

# VISIONS

THE EXECUTIVES MAGAZINE | SUPPORTING THE LOS ANGELES JEWISH HOME

"Your support of our Home adds an extra quality to daily life that strengthens all those we touch, giving our seniors the best of living in their golden years"

Molly Forrest, CEO-President



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

*Photo: The Executives Board at 2018 Circle of Life Gala*

**Leumi** – 2018 Executives Golf Tournament Title Sponsor – Many Thanks!



## The Executives

The Executives is a group comprised of over 300 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 events and programs include Circle of Life – our signature gala, the Golf Classic, an annual poker tournament, a monthly business networking group, a regular featured Speaker Series and social events throughout the year.

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

Join us!

## A Message from Our President



2018 was another terrific year for The Executives and the LA Jewish Home! The Executives generated many great ideas and brought to fruition several new outreach and fundraising strategies. Being associated with the fine individuals who are members of The Executives has been a real blessing for me during my nearly eight years in leadership. Additionally, the residents and the Jewish Home staff whom I have gotten to know over the years, have been a highlight of my association with our organization

At this year’s **Circle of Life Gala** in October, we honored our founding president, Marty Cooper, for his vision in the creation of The Executives and his many of years of involvement and devotion to our efforts.

With his foresight, wisdom, energy, and commitment, Marty has been instrumental in helping The Executives raise millions for the Los Angeles Jewish Home since 1992. The dinner was a fun evening, enjoyed by all, and raised needed funds for the Home.

The **Generation to Generation Society (G2G)**, the premier philanthropic group of Valley-based donors who contribute \$5,000 or more annually to the Home, continues to grow strong. Under the leadership of Arthur Greenberg and Rick Katz, the group is now at 60 households. Their strong connection to the Home and outstanding programming continues to make this a phenomenal philanthropic and enjoyable fellowship opportunity.

This year marked the beginning of our redesigned **Executives Networking Group (ENG)**. As of this printing, the group’s membership is 27 people strong and with amazing growth miles ahead of expectation. With a \$1,000 annual membership going to the Home, ENG has raised the bar for networking and philanthropy within The Executives. Many thanks to the leadership team of Gary Kendall – ENG President, Michael Resnik – ENG VP & David Jacobs – ENG Troika Master.

Our **2018 Golf Classic at North Ranch Country Club** was our most successful ever, raising close to \$175,000 for the Jewish Home. A very sincere congratulation to Co-Chairs, David Feldman and Michael Resnik and the entire Golf Committee! We are excited for next year’s Golf Tourney event as well as our **15th Annual Poker Tournament** being held on Sunday March 4, 2019.

In 2019, we are continuing to build on the success of our Women’s Group, spearheaded by Michelle Weisman. In partnership with UCLA Health, a brand new program, **Women’s Health: Wise Ways to Live Better. A Distinguished Speaker Series**, debuts on Tuesday, January 15 at El Caballero Country Club with four lunch & learn programs with UCLA doctors in the Winter/Spring of this coming year.

In addition, next year, we are thrilled to move forward with an **Executives Valley-based Real Estate Group**. Stay tuned for exciting developments.

I look forward to seeing our Board grow and prosper in 2019 under the leadership of Gary Kendall. **Gary will be the incoming President of The Executives for 2019 – 2020** and will lead our great organization with continued success. Thank you to our board, committees and members for your ongoing support and dedication to the seniors of the Los Angeles Jewish Home. It has been my pleasure and honor to serve you.

*Todd Rubinstein*

2017 – 2018 President, The Executives of the Los Angeles Jewish Home



## A Message from CEO-President, Molly Forrest

Thank you to The Executives for their partnership with and commitment to our community’s seniors, and the Home’s mission, Excellence in Senior Care Reflective of Jewish Values.

The demand for the Jewish Home services continues to increase with the growth of the senior population. We meet this obligation with bold and innovative programs and services which expand the comprehensive and high quality care for which the Home is known. Our care is provided in homes of seniors living in the community and for those residing on our campuses. Jewish Home programs and services continue to blossom in West Los Angeles through our Fountainview at Gonda Westside Healthy Aging Campus

In the Valley, the Grancell Village campus “transformation” will improve access to our services and replace outdated facilities with state-of-the-art modern buildings. This “transformation” includes two five-story buildings, offering one and two bedroom apartments with state-of-the-art amenities and services. These buildings will offer independent living, assisted living and memory care. A new medical clinic will provide comprehensive care for seniors and serve the entire senior community

with more than 100,000 patient visits each year. Our “Transformation” will be an increasingly important part of the system of care for seniors in the San Fernando Valley.

Aging can become an experience to enjoy the benefits of living longer and seeing our dreams fulfilled. Our golden years will be enriched with health and happiness. Generous gifts from The Executives support excellence in critical supportive care, allowing friendship and laughter for our seniors. Your support of our Home adds an extra quality to daily life that strengthens all those we touch, giving our seniors the best of living in their golden years.

I am grateful for your continued support of our elderly. Your generous gifts from hearts and hands honors seniors, assuring they can enjoy their older years with support and quality care from the Home.

With best wishes to you and your family for 2019!

Warmly,  
*Molly Forrest*

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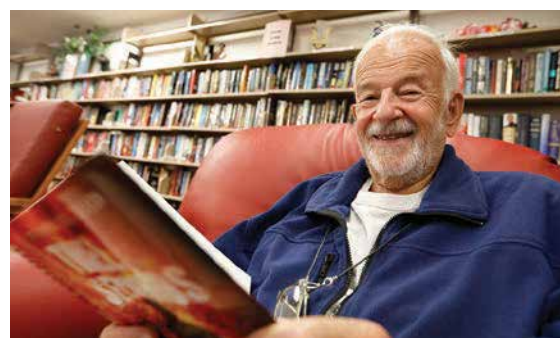
# THE LOS ANGELES JEWISH HOME FACT SHEET

## OVERVIEW

The Los Angeles Jewish Home serves seniors with a wide range of health and housing programs and services. The Jewish Home's mission is **excellence in senior care reflective of Jewish values**.

## THE LOS ANGELES JEWISH HOME

- Was founded in 1912 in Boyle Heights, CA as a haven for five elderly Jewish men in need of shelter during Passover and has evolved into a comprehensive senior healthcare system
- Is the largest single-source provider of comprehensive senior healthcare services in Los Angeles serving more than 4,500 people per year
- Provides seniors with a full continuum of care through a combination of community-based and in-residence programs and services
- Consists of five campuses in Reseda and Playa Vista in West Los Angeles, covering 21 acres:
  - Eisenberg Village, Reseda
  - Grancell Village, Reseda
  - The Hirsch Family Campus, Reseda
  - Fountainview at Eisenberg Village, Reseda
  - Gonda Healthy Aging Westside Campus, Playa Vista, featuring The Brandman Residences at Fountainview at Gonda Westside
- Is non-sectarian and serves seniors of all faiths and ethnicities
- Offers a full range of chaplaincy services as well as a multitude of daily activities to support physical and mental health with spiritual growth and creative expressions
- Is a nonprofit organization where 70% of seniors served are financially limited (rely upon government assistance)
- Donations to support the Home's exceptional care are received from individuals, charitable foundations, and corporate giving. Gifts given each year account for about 8% of the Home's annual operating budget.



## CONNECTIONS TO CARE (C2C)

- Through the Home's innovative Connections to Care® (C2C) program, seniors and their families gain immediate referrals to services tailored to meet their specific needs.
- One call to 855-227-3745 provides the community with supportive help from C2C advisors and access to the Home's comprehensive array of high-quality senior care services.
- C2C provides outside referrals to trusted senior-care facilities and resources for callers from outside the LAJH service areas.



## COMMUNITY PROGRAMS

- **Short-term rehabilitation:** The Ida Kayne Transitional Care Unit helps seniors successfully transition back to daily life after an illness, injury, medical procedure, or hospital stay.
- **Home Health:** Jewish Home Care Services offers a full range of home health agency services throughout West Los Angeles and the San Fernando Valley. Home care services may include a combination of professional healthcare services, therapy and other services.
- **Palliative Medicine:** The Jewish Home Center for Palliative Medicine is a specialized medical approach to optimize quality of life by anticipating or preventing acute flare-ups and treating pain and chronic conditions.
- **Skirball Hospice:** Provides those living in the most vulnerable days of life pain and care management, providing emotional and spiritual support to individuals and their loved ones.
- **Brandman Centers for Senior Care:** The Home's Program of All-inclusive Care for the Elderly (PACE). This program provides a full-range of health services for nursing home-eligible seniors who desire and are able to live safely in their own homes or with family members.





## INDEPENDENT LIVING

- **Continuing Care Retirement Community (CCRC) Fountainview at Eisenberg Village:** Located in Reseda, 108 apartments for independent living with assistance available if needed.
- **Gonda Healthy Aging Westside Campus:** Located in Playa Vista, 175 apartments for independent living with assistance available if needed. In addition, 24 unique units for those needing assisted living or memory care services.



## IN-RESIDENCE CARE

- **Residential Care:** For seniors capable of semi-independent living, including meals, housekeeping, activities and transportation services.
- **Assisted Living:** An added degree of personal services and attention above that of residential care and an alternative to skilled nursing placement.
- **Long-term Skilled Nursing:** Providing high-quality acute and long-term medical and rehabilitative therapies.
- **Long-term Skilled Dementia Care:** The Goldenberg•Ziman Special Care Center provides high-quality long-term care for those afflicted by the effects of Alzheimer's disease and age-related dementia.
- **Geriatric Psychiatry:** The Auerbach Geriatric Psychiatry Unit is an inpatient facility for short-term geriatric psychiatry care.



## EDUCATION AND STAFF

- **Annenberg School of Nursing:** Prepares students for a successful and rewarding career as a licensed vocational nurse (LVN), certified nurse assistant (CNA), or home health aide (HHA).
- Believes quality service is delivered by a quality staff. Staff retention is well above industry averages and is among the highest staff retention in the state among all senior care communities. More than 100 employees have been with the Home for more than 20 years and some more than 40 years.
- Employs approximately 1,600 professionals committed to providing senior quality care and programs for all Jewish Home services – in-residence or in the community.



- Offers many opportunities for professional growth, with its commitment to its employees' career development. The Home's training programs include instruction as a restorative nursing assistant (RNA), certified nursing assistant (CNA), and continue through preparation for the licensed vocational nurse (LVN) examination. The Home's Annenberg School of Nursing also educates home health aides (HHA).

## THE HOME

- Has full-service, state-of-the-art community clinics run by a team of physicians, nurse practitioners, and rehabilitation therapists.
- Offers numerous amenities and activities to ensure an active, secure lifestyle in a warm, safe environment, encompassing a holistic approach to healthy aging that cares for the body, mind, and spirit. A full schedule of activities keeps residents busy, engaged, and involved.
- Provides social services and mental health counseling for residents and their families, and physical, occupational, speech and language therapy programs.



## VOLUNTEERS

- There are 230 active volunteers including members of the community, college students, and bar/bat mitzvah candidates
- Volunteers donate over 22,250 cumulative hours each year
- Volunteer opportunities are offered in 29 different areas of the Jewish Home, including Physical Therapy/ Occupational Therapy/Speech Therapy, Brandman Centers for Senior Care PACE program, mail delivery, book delivery, leading classes, assisting group activities; one-to-one with residents, reading to residents, certified therapy dog visits, and singing/playing music for residents
- Volunteer benefits include complimentary lunch provided on the day of volunteering



*"The Jewish Home is the most wonderful place. There's so much to do: bingo, word games, music. The service is unbelievable and the staff is always hitting home runs!"*  
- resident Henny Pannell



Los Angeles Jewish Home  
7150 Tampa Avenue, Reseda, CA  
855.227.3745 • [www.lajh.org](http://www.lajh.org)



# Keeping the Vision: Expand, Extend, Sustain



Keeping the Vision: Expand, Extend, Sustain is the Home's bold \$265 million campaign to provide quality senior care today and for future generations. The Jewish Home has always pursued an ambitious vision to meet the needs of our community's seniors. Currently, the U.S. Department of the Treasury projects L.A. County's senior population will double by 2030. Keeping the Vision enables us to continue growing our programs and services so we are equipped to provide these seniors with highquality care. To date, we have raised \$224 million; our current focus is on raising funds to renovate Grancell Village.

The Grancell Village campus transformation will add two five-story buildings. The new buildings will add a total of 188 apartments, offering a variety of state-of-the-art amenities and services.

The Polak Family Building will feature a lobby, community geriatric medical clinic, intergenerational center and playground,

cyber internet café, outdoor dining and garden, and street-accessible parking.

The Harriet & Benjamin D. Bagno Towers will offer dining rooms, meeting rooms, the Performing Arts Center with the Goldstine Chapel, Enrichment Hub, and Scholar's Study. Innovative areas will include Creative Expressions Center, the Game Room, Fireplace Lounge, Bistro, and Wellness Center. The Ted Slavin Family Aquatics and Fitness Center with the Berman-Rutenberg Pool and Spa will offer aquatic programs. The newly renovated Grancell Campus will be connected by beautiful landscaped gardens, a putting green, and outdoor areas with gardens for programs such as T'ai Chi. All this is planned for the Grancell Village transformation which will strengthen minds and foster creative and spiritual expression.

**For more information, please contact Steven Klappholz at (818) 774-3045 or at [Steven.Klappholz@jha.org](mailto:Steven.Klappholz@jha.org)**

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

## It's Not Too Soon to Create a Planned Gift!

Consider these options:



**Establish a Charitable Gift Annuity (CGA) with the Jewish Home.** A CGA is a gift you make to the Jewish Home in exchange for a partial tax deduction and an income stream for life.

**When you draw up or revise your will or trust, add the Jewish Home as a 5% or 10% beneficiary of the residue.** This way you will have access to your money during your lifetime, and still leave a legacy for the cause you care so deeply about.



**Name the Jewish Home as a beneficiary of your retirement plan.** Your heirs will thank you since retirement plans are assets that they would have to pay tax on (but we won't). Instead, leave cash to your heirs.



**For more information, please contact:**  
Cheryl Kater, Manager – The Executives of the Los Angeles Jewish Home  
(818) 774-3331 • [Cheryl.Kater@jha.org](mailto:Cheryl.Kater@jha.org)

*Prepared specially for The Executives*





THE EXECUTIVES  
Member Profiles



**Martin M. Cooper – 2018 Circle of Life Gala Honoree and Founding President**

**Tell us about your business:**

Cooper Communications, Inc., is a 38-year-old marketing and public relations firm. We have represented more than 200 clients, just a few of which are the City of Santa Barbara, Hollywood Burbank Airport, Mattel Toys, and the Los Angeles Times.

**Why are you involved with The Executives of the Jewish Home?**

I am involved with The Executive because Sheldon Blumenthal, then the Executive Director of the Home, met with Earl Greinetz and me and asked us to create a Valley-based support group...so we did.

**What is something about you that most people don't know?**

My wife Barbara and I have visited Great Britain more than 70 times.



**Michael Resnik – Board of Directors, VP of ENG**

**Tell us about your business:**

Our team at Premier Financial Consultants in Sherman Oaks (<http://www.pfc.la>) provides investment and tax planning under one roof. We can assist in a multitude of financial matters to help our clients achieve specific financial goals. We work with a broad range of clientele such as business owners, though many of our clients are pre-retirees or retired. For the last half-decade, our firm has shifted focus to providing appropriate Income Generating Strategies.

**Why are you involved with The Executives of the Jewish Home?**

Former VP/Member of the Executives Scott Goldstein introduced me to the L.A. Jewish Home nearly 15 years ago. My first interaction with The Executives was a scotch tasting event, where I met like-minded professionals and members of the community. Today, I am a board member of The Executives and sit on three committees (ENG, Poker, and Golf).

**What is something about you that most people don't know?**

I am a 1st generation American and I am bi-lingual. My family immigrated from Argentina in the 60's. I grew up speaking both English and Spanish.



**Andrew Chesis – 2019 – 2020 VP of Membership**

**Tell us about your business:**

ABC Promotional Marketing, Inc. is your single source for a wide variety of promotional and marketing services. Give us a few minutes of your valued time to understand your current marketing objectives and we will do the rest. Our creative team will research and recommend effective strategies that will meet your specific goals within your budget and time schedule.

**Why are you involved with The Executives of the Jewish Home?**

I am grateful that I am a part of The Executives. Giving back to my community and helping support the residents is part of my business philosophy and a personal joy.

**What is something about you that most people don't know?**

My journey with the Los Angeles Jewish Home started about 10 years ago when I began volunteering with my Therapy Dog "Bailer." We enjoy visiting and making the residents laugh and reminisce about their own pets.



**Resident Profile: Edith Frankie**

Edith Frankie moved into the Jewish Home's skilled nursing center after her husband George became a Skirball Hospice patient. When George passed away, Edith had trouble living without him, but she gratefully recalls how much support the Jewish Home rabbi and caregivers gave her. "I made new friends and slowly began to enjoy life again," she says.

Edith's friends appreciate her humor, compassion, and charming Hungarian accent! They say her joyous outlook – especially considering her past as a Holocaust survivor – restores their faith in humanity. They also admire her discipline: As part of her physical therapy regimen, she exercises on the elliptical machines and takes walks once or twice each day.

Edith loves to help new residents make friends and get acquainted with the Home's many services. She is a resident ambassador and was recently elected president of the resident council.



HOLD THE DATE



15TH ANNUAL NO LIMIT TEXAS HOLD-EM  
**POKER TOURNAMENT**

**SUNDAY, MARCH 3, 2019 • WOODLAND HILLS COUNTRY CLUB**  
REGISTRATION BEGINS: 11:00 AM • PLAY BEGINS: 11:30 AM

GREAT PRIZES • RAFFLES/GIVEAWAYS  
LUNCH BUFFET • COMPLIMENTARY COCKTAILS

REGISTRATION BEGINS: 11:00 AM • PLAY BEGINS: 11:30 AM

MUST BE 21 YEARS OR OLDER

For more info, contact The Executives office at [executives@jha.org](mailto:executives@jha.org) or 818-774-3331. Invitation to follow.

7150 Tampa Avenue, Reseda, CA 91335 • Tel (818) 774-3332 • Fax (818) 342-0881 • [Executives@JHA.org](mailto:Executives@JHA.org) • [www.TheExecutives.org](http://www.TheExecutives.org)

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SAVE THE DATE

**THE EXECUTIVES**  
**16TH ANNUAL GOLF CLASSIC**

BENEFITTING THE LOS ANGELES JEWISH HOME

**MONDAY, SEPTEMBER 23, 2019**  
NORTH RANCH COUNTRY CLUB

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



# Women's Health Wise Ways to Live Better!

A D I S T I N G U I S H E D S P E A K E R S S E R I E S

Presented by The Women's Group of The Executives supporting the Los Angeles Jewish Home in partnership with UCLA Health

All lectures take place at El Caballero Country Club 12:00 pm - 1:30 pm  
18300 Tarzana Dr, Tarzana

\$36 per session • \$120 for the series  
(Includes lunch and valet parking)



Excellence in Senior Care Reflective of Jewish Values.



Featuring UCLA physicians from the David Geffen School of Medicine at UCLA.  
Moderated by Dr. Noah Marco, Chief Medical Officer, Los Angeles Jewish Home

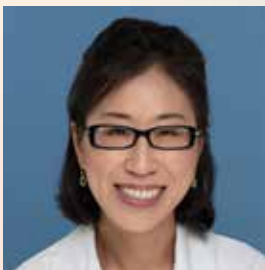
TO REGISTER, or for more information:  
[theexecutives.org/womensgroup](http://theexecutives.org/womensgroup) or 818.774.3332



Tuesday, January 15, 2019

**Women & Healthy Aging:  
Longevity, Memory,  
Dementia & More**

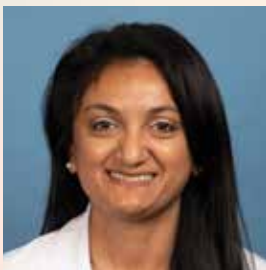
with Gary W. Small, MD,  
Director, UCLA Longevity Center



Tuesday, February 12, 2019

**Cancer Diagnosis, Treatment  
& Breakthroughs: What  
Every Woman Needs to Know**

with Sandy T. Liu, MD,  
Oncologist



Tuesday, March 5, 2019

**Bone up on Bone Health  
for Women**

with Deepashree Gupta, MD,  
Endocrinologist



Tuesday, May 14, 2019

**Getting To The Heart of  
Women's Heart Health**

with Sahar Sohrabian, MD, Cardiologist

## New Women's Group for The Executives!

The Executives is proud to announce the launch of a new Women's Group and with it a brand new program beginning January 2019 – Women's Health: Wise Ways to Live Better! This distinguished speaker series, sponsored in partnership with UCLA Health, will feature UCLA doctors speaking at four "lunch & learn" sessions at El Caballero Country Club in Tarzana on various topics related to women's health.

"Historically, women have been underserved in the area of health research, and we are very excited to be rebalancing the equation," says Michelle Weisman, chair of both the series and The Executives' Women's Group. "To do that while

also making new friends for the Jewish Home – it's win-win!"

The goal of the program is to reach out into the Valley community and connect with women on issues that matter to them. We hope to build upon the success of this program and interest more women in being involved philanthropically with The Executives and the Jewish Home.

All women are welcome to participate in the program. For more information, questions or comments contact Lesley Plachta at 818 774-3282 or [Lesley.plachta@jha.org](mailto:Lesley.plachta@jha.org)





2018 G2G MEMBERS

- Ilene & Laurence Abramson
- Christina & Peter Baer
- Andy & Marci Berman
- Mary & Leon Blankstein
- Arlene & Stewart Bloom
- Dr. Felicia Ota & Dr. Robert Boostanfar
- Beth & Eric Bossuk
- Michele & Bob Cohen
- Barbara & Martin Cooper
- Karen & Neal Dem
- Nicole & Steven Fazio
- Mara & Steve Feig
- Lynn & David Feldman
- Carole & Rick Flam
- Molly Forrest & Erwin Diller
- Jill & Fred Gaines
- Beth & Jan Goren
- Deb & Arthur Greenberg
- Gerri & Kenneth J. Gross
- Susan & Ira Halpern
- Bob Hirsch
- Diana & Jed Kagan
- Susan & Daniel Kane
- Nancy & Richard Katz
- Fran & Neal Kaufman
- Lynn & Bruce Kaufman
- Michele & Gary Kendall
- Margie & Howard Keyes
- Madhi & Osman Khan
- Herbert Kraft
- Lynne & Jeff Lainer
- Phyllis & Leonard Lerner
- Fae & Chuck Lipeles
- Connie & Noah Marco
- Cori & Gerald Marcus
- Joni & Jeff Marine
- Allison & Steve Martini
- Amy & Harold Masor
- Yvonne Tse & Elliot Matloff
- Eileen & Paul Meshekow
- Bonnie & Jack Neinstein
- Sandy & Roy Okada
- Laura Ozer
- Cathy & Barry Pearlman
- Sidney & Allen Rishe
- Peggy & Edward Robin
- Tracy Kooy & Danny Rosett
- Donna Roth & Joel Saltzburg
- Ellie & David Sambol
- Scott Shagrin
- Sandy & Hal Slan
- Susan & Randy Snyder
- Doreen & Frederick Solomon
- Shelly & Steven Strull
- Elisa & Alex Taub
- Jodi & Howard Tenenbaum
- Laurie & Joel Volk
- Lynne & Bob Zuckerman
- Leumi
- Keyes Automotive Group
- Charles Schwab
- Dave & Sheila Gold Foundation
- Marcia Israel Foundation



# Generation to Generation Society



So what did we do in 2018 you ask? Well, let us tell you....

The Generation to Generation Society (G2G) raised almost half of the dollars contributed in 2018 to The Executives. As the premier giving society of The Executives, each of our 60 members gave \$5,000 or more, to The Executives in 2018.

We are not only donors to the Home, but a community and come together we did. Four times to be exact.

On Thursday, April 26, we gathered for an evening entitled, *What is Jewish about Allowing a Loved One to Die Twice?* We explored issues of memory loss and right to die with Rabbi Elliot Dorff, a national leader in the field of Medical Ethics. We viewed a short film, *My Mom & the Girl* and met the producer, Susie Singer Carter, who spoke to us about her very personal experience caring for a parent with Alzheimer's disease. The evening, hosted by G2G members, Nicole and Steve Fazio, took place in their beautiful home.

The women of G2G lunched with Jewish Home CEO, Molly Forrest, on Monday, June 18. The lunch briefing was limited to an intimate group of 12 women and took place in the private dining room at Fountainview independent living on the Eisenberg Campus in Reseda. Molly gave an in depth update on the latest Jewish Home news and made plenty of time for Q & A. The lunch filled immediately and will become an annual fixture in our G2G calendar.

This year's **Annual Evening of Good Food & Gratitude** took G2G members to Greenbar Distillery in downtown L.A.'s Arts District. The group gathered in the late afternoon of Sunday, September 16, for the traditional bus ride together to DTLA. Greeted with a pear & thyme gin cocktail, we preceded to learn about L.A.'s first distillery since Prohibition times and one of the first craft distilleries in the U.S. Drink, tour, then more drink, as we participated in a cocktail class to learn and make our own craft cocktails! After a secret visit to the distillery's own speak easy, the group enjoyed a Caribbean style dinner. All were happy as we boarded the bus for home after a fun, if not boozy evening together.

Our newly launched **Scholar in Residence Weekend** took place November 2 - 4, at the Fairmont Grand Del Mar. Twenty four G2G members drove down to San Diego for a beautiful and meaningful weekend. We enjoyed a Shabbat dinner, Havdallah, four lectures with our scholar, Jonathan Dobrer, wonderful meals, golf, bike riding, relaxing by the pool and the comradery of a weekend away with friends. We will definitely do this again!

A big thank you to all of our G2G members who supported the Home so generously in 2018! If you're not a member yet, we would love to have you join with us!

Arthur A. Greenberg

Rick Katz

2018 Chairs, Generation to Generation Society





4TH ANNUAL EVENING OF  
*Good Food & Gratitude*  
AT GREENBAR DISTILLERY

**Evening on Medical Ethics with Rabbi Elliot Dorff**  
AT THE HOME OF NICOLE & STEVE FAZIO



The Generation to Generation Society (G2G) is a premier philanthropic venue for Valley-based donors who contribute \$5,000 or more annually to the Los Angeles Jewish Home through The Executives. G2G honors these individuals who are committed to helping fulfill the promise to care for our community's precious seniors, in body, mind and spirit.





Where Business and Philanthropy Meet



# Join the Executives Networking Group!

## Meeting Schedule

3rd Tuesday of every month  
7:30 am – 9:00 am  
Includes breakfast  
Open Networking starts at 7:00 am

**2018 Date:**  
December 18

**2019 Dates:**  
January 15, February 19,  
March 19, April 16, May 21,  
June 18, July 16, August 20,  
September 17, October 8,  
November 19,  
and December 17

**All meetings will take place at:**  
El Caballero Country Club  
18855 Tarzana Drive, Tarzana

## Mission Statement

Our mission is to promote long-term relationship building and increased business through positive and trustworthy collaboration with quality business professionals, while supporting the Los Angeles Jewish Home.

## Member Fees

- \$1,000/year donation to The Executives of the Los Angeles Jewish Home, \$640 is tax-deductible. Includes \$360 breakfast fee for the year.
- Guest Fee – \$30. One-time only, must join after first meeting.

## Accountability

Each member is expected to attend nine meetings in a calendar year.

## Code of Ethics

- I will behave in a manner based on authenticity, reliability and truthfulness.
- I will be accountable for following up on referrals.
- I will treat each member with respect, along with a positive, supportive attitude.
- I will respect the confidentiality of other members and their referred clients.
- I will remain in good standing and live up to the ethical standards of my profession.

**For more information and an application (subject to approval), please contact Cheryl Kater at [cheryl.kater@jha.org](mailto:cheryl.kater@jha.org) or 818-774-3331.**

# Executives Networking Group

The new Executive Networking Group was created in January 2018, thanks to the leadership of Gary Kendall - President of ENG, Michael Resnik - VP of ENG and David Jacobs – ENG Troika Master. The group has been a success and has grown to 27 dedicated members strong (as of printing)!

We meet every month for breakfast at El Caballero Country Club, Tarzana. For more info about joining ENG, please contact Cheryl Kater, Manager of The Executives, [cheryl.kater@jha.org](mailto:cheryl.kater@jha.org) or 818-774-3331.



2019 SPEAKERS SERIES

AN EVENING WITH THE EXECUTIVES  
OF THE LOS ANGELES JEWISH HOME

# Supreme Court Update

THURSDAY, JANUARY 31, 2019 • 7:00 PM

## COST

### Members

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

### Non-Members

\$30 pre-registered  
\$35 at the door

**Executive Plus Members  
and above**  
Complimentary

## LOCATION

El Caballero Country Club  
18300 Tarzana Dr., Tarzana

## SCHEDULE

**7:00pm** Dessert & Wine Reception

**7:30pm – 8:30pm** Program

## 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



Laurie L. Levenson is the David W. Burcham Chair in Ethical Advocacy at Loyola Law School where she teaches evidence, criminal law, criminal procedure and ethics. Professor Levenson also serves as the Director of Loyola's Center for Ethical Advocacy. She served for eight years as an Assistant United States Attorney in Los Angeles, Professor Levenson received her J.D. in 1980 from UCLA School of Law and her undergraduate degree from Stanford University in 1977. She was Chief Article Editor of the UCLA Law Review and a clerk for the Honorable Judge James Hunter, III, of the U.S. Court of Appeals for the Third Circuit. Professor Levenson has authored over 100 articles and nine books. She recently contributed to a book on Social Justice: Jewish Choices, Jewish Voices (Edited by Elliot N. Dorff & Danya Ruttenberg). Finally, Professor Levenson is an international commentator on high-profile cases and criminal justice.

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PLEASE RSVP. SPACE IS LIMITED.

RSVP | online: [theexecutives.org](http://theexecutives.org) | phone: 818-774-3332 | email: [executives@jha.org](mailto:executives@jha.org)

A LOOK BACK...

# Speaker Series 2018

MAY 2018 | BREAKFAST AT  
WOODLAND HILLS COUNTRY CLUB

with Los Angeles Mayor Eric Garcetti

## Critical Issues Facing Our City





JANUARY 2018 | BREAKFAST AT EL CABALLERO COUNTRY CLUB  
with **Steve Springer** | Author and Sportswriter  
*Sports from a Jewish Perspective*



SEPTEMBER 2018 | AN EVENING AT EL CABALLERO COUNTRY CLUB  
with **City Attorney Mike Feuer**  
*LA 2018: A Discussion on School Safety, Homelessness, Criminal Justice, Immigration and Cannabis Enforcement*



MARCH 2018 | AN EVENING AT EL CABALLERO COUNTRY CLUB  
with **Barak Lurie** | Attorney, Author and Radio Talk Show Host  
*The Dangers of a World Without God*



NOVEMBER 2018 | AN EVENING AT EL CABALLERO COUNTRY CLUB  
with **Adam Darby, MD** | Board Certified Neurologist, UCLA Health Thousand Oaks  
*Cognitive Impairment As We Age – Latest Research from the UCLA Health Department of Neurology*





HOLD THE DATE  
**SHABBAT  
DINNER**  
WITH THE RESIDENTS

**Friday, March 8, 2019**

**Eisenberg Village Campus**  
18855 Victory Boulevard, Reseda

During the Kabbalat Shabbat service, we will formally dedicate the Chumashim (Torah books) purchased with the funds raised at our 2018 Kick-Off event recognizing Arthur Greenberg. The fund will provide Chumashim for use at Eisenberg Village and for the new Grancell Campus chapel upon it's completion.

WE HOPE  
YOU WILL  
JOIN US FOR:

**Festive  
Shabbat Dinner**  
5:00 pm

**Kabbalat  
Shabbat Service**  
6:15 pm

**Oneg with  
the Residents**  
7:00 pm

**Invitation to Follow**

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



# Aloha

## SHABBAT

On Friday, June 8th, The Executives celebrated Shabbat, Aloha-style, at the home of Michelle & Hershey Weisman. The Executives donned their favorite Hawaiian shirts and dresses, enjoyed luau food, drank Blue Hawaiians and showed off their dancing skills alongside the hula dancers.



For more information contact The Executives office at [executives@jha.org](mailto:executives@jha.org) or 818 774-3332



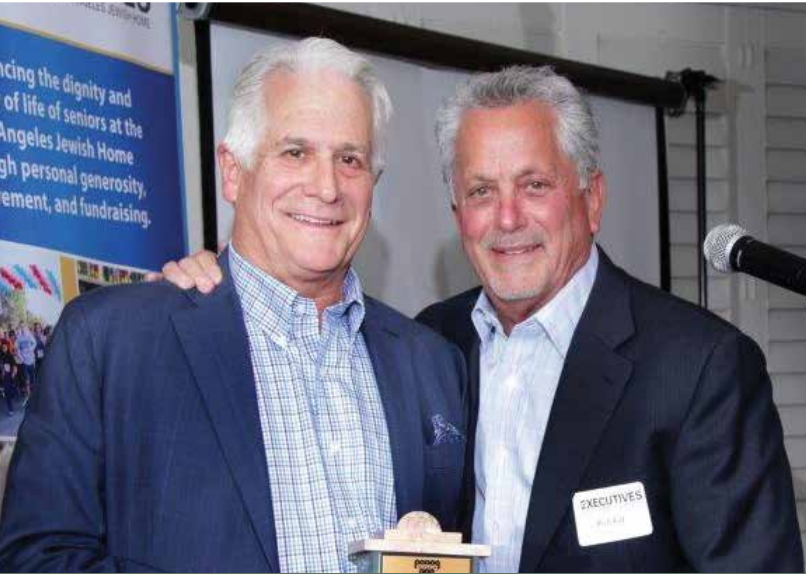
THE EXECUTIVES  
*Million Dollar*  
2018 KICK-OFF CELEBRATION

The \$1 Million Dollar Milestone 2018 Kick-off Celebration took place on February 15th at El Caballero Country Club in Tarzana. In 2017, The Executives raised over \$1 Million for the LA Jewish Home, a first-time milestone for the group.

Arthur Greenberg was the recipient of the inaugural “AAG Award,” which recognizes an individual for exceptional leadership, dedication and vision for The Executives and for the Jewish Home. Arthur has served the Home since the 1970’s. He was Chair of the Jewish Home Board of Directors in 2007- 2008, chaired Jewish Home strategic initiatives and was President of

The Executives 2002-2004. He established the Generation to Generation Society where he currently serves as Co-Chair of this growing group of committed donors. Donations made in Arthur’s honor were dedicated to purchase new Chumashim (Torah books) for the residents to enjoy at both the Eisenberg and Grancell campuses for Shabbat and the holidays.

A Shabbat Dinner with the Residents is scheduled for Friday, March 8th, 2019 at Eisenberg Village. A special presentation of the Chumashim by Rabbi Karen Bender, Skirball Director of Spiritual Life, will take place at this event.







14TH ANNUAL NO LIMIT TEXAS HOLD-EM  
**POKER TOURNAMENT**  
SUNDAY, FEBRUARY 25, 2018 • WOODLAND HILLS COUNTRY CLUB

2018 Poker Committee

- |                  |                  |
|------------------|------------------|
| Andrew Berkovitz | Todd Rubinstein  |
| Matt Durlster    | Jack Schlaifer   |
| Gary Krausz      | Jerry Shapiro    |
| Ron Monitz       | Michelle Weisman |
| Michael Resnik   | Matt Weiss       |

The Executives' 14th Annual Poker Tournament was Sunday, February 25th at Woodland Hills Country Club. 82 serious poker players and Jewish Home residents came together for a full day of poker and fun games. \$35,000 was raised for the seniors of the Los Angeles Jewish Home, our most successful poker tournament to date!

Congratulations to our first place winner, Jewish Home resident, Mary Stutman!

Thank you to our sponsors and committee for your dedication and hard work in making this year's poker tournament a great success. We look forward to seeing you at our 15th Annual Poker Tournament on Sunday, March 3, 2019 at Woodland Hills Country Club.

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Cathy and Barry Pearlman



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THE EXECUTIVES OF THE LOS ANGELES JEWISH HOME  
**CIRCLE OF LIFE GALA**  
**HONORING MARTIN M. COOPER**

**SUNDAY, OCTOBER 21, 2018 • 5:00 PM**  
SKIRBALL CULTURAL CENTER, LOS ANGELES

The Executives honored Founding President Martin M. Cooper at this year's Circle of Life Gala on Sunday, October 21st at Skirball Cultural Center. The Gala was an opportunity to pay tribute to Marty, a man who cares deeply and makes a difference in the lives of our most vulnerable seniors.

In 1992, Marty co-founded our organization, The Executives (previously the Valley Jewish Business Leaders Association), dedicated to raising funds to enhance the dignity and quality of

life of seniors at the Los Angeles Jewish Home. Marty served as our Founding President, remains on our Advisory Board, and is a member of The Executives' Generation to Generation Society, the Home's premier philanthropic group.

It was a lovely evening and included “surprise” entertainment by talented Broadway performers and an antique typewriter theme. Over \$119,000 was raised for the seniors of the Los Angeles Jewish Home.

**GALA CHAIRS**

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Jan Sobel

Francine Oschin

Cathy Pearlman  
Gloria Pollack

Todd Rubinstein

Michael Sirota  
Michelle Weisman

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Councilmember Mitchell Englander  
Molly Forrest

Mayor Eric Garcetti  
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Efrem Harkham  
Senator Bob Hertzberg

Robert Hirsch

Supervisor Sheila Keuhl  
Councilmember Paul Koretz

Councilmember Paul Krekorian  
Honorable Joy & Dr. Gerald Picus  
Kathleen Sterling

Senator Henry Stern  
Honorable Dennis Zine







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PRESENTS THE EXECUTIVES 15TH ANNUAL  
**GOLF CLASSIC**  
BENEFITTING THE LOS ANGELES JEWISH HOME  
.....  
**MONDAY, AUGUST 6, 2018**  
TEE TIME 10:30 AM  
.....  
**NORTH RANCH COUNTRY CLUB**  
WESTLAKE VILLAGE



**2018 Golf Committee**  
David Feldman, Co-Chair  
Michael Resnik, Co-Chair  
Josh Belkin  
Matt Durlester  
Herb Greenman  
Ira Halpern  
David Jacobs  
Bruce Kaufman  
Susan Krane  
Steve Martini

Ron Robinson  
Sandy Rosenholz  
Gary Ross  
Todd Rubinstein  
Jackie Salter  
Jeff Seltzer  
Scott Shagrin  
Fred Solomon  
Jacques Soriano

The Executives 15th Annual Golf Classic was our most successful golf tournament to date! On Monday, August 6th, the heat did not deter 140 golfers from playing at the beautiful North Ranch Country Club in Westlake Village. Over \$173,000 was raised to support the seniors of the Los Angeles Jewish Home.

A special thank you to our Title Sponsor Bank Leumi for their continued support, our golf co-chairs David Feldman and Michael Resnik, our dedicated committee and our generous sponsors for a successful tournament.

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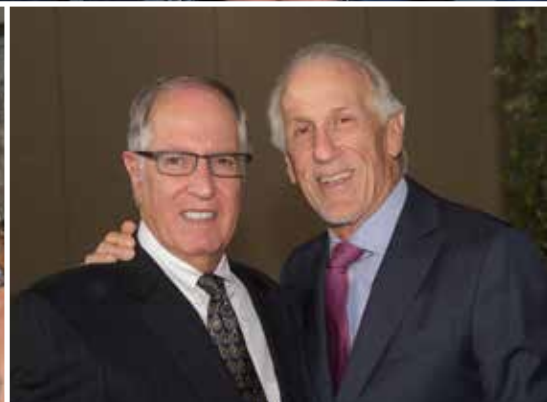
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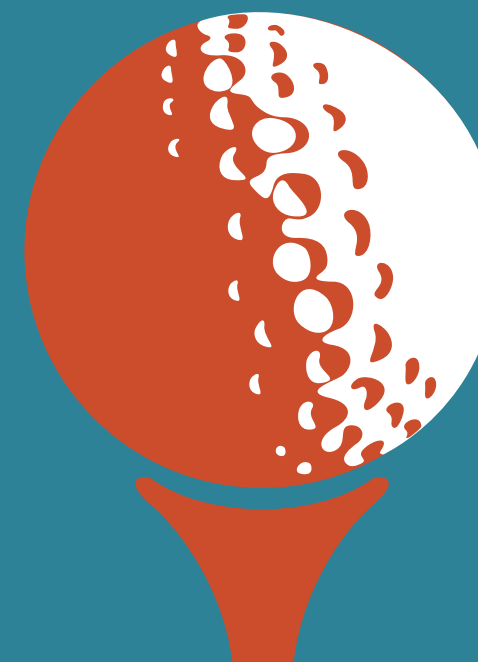
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FROM GERRY AND CORI MARCUS





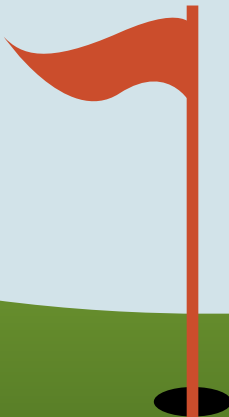
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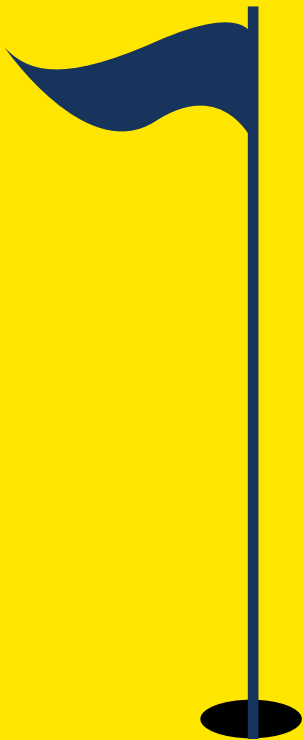
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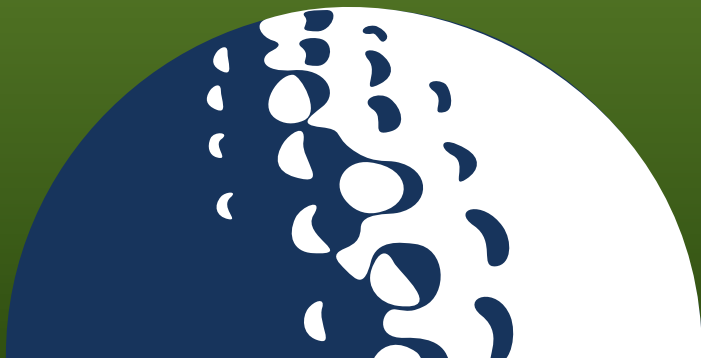
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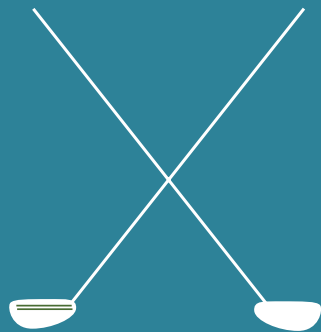
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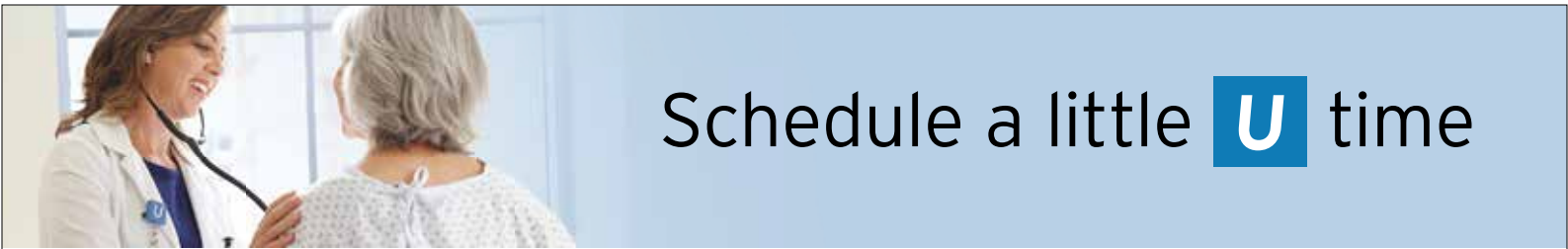
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*In memory of Carrie*  
Greenbass and Bass

**Sandy Slan**  
*In memory of Muriel Jackson*  
Fae and Chuck Lipeles

**Marla and Jacques Soriano**  
*In memory of Melvin Wallace*  
The Executives  
Susan and Ira Halpern  
Francine Oschin  
Sharon Udkoff  
Laurie and Joel Volk  
Christina and Matt Weiss

**Mardi Spitzer**  
*In memory of beloved husband, Tom*  
Nancy and Rick Katz

**Suzanne and Gary Stern**  
*In memory of Sterling*  
Deb and Arthur Greenberg

**Laurie and Doron Tisser**  
*In memory of mother*  
Deb and Arthur Greenberg

**Lorrie and Mike Turner**  
*In memory of Joyce Licht*  
Nancy and Rick Katz

**Barry Wolfe**  
*In memory of his wife, Mireille*  
Janis and Yoram Shein

**Eliyahu Veitzer and family**  
*In memory of Yotam Amatziyahu ben Aryeh haLevi*  
Carolee and Dale Newman

**Bret Zatulove**  
*In memory of Micki Zatulove*  
Sue Nudelman  
and Jeffrey Sacks

**Paul Zatulove**  
*In memory of Micki Zatulove*  
Sue Nudelman  
and Jeffrey Sacks

**Mr. Elie Zev and Family**  
*In memory of Ruth Zev*  
Joy and Gerry Picus

**Michele Zwilling**  
*In memory of Morton Rosen*  
The Executives

MAZEL TOV

**Barri Worth Girvan and Greg Girvan**  
*Mazel Tov for the birth of Mila Rose Girvan*  
The Executives  
Jill and Fred Gaines  
Francine Oschin  
Margaret and Jack Schlaifer  
Marla and Jacques Soriano

**Mr. and Mrs. Paul Holtzman**  
*Mazel Tov on your 50th Wedding Anniversary*  
Gail and Sy Silverstein

**Janis and Yoram Shein**  
*Mazel Tov for son's engagement*  
Gary Kendall

THANK YOU

**Jacqueline and Raymond Degner**  
*Thank you for Irving Furgatch Tribute*  
Cathy and Barry Pearlman



As Co-Chair of The Executives 15th Annual Golf Tournament, I wish to thank my family, friends, sponsors, participants and volunteers who made this year's event the most successful one EVER!! Raising over \$173,000 could not have been possible without the assistance given from the golf committee and the generosity of the 140 participants and aforementioned contributors. The event also could not have been as successful without the dedication and assistance rendered by Cheryl Kater and Wendy Ruiz.

I want to extend a special thank you to Bank Leumi, who has been our title sponsor for the past three years. Your continued support is SO appreciated.

With the bar set high based on this year's success, I look forward to the challenge of surpassing 2018's numbers. Next year's event will again be at North Ranch Country Club on September 23, 2019. Please mark your calendars accordingly.

THANK YOU ALL AGAIN for your support and generosity.

David Feldman



THANK YOU TO OUR  
**CORPORATE PLATINUM MEMBER**  
**AND 2018 GOLF CLASSIC TITLE SPONSOR**

**Leumi**



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## SAVE THE DATE:

**2019 Kickoff Event**  
Thursday, February 7  
5:30pm – 7:30pm  
Location TBA

**2019 Poker Tournament**  
Sunday, March 3  
11:00am – 5:00pm  
Woodland Hills Country Club

**2019 Shabbat Dinner  
with the Residents**  
Friday, March 8, 5:00pm – 7:30pm  
Eisenberg Village

**2019 Golf Tournament**  
Monday, September 23  
North Ranch Country Club