Association of Jewish Aging Services
2012 Annual Conference
March 18-21

The Heat is On:
Lead, Grow, Serve

PGA National Resort
Palm Beach Gardens, Florida
Leaders in General and Professional Liability Serving:

Skilled Nursing  
Assisted Living  
Continuing Care Retirement Communities  
Independent Living  
Hospice / Home Health Care  
Nursing Professionals / Allied Care Providers

Coverage Highlights:

- Occurrence and Claims Made Form  
- Insurance Approved by HUD  
- Aggressive Claims Handling  
- Risk Management Services Included in the Premium  
- Financial Stability Rating “A- Exceptions” by Demotech  
- A.M. Best A Rated Reinsurers

Contact:

Dwain Chamberlain - Vice President of Underwriting - dchamberlain@uni-ter.com - 678.781.2415  
Nadeene Wood-Clater - Senior Vice President - nwoodclater@uni-ter.com - 678.781.2435
Welcome to the 2012 Association of Jewish Aging Services conference in sunny South Florida. We are excited that you’ve chosen to spend some time with colleagues and friends who have so much in common. We have a wonderful conference planned that should be both interesting and invigorating.

Our conference planning committee has done a tremendous job designing a program that will meet your needs. We’ve got keynotes, roundtables, vendor exhibits, awards, a fantastic site visit to MorseLife and more educational breakout sessions than ever. The opportunities for networking, learning and sharing abound! We promise that you will return home with some exciting new initiatives and ideas.

We come together as faith based organizations with similar goals and missions: to serve the Jewish elderly to the best of our ability. We’ll leave this conference stronger than ever as we reaffirm those ideals. Thanks so much for joining us.

Sincerely,
Rob Goldstein and Karen Flam

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Brochure art adapted from the Donor Recognition Wall at The Tradition of the Palm Beaches on the Marilyn & Stanley M. Katz Seniors Campus, MorseLife.
Dear Colleagues and Friends,

Welcome to the beautiful PGA Resort and the 52nd annual meeting of the Association of Jewish Aging Services. We are indebted to Rob Goldstein and Karen Flam, Conference Co-Chairs, and their committee for creating an outstanding week for our members and guests. I also want to thank Keith Myers and the staff at MorseLife for hosting our scheduled visit to their campus on Monday afternoon.

All of us owe an enormous debt of appreciation to Monica Wolfe and Heather Gordon. Over the past year, these two women have carried on their shoulders the burden of the day-to-day tasks associated with running our association and we are forever grateful to them.

This year’s theme — “The Heat is On: Lead, Grow, Serve” — represents a natural continuation of last year’s program at The Legacy Communities in Dallas. We are all now charged with balancing the art of living while also affirming our mission, vision and values.

Please join me as we welcome AJAS’ new President and CEO, Mr. Donald Shulman. Don brings a wealth of experience to his new position and all of us are looking forward to working with him in the years to come. Don joins Monica and Heather in our Washington office and with his arrival we are now fully staffed. We’ll be hearing from Don during the conference, and I know all of our members join me in welcoming him.

I want to take a moment to thank our AJAS Board. I have always known that the leadership of our association was populated by thoughtful and committed members — but it wasn’t until this past year that I’ve come to truly appreciate the excellence of our board and member communities. AJAS members remain committed to affirming the association’s role as “North America’s central address for Jewish aging programs and services.”

Enjoy the conference and our beautiful South Florida venue. I hope you’ll drop by for a nightcap in our hospitality suite, room 3081, every evening of the conference from 9:30 pm to 11:30 pm.

Sincerely yours,

Martin A. Goetz
My Dear Friends and Colleagues,

Let me begin by saying how pleased and fortunate I feel to be leading this great organization. Over the next few days I look forward to re-igniting old friendships and beginning to build new ones. For me, personally, it feels like I am coming home. While our membership may be separated by distance, we are bound together by our values, our commitment and our desire to live our mission every day with strength, courage and innovation. In the weeks and months ahead, my plan is to travel to many of you so I can see the wonderful stories you have written in your communities and critically listen to the challenges of relevancy that these economic and political times have dealt us. As I work with each one of you, my goal is to continue our journey as an organization and shape AJAS as an engaged and dynamic innovating force that will make things happen. Most importantly we will continue to protect our fathers and mothers and represent them with love. Let us be diligent and good stewards of our mission as our parents have done for each of us.

I am so pleased to be a part of this great association!

Warm Regards,

Don Shulman

AJAS would like to thank our 2012 annual sponsors:

Diamond

Ponce de Leon
LTC RISK RETENTION GROUP, INC.

Silver

aegis therapies

HJ SIMS

Ziegler

Morrison
sodexo

great starts here
SENIOR LIVING

ORCOM
### Executive Committee

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<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Institution</th>
<th>City, State</th>
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<tbody>
<tr>
<td>Martin A. Goetz</td>
<td>Chair</td>
<td>River Garden Senior Services</td>
<td>Jacksonville, Florida</td>
</tr>
<tr>
<td>Barbra Gold</td>
<td>Immediate Past Chair</td>
<td>Donald Berman Maimonides Geriatric Centre</td>
<td>Montreal, Quebec</td>
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<td>Carol Silver Elliott</td>
<td>Chair-Elect</td>
<td>Cedar Village</td>
<td>Mason, Ohio</td>
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<tr>
<td>Andrew Banoff</td>
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<td>The Jewish Home for the Elderly</td>
<td>Fairfield, Connecticut</td>
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<td>David Fuks</td>
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<td>Cedar Sinai Park</td>
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<tr>
<td>Ron Milch</td>
<td></td>
<td>MJHS</td>
<td>New York, New York</td>
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<tr>
<td>Daniel Reingold</td>
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<td>The Hebrew Home for the Aged at Riverdale</td>
<td>Riverdale, New York</td>
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<td>Mary Ellen Bloodgood</td>
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<td>Syracuse, New York</td>
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<td>Pam Ferris</td>
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<td>Seacrest Village Retirement Communities</td>
<td>Encinitas, California</td>
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<td>Sally Korkin</td>
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<td>Partners in Senior Life</td>
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### 2009-2012

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<th>Name</th>
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<tr>
<td>Eli Feldman</td>
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<td>MJHS</td>
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<td>Len Fishman</td>
<td></td>
<td>Hebrew SeniorLife</td>
<td>Boston, Massachusetts</td>
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<tr>
<td>Michael Klein</td>
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<td>Allied Housing, Inc.</td>
<td>Denver, Colorado</td>
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<td>Leonard Lewkowict</td>
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<td>Donald Berman Maimonides Geriatric Centre</td>
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<td>Bill Reichman</td>
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<td>Baycrest Centre for Geriatric Care</td>
<td>Toronto, Ontario</td>
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<td>Warren Slavin</td>
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<td>Charles E. Smith Life Community</td>
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### 2010-2013

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<td>Jeff Cohen</td>
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<td>The Kline Galland Center &amp; Affiliates</td>
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<tr>
<td>Jeffrey Freimark</td>
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<td>Miami Jewish Health Systems</td>
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<td>Michael Rosenblut</td>
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<td>Parker Jewish Institute for Health Care and Rehabilitation</td>
<td>New Hyde Park, New York</td>
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<tr>
<td>Marshall Seiden</td>
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<td>Menorah Manor</td>
<td>St. Petersburg, Florida</td>
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<td>Richard Schwalberg</td>
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<td>Menorah Park Center for Senior Living</td>
<td>Beachwood, Ohio</td>
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<tr>
<td>Ira Shulman</td>
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<td>Kivel Care Center</td>
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### 2011-2014

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<td>Janis Fleet</td>
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<td>Molly Forrest</td>
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<td>Los Angeles Jewish Home for the Aging</td>
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<td>Carol Irvine</td>
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<td>Madlyn and Leonard Abramson Center for Jewish Life</td>
<td>North Wales, Pennsylvania</td>
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<td>Peter Kafka</td>
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<td>Louis Brier Home and Hospital</td>
<td>Vancouver, British Columbia</td>
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<td>Montefiore Home</td>
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<td>David Ross</td>
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<td>Lions Gate CCRC</td>
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### Conference Planning Committee

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Rob Goldstein</td>
<td>Co-Chair</td>
<td>Menorah Manor</td>
<td>St. Petersburg, Florida</td>
</tr>
<tr>
<td>Karen Flam</td>
<td>Co-Chair</td>
<td>Donald Berman Maimonides Geriatric Centre</td>
<td>Montreal, Quebec</td>
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<tr>
<td>David Abraham</td>
<td></td>
<td>Beth Sholom Village</td>
<td>Virginia Beach, Virginia</td>
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<tr>
<td>Rabbi Barbara Aiello</td>
<td></td>
<td>Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF</td>
<td>Sarasota, Florida</td>
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<tr>
<td>Andre Alexandre</td>
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<td>Morrison Senior Living</td>
<td>Severna Park, Maryland</td>
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<tr>
<td>Name</td>
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<td>Location</td>
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<tr>
<td>Cindy Block</td>
<td>Tower One/Tower East</td>
<td>New Haven, Connecticut</td>
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<td>Mary Ellen Bloodgood</td>
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<td>Jeff Cohen</td>
<td>Kline Galland Center &amp; Affiliates</td>
<td>Seattle, Washington</td>
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<tr>
<td>Louise Davis</td>
<td>MorseLife, Inc.</td>
<td>West Palm Beach, Florida</td>
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<td>Carol Silver Elliott</td>
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<td>Donald Berman Maimonides Geriatric Centre</td>
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<td>Sunni Herman</td>
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<td>Keith Myers</td>
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<td>West Palm Beach, Florida</td>
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<td>David Nussbaum</td>
<td>Metropolitan Jewish Health System Foundation</td>
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<td>Daniel Reingold</td>
<td>The Hebrew Home for the Aged at Riverdale</td>
<td>Riverdale, New York</td>
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<tr>
<td>Jim Richman</td>
<td>River Garden Hebrew Home</td>
<td>Jacksonville, Florida</td>
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<tr>
<td>Michael Rosenblut</td>
<td>Parker Jewish Institute for Health Care and Rehabilitation</td>
<td>New Hyde Park, New York</td>
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<tr>
<td>Brian Schiff</td>
<td>Greystone Communities, Inc.</td>
<td>Irving, Texas</td>
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<td>Ira Shulman</td>
<td>Kivel Care Center</td>
<td>Phoenix, Arizona</td>
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<tr>
<td>Crista Stark</td>
<td>HealthPRO Rehab</td>
<td>Cockeysville, Maryland</td>
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<tr>
<td>Nadeene Wood-Clater</td>
<td>Lewis and Clark/Ponce de Leon</td>
<td>Atlanta, Georgia</td>
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**2012 Awards Committee**

<table>
<thead>
<tr>
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<tr>
<td>Jeff Cohen, Committee Chair</td>
<td>Kline Galland Center &amp; Affiliates</td>
<td>Seattle, Washington</td>
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<tr>
<td>Steve Berman</td>
<td>The William Breman Jewish Home</td>
<td>Atlanta, Georgia</td>
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<tr>
<td>Joel Chazin</td>
<td>Montefiore Home</td>
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<td>Barbra Gold</td>
<td>Donald Berman</td>
<td>Maimonides Geriatric Centre</td>
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<tr>
<td>Marshall Goldberg</td>
<td>The Village for Healthcare and Rehabilitation of Workmen’s Circle, Inc.</td>
<td>Freehold, New Jersey</td>
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<td>Elliott Palevsky</td>
<td>River Garden Senior Services</td>
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<td>Bonnie Polishuk</td>
<td>Los Angeles Jewish Home</td>
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<td>Beachwood, Ohio</td>
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<td>Ira Shulman</td>
<td>Kivel Care Center</td>
<td>Phoenix, Arizona</td>
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<tr>
<td>Michael Silverman</td>
<td>Rose Blumkin Jewish Home</td>
<td>Omaha, Nebraska</td>
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## SCHEDULE AT-A-GLANCE

### Sunday, March 18

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Golf Tournament</td>
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<tr>
<td>4:00 pm - 5:30 pm</td>
<td>Networking Roundtables</td>
<td>Muirfield, Canturbury, Oakmont</td>
</tr>
<tr>
<td>6:00 pm - 7:30 pm</td>
<td>Welcome Cocktail Reception</td>
<td>Honda Pavilion &amp; Wave Grill</td>
</tr>
<tr>
<td>9:30 pm - 11:30 pm</td>
<td>Nightcap in AJAS Board Chair’s Suite</td>
<td>3rd Floor, Room 3081</td>
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### Monday, March 19

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<tbody>
<tr>
<td>7:30 am - 8:00 am</td>
<td>Continental Breakfast</td>
<td>British Ballroom</td>
</tr>
<tr>
<td>8:00 am - 10:00 am</td>
<td>Opening Remarks, Awards &amp; <strong>Keynote: Congressman Ted Deutch</strong></td>
<td>British Ballroom</td>
</tr>
<tr>
<td>10:00 am - 1:00 pm</td>
<td>Exhibit Hall Open with Lunch</td>
<td>PGA Ballroom</td>
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<tr>
<td>1:30 pm</td>
<td>Depart for MorseLife</td>
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<tr>
<td>2:00 pm - 5:45 pm</td>
<td>Campus Tours, Breakout Sessions and Host-sponsored Reception</td>
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<tr>
<td>5:45 pm</td>
<td>Return to Resort</td>
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<tr>
<td>9:30 pm - 11:30 pm</td>
<td>Nightcap in AJAS Board Chair’s Suite</td>
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### Tuesday, March 20

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<td>Continental Breakfast</td>
<td>British Ballroom</td>
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<tr>
<td>8:00 am - 10:30 am</td>
<td>Annual Meeting, Awards &amp; <strong>Keynote: Rabbi Kerry Olitzky</strong></td>
<td>British Ballroom</td>
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<tr>
<td>10:30 am - 12:00 pm</td>
<td>Breakout Sessions</td>
<td>Muirfield, Oakmont, Congressional, Canterbury</td>
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<td>12:00 pm - 2:00 pm</td>
<td>Awards Luncheon &amp; <strong>Keynote: Jane Gross</strong></td>
<td>British Ballroom</td>
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<td>2:00 pm - 3:30 pm</td>
<td>Innovation Roundtables</td>
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<td>3:45 pm - 5:15 pm</td>
<td>“Hot Topic” Breakout Sessions</td>
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<tr>
<td>6:00 pm - 7:30 pm</td>
<td>The Heat is On! Disco Party Under the Stars</td>
<td>Pool Lawn</td>
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<tr>
<td>9:30 pm - 11:30 pm</td>
<td>Nightcap in AJAS Board Chair’s Suite</td>
<td>3rd Floor, Room 3081</td>
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### Wednesday, March 21

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<tr>
<td>8:30 am - 9:00 am</td>
<td>Continental Breakfast</td>
<td>British Ballroom</td>
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<tr>
<td>9:00 am - 10:30 am</td>
<td><strong>Keynote: Michael Marcus</strong></td>
<td>British Ballroom</td>
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<tr>
<td>11:00 am -12:30 pm</td>
<td>Board of Directors Meeting</td>
<td>Oakmont</td>
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## Continuing Education Credits

AJAS is offering up to 12.5 hours of continuing education credits through the National Association of Long Term Care Administrator Boards (NAB). If you would like to claim CEU hours, be sure to sign-in at each session. At the end of the conference, you will also need to complete the CEU application and turn it in at the registration desk or mail forms to the AJAS office, 2519 Connecticut Avenue, NW, Washington, D.C. 20008-1520 or email to heather@ajas.org. Applications must be received by April 16, 2012 so we can meet each state’s submission deadline.
Residents are the heart of everything we do.™

Sodexo Senior Living is a trusted strategic partner to hundreds of leading senior living communities in North America, providing on-site services and innovative solutions that improve the resident experience by making Residents the Heart of Everything We Do.™ Through the team spirit, service spirit, passion and expertise of our employees, we help make every day a better day for the residents and seniors we serve by delivering quality of life solutions in dining, housekeeping, laundry, maintenance and our health and wellness solution, HealthAbility™.

RESIDENT DINING • HEALTH & WELLNESS BUILDING SERVICES:
MAINTENANCE, HOUSEKEEPING, LAUNDRY

For more information, contact:
Daniel P. Lucey
Director of Business Development
413-222-6488

www.sodexoUSA.com

Proud to be a Diamond Sponsor of AJAS
PROGRAM SCHEDULE

Sunday, March 18

8:00 am  
**Golf Tournament**  
*Location: PGA Resort, Palmer Course*  
Tee times will be scheduled from 8:00 am-8:44 am. Advance registration is required.

2:00 pm – 5:00 pm  
**Exhibitor Move-In**  
*Location: PGA Grand Ballroom*

4:00 pm – 5:30 pm  
**Networking Roundtables**  
*Locations: CEO/CFO/COO, Muirfield  
Marketing & Development, Canterbury  
Lay Leader, Oakmont*  
The conference will kick off with networking roundtables for CEOs/CFOs/COOs, Marketing and Development professionals and lay leaders. Session leaders from AJAS’ Florida membership will moderate discussions on issues specific to each role in an informal and relaxed environment, and begin the networking process which will continue throughout the conference. Come with questions and ideas to share!

6:00 pm – 7:30 pm  
**Welcome Cocktail Reception***  
*Location: Honda Pavilion & Wave Grill*  
Join AJAS sponsors and exhibitors for a cocktail reception to welcome you to the PGA National Resort. Enjoy the Resort’s beautiful grounds at the outdoor pavilion and catch up with colleagues and friends. (Inclement weather location: Bella Lago)

9:30 pm - 11:30 pm  
**Nightcap Hosted by AJAS Board Chair**  
*Location: PGA Suite, 3rd Floor, Room 3081*  
Marty Goetz invites conference attendees to join him in the hospitality suite to meet or catch up with colleagues in a relaxed atmosphere.

*S/all official conference food functions are strictly kosher under the supervision of Rabbi Howard Seif. Norman Levine, Kashrut Administrator (954/292-4820)
Monday, March 19

7:30 am – 8:00 am
Continental Breakfast
Location: British Ballroom

8:00 am – 10:00 am
Opening Session & Awards
Location: British Ballroom
AJAS Board Chair Martin A. Goetz, and 2012 Conference Co-Chairs Rob Goldstein and Karen Flam will present opening remarks and welcome participants to the 2012 AJAS Annual Conference.

Throughout the conference, AJAS will honor the 2012 Award Recipients to recognize those who have gone above and beyond the call of duty to enhance the quality of life for older Jewish adults. Together, we will celebrate their hard work and enthusiasm. (See descriptions on page 28)

Awards:
2012 Dr. Herbert Shore Award of Honor
Recipient: Charles P. Berkowitz, Jewish Home Family
Presenter: Lauren Levant

2012 Trustee of the Year Award
Recipient: Leonard Lewkowitz, Donald Berman Maimonides Geriatric Centre
Presenters: Barbra Gold and Karen Flam, Donald Berman Maimonides Geriatric Centre

Keynote
Congressman Ted Deutch
(see page 18 for full bio)
Introductions by: David Fuks, Chief Executive Officer, Cedar Sinai Park, Co-chair AJAS Public Policy Legislative Group and Daniel Reingold, President & CEO, The Hebrew Home for the Aged at Riverdale, Co-chair AJAS Public Policy Legislative Group

Welcome Message from Secretary Kathleen Sebelius
Secretary, U.S. Department of Health and Human Services

Aging Services Legislative Update
Marsha Greenfield
VP for Legislative Affairs, LeadingAge
Audrey Weiner,
Board Chair, LeadingAge

10:00 am – 1:00 pm
Exhibit Hall Open
Location: PGA Ballroom
(see floor plan and list of exhibitors beginning on page 31)

The Showcase is a “can’t miss” event of the conference. It’s a great opportunity to meet with vendors of products and services for all aspects of senior care facilities — in one convenient location. Buffet lunch will be served in the exhibit hall.

1:30 pm
Travel to MorseLife, Inc.
Location: PGA Resort, Main Entrance
Sponsored by Perkins Eastman
Bus boarding will begin at 1:15 pm at the resort’s main entrance for our site visit to MorseLife, Inc. All attendees, sponsors and exhibitors are encouraged to attend!

Member Site Visit: MorseLife, Inc.
4847 Fred Gladstone Memorial Boulevard
West Palm Beach, FL 33417
561-471-5111

2:00 pm – 3:00 pm
Facility Tours
Location: MorseLife
The tour will highlight the Traditions of Palm Beach Assisted living residence and Morse Geriatric Skilled Nursing long-term care facility.
3:15 pm – 4:45 pm
**Breakout Sessions**
*Location: MorseLife*
(Speaker bios begin on page 19)

**Online Marketing and Social Media: Shaping the Future of Aging Services**
Learn best practices for marketing and connecting in the digital world. Topics include: social media mastery, brand consistency and online marketing tools for business development.

- **Return on Mission: Engage Your Community with Social Media**
  Blair Carey, Retirementhomes.com

- **Cyberspace as the New Marketplace - Mastering Online Marketing & Social Media**
  Faith Ott, Sage Age Strategies
  Leta Medina, Sage Age Strategies

- **Branding as a Key Tool in Aligning Strategic, Operational, and Consumer Initiatives**
  Stephen Neff, Aviv Centers for Living
  Ted Selame, Brand Equity

- **A MorseLife Case Study: Role of Practical Technology in Staff Development, Revenue Enhancement, and Customer Service**
  Keith Myers, MorseLife, Inc.
  MorseLife Learning Institute revolutionized professional training for clinicians and management professionals by making continuing education available online — and even in a mobile application format — putting CEUs right in the palm of your hand.

- **Reinventing For Relevance**
  Brian G. Schiff, Greystone Communities
  Rod Rolett, Herbert J. Sims & Co.
  Our communities not only face a finite physical life, but also are challenged by a finite market life; consumer preferences change and our communities must change with them to stay relevant. In most cases, you can’t save your way to prosperity so the focus has to be on the revenue envelope! How organizations identify priorities and develop executable strategies that meet the consumer and capital markets demands will be discussed through relevant case studies.

**Pluralistic Judaism**
Programming in your organization must recognize denominational labels while encouraging appreciation of the range of Jewish beliefs and practices. Additionally, learn tools to enhance your organization’s competency working with Holocaust survivors, one of the most vulnerable populations.

- **Labels are for the Jelly Jars, Not the Jews**
  Rabbi Barbara Aiello, Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF

- **Honoring Life: Best Practices in Serving Holocaust Survivors**
  Eva Weiss, Alpert Jewish Family & Children’s Service
  Jenni Frumer, Alpert Jewish Family & Children’s Service

4:45 pm – 5:45 pm
**Sponsored by**
**Reception**
*Location: MorseLife*
Thank you to our hosts at MorseLife for sponsoring a reception with their staff and residents.

5:45 pm
**Return to PGA National Resort**

9:30 pm - 11:30 pm
**Nightcap Hosted by AJAS Board Chair**
*Location: PGA Suite, 3rd Floor, Room 3081*
Marty Goetz invites conference attendees to join him in the hospitality suite to meet or catch up with colleagues in a relaxed atmosphere.
PROGRAM SCHEDULE

Tuesday, March 20

7:30 am – 8:00 am
Continental Breakfast
Location: British Ballroom

8:00 am – 9:00 am
AJAS Annual Meeting and Elections
Location: British Ballroom
Led by Martin A. Goetz, AJAS Board Chair, River Garden Senior Services
Don Shulman, President and Chief Executive Officer, Association of Jewish Aging Services

9:00 am – 9:30 am
Awards
Location: British Ballroom
(see descriptions of award winners starting on page 28)

2012 Professional of the Year Awards
Recipient: Janet Bowling, Cedar Village
Presenter: Carol Silver Elliott, Cedar Village

Recipient: Linda Spiegel, Margaret Tietz Nursing and Rehabilitation Center
Presenter: Joseph Seminario, Margaret Tietz Nursing and Rehabilitation Center

9:30 am – 10:30 am
Keynote
Location: British Ballroom
Rabbi Kerry Olitzky, Executive Director, Jewish Outreach Institute
(see page 18 for full bio)
Trends that are Shaping the Jewish Future
Introduction by Janis Fleet, Past Board President, River Garden Senior Services

10:30 am – 12:00 pm
Breakout Sessions
(speaker bios begin on page 19)

New Programs, Affiliations and Positioning for the Future
Location: Muirfield
Even in tough economic times, organizations have many options to create a better position for their future. Learn how new care initiatives, affiliations and additional revenue streams can improve your organization’s future outlook.

Affiliations: What's All the Talk?
Glenn Fox, Nachmias Morris & Alt, PC

Ensuring Quality Nursing Home Care with New Programs & Additional Revenue Streams
Michael Rosenblut, Parker Jewish Institute for Health Care & Rehabilitation

Positioning and Strategy; Collaborative Building of Organizational Capacity
Jenni Frumer, Alpert Jewish Family & Children’s Services
Tracy Nemerofsky, A Plus Home Health Care
Scott Greenberg, ComForcare Senior Services

Engaging your Population
Location: Oakmont
Your population — both the residents you serve and the broader community — can serve one another. Learn from members who have implemented programs to inspire volunteerism in their facilities and broader communities.

Win-Win: Innovative Program in Utilizing Retirees to Provide Caregiver Support
Elyse Jacobson, Alpert Jewish Family & Children’s Services
Jenni Frumer, Alpert Jewish Family & Children’s Services

L'Dor V'dor: Leadership and Sustainability through Support for Intergenerational Care
Dina Sanz, JEVS Supports for Independence

Keeping Your Population Engaged through Volunteer Programs
Marcia Westcott, Cedar Village

Board Governance in Jewish Organizations
Location: Congressional
Beyond the basics of board duties and effective governance, learn the habits of highly effective boards to better lead and serve your organization.
Scot Aurelius, Moore Stephens Lovelace
Farlen Halikman, Moore Stephens Lovelace

Creative Approaches to Change
Location: Canterbury
Change is often directed by outside forces, such as new laws, dynamic preferences or business survival. Learn about creative approaches for changing when external factors lead the charge.

Change the Culture, Change the Market
John Rude, Morrison Senior Living
Promoting Well-Being Program: Leveraging MDS 3.0 Information to Reduce Depressive Symptoms
Kimberly Van Haitsma, Ph.D., Madlyn & Leonard Abramson Center for Jewish Life

Improving Dining Satisfaction through Resident-Directed Menu Development
Gail Brierley, Madlyn & Leonard Abramson Center for Jewish Life
Kimberly Van Haitsma, Ph.D., Madlyn & Leonard Abramson Center for Jewish Life

12:00 pm – 1:00 pm
Jewish Programming Awards Luncheon
Location: British Ballroom
Presented by Jeffrey Cohen, Chair, AJAS 2012 Award Committee
(see page 30 for description)

Gam Yachad—Jews Meeting Jews Around the World
Accepted by: Richard Schwalberg, Menorah Park Center for Senior Living

Seniors Make Their Own Western Wall
Accepted by: Rabbi Barbara Aiello and Darlene Arbeit, Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF

Florence Melton Adult Mini School at AJA
Accepted by: Michael Klein, Allied Jewish Apartments

1:00 pm – 2:00 pm
Keynote
Location: British Ballroom
Jane Gross, Author, A Bittersweet Season: Caring For Our Aging Parents — And Ourselves
(See page 18 for bio)
Serving a New Community: The Caregiver Perspective
Introduction by Daniel Reingold, President & CEO, Hebrew Home for the Aged at Riverdale

2:00 pm – 3:30 pm
Innovation Roundtables
Location: Canterbury
(speaker bios begin on page 19)
Travel from table to table to learn about innovative programs within our industry in a fun and lively atmosphere. We will have 9 different presenters in the British Ballroom — each at their own table — who will give 20 minute presentations, so that attendees can interact with several presenters during the session. Meet this year’s AJAS Jewish Programming Award winners and other leaders in the field.

1. Gam Yachad— Jews Meeting Jews Around the World
Presenter: Richard Schwalberg, Menorah Park Center for Senior Living
Gam Yachad — people joining as one — is Menorah Park’s Award winning Skype initiative, designed to introduce Menorah Park’s residents to Jews around the world. Through Skype, they share Jewish religious traditions, experiences, and exciting life events. Over the past 12 months, residents have connected with Jews in South Africa, England, Australia, France and Israel. Residents have formed wonderful relationships and Menorah Park has demonstrated that residents have valuable input and are not isolated in today’s super-connected world.

2. Florence Melton Adult Mini School at AJA
Presenter: Michael Klein, Allied Jewish Apartments
With assistance from the Colorado Agency for Jewish Education, the Allied Jewish Apartments launched a Jewish studies class for the Florence Melton Adult Mini School on the AJA campus. Residents and staff meet weekly to discuss Jewish ethics, history, and ritual observance. The Melton classes are designed to help students access Jewish thought and history through biblical and modern texts.

3. Seniors Make Their Own Western Wall
Presenters: Rabbi Barbara Aiello and Darlene Arbeit, Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF
Just in time for Rosh Hashanah 5772, Rabbi Barbara Aiello of Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF organized a campus-wide initiative to bring residents, family members and staff together to create a replica of Jerusalem’s Western Wall, constructed from nearly 75 shoeboxes. The program’s multi-step process included all residents in the wall’s construction. Learn about the program’s successes and best practices and see pictures of this unique project.

4. Shabbaton with NCSY
Presenter: Sunni Herman, Jewish Home at Rockleigh
The Jewish Home at Rockleigh’s monthly Shabbaton brings teens and advisors from the National Council of Synagogue Youth (NCSY) to spend time with Rockleigh residents on Shabbat. Teens lead prayer services, eat meals and spend the afternoon with residents and end the day watching a movie together. Board Members who participated in the services noted the success of the project and shared that “residents had radiant smiles on their faces and the teens truly enjoyed the experience.”

5. Maximizing a Certified EHR Program
Presenters: Doc DeVore, AOD Software
Michael Rosenblut, Parker Jewish Institute for Health Care and Rehabilitation
Although there has been much discussion around Electronic Health Record Certification in the hospital and physician practice

(Tuesday continued on next page)
space, long term care has been largely ignored. Long term care organizations can benefit from grant programs, incentives and other financial rewards if they adopt a certified EHR program. Organizations must understand the certification process and how to decipher the differences in certification. The group will discuss their experience with EHR and all that can be gained by implementing a system in your organization.

6. Grandma Stole My iPad: Adaptive Technologies for Residents
Presenters: Lori Snow, IN2L, Marcia Westcott, Cedar Village

Older adults can be left behind when it comes to creative uses of technology, particularly when any signs of dementia are present. However, adaptive computer technology can change the lives of older adults with cognitive disabilities. The session, geared towards non-technical individuals, will demonstrate various benefits for residents, their families, and staff in establishing these types of programs in multiple settings. AJAS members who have implemented these programs in their organizations will also discuss their experiences and successes.

7. MorseLife’s Literary Society
Presenter: Mary Alice Pappas, Senior Vice President, MorseLife Foundation

The idea of a marketing initiative named MorseLife Literary Society was “borrowed” from an international financial services company, where it achieved stellar success in attracting new clients and simultaneously adding a cultural component to the region’s cultural landscape. Now in its fourth successful year at MorseLife, the Literary Society is a gathering place for donors and acquaintances who are interested in reading recently published, best-selling, prizewinning books, as well as meeting the authors who created them. With 50 members in its first year, the group has grown to near sell-out status at nearly 200.

8. Stemming the Tide on Unnecessary Rehospitalizations - A Joint Effort with Earlysense
Presenters: Maayan Wenderow, Early Sense
David Weinstein, The Hebrew Home at Riverdale

Limiting rehospitalization is a core component of the new health care reform regulations. Learn about an innovative program that the Hebrew Home at Riverdale implemented in order to reduce hospitalizations. The Hebrew Home at Riverdale has been the first long-term care facility in the United States to use EarlySense, an innovative contact-free patient supervision technology which monitors subtle and early signs of infection and other health risks.

9. Florida’s PACE Program: A Center of Excellence in Miami Jewish Health Systems
Presenter: Jeffrey Freimark, Miami Jewish Health Systems

The Florida PACE Program of Miami Jewish Health Systems helps Medicaid-eligible and nursing home-eligible adults 55 years of age and older live safely and comfortably at home or in an Assisted Living Facility. A skilled team of doctors, nurses, social workers, therapists and other healthcare professionals work together to see that each member receives all the care they need. The PACE Day Health Centers help members stay active and engaged in the community.
Wednesday, March 21, 2012

8:30 am – 9:00 am
**Continental Breakfast**
*Location: British Ballroom*

9:00 am – 10:30 am
**General Session & Keynote**
*Location: British Ballroom*
**Michael Marcus**, Program Director, Older Adult Services, The Harry and Jeanette Weinberg Foundation
( full bio can be found on page 18)

Earning Recognition as a Leader in Long Term Care:
Tips from an Insider
Introduction: Martin A. Goetz, AJAS Board Chair
Chief Executive Officer, River Garden Senior Services

11:00 am – 12:30 pm
**AJAS Board of Directors Meeting**
*Location: Oakmont*

Sponsored by
Joy Solomon, The Weinberg Center for Elder Abuse Prevention
The experience of the ElderServe Community Services Division and the Weinberg Center for Elder Abuse Prevention, affiliates of the Hebrew Home at Riverdale, illustrate advantages of mission-driven Jewish sponsored, not-for-profit organizations developing partnerships with other entities. Together, they benefit older adults living in the community by expanding scope, improving coordination and quality of care, and leveraging cost effectiveness of services.

6:00 pm – 7:30 pm
**The Heat is On!**
**Disco Party Under the Stars**
*Location: Pool Lawn*
Come join the fun with music, food and friends. Costumes encouraged! (Inclement weather location: Masters 1 Ballroom)

9:30 pm - 11:30 pm
**Nightcap Hosted by AJAS Board Chair**
*Location: PGA Suite, 3rd Floor, Room 3081*
Marty. Goetz invites conference attendees to join him in the hospitality suite to meet or catch up with colleagues in a relaxed atmosphere.
KEYNOTE SPEAKERS

Congressman Ted Deutch

Congressman Ted Deutch serves Florida’s 19th district in the House of Representatives. His priorities in the 112th Congress include strengthening the health and financial security of America’s retirees, creating economic opportunity for South Florida families, and advancing the security interests of the United States, Israel, and our international allies. Rep. Deutch first won election to Congress in a special election held on April 13, 2010 and was then elected for a full term on November 4, 2010.

Despite his relatively short tenure in Congress, Rep. Deutch has hit the ground running with several legislative initiatives. The New York Times recently highlighted the Preserving our Promise to Seniors Act, his legislation to improve retirement benefits for all Americans and protect Social Security, for its comprehensive approach to strengthening our nation’s most successful domestic program. Congressman Deutch’s commitment to protecting the hard-earned benefits of America’s retirees and ensuring seniors have access to quality Medicare benefits led him to join the House Democratic Seniors Task Force.

Jane Gross

Jane Gross is the author of “A Bittersweet Season: Caring for Our Aging Parents -- And Ourselves” (Knopf, 2011), a book that braids family memoir, practical advice and public policy on America’s broken long term care system. She was a correspondent for the New York Times for 29 years and then, as a contract writer, created the newspaper’s blog “The New Old Age,” to which she still contributes occasionally. At the Times, after her mother’s death and her own care-giving experience, Ms. Gross wrote about the intersection of aging parents and their adult children. Prior to that, she wrote about autism, addiction, women’s issues, international adoption, poverty and AIDS as a general assignment reporter and also ran the San Francisco Bureau from 1987 to 1996. Before returning from California, she spent an academic year at Stanford University in the Knight Fellowship program for mid-career journalists. She came to the Times as a sports reporter, after also covering sports for Newsday, the Long Island Daily, and working as a researcher at Sports Illustrated magazine.

Michael Marcus

Michael S. Marcus currently serves as Program Director for Older Adult Services at The Harry and Jeanette Weinberg Foundation, one of the largest private foundations in North America, and the second largest funder in the field of aging in the US.

Between 1983 and 1990 Mr. Marcus served as the Associate Director for Community Resources with the Villers Foundation, now known as Families USA, which funded advocacy programs run by and for older adults. Mr. Marcus then served as senior program officer for the Chicago Community Trust from 1990 to 2004, where his area of responsibility was basic human needs. Prior to joining The Weinberg Foundation, he was principal of Consultants for Community Resources, a Chicago-based organization that provided advocacy and consultation in the areas of aging, poverty, and community development. Nationally he is generally acknowledged as an expert on the impact of demographic change on services and supports for older adults; community based long term care; poverty and aging; and the financing of services for older adults.

Mr. Marcus is on the Board of Generations United where he serves as Secretary and chairs its Program Committee; and Generations on Line. Mr. Marcus is a founder and a past Board member of Grantmakers in Aging, as well as a former Board member of the American Society on Aging.

Rabbi Kerry Olitzky

Rabbi Kerry M. Olitzky is the Executive Director of the Jewish Outreach Institute, the only national independent organization dedicated to bringing Judaism to interfaith families and the unaffiliated. He was recently named as one of the 50 Leading Rabbis in North America by Newsweek. Formerly, he served as vice president of the Wexner Heritage Foundation, the premier adult Jewish learning and Jewish leadership program in North America. He was also previously national Dean of Adult Jewish Learning and Living of Hebrew Union College-Jewish Institute of Religion, where he served on the faculty and administration for 15 years following his tenure at Congregation Beth Israel in West Hartford, CT. A leader in the development of innovative Jewish education, particularly for adults, he has shaped training programs for clergy of all faiths, especially in the area of pastoral care and counseling in the Jewish community. He has done pioneering work in the area of Jewish Twelve Step spirituality, as well as Jewish Gerontology. Rabbi Olitzky is also a partner with the Kalsman Institute on Judaism and Health at HUC-JIR and serves as a consultant to Capstone Press.
BREAKOUT SESSION SPEAKERS

Barbara Aiello  
Resident Rabbi, Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF

Rabbi Barbara Aiello is the resident rabbi for Kobernick House independent living residence and Anchin Pavilion, the Jewish assisted living facility in Sarasota, Florida. She divides her time between Florida and southern Italy where she is director of the Italian Jewish Cultural Center of Calabria, an organization that helps Italians and Italian Americans discover their Jewish roots. Prior to her ordination, Rabbi Barbara created The Kids on the Block international puppet program and currently is host of The Radio Rabbi program, WLSS AM 930 in Sarasota.

Darlene Arbeit  
CEO, Jewish Housing Council – Kobernick House, Anchin Pavilion, and Benderson SNF

Darlene Arbeit has served as Chief Executive Officer for The Jewish Housing Council since 1997, managing its retirement community with facilities including: Kobernick House, a 191-unit independent living community; Anchin Pavilion, a 103-bed assisted living facility; the Fannie Green Memory Care Unit; and The Benderson Family Skilled Nursing and Rehabilitation Center. Under her leadership, the community has made major advances. She is a member of the State of Florida Agency for Health Care Administration’s Assisted Living Facility Policy Committee, and in 2011 was installed on the executive board of LeadingAge Florida and appointed by Governor Rick Scott to the Assisted Living Workgroup. Some of her prior geriatric experience has included working as the administrator for the Jewish Home in Indianapolis: being the owner of CABD, Inc., a health care consulting enterprise; and serving as Acting Executive Director of the Jewish Home in New Orleans. Darlene received her Bachelor’s degree from the University of New Orleans and concentrated in Health Systems Management at Tulane University.

Scot T. Aurelius  
CPA, Shareholder, Moore Stephens Lovelace

Scot Aurelius, CPA, MSA, is a Shareholder at MSL and is a member of the firm’s Senior Housing Practice Group. Scot has over 17 years of experience in public and private accounting and has extensive experience servicing not-for-profit organizations, senior housing providers, skilled nursing facilities, employee benefit plans, and healthcare service providers. Each year, he manages the audits of 12 continuing care retirement communities and approximately 30 not-for-profit organizations.

Gail Brierley  
M.S., R.D., Director of Dining Services, Madlyn & Leonard Abramson Center for Jewish Life

Gail Brierley, M.S., R.D. is the Dining Services Director for Morrison Senior Living at the Madlyn & Leonard Abramson Center for Jewish Life in suburban Philadelphia. Gail directs all aspects of the dining department and clinical nutrition services at this kosher skilled nursing facility including financial management, performance improvement, clinical nutrition and regulatory management, and all human resource functions for the dining department. Gail is a registered dietitian with a degree in nutrition dietetics from The Pennsylvania State University and a master’s degree in Health Education from St. Joseph’s University.

Blair Carey  
Managing Director, RetirementHomes.com

Blair Carey is an online specialist with 20 years of experience. He has worked in a variety of Web business roles, and has created Internet applications, the latest for RetirementHomes.com. He specializes in Internet metrics and in solutions to elevate results for senior housing websites. Blair has successfully built on his stature to encompass social media. He has spoken across North America, including ACHCA 2011, AHCA 2011 and OLTC/ ORCA 2011.
Daniel Cinelli
Principal and Managing Director, Perkins Eastman

Daniel Cinelli is a recognized expert on senior housing planning, design and development. He is considered a go-to expert for the senior living industry on market trends and how that relates to strategic thinking and development plans. Dan has collaborated with more than 100 national senior living organizations, sponsors, and associations and has become a true visionary in the field. His particular strength lies in leveraging 30 years of experience to facilitate his clients’ strategic future thinking. Dan has been a speaker, strategic partner, and advisor to LeadingAge and 15 other not-for-profit state associations since 1982. He has led more than 70 educational sessions with paradigm-shifting ideas for academic, design, and professional audiences over the past 20 years. He received his degree from the University of Illinois at Chicago with honors and distinction.

Doc DeVore
Director of Clinical Informatics & Industry Relations, AOD Software

Doc DeVore is currently Director of Clinical Informatics and Industry Relations for AOD Software and has been in the long-term care industry for more than 20 years; his career includes a multi-facility organization and another software vendor. His involvement in the industry also includes serving as the president of the National Association for the Support of Long Term Care (NASL) in 2010, the secretary from 2008-2010 and the VP chair of their IT committee from 2006-2008. Doc was also on the CCHIT Advisory Task Force for the Long Term and Post-Acute Care Group in 2009, a group whose purpose was to help determine the future of EHR Certification for the industry. Additionally, Doc was part of the HL7 Long Term Care Functional Profile Committee from 2006 through 2008.

Carol Silver Elliott
CEO/President, Cedar Village

Carol Silver Elliott is president and CEO of Cedar Village, a continuing care retirement community located just outside of Cincinnati, Ohio, a position she has held since 2007. Ms. Silver Elliott has spent most of her career in healthcare, primarily hospitals, including Rockford Memorial Hospital, Stamford Health System and Unity Health System. She also served as President and CEO of Career Development Services in Rochester, New York prior to making the transition to the long term care arena. Ms. Silver Elliott is a graduate of Ithaca College, completed graduate studies at Cornell University and received her Master’s in Health Care Administration from Central Michigan University. She is a member of the board of LeadingAge Ohio and a board member and chair elect of the Association of Jewish Aging Services.

Carol Silver Elliott is a recognized expert on senior housing planning, design and development. He is considered a go-to expert for the senior living industry on market trends and how that relates to strategic thinking and development plans. Dan has collaborated with more than 100 national senior living organizations, sponsors, and associations and has become a true visionary in the field. His particular strength lies in leveraging 30 years of experience to facilitate his clients’ strategic future thinking. Dan has been a speaker, strategic partner, and advisor to LeadingAge and 15 other not-for-profit state associations since 1982. He has led more than 70 educational sessions with paradigm-shifting ideas for academic, design, and professional audiences over the past 20 years. He received his degree from the University of Illinois at Chicago with honors and distinction.

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Molly Forrest
CEO & President, Los Angeles Jewish Home

Molly Forrest is the CEO and President of the Los Angeles Jewish Home, the largest non-profit elderly continuing care community in the western United States. Her career has included positions as President of Forrest Health Care Management, Inc., the Western Regional Director of Operations at American Medical Services, Inc., and Senior/Handicapped Housing Specialist for the Lane County Government in Eugene, Oregon. She is currently a member of the Institute of Senior Living of California and a board member of the Association of Aging Services of California, among other community activities throughout her career. Recent awards include LA Business Journal’s “Women Making a Difference” Award in 2011, the Ben & Anne Werber Communal Service Award from the Jewish Free Loan Association in 2008, and the “Alan Kassin Award for Outstanding Professional Achievement” from JCPSC in 2004.

Glenn D. Fox
Shareholder, Nachmias Morris & Alt, P.C.

Glenn D. Fox, Esquire, is a shareholder and the senior member of the Business Services practice of Nachmias Morris & Alt, P.C. Glenn represents various types of business and nonprofit entities, including senior/long term care and other health care providers, in a broad range of corporate, transactional, tax
and financial matters. He routinely counsels his business and nonprofit organization clients in mergers, acquisitions, restructurings, affiliations and related matters, and in financings. He also counsels his clients in matters related to their daily operations. Glenn frequently lectures and publishes articles on a variety of business and nonprofit topics germane to his practice, both locally and nationally. Prior to joining the firm, Glenn was a partner and the Chair of the Corporate Practice Group with a national law firm in Philadelphia, Pennsylvania. He is also a certified public accountant.

**Jeffrey Freimark**  
**President/CEO, Miami Jewish Health Systems**

A Miamian from an early age, Jeffrey Freimark earned his undergraduate degree in accounting from the University of South Florida in 1976. He left Florida for New York after graduation, where he earned his MBA from New York University’s Stern School of Business in 1980, followed by a JD from New York Law School in 1984. Jeff’s career in finance and administration includes positions such as senior accountant at Abraham & Strauss and President, CEO, and CFO of Grand Union Company. Most recently, he served as Senior Executive Vice President and CFO for Office Max; Executive Vice President, Chief Financial and Chief Information Officer for Beverly Enterprises; and Executive Vice President, Chief Financial and Chief Information Officer for Intelsat. Jeff holds CPA licenses in Florida as well as New Jersey, where he is also licensed to practice law, and is a member of the American Bar Association, the American Institute of Certified Public Accountants, and the Financial Executives Institute, among many other associations.

**Jenni Frumer**  
**Associate Executive Director, Alpert Jewish Family & Children’s Service and Jewish Residential and Family Services**

Jenni Frumer is the Associate Executive Director at the Alpert Jewish Family & Children’s Service (AJFCS) & Jewish Residential and Family Services (JRFS) in West Palm Beach, Florida. She is licensed as a clinical social worker and a mental health counselor, has National Board Certification in Geriatric Counseling and is a Florida State Registered Guardian. Frumer developed and set the standards for many of AJFCS’s programs, and has done extensive training for older volunteers and social service and health care professionals. She is a Team Leader for the National Council on Accreditation for Family and Children’s Services (COA), and has served on committees at COA, the New Age of Aging, and is a past chair of the Foster Grandparent Program for the Treasure Coast Area on Aging. Frumer has written and published articles on geriatric social service systems and engaging Baby Boomers in the work of non-profits, co-authored a White Paper for the J. Hartford Foundation on models of community-based services for older adults, and has presented extensively. She was an adjunct professor at Nova Southeastern University for seven years, and is currently an instructor for the online Alfus Patient Advocacy Program at the University of Miami. Frumer has a Master’s degree in social work from Catholic University, a Master of Science degree in education from Old Dominion University, and a Bachelor of Science degree from the University of Cape Town, South Africa.

**Scott Greenberg**  
**President/CEO, ComForcare Senior Services**

Scott Greenberg is president and CEO of ComForcare Senior Services, a private duty home health care agency serving all of Palm Beach and Martin Counties. He currently serves as VP of the Palm Beach Chapter of the Florida State Guardianship Association and is a member of their statewide Board of Directors. He serves on Alzheimer’s Community Care’s special good will task force, is on the legislative committee for the Partnership for Aging, the BOD of The Center for Family Services and is active in the Parkinson’s Education Network. Greenberg also hosts a weekly radio program entitled “OMG I’m getting older and so is my mom.” Prior to purchasing controlling interest in ComForcare, Scott was president of Curran and Connors. He was also nominated as a finalist in Ernst & Young’s Entrepreneur of the Year program and was selected to judge Arthur Andersen’s best Practices Competition for three consecutive years. He resides in Boca Raton with his wife, Irene.

**Marsha Greenfield**  
**Vice President for Legislative Affairs, LeadingAge**

Marsha Greenfield is Vice-President, Legislative Affairs, for LeadingAge (formerly AAHSA, the American Association of Homes and Services for the Aging). She represents LeadingAge on all health care issues, including financing reform, Medicare and Medicaid, patient safety, elder abuse, medical liability reform, technology, and issues concerning not-for-profit status and taxation. Previously, she served as senior attorney in the advocacy division, where she handled issues involving not-for-profit status, professional liability and insurance, alternative dispute resolution, patient safety, disability law, fair housing, and continuing care and assisted living. She has served as LeadingAge’s liaison to the Department of Justice, the Office of Inspector General at HHS, and outside groups involved in elder justice, consumer and other issues. Marsha joined AAHSA in 1998, and has been chief health care lobbyist since 2005.
**Farlen Halikman**  
*CPA, Shareholder, Moore Stephens Lovelace*

Farlen Halikman is the partner in charge of the Orlando office of Moore Stephens Lovelace (MSL) where he leads a team of 55 colleagues in best-of-class practice of public accounting. He has over 26 years of experience in CPA practice and has specialized skills in serving healthcare providers. Farlen is a key member of MSL’s Healthcare Practice Group and stays abreast of the complex and rapidly changing Medicare and Medicaid reimbursement regulations. He manages the audits and reviews, financial reporting and quality assurance for a wide variety of healthcare providers including hospitals, skilled nursing and rehabilitation facilities, behavioral health organizations, homecare and hospice organizations, and large physician practices. Many, if not most, of these providers are organized as not-for-profit organizations. As a result, Farlen is keenly sensitized to the issues faced in not-for-profit governance.

**Sunni Herman**  
*Executive Vice President, Jewish Home at Rockleigh*

Sunni S. Herman is the Executive Vice President at the Jewish Home at Rockleigh in New Jersey. Previously, she was the Associate Administrator at the Gurwin Jewish Nursing and Rehabilitation Center in Commack, New York. Sunni completed her Administrator training and then coordinated Joint Commission preparations at the Manhattan Campus of Jewish Home Lifecare. She received an undergraduate degree in Health Policy from Brooklyn College and a Master’s in Public Administration with a concentration in Finance from NYU.

**Elyse Jacobson**  
*Licensed Clinical Social Worker & Director of Long Term Care, Alpert Jewish Family & Children’s Services*

Elyse Jacobson is a Licensed Clinical Social Worker and is the Director of Long Term Care at Alpert Jewish Family & Children’s Service. Elyse received her BA degree in Sociology and Certificate in Human Services and Society from State University of New York at Binghamton, and her Master’s of Social Work from Adelphi University. In addition to overseeing the Department of Long Term Care, which includes Geriatric Care Management, Holocaust Survivors Assistance Program and a Seniors-Helping-Seniors program, Elyse has facilitated a caregiver support group and a “slow separation” toddler group. Ms. Jacobson maintains a case load and participates in outreach opportunities in the community and has presented professionally, at a national level, on working with older adults.

**Michael Klein**  
*Executive Director, Allied Jewish Apartments*

Michael Klein is the executive director of Allied Jewish Apartments which provides 400 residents with independent and assisted living affordable housing in Denver, Colorado. Prior to that, Klein had been the chief operating officer of Sholom Community Alliance where he oversaw two senior campuses in Minneapolis and St. Paul, Minnesota, providing residential and community based services to over 1,000 seniors. He is a past recipient of the Dr. Herbert Shore Young Executive Award (1998) and received the Minneapolis Federation’s Jewish Communal Professional Achievement award (2009). He received his M.B.A. in health care administration from Boston University.

**Leta Medina**  
*Strategic Marketing Manager, Sage Age Strategies*

As Sage Age Strategic Marketing Manager, Leta Medina, CASP, is the primary consultant for several clients, including a large new product development project in Florida. With her widespread knowledge and experience in the senior living market, Leta is able to effectively manage extensive brand, product and program developments, as well as coordinate event management. The start of Leta’s nearly thirteen year career in the senior care industry began when she took a position as the Director of Admissions for skilled nursing at Menorah Manor in 1999. When Toby Weinman Assisted Living was being built at Menorah Manor, Leta became the Director of Marketing and later the Administrator, opening the building at fifty percent occupancy and filling it within six months. Leta’s energy and drive, as well as her ability to handle multiple responsibilities, have enabled her to successfully direct all aspects of strategic marketing for her Sage Age client partners.
Keith A. Myers
President/CEO, MorseLife, Inc.

Keith A. Myers, MorseLife President/CEO since March 2007, brings with him an impressive history of accomplishment and extensive background in the management of major multi-faceted health care organizations with proven expertise in operations, financial management, quality improvement, strategic planning, board relations and institutional advancement. He is Chairman of the Florida Board of Nursing Home Administrators, Nursing Home Chair and Regional Vice Chair of Advocacy for LeadingAge Florida (the Florida Association of Homes and Services for the Aging) and is on the Board of the Florida Health Care Association’s Quality Foundation. He has also served on the AJAS Board and serves on the Advisory Board of the George H. Heyman Jr. Center for Philanthropy and Fundraising at New York University. Keith holds a Master’s degree in Health Services Administration from George Washington University and a Bachelor’s degree in Health Care Management from the Medical College of Virginia, as well as a Certificate in Executive Management in Health Care from Case Western Reserve University in Cleveland, Ohio.

Stephen H. Neff
CEO, Aviv Centers for Living

Stephen H. Neff serves as President and Chief Executive Officer of Aviv Centers for Living. Stephen brings over 27 years of experience in healthcare, social service administration and finance to his position. Prior to his post at Aviv, Stephen was the President and Chief Executive Officer of New Island Hospital in New York, as well as the Senior Vice President and Chief Financial Officer for Affinity Health Alliance in Maryland. Stephen was also the Chief Financial Officer for both Jewish Social Service Agency of Greater Washington and Hadley Memorial Hospital. In addition, he served as the Director of Finance and Administration of Greater Southeast Consulting, Inc., the long-term care division of Greater Southeast Healthcare System.

Mary Alice Pappas
Senior Vice President, MorseLife Foundation

Mary Alice Pappas is Senior Vice President of MorseLife Foundation. In her multi-faceted role, she leads MorseLife’s fundraising initiative to build its major gifts, oversee annual and planned giving and set strategic direction for marketing, public relations and development. She directs MorseLife’s annual events—the Dinner Dance, Luncheon & Card Party and Golf Classic and established the MorseLife Literary Society and Shades of Gray: A Symposium on Wellness and Aging, the organization’s annual marketing and community educational events. With more than 30 years of executive leadership experience working for health care, hospitality and financial service industry organizations, Pappas is well known nationally for bringing a hospitality model to the health care industry in the 1990s. Ms. Pappas received her Master’s degree in Business Administration from the University of Minnesota.

Faith Ott
President and Senior Consultant, Sage Age Strategies

With more than 25 years of experience in senior living strategic planning, market research, campus master planning and program/product development, Faith Ott has worked in every facet of the senior living lifestyle continuum including Life Care Communities and CCRCs, assisted living and memory care communities, adult day care centers, sub-acute and rehabilitation facilities, long-term care centers, hospice care providers and homecare services. She has worked with an extensive list of clients in both the for-profit and not-for-profit senior living sectors, and has developed business plans for new programs and services for clients. She has worked on many new development and campus enhancement projects and has been a key player in identifying strong market opportunities and guiding clients in the successful implementation of market feasibility studies, focus groups and master planning efforts. Faith is an active member of both LeadingAge and ALFA and a supporter of non-profit organizations including the Aging Services of South Carolina and Abe’s Garden, a non-profit research-based Alzheimer’s foundation associated with Vanderbilt University, where she serves as a board member.

Tracy Ann Nemerofsky
President, A Plus Home Health Care, Inc. & A Plus Private Care Services

Tracy Ann Nemerofsky is currently the president of A Plus Home Health Care, Inc., and A Plus Private Care Services, serving Palm Beach and Broward counties in Florida. As the agency leader and staff overseer, she develops public information materials and activities and provides a system of staff communications which ensures coordinated implementation of a plan of care and the utilization of necessary services for the comprehensive care of clients. She received her BA from the University of South Florida in 1992 and her JD from St. Thomas University School of Law in 1998, when she also became a member of the Florida Bar Association. Before starting her home health business in 2003, Tracy was an Assistant State Attorney in the 19th Judicial Circuit.
BREAKOUT SESSION SPEAKERS

David Pomeranz
Vice President/Strategic Planning & Program Development,
The Hebrew Home at Riverdale

David V. Pomeranz, BS, LNA, is the Executive Vice President/Strategic Planning and Program Development at The Hebrew Home at Riverdale and has seventeen years of progressive experience in executive positions managing large community based and long term care programs. His area of special expertise and accomplishment is in strategic and visionary planning and the development and operation of new service programs with an emphasis on innovative service delivery models. Mr. Pomeranz is skilled at selling ideas and concepts, motivating others, developing teams and managing a diverse workforce. His current responsibilities include supervision of the managed long term care program, 202 HUD housing facility, adult day and night care, long term home health care, licensed home care services agency, care management, housing, memory disorders center, outpatient health services & rehabilitation, admissions/discharges, marketing, and public relations.

Rod Rolett
Executive Vice President, Herbert J. Sims & Co.

Roderic Rolett is co-head of the not-for-profit senior living and life care investment banking team and is directly responsible for Sims’ activities in the northeast. He has worked in the senior living financing industry for 25 years and has completed more than $3 billion of financings for continuing care retirement and assisted living communities and nursing homes. His experience includes several seed money financings for pre-construction expenses for continuing care retirement communities, as well as advising retirement community corporations on financial planning for complex renovation and expansion projects, the development of new campuses and the sale and acquisition of long term care and senior living communities. His financings include the largest senior living financings in the country and financings with private and government credit enhancement. Roderic joined HJ Sims in 1987. Prior to that, he was a Vice President of AMBAC, a municipal bond insurance company, and a Financial Guarantee Officer at Aetna Life and Casualty. He received a Bachelor’s degree from Pomona College and a Masters degree from Harvard University.

Michael N. Rosenblut
President & CEO, Parker Jewish Institute for Health Care & Rehabilitation

Michael N. Rosenblut, MBA, LNHA, CASP, is President and Chief Executive Officer of Parker Jewish Institute in New Hyde Park, New York, one of the nation’s preeminent health care and rehabilitation centers for older adults. Mr. Rosenblut administers the Institute’s highly regarded sub-acute/post-acute care, short term rehabilitation and long term care programs, as well as prominent geriatric medical education and research centers. He is also responsible for a wide-ranging constellation of community health care programs, encompassing one of the region’s largest medical model adult day health care programs, a social model Alzheimer center, long term home health care and community hospice programs. Mr. Rosenblut also led the planning and development of the new dialysis center located at Parker, the Queens-Long Island Renal Institute, Inc., and a medical transportation provider, Lakeville Ambulette Transportation, LLC. He earned a Bachelor’s degree in Public Policy from the State University of New York at Albany, and an MBA from Long Island University. In addition, he holds Nursing Home Administrator Licenses from New York State, New Jersey and Connecticut.

John Rude
Director of Wellness, Morrison Senior Living

With advanced degrees in both business and gerontology, John Rude has an unusual blend of expertise, which spans over 30 years of experience working directly with mature adults. He began his career as Director of Personnel and Education for the nation’s largest non-profit health care corporation, and founded and served as President/CEO of Age Dynamics Inc. (ADI) for fifteen years. ADI, the retirement housing industry leader in developing wellness centers and programs, was acquired in 2010 by Morrison Senior Living, the nation’s largest contract food service provider for retirement communities. John is a frequent author for business and professional journals, and is a popular speaker at national conferences. Because he explores the positive side of aging, John is recognized by the fitness and wellness industry as a visionary.
Dina Sanz  
**Director of Business Development & Marketing, JEVS Supports for Independence**

As Director of Business Development and Marketing for JEVS Supports for Independence, Dina Sanz brings with her over 10 years of professional management experience providing leadership and supervision to combined operating service delivery units of SFI, overseeing the internal Quality Assurance, Business Development and Marketing initiatives. Dina has previously served the mental health/mental retardation community developing and implementing integrated rehabilitation and behavior programs. She obtained her Bachelor’s in Psychology from Temple University and has her Master’s in Business Administration from Strayer University.

Brian Schiff  
**Senior Vice President, Greystone Communities**

Brian Schiff is responsible for the planning and financing of expansions, repositionings, new project developments and acquisitions. He is responsible for Greystone’s consulting services including strategic planning, financial advisory, marketing plans, business improvement plans, mergers and acquisitions and troubled-project advisory services. Prior to joining Greystone, Mr. Schiff served as a partner and practice leader in two national consulting practices as well as serving as an officer for the post acute services of a regional hospital system and a national long term care organization. He has over 20 years of experience in the health care industry. Mr. Schiff received a B.A. from Colgate University with a triple major in History, German and International Relations and an M.B.A. from the University of Virginia.

Ira Schreck  
**Senior Vice President, Los Angeles Jewish Home Foundation**

An experienced fundraising professional, Ira was recently the principal of Schreck & Associates, a nonprofit consulting company from 1995 until March 2011. Prior to establishing Schreck & Associates, Ira served for twelve years as Vice President for Development at the University of Judaism (now the American Jewish University) in Los Angeles and for six years as Director of Israel Bonds in Boston. Ira has served on the boards of such nonprofit organizations as Brandeis-Barden Institute, Los Angeles Hebrew High School and the Wildwood School. Ira is currently a lecturer in the MBA program at the American Jewish University. He earned both his Bachelor of Arts and Master of Arts degrees from City College of New York. Ira’s experience encompasses all areas of annual and capital campaign management, with special emphasis in the areas of campaign analysis and design, staff management, board and leadership development and training, and major gift fundraising for building fund and endowment campaigns.

Richard Schwalberg  
**Chief Operating Officer, Menorah Park Center for Senior Living**

Offering more than 30 years experience in health care facility management, Richard has been chief operating officer of Menorah Park Center for Senior Living since 1990. His primary responsibility is in the operation of Menorah Park’s 360-bed skilled nursing facility, which offers long-term and sub-acute care to patients. He also oversees in-patient and outpatient rehabilitation, and the aquatic therapy center. Richard received the Association of Jewish Aging Services’ (AJAS) Dr. Herbert Shore Young Executive Award in 2001, and the 2006 AJAS Professional Award. He is an active Board member of AJAS, and has co-chaired two annual AJAS conferences. He is a strong advocate for seniors and wellness services, and as a result received the American Association of Homes and Services for the Aging’s (AAHSA) Outstanding Advocacy Award in 2008.

Marshall Seiden  
**Senior Executive, Menorah Manor**

Marshall Seiden served as the Chief Executive Officer of Menorah Manor and of the Menorah Manor Foundation for 23 years. During his 43 year career, he held executive positions in several long term care and hospital settings, including the Jewish Home and Hospital and the Daughters of Jacob Geriatric Center in New York City, the Mount Sinai Medical Center in Milwaukee, the Mount Sinai Hospital in Hartford, and the University Hospital of the State University of New York in Stony Brook, NY. Mr. Seiden has held many leadership positions in professional and community organizations, has consulted with the State of Florida and with private organizations and has served on government advisory panels. Along with other professional recognition, he is the 2011 recipient of the Dr. Herbert Shore Award of Honor conferred by the Association of Jewish Aging Services. He is the principal of the Marshall Seiden and Associates consulting firm.
BREAKOUT SESSION SPEAKERS

Ted Selame
President & CEO, BrandEquity

Ted Selame, President and CEO, is responsible for new business development and client management at BrandEquity. As a leader in the branding business for over 30 years, Ted oversees all aspects of BrandEquity including corporate identity, name development, strategic planning, package design, and retail store design. His experience in all industries ranges from health care to consumer brands to financial services. Some of the brands that he has been involved with developing include: CVS/Pharmacy, Sheraton Hotels, Partners Healthcare, North Shore LIJ, Aviv Centers for Living, MorseLife, and Hebrew SeniorLife.

Lori Snow
Director of Marketing, It’s Never 2 Late

Lori Snow, a UWM graduate and Wisconsin native, has spent 25 years working with seniors; she has spent over a dozen years as a Regional Marketing Director for MNIC Insurance Company, dedicated to providing retiree benefits; and 11 years running her own estate liquidation business. A sale of the business, a year’s hiatus and a quest for a more purposeful life brought her to work in long term care, at a dementia specific assisted living community in a neighboring town. She realized very quickly that there was a need for a more person-centered environment. In a quest to provide a better way to serve the families, residents and staff she worked with, Lori discovered a solution in technology.

Joy Solomon
Managing Attorney, The Harry and Jeanette Weinberg Center for Elder Abuse Prevention

Joy Solomon is currently the Managing Attorney for the Harry & Jeanette Weinberg Center for Elder Abuse Prevention, the nation’s first comprehensive elder abuse shelter, located at the Hebrew Home at Riverdale in New York City. Joy was the Director of the Elder Law Unity at the Pace Women’s Justice Center, a not-for-profit legal advocacy and training center based at Pace University Law School in Westchester County, New York. Prior to joining the Women’s Justice Center in 1999, Joy investigated and prosecuted a variety of crimes including child abuse, fraud, and elder abuse as an Assistant District Attorney in Manhattan, where she served for eight years. After obtaining her B.A. from Syracuse University in 1986, Joy received her law degree in 1989 from the National Law Center at George Washington University. Joy is a frequent speaker on the issue of elder abuse.

Paul Towell
Hamlin Capital Advisors

Paul Towell is currently with Hamlin Capital Advisors, LLC, and was formerly with Raymond James & Associates. Mr. Towell has over 20 years of experience working with not-for-profit hospitals and long-term care providers. During this time, he completed over $2 billion in investment banking transactions and closed over $1 billion in commercial loans and letters of credits for not-for-profit healthcare providers. In a number of these transactions, Mr. Towell incorporated interest rate derivative strategies tailored to achieve each client’s financing objectives. Many of his long-term care and hospital clients achieved first time investment grade ratings with his assistance. Mr. Towell has spoken to various industry groups on a wide range of topics including disclosure issues for derivative products and municipal bonds.

Kimberly Van Haitsma
Director, Madlyn & Leonard Abramson Center for Jewish Life

Kimberly Van Haitsma, Ph.D. is director at the Polisher Research Institute of the Madlyn & Leonard Abramson Center for Jewish Life (formerly the Philadelphia Geriatric Center) located in suburban Philadelphia. The Institute is dedicated to applied research that seeks to improve quality of care and the quality of life of older persons through the study of social and behavioral aspects of aging. Dr. Van Haitsma is a clinical psychologist with a specialization in geriatrics. Her research focuses on issues relevant to quality of life and quality of care for persons with dementia. Her body of work includes outcome evaluation of special care interventions and staff training programs, measurement development in the areas of observed emotion and psychosocial preferences, and methodological development in the use of innovative observational technologies and protocols.
David Weinstein  
**Executive Vice President/Chief Operating Officer, Hebrew Home at Riverdale**

David Weinstein, MHSA, LNH, has served as the Executive Vice President/Chief Operating Officer for the Hebrew Home at Riverdale since 1999. Prior to joining the Hebrew Home, Mr. Weinstein served as Chief Executive Officer at the Daughters of Sarah Nursing Center in Albany, New York after having served as administrator for the Gurwin Jewish Geriatric Center in Commack, NY. David Weinstein has over 30 years of experience in not-for-profit long term care administration. His diverse experience includes the design, planning and oversight of new programs and services including construction, revenue enhancement and quality initiatives. David received his Bachelor of Arts in psychology and management from the State University of New York at Binghamton and his Masters in health services administration from George Washington University.

Eva Weiss  
**Holocaust Survivor Assistance Program Coordinator, Alpert Jewish Family & Children’s Services**

Eva Weiss, Med, EdS, has been the lead coordinator of the Holocaust Survivor Assistance Program at Alpert Jewish Family & Children’s Service in Palm Beach County, Florida, since its inception in 1995. Eva was born in Lvov, Russia, and is herself the daughter of Polish Holocaust survivors. She has Master’s and Specialist’s degrees in Counseling and Education, and is a certified gerontologist who received her training at the University of Florida in Gainesville. At Alpert Jewish Family & Children’s Services, Eva reaches out to the county’s 9,000 Holocaust survivors, providing supportive case management and counseling. The main purpose of the Holocaust program is to provide support and advocacy for local survivors, and assist them in the challenges of dealing with aging, with the goal of supporting survivors in remaining independent for as long as possible.

Marcia Wescott  
**Director of Programming, Cedar Village**

Beginning in the fall of 1999, Marcia Westcott served as a volunteer at Cedar Village and later served as a member of the Board of Trustees and President of the Auxiliary Group of Cedar Village. In February 2008, She joined the staff as the Director of Resident Programming as well as serving as the Director of Volunteers from January through June 2009. Marcia also leads the Chesed Corps, which involves Cedar Village residents providing valuable and rewarding community service in many capacities with various community agencies.
2012 AJAS AWARD WINNERS

2012 Dr. Herbert Shore Award of Honor
Charles P. Berkowitz
Jewish Home Family
Rockleigh, New Jersey

Over the course of his 40-year tenure, Charles (Chuck) Berkowitz, President and CEO of Jewish Home Family, has demonstrated his vision and resourcefulness as a leader in eldercare. His long list of achievements notably includes: developing proposals and securing funding for New Jersey’s first licensed Adult Medical Day Care program in 1972; proposing and securing funding for Children’s Center for Handicapped Children and for a Senior Companion program through the US Department of Health, Education and Welfare in 1982; developing the kosher meals-on-wheels program in the 1970s; implementing plans for affordable senior housing in Jersey City; shepherding the purchase, construction and opening of the Jewish Home at Rockleigh and the Jewish Home Assisted Living; and most recently, launching Jewish Home Family’s newest program, the Jewish Home at Home.

Chuck has served as Chair of both the NJ Association of Non-Profit Homes for the Aging and the Association of Jewish Aging Services; has been a delegate to the 1995 White House Conference on Aging; and served as Treasurer of the Board of Directors of the UJA Association for the Developmentally Disabled, JADD and the Adler Aphasia Center. Over the years, he has been recognized many times for his contributions by receiving: the ADL Distinguished Community Service Award, NJ Association of Non-Profit Homes for the Aging Distinguished Service Award, NJ Association of Jewish Communal Services Saul Schwartz Award and Solomon Schechter Day School Community Award, to name a few.

Chuck has positively impacted the quality of life of thousands of families and their loved ones and has earned the respect and love of the thousands of employees who have had the privilege of working with such a distinguished professional. He has inspired many to carry out his vision and provide the highest quality of care and support to the aging Jewish populations of Bergen, Passaic, Hudson and Rockland counties. His dedication, integrity, commitment and proven professional leadership earn him applause from the community.

2012 Trustee of the Year Award
Leonard Lewkowict
Donald Berman Maimonides Geriatric Centre
Montreal, Quebec

Leonard Lewkowict’s history with Donald Berman Maimonides dates back to age fifteen, when he and his high school sweetheart (now his wife) volunteered there through a program at Bialik High School. He officially joined the Foundation board in 2000, and was recruited to join the Centre board in January 2003, later serving as president from 2005 to 2009. Maimonides director Barbra Gold describes him as an unbelievable board chair.

He is a proven leader with a 24-year record of achievement as an entrepreneur, as well as in senior corporate management and business consulting. He specializes in launching new ventures and commercialization strategies. He was part of the launch teams at Jazz Media Network, Syndio, MyPatient.com, PeopleRX, and ML Wellness Venures. In corporate life, Leonard has held senior positions at The Coopers & Lybrand Consulting Group, Teleglobe, and Larson & Company. He has an MBA in Technology and Innovation from EDHEC in France, and degrees from McGill University and the University of Western Ontario.

Len has a unique visionary mind. In 2007, as co-chair of the Strategic Planning committee, he spearheaded Maimonides’ new direction. He has been the driving force behind a strategic plan that is the most ambitious and significant departure in decades. Never accepting the status quo, Len is always looking forward and taking Maimonides to the next level. He has helped Maimonides reach a new level of prestige and influence by advocating for more teaching and research, and focusing on enhancing customer service through improved communication with families.

Len became a member of the AJAS board in 2009, and before that he was an active member of the Conference Planning Committee. He has attended every conference for the past five years, and has presented as well. He brought to AJAS the same passion he brings to everything he does.

Without his forward thinking, Maimonides would not be the center of excellence it is today.
2012 Professional of the Year Award
Janet Bowling
Cedar Village
Mason, Ohio

Janet Bowling has been the Director of Nursing since 1999, two years after Cedar Village opened. She is responsible for nursing services in the 162-bed health care facility, and manages a staff of 228. Terron Cruey, Director of Human Resources, describes her as “the ultimate professional,” and says that she “genuinely cares for her staff and residents.” She is described as an effective communicator, completely committed to quality and the embodiment of all the best that nursing can offer.

In 2008, Janet played a key role in the development of Cedar Village’s Cedar Village Home Care. She provided valuable input and thoughtful insights on the future of the campus, and helped convert 50 beds in the nursing facility to short term rehab. In addition, Janet was an integral part of the team that opened Cedar Village Hospice in May 2011. She continues to supervise this program and is key in helping it grow.

During 2011, Cedar Village began the development of the Shalom Center for Elder Abuse Prevention, and Janet was the first to volunteer for a leadership role. She has become part of the core team and always demonstrates her dedication to the elderly and her commitment to service. Janet steps in without hesitation even when the duties require skills she didn’t have before. For Cedar Village’s first Mission to Israel, she created all of the protocols and materials necessary to travel with elders internationally for 10 days. She was a key member of the Mission team, was responsible for care management throughout the entire trip, and trained other staff members for the next Mission.

Janet Bowling personifies outstanding professional leadership. She is a consummate team player and also a leader in her own right. She manages her full load of responsibilities brilliantly and also takes time to offer residents the care, compassion and attention that they need.

2012 Professional of the Year Award
Linda Spiegel
Margaret Tietz Nursing and Rehabilitation Center
Jamaica, New York

Linda Spiegel has provided a very personal and nurturing perspective to all of the residents and patients that have come through Margaret Tietz Center’s doors. She began her career as an administrative support services person. When she was promoted to coordinator, she developed and maintained a vibrant volunteer program. Now as Director of Public Affairs for the past ten years, Linda has grown into a confident, committed public relations and marketing professional.

Linda has taken every step in ensuring a very smooth transition for many of the patients in local hospitals who are admitted to the Center. Linda has provided significant assistance to the community’s orthodox residents and their families. In 2011, she helped coordinate a project to distribute over 3,000 packages of kosher for Passover food to those in need. She was also instrumental in creating a Shabbos Apartment, where family members who are Shomer Shabbos may stay over and walk to the facility on the Sabbath. She also worked closely with the local rabbis in establishing an Eruv, an enclosed boundary which allows practicing orthodox Jews to walk about on the Sabbath and access the nursing home.

Linda applies this same level of enthusiasm and commitment to providing specialized services to all diverse ethnic and religious groups. She has facilitated services for a Chinese population at the Center, which includes hiring Chinese speaking staff, bringing in specialty foods, and employing a Chinese physician who provides different services. In one of her lesser known projects, she made the arrangements for a patient, during her final days, to be able to speak to relatives in a remote village in China.

Linda has implemented many school-based volunteer programs, including a program for students from St. Johns University to learn about senior services and care, and a specialized education program that incorporates a New York City teaching program. She has mentored hundreds of volunteers, many of whom come from a diverse background with special needs. Linda is a dedicated aging services professional and has made many outstanding contributions to the Center and the community.
Gam Yachad-Jews Meeting Jews Around the World
Menorah Park Center for Senior Living
Beachwood, Ohio

In Hebrew, Gam Yachad refers to people joining as one. Inspired by this concept, Menorah Park developed a Skype initiative to introduce Jewish residents from Menorah Park to other Jews of all ages around the world. Skype gives them the chance to meet face-to-face, allowing them to share Jewish religious tradition, experiences, and exciting events in their lives. Over the past 12 months, residents have Skyped with Jews in South Africa, England, Canada, Australia, France and Israel, where most of the contacts are older adults in senior living communities.

Through the program, participants are able to express themselves as individuals and learn about the world from new friends, without the expense and inconvenience of travel. Conversation topics have included pressing issues such as anti-Semitism and current events in Israel, as well as lighter topics including a debate over which country has the best bagels.

This unusual way of connecting residents to the world has been a fascinating learning experience because Skype was foreign to most seniors until this program. Menorah Park’s staff set up a computer with a large screen to accommodate the sessions, and worked to coordinate time zones, schedules, preferences, and make the necessary connections. The conversations are taped and photographed, and some clips are posted online to share. This exciting endeavor demonstrates to seniors that they have valuable input and are not isolated or forgotten in today’s super-connected world.

Florence Melton Adult Mini School at AJA
The Allied Jewish Apartments Community
Denver, Colorado

With assistance and sponsorship from the Colorado Agency for Jewish Education (CAGE), the Allied Jewish Apartments created a Jewish studies class on the AJA campus of the Florence Melton Adult Mini School program. Taught by Melton faculty member Robin Hanssen, residents and staff attend the class together. The program is in its second year and is a great success. The class now has 25 students and they discuss Jewish ethics, history, and ritual observance over an eight month period of weekly classes. The classes are designed to help students access Jewish thought and history through biblical and modern texts.

AJA resident Al Wilensky explained that he was taking the class because he was taught Hebrew, but was not taught the whys and wherefores of his religion. AJA Director of Activities Connie Moore said she took the class to help her “better understand Jewish culture” and has gained “a more in-depth understanding of the Jewish holidays so she can provide better programming.” Some residents who had a Jewish upbringing know more than staff members, and are empowered to become guides for the staff. Learning the true meaning of some of the practices they learned as children enhances their love of Judaism. Non-Jewish residents and staff also enjoy having a better understanding of the Jewish environment in which they live and work.

Seniors Make Their Own Western Wall
Jewish Housing Council - Kobernick House, Anchin Pavilion and Benderon SNF
Sarasota, Florida

Just in time for Rosh Hashanah 5772, Rabbi Barbara Aiello organized a campus-wide initiative to create a replica of Jerusalem’s Western Wall. Residents, along with their families, came to the Wall to share memories of their previous visits to Israel and the impact the Wall made on them when they saw it for the first time. Residents who will not have an opportunity to travel to Israel appreciated the chance to symbolically experience one of the most sacred Jewish sites, and everyone enjoyed placing prayers and notes into the Wall.

The Wall was constructed from nearly 75 shoe boxes, donated in large part by staff. The project was well planned to engage all residents of Kobernick House and Anchin Pavilion. After the boxes were gathered, residents in Memory Support began to transform the shoe boxes into stones by painting them white to cover the logos. Then, ALF residents used sponges and plastic bags to create the appearance of ancient stone. Finally, independent living residents detailed the stones with gold glitter to reflect the sunlight on the Wall in Jerusalem. Maintenance staff helped the Rabbi and activity director glue the “stones” to large sheets of plywood, and added the finishing touches of artificial greens, hanging branches and Florida Spanish moss.

On Rosh Hashanah, residents and family members placed their prayers and messages between the stones on the Wall. Volunteers were available for assistance. The messages were ultimately collected and sent to the real Kotel in Jerusalem. During the High Holy Days, many residents and families stood before the Wall to reminisce about shared visits to Israel, their desire to visit, love for ancient holy sites, both Christian and Jewish, and to point with pride to “my stone – the one I made myself!”
Aegis Therapies

As one of the nation’s leading providers of contract physical, occupational and speech therapy services, our professionals apply proven techniques to help patients increase their freedom and independence. Aegis has more than 7,000 employees providing long-term and short-term therapy services in more than 1,000 locations in 37 states.

Contact: Diana Franklin
1000 Fiana Way
Fort Smith, AR 72919
www.aegistherapies.com

Alpert Jewish Family and Children’s Service

Alpert Jewish Family & Children’s Service is a comprehensive family of award-winning support services and caring people who seek to enrich our community and improve the lives of men, women and children of all ages. For over 35 years, AJFCS has counseled families, provided supports for those with special needs and has been a safety-net to some of the most vulnerable members in our community. As a recipient of Palm Beach County’s Non-Profit of the Year award, AJFCS is a trusted source of support and professional care, meeting the widespread needs of a diverse and ever-changing community.

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West Palm Beach, FL 33407
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954-724-9809
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Founded in 1986, Atlantic Bus Sales has been a leader in the transportation industry representing the Eldorado National Co. and Glaval Bus Company’s complete line of quality buses. Our Full Service Dealership offers warranty service, parts department and maintenance facility with factory trained certified technicians. When it comes to making that important decision of purchasing a bus, Atlantic Bus Sales is here for you not only at the time of the sale, but for years afterward. Our main focus is a “First Class” reputation in customer satisfaction.

Contact: Kevin Swan
552 S. Dixie Highway East
Pompano Beach, FL 33060
954-941-7722
www.atlanticbussales.net

Bessolo Design Group, Inc.

Bessolo Design Group, Inc. is an architectural, interior design and full engineering firm dedicated to providing quality, creative and progressive design solutions. After 25 years of successful projects that are Beyond Conventional, Bessolo has established itself as a respectable, client driven firm focused on senior living environments.

Contact: Kevin Bessolo
556 Central Avenue
St. Petersburg, FL 33701
727-894-4453
www.bessolo.com

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723 Garber Street
Caldwell, ID 83605
800-727-9907
www.best-bath.com
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For over 50 years, BrandEquity has been helping numerous human-services clients position themselves in competitive markets. BrandEquity’s strategic branding services include naming, visual identity, brand architecture, brand implementation plans, signage programs and on-site brand training. Clients have included Hebrew SeniorLife, United Hebrew, Aviv Centers for Living and MorseLife, as well as Massachusetts General Hospital, North Shore-LIJ, Baptist Health South Florida and Graceworks Lutheran Services.

**Contact:** Ted Selame  
2330 Washington St.  
Newton, MA 02462  
617-969-3150  
www.brandequity.com

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Investment banking services to the senior living industry, including taxable and tax-exempt bond underwriting; debt reduction and restructuring; facility planning and development oversight; mergers and acquisitions; and Jewish campus financings of senior living facilities with other Jewish organizations such as JCCs, day schools and museums.

**Contact:** Bill Pomeranz  
601 California Street, Suite 1505  
San Francisco, CA 94108  
415-982-6536  
www.cainbrothers.com

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**Contact:** Paul Hellman  
1123 McDonald Avenue  
Brooklyn, NY 11230  
718-686-3000  
www.caretechgroup.com

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Drive Medical is a leader in long term care products. We work with nursing homes and home health care providers to develop products that fit their needs and promote quality of life and independence for the users. Our focus is innovation, functionality and value. We manufacture a complete line of long term care products including LTC beds, lifts and slings, wheelchairs, walkers, patient room items and case goods. Drive Medical is widely regarded as one of the fastest growing major manufacturers and distributors.

**Contact:** Norm Kay  
99 Seaview Blvd  
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516-998-4600  
www.drivemedical.com

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135 Beaver Street, Suite 211  
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www.earlysense.com

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eHealth Data Solutions provides data analytics that address clinical, administrative, and reimbursement concerns in the long term care profession. With over 1,000 subscriptions nationwide, our web based applications enhance performance and continuous quality improvement using an evidence-based approach which enables organizations to convert data into meaningful and measurable action.

**Contact:** Candace LaRochelle  
2000 Auburn Drive, Suite 200  
Beachwood, OH 44122  
888-562-8906  
www.ehds.biz
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Greenbrier provides comprehensive planning, development, and marketing services to sponsors and owners of senior living communities. These services include: strategic planning, market analysis, financial analysis, site planning and acquisition, financing, development coordination and marketing. Our services result in a successful development or repositioning that satisfies our clients’ vision and goals.

Contact: Mike Gilliam
3232 McKinney Ave, Suite 1160
Dallas, TX 75204
214-979-2700
www.greenbrierdevelopment.com

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Greystone is a leading consultant to the senior living industry. We have advised more than 500 organizations on a wide range of issues including strategic planning, repositioning, development, marketing and operations. Our experience allows us to provide clients real-time advice and solutions.

Contact: Brian Schiff
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972-402-3700
www.greystonecommunities.com

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Contact: Alan Traster
2301 NW 33rd Ct, #110
Pompano Beach, FL 33069
954-601-2121

HealthPRO Rehabilitation

HealthPRO Rehabilitation is a therapy management company with a proven track record of helping providers optimize clinical and financial outcomes and achieve compliance through both in-house and contract therapy management models.

Contact: 10600 York Road, Suite 105
Cockeysville, MD 21030
410-667-7200
www.healthprorehab.com

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Hill-Rom is a leading manufacturer and provider of medical technologies and services for the healthcare industry, including patient support systems, non-invasive therapeutic products, medical equipment rentals and information technology solutions.

Contact: John Stern
1063 State Road 48E
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812-934-7777
www.hill-rom.com

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Herbert J. Sims & Co., Inc. is a full service investment bank that specializes in underwriting senior living financings. Established in 1935, Sims has underwritten or placed more than $12 billion in senior living financings including tax exempt and taxable bonds, mezzanine loans, equity, preconstruction seed money, bank loans, letters of credit, and FHA insured loans.

Contact: Roderic L. Rolett
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www.hjsims.com

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856-770-1060
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Contact: Melissa Perry
1835 Savoy Drive, Suite 200
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Contact: Rebecca Kornfeld
PO Box 300395
Brooklyn, NY 11230
Phone: 718.259.8900
Fax: 718.259.8902
Website: www.KosherCare.org

Legacy Healthcare Services

Legacy Healthcare Services is a therapist-owned and operated company specializing in Senior Care. Legacy is proud to deliver the highest quality contract therapy services to Skilled Nursing Facilities, Assisted Living Facilities, Continuing Care Retirement Communities, Out-patient Agencies and Home Health Agencies.

Contact: Phil Jones
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919-424-4313
www.legacyhealthcare.net

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Contact: Kathy Fleischman
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804-553-2322
www.mckesson.com

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812-932-2345
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Contact: Bill Caldwell
1000 Red Fern Place
Flowood, MS 39232
601-936-3666
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800-686-6323
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112 Cardinal Crest St.  
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215-275-0555  
www.sageagestrategies.com

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847-441-5593  
www.selectrehab.com

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Contact: Valerie Schubert  
1927 S. Tryon St, Suite 207  
Charlotte, NC 28230  
704-372-7327  
www.sfcs.com

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877-432-5858  
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Contact: Martin Pladgeman
Rabin Building, Misgav Industrial Park
20174 Israel
+972-4-995-1999
http://amity.xorcom.com

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Contact: Keith Robertson
1185 Avenue of the Americas, 32nd Floor
New York, NY 10036
212-512-0400
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