

Sunnyside Manor celebrates Women's History Month

MaryEllen Keane is Sunnyside Manor's second generation owner/administrator

BY ALISON MANSER ERTL
THE COAST STAR

WALL TOWNSHIP — Senior living community Sunnyside Manor is celebrating Women's History Month with longtime Owner/Administrator MaryEllen Keane leading the Wall Township residence. "I am beyond thrilled to continue the legacy of my family, I'm proud to say that Sunnyside Manor continues to be family-owned," Ms. Keane said.

While Ms. Keane has co-owned and operated Sunnyside for nearly 30 of its 100 years, she has officially taken the reins as President and sole operator. Ms. Keane's brother John Keane Jr. joined the company in 2014 at the beginning of construction at the Ridgewood Road location, adding his experience as a CFO to the family business. He's since opted to pursue other career opportunities. Ms. Keane's sister Kathleen Keane Lindenthal, a Licensed Social Worker, remains a shareholder, after also working at Sunnyside Manor in the 90s. The family tradition continues in creating a place for their residents to call home and is now women-owned.

"It's always been our family's mission to provide a warm loving home for our residents, to show dignity and respect and continue what was created over 100 years ago," Ms. Keane said.

The Keane family has privately owned and managed Sunnyside Manor since 1991.

The late Mr. Keane had run hospitals for the Catholic Church, according to Ms. Keane, while her mother earned a Master of Social Work degree and was a Licensed Clinical Social Worker.

"My parents had very different strengths and I'm grateful that I've blended their expertise into my own," she said. "My mother and father would be very proud to learn that I'm operating the business and that their influence has made an enormous impact in how I lead our staff and care for our residents."

Leaving a career in accounting in 1996, Ms. Keane did not have previous experience, learning the ropes as she went. She said what Sunnyside has become gives her "an enormous sense of pride."

"I'm not a direct caregiver myself but it feels good to care for my residents and their families," she said. "... It's our family values, it was how we cared for each other."

Without the staff of Sunnyside, Ms. Keane said her job would be unfeasible. Most of the Sunnyside staff have been working at the senior community for more than a decade.

"This type of longevity is unheard of in the senior living industry, especially in today's climate of change."

Through her friendly spirit and now-veteran experience, Ms. Keane will aim to continue her family's legacy of taking care of others in need.

"You think about how you can make this day a great day

for the families of Sunnyside," she told The Coast Star. "It's all rewarding."

SUNNYSIDE MANOR

Sunnyside Manor is located at 2500 Ridgewood Road in Wall Township and features several distinctive neighborhoods: Independence 'Plus' Assisted Living, Recollections Memory Care, Long Term Care and Short Term Rehabilitation. Respite and Palliative Care is available in all neighborhoods.

The community includes activities for elderly residents, such as entertainment events, educational programs and fitness routines.

Other services include all-day dining, free transportation, salon and barber services, complimentary membership to The Atlan-

tic Club in Wall Township, nursing, memory care and on-site rehabilitation, housekeeping and laundry services, emergency call system and one- and two-bedroom apartments.

Sunnyside Manor was presented with the Business of Excellence Award at the 38th Annual Golden Osprey Awards hosted by the Jersey Shore Chamber of Commerce on Nov. 16, 2023.

Sunnyside Manor will be having an Open Door Tour of the community on Saturday, March 23 from 11 a.m. to 3 p.m. Those interested can RSVP at 888-696-2052.

More information can be found at the community's website at sunnysidemanor.nj.com.



COURTESY OF CASSIE GALASETTI

MaryEllen Keane [center] regularly visits and interacts with residents, such as Joan C. [left] and Ro A.

