

# Jewish Home Family Kicks Off Year-Long Centennial Celebration

Melanie S. Cohen, CFRE, Executive Director, Jewish Home Foundation

In 1915, a small cottage on Stevens Avenue in Jersey City was purchased to care for the burgeoning numbers of Jewish orphans in the community. As the idiom goes - "the rest is history." True to what would become its successful model, the early organization continually morphed over subsequent years to respond to the community's most frail and vulnerable. By the 1940's, a significant niche was identified and the course and mission of the then Hebrew Orphans Home of Hudson County adjusted its focus on the elderly.

Next year - 2015 - marks a seminal event for our community as the Jewish Home Family celebrates its 100th Anniversary.

The Jewish Home Family is planning a wide array of activities to mark and celebrate this auspicious event. The theme for the community's celebration of the Jewish Home Family's Centennial celebration is "Our Next Century Starts Now." We believe this theme not only celebrates our significant accomplishments over the



last 100 years, but also validates our community's capacity through commitment, involvement and support, thereby providing the Jewish Home Family with the ability and charge to address the challenges of future eldercare needs. Thanks to you, the community, we are well-positioned for the challenges and we think the best is yet to come.

Be sure to keep an eye out for the many forms of media available to us - newpapers, email and quarterly newsletter - for all the special events, lectures and programs that will be held throughout 2015.

We invite the community to celebrate with us, participate with

us, and perhaps most importantly, be involved in helping to shape the delivery of eldercare to our community for the foreseeable future. And of course, mark your calendar as we culminate with a fabulous 100th Anniversary Gala on Sunday, October 11, 2015.

## **Jewish Home Family Welcomes New President & CEO**

Eli Ungar, Chairman, Jewish Home Family

On November 3, 2014, the Jewish Home Family welcomed Carol Silver Elliott as President & CEO. Carol comes to the Jewish Home Family after serving seven years as President & CEO of Cedar Village Retirement Community in Ohio. Under

her strong leadership, Cedar Village successfully launched new and expanded services and initiatives as the organization strengthened as a whole.

Carol holds a Master's Degree in Health Care Administration, is a Licensed Nursing Home Administrator and a Certified Aging Service Professional. She currently serves as the National Chair of the Association deal of effort went into trying to define of Jewish Aging Services (AJAS) - the association of non-profit communitybased senior living homes and organizations throughout the United States and Canada, as well as on the board of Leading Age - a national eldercare organization comprised of over 6,000 nonprofit eldercare organizations. Carol has spent 35 years in the health care field, largely focused on eldercare.

to innovation and excellence that has marked the past 44 years. I can think of no greater tribute to Chuck's legacy, and no greater evidence of our longstanding commitment to the seniors of our community, than the hiring of Carol

> Silver Elliott as our CEO. As CEO of Cedar Village in Mason, Ohio, and as national board chair of the Association of Jewish Aging Services, Carol brings a wealth of experience, energy and accomplishment to our community."

"The search committee appointed by Eli Ungar was comprised of current and past leaders of our various boards. A great

the characteristics of the individual we were seeking. We worked with a national search firm that enabled us to access candidates throughout the country. The committee was enormously benefited by the broad experience of the committee members and their long-term commitments to the Jewish Home. The results, the committee believes, will speak for themselves," indicated Ary Freilich.

# 13th Boneh Olam Annual Giving Program Kick-Off This Month

Molly Shulman, Development Coordinator, JH Foundation

Members of the community will find the Jewish Home Foundation's "Boneh Olam Annual Giving Program" 2015 Kick-Off brochure in their mailboxes this month. "Boneh Olam" has become the cornerstone of the annual fundraising budget as the Foundation continues to play a major role in supporting the critical daily, financial, operational needs of the Jewish Home at Rockleigh and the Jewish Home Assisted Living facilities and the Jewish Home at Home. In 2014, the program had 170 families donating a praiseworthy \$1,376,000. Over its twelve-year history, the program has provided \$11,076,000 in funding for eldercare programs and services provided by the Jewish Home Family.

"Boneh Olam - Builders of the World" was developed as a blueprint for supporters of the Home, enabling donors to respond to a once-a-year appeal while eliminating further solicitations throughout the year.

This program is designed with the donor in mind. Participation in any one of nine "levels of giving" allows the donor to participate in each of the Foundation's five major fundraising events during the year - Patron Calendar; Passover/New Year Card Program; Golf, Tennis & Card Outing; Ad Journal; and Gala. Donors are recognized in the Jewish Home's publications, as well as in JHR's entrance lobby. Your support can be modified to suit your interests if you wish.

The "Novice" level of participation allows first-time participants to take



In making the announcement, Eli Ungar, Chairman of the Board of the Jewish Home Family, said "for the past fortyfour years the Jewish Home has benefited from the exemplary leadership of Chuck Berkowitz. When Chuck announced his intention to retire, we formed a search committee chaired by our former board chair, Ary Freilich, to identify a visionary leader capable of leading our organization forward with the same commitment

Carol Silver Elliott enthusiastically spoke of her appointment by noting "I am very excited to be joining the Jewish Home Family. It's an organization with a long and solid history and I look forward to being a part of its continued and future success. I have a great passion for working with older adults, for building programs and services that enhance quality of life, and I know that this is an organization that shares that commitment."

part with a contribution of \$2,500...a wonderful opportunity for community members of every age to support the Jewish Homes' programs and eldercare services.

Help the Jewish Home Foundation play an integral part in allowing the Jewish Homes to carry forward the tradition of honoring our elderly by providing funding for the best possible programming and care for our seniors. For further information on participating, please review the brochure you will receive, or call the Foundation office at 201-750-4231.

# **Centennial Connection**

## **DID YOU KNOW?**

- The most rapid growth in the U.S. population is among the "oldest old" - those over 100!
- There are 66,000 Americans older than 100 today.





## JEWISH HOME FAMILY:

## Greetings

Carol Silver Elliott, President & CEO, Jewish Home Family

#### Dear Friends,

How exciting it is to begin something new, particularly when that "new" represents a chance to build on a solid foundation. That's how I feel about stepping into my role at the Jewish Home Family. This organization has a strong and meaningful history, one that has grown and developed through its 100 years of achievement. The future holds both challenges and opportunities and I am looking forward to helping the Jewish Home Family move forward strongly into a successful future.

While none of us truly has a crystal ball, there are a number of things that we can clearly anticipate in the years ahead. First, of course, we all know that the aging population is increasing. We know, as well, that the needs of that population continue to grow in both number and complexity. It is clear that our older adults prefer to age at home and that services and supports are required to make that happen—and that aging at home is not the right answer for everyone. It is equally clear that reimbursement, of all sorts, is limited and will become more limited. In short, as we know, the only constant is change and that is nowhere more evident than in the aging services arena.

Where will all of this lead the Jewish Home Family? The most important thing for us to always bear in mind is our commitment to the care of older adults and the care of our community. We will grow services, develop new programs and modify others, but all with one end in mind — to understand and proactively meet the needs of our residents and our community. Making this happen will take serious effort by many to help plan, fund and implement, and I am confident that we have all of the tools and resources to do this effectively.

One of the other roles I play professionally is Chair of the Board of the Association of Jewish Aging Services (AJAS). AJAS represents more than 100 Jewish retirement communities and senior housing providers from across the United States and into Canada. As Chair of AJAS, I have often thought and spoken about why it matters that we are Jewish organizations. I firmly believe that our Jewish organizations are different, that we embrace our elders differently, and that we create environments that support quality and family in ways that no one else can. I see this clearly here at the Jewish Home Family. We play a vital role in our community, in the lives of our older adults and we do it with care, commitment and compassion.

I am delighted to be here and a part of this wonderful organization. I look forward to meeting many of you in the weeks and months to come. If you have any questions or ideas you would like to share with me, please feel free to contact me at 201-750-4230. I welcome those conversations.

All the best,

Munt E

# A Personal Note of Thanks from a Grateful Rehab Patient

#### Dear Friends,

I write to express my gratitude and appreciation for an exceptional rehab experience while I was a patient at the Jewish Home at Rockleigh. The exceptional quality of my therapists, their one-on-one approach, their methodical and compassionate attitude, and their impeccable knowledge provided me with the opportunity to dramatically improve. My physical therapist and occupational therapist are a credit to their profession and to your program. Rarely have I encountered medical professionals more intelligent or dedicated to their patients and their improvement. They exercise their vast gifts along the lines of excellence in a difficult environment with grace and enthusiasm.

# JHAL Men's Club Makes a Home Brew

Iris Rosendahl, Public Relations Coordinator, JH Foundation

Members of the Men's Club at the Jewish Home Assisted Living (JHAL) decided that they would like the opportunity to make beer as a project. So Lauren Levant, JHAL's Executive Director, contacted Love2Brew in North Brunswick, NJ which

makes home brewing kits. Ron Witkowski, president of the firm, kicked off the first beerbrewing session with members of the club on August 6th. He brought all the needed items including airtight fermenting equipment, a large pot, tubing and clamping items, as well as sanitizing solution. He, with the help of some of the club mem-



bers, brought the water to a boil and added the ingredients, all the while telling his audience about the brewing process as well as about some of his experiences brewing beer at his home.

After cooling the mixture, yeast was added to the container, starting the fermentation process. As this takes two weeks, the mixture was stored in a container in a closet at JHAL for that time period. Of course, club members sampled the mixture at its first stage before the meeting ended.

On August 20th, Mark Spezio, Love2Brew's COO, spoke to the club members in attendance as well as Rabbi Aryeh Meir of Teaneck, NJ, the group's leader. JHAL's Men's Club has 10 to 15 members and meets once a week. Rabbi Meir said that the club has helped "develop lines of communication between the men. They get to know one another in a group setting."

Mark pointed out that it's important to store the beer at 65 to 70 degrees. Both Mark and Ron emphasized the necessity of sanitizing the equipment because an infection can get into the mixture and the beer won't taste right. After sampling the mixture, Mark noted that the yeast had done its job. In order to keep oxygenation at a minimum, he used a siphon to transfer the beer to another bucket. He then prepared the sanitizer, noting that in the beer industry, sanitizer is made with a yeast ingredient which kills bacteria and is safe to use.

The group then cleaned the amber bottles and caps with sanitizer. They filled 48 bottles with the not-yet-carbonated beer and capped them, again tasting a little of their brew before storing the bottles and allowing the carbonation process to take place – another two-week process.

On September 3rd, the bottles were opened and members in attendance, along with Rabbi Meir, had a tasting. Dubbed "He-Brew," everyone agreed... "it tastes like beer!"



Iris & Norbert Strauss

Beth & Gary Hirschberg

Norma & Sol Kugler

Beth & Mark Metzger

Maggie Kaplen

Peter Kaufmann

Siggi Wilzig

Carl Epstein

# OUR PATRONS' Special Dates

	Wedding Anniversary	Dec 8
	In Memory of Brar Riewerts	Dec 12
	Is Keen to Celebrate in 2015	Dec 15
	Wedding Anniversary	Dec 16
	Birthday	Dec 20
	Wedding Anniversary	Dec 24
	In Memory of Rita Epstein	Dec 26
	In Honor of Sen. Matthew & Muriel Feldman	Jan 1
	Birthday	Jan 7
)	Wedding Anniversary	Jan 8
	Birthday	Jan 13
	Wedding Anniversary	Jan 17
	Birthday	Jan 17
	Wedding Anniversary	Jan 18
	Wedding Anniversary	Jan 29
	44th Wedding Anniversary	Jan 30
	Birthday	Feb 2
	In Memory of Harriet Eiseman	Feb 2
	In Memory of Danny Amster	Feb 19
	In Memory of Bill Kaplen	Feb 20
	In Memory of Irv Swire	Feb 22
	Wedding Anniversary	Feb 23
	In Memory of Syril & Leonard Rubin	Feb 28

As a geriatric neurologist I have learned clinical pearls which will allow me to better evaluate and treat my patients. I will also encourage my patients, through referrals, to avail themselves of your inpatient and outpatient programs. I look forward to initiating the outpatient portion of my therapy at your institution.

*Thank you again for a most pleasant and productive experience upon which I will build my complete recovery.* 

Sincerely yours,

Michael G. Kailas MD Attending Neurologist, Holy Name Medical Center Assistant Professor of Clinical Medicine, Touro Medical College Instructor of Clinical Neurosciences, New Jersey Medical School (UMDNJ) Alex & David Kravecas Elizabeth & Michael Sternlieb Ryder Alexander Silleg Jane & George Bean Dr. Harvey Gross Roberta & Lew Paer Eleanor & Ed Epstein Linda & Ilan Kaufthal Lee Langbaum Marvin Eiseman Lucille Amster Maggie Kaplen Roz Swire Inge & Paul Wolff Daniel Rubin



# Builders of the World: 2014 BONEH OLAM ANNUAL GIVING PROGRAM

#### **Master Builder**

The Russell Berrie Foundation The Kaplen Foundation

#### Designer

Marion & Albert Hess William Lippman The Norman & Barbara Seiden Foundation

#### Builder Elaine & Myron Adler

Architect

Lucille J. Amster Joan & Robert Hess Lewis Family Trust -Larry Levy, Trustee Henry & Marilyn Taub Foundation

#### Draftsman

Anonymous Eva Holzer Henry & Elaine Kaufman Fdtn Lynne & Charles Klatskin

#### Engineer

Michelle & Gary Bettman Anita & Howard Blatt Myrna & Yale Block Englewood Hospital & Medical Ctr Eleanor & Edward Epstein Judy & Ary Freilich Judy & Jonathan Furer Gayle & Mel Gerstein The Burton & Anne Greenblatt Fdtn Debbie & Stuart Himmelfarb Richard H. Holzer Memorial Fdtn Lisa & Jack Langer Sherri & Howard Lippman The Martin Family Maxine & Robert Peckar Rampart Benefit Planning

Donna & David Schweid The Shapiro Family Foundation The Sylvia & Stanley Shirvan Fdtn Leah & Jonathan Silver Harley & Eli Ungar Valley National Bank The Weiss Family Foundation Lynne & Marty Zaikov The Zaro Family

#### Planner

Anonymous Tina & Ron Aroesty Barnett Design, Inc. Jane & George Bean Lovey Beer Janet & Bernard Bober Jill S. Carus-Bier Judith & Robert Cook Cheryl & Edward Dauber Rena Rosenberg & Roy Davidovitch Eden Memorial Chapels -Frank Patti Marvin Eiseman Carl Epstein Esther & Warren Feldman Eva Lynn & Leo Gans Wendy & Richard Goldstein Rheba & Murray <sup>z"I</sup> Golub Gralla Family Philanthropic Fund Margie & Brett Harwood HomeWell Senior Care Robin & Robert Jaffin Linda & Ilan Kaufthal The Kissler Family Foundation Judy & Joseph Klyde Marie Adler-Kravecas & Saul Kravecas

Norma & Sol D. Kugler Lee Langbaum Lapin Family Foundation Arlene & Howard Lemelson Kathy & Richard Leventhal Bernie Levere Bernice & Herb Levetown Beth & Rafael Levin Pearl Ann & Max Marco Rita Merendino Beth & Mark Metzger Foundation llene & Howard Pakett JoAnn Hassan & Martin Perlman Jayne & David Petak Pharmscript, LLC Linda & Kalmon Post Jill Melnick & Ron Sedley Diane & Mark Seiden Pearl Seiden Select Medical Rehabilitation Svcs Shapiro, Croland, Reiser, Apfel & Dilorio, LLP Carol & Alan Silberstein Marilyn & Leon Sokol Jeanette & Seymour Spira Mindy & Barry Sprung Iris & Norbert Strauss Lilo Thurnauer Tobi & Scott Weinstein Naomi Wilzig Bertha Witt - Rubin Cohen Fdtn Fran Ziegelheim Apprentice Gloria & Wilson Aboudi

Anonymous Debbie & Donald Aronson Pearl & Michael Bergstein Rachel & Charles Berkowitz

Berit & Martin Bernstein Gail & Gene Bokor Susanne Brunell Melanie & Jeff Cohen Marion & Curt de Jonge Nancy & Richard Eichenbaum Wendy Ezor-Engler & Mitchell Engler Nancy & Larry Epstein Freedom Home Healthcare, Inc. Sandra & Arnold Gold Steven Morey Greenberg Beth & Harvey Gross Ronnie & Edward Grossmann Gutterman and Musicant Jewish Funeral Directors Dorothy & Aaron Henschel Sunni & Jonathan Herman Beth & Gary Hirschberg Margi & Irwin Hirshberg **IPPC** Pharmacy Miriam Kassel Terri & Lawrence Katz Shari Leventhal & Steve Kauderer Patti & Richard Kurtz Lauren & Rick Levant Cynthia & Stanley Low Lisa & Bruce Mactas Nina Kampler & Zvi Marans Mobilex USA Network Doctor The Oster Family Foundation Susan & Deane Penn Ethel & Irving Plutzer Foundation Sylvia & Robert Rachesky Rockland County Jewish Home for the Aged Cheryl & Mordecai Rosenberg

Eileen & Daniel Rubin Nancy & David Sharp Susan & Charles Silberman Joan & Dan Silna Nancy & David Simpson Ellen & Lloyd Sokoloff Cynthia & Abe Steinberger Elizabeth & Michael Sternlieb Ellen Strahl Roslyn Swire Shelley & Ira Taub Benay & Steven Taub Yvette & Louis Tekel VNA of Englewood Barry Wien Inge & Paul Wolff **XPEDX** 

#### Novice

Geri & David Cantor -Elayne Bross Shelley & Jeffrey Cohen Construction Technology Corp. Crestron Electronics, Inc. Amy & Jeffrey Goldsmith Judy & Marc Joseph -Amy Klette Newman Fdtn Sharon & Kenneth Kaufmann Debra & Herbert Kleinberger Gail & David Lazarus Naomi Levine Mercadien Consulting, LLC Ana & Henoch Moher

Roberta Abrams Paer & Lew Paer Nadine & Steven Posnansky Right at Home Sheila & Gabe Schlisser Ava & Steven Silverstein

"Happy is he who performs a good deed: for he may tip the scales for himself and the world"

# **Honor Your Loved Ones**

Residents, families and members of the community are invited to celebrate birthdays and simchas, or honor/remember loved ones by sponsoring either a Shabbat or Yom Tov Kiddush (\$150), or by dedicating a large print Holiday Prayer Book (\$36). For further information, contact the Development Office at 201-784-1414 x5538.

### Prayer Book sponsored by Harriet Samuels & Lyn Frankel, in memory of Mildred Goldstein

# **Thank You For Your Friendship**

#### Dear Friends,

I want to thank all of you who participated in the Journal in my honor as it is very much appreciated. That goes the same for all of you who were able to attend the Gala, as it was a special evening for me and my family. I hope that I was able to see you and tell you in person that evening how much it meant to me for you to be there.



# **Gallen Adult Day Health Care Center's Year**

Joan DiPaola, RN, Director of Gallen Adult Day Health Care Center

The Gallen Adult Day Health Care Center has had an exciting year contributing to the services offered through the Jewish Home at Home. This year, in collaboration with the staff

of the Jewish Home at Rockleigh (JHR), as well as the JHR residents, the Gallen participants cruised to many ports in Mexico! Everyone enjoyed the live entertainment in the Star Light Theater, interactive games on the Promenade Deck and good food was consumed on the Lido Deck all week, which culminated in an elegant Captain's luncheon held in the Grand Ballroom. Ole!!

As the autumn season breezed in, we celebrated Grandparents Day out in the parking lot of the Jewish Home. Together with JHR residents, our participants and their families were invited to "A Day at the Farm." Everyone happily experienced the petting zoo, pony rides were offered to the children, while photo opportunities savored the moments!! Many also tasted fall fruits and vegetables from the Farmer's Market. Our first annual musical production, "A Cruise Around The World in Music," was held in the Social Hall. With the hard work and diligence of our volunteer director, Marilyn Bell and her accompanist, Grace Calabro, it was a great way to celebrate National Day Service Week.

Exploring staffs' cultural diversity here at JHR was a spectacular way to get to learn about each other's heritage. Gallen staff members:





Chantal Williams from Haiti, Eneriett Carmona

- Talmud: Kiddushin 40:2

from Columbia and Ninay Gomez from the Philippines, all participated in a panel discussion where all participants and staff learned traditions, how to say common words in other languages, and viewed traditional garments worn in the various represented countries. The success of the program was largely due to its inclusion of all staff, JHR residents and participants in the Gallen program.

At this time I would like to welcome our newest staff members to our team. Kate Spins is a graduate of St. Thomas Aquinas College in Sparkill, NY with a degree in Therapeutic Activities. We look forward to her professional input in developing new and creative ideas for the program. We also welcome, Julianna Cerrato to the Transportation team. Julie holds a CDL license and a Passenger Endorsement, and has experience driving the seniors to many different places in Bergen County.

I do thank you for your past and I hope future friendship. Equally as important, I thank you for your concern and caring for those in our community who have benefited from your support of the services of the Jewish Home Family.

As I hope you know, I will retain a consultant relationship with the Jewish Home Family over the next year, to assist them in special projects.

I am pleased that Carol Silver Elliott has joined the Jewish Home Family as President & CEO, and wish her the best. I ask that you continue to be there for her and all the beneficiaries of the Jewish Homes' services.

Cordially,

Chuck Berkowitz







As always, we thank the Jewish Home Family, its leadership, board members, and all the families for their ongoing commitment and support of our efforts to provide the needed services to those seniors who wish to remain in their homes.







#### Jewisher Home SS BERRIE HOME FOR JEWISH LIVING

# Jewish Home Assisted Living

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685 Westwood Ave., River Vale, NJ 07675

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New Jersey: Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that were dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the Internet at www.state.nj.us/lps/ca/charfrm.htm. Registration with the Attorney General does not imply endorsement.

New York: A copy of JHFoundation's latest annual report may be obtained, upon request, by writing to Jewish Home Foundation, Attn: Melanie Cohen, Executive Director, 10 Link Drive, Rockleigh, NJ 07647 or from the New York Sate Attorney General Charity Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271.

If you wish to unsubscribe to our mailing list, please contact us at 201-784-1414 x5539 or mshulman@jewishhomefdtn.org.

# **Jewish Home Family Salutes Chuck Berkowitz**

On Sunday October 19th, about 420 members of the community gathered at The Rockleigh to fete and salute retiring President & CEO, Charles P. Berkowitz, after forty four years at the helm. The crowd also enjoyed a keynote by TV personality and author, Joan Lunden.













CHANGE SERVICE REQUESTED





www.jewishhomefamily.org

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### Jewish Home Employee Recognition Honorees

Program Sponsored by the Bella & Martin Himmelfarb Endowment Fund



Tanveer Sunder JHR Sep 2014



Froilan Sarenas JHR Oct 2014



Sharlyn Pipcinski JHR Nov 2014

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Human Resources	
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Medical/Dental Suites	
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Jewish Home Assisted Living KAPLEN FAMILY SENIOR RESIDENCE An Elegant Community

#### www.jhalnj.org

Main Number	201-666-2370	
Main Fax	201-664-7111	
Administration	201-478-4260	
Health Services	201-478-4263	
Business Office	201-478-4261	
Marketing & Sales	201-478-4262	



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