

VISIONS

THE EXECUTIVES MAGAZINE | SUPPORTING THE LOS ANGELES JEWISH HOME

Be a part of a
community of
wonderful people
who care about the
Jewish Home



Friendship,
camaraderie,
good times

Make a
Difference



Celebrating 25 Years of **The Executives**



We **raise funds**
so seniors in the
community receive
extraordinary
caring and
exceptional quality
of care

THE **EXECUTIVES**
SUPPORTING THE LOS ANGELES JEWISH HOME



Leumi – 2016 Executives Golf Tournament Title Sponsor – Many Thanks!



Message From Our President

As I look back on my tenure as President of The Executives for the past three years, it has been a lasting and memorable experience. I have met and worked with many, many wonderful people. From The Executives Board, the governance of the Home and many others who were either involved or attended our events.

I was introduced to The Executives in 2007- 08, to both the support group and to the Home. At that time I recognized the value of the Home not only to our Jewish community and its heritage, but beyond that for what it represents for all of us. It offers a home for the elderly, who in their later years may need a residence, personal assistance, healthcare, room and board and a caring, loving environment for the remaining years of their lives. I have always said the Home is a "Jewel in the Valley". And a jewel it is, for it's not the buildings or the facilities that the families of the residents rave about. It is the care, the compassion and the love the staff provides to those that reside there. For this I am so thankful and why I have been so committed to work with The Executives to give back to this great resource.

I am proud of The Executives Board, that I have had the pleasure of working with for the last three years, and also the professional staff that works for the Home and supports The Executives. Lesley Plachta, Cheryl Kater and Ira Schreck have helped make us a success and the leadership from Molly Forrest the Home's CEO has been exceptional.

Some of the highlights that stand out begin with the commitment of The Executives Board. Through our hard work and diligence we were able to grow annual revenue to over \$750,000 at year-end 2016. The Board also developed a "Strategic Plan" for the next 3-5 years and initiated a succession plan for its officers and Board members. Today, we have a very active Board of over 35 dedicated people who have all been active on one or more committees. These committees have put on three successful Circle of Life events. The first honoring Martini, Iosue & Akpovi; followed by Leon Blankstein and ending with Dr. Fran Kaufman with the last two events at the beautiful new Skirball Center ballroom. We have also had three very successful golf tournaments chaired by David Feldman and Michael Resnik, the most recent at North Ranch Country Club that hosted over 120 golfers and raised over \$130,000 for The Executives. In addition we have a very successful poker tournament annually, and enter several teams of Executive members in the "Walk of Ages."

In 2015, we planted the seeds and began an Executive support group titled G2G (Generation to Generation) and chaired by Arthur Greenberg. This group, as Arthur says, has no meetings, no commitments other than camaraderie, friendship, fun and a love and commitment to the Home. At the present time this group, which began with 5 members, currently has over 50 members each donating \$5,000 annually to The Executives, which ultimately goes to support the Los Angeles Jewish Home. I look forward to seeing our Board in 2017 grow and prosper under the leadership of our president in waiting Todd Rubinstein.

Ira Halpern

President, The Executives of the Los Angeles Jewish Home

The Executives

The Executives is a group comprised of over 200 business men and women dedicated to enhancing the dignity and quality of life of seniors at the Los Angeles Jewish Home through personal generosity, involvement and fundraising. The Executives host a number of monthly and annual events that provide support to the Home, while offering the rewards of friendship and association. We support the Home so the precious seniors in our community will always have a safe and secure place to live.

The Executives provide the opportunity to build friendships, business relationships, and camaraderie. The bonds that are formed between our members are unique and long-lasting. Our annual fundraising and networking events include Circle of Life – our signature gala, the Golf Classic, an annual poker tournament, a breakfast speaker series, monthly networking lunches, and Bingo nights with the residents.

Together, our dynamic members strive to benefit the Home and its residents through a variety of creative, enlightening and fundraising efforts.

Join with us!

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How The Executives Got Started... Way Back When in 1992

By Martin M. Cooper, Founding President

When Sheldon Blumenthal, the Home's Executive Director, felt that a San Fernando Valley-based business support group could be an untapped fundraising opportunity, he spearheaded a study to determine the level of interest in such a group.

A meeting was held at El Caballero, which Earl Greinetz chaired; fewer than 25 people showed up. We decided that if we didn't get a better turnout at a second meeting, we would drop the whole idea. Fortunately, nearly 40 people attended the second meeting, and shortly after that the group was formed, and I was asked to be its initial President.

Because I had just completed a year as President of the Encino Chamber of Commerce, fully half of our initial board and members were Encino chamber members.

I wrote a paper outlining how I saw the group functioning, proposing that we spend the first two years emphasizing the social aspects and minimizing fundraising; following those first two years the emphasis would switch from socializing to development. In that paper I proposed the name Valley Jewish Business Leaders Association (VJBLA), which was adapted.

We spent much of our first year time on organizational matters: adding members, coalescing as a Board, writing bylaws, dealing with the Home on financial and management issues, etc. By the end of my two-year term, we had created a viable organization and fostered a close relationship among our members.

Photos: Martin & Barbara Cooper, Earl & Toba Greinetz (of blessed memory) and Richard & Dea Stavin*

Past Presidents of The Executives

REFLECT ON THEIR TENURE AND WHY THE JEWISH HOME MATTERS



Martin M. Cooper
1992 - 1994

When I was a very little boy in Philadelphia, I would often spend weekends with my immigrant grandparents. On a little round table by the front window was a light blue oblong tin that read "Tzedakah" on one side and on the other, in English and Hebrew, two words: "For Israel." The tin also had an outline of Israel, the nation that was yet to be.

I was taught that my responsibility, along with my grandparents, was to fill the box with coins for poor Jews and for Israel. When the tin was full, my grandfather and I would take it with us to shul on Saturday mornings, and exchange it for an empty one.

That experience served as my primer in philanthropy.

As an adult, with my public relations firm located in Encino, I was active in a variety of organizations, sitting on the boards of various business organizations, professional societies and civic groups.

At some point, I realized that I wasn't getting the satisfaction I should have been from these involvements, and decided I needed a more organized approach to my philanthropy and civic involvement. I finally devised an approach that had four elements. I wanted to be involved with organizations that:

- Were located in the San Fernando Valley, since that is where I lived and worked.
- Wanted whatever time and talent I had to give, not just my check.
- Were of a size and structure where I could actually see the results of my efforts.
- Was supportive of the Jewish people.

So it was an easy "yes" when the Jewish Home invited me to become engaged in forming a new support organization. The Home met those four criteria 24 years ago; it meets them today.



Michael Grobstein
1995 - 1997



Richard Stavin
1998 - 1999

As I look back on my time as the 3rd President of The Executives, I am glad to have played a small part in the growth of the organization and the well-being of the residents of the Home and the wonderful services it provides. I had recently moved to the Valley and reconnected with an old friend of mine from The American Cancer Society, Nate Nussbaum. It was Nate who told me about this wonderful and worthwhile Home and organization. I remember in the early days we were not The Executives and had a dickens of a time coming up with a name that was not as wordy as the one we had. The Executives name came into being after much thoughtful and spirited dialogue. During my term we continued to grow our breakfast meetings and held two incredibly successful galas for Nita and Bob Hirsch and Barrie and Michael Grobstein.



Jack Schlaifer
2000 - 2001

In 1980 I was invited by a business acquaintance to attend a Guardian event, and there I met Ben Eisenberg. Ben explained to me how important it was to provide for the Jewish elderly many of whom were less fortunate than ourselves. I joined the Guardians, later becoming a Board Member enjoying supporting a great cause and the warm camaraderie of the group. In 1992, I was approached by a member of the development department of The Home and was asked if I would be interested in being a part of a new group of business people as a Support Group for The Home. I said "OK, as long as I didn't have to do any work". So I became one of the Founding Members of the Valley Jewish Business Leaders Assn. (VJBLA) later to be known as The Executives, and thus I began a new venture of my commitment to The Home.

Along the way, as relatives became aware of my involvement with The Jewish Home, someone told me that my Grandfather, Phillip S. Schlaifer, was a founder of the Philip Schere Home for the Elderly in Omaha, Nebraska, in I believe the 1920s, which later became the Omaha Jewish Home. So I guess it is in my genes.

We are so fortunate to have this great cause right here where we can see, touch and feel the results of our Tzedakah and fulfill our commitment to honor the Fifth Commandment "Honor Our Fathers and Our Mothers."



Dennis Zine | 2006 - 2007

I got involved in the Home after my mom suffered a stroke and ultimately died. That incident and sadness caused me to search for a secure and loving place to take senior citizens that needed a place to be safe and cared for. I got involved in her memory and owe all of my involvement at the Home to my personal experience. I wanted to insure that there would be a safe place so that the next son or daughter would have a place to take their loved one that needed carrying and assistance. Just what the JHA does.

I have been an active member of The Executives for 25 years. I remember the breakfasts over the many years and the Walk of Ages. I was one of the main members working on the annual Walk of Ages. I worked with Marilyn Bloom for many years. Then of course there were others that took her place for these past 25 years. I was honored to receive the Circle of Life Award in 2010.

I was president 10 years ago when, at the same time, I was a Los Angeles City Councilman. One can only remember so much.



Arthur A. Greenberg | 2002 – 2004

The Jewish Home allows us to not only talk about but actually pay kavod to the Fifth Commandment. I visited the Home in the mid 70's, joined the Guardians, and have enjoyed almost every lay leadership position that exists. I was Chair of the Board of Directors in 2007-08, currently serve on subsidiary Boards for several lines of business, and am the founding Chair of our most successful Generation to Generation (G2G) Society.

A long, long time ago, in a place far, far away (it was usually the Marriott in Woodland Hills) I began to participate with what was then known as the Valley Jewish Business Leaders Association. Over time the group grew both in membership and in mission and we became The Executives, a "Haimish" group of caring people who represented Valley business, political and Jewish leaders.

As I became President (proudly serving from 2002 through 2004), The Executives were raising just under \$200,000 gross annually. We grew that to \$500,000 *NET*. We did this with so many energetic people and I am hesitant to name anyone for fear of leaving anyone out, but taking a chance...we could not have succeeded without the tireless effort of David Friedman, Ron Feder and Joe Komsky. We achieved active fund raising by beginning a series of intimate donor dinners *ON* campus (a tour, an appeal and the same chicken residents enjoy on Friday evening!), by pushing various tiers of membership (individual and corporate), encouraging a full "Executives Wall" at the Eisenberg Campus, creating a vibrant Young Executives group within our group, and adding many new members. And of course we continued active programming and wonderful (and often unique only to our group) speakers with the help of Karen Palmer and Marlene Bane! We believe we brought to our Membership education about the various quality offerings of Jewish Home, and added pride for all, knowing that (at that time) the Jewish Home was *ONLY* in our back yard.



Ira Halpern | 2014 – 2016

My connection is really about paying it forward. The people living in the Home and many others like them are responsible for giving all of us this "Great Country" we live in. A country that gives us hope, possibilities, freedom, opportunity a great future and a chance to prosper. They were our school teachers, scout leaders, sports team coaches, policeman and fireman, politicians, our physicians and on and on and on. This is a place that we can pass on to our kids and grand kids knowing that those people that came us, our elders took pride in what they built. And now we have the opportunity to do the same; and the one thing we can now do is pay them back for the legacy they have left us.



Gary Plotkin 2005



Fred Gaines 2008 – 2009

My involvement with the Valley Jewish Business Leaders began over 25 years ago after my beloved Nana Betty Adelman became a resident of the Home. I consider the work we have done to support the Home to be amongst the most important and successful charitable work that I have ever been involved with. And many of the friends and relationships I have made through The Executives have been the most meaningful in my personal and professional life.

During my two years as President of The Executives we raised over \$500,000 for the Home and made great strides in diversifying the activities of The Executives to include the Annual Golf Tournament, Poker Tournament, Scotch Tasting, Networking and Young Executive events. We also conducted significant outreach to local community and political leaders, which has paid great dividends for the Home.

I have continued my participation with the Home as a member of the Eisenberg/Grancell Village Boards, and the Home's Building Committee. Jill and I greatly enjoy attending events as members of the Generation to Generation Society, and we look forward to continuing to support the Home for many years to come.



Richard Marcus 2012 – 2013

Recently, I glanced at some memorabilia that included photos of past Circle of Life events and other activities that The Executives sponsored. It gave me an opportunity to reflect on the Los Angeles Jewish Home and why The Executives represents how a small group of committed individuals can change the lives of so many. The work of The Executives represents the best of what a community can realize.

If with so few, we have accomplished so much, I can only imagine what great good The Executives will achieve in the future.

I am privileged to have participated in their journey and the incredible results they have achieved and will continue to achieve on behalf of the Los Angeles Jewish Home.



Jacques Soriano 2010 – 2011

My maternal grandfather Joseph Tarica spent his last few years at the Home and cherished every minute of it! We saw the joy on his face when he interacted with other residents and the staff. He loved the Home so much that when we would ask to take him out for a meal or a visit, he refused saying that he would rather eat with his fellow residents.

After he passed, I vowed that I would do whatever I could to contribute to the work of fundraising to enhance the lives of current and future residents of the Los Angeles Jewish Home.

Highlights of my tenure included working with our board, committees and staff to raise awareness of The Executives in our local community towards increased membership and fundraising. I witnessed the passion of our leaders and members in their efforts to raise needed funds for our residents. We were part of a "team" which in that year raised the most funds ever by The Executives for the Jewish Home.



THROUGH THE YEARS Circle of Life Gala Honorees

- | | | | |
|------|--|------|---|
| 1995 | Carol Rowen | 2006 | Romi and Alan Skobin |
| 1996 | Toba and Earl Greinetz* | 2007 | Larry D. Green |
| 1997 | Laurel and Ken Warner | 2008 | Jill and Arlen Miller |
| 1998 | Nita* and Bob Hirsch | 2009 | Nancy and Rick Katz |
| 1999 | Barrie and Michael Grobstein | 2010 | Councilman Dennis P. Zine and
City Attorney Carmen A. "Nuch" Trutanich |
| 2001 | Janice Kamenir Reznik and Benjamin Reznik | 2011 | Bonnie and Jack Neinstein |
| 2002 | The Alpert Family | 2013 | Martini, Iosue & Akpovi, CPAs |
| 2003 | Our Founding Officers –
Mike Blue, Marty Cooper, Michael Grobstein,
Howard Loeb & Richard Nave | 2015 | Leon Blankstein |
| 2004 | Jennifer and David Levinsohn | 2016 | Dr. Francine R. Kaufman |
| 2005 | Brenda and Dale Surowitz | | |

*Of blessed memory



SPOTLIGHT ON THE FOUNDING FAMILY OF THE LOS ANGELES JEWISH HOME

The Zuckermans

In 1912, newlyweds H. Lew and Sadie Zuckerman discovered that a group of their fellow Los Angeles-area Jews had no place to celebrate Passover. In collaboration with other concerned Angelinos, they resolved to do something about it, marshaling energy and resources to establish the Los Angeles Jewish Home.

One hundred years later, their efforts are still bearing fruit. And Zuckerman involvement in the Home continues unabated: H. Lew and Sadie's grandson, Dr. Robert Zuckerman, proudly carries on his family tradition. Together, he and his wife Lynne remain deeply committed to a life of Home-related philanthropy.

Robert cannot remember a time when the Home was not a topic of dinner-table conversation. "The Home has always been part of my life," he says. "I grew up in a family that prioritized tzedakah to the Jewish community, and I soaked up a culture of giving." That culture was reinforced by his parents, Ted and Josephine; Ted served as both president of the Home and chair of its board of directors. Lynne's parents were similarly engaged: Her father, Earl Greinetz, of blessed memory, spent two terms as president, helped found The Executives and sat on the Home's board of governors and board of directors.

As the inheritors of such a profound legacy, it's no surprise that Robert and Lynne would follow in the footsteps of those who came before them. Their parents knew each other through their work with the

Home before their children even met. Robert contributes on multiple levels, not only as a member of The Executives and a former member of The Guardians, but also as a weekly volunteer. A chiropractor in private practice, he donates his time every Wednesday to treat residents in the clinic. "Their greatest fear is non-mobility, and I can help them keep moving. They love our appointments!" According to Robert, the affection is mutual: "I love working there," he says. "You can't imagine some of the stories you hear. It's so much fun!"

In Robert's view, the Home owes its longevity to a unique philosophy of caring and respect. "The Home leads by example, showing us how to revere our elderly and honor how special they are," he says. The message is one that Robert and Lynne reinforced for their five children. "Like us, they've been involved in the Home for their whole lives." And, he continues, like their parents, they understand that the Home represents something larger than a collection of bricks and mortar. "It's not four walls," Robert says. "What has accomplished is just remarkable."

Photos: (top left) H. Lew Zuckerman; (bottom left) All Zuckermans – Sadie and H. Lew Zuckerman (center) dance the traditional "anniversary waltz" as the couple, who helped found the home in 1912, celebrate their 67th wedding anniversary at the 1976 annual ball. With them on the dance floor are sons Marvin (left) with wife Sylvia and son Ted with wife Jo; (center) Sadie and H. Lew Zuckerman on their wedding day February 28, 1909; (right) preparing to celebrate joint 90th birthdays

Jewish Home Announces Earl Greinetz Annenberg School of Nursing Scholarship



“Earl was a great supporter of ASN and our students’ success, so the establishment of this scholarship is a wonderful tribute to him.”

– Marie Cordeiro, School Director

Known affectionately as “Mr. Jewish Home,” Earl Greinetz, of blessed memory, brought an unrivalled passion to his volunteer efforts on behalf of the Home. Greinetz passed away in September, but his memory lives on in the recently announced Earl Greinetz Annenberg School of Nursing (ASN) Scholarship.

In forming the scholarship, notes CEO-President Molly Forrest, “the board sought to acknowledge Earl’s many contributions, and they were aware of his affection for ASN because he was one of the champions

to start it. He went on its board as soon as it was formed and then served for more than 10 years.” Greinetz’s service to the Home also included two separate, two-year terms as chair of the board, a term as chair of the Board of Governors, and a term as chair of the Fund Development and Capital Campaign Committees. In addition, he was a founder of The Executives, one of the Home’s vital support groups.

“Earl was a great supporter of ASN and our students’ success, so the establishment of this scholarship is a wonderful tribute to him,” says Marie Cordeiro, the school’s director. Greinetz’s daughter, Marcee Weiss, agrees. “My dad gave so much time and energy to the Home and never expected anything in return – all he wanted was to help the residents. The scholarship is a fitting honor because it will train nurses to improve residents’ health and well-being.”

Greinetz’s enthusiasm for ASN was plain to see. “He attended almost every graduation event, and he took pride in knowing that the Home gives employees an opportunity to advance in the nursing field through enrollment in the school,” Forrest recalls. The scholarship named in his honor will further assist them, enabling them to gain the education they need to sit for their licensing exams.

For Greinetz, immersing himself in the life of the Home was both a pleasure and a privilege. “I have a real love for this place and these people,” he was fond of saying. “It makes everything I do for the Home and the residents an absolute joy.” The new

scholarship will extend that joy, inspiring and assisting people at ASN, the Jewish Home, and beyond for generations to come.

IN MEMORIAM

The Executives mourn the loss of our dear friend, and lay leader, Earl Greinetz. Earl was a founder of The Executives - called at the time, Valley Jewish Business Leaders Association - in 1992. Earl and his fellow lay leaders established the mandate of the organization which The Executives have carried forward for the Jewish Home to this day. The values of supporting the Home through building community, increasing awareness and fundraising drive The Executives in everything that we do.

Earl remained a member of the board of The Executives up until the very end. Even when he wasn’t physically present at a board or committee meeting, he remained a trusted advisor, always accessible. Earl could be counted on to tell it like it is. In his direct, yet loving way, he dispensed his wisdom built upon years of involvement not just at the Jewish Home, but in so many organizations in the Jewish community. Earl was a remarkable man and community leader. He will be missed greatly.



THE EXECUTIVES 25TH ANNIVERSARY SPEAKER SERIES

Critical Issues Facing Los Angeles and Our World

COST

Members

\$25 pre-registered

\$30 at the door

Non-Members

\$35 pre-registered

\$40 at the door

**Executive Plus Members
and above
Complimentary**

ALL UPCOMING
SPEAKER SERIES
EVENTS AT:

**Breakfast
at El Caballero
Country Club**

18300 Tarzana Drive
Tarzana

What a Trump Presidency Means to Our Jewish Community

Wednesday Morning, December 14th, 2016 – 7:30 am



Dr. Steven Windmueller

Rabbi Alfred Gottschalk Emeritus Professor in Jewish Communal Service at the Jack H. Skirball Campus of Hebrew Union College-Jewish Institute of Religion

Hot Topics in the Supreme Court and Criminal Law

Thursday Morning, January 19th, 2017 – 7:30 am



Laurie Levenson

Professor of Law, William M. Rains Fellow, the David W. Burcham Chair in Ethical Advocacy, Loyola Law School, and Director of the Center for Legal Advocacy at Loyola Law School

The Homeless Crisis in Los Angeles: Where are the Answers?

Thursday Morning, March 2nd, 2017 – 7:30 am



Stephanie Klasky-Gamer

President / CEO
LA Family Housing



Wendy Greuel

Commissioner, Los Angeles
Homeless Services Authority

Policing, Philanthropy, Prisons and Politics

Thursday Morning, May 18th, 2017 – 7:30 am



Steve Soboroff

Vice-President of the Los Angeles Board of Police Commissioners, and a member of the Board of Councilors at the USC Price School of Public Policy

THIS EVENT IS
GENEROUSLY
SPONSORED BY:

**Dave and Sheila Gold
Foundation**



RSVP | online: theexecutives.org | phone: 818-774-3332 | email: executives@jha.org



**Join us for an evening of nostalgia, drinks & appetizers,
and the opportunity to celebrate with your fellow Executives...**

The Executives 25th Anniversary Kick-off Celebration

HOLD THE DATE

**Thursday, February 9th, 2017 • 6 – 8pm
El Caballero Country Club**

We'll go back to the place where it all began (the very first meeting of the Valley Jewish Business Leaders Association was at El Cab!) The evening is complimentary and our way of saying "thank you" to you for your involvement and dedication to The Executives. Whether you've been a member for a year, or 25, or somewhere in between we wouldn't be celebrating this milestone without YOU and your participation. You won't want to miss this special evening.

INVITATION TO FOLLOW

2017 NETWORKING LUNCHES

THIRD TUESDAY OF EVERY MONTH | 11:45 AM – 1:30 PM



CONNECTIONS WITH A CAUSE

DATES

JANUARY 17

FEBRUARY 21

MARCH 21

APRIL 25

MAY 16

JUNE 20

JULY 18

AUGUST 15

SEPTEMBER 19

OCTOBER 17

NOVEMBER 21

DECEMBER 19

**NEW LOCATION
TO BE ANNOUNCED!**



Photo: G2G members at the 2016 Circle of Life Gala



Thank You!

Generation to Generation Society Continues Strengthening the Home through Generosity and Community in 2016.

The exciting momentum of the inaugural year of the Generation to Generation Society (G2G) continued into year two without abating. In 2016, we welcomed 11 new member households, raising more than \$55,000 for the Home bringing our total fundraising for the year to over \$250,000.

The year was busy with events. Members were challenged by a Muslim-Jewish Dialogue hosted by Cheryl Lewis in her beautiful home in Calabasas. A Summer Salon, featuring the Jewish Women's Theatre's "Men Have Their Say," was generously hosted by Arlene and Stewart Bloom in their art-filled home in Tarzana. Both events were well attended and enjoyed by our members.

On Sunday, November 6, G2G members experienced the 2nd Annual Evening of Good Food & Gratitude. The much anticipated event was held once again in the ever-changing, uber-hip environment of Downtown Los Angeles. The evening began with a private art tour of the new Hauser, Wirth & Schimmel Art Galleries, followed by an elevated dining experience at Penny Ante Provision's private dining room.

Throughout the year, we've gotten to know one another better, had some fun together and continued to share some "out of the box" experiences, all in celebration of our commitment to the Home.

In 2017, I will be joined by Rick Katz, close friend and fellow G2Ger, as my co-chair of the Generation to Generation Society. We hope you'll consider joining us as we make a difference in the lives of our precious seniors. If you are a member already, we are deeply grateful for your continued generosity.

In celebration of the 25th year of The Executives and the 105th year of the Jewish Home, there is no better time to be a part of this great organization.

In friendship,

Arthur A. Greenberg
2015–2016 Chair, Generation to Generation Society





2016 G2G MEMBERS

Ilene & Larry Abramson
 Mary & Leon Blankstein
 Arlene & Stewart Bloom
 Michele & Bob Cohen
 Barbara & Martin M. Cooper
 Karen & Neal Dem
 Nicole Kluff & Steven Fazio
 Mara & Steve Feig
 Lynn & David Feldman
 Carole & Rick Flam
 Molly Forrest & Erwin Diller
 Jill & Fred Gaines
 Joanne & Bernard Golditch
 Beth & Jan Goren
 Deb & Arthur Greenberg
 Earl Greinetz*
 Susan & Ira Halpern
 Bob Hirsch
 Sonny & Jerry Hollander
 Janice Kamenir Reznik
 & Benjamin Reznik
 Susan & Daniel Kane
 Nancy & Rick Katz
 Fran & Neal Kaufman
 Lynn & Bruce Kaufman
 Eleanor & Herbert Kraft
 Lynne & Jeff Lainer
 Annette & Robert Lichtenstein
 Fae & Charles Lipeles
 Connie & Noah Marco
 Cori & Gerald Marcus
 Joni & Jeff Marine
 Allison & Steve Martini
 Amy & Harold Masor
 Elliot Matloff & Yvonne Tse
 Carolyn & Gary Mintz
 Rocky & Lon Morton
 Sandy & Roy Okada
 Billie & Hal Rice
 Sidney & Allen Rishe
 Peggy & Edward Robin
 Kara & Todd Rubinstein
 Sandy & Hal Slan
 Susan & Randy Snyder
 Doreen & Fred Solomon
 Joan & Shelly Steier
 Nan & Richard Zaitlen
 Charles Schwab Encino –
 Madiha & Osman Khan
 Dave & Sheila Gold Foundation
 Leumi – Jennifer & Jonathan Graham
 Marcia Israel Foundation –
 Bonnie & Jack Neinstein

**Of Blessed Memory*



We explored ideas, shared cultural experiences, launched friendships, ate well and enjoyed our time together at these 2016 events:

**An Open Dialogue:
Muslims & Jews – A Case for Understanding**
Tuesday, January 26

**Summer Salon with Jewish Women's Theater
presenting "Our Men Have Their Say"**
Sunday, August 21

**Evening of Good Food & Gratitude:
Private Art Tour in DTLA Arts District
& Dinner at Penny Ante Provisions**
Sunday, November 6





The Generation to Generation Society welcomes you...



Join us on an adventure of a lifetime in Cuba! Save the Date | January 10 – 17, 2018

Experience Cuba on an engaging, private journey, with full days spent making meaningful people-to-people connections that reveal the spirit of this culture-rich island nation and those who embody its vibrant spirit.

- You'll meet with Cuban artists, musicians, students, teachers, environmentalists, and others who are eager to exchange views and share their special country with you.
- We'll explore the Jewish heritage in Cuba – visit the synagogues, meet Jewish leaders, experience a Shabbat with the community, see the newly opened Jewish Community Center.
- We'll visit the UNESCO World Heritage sites and learn about preservation efforts from Cubans who are passionate about their architectural heritage and environmental sites.

The trip to Cuba is open to paid up members (at the time of the trip) of the Generation to Generation Society and those who join in 2018 (or prior) with a minimum gift of \$5,000 to the L.A. Jewish Home. Space is limited.

If you are interested and would like more information, contact Lesley Plachta: lesley.plachta@jha.org or 818.774.3282.

NEWS ABOUT THE HOME

Centenarian Celebration



A Celebration for the Ages!

On Thursday, September 22nd, the Los Angeles Jewish Home hosted the event of a lifetime: A Celebration for the Ages. In honor of National Centenarians Day, the Home honored its residents who are 100 years of age or more. An amazing 38 centenarians – ranging in age from 100 to 105 - were the special guests of honor at an event to remember!

The celebration began with a blessing from Rabbi Karen Bender, the Home's director of spiritual life and rabbi for Grancell Village. CEO-

President Molly Forrest welcomed residents and their families, and introduced a beautiful video created for the occasion. The centenarians were the stars, represented by photos, both old and new, and personal quotes about reaching this incredible milestone, all to the tune of Bob Dylan singing his classic song, Forever Young. The video elicited both laughter and tears from everyone in the room.

As the representative of the Home's centenarians, resident Myrtle Feenberg, age 100, addressed the crowd. "I've decided there has to be a reason why I made it to 100," she said, "and then it dawned on me: it has to be attitude and forgiveness." To this day, Myrtle volunteers and stays busy in a variety of activities. "You've just got to keep busy! Don't let the aches and pains get you down." Excellent advice, Myrtle!

The celebration was held in the Schulman Activities Center at Grancell Village. The guests of honor were welcomed with flowers: elegant corsages for the ladies and handsome boutonnieres for the gentlemen. The room was festively decorated with gold and silver balloons, and each table had a beautiful centerpiece in autumn colors. Everyone enjoyed delicious peach scones and fresh berries, and, of course, if it's a birthday celebration, there must be cake! And there was....a big scrumptious cake with chocolate icing and Bavarian cream and chocolate chips inside, decorated in gold and silver!

All guests received a lovely keepsake journal full of photos and quotes from our wise centenarians. Each centenarian received a portrait stunningly framed in gold along with certificates acknowledging and celebrating their milestone. A representative of Congressman Brad Sherman's office, Assembly Member Matt Dababneh, and a representative of Councilman Bob Blumenfield's office joined in the celebration. The media were also on-hand for the big event, including local TV stations and newspapers.

"The party atmosphere among our centenarians was palpable," said Molly Forrest, "They were so excited to have their family and friends celebrate their longevity with them. Interestingly, five percent of the Home's residents are 100 or older." She added that the number of centenarians in the United States has risen a hefty 44 percent from 2000.

NEWS ABOUT THE HOME

Future Plans for the Home



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 care for seniors throughout Los Angeles.

One critical component of this effort is Keeping the Vision, Expand, Extend, Sustain, the Jewish Home's \$265 million campaign to increase the number of seniors we serve to 7,000 by 2018. We have currently raised over \$160 million toward our goal. The Jewish Home is grateful to the many generous philanthropists who have dedicated their time, resources, and expertise to supporting our mission and to ensuring our legacy for future generations.

Keeping the Vision is transforming the Jewish Home's footprint, enabling us to build new as well as improve existing facilities and to grow our capacity to serve. We are renovating our Grancell Village campus, which will provide care for hundreds of additional seniors. The Grancell Village Master Plan calls for two new five-story buildings, adding 120 assisted living units and 54 units of assisted memory care.

Additionally, plans are underway on our new Hirsch Family Campus in the San Fernando Valley, featuring residential units and a new Brandman Centers for Senior Care, a Program of All-inclusive Care for the Elderly (PACE), and serving as the new home of our renowned

Annenberg School of Nursing. The campaign will also strengthen Jewish Home community-based programs such as Connections to Care, Skirball Hospice, Jewish Home Care Services, the Jewish Home Center for Palliative Medicine, the Ida Kayne Transitional Care Unit, and more.

Another essential development at the Jewish Home has been building the Gonda Healthy Aging Westside Campus in Playa Vista, which will serve as the hub of an extensive network of senior care services. Nestled on two and a half acres of prime Westside real estate, the campus 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.

Slated for completion by the end of 2016, Fountainview at Gonda Westside – which is already 100% pre-sold – will offer one-bedroom, two-bedroom, and penthouse apartments with full amenities, from concierge services, dining venues, and fitness facilities to libraries, gardens, and a center for the performing arts. Further bolstering our presence in the area, the Jewish Home is also in the process of purchasing and renovating a 60-bed skilled nursing facility to serve West L.A. seniors and of opening additional Brandman Centers for Senior Care nearby.

For more information, please contact Ira Schreck, senior vice president, Jewish Home Foundation, at 818.774.3045 or ira.schreck@jha.org.

Connections to Care

A Program of the Los Angeles Jewish Home
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ONE CALL DOES IT ALL is the driving force behind Connections to Care, an innovative approach to meeting seniors' diverse and complex healthcare needs. A single phone call to (855) 227-3745 connects directly to the Los Angeles Jewish Home's expert professional staff to access our award-winning in-home, community health, and residential programs and services.



In-Home and Community Health Services

PACE (Program of All-inclusive Care for the Elderly)

The PACE program enables frail seniors with multiple health conditions to live safely at home. Among the program's many services are adult day healthcare, primary and specialty medical care, vision and dental care, medications, physical, occupational, and speech therapy, transportation, acute care, home health care and caregiving. The program serves patients age 55 and over who live in the Jewish Home's service area.

Home Health Care

The Home Health Care program offers a full spectrum of restorative services in the individual's home. Clients are referred by a physician's written order and treatments are provided according to a plan of care jointly developed by the referring physician, the person receiving care, the caregiver, and others. Home Health Care services are available to adults over 19 years of age in the Greater Los Angeles area.

Palliative Medicine

The Palliative Medicine program provides comprehensive pain and symptom management for adults with serious, chronic, and/or life-limiting illness. Our team of professionals addresses the medical, psychological, social, and spiritual needs of our patients.

Care Management

The Care Management program helps improve the coordination of care following a hospital admission, with the goal of decreasing the risk of readmission within 30 days of discharge.

Geriatric Community Clinic

The Geriatric Community Clinic is located on the Jewish Home's Eisenberg Village campus in Reseda. The clinic provides primary and specialty medical care to seniors.

Hospice

The Home's Skirball Hospice provides compassionate end-of-life care for adults with a life-limiting illness in the Greater Los Angeles area. Skirball Hospice treats patients in their home or care facility. Hospice care includes pain management, medical equipment, supplies, and personal care. Our staff members work as an integrated team, including nurses, chaplains, social workers, registered dietitians, and certified home health aides.



Short-term Care at the Jewish Home

Transitional Care Unit

The Transitional Care Unit (TCU) is designed to help seniors successfully recover from an illness, injury, medical procedure, or acute hospital stay. The TCU provides short-term rehabilitative and skilled nursing care. Patients in the TCU receive treatment from physicians and geriatric specialists in physical, occupational, and speech therapy. The average length of stay ranges between two to six weeks. When possible, TCU seniors discharged home may transition with short-term skilled nursing and/or rehabilitative therapies through our home health agency.

Geriatric Psychiatry Unit

Certified to treat both voluntary and involuntary admissions, the Geriatric Psychiatry Unit provides short-term geriatric psychiatric care to individuals over the age of 55 who are experiencing stressful mental or emotional challenges that require intensive, short-term acute hospital psychiatric care. Most commonly treated diagnoses are depression, bipolar disorders, post-traumatic stress disease (PTSD), schizophrenia, delirium, and Alzheimer's or other age-related dementia with behavioral disturbance. The average length of stay is 10-14 days. The primary care physician is kept informed during the patient's stay, and follow-up appointments are made with the patient's physician as a part of the discharge plan.



Long-term Care at the Jewish Home

Independent Senior Housing

Fountainview at Eisenberg Village and the soon-to-open Fountainview at Gonda Westside are each licensed as a continuing care retirement community (CCRC). A CCRC is designed for active independent senior living. CCRC residents have easy access to assisted living services in their units (as needed), as well as priority access to the Home's skilled nursing facilities.

Residential Care

Seniors in our residential care facilities are over 65 years of age, independently mobile, and mentally alert. Residential care includes meals, medication management, social services, chaplaincy, fitness and recreational activities, transportation, and many educational programs.

Alzheimer's Disease and Dementia Special Care Center

Our Special Care Center is among the most advanced of its kind in the world and is designed to provide exceptional skilled nursing care for patients with Alzheimer's disease and age-related dementia.

Skilled Nursing

Our long-term skilled nursing services play a critical role in stabilizing and improving seniors' health and enhancing their quality of life and sense of well-being.



JANUARY 2016 BREAKFAST
with UCLA Professor of Economics, Ed Leamer
Is There a Difference Between Uncle Sam and Uncle Demetrious?

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MARCH 2016 BREAKFAST
with Senator Bob Hertzberg
Confronting California's Challenges

EL CABALLERO COUNTRY CLUB, TARZANA



MAY 2016 BREAKFAST

with Founding President, The Executives, Martin M. Cooper
A Visual Romp Through the San Fernando Valley

EL CABALLERO COUNTRY CLUB, TARZANA



SEPTEMBER 2016 EVENING

State Senate Debate, District 27:

with Republican Candidate, Steve Fazio and Democratic Candidate, Henry Stern
and Moderator, Senior Rabbi, Temple Judea, Rabbi Joshua Aaronson

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Congratulations to our first place winner, Steve Barry!

Thank you to our committee and sponsors for all your dedication and hard work in making this year's poker tournament a success. We look forward to seeing you at our 13th Annual Poker Tournament on Sunday, March 5th, 2017, Woodland Hills Country Club!

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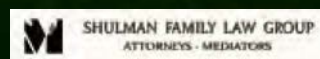
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SAVE THE DATE

THE EXECUTIVES 13TH ANNUAL POKER TOURNAMENT!

SUNDAY, MARCH 5, 2017
WOODLAND HILLS COUNTRY CLUB





The Executives of the Los Angeles Jewish Home

19TH ANNUAL

Circle of Life Gala

HONORING

DR. FRANCINE R. KAUFMAN

On Sunday, May 1st, The Executives honored Dr. Francine R. Kaufman at the Skirball Cultural Center. She was honored for her many contributions in the medical field, specifically in the treatment of diabetes, and for her deepening commitment to the Los Angeles Jewish Home.

Richard Zaitlen was presented The Executives Humanitarian Award and Britney Greenberg was awarded the Jack Schlaifer Young Executive

Award, both long-time members of The Executives and active on the board of directors.

Actress Amy Brenneman was the master of ceremonies for the evening and Hollywood legend Rhea Pearlman presented the Circle of Life award to our honoree.

Over 300 attendees attended a beautiful evening and close to \$200,000 was raised for the seniors of the Los Angeles Jewish Home.

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THE EXECUTIVES 14TH ANNUAL GOLF CLASSIC!

MONDAY, OCTOBER 2, 2017
NORTH RANCH COUNTRY CLUB
WESTLAKE VILLAGE

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Ron Robinson
Sandy Rosenholz
Gary Ross
Fred Solomon
Jacques Soriano

On August 15th, 125 golfers came together for our 13th Annual Golf Classic at the beautiful North Ranch Country Club in Westlake Village. Over \$130,000 was raised to support the seniors of the Los Angeles Jewish Home, an additional \$50,000 more than last year's tournament!

A special thank you to our sponsors and golf committee for another successful tournament!

Save the date for our next Golf Classic on Monday, October 2, 2017 at North Ranch Country Club.

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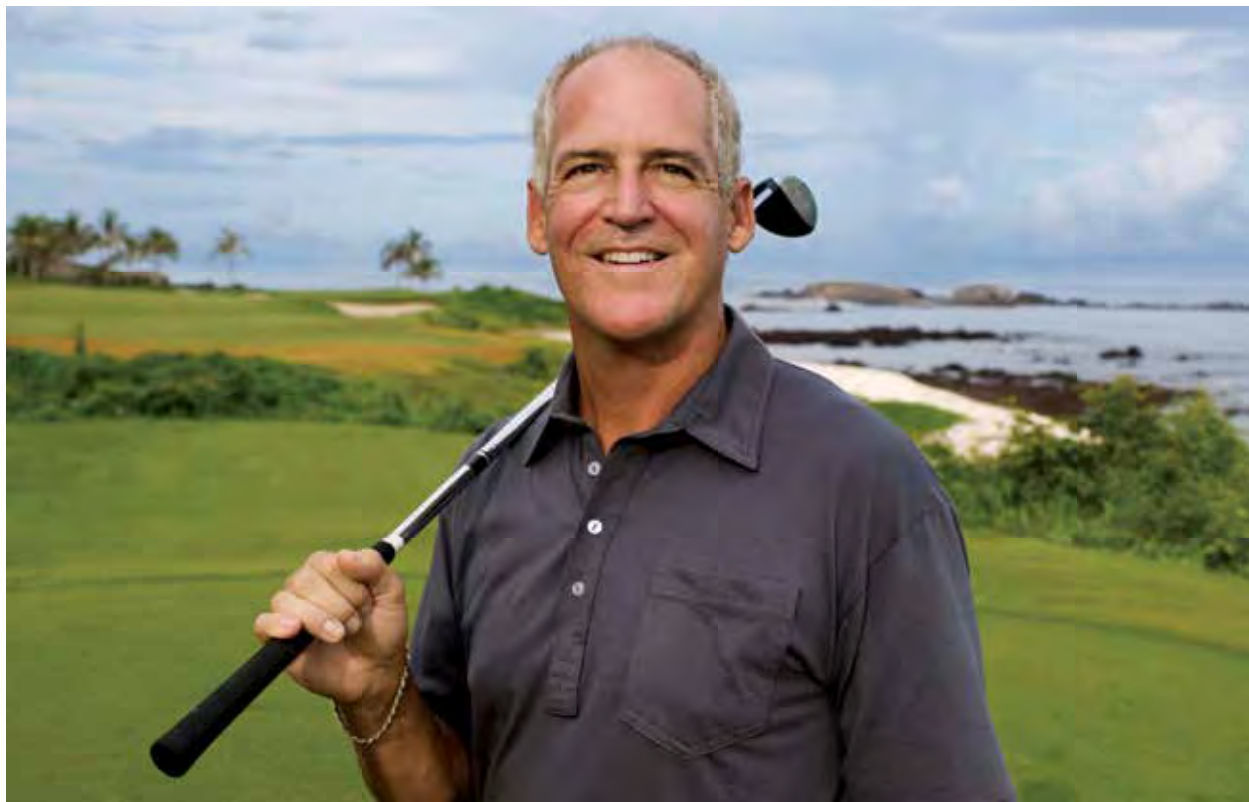


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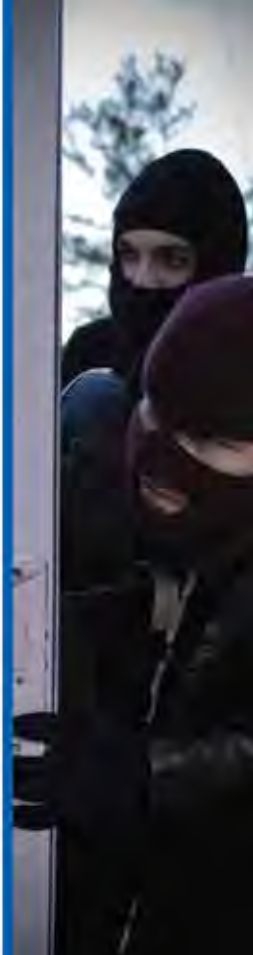
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I wish to say “Thank you” to all the people who made my job as co-chair for this year’s 13th Annual Golf Tournament such an enjoyable experience. The reason it was enjoyable is the result we attained raising over \$130,000 for the Los Angeles Jewish Home!

From the people on my committee, to the donors of merchandise for the auction items, our title sponsor Leumi Bank, North Ranch Country Club, Sally Chasman and Souri Malkin, all the volunteers who gave their day to assist, the 125 participants who attended and supported the day of golf and all the generous sponsors THANK YOU ALL SO MUCH for your generosity and supporting The Executives.

Please mark your calendar for October 2nd, 2017 so we can do it again.

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