



Jewish Home Connections

SPRING 2016



FEATURING

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Wherever Seniors
Need It
- 6 Get Back on
your Feet with
Short-Term Rehab
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Reflections



Connecting to Care Wherever Seniors Need It

We all want to maintain our health, happiness and independence as long as possible. And we want to do that in a place that is home.

continued on page 4



On the cover:
Jewish Home resident
Bubbles Singer
Photographer: Steve Cohn

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The Name Game

Introducing *Jewish Home Connections*

In *Romeo and Juliet*, Shakespeare famously asks, “What’s in a name?” At the Jewish Home, our answer is: a lot! The words we use to describe our work are a window into our core values and beliefs – which is why, with this issue of our newsletter, we are officially rolling out a name change: from *Jewish Home News* to *Jewish Home Connections*.

Connecting is at the heart of what we do. We bring people together, building strong communities. We link seniors to resources, empowering them to seek and maintain good health. We forge bonds between friends and family, patients and caregivers, donors and staff, and residents and volunteers. It is the driving impulse behind Connections to Care (C2C), the Jewish Home’s one-call-does-it-all approach to accessing programs and services. With C2C, seniors and their families connect with the Home’s full sweep of offerings by dialing a toll-free number (855) 227-3745 that puts them directly in touch with an expert care advisor.

Through this newsletter and other venues, we are also able to connect with you, our readers. We are so grateful for your ongoing support – and for the special connection that binds us in our effort to improve seniors’ lives.

Jewish Home Connections

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A Message from Our Chair



It is my pleasure to address you as the new chair of the Jewish Home's board of directors. Of course, I have been in this seat before: I served a two-year term as chair from 2008 to 2010. The experience was so positive – so life-affirming and inspiring – I have been eager to come back for more.

What made the Jewish Home special then is what still makes it great today: a high level of quality care and a commitment to leading-edge programs and services enabling seniors to thrive. For me, these will be the guideposts that continue to define and direct my current term as board chair.

A critical aspect of our job as supporters of the Home is raising awareness – letting people know the mothers and fathers, grandmothers and grandfathers of our community need us and we are here for them with an unprecedented array of community-based services. There are few options in Los Angeles for the type of care the Jewish Home

Board of Directors

provides, and there are none that do it with our signature combination of warmth, compassion, and exceptional quality. Put simply, our seniors rely on us for the resources that make this care possible.

Providing those resources means making smart, strategic investments in the kind of programs and services that maximize impact in the lives of Los Angeles seniors. Increasingly, elderly men and women prefer to stay in their own homes. As long as it is safe for them to do so, we need to support them with community-based care that allows them to meet their goal. The Home has been at the forefront of this trend in senior care. With your ongoing assistance, we can do even more to equip seniors with essential tools for living healthy, fulfilling, independent lives.

I look forward to working together as we create new opportunities for our seniors and their families. I encourage you to reach out and learn more about exciting ways to get involved.

Sincerely,

David Swartz
Chair, Board of Directors

A Message from Our CEO-President



Spring is in the air, and for the staff, board members, and volunteers of the Jewish Home, it is a joyful renewal.

This is the season for new growth, and the Jewish Home continues to innovate in its provision of community-based services. Whether a senior needs support to remain safely at

home, short-term rehabilitation, home health services, care oversight to avoid a hospital readmission, palliative care services to manage chronic conditions or hospice care for end-of-life, the Jewish Home's community-based programs are available to seniors in our community. One call to the Home's Connections to Care gives seniors and their families direct access to the Home's vast array of community and residential offerings. The Home's commitment to innovation applies equally to our physical footprint: We are upgrading our existing facilities and

Molly Forrest

are on pace to open the much anticipated Fountainview at Gonda Westside later this year.

We all know the importance of staying flexible and resourceful in our approach to the ever-shifting healthcare landscape. If we are to maximize seniors' well-being, it is vital to approach change with dynamism and a positive outlook. This approach has enabled the Home to take a pioneering role in serving seniors across our growing and diverse community.

As spring turns to summer and beyond, we will most certainly build on our past successes and explore promising new directions. We will do it, as always, by ensuring we are maximizing resources to help our seniors thrive. After all, through their devotion, hard work, and love, they gave us our world. In return we owe them every advantage and opportunity.

Warmly,

Molly Forrest
Chief Executive Officer-President

FEATURE

Connecting to Care Wherever Seniors Need It

The Jewish Home Helps Seniors on Site and at Home

by Nancy Sokoler Steiner

Continued from page 1

“Aging in Place” describes the idea of people living where they want – with the support and resources they need in order to do so. The Centers for Disease Control defines Aging in Place as “the ability to live in one’s own home and community safely, independently and comfortably, regardless of age, income or ability level.”

Molly Forrest, CEO-President of the Jewish Home, notes that while we tend to think of “home” as a physical location, its true essence is “where the heart is”—a place that provides what both the body and the spirit require.

Each person’s unique needs and desires must be considered in determining his or her best living situation. To help with this process — as well as address any other questions seniors and their families might have — the Jewish Home

has introduced Connections to Care. The free hotline is available by calling 855-227-3745.

“Callers might have concerns about themselves, a spouse or a loved one,” says Forrest. “Our goal is to connect you to what you need. The first part of that is to listen to your needs and identify some solutions.”

“Most often, there is something within the umbrella of Jewish Home services we can offer to help,” she adds. “But even where we don’t provide the care you need, we try to refer you to an agency or organization that can provide assistance.”

For many seniors, remaining in their current residence can bring the comfort of familiarity, memories and history. Individuals who decide to remain at home can take advantage of a variety of Jewish Home programs designed to keep them healthy and safe.



The Jewish Home's Community-Based Services include:

The **Brandman Centers for Senior Care** is an all-inclusive program that allows eligible seniors to safely remain at home and visit the Brandman Center — via provided transportation — for medical care; physical, occupational and speech therapy; and social and recreational services.

“The whole focus of the Home’s Brandman Center is on keeping you safe and secure at home for as long as possible,” says Forrest. “If you need therapy every day for the next year, two years, or the rest of your life, you can get therapy. There’s no limit.”

The Brandman program arranges for home health care when needed, and coordinates if specialty or emergency services are required. Brandman staff will also come to the senior’s home to see what steps can be taken to make it safer, such as using better lighting, eliminating obstacles and tripping hazards, or installing safety rails.

The Home’s **Ida Kayne Transitional Care Unit (TCU)** provides short-term, in-residence rehabilitative care to help seniors quickly and successfully transition back to daily life after an illness, injury, medical procedure, or hospital stay. The Jewish Home’s interdisciplinary team coordinates the short-term in-residence stay with multiple geriatric specialties to develop and implement treatment plans on an ongoing basis. Rehab services include physical, occupational, and speech therapy, personal counseling, and discharge planning.

Seniors in the community who are on Medicare can access the same primary and specialty medical care that residents of the Home receive at the Home’s **Levy-Kime Geriatric Community Clinic**. There, they will find highly qualified staff attuned to the health and emotional needs of seniors.

Getting Helpers in One’s Own Home

Seniors who are not eligible for or do not wish to enroll in the Brandman Centers for Senior Care can still get assistance with home healthcare services. The **Jewish Home Care Services** staff assesses seniors’ needs and home environment, and then designs an appropriate plan of action. The plan may call for part-time, full-time or live-in caregiving; physical, occupational and speech therapies; medication infusion and wound care; personal care and help with errands. Whatever configuration is chosen, Jewish Home Care Services handles the logistics of putting the plan into action.

Seniors with chronic illnesses, including arthritis, Parkinson’s disease, emphysema, congestive heart failure and cancer, can receive comprehensive symptom management through the **Jewish Home Center for Palliative Medicine**. Specialists such as physicians, nurses and social workers come to the senior’s home to help them maintain an op-



timal level of health. They work with patients to manage life-inhibiting symptoms such as pain, shortness of breath, loss of appetite and fatigue.

Seniors returning home from the hospital may benefit from the Home’s **Care Transitions Program**, which coordinates healthcare and rehabilitation services free of charge to Medicare beneficiaries. Patients enrolled in the program meet with a Care Management coach before leaving the hospital and again after returning home. The coach helps coordinate follow-up appointments and monitors the patient’s well-being so that small problems don’t become big ones. The Care Transitions Program is designed to reduce unnecessary hospital readmissions, and collaborates with Providence Tarzana Medical Center, Northridge Medical Center, Mission Community Hospital and Valley Presbyterian Hospital.

Seniors who have a life-limiting illness can receive compassionate end-of-life care through the Home’s **Skirball Hospice** program, which also provides support and assistance to families and caregivers.

For Families and Caregivers

The Jewish Home offers several support groups to assist seniors and their caregivers. The **Alzheimer’s Support Group** provides guidance and peer support to those who are caring for a loved one with Alzheimer’s or dementia. There are daytime and evening groups. The **Stroke Support Group** offers weekly information and activities for those who have survived stroke. The group meets Thursday mornings.

Whether a senior wishes to stay where they have been living or experience the Home’s vibrant community of residential care, the Los Angeles Jewish Home can help them find their way home.



Nancy Sokoler Steiner is a freelance writer and author based in Los Angeles. Her work has appeared in *Los Angeles Times Magazine*, *Westways*, and *The Jewish Journal of Greater Los Angeles*, among other publications.

JEWISH HOME

Get Back on your Feet with Short-term Rehab



Laura Schwartz

Short-term in-patient rehabilitation is often a critical factor in recovery after an illness, injury, medical procedure, or hospital stay. At the Jewish Home, short-term rehab care is provided at the Ida Kayne Transitional Care Unit (TCU).

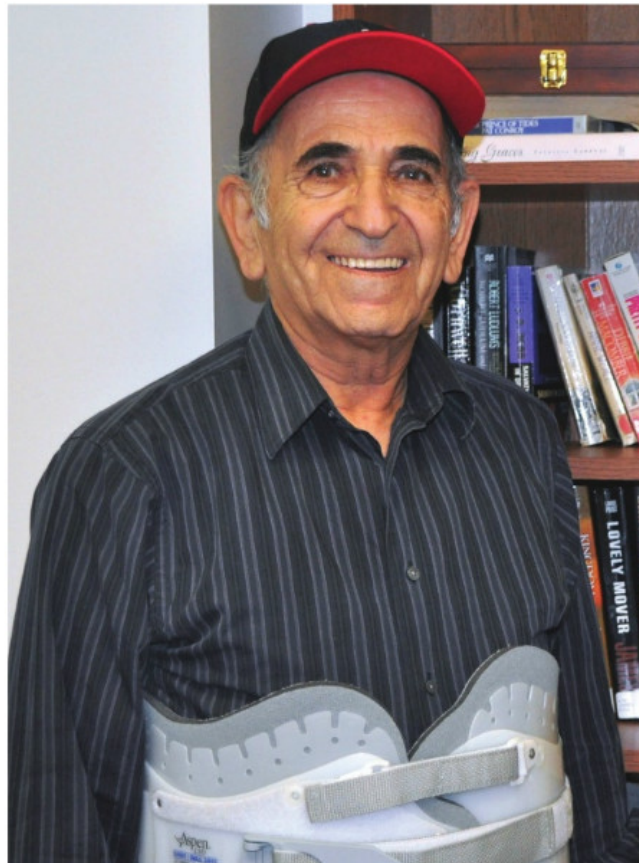
Among the senior population receiving treatment at the Home's TCU, the most commonly seen illnesses and injuries are:

- Fractures of the hips and shoulders, which are often the result of a fall
- Knee replacement surgeries, usually to relieve the chronic pain caused by arthritis
- Pulmonary diseases, such as pneumonia and chronic obstructive pulmonary disease, or COPD
- Neurological disorders, including stroke and Parkinson's disease
- Cardiac conditions, for example congestive heart failure (CHF) and rehabilitation after receiving a pacemaker

"Our main goal at the Home's Transitional Care Unit is to get our patients back to their home, healthy, happy, and able to take care of themselves as well, or even better than, they could before," says Kathleen Glass, administrator.

Laura Schwartz was recently a patient in TCU after falling and fracturing her pelvis. "After four weeks in short-term rehab, my balance and strength improved," she explains. "The therapists were excellent and the nurses were very helpful...and the food was great and healthy!"

It was back surgery to avoid paralysis that brought Keramatoll Levihaïm to TCU. "Before my surgery, I couldn't sit or stand," he says. "Now I am ready to go home to my wife, daughter, and grandchildren," he adds with a smile.



Keramatoll Levihaïm

According to Daisy Singh, facility rehabilitation director, "We often have patients come back to visit us, walking without the use of any assistive devices, with a smile on their face. You can see their pride in successfully overcoming their physical challenges. This is a reflection of a successful rehab program."

Both Laura and Keramatoll recommend the Jewish Home's Transitional Care Unit. "I recommend you don't fall, but if you do...come here!" exclaims Laura. Keramatoll adds, "Don't go to another place – the Home is a 10!"

For more information about the Transitional Care Unit at the Jewish Home, please call our toll-free Connections to Care hotline at (855) 227-3745 or visit our website at www.lajh.org.

Sharing Experiences through Reading and Writing

The Los Angeles Jewish Home offers a wide variety of activities to keep seniors' bodies strong, minds sharp, and spirits lifted. Two popular activities at Eisenberg Village are the book club and the *Chai Journal*. "Being part of our newsletter, the *Chai Journal*, is a way to share experiences with the entire community," explains Caryl Geiger, residential care activity director. "Our book club – members call themselves the 'Bookies' – provides an opportunity for our seniors to discuss their opinions and to be enlightened by different viewpoints."

The Bookies began meeting last year. "Many of our residents love to read but didn't always know each other well enough to discuss what they were reading comfortably," explains Anna Kocis, residential care activities aide and the group's staff facilitator. "Now, in addition to sharing their ideas about the books we read, they are also learning more about each other." For each gathering, Anna prepares about a dozen questions designed to stimulate memory and promote discussion.

Book club membership can provide a sense of community, intellectual stimulation, an opportunity to meet interesting people, and encouragement to read something you might normally skip. Just ask Jewish Home residents Myrtle Feenberg (age 100) and Lenore Karish (age 93). "I love these books. Wonderful vocabulary, terrific imagination, and a little screwy here and there!" Myrtle laughs. For Lenore, the club is terrific motivation to see past her vision problems: "I contact the Braille Institute and receive audio versions of the book," she says. "It's so much fun to come together and hear diverse thoughts."



Members of the Chai Journal

The *Chai Journal* is a quarterly newsletter that updates Eisenberg Village residents about recent happenings (both on and off campus), features profiles of their neighbors, and opens a door to shared memories. The journal is put together by a group of seniors who meet bimonthly to brainstorm story ideas, share articles they have written, and critique each other's work.

Former resident Ellis Simon (of blessed memory) was instrumental in getting the newsletter up and running in 2001 after a five-year hiatus. He persuaded other residents to get involved, and soon a small group was busily writing. Anna serves as the *Chai Journal's* staff editor.

Helen Bragar and Nyla Lyon are the journal's resident editors. "I love writing profiles of residents and staff and about events that happen here," says Helen, a five-year veteran of the newsletter. Some of her poetry has also made it into the publication. "It feels good when residents



Book Club Bookies

compliment me on what I've written." Nyla likes to focus on telling the stories of real people. "There are many lives and many destinies at the Home, and the *Chai Journal* is an opportunity to show off our models of good living and healthy minds," she says.

Seniors Reminisce at LA Jewish History Fair



On Sunday, February 21, more than 100 seniors of the Los Angeles Jewish Home joined UCLA students to participate in a history fair on the Home's Eisenberg Village. Designed to capture memories of Jewish Los Angeles, the seniors were given many opportunities throughout the warm, sunny afternoon to share their stories and preserve artifacts commemorating significant events in their lives.

The campus was festively decorated and information-gathering booths were spread throughout. The Zuckerman Board Room was the designated location for seniors to share their oral histories. Residents were directed to tables according to geographic area – Eastside, including Boyle Heights, the Valley and mid-City. Students interviewed seniors with questions to elicit memories of Los Angeles by specific geographic area.

Once the seniors were paired with a student, they were peppered with questions: What has changed the most in Los Angeles? What was your favorite restaurant? What academic institutions and synagogues do you remember? What places in Los Angeles are most meaningful to you?

Joe Levoff, interviewed by UCLA student Shahriar Mangoli noted: "Talking about the past brings back so many memories you don't always think about." In addition to family photos, Joe also brought a collage of photos of his life which was created for his 80th birthday.

Max Steinberg, a Bronx native who has been a resident of Los Angeles since 1955, was happy to share his recollections of life in Los Angeles. "History should be documented and preserved for young people to understand what Jews went through during that time," he said.

"These kids are wonderful! It is important to be able to know the history of our time, to have it kept and recorded, to know how we behaved, so that it is unquestionable for future generations," said Jewish Home resident Paulette Pistol.

Another booth was set up for students to digitize the seniors' memorabilia. Bubbles Singer arrived at the scanning station with several reunion books from her class of 1942, in addition to family reunion albums, photos and other memorabilia. "This is very interesting," she said. "I like to be able to tell how long I've been here (in Los Angeles) – I was two years old when I arrived and now I'm 92."

UCLA student Aviv Kleinman enthusiastically spoke about participating in the history fair, "I love it! I am enjoying learning about the Jewish history of Los Angeles to understand what was in the 20s and 30s and to see it from the perspective of those who lived it," he explained

"These kids are wonderful! It is important to be able to know the history of our time, to have it kept and recorded, to know how we behaved, so that it is unquestionable for future generations," said Jewish Home resident Paulette Pistol.

UCLA student Menachem Kashanian was impressed with the seniors' recall of the past. "How well the seniors are able to go back and tell exactly what happened. It's so specific; it's incredible," he noted.

The day was capped with the UCLA band entertaining attendees in an outdoor concert featuring music through the decades. Fountainview resident Cantor Nathan Solomon, whose family owned the renowned Solomon's Book and Judaica Store, spontaneously joined the band singing a number of cantorial melodies.

"How energetic, sharp and humorous the seniors are," said Shahriar Mangoli. "This was truly inspiring!"

Resident Profile

A Lifetime of Friendship

One morning, Fountainview at Eisenberg Village resident Dr. Harry Shragg was enjoying breakfast when he heard a familiar name mentioned at a nearby table: Harry Gershon. Upon inquiring of his neighbors, Maurine and Sy Bloom, he learned there was a family connection: their son, Marc, is married to Robyn, daughter of Harry and Shirley Gershon. Memories going back as far as junior high stirred in Harry.

Growing up in North Minneapolis, also known as “the ghetto,” Harry Shragg was friends with a classmate named Yetta Licht; over the years, their friendship grew into romance and eventually marriage. Yetta soon became best friends with another classmate, Shirley Jerusky. The girls were inseparable, sharing great times throughout junior high and high school.

After graduation, adult life took over – the War, marriage, careers, children. For Shirley, it meant moving to Los Angeles, where she worked at a law firm and met her husband-to-be: star college athlete, war hero and attorney, Harry Gershon. After Harry Shragg graduated medical school, he joined The Southern California Medical Group in LA. The friends were reunited and picked up where they’d left off nearly a dozen years before.

When Harry Gershon retired, he and Shirley moved to Palm Desert and the friends lost touch. It was around the time of his passing that Shirley began to develop signs

of dementia. Eventually she would become a resident at the Home’s Goldenberg•Ziman Special Care Center (GZ).

Yetta and Harry moved to Fountainview after his retirement. After hearing that name, Harry Gershon, Harry Shragg went to GZ to see for himself, and yes, there was their lifelong friend, Shirley. Across the span of a lifetime, Yetta and Shirley’s faces brightened with joy and recognition.

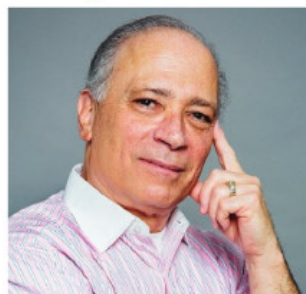
Soon after, Yetta developed physical challenges and symptoms of dementia, and needed more help than Harry alone could provide. He found quality care for Yetta at GZ, and the lifelong friends are back together again to share the next part of their journey in life. “Two lovely ladies, together again in this wonderful place,” Harry says wistfully.



(L to R) Shirley Gershon, Harry & Yetta Shragg

Volunteer Profile

Cary Pollack: Connecting Through Music



“One song creates a thousand memories,” says Cary Pollack, a volunteer who shares his amazing voice with residents and staff of the Jewish Home. As he sings, you can see the faces of seniors with Alzheimer’s disease or dementia lighting up with

memories. Some of the seniors even have special songs they perform with Cary as a duet. It is truly magical.

Cary began singing when he was 10 years old. “I studied with Cantor Moshe Koussevitzky in Brooklyn and eventually became a soloist,” he explains. His signature song was the Vimalei, the blessing sung for a bride and groom before they break the glass during their wedding ceremony.

Today, after retiring from a successful career in institutional investment on Wall Street and other ventures,

Cary volunteers his time and shares his talent with people in nursing homes and on hospice care. “When I sing for the residents at the Goldenberg•Ziman Special Care Unit, the engagement, the participation, the smiles and kisses all make it so wonderful,” he says. “I’m lucky to be blessed with the ability to still perform and please people. Yet I’m never sure who gets more out of it – the seniors or me – because I walk out of here on a high. This audience is very special.”

Cary has some help with his performances. His wife, Susan, and their sons, Landon and Shane, come along and interact with the audience. After more than a year of volunteering at the Home, the connection the residents feel with Cary and his family is apparent. One resident explained that Cary’s performances are the joy of his life.

To learn more about volunteer opportunities at the Jewish Home, please contact Stacy Orbach, director of volunteer services at Stacy.Orbach@jha.org or (818) 774-4442.

FOCAL EVENTS

Celebration of Life: Reflections

On November 8th, the Jewish Home hosted its annual gala and premier fundraising event, *Celebration of Life: Reflections 2015*. Held at the luxurious Beverly Hilton Hotel, the evening brought the community together to honor the spirit of philanthropy that makes the Home's life-enhancing programs possible.

The Jewish Home honored CEO-President Molly Forrest with the Visionary Award. The evening celebrated Molly's 20 years – *and yes, still more to come* – of visionary leadership and outstanding service.

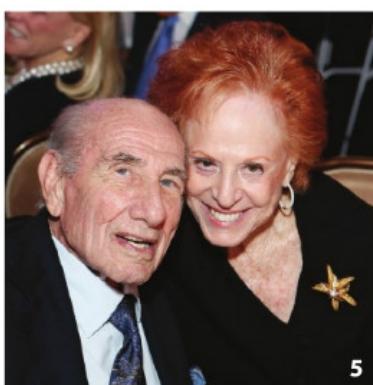
The extraordinary efforts of the event's Co-Chairs – Cecilia and Jeffrey Glassman, Lenore and Fred Kayne, and Pam and Mark Rubin – resulted in the Home's most successful evening to date, with more than 600 supporters in attendance and \$1.2 million raised.

In addition to honoring Molly and the Jewish Home's 103 years of caring for seniors in our community, *Reflections*

also enabled attendees to catch a glimpse of the Home's future. In her moving acceptance speech, Molly highlighted exciting new programs and services geared toward meeting the Home's goal of serving 7,000 seniors annually in the next five years.

The Jewish Home residents in attendance were warmly acknowledged by the gala audience. Also honored were employees of the Home who were celebrating 20 years as part of our extended family. As emcee, renowned Israeli-American entertainer Mike Burstyn kept the evening flowing smoothly, and the crowd danced the night away to the music of Skye Michaels Orchestra.

Celebration of Life: Reflections 2015 was a wonderful opportunity to honor the Home's generous supporters, celebrate its history of caring for our seniors, and anticipate its remarkable achievements over the months and years to come.





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1. David Swartz & Marcie Polier Swartz
2. (L to R) Gala Co-Chairs Fred & Lenore Kayne, Jeffrey Glassman, Pam & Mark Rubin with Honoree Molly Forrest (not pictured: Cecilia Glassman)
3. Gerald & Reesa Niznick
4. Rabbi Ed Feinstein presents Visionary Award to Honoree Molly Forrest
5. Mel Keefer & Joyce Eisenberg-Keefer
6. Molly Forrest and Joyce Brandman
7. Hella & Chuck Hershson
8. Frank Abramoff & Barbara Miller-Fox Abramoff
9. Toby & Robert Waldorf
10. Joe & Lacine Held
11. Roberta S. Holland and Richard & Marcia Schulman
12. Steve Good with Molly Forrest
13. May & Richard Ziman
14. Dorothy & Ozzie Goren with Susie & Bruce Goren
15. Taylor Smith and Tony Berns
16. Tracy Kooy and Danny Rosett
17. Janet & David Polak
18. Erwin Diller and Molly Forrest
19. Arnold & Barbara Price
20. (Standing) Leonard & Annette Shaprio with Sandra & Marvin Smalley

Walk of Ages XVI Raises Funds to Help Seniors



The early morning sunshine welcomed volunteers and staff who came out at 6 a.m. on Sunday, November 15th for the Jewish Home's Walk of Ages XVI. Nearly 600 participants converged on Woodley Park to greet the day and challenge themselves to get their heart rates up in support of the Jewish Home and our community's seniors. For the first time, this year's Walk featured a 10k run in addition to the usual 5k run/walk.

The event officially opened with a welcome ceremony led by Walk Co-Chairs Stuart Lorch and David Cohan. Councilman Bob Blumenfield shared inspiring and very supportive words about the importance of the Jewish Home. A special award was presented to Karl Sussman in gratitude for his years of putting smiles on the faces of kids of all ages as the event's official clown.

At 8 a.m., the horn sounded, and 100 runners sprinted out for a timed 10k run through the park, followed by 5k runners and walkers. As participants crossed the finish line, they were cheered on by Jewish Home residents, local cheerleaders and teen volunteers. Hungry stomachs were filled with a "Home"-made pancake breakfast. Goodie bags and other treats were donated by our event sponsors.

We thank all of our sponsors for their support, including Walk of Ages Championship Sponsors Harriet and Benjamin D. Bagno for their continued generosity. This year, the Walk raised \$130,000, a 14 percent increase over last year. Proceeds from the Walk of Ages support the Home's wide array of programs and services.

For more information about Walk of Ages XVI or to get involved in helping us plan next year's Walk, contact Lesley Plachta at (818) 774-3282 or Lesley.Plachta@jha.org.



Keeping the Vision

The vision driving the Jewish Home has always been ambitious, seeking to meet the evolving needs of our community's seniors. Today, we continue to enhance and expand our programs and services as part of our ongoing goal to provide the highest quality of care for seniors throughout Los Angeles.

Among the supporters of the campaign are well known philanthropists Annette and Leonard Shapiro. Annette and her family have been involved with the Home since the 1930s. In fact, Annette remembers that in 1942, her grandfather David Familian celebrated his 60th birthday at the Home when it was in Boyle Heights. Leonard's mother, Bertha Shapiro, was a happy resident at the Home and fell in love with fellow resident Morris.

Annette sits on the Home's Board of Governors and chaired the Home's Centennial Celebration in 2012. She says, "Leonard and I receive much pleasure when we visit the Home. We can see the important role the Home plays in the quality of the residents' lives. They look happy and at peace. We know how important this is to them and to their families."

As a result of their years of involvement, the Shapiros have pledged to the **Keeping the Vision** campaign. The plans call for the creation of an indoor/outdoor Internet Café in the Pepp Center at the Home's Eisenberg Village. This café will offer residents a place to dine and nosh in the deli, visit, use the Internet, or simply pass the time in an inviting environment.

Annette and Leonard recognize the importance of meeting the residents' needs and therefore continue to support the Jewish Home. Annette says, "We are very proud to be able to help the residents enjoy each day to its fullest."

The **Keeping the Vision** campaign also includes renovations for the Grancell Village Campus; the new Hirsch Family Campus in the San Fernando Valley; building the Gonda Healthy Aging Westside Campus in Playa Vista,



Annette & Leonard Shapiro

which will play host to Fountainview at Gonda Westside (a Continuing Care Retirement Community), apartments for assisted living and memory care and priority access to skilled nursing care. Additionally, the campaign will strengthen the Home's community-based programs, which includes Skirball Hospice, Jewish Home Care Services, the Jewish Home Center for Palliative Care, and the Ida Kayne Transitional Care Unit.

For more information, please contact Ira Schreck, senior vice president, Jewish Home Foundation, at (818) 774-3045 or Ira.Schreck@jha.org.

Fountainview at Gonda Healthy Aging Westside Campus

Topping Off Ceremony Celebrates Westside Progress

The Los Angeles Jewish Home hosted a special brunch and “topping off ceremony” for the Gonda Healthy Aging Westside Campus. Topping off is a builder’s tradition held when the last beam (or its equivalent) is placed atop a structure during its construction phase. More than 70 board members, donors, and other friends of the Home got the opportunity to sign the beam, and everyone was excited to be celebrating such momentous progress on the construction of the campus.

Mark Rubin, chair of the Gonda Healthy Aging Westside Campus board, served as host at the event. The Home’s former chair of the board of directors, Jeffrey Glassman, also addressed the group. Speaking on behalf of Leslie Gonda, who along with his wife Susan, z”l, made the lead gift for the project, their son Louis Gonda, spoke about the contribution’s significance. Molly Forrest, the Home’s CEO-President, talked about the importance of the Home having a presence on the Westside. Rabbi Karen Bender, Skirball Director of Spiritual Life, led the group in the *Shecheyanu*. The enthusiasm was infectious: Rubin captured the prevailing sentiment when he noted that, “Less than 18 months ago, we shared a beginning when we broke ground on the site of the new Gonda Westside Campus. Today, we are one step closer to seeing that dream become a reality.”

Also in attendance were Joyce Brandman and Joyce Eisenberg-Keefer. Joyce Brandman and the Saul Brandman Foundation have named the Brandman Residences. Joyce Eisenberg-Keefer has named the Joyce Eisenberg-Keefer Court/Gallery and the Joyce Eisenberg-Keefer Sky Terrace. All will be part of the Gonda Westside complex.

This project is part of the Home’s ambitious \$215 million **Keeping the Vision – Expand, Extend, Sustain** campaign to increase the number of seniors we serve to 7,000 by 2018. For more information, please contact Ira Schreck, senior vice president, Jewish Home Foundation, at (818) 774-3045 or Ira.Schreck@jha.org.

Mark Rubin noted, “Less than 18 months ago, we shared a beginning when we broke ground on the site of the new Gonda Westside Campus. Today, we are one step closer to seeing that dream become a reality.”

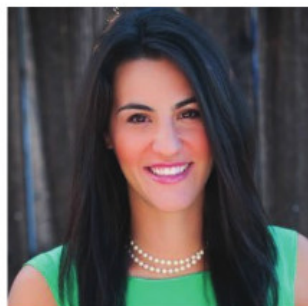
Below: (L to R) Joyce Eisenberg-Keefer, Molly Forrest, CEO-President of Jewish Home, Joyce Brandman

Right: (L to R) Kelly & Louis Gonda



Donor Profile

Britney Greenberg: Engaging the Next Generation



The Jewish Home provides critical programs and services to seniors, but its warm and nurturing community makes it a home for people of all ages. So says Britney Greenberg, a 30-something volunteer and one of the youngest members of The

Executives, a support group dedicated to enhancing the dignity and quality of life of seniors at the Home. "I'm a huge advocate of the Home. One of the things that's incredible is the level of care: It's incomparable," she says.

Britney, who currently sits on The Executives' board and serves as vice president of special events, has seen up close how the Home makes a difference for seniors – her grandmother, Nettie Berkson, moved in when she was 92. "Her experience there was amazing," Britney recalls. "She started in independent living, then ended up on hospice until she passed away at 97." Even after Nettie's passing, Greenberg stayed committed to the organization that

had given her grandmother so many additional years of life. It is a commitment that continues today, and Britney remains tireless in advancing and strengthening the Home. In appreciation of her efforts, she will be recognized at The Executives' 19th Annual Circle of Life Gala this coming May – receiving the prestigious Jack Schlaifer Young Executive Award, presented annually to a Young Executive who has shown exemplary leadership potential through active involvement with the group.

Britney's time with The Executives has reinforced for her how vital a resource the Jewish Home truly is. "I'm passionate about the Home and what it does for people," she says, pointing to the huge and growing need for care among seniors throughout Los Angeles. One way she channels that passion is by working to involve younger donors in the Home's vital mission. "I do my best to encourage people from my generation to give back," she says. "Everyone has busy lives, but we all have time and a little extra money. Being aware of how we can create impact is really important." It is a lesson Britney has taken to heart.

The Century Club Helping to Ensure the Future



The Jewish Home has a precious resource that provides \$1 million in support of our seniors each and every year.

Where does this generous funding come from? Our Century Club, a gathering of 40 wonderful and devoted donors who make an annual gift of \$25,000 or more so the Home can start the year with some critical initial assistance.

The Century Club represents a unique opportunity to recognize those people whose steadfast commitment sustains the Home's vitally important work. The Club was founded in 2012 during the Home's centennial celebration to commemorate its 100-year legacy and to ensure an even better future. Aply led by its chair, Warren Breslow, the Century Club continues to thrive, providing for the needs of our precious seniors by making a strategic investment in the Home's programs and services.



(L to R) Erwin Diller & Molly Forrest, Janet & David Polak, and Hal Foonberg

We welcome you to learn more and to join the Century Club in its dedication to the Jewish Home's future. For more information, contact Corey Slavin at (818) 774-3031 or Corey.Slavin@jha.org.

The Marilyn and Monty Hall Statesman's Society Honoring Their Namesake



1921. That was the year Monte Halparin, better known as Monty Hall, was born to Orthodox Jewish parents in Winnipeg, Canada. Among his many charitable pursuits, Monty has been devoted to the Jewish Home.

The Marilyn and Monty Hall

Statesman's Society was established in their honor in the 1980s. Monty and Marilyn have been coming for decades to celebrate Chanukah with the Home's residents at Eisenberg Village. This year Monty turns 95!

Monty and Marilyn attended our most recent Statesman's Society event at Angelini Osterina Restaurant on October 19. About sixty of our Statesman's Society members filled the small authentic Southern Italian restaurant on Beverly Boulevard with our own brand of authentic Jewish schmoozing and enjoyment of the delicious food prepared especially for our group by Chef Gino Angelini. Monty

spoke eloquently about his history with the Home and impressed upon us that, at almost 95, he's still got that charm and quick wit about him. It was amazing to hear him.

The Statesman's Society will honor Monty in this, his 95th year. Stay tuned for more information as we plan a celebration for our most dear friend and Jewish Home supporter.



To join or learn more about the Marilyn and Monty Hall Statesman's Society, contact Lesley Plachta at Lesley.Plachta@jha.org or (818) 774-3282.

Generation to Generation Society Sharing Experiences, Celebrating Commitment



The Generation to Generation Society (G2G), an offshoot of The Executives, kicked off in January 2015 with a plan to ask a small group of Executives members to increase their giving to the Jewish Home. The ask: \$5,000 or more annually. "The goal was to make

this group different," recalls Arthur Greenberg, G2G's founding chair. "No meetings, no conference calls, no boards to sit on – just a few gatherings a year, bringing together a great group of people who care about the Home and who give generously."

The idea took off: In the first 11 months, G2G grew to 41 households raising more than \$225,000 for the

Home. "There was big momentum and we notched a real accomplishment," Greenberg says proudly.

Central to G2G is an emphasis on having fun. "It's a key piece of the concept: like-minded, interesting people coming together, not for the typical chicken dinner, but rather to share some out-of-the-box experiences and to celebrate our commitment to the Home," Greenberg says.

The group is another example of the Home's dedication to innovating and evolving to serve an expanding senior population with increasingly more complex and diverse needs. "I thought I had done all of the leadership roles in The Executives, as well as being chair of the board of the Home," Greenberg laughs. "But the Home is constantly reinventing itself, so I figured, 'Why shouldn't I?' We

have a chance to make a difference in seniors' lives – and we are seizing that opportunity with G2G."

For more information on the Generation to Generation Society, contact Lesley Plachta at (818) 774-3282 or Lesley.Plachta@jha.org.



Associates-IMC Touching Lives

What is Associates-IMC and who are the women – and men – who are members? The organization's mission offers a window into its goals: "Associates-IMC raises money to enhance the quality of life and care of the residents of the Jewish Home."

Yet, Associates-IMC members provide Jewish Home residents much more than financial support. By volunteering on both the Eisenberg and Grancell Village campuses, they bring talent, creativity, and love to enhance the lives of seniors across our community.

Through the Associates-IMC's resident outreach program, board of directors members Barbara Birnbaum, Susan Fien, and Nancy Salka have accumulated hundreds of volunteer hours over the course of the last several years. Their collective effort is a testament to the extraordinary contributions Associates-IMC members make every day.

In addition to having a number of her own "buddies" in the auxiliary's *Operation Friendship* program, Barbara Birnbaum spends hours collaborating to create a meaningful experience for Jewish Home residents at events including Mother's Day, the Walk of Ages, and the recent Jewish History Fair.

Susan Fien, recognized a year ago as the Home's "Volunteer of the Year," comes to Eisenberg Village several days a week to teach residents basic computer skills like Internet searching, word processing, and brain games. Thanks to Susan, residents are able to keep in touch with friends and family using email, Skype, and Facebook.

ASSOCIATES  IMC



(L to R) Barbara Birnbaum, Susan Fien and Nancy Salka

Beginning her volunteer "career" in arts and crafts at Eisenberg Village several years ago, Nancy Salka demonstrated her abilities as an avid and prolific master of crochet. She has helped residents create and complete numerous crocheted projects. She has also encouraged others to become members of Associates-IMC and volunteer as part of the *Operation Friendship* program. In 2015, Nancy expanded her volunteerism by helping the Eisenberg Village activities department to plan and prepare for campus-wide events.

If you would like more information about Associates-IMC, please call (818) 774-3375 or email Debbie.Fishel@jha.org.

The Benefactors of the Jewish Club of 1933 Honoring Dedicated Women



An enthusiastic crowd gathered at the Luxe Hotel on Sunset Boulevard last November for our 81st Annual Pre-Thanksgiving Luncheon of the Benefactors of the Jewish Club of 1933. Members of the support group attended with their family and friends. The Benefactors of the Jewish Club presented the Tribute Award to Barbara Yaroslavsky (a woman of selfless commitment who for decades has given her all to the betterment of the community) for her devotion to the Jewish people and to the State of Israel.

The luncheon also honored the life of Ruth Engel, the club's late vice president. In her role, Ruth planned many events, including the 81st pre-Thanksgiving gathering. Her daughters Heddy Safren and Barbara Preston accepted the Philanthropic Award in memory of beloved their mother.

For more information about The Benefactors of the Jewish Club of 1933, please contact Linda Cohen at Linda.Cohen@jha.org or (818) 774-3337.

Top: Barbara Yaroslavsky receives the Tribute Award

Bottom: Heddy Safren and Barbara Preston receive the Philanthropic Award in memory of their mother, Ruth Engel.



BJC

The Benefactors of the
Jewish Club of 1933

The Executives

Building on a Foundation of Success

2015 was a fantastic year for The Executives. The group raised over \$675,000, making 2015 one of its most successful years to date. Early on in the year, Executives members created the Generation to Generation (G2G) Society, which has rapidly become a premier philanthropic vehicle for Valley-based donors, each of whom contributes \$5,000 or more to the Jewish Home annually.

Last year's fundraising events were an enormous success. The 11th Annual Poker Tournament took place in March at Braemar Country Club with close to 100 attendees and raised approximately \$30,000 for the Home. In May, The Executives honored Leon Blankstein at the 18th Annual Circle of Life Gala at the Skirball Cultural Center, and Brandon Matloff received the Jack Schlaifer Young Executive Award. The Executives' largest annual fundraiser, the gala raised more than \$250,000 for the Home, ranking it as one of the most successful so far. The 12th Annual

Golf Classic took place in October at the beautiful Angeles National Golf Club, raising over \$85,000 from 72 attendees.

For 2016, The Executives has forged ahead with new membership packages. In the works is an industry-focused initiative, resurgence of the marketing/communications committee, and plans for a special evening program. Additionally, through work with the strategic planning committee over the past year, The Executives have put themselves on a path to reach the goal of raising \$1 million a year in five years.

The Executives supports seniors at the Jewish Home through personal generosity, hands-on involvement, and fundraising. Founded in 1992, The Executives is comprised of the San Fernando and Conejo Valleys' most prominent business and community leaders. Its mission is to raise funds to enhance care and quality of life for seniors served by the Home. The

THE EXECUTIVES

SUPPORTING THE LOS ANGELES JEWISH HOME



Golf Tournament Co-Chair David Feldman (2nd from R) and his golf foursome.

group hosts a number of monthly and annual events that provide financial assistance for the Home and that offer members the rewards of friendship and camaraderie in their philanthropic endeavors.

For more information about The Executives, contact Cheryl Kater at Cheryl.Kater@jha.org or (818) 774-3331.

The Guardians of the Los Angeles Jewish Home

Honoring One of the "Family"

On November 18, The Guardians hosted over 425 people at the Beverly Wilshire Hotel for Los Angeles Real Estate: The Next 25 Years: Roundtable, Networking & Dinner. We honored our very own "Uncle" Chuck Hershson for all he has done for The Guardians, the Jewish Home, and many other organizations. Chuck is the founder and president of Fidelity Mortgage Lenders, Inc., and a leading member of the California real estate community. He has been an active member of The Guardians and has served on the board for nearly 20 years. In his two decades of involvement with The Guardians he has truly become an uncle to all of us.

Moderated by Jesse Sharf, our panel discussion featured icons of Los

Angeles real estate Laurie Lustig-Bower, Steve Soboroff, and David Schwartzman. The event was The Guardians' largest fundraiser in 2015 and truly set the stage for a fantastic year to come.

Since 1938, The Guardians has supported the Los Angeles Jewish Home from its roots in Boyle Heights to its expansion to the San Fernando Valley and the Westside. Since its inception, The Guardians has raised over \$25 million for the Jewish Home. Annual gatherings including the real estate event, Men's Comedy Night, the poker tournament, Swing Fore the Home Golf Tournament, and Family Fair Day generate these critical funds and awareness.

the GUARDIANS

of the Los Angeles Jewish Home



(L to R) Alan Shuman, Larry M. Schnaid, 'Uncle' Chuck Hershson, Joshua P. Binder, and Brad Luster

For more information about The Guardians and how you can join please visit www.laguardians.org or contact Jessi Cazary at jessi@laguardians.org or (310) 479-2468.

Hats Off to New Hall of Famers

An important part of what makes the Jewish Home such an exceptional place is its skilled and dedicated employees. They bring a unique combination of talent, commitment, and nurturing to their jobs every day. Each year, the Jewish Home recognizes two employees for their outstanding work, honoring them as “employees of the year” and inducting them into the Jewish Home Hall of Fame.

In 2015, the honor went to Blanche Crispin, a certified nursing assistant (CNA) at our Eisenberg Village campus. She began working at the Home in 1986 in the laundry department, eventually leaving to study for her CNA. Blanche ultimately returned to the Home in 1991, serving as a CNA in the AB Building and in the Max Factor Family Foundation Nursing Building, as well as with residential care. She is, says vice president of human resources & corporate compliance officer Sharon Ginchansky, “a role model to our entire team.”

The honoree on the Grancell Village campus was licensed vocational nurse Olga Santoyo, who has been with the Jewish Home since 2007. Olga works in the Joyce Eisenberg-Keefer Medical Center and is also incredibly involved in the Home’s wellness program (she will be a coach next year). Ginchansky notes that Olga is “well respected, fair, helpful, and reasonable, and the Home has received countless letters” praising her.

We are proud of Blanche and Olga and wish them hearty congratulations from all of us at the Jewish Home!

Top: EV Hall of Fame employee Blanche Crispin with Doug Tucker

Bottom: GV Hall of Fame employee Olga Santoyo with Jerry Wahagheghe and Ilana Grossman



Recognize An Employee Who Hit A HOME RUN!!

Has someone at the Jewish Home demonstrated excellence by helping you or someone around you? It's time they get the recognition they deserve. Please take a moment and fill out this simple form! Visit our website at www.lajh.org/about/the-jewish-home-team/honor-the-home-team/.



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Calendar of Events

MAY

- 1 Executives Circle of Life Gala, Skirball Cultural Center
- 8 Mother's Day Brunch, Grancell Village & Eisenberg Village
- 12 Executives Breakfast, El Caballero Country Club
- 17 Executives Networking Lunch, Braemar Country Club
- The Guardians Speaker Series with Howard Mark, Private Home
- 22 Century Club Brunch, Private Home in Los Angeles
- 25 Legacy Circle Luncheon, Four Seasons

JUNE

- 21 Executives Networking Lunch, Braemar Country Club
- 26 Generation to Generation Society, Donor Recognition Event
- 27 Associates-IMC Play Day, El Caballero Country Club
- 30 Associates-IMC Vatican Splendors Tour, Ronald Reagan Presidential Library

JULY

- 10 The Guardians Family Fair & Picnic Day, Woodley Park
- 19 Executives Networking Lunch, Braemar Country Club
- 25 Longest Day of Golf, Woodland Hills Country Club

AUGUST

- 10 Associates-IMC 86th Tree of Life Luncheon Honoring Rosanna Hirshon-Bogart and Bob Hirsch, Beverly Wilshire Hotel
- 15 Executives Golf Tournament, North Ranch Country Club
- 16 Executives Networking Lunch, Braemar Country Club
- 22 The Guardians XVII Annual Swing Fore the Home Charity Golf Tournament, Mountaingate Country Club

SEPTEMBER

- 18 Celebration of Life: Reflections Gala 2016, Beverly Wilshire Hotel
- 20 Executives Networking Lunch, Braemar Country Club

NOVEMBER

- 2 Sarnat Symposium, Grancell Village
- 15 Executives Networking Lunch, Braemar Country Club
- 20 Walk of Ages XVII, Woodley Park

DECEMBER

- 5 Associates-IMC Play Day, El Caballero Country Club
- 20 Executive's Networking Lunch, Braemar Country Club