

# VISIONS

THE EXECUTIVES MAGAZINE  
SUPPORTING THE LOS ANGELES JEWISH HOME



THE EXECUTIVES 11TH ANNUAL

# GOLF CLASSIC

BENEFITTING THE LOS ANGELES JEWISH HOME

## SAVE THE DATE...

**Breakfast with The Executives**  
El Caballero Country Club  
September 4, 2014 at 7:00 am

**A Salute to Veterans**  
the Los Angeles Jewish Home  
November 9, 2014 at 4:30 pm

The Executives is the San Fernando Valley  
Support Group for the Los Angeles Jewish Home  
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# WE THANK THE MARCIA ISRAEL FOUNDATION FOR THEIR SUPPORT OF THE LOS ANGELES JEWISH HOME.

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## President's Message



It is my honor to address you for the first time in Visions Magazine as President of the Executives. I have a personal relationship with the Jewish Home in that my mother is a resident at Fountainview. Also, I have other family, parents of friends and acquaintances currently residing in the Home and connections to many others who have lived there in the past.

On a personal level, I have been a member and supporter of the Los Angeles Jewish Home and the Executives since 2006. I have co-chaired multiple golf tournaments, co-chaired last year's Circle of Life gala and worked on several committees.

The Home is a "JEWEL" in the San Fernando Valley, serving 1000 residents on our two campuses and another 3300 through outreach programs and hospice care. As we build the Gonda Healthy Aging Fountainview on the Westside, our reach and commitment to serve more people and provide more benefits will continue to grow. A large part of our Mission is to "Pay it Forward" in an effort to repay those seniors who gave to all of us when we were younger. How can we ever repay them? Involvement in the Executives is one simple way.

We began the year by setting goals for 2014 – 2015 and have redefined our Mission, Vision and Values. In this process, committees have been revamped, membership has grown and we now have improved community outreach. A women's group within the Executives is in its early stages and has already had two events. The Young Executives continue to grow their membership and are active with separate events geared toward the under 40 set.

Our Golf Classic took place in June at Valencia Country Club and was an enormous success. We raised in excess of \$85,000, with over 100 attendees! Our committee worked hard and put on a great tournament, including a silent and live auction. Congratulations to David Feldman, Herb Greenman and Harvey Turell along with the rest of the golf committee for your support and dedication in planning this great event.

Lastly, I would like to thank the current Executive Committee and Board members for all your support and hard work. None of what we have accomplished in the last six months could have happened without you. And special thanks go out to the staff at the Home who have worked so diligently to help us ensure this success.

– Ira Halpern, President

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The Executives is the San Fernando Valley Support Group for  
the Los Angeles Jewish Home [www.TheExecutives.org](http://www.TheExecutives.org)







# Getting Back on Her Feet and Ready to Dance

Zelda Moyal is known around the Jewish Home’s Eisenberg Village (EV) Campus for her positive attitude, beautiful smile, and love of dancing. When constant lower back pain began to limit her activities, she saw a doctor who ordered an MRI. The test revealed a bone was touching a nerve, causing discomfort all the way to her feet. The doctor gave Zelda three options: surgery, cortisone injections, or

a life of pain. After consulting with her doctor at the Home, Dr. Nallini Gnanadesigan, Zelda opted for surgery. On April 25th, the surgery was successfully performed. The next evening, Zelda was transferred from the hospital to the Home’s Ida Kayne Transitional Care Unit at Grancell Village for rehabilitative care. Imagine her

surprise, and pleasure, when she entered her semi-private room and found her next door neighbor from the Eisenberg Campus! Yes, neighbor and friend Rhoda Weinberg was there to welcome Zelda as she began her road to recovery. Rhoda recently fractured a vertebra and was on the mend herself. Now, they could offer each other support and encouragement as they recuperated together. “We talked all the time, sometimes in Yiddish,” says Zelda. “She helped me to not get depressed.”

As part of Zelda’s rehab, she received physical therapy twice daily. The morning session focused on how to do regular activities, such as dressing, sitting and standing, without twisting her back. In the afternoon, she walked and did balance exercises. “Everyone there was wonderful,” says Zelda. She worked closely with physical therapy assistant Jeff Rale. “He took care of me and is a good person,” says Zelda. “I learned a lot from Jeff.” Zelda realized that much of her recovery was on her shoulders. “I was always a good kid...I listened to my teachers. Now I listened to what the therapists and nurses told me.”

And while Zelda was learning from her therapists and nurses, others were learning from her. “Zelda exuded positive energy and passion for life,” observes Daisy Mann, registered physical therapist. “She was motivated to regain her independence in rehab and get back to her life at Eisenberg Village.” When Daisy visited EV with Zelda for home assessment, she was amazed at the welcome Zelda received. “People were overjoyed to see her! She exemplifies the expression, “others don’t remember you by your actions but by how your actions make them feel.”

At the end of May, Zelda returned to her home – and life - at Eisenberg Villages and hopes to be up and dancing with joy in the near future.

*For more information about rehabilitative care at the Jewish Home, please contact the Ida Kayne Transitional Care Unit at (818) 774-3308 or visit our website at [www.jha.org/about/transitional-care](http://www.jha.org/about/transitional-care).*

# TRIBUTES: A WAY OF SAYING THAT YOU CARE

Often we find that we are at a loss to know what to say to a loved one or friend at their time of loss, or we wish to send a message that we care when some special occasion occurs. Tributes are a way you may do both in a special way that accomplishes what you wish, but also is a benefit to the Los Angeles Jewish Home.

*When you send a Tribute,  
you have found a beautiful way to say  
the right thing at the right time.*

When you send a Tribute, you have found a beautiful way to say the right thing at the right time. Making a donation to the Home with our Tribute Envelopes is an easy way to convey the message that you wish, with the benefit of your generosity and *Tzedakah*. Your tribute request to The Executives instructs us to send an acknowledgment to those

loved ones and friends that you have made a contribution to the Los Angeles Jewish Home in memory of their loved one or in honor of that special occasion.

Tribute envelopes are available at your request, are included with our mailings of Visions, or on the tables at our monthly breakfast meeting.

Try this easy way of saying that you care. You will receive many notes of appreciation from those who receive your acknowledgment and a written thank you from the Home plus your donation will be acknowledged in an issue of Visions for all to see that you care for your loved ones, friends, and the Los Angeles Jewish Home.

Try it, you’ll like it.

For more information, contact Saul Korin at (818) 774-3331

– Jack Schlaifer, Past President of The Executives

# A New Look for The Executives



You may have noticed a new look for The Executives. Our new logo (shown above) was designed to reflect a new look for the organization. You will notice the three pillars that form an “E.” This reflects that The Executives are pillars of the community, committed to dignity and care for the residents of the Los Angeles Jewish Home, fellowship and networking, and fundraising to provide the highest level of care.

We have also delved into our mission to recommit to The Executives and the Los Angeles Jewish Home. In light of this, at the July 17th Executives board meeting, the board adopted the following mission statement: “The Executives enhance the dignity and quality of life of seniors at the Los Angeles Jewish Home through personal generosity, involvement and fundraising.”

We look forward to fulfilling this mission and continuing to support the Los Angeles Jewish Home.





# Leaving a Legacy

by Aaron Levinson

Often when I am speaking with members of The Executives, they ask me if I am enjoying my (not-so-new-anymore) position of Planned Giving Officer at the Jewish Home. After five years running the day-to-day operations of The Executives before leaving that in the very capable hands of Saul Korin, I do miss many aspects of that job, especially seeing the many members with whom I became so close. But in my current position, I do have the opportunity to reach out to members of The Executives and help them leave a legacy with the Jewish Home.

The Jewish Home’s Legacy Circle is open to anyone who indicates they have made provisions for a legacy gift to the Home, regardless of the type of gift or its value, since every gift helps us continue our vitally important mission. Members of the Legacy Circle are entitled to have their names entered on our beautiful Legacy Circle wall on the Grancell Village campus and they are also invited to our annual Legacy Circle luncheon. What a wonderful “club” to be a part of!

For many people, the difficult decisions are how much they can afford to leave to the Jewish Home, and how they should set up the gift in their will or trust. There are so many different vehicles for planned giving, such as Charitable Remainder Trusts, Charitable Gift Annuities, percentage bequests and many other methods. My goal is to simplify this process for you. In most instances, a planned gift does not need to be complicated at all. For the purpose of estate and income tax savings, it could become a little complicated, but really it won’t be—for you. Experts can be brought in to deal with all of the headache-generating issues, thus leaving the donors smiling and happy because they know that they are doing such a wonderful thing for the residents of the Jewish Home.

An added benefit to making a planned gift is that those who do take care of their estate planning (and those who set up a planned gift) tend to live longer. I told a story at a recent Executives breakfast about Jeanne Calment who, when she was 90 years old,

agreed to sell her apartment in France (after her death) to an attorney who would pay her a monthly sum until she died. Jeanne outlived the attorney whose widow continued the payments until Calment finally passed away at age 121—as the oldest documented living person ever! My point is that not only is planning important, but it is apparently good for your health.

As a member of The Executives, you already know what a remarkable place the Los Angeles Jewish Home is, and you are already supportive of the organization. If you’d like to know that the Home will continue providing such loving care to our community’s seniors in the future, please take the time to speak with me about how you can leave a legacy with the Jewish Home. Not only will you feel good about what you’ve done, but you may just outlive Jeanne Calment!

*Aaron Levinson is Planned Giving Officer for the Los Angeles Jewish Home. He can be reached at (818) 757-4416 or [Aaron.Levinson@jha.org](mailto:Aaron.Levinson@jha.org).*

# GOLF TOURNAMENT WINNERS

## 1ST PLACE

Dr. Mark Getelman      David Goldfarb      Rick Heller      Robert Lewis

## 2ND PLACE

Brian Minkow      Steve Minkow      Don Roselli      Joe Roselli

## TIED FOR SECOND 2ND PLACE

Tony DeMaio      Arthur Greenberg      Kris Hopkins      Sy Silverstein

## WOMEN’S WINNER

Eleanor Davidorf      Barbara Gottlieb      Lynn Kaufman      Karen Moran Greene      Sandy Treibatch

## CONTEST WINNERS

<b>Closest to the Pin # 3</b> Brian Minkow 23”	<b>Closest to the Pin # 7</b> Lynn Edeldon 22.5”	<b>Closest to the Pin # 14</b> Brian Minkow 5’1”
<b>Hole in One # 16</b> NONE	<b>Longest Drive # 17</b> Greg Offsay	<b>Straightest Drive # 10</b> Mike Welch
<b>Putting Contest Winner</b> Larry Blivas		<b>Chipping Contest Winner</b> Richard Jacobs



# Networking with a Heart

The Executives is a group comprised of more than 400 prominent business and community leaders who come together to raise awareness and funds for the Jewish Home. Guided by the principles of philanthropy, community, and responsibility, we support the nearly 1,000 elderly residents of the Home.



This event is generously sponsored by:



**Breakfast with The Executives | January 2014**  
**with Professor Edward Leamer**  
*Sequesters, Debt Ceilings, Obamacare: What Really Matters?*



**Breakfast with The Executives | March 2014**  
**with Dr. Sara Hurvitz**  
*Cutting-Edge Therapies for Breast Cancer: Hope Becomes Reality*



**Breakfast with The Executives | May 2014**  
**with David Suissa**  
*Can Journalism Save Judaism?*





## Women's Networking Events

As part of planning for the renewal and growth of The Executives, we convened a task force to discuss increasing opportunities for women's programming. The result was our first 2 Womens' events of 2014.

Our first event was a Womens' Boutique, Fashion Show and Brunch. Hidi Lee taught us about fashion through the ages and then presented a lingerie fashion show of options from

her famous collection. Dr. Janet Woods then taught us about Chinese face reading. It was a wonderful brunch and boutique.

Our second event had more of a business focus. We invited Jennifer Bagley of 12 Step Marketing Road Map. She broke down the basics of marketing your business in the age of Facebook, Twitter, LinkedIn and social media.

If you are interested in helping organize upcoming events, email [saul.korin@jha.org](mailto:saul.korin@jha.org)



## 10TH ANNUAL POKER TOURNAMENT NO-LIMIT TEXAS HOLD'EM

"Shuffle up and deal" was the call at Braemar Country Club as over 100 poker players joined us for a day of Poker to support the Los Angeles Jewish Home. Over \$25,000 was raised for the residents of the LA Jewish Home, and 14 new members joined The Executives that day. Our winner was Rudy Fernandez. Thank you to the committee who worked to make the day a great success!!



# LOOKING TO GROW YOUR BUSINESS?

## Join The Executives Networking Lunch Group!



## Networking with a Heart!

All Networking Lunches 11:45 am - 1:30 pm

**TUESDAY, AUGUST 19, 2014 • BRAEMAR COUNTRY CLUB**

**TUESDAY, SEPTEMBER 16, 2014 • BRAEMAR COUNTRY CLUB**

**TUESDAY, OCTOBER 21, 2014 • GRANCELL VILLAGE CAMPUS**

**TUESDAY, NOVEMBER 18, 2014 • BRAEMAR COUNTRY CLUB**

**TUESDAY, DECEMBER 16, 2014 • BRAEMAR COUNTRY CLUB**

**\$25** (paid by five days prior to event) • **\$30** (thereafter)

For more information, please contact (818) 774-3332 or email [executives@jha.org](mailto:executives@jha.org)

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# THE EXECUTIVES STORY

In 1992, Earl Greinetz and a group of prominent Jewish business leaders in the San Fernando Valley recognized the need for support of the Los Angeles Jewish Home in the Valley. These pioneers created the Valley Jewish Business Leaders’ Association, whose goal was to raise money for the Jewish Home, increase awareness of the Home in the local community, and to provide a place for its members to gather to share ideas and resources.

The founding officers of this organization – Michael Blue, Marty Cooper, Michael Grobstein, Howard Loeb, and Richard Nave – had a vision. Their group would become the organization to belong to if you lived or worked in the San Fernando Valley. Membership would be open to all who wished to join with other friendly people in support of the Jewish Home.

Over the past 20 years, only the name has changed. The VJBLA became The Executives; however, the vision has remained constant. Today, The Executives count many of the Valley’s prominent business, civic and community leaders among their membership. Since their founding, The Executives has raised more than \$6 million for the Home. Members gather for fun, exciting events and topical discussion forums. The Executives is the organization to belong to if you live or work in the San Fernando Valley.

The Executives’ and The Young Executives’ primary responsibility is to raise funds to support the Los Angeles Jewish Home to ensure there will always be a safe, healthy and loving environment for elderly Jewish women and men in Los Angeles. We are membership-based and comprised of more than 400 prominent business, community and political leaders. The Young Executives, created for members in their 20’s and 30’s, is a vital and important part of The Executives’ organization and future. Through volunteering at the Home and sponsoring social and fundraising events, The Young Executives help to provide for our residents’ immediate needs, while building future leadership skills. Together, our dynamic members strive to benefit the Home and its residents by achieving goals in a variety of creative, enlightening and fundraising efforts.

Through bi-monthly breakfast meetings and monthly networking lunches, The Executives has become an icon in the Jewish community. Nearly 100 members and guests come to our Breakfasts

to hear speakers and political forums that enhance their awareness and understanding of timely, significant and thought-provoking issues. The Executives Networking Group meets once a month and is comprised of entrepreneurs and professionals who are interested in growing their businesses while networking with like-minded individuals and giving back to the Jewish Home.

The Executives’ signature event is the annual Circle of Life Gala. The honorees selected for this award are chosen and recognized for their outstanding community achievements.

Spending time with our elderly and giving of ourselves is one of the greatest gifts we can offer. As the Jewish people have been commanded, “Honor Thy Father and Thy Mother.” The Executives fulfill this commandment by raising funds and participating in resident activities such as our Bingo Night for the residents on the fourth Tuesday of each month.

The Executives produce many other special events during the year, including the annual Golf Classic and yearly Poker Tournament. They also participate in events put on by the Home, such as The Longest Day of Golf, Walk of Ages, and The Largest Mother’s Day Celebration in the World. The success of these events and The Executives, as a group, is a direct result of hard-working, committed members who have become loyal and dedicated friends of the Jewish Home.

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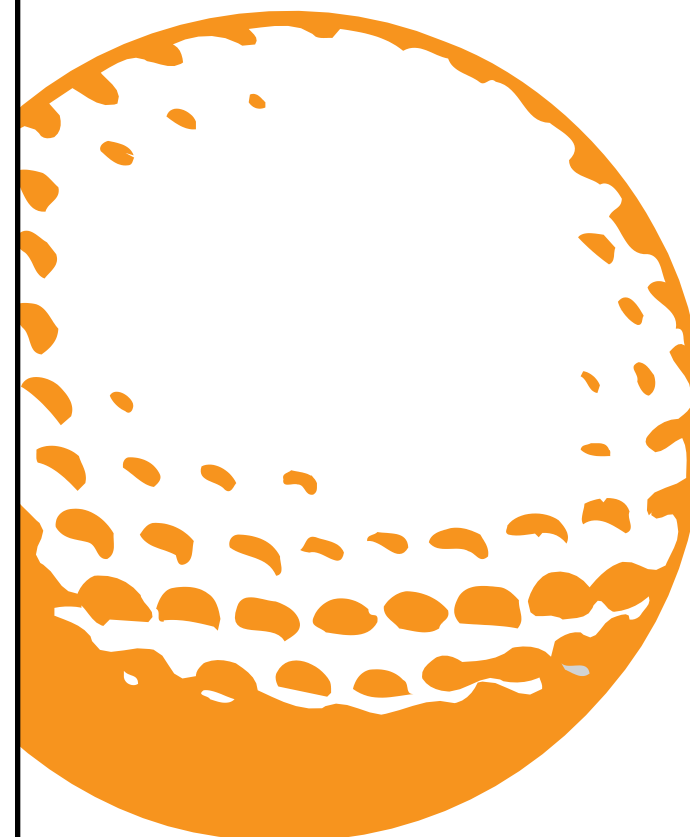
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**Mazal tov to the golfers  
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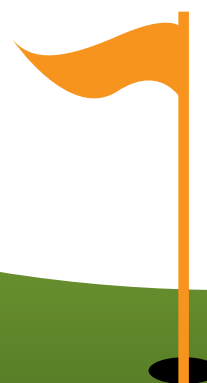
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IN THEIR EFFORTS TO SUPPORT  
THE JEWISH HOME FOR THE AGING.**

ARNIE GITTELSON

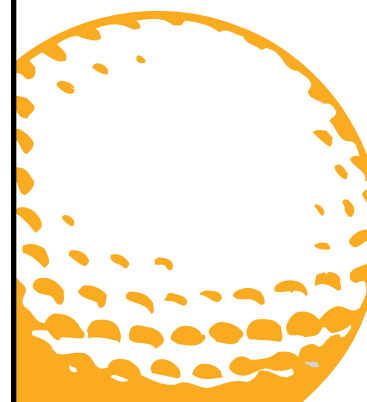
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Mazal tov to the  
Golf Committee and  
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**Congratulations on a  
great tournament and  
all the support you  
give to the residents  
of the Los Angeles  
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the Los Angeles  
Jewish Home.**

Jacqueline and Ron Feder



*Congratulations to the Committee  
and  
Golfers on a wonderful tournament*

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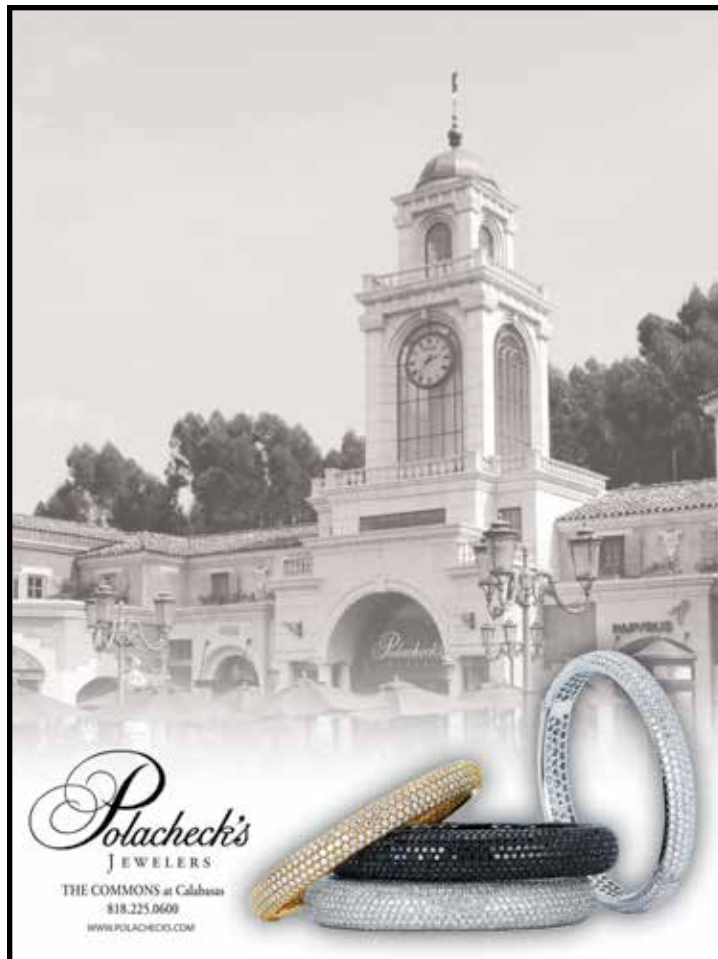
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**Mazal tov to  
the committee  
and the golfers  
on a wonderful  
tournament  
supporting the  
Los Angeles  
Jewish Home.**

Linda and Harvey Turrell

**STEVE & DELSEY  
RAPAPORT SUPPORT  
THE EXECUTIVES!**



**CONGRATULATIONS  
TO THE GOLFERS  
SUPPORTING  
THE EXECUTIVES OF  
THE LA JEWISH HOME.**


Jeanne & Vic Werber



**Michael Resnik,  
Financial Planner**

4312 Woodman Ave. Ste 200  
Sherman Oaks, CA 91423  
(818) 501-9922  
Michael.Resnik@natplan.com  
premierfinancialconsultants.net

**To a Hole in One!  
Love!  
Diane & Paul Mohilef**





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THE LOS ANGELES JEWISH HOME AND THE EXECUTIVES PRESENT

# A SALUTE TO VETERANS

NOVEMBER 9, 2014 • STARTS AT 4:30 PM AT THE LOS ANGELES JEWISH HOME

## EVENTS OF THE DAY:

- **Meet Jewish World War II, WAVES, WACs , Korean War, Vietnam War Veterans and the men and women who supported them**
- **War medals, letters and pictures**
- **Opportunities for your loved ones to share stories of their war experiences and have their stories recorded**
- **Learn about D-Day, Battle of the Bulge, the Pacific and Korea**
- **Dinner**

## Interested in honoring a member of your family for their service to our country?

Bring your Mothers, Fathers, Grandmothers, Grandfathers, Aunts and Uncles to share their stories and experiences. We will also have a display of memorabilia, and photos of Jewish Fly Boys, Marine Grunts, Army Lads, Navy Guys, and Merchant Marines. Contact [saul.korin@jha.org](mailto:saul.korin@jha.org) if you have items to display.

**Jewish Veterans...  
We Remember and We Honor You.**

[facebook.com/LAJewishHomeExecutives](https://facebook.com/LAJewishHomeExecutives) [@LAExecutives](https://twitter.com/LAExecutives) [linkedin.com/groups/Executives-Los-Angeles-Jewish-Home-66211](https://linkedin.com/groups/Executives-Los-Angeles-Jewish-Home-66211)



For over 100 years, the nonprofit Los Angeles Jewish Home has provided quality care for seniors. Through its community-based, in-your-home, and residential services, the Home offers comprehensive care to meet every level of senior healthcare needs. These services include the Brandman Centers for Senior Care (BCSC), the Home's Program of All-inclusive Care for the Elderly (PACE), Skirball Hospice, palliative medicine, home health care, and personal care services, as well as independent living accommodations, residential care, skilled nursing care, short-term rehabilitative care, acute psychiatric care, and Alzheimer's disease and dementia care. The Home recently announced plans to build the Gonda Healthy Aging Westside Campus in Playa Vista.



THIS EVENT IS GENEROUSLY SPONSORED BY:



## Breakfast with The Executives

with featured speakers Paul and Denise Fejtek

Denise Fejtek is the first woman in history to complete the Peak to Heat Double – the combination of summiting Earth's highest peak, Mt. Everest, and completing the Triathlon World Championship – the Hawaii Ironman. Only three other people in the world have ever done this – Denise's husband, Paul, is one of them. They are also among only a handful of married couples who have climbed all of the Seven Summits – the highest mountain peaks on each of the seven continents. Their climbs were in support of the Challenged Athletes Foundation, who also named Paul as the Most Inspirational Athlete of the Year. Paul and Denise have been featured on NBC, ABC, Fox News, and The Today Show. They grew up in Glendale, attended Hoover High School & Glendale College and went on to graduate from USC and Cal Poly Pomona respectively. They live in Newport Beach and have been named by OC Metro Magazine in their annual list of the 25 Hottest People in Orange County.

Paul has balanced his outdoor pursuits over the years while working full-time as a Managing Director at the Irvine-based investment bank Hunter Wise Financial Group. He specializes in mergers & acquisitions representing owners of privately held companies in the Oil & Gas and other industries. He completed an \$89 million all cash sale of a medical device company in which he managed the transaction in part by satellite phone from Antarctica and later at Mt. Everest Base Camp. Denise oversees their leadership retreat company, Step Outdoor Adventures, guiding entrepreneurs and corporate adventure seekers around the world.

Paul is the author of "Steps to the Summit, Reaching the Top in Business and Life" an inspirational adventure story which also includes practical steps to achieve true success and happiness no matter what mountains in life you are climbing.



**Paul and Denise Fejtek  
Mt. Everest Summit**

## "Reaching the Top in Business and Life"

**Thursday, September 4, 2014**

7:00 - 7:30 am Social Time

7:30 - 9:00 am Program

**El Caballero Country Club**

18300 Tarzana Drive, Tarzana

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

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

**PLEASE RSVP NO LATER THAN FRIDAY, AUGUST 29TH**

Mail with payment or fax with credit card information to: The Executives • 7150 Tampa Avenue, Reseda, CA 91335  
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SAY IT WITH A TRIBUTE

Get Well

**Arlene Bloom**  
Gail & Sy Silverstein and Family

**Rick Flam**  
The Executives

**Art Geilman**  
Gail & Sy Silverstein

**Debbit Fink Green**  
Saul Korin & The Executives

**Bernard Greenberg**  
Gail & Seymour Silverstein

**Debra Greenberg**  
The Executives  
Gail & Sy Silverstein and Family

**Michael Grobstein**  
Lee, Arlene, Brett and Scott Alpert  
The Executives  
Jill & Fred Gaines  
Joanah & Robb Greenspan  
Wendy & John Moskal  
Sidney & Allen Rishe  
Margaret & Jack Schlaifer  
Sharon Udkoff

**Erica Halpern**  
Sandy Tilsen

**Jerry Hollander**  
Earl Greinetz, Saul Korin and The Executives

**Sue Kassner**  
The Executives

**Nancy Katz**  
The Executives  
Gail & Sy Silverstein

**Chuck Lipeles**  
The Executives  
Debra & Arthur Greenberg  
Gail & Sy Silverstein

**Fae Lipeles**  
Gail & Sy Silverstein

**Rich Marcus**  
The Executives

**Carole Madick**  
Gail & Sy Silverstein

**Amy Regenstreif**  
The Executives  
Lynn & Bruce Kaufman  
Sidney & Allen Rishe  
Margaret & Jack Schlaifer  
Michele Zwillingner

**Ron Salter**  
Gail & Sy Silverstein

**Margaret Schlaifer**  
The Executives

**Lane Sherman**  
Jean Strauber

**Jessica Supowitz**  
The Executives

**Harvey Turrell**  
The Executives

**Linda Turell**  
The Executives

Happy Birthday

**Michael Antin**  
Happy 75th Birthday  
Susan & Howard Loeb

**Dr. Fred Edelman**  
Happy 80th Birthday  
Carole & Rick Flam

**Toni Erlich & Rueben Erlich**  
Happy Birthday  
Carole & Rick Flam

**Jim Felton**  
Happy Birthday  
Deb & Arthur Greenberg

**Jeff Jacobs**  
Happy 70th Birthday  
Nancy & Rick Katz

**Jenna Leaf**  
Happy 14th  
Sylvia & Corey Leaf

**Ellen Levine**  
Special Birthday  
Margaret & Jack Schlaifer

**Gary Mintz**  
Happy Birthday  
Deb and Arthur Greenberg

**Allen Rose**  
Happy 82nd Birthday  
Michael Zide

In Honor Of

**Earl Greinetz**  
Helen & Ian Smith

**Susan & Ira Halpern**  
Nancy & Dave Meshulam

**Bob Hirsch**  
Helen & Ian Smith

**Brandon Matloff**  
John Levi

**Our new members**  
Sandy Rosenholz

**Kevin & Mrs. Tran**  
Cheryl Kater, Saul Korin & The Executives

In Memory Of

**To Marla Abraham**  
In memory of mother  
Saul Korin & The Executives

**To The Allen Families**  
In memory of Lawrence Willard Allen  
Michael Kwit

**To Arlene & Lee Alpert**  
In memory of Lee's mother  
Francine Oschin

**To Richard Aronoff**  
In memory of mother  
The Executives

**To Joann Bauer and Family**  
In memory of husband and father, Rudy  
Carol & Burt Haaz

**To Family of Nettie Berkson**  
In memory of Nettie Berkson  
William Jacobs

**To Bernstein Family**  
In memory of father, Bernie  
Judy & Allan Whitman

**To Sandy Borenstein & Family**  
In memory of brother, Sy Marks  
Carol & Burt Haaz

**To Marlene and Neal Brostoff**  
In memory of Lou Gitterman  
Joy & Gerry Picus

**To Judi (Judith) Brown & Family**  
In memory of husband, Robert Brown  
Joy & Gerry Picus

**To Martin Carmen and Family**  
In memory of mother  
Carol Haaz

**To Judith Chipps**  
In memory of father, Myron L. Joseph  
Paul Sassoon  
The Executives  
Arthur & Debra Greenberg

**To Betty Collins and Family**  
In memory of husband and father, Marty  
Carol Haaz

**To The Vince Cook Family**  
In Memory of Laura Cook  
Nancy & Rick Katz

**To Diana Dabach and Family**  
In memory of Ahuva Dabach  
The Executives

**To Harold Davis & Family**  
In Memory of Gertrude David  
Joy & Gerry Picus

**To Karen & Neal Dem**  
In memory of Neal's father, Irving Dem  
Jana & Neil Freedman

**To Steven Elliot & Family**  
In memory of Mel Elliot  
Joy & Gerry Picus

**To Larry Ellis**  
In memory of wife, Irene  
Carol & Burt Haaz

**To The Fogel Family**  
In memory of Jules Fogel  
Joy & Gerry Picus

**In memory of Raymond Freedman**  
Sheila & Norman Arons

**To Gabbai Family**  
In memory of Sister and Aunt  
The Greenberg Family

**To Alan Gabriel and Family**  
In memory of wife, mother and grandmother,  
Linda Gabriel  
Gail & Sy Silverstein

**To Charmalee Gassner and Family**  
In memory of husband, Dr. Seymour Gassner  
Debra and Arthur Greenberg

**To Howard & Candy Gastwirth**  
In memory of Esther Gastwirth  
Mel & Wendy Kohn

**To Phyllis Gitterman and Family**  
In memory of Lou Gitterman  
Joy & Gerry Picus

**To Martie Gluchow and Family**  
In memory of Marshall Gluchow  
Joy Picus

**To Laura & Rick Gold**  
In memory of mother, Esther Gold  
Nancy & Rick Katz

**To Rickie Gold**  
In memory of father, Mel Weiner  
Rhonda, Evan, Ashley & Rebecca Finkel

**To Sherry Gold and Family**  
In memory of David Gold  
The Executives

**To Bill Goldsmith and Family**  
In memory of father, Charles Goldsmith  
Debra & Arthur Greenberg

**To Alan Greenberg & Family**  
In memory of mother, Sally Greenberg  
Jack & Margaret Schlaifer

**To Ben Greenberg and Family**  
In memory of Jan Greenberg  
Joy & Gerry Picus

**To Betty & Alan Greenberg**  
In memory of Alan's father,  
Richard "Dick" Greenberg  
Margaret & Jack Schlaifer

**To Earl Greinetz**  
In memory of brother, Howard Greinetz  
The Executives  
Joy & Gerry Picus  
Sidney & Allen Rishe  
Ronald Slates  
Marla & Jacques Soriano  
Joni & Shelly Steier

**To Mr. & Mrs. George Highfill**  
In memory of Seymour Miller  
Francine Oschin

**To Al Hirsch**  
In memory of Nita Hirsch  
Linda & David Silverstein

**To Bob Hirsch and Family**  
In memory of wife, Nita Hirsch  
The Executives  
Bruce Bernard  
Sharon & Elliott Friedman  
Jill & Fred Gaines  
Carole Glodney  
Debra & Arthur Greenberg  
Earl Greinetz  
Sue & Frank Hickman  
Karyn Palmer  
Alice Podokshik & Sasha Ezros  
Rosenheim & Associates, Inc.  
Margaret & Jack Schlaifer  
Gail & Sy Silverstein  
Linda & David Silverstein  
Joani & Shelly Steier

**To Judith Hirshberg**  
In memory of husband, Arthur Hirshberg  
The Executives  
Jill Banks Barad & Ross Hopkins  
Ann Bose  
Barbara & Marty Cooper  
Jill & Fred Gaines  
Debra & Arthur Greenberg  
Susan & Howard Loeb  
Francine Oschin  
Joy & Gerry Picus  
Sidney & Allen Rishe  
Margaret & Jack Schlaifer  
Jean Strauber  
Earl Greinetz

**To Mr. & Mrs. Jed Kagan**  
In memory of mother & grandmother,  
Miriam Lerman  
Gail & Sy Silverstein

**In memory of mother, Daisy Katzin**  
Joy & Gerry Picus

**To Albert Katz**  
In memory of Audrey Katz  
Margaret & Jack Schlaifer

**To Karen Klein**  
In memory of grandmother, Pearl Klein  
Saul Korin

**To Mr. and Mrs. Daniel Landry & Family**  
In memory of Seymour Miller  
Francine Oschin

**To Randy Lapin**  
In memory of Christa Decker  
Saul Korin & The Executives

**To Carolyn Levin**  
In memory of husband, Marvin Levin  
Joan & Dave Levinson

**To Mr. & Mrs. Julian Levin**  
In memory of father, grandfather & great-grandfather, Isador Levin  
Gail & Sy Silverstein

**To Ellen & Sidney Levine**  
In memory of Richard "Dick" Greenberg  
Margaret & Jack Schlaifer

**To Lou Levine and Family**  
In memory of husband, Irv Levine  
Joy and Gerry Picus

**To Sidney S. Levine & Family**  
In memory of sister, Sally Greenberg  
Jack & Margaret Schlaifer

**To Phyllis & Dr. Alan Licht and the Licht Family**  
In memory of Dr. Robert Licht  
Joy & Gerry Picus

**To Phyllis Mael & Family**  
In memory of husband, Irvin Mael  
Joy & Gerry Picus

**To Stuart & Tillie Markman and Family**  
In memory of father, Ben Markman  
Carol & Burt Haaz

**To Mrs. Fay Miller**  
In memory of Seymour Miller  
Francine Oschin

**To Audrey & Brian Milman**  
In memory of Gary Milman  
Barbara & Russ Lipkin

**To Sandra & Sheldon Mittleman**  
In memory of son, Dr. Steven Mittleman  
Debra & Arthur Greenberg

**To Corinne Moore and Family**  
In memory of beloved mother  
Carol Haaz

**To Nancy Norris**  
In memory of husband, Ira Norris  
Nancy & Rick Katz

**To Brian Padveen & Family**  
In memory of father, William  
Saul Korin & The Executives

**To Karyn Palmer & Timothy Corcoran**  
In memory of son, Timmy Corcoran  
Jill Banks Barad & Dr. Ross Hopkins  
The Executives  
Debra & Arthur Greenberg  
Doreen Kayne  
Joy & Gerry Picus  
Margaret & Jack Schlaifer  
Jacques & Marla Soriano  
Sharon Udkoff  
Michele Zwillingner & Morton Rosen

**To Fran & Maury Rice**  
In memory of Bea Kahn  
Nancy & Rick Katz

**To Karen & Dan Richmond**  
In memory of Dan's mother, Jill Richmond  
Rick Katz

**To Betsey Roberts**  
In memory of Minnie  
The Fund Development Department

**To Colleen Ross and Family**  
In memory of father, James  
Carol & Burt Haaz

**To Danny Ross and Family**  
In memory of mother, Claudia  
Carol & Burt Haaz

**To Nora, Jay and Meridith Ross**  
In memory of daughter and sister, Mallory  
Carol Haaz

**To David Rothstein and Family**  
In memory of wife, mother and grandmother, Ellen  
Carol & Burt Haaz  
Bubbles Singer

**To Helen Rubinstein**  
In memory of Bella Rubinstein  
Marilyn Weiss Alper

**To Mr. & Mrs. David Saltman**  
In memory of sister, Melissa Meyer  
Judy & Allan Whitman

**To Joel Saltzburg and Family**  
In memory of wife, Susan Saltzburg  
Carole & Rick Flam  
Nancy & Rick Katz

**To Howard Schnee and Family**  
In memory of mother, Shirley Schnee  
Carol Haaz

**To Marietta Schwartz**  
In memory of husband, Ray  
Bubbles Singer

**To Toby Segal & Family**  
In memory of Jerry S. Segal  
Margaret & Jack Schlaifer

**To Barbara Selvidge**  
In memory of Robert Selvidge  
Wendy & Mel Kohn

**To Richard Shapiro**  
In memory of mother, Gertrude "Valery"  
Margaret & Jack Schlaifer

**To Janis Shein**  
In memory of mother, Lillian Goldberg  
Rhonda, Evan, Ashley & Rebecca Finkel

**To Janis & Yoram Shein**  
In memory of Lillian Goldberg  
The Executives  
Ann Bose  
Doreen Kayne

**To Beverly Shore & Family**  
In memory of Joe Shore  
Joe & Gerry Picus

**To Joan & Jerry Shubb and Family**  
In memory of father  
Carol & Burt Haaz

**To Julie Singer and Family**  
In memory of mother  
Bubbles Singer  
Carol & Burt Haaz

**To Mary Singer & Family**  
In memory of brother  
Bubbles Singer

**To Tamara Singer**  
In memory of grandmother,  
Roselyne Kochman  
Saul Korin & The Executives

**To Ron Slates**  
In memory of mother, Gerta Slates  
The Executives  
Barbara Thompson

**To Josef H. Snett**  
In memory of daughter, Rhonda Snett Vinton  
Lon & Rocky Morton

**To Penny Spark**  
In memory of sister  
Carol & Burt Haaz

**To Evie & Stuart Steinberg**  
In memory of son, Max Steinberg  
Nancy & Rick Katz

**To Judy Stern**  
In memory of husband, Monty Stern  
Sharon & Elliott Friedman

**To Bruce Stone**  
In memory of mother, Shirley Stone  
The Executives

**To Stanley Stone & Family**  
In memory of sister, Evelyn Kessler  
Jack & Margaret Schlaifer

**To Marcia Tracht & Family**  
In memory of husband, Jacob Tracht  
Joy & Gerry Picus

**To Allen & Sheri Tuchman**  
In memory of Linda Schneit  
Ken & Sue Goldman

**To Sharon Udkoff**  
In memory of David Gold  
The Executives

**To Andrea Wayne & Family**  
In memory of Leni (Leonard) Mandelbaum  
Mort Rosen & Michele Zwillingner

**To Craig Webb**  
In memory of mother, Sharon Webb  
Jack & Margaret Schlaifer

**To Kenneth Weinbaum & Family**  
In memory of mother  
Harriet Brittan

**To Mr. and Mrs. Ron Weiss & Family**  
In memory of Marty Weiss  
Francine Oschin

**To Matt Weiss**  
In memory of Howard Greinetz  
Britney Greenberg

**To Don Weissman and family**  
In memory of father  
Carol Haaz



**To Barry West**  
*In memory of Sheila West*  
Nancy & Rick Katz

**To Herschel Wisebram**  
*In memory of Martha Daniels*  
Marilyn Weiss Alper

**To Sheila Yancy**  
*In memory of husband, Clay*  
Carol & Burt Haaz

**To Nan & Richard Zaitlen**  
*In memory of Nan's Mom, Luba*  
Saul Korin & The Executives

**To Larry Zide and the Zide Family**  
*In memory of mother, Arlene Zide*  
Margaret & Jack Schlaifer

Mazel Tov

**Bob Adelman**  
*Birth of grandson, Nolan*  
Debra & Arthur Greenberg

**Arlene & Lee Alpert**  
*Nancy Velasquez & Scott Alpert's Wedding*  
The Executives  
Jill Banks Barad & Ross Hopkins  
Margaret & Jack Schlaifer

**Brett Alpert, Arlene & Lee Alpert**  
*Brett Alpert Receiving Doctor of Philosophy in Higher Education from the University of Michigan*  
Margaret & Jack Schlaifer

**Jill Banks Barad**  
*Appointed to DWP Board of Commissioners*  
The Executives  
Jill & Fred Gaines

**Donald Doner**  
*On 22 Years of Service as a Mentor at SCORE*  
Sandy Miller

**Sasha Ezros**  
*New Business Association*  
Ann Carlton Bose

**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  
Sidney & Allen Rishe  
Margaret & Jack Schlaifer

**Pam & Burt Gelman**  
*50th Anniversary*  
Carole & Rick Flam

**Rebecca Goldfarb**  
*On Goldfarb & Luu being recognized as a Rising Star for 2013 by The New York Times & Los Angeles Magazine, Super Lawyers*  
Carol Haaz

**Joyce & Eric Goldman**  
*50th Anniversary*  
Susan & Howard Loeb

**Kathleen Goldner**  
*Recent Marriage*  
The Executives

**Debra & Arthur Greenberg**  
*Birth of grandsons, Gavin Jonah and Dylan Henry Schwartz*  
The Executives  
Marsha & Len Cohen  
Jill & Fred Gaines  
Carol & Burt Haaz  
Doreen & Paul Kayne  
Wendy & Mel Kohn  
Margaret & Jack Schlaifer  
Leah Buturain Schneider & Ed Schneider  
Maya Shulman & Bob Adelman  
Laurie & Joel Volk

**Barrie & Michael Grobstein**  
*50th Wedding Anniversary*  
Mickey Kommel

**Richard & Desiree Jacobs and Susan & Ira Halpern**  
*Birth of daughter/granddaughter, Emma Drew*  
The Executives  
Alice Podokshik & Sasha Ezros  
Debra & Arthur Greenberg  
Lynn & Bruce Kaufman  
Doreen & Paul Kayne

**Gary Kendall**  
*Daughter, Taylor Ashley Kendall's Bat Mitzvah*  
The Executives  
Ann Bose  
Adam Gauthier  
Janis Shein  
Shelly Steier

**Saul Korin**  
*On being inducted as President of JCPSC*  
Cheryl Kater  
Marcee Weiss

**Mr. & Mrs. Leon Lewitt**  
*50th Anniversary*  
Carole & Rick Flam

**Mr. & Mrs. John Landau**  
*60th Wedding Anniversary*  
Jacqueline Greenfield

**Rich Marcus**  
*2012 – 2013 President of The Executives*  
The Executives  
Marsha Calig  
Jill & Fred Gaines

**Linda & Paul Matloff**  
*50th Wedding Anniversary*  
Nancy & Rick Katz

**Sarah and Brandon Matloff**  
*Birth of daughter, Stella Dorothy Matloff*  
The Executives  
Britney Greenberg  
Gary Krausz

**Alice Podokshik & Sasha Ezros**  
*Newly Married*  
The Executives  
Corinne Berenson  
Ann Bose  
Fred Gaines  
Britney Greenberg  
Larry Schechter  
Margaret & Jack Schlaifer

**Fran & Harris Rothstein**  
*50th Anniversary*  
Judy & Allan Whitman

**Todd Rubinstein**  
*Being elected President of The Encino Neighborhood Council*  
The Executives  
Fred Gaines  
Britney Greenberg  
Margaret & Jack Schlaifer  
Steve Wold

**Shelly Steier**  
*Congrats on the Walk of Ages*  
Margaret & Jack Schlaifer

**Grandma Bonnie & Poppa Don Weissman**  
*For Their New Granddaughter, Rylie*  
Carol Haaz

**Phyllis Winger**  
*Son, LAPD Sergeant Douglas Winger, received Z Award for "Exzellence"*  
The Executives

Thank You

**Susan & Ira Halpern**  
*For the Board Social*  
Howard Loeb

**Hal Goldstein**  
Shelly Levy

**Brandon Matloff & Elliot Matloff**  
The Executives

**Pastries by Edie**  
*For Ray's 100th Birthday Cake*  
Judi & Allan Whitman

Misc.

**Mr. & Mrs. Jack Caya & Family & Gerry and Family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. Froch and Family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. Scott Harris and Family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. Neil Hattem and Family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. Jules and Jodi Karp**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. Mark Leaf, Jenna and Tyler**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. Lenny and Mike Samuels**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mrs. Marjorie Schwartz and family and Jerry Greenberg and family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. LJ Sherman and Family and Pets**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mrs. Virginia Spira**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

**Mr. & Mrs. Charles Winner and Justin, Cecilia and Mimi and Family**  
*Happy, Healthy Holidays and New Years*  
Sylvia & Corey Leaf

Lynn and David Feldman  
are happy to support  
The Executives and  
those who give their time  
and efforts to the benefit  
of the Home.

