



Business Directory

Founded in 1993 by Elders in Action – a private non-profit corporation in Portland Oregon – the Elder Friendly® Business Certification Program is setting a national standard and precedent for how businesses can best serve older customers. Trained volunteers make undercover visits to businesses and rate them in the areas of phone and physical access, store layout, and customer service.

Special features that rate highly with volunteer evaluators include no-step entrances, easy-to-read signage, adequate lighting and personalized, courteous assistance from employees. A business that greets its older adult customers respectfully and shares clear, straightforward information about its services is well on its way to being certified Elder Friendly.

By meeting the evaluation criteria and becoming certified, a business is eligible to display an Elder Friendly decal and be featured in the Elder Friendly Business Directory. This is a clear sign to older adults and their families that this business welcomes their patronage and has made an effort to meet their needs.

Action for Older Persons, Inc. is proud to be one of 13 organizations in eleven states to replicate this program since it was made available to other communities in 1999. Our goal is to make sure that when older adults do business with retailers across Broome, Chenango and Tioga Counties in New York State, they feel both welcome and appreciated. By being certified Elder Friendly, a business shows it's committed to doing both.

Whether you're an older adult who appreciates helpful customer service or you're caring for someone who could benefit from special accommodations, you'll want to check out the local businesses that proudly display the Elder Friendly logo.

If you're a business owner looking for ways to build your business among the fastest growing segment of our population – people age 50+ - you'll want to consider investing in the Elder Friendly certification process. Call AOP at 722-1251 for details.



ELDER FRIENDLY Certified means....

A business is sensitive to seniors and caregivers.
A business strives to offer a great buying experience.
A business offers the **BEST** customer service!

A & S Blacktop Paving, LLC
249 Pollard Hill Rd.
Johnson City, NY 13790
(607) 240-7459

Access Ability Design
Group
91 Pamela Dr.
Binghamton, NY 13901
(607) 648-5304

Audibel Hearing Care
Center
2548 Vestal Parkway East
Vestal, NY 13850
(607) 797-9020

Boys & Girls Club of
Western Broome
1 Clubhouse Road
Endicott, NY 13760
(607) 754-0225

Canasawacta Country Club
261 County Rd. 44
Norwich, NY 13815
(607) 336-9214

Coldwell Banker George
T. Decker Real Estate
3401 E. Main St.
Endwell, NY 13760
(607) 754-5213

DHC Insurance and
Financial Services
204 Washington Ave.
Endicott, NY 13760
(607) 754-5581

Thomas H. Davis, DMD
10 Leroy St.
Binghamton, NY 13905
(607) 722-7957

ERA Decker Real Estate
2670 Main St.
Whitney Point, NY 13862
(607) 692-3665

Family Audiology, PLLC
800 Hooper Rd. Suite 370
Endwell, NY 13760
(607) 786-5130

Gery's Hair Designs
432 Harry L Dr.
Johnson City, NY 13790
(607) 770-HAIR (4247)

Hair It Is Creations
by John L Tokos & Assoc.
175 Front Street
Vestal, NY 13850
(607) 748-8822

Handprints Massage
Therapy
4 Delphine St.
Owego, NY 13827
(607) 687-HAND (4263)

Gerri Harrison Financial
Services
189 Riverside Dr.
Johnson City, NY 13790
(607) 729-4144

Health Beat Natural Foods
214 Main St.
Johnson City, NY 13790
(607) 797-1001

Home Instead Senior Care
81 State St. Suite 201
Binghamton, NY 13901
(607) 723-3600

Home Turf
1363 Union Center Hwy
Endicott, NY 13760
(607) 341-6871

Dean Hurley - State Farm
Insurance
208 N. Jensen Rd.
Vestal, NY 13850
(607) 231-3131

Klemmt Orthopaedic
Services
130 Oakdale Rd.
Johnson City, NY 13790
(607) 770-4400

Lawson's Optical &
Hearing Center
57 Front St.
Binghamton, NY 13905
(607) 724-1210

Lesko Financial Services
53 Chenango St.
Suite 200
Binghamton, NY 13901
(607) 724-2421

Levene Gouldin &
Thompson, LLP
450 Plaza Dr.
Vestal, NY 13850
(607) 763-9200

MaineSource Food &
Party Warehouse
1018 Front St.
Binghamton, NY 13901
(607) 723-8200

Miller Auto Team
4455 Vestal Parkway
Vestal, NY 13850
(607) 797-1221

On Track Physical
Therapy
120 Plaza Dr., Suite E
Vestal, NY 13850
(607) 797-5414

Olum's Furniture
Company
3701 Vestal Parkway East
Vestal, NY 13850
(607) 729-5775

Owego Treadway Inn
1100 State Route 17C
Owego, NY 13827
(607) 687-4500

Precision Automotive
Service
200 W. Main St.
Endicott, NY 13760
(607) 754-7777

Re-Bath of the
Southern Tier
105 South Duane Ave.
Endicott, NY 13760
(607) 748-9420

Scoville-Meno Auto Plaza
839 State RT 17C
Owego, NY 13827
607-687-5111

John A. Snover Insurance
1446 Front St.
Binghamton, NY 13901
(607) 772-0000

Southern Tier Medivan
375 State St.
Binghamton, NY 13901
(607) 772-8500

Tony B's Tire & Auto
Service Center
684-692 Main St.
Johnson City, NY 13790
(607) 729-TONY (8669)

A "Wig" Affair by Jen
175 Front Street, 2nd Floor
Vestal, NY 13850
(607) 748-8822

This list is current as of July 2010. For the latest listing of Elder Friendly
Businesses, visit: **ElderFriendlyBusiness.com**

Action for Older Persons, Inc. (AOP) encourages consumers to make informed
decisions when making a purchase. AOP does not endorse or guarantee the
services or products available from Elder Friendly certified businesses.

Become an *Elder Friendly* Volunteer Evaluator!

If you are age 60 or older...

Action for Older Persons needs you!

We're currently recruiting **volunteer evaluators** for the **Elder Friendly** Program in Broome, Chenango & Tioga Counties.

This nationally recognized program features volunteers who evaluate local businesses for accessibility and service to older customers.

This position is ideal for someone who likes to shop and explore new businesses.

Volunteer evaluators attend an orientation training and perform several evaluations each year. **Evaluators** review the effectiveness of telephone and customer service, building layout, and access. Typical practices to be evaluated include: *Are price tags visible? Is the telephone system easy to use? Is customer service available when needed?*

A business that earns certification is able to display the Elder Friendly logo that lets everyone know this business is **Elder Friendly Certified**.

To request a volunteer application:

Call us at (607) 722-1251

Stop by our office at the Colonial Plaza

30 W. State St., Binghamton, NY 13901

Contact us online at www.ActionforOlderPersons.org