolidated in this new facility—doubling our space!

The purchase of the new building will allow us to operate more efficiently and to gain the space to serve new individuals. We are currently renovating the building and anticipate moving into the new facility in January.

This purchase is the result of many years of searching for the right building for The Price Center's programs. Gary Hofstetter and Andy Majewski led this effort. We are in the initial stages of launching a capital campaign to help finance the renovations. If any of you would be interested in being on the Capital Campaign Committee, please let us know. A well renovated building will help ensure the health of the Center for years to come.

As usual, the big event of our year is the 24th Annual Price Center Gala. This year both Frankie Avalon and Bobby Rydell will perform, along with Tracy Clark. We will be honoring our own inspirational idols, Gwen Fineberg and Dan Frank, whose dedication to the agency over the years has been unparalleled.

Once again, the Gala will be held at the Boston Marriott Copley Place Hotel. The Gala Committee has spent months preparing for the event, and proceeds will help fund site renovations and program expansion. The new site will allow us to accommodate more people, so please encourage all your friends to attend. We need everyone's help if we are going to reach our goals.

Finally, we are going into the second year of our five year strategic plan, which is posted on our website. With the new site being acquired, the committees responsible for the implementation of other sections of the plan will be very busy. Thank you to all the dedicated people serving on the following committees: Assuring Quality, Employment and Community Based Day Services, Residential Services, Behavioral Services, and Marketing and Resource Development.

All of us here at The Price Center are tremendously excited about the future of the organization, as well as the individuals we support. With all the positive changes, we find ourselves more and more dependent upon the financial support of our donors to bring them to fruition. We are grateful for your continued generosity and support which allows us to continue our mission of serving people with developmental disabilities.

Sincerely,

Justin Sallaway
 President

GALA, *continued from page 1*

Except it almost wasn't. Frank convinced famed jazz saxophonist Illinois Jacquet to perform at the first Gala at the Andover Host Hotel. Jacquet proved wildly popular with advanced ticket buyers, and because gala administration wasn't exactly the well-oiled machine it is today, Fineberg said, the event was significantly oversold.

As the day approached, the organizers had visions of fire marshals and angry ticket holders being turned away from the door, but providence intervened. Torrential rains and widespread flooding on the day of the event kept just the right amount of people home for a perfect sized crowd. Illinois Jacquet brought the house down, and a tradition was born.

Since then, Dan Frank has "given his heart and his soul to this event every year," Michelle Fineberg said. "He lives and breathes to make this event successful, because he's 100 percent committed to the Price Center. He thinks of everyone there as his children."

Beyond being pioneer of the Gala, Gwen Fineberg has been a trailblazer for disability rights, beginning with her son Adam, Michelle's brother and an

original Price Center client who is still affiliated with the agency today.

But Gwen's personal mission to better her son's life soon became a crusade for the rights of all young people with disabilities, including playing a key role in the passage of Chapter 766, the Massachusetts state law that guarantees the rights of all young people with special needs (age 3-22) to an educational program best suited to their needs. She was also instrumental in convincing the City of Newton to hire its first director of special needs services.

"She didn't depend on the state, she didn't depend on anybody, she did it all herself," her daughter said. "My mother set the bar so high that I just look at it from down on the ground. She has truly been my inspiration throughout my life—if I can be half of what she is, I'll be happy."

Tickets for the October 18 event at the Boston Marriott Copley Place are still available through The Price Center's website. Doors open at 6 p.m. for champagne and appetizers, with the main concert with Frankie Avalon and Bobby Rydell beginning at 7 p.m. After the performance, guests will enjoy cocktails, gourmet small plates and music by Tracy Clark.

ASCENT Rises to New Heights with Adventure Outings



ASCENT paddles and climbs their way through summer.

Sarah Markowitz was stuck. But not for long.

Two thirds of the way up a 30-foot indoor rock climbing wall, the complexities of finding the perfect combination of handholds and footholds had her momentarily stymied. Then the shouts of “Go Sarah!” and “You can do this!” rose from her Price Center friends at the base of the wall, and she eventually figured out the right handholds and her path to the top. A big smile crossed her face as she was lowered slowly back to the ground.

For a program called ASCENT and a day dedicated to problem solving, the group’s recent trip to Central Rock Gym in Watertown couldn’t have been more instructive, said director Karen Manning. Donning harnesses and climbing shoes, the young adults tackled both the climbing walls and their fears with remarkable courage, Manning said.

“Our theme on Tuesdays is problem-solving and they really took off with that theme,” Manning said.

The rock climbing outing was the result of a partnership between The Price Center’s ASCENT (Advocacy, Social Skills, Career Exploration, Networking and Transitions) Program and Waypoint

Adventure of Newton, a non-profit educational organization founded in 2010 that uses experiential and adventure-based programs to enhance the lives of people with disabilities.

Manning has collaborated with Julia Spruance and Dan Minik of Waypoint for grant support that allows the Price Center to extend the range of activities offered to clients in programs like ASCENT

“It’s a great relationship,” Manning said. “It gives us an opportunity to do things we ordinarily wouldn’t be able to do with our program.”

In August, ASCENT and Waypoint collaborated on a kayaking adventure day on the Charles River, built around the theme “Fitness for Fun,” Manning said. Getting out on the river in small plastic boats was a little intimidating at first, she said, but in the end, every single participant in the program overcame their jitters and ended up enjoying the peacefulness and serenity of the river.

“It was great fun,” Manning said. “They were a little nervous at first, but once they did it, it was very relaxing.”

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the current Price Center building on Border Street, with the rest of the necessary funding coming from commercial financing and an aggressive capital campaign currently being planned.

The Price Center’s programs are currently wedged into just 25,000 square feet spread across the Rowe Street and Border Street buildings in Newton and the Washington Street space in Dedham. The Christina Street purchase will bring together the agency’s administrative staff, Employment Services, Newton Day Habilitation, Dedham Intensive Day Habilitation, the Community Day program and ASCENT all under the same roof. The space will also allow for expansion of programs, including a new Autism Program currently in the planning stages.

The Phase 1 renovations to the building, currently scheduled to be completed in January, will include expanded space for the Family Supports and Residential programs to hold meetings with staff, family and clients. Other new additions will include an elevator, 12 ADA-compliant bathrooms, a gymnasium, new accessible kitchens, a new art room and other programmatic and therapeutic spaces. Upgrades will include a new state-of-the-art fire alarm system, a new phone system and fully networked computers throughout the building.

The Christina Street property also includes a large parking area with ample room for busses and vans to drop off and turn around and spectacular views of the adjacent Charles River and easy access to walking trails. There is also close proximity to the busy Needham Street commercial corridor, which is expected to provide dozens of potential employers for Employment Services clients and greatly improved physical visibility to enhance the Price Center’s marketing and outreach efforts.

Phase 2 renovations, which are expected to cost \$500,000 will allow for further expansion and will be completed when the commercial leases of a number of current tenants of the building expire in the near future. Those commercial tenants are currently on the upper (street level) floor, which will house mostly administrative space.



Proposed Floor Plan

second floor



INSPIRATIONAL IDOLS
The 2014 Price Center Gala

Great seats and sponsorship packages are still available for **Inspirational Idols, the 24th Annual Price Center Gala** on October 18 with headliners Bobby Rydell and Frankie Avalon. Go online to buy tickets at www.thepricecenter.org or call The Price Center's Development Office at 617-244-0065.



The Individual is Our Focus

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A (Community) Day to Relax at the Cove

Tie dye is the new black.

At least it is for members of The Price Center's Community Based Day program, who have been making bold fashion statements ever since they made their own shirts at their recent outing to the Cove in Auburndale.

Program director Lori Harrington said events like these help build community and expand the horizons of the new program.

"We're not just employment anymore, we don't just have to do employment-related activities," Harrington said. "They loved it."

In addition to tie-dying, participants also competed in a water-balloon toss, played volleyball and other games and enjoyed a picnic lunch on a perfect early fall day. Harrington said it was a well-earned break from all the work the clients do in their training programs and at their jobs, many of them in the community.

"It's great to have a day when everyone can just relax, get some fresh air, and to not have any structure or demands or requirements," Harrington said. "It was just a day to have fun."



Kerri and Shayne enjoy their day off from American Girl and O'Hara's Pub.



Dan, Josh, Debbie and Steph take a break from the fun for a refreshment.