

VISIONS

THE EXECUTIVES MAGAZINE

THE VALLEY SUPPORT GROUP FOR THE LOS ANGELES JEWISH HOME



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PHOTO: Executive Committee at Awards Night

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PRESIDENT'S Message



Dear Friends,

There are exciting new developments at the Jewish Home. The Los Angeles Jewish Home announced plans to develop a senior care community in The Village at Playa Vista and the surrounding areas that will serve the residential, healthcare and in-home needs of upwards of 600 seniors on the Westside of Los Angeles. This marks the first time in its 100 year history that Jewish Home will have a physical presence on the Westside. Designed to inspire health and wellness, Fountainview at Gonda Westside will include a host of thoughtful amenities and desirable services to create a resort environment. As a Continuing Care Retirement Community (CCRC), residents will have the security of knowing that as their needs change, they can continue to enjoy life to its fullest. Along with upscale independent living residences, the community will offer 24 assisted living and memory care apartments. Residents will have access to the highest quality of in-home personal care services available through the Los Angeles Jewish Home as well as priority access to its renowned nursing services, should the need arise.

Our Brandman Centers for Senior Care, the Jewish Home's new Program of All-inclusive Care for the Elderly (PACE) facility, on the Grancell Village Campus opened this February 2013, allowing us to serve residents who can stay in their homes with families. The Brandman Centers provide programming, meals, and medical care for 180 or so seniors while they live at the home. With plans to open more centers, this will help us achieve our goal of serving 5000 residents per year within 5 years.

The Jewish Home continues to serve seniors in need with quality and dignity. We add life to years and years to life. The funds that The Executives raise enable us to provide care and help us fulfill the 5th Commandment to "Honor Thy Father and Thy Mother" by giving comfort and piece of mind to the frail and elderly that need our support the most.

- Rich Marcus, President

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The Executives is the San Fernando Valley Support Group for The Los Angeles Jewish Home
www.TheExecutives.org





THE EXECUTIVES

100 *for* 100

Centennial Celebration

100 FOR 100 HONORS THE EXECUTIVES AND THE LOS ANGELES JEWISH HOME

100 for 100 was a great success! The Executives raised over \$105,000 for the Los Angeles Jewish Home on Sunday, August 5 at The Executives 100 for 100 Centennial Celebration event. Over 300 people joined The Executives for a lovely Home-cooked breakfast honoring our past and our future. The 100 for 100 event was created so The Executives could recognize the importance of the Home's tradition of caring. In addition, so many dedicated individuals who have worked on behalf of The Executives and the Jewish Home are deserving of being honored. 100 for 100 recognized our beginnings as our founders Earl Greinetz, Marty Cooper and Michael Grobstein were honored along with Past Presidents, current board members, supporters and friends.

9TH ANNUAL GOLF TOURNAMENT

October 15, 2012 was The Executives 9th Annual Golf Classic at Saticoy Country Club in Somis, CA. 80 golfers spent the day battling the course and raising funds for the residents of the Los Angeles Jewish Home. Three spectacular meals later, The Executives had raised \$40,000 for the Jewish Home.

Save the date. September 23, 2013 will be The Executives 10th Annual Golf Classic at Tournament Player's Club in Valencia. Sponsorship opportunities are available. Call Saul at 818-774-3331 to discuss getting involved.





ESTELLE CURTISS

Life is Beautiful

Born in 1911, Estelle Curtiss grew up as part of a musically inclined family. Her parents, Johanna and Mendel “Max” Katz, worked in the garment industry, and though they were poor, their love of music and family sustained them. Max, who worked as a shneider (tailor), was a dedicated music lover, and Johanna, who was a seamstress, sang beautifully.

The couple was blessed with five children – Jean, Al, Mickey and Estelle, as well as an older daughter who tragically passed away during the flu epidemic of 1918. Al played the violin, Estelle was drawn to the piano and Mickey took up the clarinet in high school. Young Estelle could sing and dance, and together they made quite the quartet. “We would put on our own shows,” recalls Estelle. “There was an alley alongside our house. The neighbors would come around and watch. We loved it!”

When she was about 8 years old, Estelle entered the world of Yiddish theatre. She also went to dance school, and, as a teenager, studied ballet. “I sang and danced all over the city and state,” she says. “I was pretty busy!” After graduating high school at 17, she joined a vaudeville group, but after six months of performing on stage realized that vaudeville was declining and was not the right fit.

At 21, Estelle met her future husband, Gerson Curtiss. As it turns out, Gerson remembered seeing her perform in junior high. Within four years, the couple was married. Gerson worked as a stockbroker and Estelle tried her hand at bookkeeping. They raised three children: Jonathan, Judith and Susan. Though Estelle no longer performed, she and Gerson belonged to various folk dance clubs, which they enjoyed tremendously.

Estelle’s brother Mickey became a successful musician and comedian, specializing in Jewish humor. He continued to perform his unique brand of entertainment until his death in 1985. Mickey’s son, Joel Grey, is internationally known for his talent on stage and screen, and his granddaughter, Jennifer Grey, has a successful acting career as well. The entire extended Katz clan gets together a couple of times each year, carrying on Johanna and Max’s dedication to family.

It was Mickey’s career that led the rest of the family to Los Angeles. When Gerson passed away at the age of 85, Estelle continued living in their Beverly Hills apartment. “I lived there for 46 years,” says Estelle. “I cooked and did everything for myself...until I was 99. Then, going up and down the stairs became a little too much for me.” When it came to making a decision about where to go, she continues, “The Jewish Home was the only choice! It’s a wonderful place. You have everything you could want here.”

While Estelle values all of the services and programs offered by the Home, she particularly appreciates the medical care and activities. “I love Word Games with Jacqui, bingo, going to concerts and movies off-campus and, of course, all the musical performances.” Estelle is an avid reader and particularly enjoys novels by female authors or with strong female characters.

At 101, Estelle’s advice for healthy aging is simple: “Just be yourself...that’s all! Life is beautiful, but you have to have a sense of humor. Be happy and laugh.”

Reflecting on her time at the Jewish Home, Estelle says that, “The Home has given me a feeling of peace. I don’t have to worry about the outside world – they’ll take care of me here.” She encourages others to be a part of the Home by donating their time or resources. “It’s a very worthwhile organization, and you should get involved to help keep people happy and well, and to serve the Jewish people.”

MEMBER PROFILES:

KITTY MAK

OCCUPATION: An attorney specializing in family law litigation and mediation.

FAMILY: I'm blessed with an amazing partner and two beautiful daughters, ages 3 and 1.

HOW LONG HAVE YOU BEEN A MEMBER OF THE EXECUTIVES? A year.

WHY DID YOU GET INVOLVED? To network with high-caliber professionals and to benefit a good cause.

FAVORITE VACATION SPOT: Bora Bora!

FAVORITE EXECUTIVES EVENT: Every luncheon is a joy.

FAVORITE VALLEY RESTAURANT: Katsuya

FAVORITE ACTIVITIES: Spinning, weight training, piloxing... Trying new forms of exercise. And of course, any activity done with my family.



PARHAM NABATIAN

OCCUPATION: Owner of Infinite Communications, an Internet Marketing, Design and PR firm.

FAMILY: Mom, Dad, and Older Brother.

HOW LONG HAVE YOU BEEN A MEMBER OF THE EXECUTIVES? A member for almost a year.

WHY DID YOU GET INVOLVED? I got involved because I am a very proud Jewish boy and I wanted to meet other leaders in our community.

FAVORITE VACATION SPOT: My favorite vacation spot was Israel. I loved experiencing the culture, amazing food, scenery and women.

FAVORITE EXECUTIVES EVENT: My favorite Executives event are the lunches. It is nice to get away from the office and feel everyone's positive energy in the middle of the day.

FAVORITE VALLEY RESTAURANT: My favorite Valley restaurant right now is a Thai restaurant in Sherman Oaks called KAO Cafe. Out of this world flavors.

FAVORITE ACTIVITIES: My favorite activities are working out in bootcamp, trying new restaurants and taking walks around the city.



LAINER DEVELOPMENT, INC.

Lainer Development congratulates the winners and players that made the 9th Annual Poker tournament a great success.

Jeff Lainer
www.lainerdevelopment.com
(818) 787-1400

No Jokers Here...



the 9th Annual Poker Tournament

benefitting the

Los Angeles Jewish Home

was flush with success. Congratulations to

The Executives.



LEWITT HACKMAN

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A LAW CORPORATION



ALL IN AT THE POKER TOURNAMENT

Sunday, February 10th, 2013 the 9th Annual Executives Poker tournament was held at Braemar Country Club in Tarzana. 80 poker players vied for the title of Executives Poker Champion. With the help of Full House Sponsors RJ Feder & Associates, Kingsley and Kingsley Law firm, Lainer Development Corporation,

Strategic Benefit Employment Services and Weiss Accountancy, the room was full and the mood was high. Our Joker's Lounge Sponsor Holwick Contractors brought a crew of people to the tournament. The Executives raised \$14,250 and expect an even better tournament for 2014.

YOU ARE INVITED TO A BREAKFAST FEATURING

STEVE SOBOROFF

Business and Civic Leader

TUESDAY, MAY 7, 2013
7:00 - 7:30 am Social Time
7:30 - 9:00 am Program

El Caballero Country Club
18300 Tarzana Drive
Tarzana

THIS EVENT IS GENEROUSLY SPONSORED BY:



Please RSVP by
Wednesday, May 1st

Members:
\$25 pre-registered
\$30 at the door

Non-Members:
\$30 pre-registered
\$35 at the door

CALL (818) 774-3331 FOR MORE INFORMATION



SEPTEMBER 2012 Breakfast

The September breakfast featured UCLA Star Keith Erickson sharing "My Time with John Wooden."



NOVEMBER 2012 Breakfast

The November breakfast featured Raphael J. Sonenshein and his perspective on "Election 2012: The Home Stretch."



JANUARY 2013 Breakfast

Chauncy J. Medberry Director of UCLA Anderson Forecast and Professor of Management, Professor Edward Leamer spoke about the economic recovery in "Still No Recovery: What's the Problem, and What's the Treatment?"



FEBRUARY 2013 Breakfast

Former Massachusetts Governor and former US Presidential Nominee, Michael Dukakis shared his take on "Health Care in America: Where Do We Go From Here?"

"I was recently asked why my company is sponsoring The Executives' Breakfast events. I answered reflexively about the benefits of marketing my small business to like-minded Jewish Home supporters. Of course, this seems quite obvious.

As I thought about it, I realized there are deeper and more meaningful reasons as well. There are many worthwhile charities to support. There are many places to advertise my business. Why the Jewish Home? Why The Executives? I've been a member of The Executives for nearly 20 years. I've seen firsthand the good work we do for the people that we serve.

I often drive by the Eisenberg Campus on Victory and The Grancell campus on Sherman Way and feel significant pride that in my small way, I am a part of the Jewish Home. In many ways, the Jewish Home is part of me.

The next time someone asks why I support The Executives and the Jewish Home with a sponsorship; I will say that the Jewish Home is good. People should know it and people should support it... loudly, clearly and as often as possible."

– Joel Volk, Mercury Document Imaging Co., Inc.



BECOME A CORPORATE SPONSOR

Sponsoring The Executives Breakfast Series is a great way to help your business and support the Jewish Home.

Corporate Emerald Circle: \$15,000

Emerald Circle Plaque on Executives Wall at the Jewish Home's Eisenberg Village • Feature Article in The Executives Visions Newsletter • Membership Privileges for 4 Individuals (from your business) • Complimentary attendance at all monthly programs for two for that calendar year • Sponsorship of 2013 Executives Breakfast Series • Sponsorship of 2013 Executives Networking Lunch series • Gold Page advertisement in the Circle of Life Gala tribute journal • Full Page advertisement in The Executives Golf Classic tribute journal • Two tickets to Circle of Life Gala • Participation in the annual Golf Classic for two

Corporate Silver Circle: \$5,000

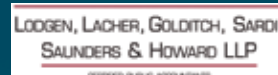
Silver Circle Plaque on Executives Wall at the Jewish Home's Eisenberg Village • Special Recognition The Executives Visions Newsletter • Membership Privileges for 2 Individuals (from your business) • Complimentary attendance at up to 3 monthly programs for two for that calendar year • Sponsorship of 2013 Executives Breakfast Series • Sponsorship of 2013 Executives Networking Lunch series • White Page advertisement in the Circle of Life Gala tribute journal • Half Page advertisement in The Executives Golf Classic tribute journal • Two tickets to Circle of Life Gala or Participation in the annual Golf Classic for two

Corporate Patron: \$2,500

Special Recognition The Executives Visions Newsletter • Membership Privileges for 2 Individuals (from your business) • Complimentary attendance at up to 2 monthly programs for two for that calendar year • Sponsorship of 2013 Executives Breakfast Series • Half Page advertisement in the Circle of Life Gala tribute journal • Half Page advertisement in The Executives Golf Classic tribute journal

For further information please call The Executives office (818) 774-3331.

Our 2013 Breakfast Series Sponsors:



SAY IT WITH A Tribute

Get Well

Stewart Bloom

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Margaret & Jack Schlaifer

Sharon Udkoff

Jack Schlaifer

Cheryl Kater, Saul Korin,

Aaron Levinson & The Executives

Happy Birthday

Sandy Tilsen

Happy 70th Birthday

Harriet Dyne

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In memory of mother, Thelma Alper

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To Marsha Calig

In memory of stepson, Tony "Anthony" Calig

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Marla & Jacques Soriano

To Randy Cohen

In memory of mother, Estelle Goldschein

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Debra & Arthur Greenberg

Wendy & John Moskal

Sidney and Allen Rishe

Margaret & Jack Schlaifer

Sharon Udkoff

To Lynn Craig

In memory of son-in-law, Glen

Emily Blieden & Elaine Blieden

To Mitzi Cutler, Dean and Ellen Cutler, & Jodi and Rick Kirkbride

In memory of Maurice Cutler

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To Robert Gerard

In memory of mother, Paulette Mansfield

Joy & Gerry Picus

To Arnold Gittelson

In memory of wife, Pat Gittelson

Lynn & Bruce Kaufman

To Nona & Norin Grancell

In memory of Sherman Grancell

Margaret & Jack Schlaifer

To Robb Greenspan

In memory of mother, Helen Greenspan

Ann Carlton Bose

Marsha Calig

The Executives

Coral & Alan Goldsmith

Arthur Greenberg

Lynn & Bruce Kaufman

Paul Meshekow

Sidney and Allen Rishe

To Hallie and Dan Holtzman

In memory of Dan's Father

Nancy & Rick Katz

In memory of mother, Daisy Katzin

Joy Picus

To Mrs. Glenda Kayne

In memory of mother

Marion & Russell Weis

To Lenny Leiberman and Family

In memory of wife, Louise

Carol Haaz

To Reggie Nudell and Family

In memory of mother and

grandmother, Jane Berg

Eleanor Klausner

To Len Ovsowitz

In memory of beloved mother, Emily Ovsowitz

The Executives

To Adrienne & Leonard Rosen

In memory of son, Phillip

Russell & Marion Weis

To Pam Rubin

In memory of aunt, Sylvia Brock

Joy & Gerry Picus

To City Attorney Carmen Trutanich

In memory of mother, Esther Trutanich

Arthur Greenberg

To Debbie & Scott Weiss and Family

In memory of Shirley & Max Srery

Earl Greinetz

To Esther Youtan

In memory of mother, Anna Shapira

Nancy & Michael Klemens

Mazel Tov

Honorable Fred Gaines

On being sworn in as the Mayor of Calabasas

Lee, Arlene, Brett and Scott Alpert

Debra & Arthur Greenberg

The Executives

Wendy & Mel Kohn

John & Wendy Moskal

Margaret & Jack Schlaifer

Beth and Jan Goren

Birth of grandson,

Maxwell Joseph Goren

Greenberg and Schwartz families

Leah Granof

On receiving the 2013 Tom Bane Humanitarian Award

Dr. Marlene Bane

Wendy & Mel Kohn

Sandy Miller

More tributes available to view at:

www.jha.org/executives/support/tributes.asp



**RJ Feder & Associates
congratulates
The Executives on their
9th Annual
Poker Tournament.**

**Congratulations
to all the winners.**

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Providing Service Beyond Expectation Since 1988

For a list of our friends, supporters and patrons please visit www.theexecutives.org



**Weiss Accountancy
supports The Executives
and The Residents of
the Jewish Home.**

**Great job committee on making
the 9th Annual Poker tournament
so successful.**

**Main Number 818-997-7712
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the Los Angeles Jewish Home.**

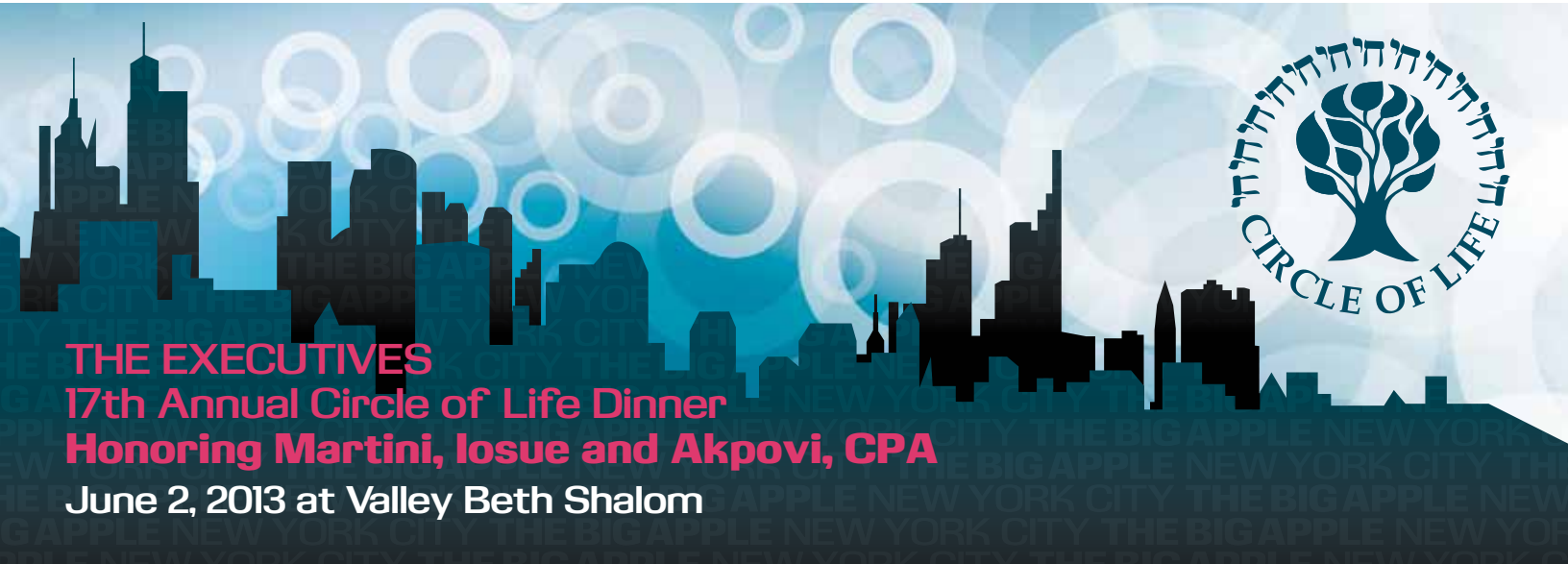
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SFV Support Group for the Los Angeles Jewish Home



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THE EXECUTIVES 17th Annual Circle of Life Dinner Honoring Martini, Iosue and Akpovi, CPA June 2, 2013 at Valley Beth Shalom


Save the Date...


BREAKFAST WITH
STEVE SOBOROFF
El Caballero Country Club
Tarzana
May 7, 2013 at 7 AM

17TH ANNUAL
CIRCLE OF LIFE DINNER
Honoring Martini, Iosue
and Akpovi, CPA
June 2, 2013

THE EXECUTIVES
10TH ANNUAL GOLF CLASSIC
Tournament Player's Club
Valencia
September 23, 2013

The Executives is
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Support Group for the
Los Angeles Jewish Home
www.TheExecutives.org

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