

Jewish Senior Living

2014/2015



INNOVATION

When Silver Avenue plans for redevelopment

INSPIRATION

Where creativity uses every color of the palette

ORCHESTRATION

Who has the Moldaw Singers going from the classics to the blues?



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PUBLISHER'S DESK



Welcome to *Jewish Senior Living*.

I am delighted to present the latest issue of our magazine. In these pages you will read about the residents, patients, staff, volunteers, and supporters who comprise our community.

You will get a firsthand look at the Jewish Home of San Francisco's transformative plan that will provide a wide range of diversified services and programs for seniors wherever they are in the aging cycle and will, quite literally, change the face of the neighborhood. It is creative, leading-edge, and a model nationally. I hope you will be as excited as I am when you read about our vision for more effectively serving our community today, and in the future.

You will also read about Moldaw Residences in Palo Alto, Calif. It is 100 percent occupied now, and both the agency and the seniors who live there are thriving. Some of them have created their own choral group with the help of Linda Mankin, a Stanford University graduate, who leads them.

Speaking of music, Nancy Livingston and Fred Levin, through The Shenson Foundation, continue to bring all things melodic to the Jewish Home with the Shenson Sunday Music Concert Series, and volunteer Marleen Norman beautifies our synagogue services with her voice and lovely presence. Their stories are inside.

And there is so much more, including innovations from our staff of dedicated nurses and doctors, and recognition of our valued supporters. We are continually and always grateful for the impact your dedication has on enriching our Jewish Home community's quality of life.

Please enjoy this issue, and do let us know what you think.

With warm regards,

A handwritten signature in black ink that reads "Sherie". The signature is stylized and cursive.

Sherie Koshover
Publisher

ON THE COVER

They're a class act. Turn to page 21 to read how Nancy Livingston and Fred Levin's support leads to noteworthy musicians and music enhancing people's quality of life.

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NOTHING QUITE LIKE IT IN THE NEIGHBORHOOD – OR ELSEWHERE

The Jewish Home on Silver Avenue is a proud part of the Bay Area's history. From its modest beginnings in 1871, it has grown to a facility that currently serves approximately 1,300 residents and patients a year.

Now, as the Bay Area prepares to greet the largest wave of older adults on record, it is time to envisage a new Jewish Home, designed to serve thousands more people, with varying needs and wide interests, from both on and beyond its campus. A featured aspect of this redevelopment is The Square – a non-residential one-stop center for seniors living on and off Silver Avenue, as well as their families and caregivers. Read on to learn how this revolutionary new hub – a combination of exclusive and shared-use space of about 45,000 square feet – will be a foundation for the future.

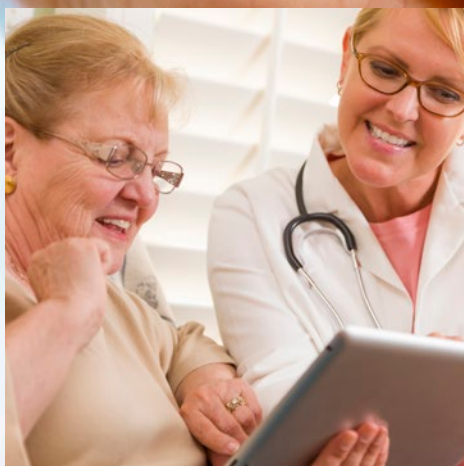
You are 75 years old, active and pretty healthy – thanks to a responsible lifestyle and good genes. Today you are on the way to the doctor for your annual check-up. Her office is located at The Square on Silver Avenue. While you are there, you will visit your father who, at 99, is a resident of the Jewish Home. He may need a wheelchair to get around, but his mind is still very sharp. You plan to take him to the café where you can spoil him with a cappuccino and his favorite lemon bar. And you will ask your old friend, who recently moved into an assisted-living rental apartment on the campus, to join you. What a blessing the apartment has been, she told you, since her husband's stroke.



The scenario above is not merely the product of someone's imagination. It is a well-researched, studied, and designed plan for a visionary re-creation of the Jewish Home's Silver Avenue campus. It will serve a wider spectrum of older adults, from those who prefer to remain in their homes, to those who require nursing and memory-care facilities, and everything in between.



The Bay Area is changing dramatically as more baby boomers reach retirement age, bringing new and diverse demands, expectations, and concerns about the rest of their lives. Numerous studies, by the Jewish Home and other organizations, have proven that neither the style nor the quantity of services currently available on Silver Avenue can fulfill the needs of this growing population. The new generation of seniors is generally healthier, more active and involved, interested in "aging in place," and making use of services that will help them, as they need them.



In addition, dwindling and consequently uncertain government support to nursing homes has placed the Jewish Home and other similar organizations in a tenuous position, reinforcing the urgent need for creativity and innovation in serving older adults. →

The Jewish Home's plan will transform its campus into a thriving, vital destination for services, programs, support, and community, designed to respond to the needs of the new older adults, as well as those who have preceded them. Affordably priced rental assisted-living residences, exceptional short-term rehabilitation, short-term (acute) geriatric psychiatry services, memory care, and nursing care for our most vulnerable elders – all will be included in the mix.

Revenue from income-producing segments of the campus program will contribute to the overall fiscal health of the enterprise. The Jewish Home will therefore not be forced to rely extensively on unstable and diminishing public funding to honor its ongoing community commitments – charitable and otherwise – to the frail and vulnerable elderly.

"In many ways this plan is not a choice, it's a necessity," says Rick Baum, newly installed chair of the Jewish Home's board of trustees. "Throughout the Home's history we have focused on serving the community. Historically, a large percentage of resources for funding have been government reimbursements, and as these reimbursements disappear, we have to find alternative sustainable methods of delivering services. Our plan ensures this."

The new campus will serve thousands of people in any given year – including older adults, families, caregivers, Jews and non-Jews, across the Bay Area. Plans and goals include medical care and wellness programs; counseling and support groups; adult day programming; a pharmacy, a café and retail stores; plus social, entertainment and

The Jewish Home's plan will transform its campus into a thriving, and community, designed to respond to the needs

educational programs. A wide range of senior-oriented service providers will be invited to share the space as partners in the delivery of a continuum of resources geared to older adults.

Connections to the Excelsior neighborhood, the area in which the Jewish Home is situated, will also be enhanced, as the café, beauty salon, and wellness services, along with the entertainment, cultural, and educational programs, for example, will be inviting and open to all.

Says Daniel Ruth, Jewish Home and Jewish Senior Living Group president and CEO: "The Square is just one innovative aspect of our comprehensive plan that'll differentiate the Jewish Home from other health and social service providers in the Bay Area community." As the population ages, he considers this a critical step in responding to social, infrastructure, and community challenges to providers throughout the region.

"This is arguably the most comprehensive and important project in the Jewish Home's 143-year history," contends Steve Krieger, immediate past chair of the Home's board. "By moving in this direction we're realigning ourselves with the trends in health care, which place less emphasis on nursing-home care and more on alternative models of housing with services that better facilitate aging in place."

"The Jewish Home of San Francisco is a living institution, and like all life forms, it must grow and change to thrive," Daniel Ruth points out. "We have the opportunity and ability to build a new kind of community, with greater numbers of deeper and more meaningful connections, that'll serve generations to come. Bringing this vision to life is our privilege. It's our responsibility. And it's absolutely essential to sustaining our mission of enriching the lives of older adults." ■

UP FRONT

Leaders and friends of the organization have been involved in planning for a more contemporary Jewish Home for a number of years. They believe it is a major step toward continuing to fulfill the Home's mission. Here are perspectives from several of them.

DANIEL RUTH, PRESIDENT AND CEO,
JEWISH SENIOR LIVING GROUP AND THE JEWISH HOME



"The Jewish Home exists to enrich the lives of older adults. Our goal is to transform and significantly expand the Jewish Home's Silver Avenue campus with the addition of new, modern facilities that'll broaden the continuum of options for seniors. And we'll extend beyond our campus, addressing unmet needs within our aging community and providing new financial resources to sustain the Jewish Home's mission in the century ahead. Mobilizing community support for this project is critical. As we move forward, we'll continue to make clear why our strategy is imperative if we are to meet the ever-evolving needs of this growing segment of the population."

*vital destination for services, programs, support,
of the new older adults, as well as those who have preceded them.*

DAVID FRIEDMAN, CHAIR, JEWISH SENIOR LIVING GROUP



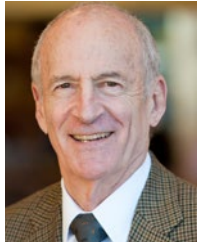
"The age-wave of seniors is a burgeoning societal issue. Along with that, our community's needs and demands are rapidly changing. To respond, we must transform the Jewish Home to ensure our community continues to enrich the lives of our elders, their family members, and their caregivers. To accomplish this, we have a well-conceived and independently validated plan. Additionally, we've assembled a great team of lay leaders, consultants who are expert in their respective disciplines, and a highly accomplished group of dedicated staff. I'm confident that, with their guidance and the support of our community, we'll create a campus that'll become a model for innovative care and service delivery for other communities around the country."

RICK BAUM, CHAIR, JEWISH HOME BOARD OF TRUSTEES



"I'm extraordinarily impressed with the leadership at the Jewish Home. These individuals have taken us through an amazingly challenging time – a time of existential challenges, never encountered before – and we have come out a stronger organization. Now, as I see it, it's time to move forward to meet the changing landscape of our aging community. The exciting thing for me is that we're addressing the same issues Jewish communities around the country are exploring. I see our plan as setting a prototype to serve the needs of seniors in the future – not just in the Jewish community, but in the broader community as well." →

STEVE KRIEGER, IMMEDIATE PAST CHAIR, JEWISH HOME BOARD OF TRUSTEES



"I believe it's both an honor and responsibility to take care of the elderly. It's core to who we are as Jews. The Jewish Home is an inspiring institution. From the top to the bottom, everyone at the Home is dedicated to our residents and patients. The fundamental day-to-day business is helping people. But as marvelous as the Home is, change is required; the status quo is not an option. Our current model is not in sync with a medical and healthcare delivery system that's continuing to undergo rapid shifts."

ALEX MANN, JEWISH HOME BOARD TRUSTEE



"If you look at the history of the Jewish Home, it's been different things in different times, constantly responding to meet the evolving needs of the community during the period, but always with the same mission of serving the elderly. We must never stop evolving. The plan – part of the Jewish Home campus of the future – has two distinct components. One aspect includes expanding residential facilities for seniors requiring various levels of care and/or service. We have the licensing, the skills, and the capacity to do this well. In addition, we'll serve a broader cross-section of older adults who want to, and can, stay in their homes."

ARLENE KRIEGER, CHAIR, JEWISH HOME & SENIOR LIVING FOUNDATION



"The Jewish Home is embarking on a plan to transform its Silver Avenue facility to build community and enrich lives. The revitalized campus, with its modern continuum of living environments, services and programs, will enable older adults to age in place. We'll continue to provide charitable care for the frail and vulnerable, and expand our services to benefit more Bay Area Jewish seniors. Jewish Home & Senior Living Foundation is pleased to continue to support and further the vision of our ancestors, those who had the foresight to create and entrust this essential community asset more than 140 years ago."

BARBARA GARCIA, DIRECTOR OF PUBLIC HEALTH FOR THE CITY AND COUNTY OF SAN FRANCISCO

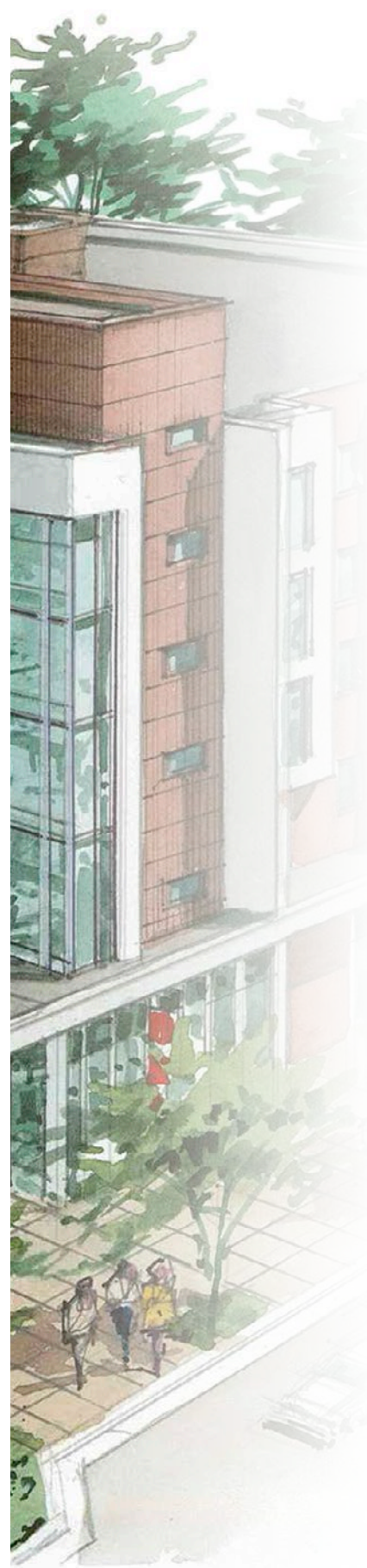


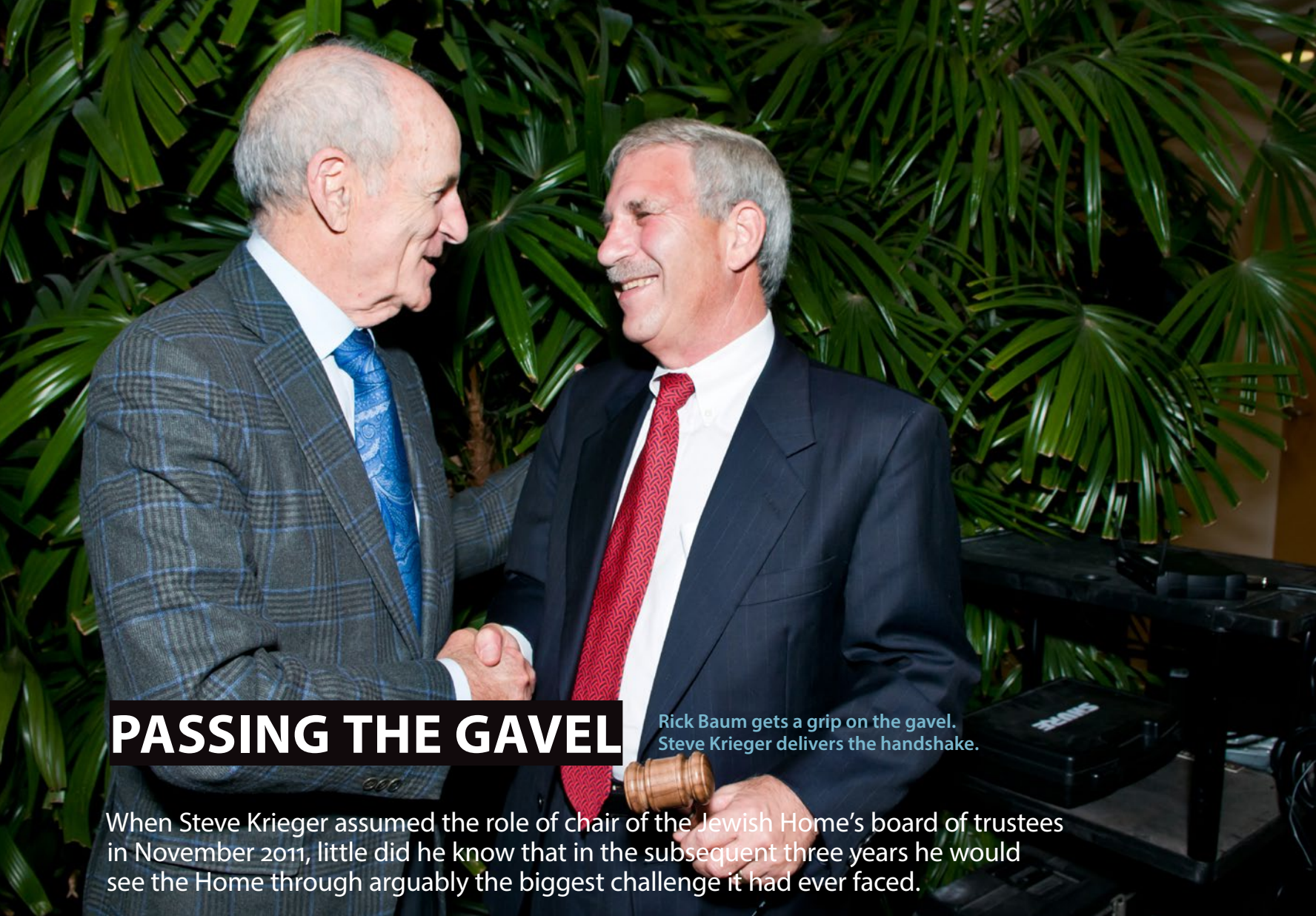
"The Jewish Home embodies the city's commitment to preserving quality of life for San Franciscans at all ages and stages. I'm glad that this institution has a bright outlook, in a revitalized form, so that it'll serve Bay Area residents of the future."

TOM KASTEN, CHAIR, BOARD OF DIRECTORS, JEWISH COMMUNITY FEDERATION AND ENDOWMENT FUND



"The Jewish Home has been serving the needs of the elderly in our community for almost a century and a half. This is an important project for our community. Serving the elderly, the frail and the vulnerable has always been one of the core pillars of what the Jewish Community Federation and Endowment Fund supports."





PASSING THE GAVEL

Rick Baum gets a grip on the gavel.
Steve Krieger delivers the handshake.

When Steve Krieger assumed the role of chair of the Jewish Home's board of trustees in November 2011, little did he know that in the subsequent three years he would see the Home through arguably the biggest challenge it had ever faced.

Between late 2012 and October 2013, the state of California was preparing to implement legislation that would address its budget shortfall by drastically reducing Medi-Cal reimbursements to a variety of healthcare providers, including distinct-part nursing facilities such as the Jewish Home. These cuts would have placed untenable financial burdens on the Home. The Jewish Home leadership and supporters rose to the challenge. Through reorganization, 20 percent was cut from the Home's operating budget. Concerted efforts by advocates resulted in California Governor Jerry Brown signing Senate Bill 239, restoring Medi-Cal reimbursement rates for all distinct-part skilled nursing facilities as of October 1, 2013.

"The remarkable thing is that while we were doing this critically necessary reduction in expenses, we maintained our high-quality service and standing," Steve proudly states.

As he passes the gavel to Rick Baum, Steve feels certain that "the Home has fully rebounded and the future's looking very good."

Rick is taking the top leadership post of an organization that has been part of his life since he was very young and his father served on the Home's board. A native of the Bay Area's Marin County, Rick has a varied background, including social work in Harlem, New York, a labor lawyer, chief deputy with California congressman John Garamendi when he was insurance commissioner, and executive director of the California Commission for Economic Development under Governor Arnold Schwarzenegger.

"While there are always inherent risks in any type of comprehensive development plan, we learned in the past two years that the risk of doing nothing is much greater," Rick pronounces. "I see this as *the* time to move forward." ■

125TH ANNUAL MEETING JEWISH HOME OF SAN FRANCISCO OCTOBER 7, 2014



Newly installed chair of the Jewish Home's board Rick Baum and Rickie Ann Baum.



Jewish Home trustee Jack Munson.



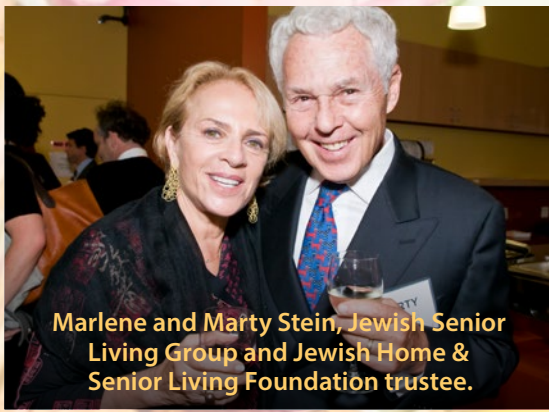
Beautiful bouquets for Rickie Ann Baum and Arlene Krieger.



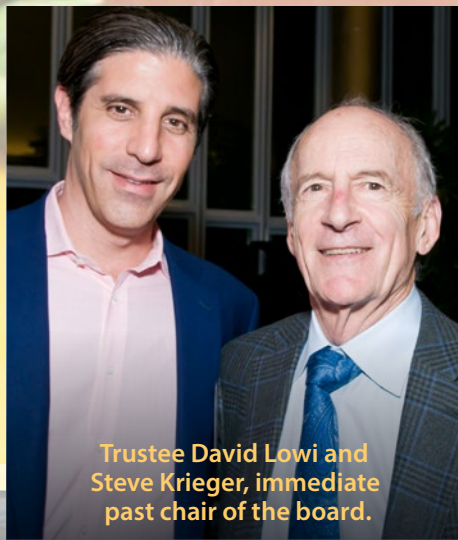
Edie Shaffer, president of the Council of Residents, and Dr. Elaine Gecht, long-term care medical director.



President and CEO Daniel Ruth, with Lisa and Alex Mann, board trustee.



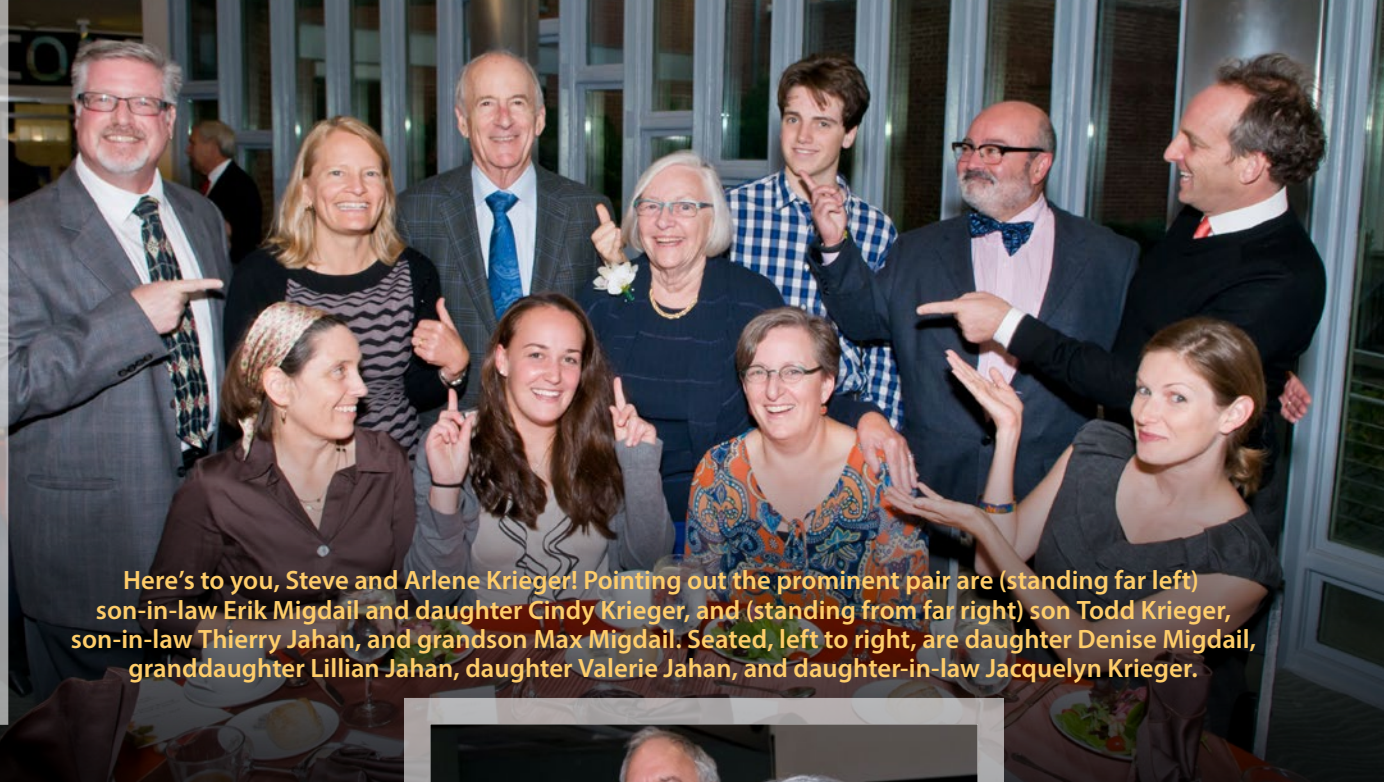
Marlene and Marty Stein, Jewish Senior Living Group and Jewish Home & Senior Living Foundation trustee.



Trustee David Lowi and Steve Krieger, immediate past chair of the board.



Raising a toast to their home are Dulce Martinez (left), vice president of the Council of Residents, and Edie Sadewitz, Council president "emeritus."



Here's to you, Steve and Arlene Krieger! Pointing out the prominent pair are (standing far left) son-in-law Erik Migdail and daughter Cindy Krieger, and (standing from far right) son Todd Krieger, son-in-law Thierry Jahan, and grandson Max Migdail. Seated, left to right, are daughter Denise Migdail, granddaughter Lillian Jahan, daughter Valerie Jahan, and daughter-in-law Jacquelyn Krieger.



Trustee Michael Eisler and Jessica Eisler.



Adele Corvin, Jewish Home & Senior Living Foundation trustee, and Michael Adler, past chair of the Jewish Home's board, add to the round of applause.

MOLDAW'S CO-CHAIRS SPREAD THE GOOD WORD

We are thrilled to tell you that Moldaw Residences is 100 percent occupied and has a waiting list. This is outstanding news. All 170 independent living, 12 assisted living, and 11 memory care apartments are now occupied. We are fulfilling the promise and vision we had for our community when our plans were initiated.

“Community” is the operative word here. What we have at Moldaw are not resident apartments, but a real community – a group of people who stuck together through our growing pains, and have now formed a very close family.

Comprised of representatives from Moldaw Residences, our neighbors at the Oshman Family Jewish Community Center, and a community representative, a new homeowners association for the Taube Koret Campus for Jewish Life is underway. The association is meeting regularly and busy with cooperative activities. It recently approved the installation of solar panels on the campus.

Supporting our community at Moldaw Residences is our management company, Pacific Retirement Services. We are pleased to be working with this West Coast company that has a number of successful facilities in California and Oregon.

Our greatest assets are our residents. They care and support one another – and they have a good time. The story on this page illustrates one of the many goings-on that keep Moldaw members engaged and active. If you would like to learn more about our flourishing community, please contact us at 650.433.3600.



Larry Marks
Co-Chair, Board of Trustees
Moldaw Residences



David Steirman
Co-Chair, Board of Trustees
Moldaw Residences

LIVING IN HARMONY

Linda Mankin believes music can be a lifelong source of pride and pleasure, and encourages anyone, regardless of age, to find the best way to enjoy it.

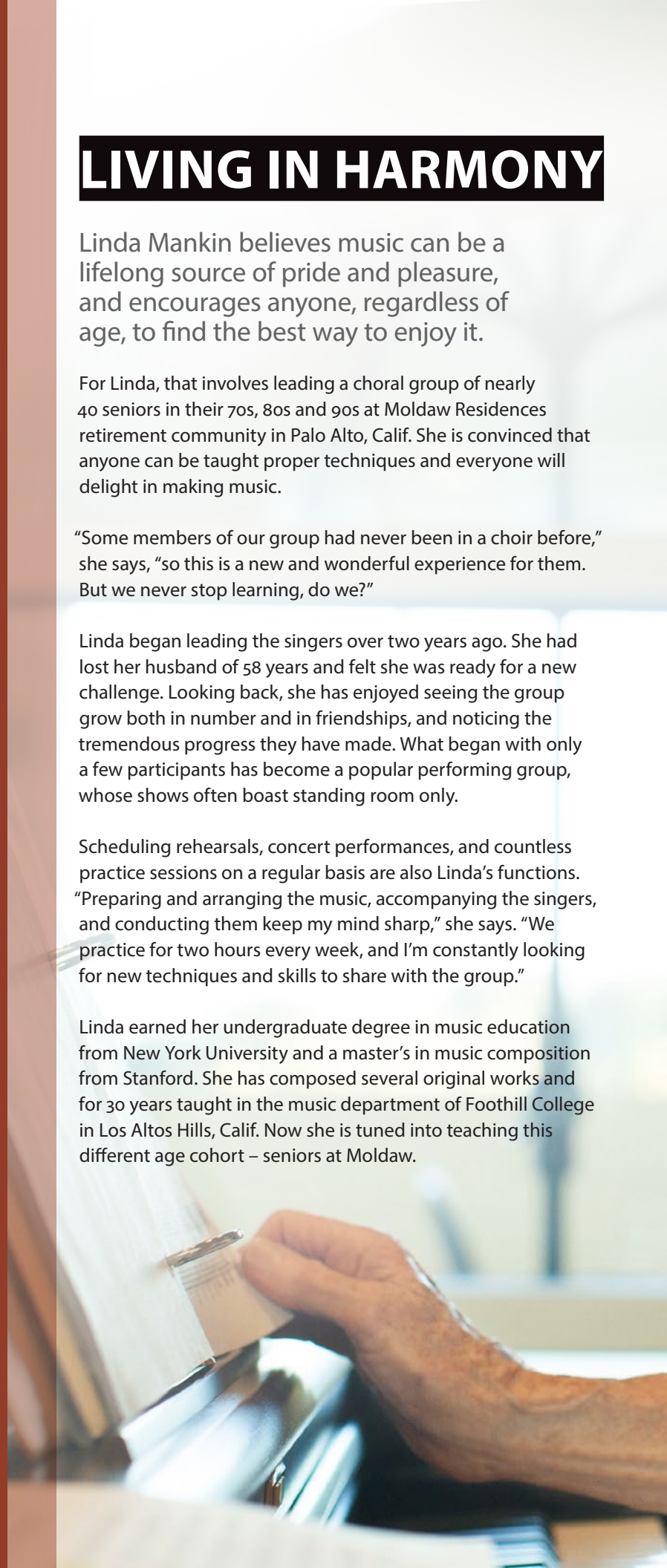
For Linda, that involves leading a choral group of nearly 40 seniors in their 70s, 80s and 90s at Moldaw Residences retirement community in Palo Alto, Calif. She is convinced that anyone can be taught proper techniques and everyone will delight in making music.

“Some members of our group had never been in a choir before,” she says, “so this is a new and wonderful experience for them. But we never stop learning, do we?”

Linda began leading the singers over two years ago. She had lost her husband of 58 years and felt she was ready for a new challenge. Looking back, she has enjoyed seeing the group grow both in number and in friendships, and noticing the tremendous progress they have made. What began with only a few participants has become a popular performing group, whose shows often boast standing room only.

Scheduling rehearsals, concert performances, and countless practice sessions on a regular basis are also Linda’s functions. “Preparing and arranging the music, accompanying the singers, and conducting them keep my mind sharp,” she says. “We practice for two hours every week, and I’m constantly looking for new techniques and skills to share with the group.”

Linda earned her undergraduate degree in music education from New York University and a master’s in music composition from Stanford. She has composed several original works and for 30 years taught in the music department of Foothill College in Los Altos Hills, Calif. Now she is tuned into teaching this different age cohort – seniors at Moldaw.





“What I’ve noticed is the loyalty the members have developed to each other and to their director,” Linda says. “Their dedication has increased and therefore their talent. They used to treat the rehearsals rather casually, but now they’re promptly in their seats and ready for what they call ‘a good workout.’ ”

“My wife and I love performing with the singers,” says Moldaw resident Henry Burger. “Ever since Lottie and I moved here, we’ve been extremely busy, involved in many committees and pursuits, but this group is certainly one of our most favorite activities on campus.”

Henry describes the Moldaw Singers as “a large, congenial bunch of residents who enjoy singing together under the very capable leadership of Linda,” who works hard to help them prepare for each concert. Since several of the members have little background in music or vocal performances, they, like the Burgers, are grateful for Linda’s expertise and instruction.

“We have lots of fun, continue learning new things, which keeps our minds engaged, and enjoy each other’s accomplishments, as well as the camaraderie this group has developed,” says Henry.

Member Irene Abrams shares the deep appreciation for the way Linda teaches the ensemble important vocal skills, encourages them, and leads them in music they all like.

“I knew Linda was an accomplished musician and teacher, so I was excited to join the chorus when I learned she’d be leading it,” Irene says. “She hears the off keys, and manages, →

“Some members of our group had never been in a choir before,” says Linda Mankin, director of the Moldaw Singers, “so this is a new and wonderful experience for them.”

diplomatically, to get us back on key, and regularly tells us how wonderful we are – even if we're not! She also teaches us basic things, such as watching her to know when to start and end, how to listen, breathe, hold notes, and how to give the musical pieces expression."

Irene comes from "a singing family," as she puts it. She, her late husband, and her children always loved to sing – the parents instilling in their children an appreciation for music by singing to and with them on long trips, harmonizing around the dinner table on Friday nights, and gathered at the piano, singing as her husband played. Irene took her turn with other congregant members at leading the service in the synagogue she attended over the years, and now she leads the singing



What began with only a few participants has become a popular performing group, whose shows often boast standing room only.

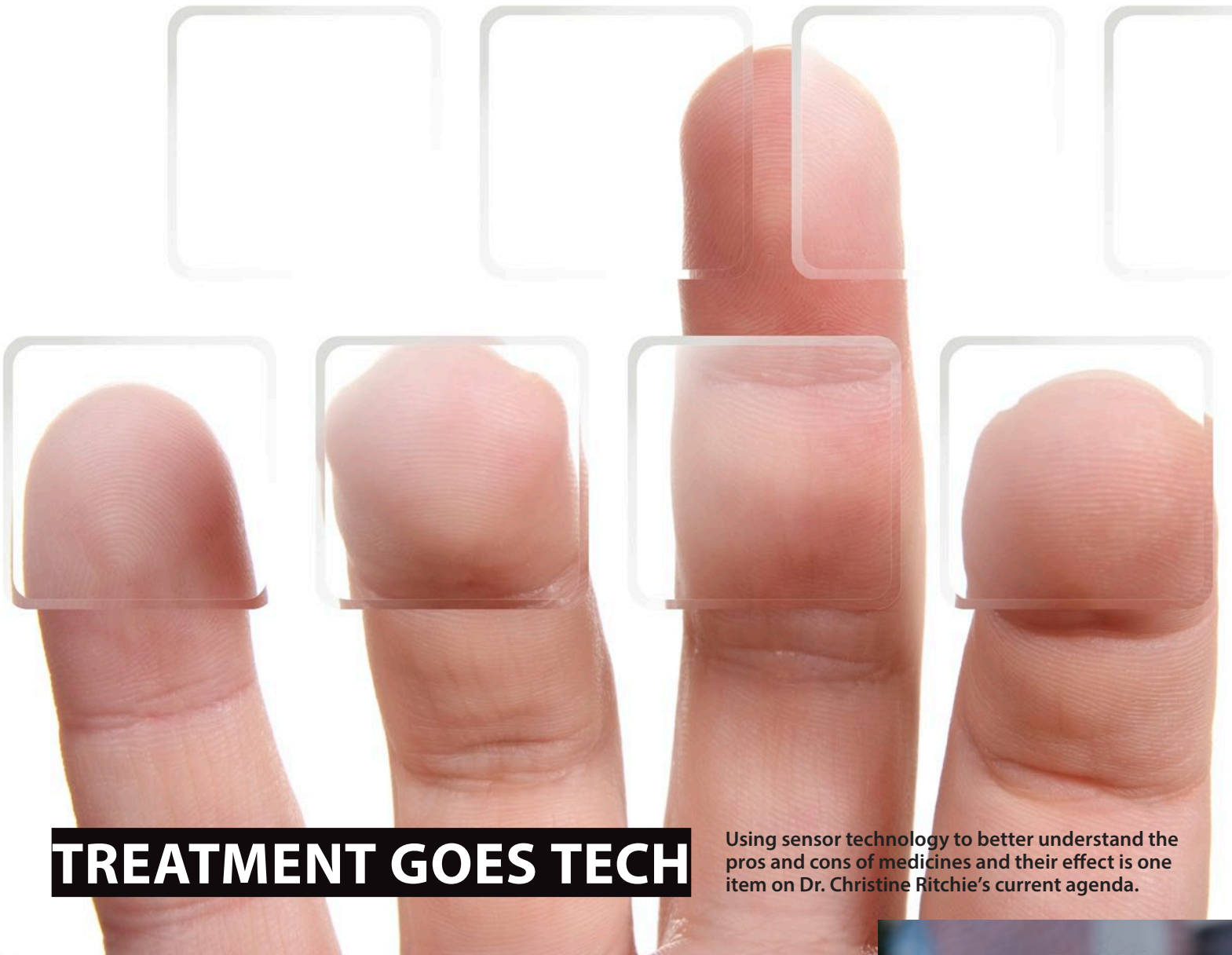
for attendees at Moldaw's Friday night services. She is grateful for such opportunities to continue her love for this medium in her retirement.

"Even if I'm tired, I go to the practice and find I'm energized by the experience," Irene says. "I get so much pleasure from spending the evening with the group. I love it. In fact, I know we all do."

Linda chooses themes for the group's performances and songs. As an example, their successful concert in June was called "The Classical/Pop Connection" – a program of classics with 'a pop twist' added by the Moldaw Singers. It involved setting new lyrics to the tunes of classical songs, making for a unique and entertaining performance. A few professional musicians performed with them as well, including Deborah Rosengaus, a prominent mezzo soprano from the San Francisco Bay Area.

Presenting the group with new goals is one of Linda's pleasures, and she is always eager to learn tips that she can pass along to her passionate choristers. She keeps these senior singers in harmony during their rehearsals and performances, and, perhaps more importantly, adds a note of harmony to their life experiences at Moldaw. ■





TREATMENT GOES TECH

Using sensor technology to better understand the pros and cons of medicines and their effect is one item on Dr. Christine Ritchie's current agenda.

Dr. Christine Ritchie is on a quest.

Dr. Ritchie, the Jewish Home-based UCSF Harris Fishbon Distinguished Professor in Clinical Transitional Research in Aging, and her colleagues are exploring how to utilize technology to support the independence and dignity of older adults.

There are two areas on the current agenda: Using sensor technology to better understand the pros and cons of medicines and their effect on the individual recipient; and improving care delivery to older adults through technology.

In the area of sensor technology, Dr. Ritchie cites the Fitbit, a bracelet-like device that tracks distance travelled and heart rate, and tablets (mobile computers) as examples of sensory devices that could be modified to evaluate how patients are doing in real time.

"We're trying to combine these forms of technology into a tool," she says. Noting that two-thirds of older adults are taking at least two medications, "With a tool, you can pinpoint how someone is handling medication and understand its burdens and benefits much better than asking the person a question." →





For example, a tool could measure how a patient evaluates complex problems through the use of simple games on a tablet. A patient may say he feels “more cloudy” but can move around the house better after taking a certain drug, she explains. “When you have a tool, we can look at it and see that you took your medication at eight o’clock, and an hour later you were walking better but not responding as well cognitively on the little tablet game. It’s a very granular way of knowing what’s happening functionally.”

Dr. Ritchie’s group recently received funding to develop the tool.

While the second area of research is, she says, “a bit more mundane, it’s equally important.” It concerns evaluating individuals in their homes when they live very far from the healthcare team. “Older people have extremely complex medical concerns. We know that if we can see them in their homes, we can provide better care.”

What is in a home, what is in the medicine cabinet or refrigerator. Who are the caregivers, and what is their level of availability and interaction with the patient. How does the patient get around in their home. These are among the significant issues that can be observed through in-person visits.

“The challenge isn’t in the technology, however, but in actually, and practically, doing it.”

Video care and ultimately robotic testing are potential ways of circumventing the problem with proximity to health practitioners. “The challenge isn’t in the technology, however, but in actually, and practically, doing it,” says Dr. Ritchie. “How do we get the device to the person’s home? How do we get the patient to use it? Do they have Internet access? How do we map who’s in a zone where services can or cannot be provided?”

In terms of funding, Dr. Ritchie says, “We’re hoping to partner with a cell phone company and look at it together.”

Video care, she argues, is both easier and harder, but for a doctor responding to a need, seeing a patient even on video, instead of just hearing their voice on the phone, is relevant. ■



MASTERS OF THE ART

Svetlana Auerbuch presents the full picture – examining the artists’ techniques, providing biographical information, and discussing the historical context.

Although many residents at the Jewish Home appreciate art, given their issues with mobility, for instance, it is not so easy for them to visit Bay Area museums, observed Svetlana (Lana) Auerbuch. So Lana, who is a docent at the de Young and Legion of Honor museums, decided she would bring art to the Jewish Home. She initiated “Museum Comes to Us,” a program featuring paintings and sculptures she holds twice a month, once in English and once in Russian.

The idea came to Lana when she was visiting her mother, Ester Pevzner, who had recently moved into the Home. “I wanted to do something because I was so thankful for the good care Mother was receiving,” she explains. “It’s taken a very heavy burden from my shoulders.” →



Lana presents a full picture – discussing the work of art, pointing out techniques particular to the artist, giving background and biographical information, and examining the era in which the artist lived and worked. Thus far she has covered works by the Dutch artist Jan Steen, Russian painter Konstantine Makovsky, Rubens and Rembrandt. Her mother usually attends the Russian-language version of the program. “She’s so proud,” remarks Lana. “It’s a pleasure to look at her.”

Lana grew up in Moscow, Marcus in Odessa, Ukraine. With the help of the Hebrew Immigrant Aid Society, the two immigrated to the United States in 1978. Marcus, who knew English, was soon able to get a job in the computer industry. Lana, a chemistry teacher in Moscow, attended college here, and armed with a degree in electronics, worked in technical marketing. Both now retired, Marcus enjoys spending time rowing in the bay and Lana gives tours as part of her volunteer docent role at the museums.

“Marcus and I feel so lucky in many aspects of our life,” Lana says. “We think the best thing we ever did was to move from the Soviet Union – not only for us, but for our daughter. While we may travel to all corners of the world, we’re always happy to return to our home in San Francisco.” ■

Left: Svetlana and Marcus Auerbuch, with Svetlana’s mother, Ester Pevzner, now a resident of the Jewish Home.

Below: Program attendees Benjamin Tarrant and Audrey Eichorn critique the merits of a work of art.

Lana’s mother was residing in an independent living apartment on the Peninsula, but at 93, she was getting weaker and less able to take care of herself. “I was worried day and night,” Lana says. Ester had heard of the Jewish Home and suggested they look into it. It was a perfect fit.

Each month Lana comes to the Home ready to talk about a particular masterpiece. Her husband, Marcus, has downloaded an image of the selected item onto his laptop and projects it on a big screen. “This allows Lana to point out the details,” Marcus notes. The Home’s Rabbi Sheldon Marder also prepares color copies for a close-up look and sometimes provides introductory material for the groups.

“We’re really fortunate to have Lana,” says Rabbi Marder. “Her talks are stimulating and I’m able to use the discussion in my pastoral work as a tool to get residents to think about what they’re struggling with, with what’s profound in their lives.”





ROUNDING THE CORNERS TO RECOVERY

Although he has cut back on his hours in his gift store, Delwin Rimby still keeps his eyes, and hands, on the details, which include doing the beautiful flower arrangements that adorn the space.

If you are a San Francisco shopper, the gentleman striding purposefully around the exterior of the Jewish Home's campus last winter might have looked familiar. That was Delwin Rimbey, the proprietor/owner of the popular city gift shops Dandelion and Tampopo. Del, as he is called, was carefully working the kinks out of his newly repaired knee.

"Walking was my exercise," Del says. "I did my laps going around and around three of the Home's five buildings." →

The 75-year-old spent three weeks in the Jewish Home's STARS (short-term and rehabilitation services) unit to recover from surgery at California Pacific Medical Center for a broken patella and kneecap and torn ligaments as a result of a fall in December 2013.

The Jewish Home was recommended to Del as a good place for the rehabilitation he would need to transition from CMPC before returning home. Luckily, he notes, there was an opening in STARS right when he needed it. "I hadn't heard of the Jewish Home before, but found out later that I knew people who had been there," he says.

Walking was just part of Del's treatment. He spent time each day with the Home's physical therapists, who not only worked on post-surgery exercise, but also taught him skills to handle mobility challenges due to his Parkinson's disease. "They watched me do all the exercises, which was very beneficial," he recalls. In addition, his physical therapy and other care at the Home helped him regulate his blood pressure, which had been running too high.

Del says he felt extremely comfortable at the Home. "It's a good, well-organized institution. The aides were friendly, outgoing and supportive, and the physical therapists are very talented." He was also impressed to see the kind and compassionate treatment of the Home's residents, as well as their loved ones who came to visit.

Having grown up in Sacramento and Walla Walla, Wash., Del moved to the Bay Area in 1965. He and his partner opened Dandelion in 1968, "on a whim," after encountering homophobic attitudes in the school system where he had been teaching. "We had no retail experience, but knew we wanted to create a friendly place where we could be at the assistance of our customers." They made many friends in the business. "In fact," he muses, "our customers probably know the store better than our employees." He also believes it was the loyalty of their customer base that enabled the stores to get through the recent recession when many other gift shops could not.

Dandelion and Tampopo (the latter is Japanese for "dandelion") feature a wide variety of products, including decorative accessories, foods such as jams, relishes and high-end teas, bath products, gift cards and books, particularly coffee table and art books. A new South-of-Market location is in the works.

About his recovery, Del says STARS was an important step toward regaining his health. "I felt cared for and liked. It was actually fun and we had a good time." ■

Learn more about this short-term and rehabilitation center of excellence by contacting STARS admission coordinator at 415.469.2286. Visit jhsf.org/stars



Delwin Rimbey, surrounded by some of Dandelion's staff. Left to right: Ed Gomez, Sunny Endo-Benus, Greg Frey, Deanna McDougall, Jeff Schmitt, and Jackson Chin.



HITTING THE RIGHT NOTE

Nancy Livingston and Fred Levin “met cute,” Nancy quips. “I married the client.” Back in 1974, Fred – a San Franciscan whose family settled here in the late 1800s, and Nancy – who moved to the Bay Area from Cleveland, Ohio, were working in advertising and product development. Fred was given the task of choosing an ad agency for his company and Nancy’s agency got the job. A few years later, the two confessed to being more than friends.

Both lovers of the arts and stewards of The Shenson Foundation, the couple was approached some 10 years ago to support music at the Jewish Home. The request resonated with them. Drs. Ben and Jess Shenson were Fred’s cousins, who had a long history of helping the Home in ways that enabled seniors to be as independent as possible, according to Fred. “We continued to support that endeavor for a year, but when the option of the music program came up we felt it enhanced the residents’ quality of life and gave them something to look forward to. We thought it would be a really good way to honor my cousins Ben and Jess.” →



The Shenson Sunday Music Concert Series at the Jewish Home debuted with a performance by the Alexander String Quartet, comprised of musicians who knew Fred and Nancy, as well as the Shensons. "It was a perfect synergy between the Shensons' musical interest, their longtime support of the Home, and their relationship with the quartet," Fred says.

"When the option of supporting the music program came up we felt it enhanced the residents' quality of life and gave them something to look forward to."

Nancy and Fred have joined the residents at the concerts. "It was a very moving experience for us to witness," Nancy tells. "There was a good turnout and everyone was so appreciative."

Residents enjoy a wide repertoire of musicians throughout the series – ranging from a harpist and classical guitarist, a young tenor thrilling them with arias from *The Magic Flute*, *Otello* and *The Marriage of Figaro*, to groups such as the Jewish Folk Chorus.

"Music is a medium through which our hearts and minds are uplifted spiritually and emotionally," resident and concert-goer Edie Sadewitz wrote the couple in a thank-you note. "You have played a pivotal role in my musical life as a resident of the Jewish Home."

Fred has always been aware of the Jewish Home and recalls hearing people say that someone "is moving to Silver Avenue" as he was growing up. Both he and Nancy are impressed with the Home's compassionate care. "The doctors have real patient-sensitivity, like old-fashioned general practitioners," Nancy describes.

The couple is active in a number of philanthropic enterprises. Among them, Nancy chairs American Conservatory Theater's board and is on the Dean's Advisory Board of Boston University. Fred is on the board of the San Francisco Symphony, the Asian Art Museum, and the San Francisco Film Society, founded by his father, Irving Levin.

Supporting Jewish social services is part of the mission of The Shenson Foundation, Fred affirms. "We were brought up with a strong sense of giving back to the Jewish community. We're honored to be able to continue the tradition in the Shensons' name." ■

For Nancy Livingston and Fred Levin – lovers of the arts and stewards of The Shenson Foundation – supporting the Shenson Sunday Music Concert Series at the Jewish Home is a composition in compatibility.



PARATROOPER LANDS AT THE JEWISH HOME

Finding and identifying Victor Mashbein's room in the Jewish Home's Friedman Pavilion is not difficult. There is a big American flag on the wall outside his door. Inside his room are other signs of his patriotism: a framed collage filled with a bronze star, two Purple Hearts, and photographs of Victor receiving one of them – taken just two years ago when the former paratrooper, who landed on the beach at Normandy on D-Day, was 87 years old.

Victor enlisted in the military at 17 and found himself in the famed 82nd Airborne Division. He was injured twice, but through a series of mishaps, was awarded only one Purple Heart. Life went on. He married, moved from St. Louis, Mo., to Iowa's Council Bluffs, raised a family, and retired in Omaha, Neb. He did not think much about the missing Purple Heart until a few years ago when he was chatting about his World War II experiences with a chaplain at the local Veterans Administration. Thereupon began a search for written evidence, eventually found in the 1944 archives of the *St. Louis Post-Dispatch* and culminating in April 2012, nearly 60 years later, in an award ceremony where Nebraska's Senator Mike Johanns pinned the missing Purple Heart on Victor's lapel. →



Jewish Home resident Victor Mashbein recalls the past with his WWII memorabilia and decorations.

"I became a celebrity," Victor chuckles. He had numerous interviews and his photograph splashed on the news. "I also had a Purple Heart on my car's license plate and I could park anywhere I wanted for free," he adds.

"It was very emotional, very special, and long overdue," says his daughter Robbin Mashbein, of San Francisco.

In June 2013, after falling and fracturing his hip, Victor moved to the Jewish Home to be near his daughter. It was a life-changing event, Robbin says. Up until then, Victor was living independently in a senior community in Omaha, still driving and socializing – quite "a man about town," is the way she describes her father.



Robbin was very familiar with the Home as her late mother-in-law, Sylvia Lipton, had lived there for several years. "She was so well taken care of throughout her advanced dementia that we really didn't consider another place for my dad," she recalls. "I literally made one phone call to the Jewish Home to get the process going."

Victor's daily routine features working out in the Home's fitness center, attending current event discussions, and having physical therapy. In Omaha, he organized monthly movie nights for the people in his community, and he is now partnering with staff to do likewise at the Home, using films from his own collection. "I like to show musicals such as *Hello, Dolly* and *Yankee Doodle Dandy* because everyone can appreciate the music," he explains.

Shabbat services with the Home's Rabbi Sheldon Marder, whom Victor considers a friend, are important to both father and daughter. "I really appreciate the opportunity to share that with Dad," Robbin maintains. "It's a special time together. Afterwards, there's a Shabbat sing-along on my father's floor. That's special too."

Says Robbin with feeling: "Dad has made a pretty remarkable adjustment." ■



TO THE MANAGEMENT BORN

A 23-year Jewish Home veteran, RN Florence Hufana was the first “homegrown” unit manager.

An innovative Jewish Home program is providing career pathways for nurses and, at the same time, opportunities for the Home to develop and reward the excellence and talent of its staff.

Under the “homegrown nurse manager” program, registered nurses who have the potential to head a unit are invited by the Home’s chief nursing officer, Edwin Cabigao, to enter into a training program and then work with a mentor in a new lead position. Currently the Home boasts five unit managers.

“It’s a big role and very challenging,” says John Bravo, a manager on STARS, the Home’s unit for short-term and rehabilitation services. “It’s stressful, but I’m learning a lot of things that’ll help me grow professionally.”

As the name suggests, unit managers are in charge of seeing that a unit runs smoothly, that staffing positions are filled

each day, and that residents’ needs are covered. “You’re in charge of a team that may include nurses, social workers, and a recreation coordinator,” John continues. The unit manager also deals with family concerns and issues that a nurse may not be able to resolve.

“It’s every nurse’s dream to advance in our profession,” says Namie Angeles. “My goal as a nurse was to rise to a managerial position.” When she received her promotion in May 2014, John was assigned as her mentor. “He helped guide me and teach me what is expected of a unit manager,” Namie says. →

Jam Barrion calls herself “one of the pioneers” of the program. “When the unit is working as a whole team and catering to the needs of residents and their families, it’s very rewarding,” she confirms. As a unit manager, Jam feels she can bring the voice of the residents to the administration. “I can be more of an advocate and work with the social worker and administration to ensure residents have the care they need.”

Mentorship was important to Agnes Obis, who became a unit manager in December 2013. “I worked with John and Jam, and I meet with Edwin, our chief nursing officer, each week for guidance,” Agnes says. The unit managers also often get together informally at lunch. “We share challenges,” she adds. “It’s really helpful to discuss such things among ourselves.”

Agnes says she “accepted the challenge” of being a unit manager to “explore the horizon, learn new things, and learn to think out of the box. I do like the fact that I’m still able to give care to the residents – perhaps not directly, but I’m still part of the caregiving team.”

Florence Hufana was the first person to take on the new challenge when the program began several years ago. A nurse with the Jewish Home for 23 years, she says, “I love what I’m doing. The passion’s there. I came to the job with knowledge in the field, yet I keep learning. Each day there are different issues, different dramas, and different happiness. And at the end of the day, I feel like I did something important.” ■

As a unit manager, Jam Barrion feels she “can be more of an advocate and work with the social worker and administration to ensure residents have the care they need.”



Adding the support of their peers and the benefit of mentorship to their skill set, unit managers John Bravo, Jam Barrion, Namie Angeles, and Agnes Obis are up to the challenge.



IT'S IN THEIR SMILE

As with the other nurses in the acute gero-psych hospital, RN Lora Lemenov and CNA Rowena Surgan bring with them an enhanced perspective, experience, and knowledge.

“When they smile at you, you know that somehow you did something right for them, somehow you’ve touched their lives,” says certified nursing assistant Rowena Surgan.

It is moments such as these that make Rowena’s job in the Jewish Home’s acute geriatric psychiatry hospital especially rewarding.

Rowena is among a number of nursing staff whose past experience working with the elderly at the Home make them uniquely suited to its gero-psychiatric program.

The Jewish Home’s 12-bed unit is the only 24/7, specialized acute geriatric psychiatry hospital in the counties of San Francisco, San Mateo and Marin. Clients are at least 55 years of age and are admitted (voluntarily or involuntarily) for short-term stays. Many of the nursing staff serving the patients have been recruited from other units at the Home. They receive specific training to increase their knowledge and skill levels in order to best serve individuals with psychiatric issues. →



After six years of working in a variety of Jewish Home departments, Rowena was looking for a new challenge when she applied for a position in the psychiatry hospital three years ago. Her psych-specific training included how to be proactive and how to deal with patients who are agitated without escalating the situation, a skill that has been useful in her new job.

When she visits with a patient for the first time, "I approach them with confidence and introduce myself," Rowena says. "It's important to establish trust from the beginning."

Both Rowena and Lora concur that patience and staying calm are integral to helping the clients. Their success is mirrored in the numerous thank-you cards from former patients and their families that are posted throughout the unit.

"Each patient is a new book," says Lora. "All have their own life story and history. We're helping them get through this difficult time." ■

"We work with patients with serious depression, thoughts of suicide, and other emotional problems. Our goal is to help them so that they and their families can enjoy life."

Nurses who move to the psychiatry hospital from other jobs at the Jewish Home come with a special body of experience and knowledge, says Dr. Elliott Stein, the Home's medical director for acute geriatric psychiatry. "They've dealt with the complex physical conditions and personal care of older people, and therefore have a perspective on working with them that nurses coming from another background may not have."

Lora Lemenov, a registered nurse at the hospital, agrees. "All our geriatric patients have gone through life stages and are here because they need help to have a good quality of life. We work with patients with serious depression, thoughts of suicide, and other emotional problems. Our goal is to help them so that they and their families can enjoy life. They're all suffering," she adds.

Originally from Kiev, Ukraine, Lora came to the United States in 1989. She has worked at the Home for 15 years and on staff of the psychiatry hospital for the past two. Before joining this unit, she did a stint in the Home's education department, but decided she preferred dealing directly with patients. "I'm a nurse from head to toe," she states emphatically.



TRAINING GROUND AND TEAMWORK

Since September 2012, the Jewish Home's gero-psychiatric hospital has served as a training ground for future geriatric psychiatrists.

The University of California, San Francisco, fifth-year psychiatric training program includes an option for two trainees to learn in the Jewish Home's psychiatric hospital, which is dedicated to individuals of 55 years of age or more.

It is a chance for trainees to operate in a unique hospital program that is focused on older adults, says Dr. Elliott Stein, the Home's director of psychiatry. "They work with our patients in the Home's treatment model, which is a team approach, with all disciplines functioning in a coordinated fashion to care for the patients."


In addition, he notes, students can benefit from exposure to a high-quality nursing home environment at the Jewish Home and participate in evaluation and treatment, if they are interested.

"It's a great opportunity to encourage people in training to go into the field of treating older individuals," Dr. Stein maintains. "It enhances their knowledge and abilities, and exposes them to treatment models that are unique and highly effective that they may not otherwise see."

Besides UCSF, Stanford University and San Mateo Medical Center have approached Dr. Stein and the Jewish Home's psychiatry hospital. They would like to have their psychiatric residents and fellows who want to learn about geriatric psychiatry get training at the Home. Planning is in progress for this to begin in 2015.

According to Dr. Stein, past trainees have valued working in an age-segregated hospital where specific problems of later life can be addressed as a factor of their illness.

"It's very important for trainees to see that even when psychiatric problems in the elderly are severe enough to warrant their being hospitalized, they can be treated and they can get better," Dr. Stein points out. "It's a significant lesson."



Dr. Stephen Hall joined the Jewish Home's acute geriatric psychiatry hospital – headed by Dr. Elliott Stein (left) – in September 2014. Formerly director of the inpatient program at Langley Porter Psychiatric Institute, part of UCSF's Department of Psychiatry, Dr. Hall was also associated with the institution's psychiatric teaching program.

WHERE CREATIVITY AND COMMUNITY COMBINE

Each Monday morning during the regular school year, some two dozen people make their way through the front doors of the Jewish Home and join about 15 residents in the Home's Eugene Friend & Julian Davis Creative Arts Center.

The visitors, individuals from throughout the city, are part of a class from City College of San Francisco's adult education program. The collaboration has been going on for 41 years, according to Gary Tanner, director of the Home's creative arts department.

"The strength of this collaboration is that people from the community are coming in to learn in the residents' home. There's an interaction that wouldn't occur otherwise, which fosters and strengthens the connection between the Jewish Home and the community," Gary contends.

He and City College instructor Aprille Pihl co-lead the class, which actually runs more along the lines of a studio, with the artists working on their own projects and getting feedback from the instructors and other students.

"We trade positives," Gary says. "City College gets the use of our space to hold their classes and we get the expertise of another instructor."

"Gary's terrific. All the participants are in love with him," Aprille laughs.

Salome Hancock is one of the college sign-ups. She moved into San Francisco's Excelsior neighborhood (close to the Home's location) from Vermont in 2001 and began taking classes shortly thereafter. "The class is a social gathering place and creative outlet of great value for all of us," she says. "We share our stories along with our artwork, and the teachers are helpful and generous with feedback and technical assistance."

Rudy Hooremans (90), a 10-year resident of the Home, concurs. "It's nice talking to people and seeing what they've accomplished," he offers. Rudy, a water colorist, says he turns to Aprille for guidance if Gary is busy. "If I can't mix a certain color that I need, she'll come and have a look and give me some advice."



Resident artist Rudy Hooremans gets some advice from City College instructor Aprille Pihl.

Jewish Home resident Francine Hament also appreciates having the extra feedback. "Aprille's very good and very helpful, which helps Gary a lot," she says. A prolific painter, Fran has painted on big and small canvases, glass jars and, most recently, rocks. "My line is that I've reached rock bottom," she jests.



*"We share our stories
along with our artwork."*



City College student Salome Hancock and Jewish Home creative arts director Gary Tanner enjoy a warm rapport.



"We trade positives."



It's all in the brushstroke, according to City College participant Lora Khimovich.

"The City College folks may come here in their cars and the Home's residents in wheelchairs or using walkers, but after that, it's where people are being creative together."

Aprille has been instructing at the Home for about seven years and thoroughly enjoys it. "The Jewish Home residents are an incredible group. They're not just doing this to pass the time. They take it very seriously," she observes.

According to Aprille, the City College participants are in their 60s, 70s and 80s, and often have vision or other disabilities. Painting and similar forms of creativity are, she states, extremely important for both groups. "It gets their

brains going. The socializing that comes with the class and problem-solving – it's amazing the difference it makes."

"It's an equal playing ground," Gary concludes. "What's going on is art. The City College folks may come here in their cars and the Home's residents in their wheelchairs or using walkers, but after that it's equal ground, where people are exchanging ideas and being creative together." ■



ON COURSE AND ABOVE TARGET

It was a terrific tally. A full field of play, a spirited crowd at the reception, a replete dining room, and the raising of more than \$236,000 – including nearly \$34,000 for the event’s fund-a-need, supporting the provision of charitable care – at the 20th Annual Golf Tournament, Dinner and Auction to benefit the Jewish Home.

“The theme of this year’s event – *Score! Staying on course for 20 years* – delivers a powerful message. It reinforces that the core mission of the Jewish Home – providing outstanding, compassionate care to our most vulnerable elderly – continues to be shared by the larger community of family and friends. This event gives us an extraordinary opportunity to come together as a community and to support the work of the Jewish Home in a tangible way.

Staying on course is more than a one-time slogan. It is the promise we make to all those we serve every day at, and through, the Jewish Home. And it is the promise to our elders upon which the Tournament Committee has kept a singular focus: quality of life and dignity in a place that is caring and warm, a place that is their home.

We are most grateful for the impact of your generosity. Your support helps us to remember our heritage, it helps us to preserve the Home’s mission, and it helps us to prepare for a bright future.”

Peter A. Pollat, M.D., *2014 Tournament Chair*
Shirley Eisler and Bonnie Pearlman, *2014 Dinner Co-Chairs*

TOURNAMENT COMMITTEE

Tom Adams
Michael Adler
Benjamin Anixter
Joanne Bernstein
Marian and Allan Byer
Shirley and Benjamin Eisler
Marcia Eisner
Benjamin Friend
Donald A. Friend
Milt Greenfield
Drew Greenspan
William Greenspan
Scott Montgomery
Bonnie and Don Pearlman
Alan Schneider
Steven Shakin
Jason Sills

TOURNAMENT CHAIRS



Patron sponsor Joseph Chait takes the center position, with Shawn Sieck to his left, Marcus Chait at right.



Facing the camera for their foursome photo are, left to right, Anthony Holbrook, Jim MacGregor, Ben Anixter, and Chris Fitzgerald.



The Lexus team, sponsors of the hole-in-one contest, line up for their picture. Left to right: Ed Vandine, Jeff Griffith, Mike Moreno, Jordan Koren, and Keith Katz, Lexus of Serramonte's general manager.



Keeping it in the family. Left to right: Benefactor sponsors Jason Friend, Donald Friend, and Benjamin Friend.

Let's give it over for the ladies. Left to right: Patty Anixter, Dana Teixeira, Lisa Sturzenegger, and Janet MacGregor.





Dinner co-chair Shirley Eisler, with auctioneer Don Pearlman (left) and tournament chair Peter Pollat.



Longtime tournament supporters and sponsors Larry Marks and Gladys Monroy enjoying the reception.



One for the photo album. Tournament committee member and sponsor William Greenspan's arms span his mother, Frieda Greenspan, and fellow committee member and son, Drew Greenspan.



OUR MAJOR BENEFACTORS

Gathered in a group are, left to right, dinner sponsors Charlie and Joan Davis, reception sponsors Allan and Marian Byer, and Lynne and Ron Page, the Roy and Lynne Frank Family Philanthropic Fund fulfilling the tournament's 20th anniversary sponsorship.



That's the one! Left to right: Douglas Berl, Jim Koshland, David Friedman, Steven Gomberg, and Keith Tandowsky celebrate the shot.

SAVE THE DATE
21st Annual Golf Tournament, Dinner & Auction
Monday, May 18, 2015 Lake Merced Golf Club
Benefiting Jewish Home of San Francisco

THE PLAY, THE PRIORITY, AND THE PRO

"I probably have a club in my hand five days a week," proclaims Alan Schneider.

That is a golf club Alan is talking about. The game is one of his priorities – along with family, business, friends, and community service. It therefore makes perfect sense that this Greenbrae resident responded positively some eight years ago when his good friend Peter Pollat asked him to get involved with the Jewish Home's Annual Golf Tournament, Dinner and Auction fundraiser.

"I started in a small way on the tournament committee, and have become more involved over the years," says Alan. In fact, he has been so drawn in that this year he persuaded golf pro Josh Zander to share his expertise in a one-hour golf clinic at the event.

"Josh and I met at the Presidio Golf Club about 15 years ago," Alan recalls. "We became friends, and when I asked him to volunteer at this year's tournament, he happily agreed."

Alan enjoys taking part in planning for the event as well as playing in the competition. "It's been a pleasure. The people I've worked with through the years have been wonderful and easy to deal with."

His enthusiasm about both the tournament and the Jewish Home, where his 82-year-old cousin is a resident, has also brought numerous new golfing participants on board – more than 25 in 2014.

It was not a hard sell, Alan contends. "Golf's a very good avenue for relaxation and business contacts, and playing in tournaments is lots of fun. I love it!"

Alan began playing golf in high school, and although he really enjoyed the sport, he gave it up to raise a family and focus on business. While in Lake Tahoe some 40 years on, a friend asked him to join in a game, and the rest is Alan's golfing history. Today he plays avidly, often traveling to Palm Springs and other golfing destinations. He gives lessons and participates in senior tournaments. Besides the competitiveness of tournaments, he says, golf offers challenges on an individual basis. "There's no one to blame but yourself. Of course you can take the accolades, too."



Attaboy! Avid golf player Alan Schneider (right) and game pro Josh Zander exchange a fist bump.

When not on the course, Alan may be found at Antique Traders, the San Francisco store he opened in 1970 and where he spends three days a week "partially working," he jokes. "I don't think I'll ever retire. It's a business that's a win-win; I get remunerated for finding art."

Antique Traders specializes in art nouveau, the period Alan decided to focus on when he saw a few pieces and realized their beauty. The store's website tells his story: "When Mr. Schneider first began in the antique business . . . , his research brought him to the art nouveau period. He quickly realized he had found his passion."

For Alan, selling the beautiful items he acquires is a way of sharing his passion for art nouveau. His involvement in the Jewish Home's annual fundraising event is sharing his love of golf with friends for "a very worthwhile cause." ■



THE GIFT LIVES ON

Frank Stein and his partner, Paul S. May, came to know the Jewish Home as many others do – through family. Frank and his sister turned to the Home when she needed care, largely because others had spoken highly of the care their family members had received.

At the Jewish Home, Frank and Paul found the accommodations and surroundings to be very comfortable and cheerful, without the feeling of being in a hospital. Yet medical staff and caregivers were accessible and available, and treated the whole family with kindness and understanding.

After Frank's sister passed away, he and Paul decided that they would generously support the Jewish Home. They knew their doing so would contribute to the Home's financial well-being and trusted that it would encourage others' acts of generosity.

What makes Frank and Paul's commitment exceptional was the combination of their current giving and their pledge of a bequest to provide for some of the Home's future needs.

It is with deep sadness that we acknowledge the passing of Paul S. May on September 12, 2013, following a long illness. However, Paul's meaningful legacy will live on. Through his estate gift and Frank's bequest pledge, the names of Paul S. May and Frank Stein will be imprinted in the hearts of those served by the Jewish Home.

And there is a further tangible manifestation of their philanthropy. When you enter the Jewish Home, you are greeted with lettering that reads "Frank Stein & Paul May Lobby." This is their legacy: doors that open to loving care and thoughtful generosity. ■

Above: Paul May and Frank Stein photographed in 2007 in the space that bears their names.

MORE THAN A PLAN

Sometimes making the right choice is a matter of prioritizing.

The advantage of a solid estate plan is that it does not eliminate options and priorities. It simply orders them and allows us to become visionary.

We can provide for family needs first. That is, we meet our responsibilities. Then, as surprising as it may seem, there are often funds left over after our responsibilities have been met. At that point, visionary thinking can take over.

We can provide for family members to help them achieve long-term goals.

We can create a long-lasting impact on the mission of charities we hold dear.

A bequest to the Jewish Home of San Francisco by will or trust is a gift of impact. Thousands of lives have been bettered by the generosity and careful planning of our friends. Thousands more will benefit in the future.

Abraham's legacy began with one son, but that legacy continues from generation to generation.

The same applies to your visionary gifts. People you may never meet will be cared for and enriched by the legacy you leave.

For more information about making a gift from wills or trusts and about the Carob Tree Circle, which recognizes these extraordinary acts of philanthropy, please contact Daniel Hoebeke, Jewish Home senior development and gift planning officer, at 415.406.1434 or dhoebeke@jhsf.org.

A FUTURE SECURED

The Jewish Home has long been a haven for our elders. One reason for its longevity is the dedication of many in each generation, whose philanthropic planning helps to secure the future.

The Carob Tree Circle recognizes those whose legacy giving through wills, trusts, and other charitable instruments enables the Jewish Home to continue to care for our elders for generations to come.

FROM GENERATION TO GENERATION

We thank the following members of the Carob Tree Circle for their foresight and consideration, appreciating those who are with us now and honoring those of blessed memory.

CAROB TREE CIRCLE

Bernard Aarons	Rita Horn and Dennis Cassan
Ernest Abel	Edith I. Cassmir
Katherine and Nathaniel Abel	Shari Chamitoff
Goldie and Jacob Abers	Melody and Richard Chasen
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As a nonprofit organization, the Jewish Home of San Francisco relies on community generosity to maintain the high standard of its care, services, and programs. Your contribution helps us provide our residents with the highest quality medical care; nurtures their spiritual needs; and supports our creative arts, excursions and concerts, nutritional services, and lifestyle-enhancing programs.

Contributions to support and promote our provision of Jewish senior living services fuel the heart and soul of our community's promise to honor our mothers, fathers and elders, and responds to one of the basic tenets of Judaism, *tzedakah* or righteous giving.

Each of our residents has their own significant life stories, but they have one thing in common: They have reached a time when they need care, which our remarkable staff provides consistently and compassionately, whenever and wherever it is needed.

With your meaningful support, the Jewish Home will continue to be this special place our community has known and trusted for over 143 years. The haven that provides our residents with the best in loving care and the utmost in human dignity.

Your tax-deductible gift shows how much you care. It is also truly *g'milut chasadim*, an act of loving kindness.

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Painting by Jewish Home resident Francine Hament



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With a contribution of \$613, you can support this joyous event and ensure that our residents – the people who are dear to all of us – celebrate their special days in style. As the birthday sponsor, you are also honored, receiving eight invitations so that your family and friends may attend to celebrate with the residents. There is live music, some dancing and, of course, joining in the singing of "Happy Birthday."

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TRIBUTES TO FRIENDS AND FAMILY

Those who wish to honor
 an important occasion
 or the memory of a
 loved one are invited to
 use the Jewish Home's
 tribute card service.
 The Home sends a
 beautiful card, created
 from art produced
 by our residents, to
 the individual who
 should know of your
 generosity and caring.
 With a \$100 donation or
 more, the loved one's
 and the donor's names
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*We have made every effort
 to ensure that our lists of
 supporters are up to date.
 It is possible that a name may
 be misspelled or omitted. If
 so, please accept our sincere
 apology, and kindly notify our
 Organizational Advancement
 department at 415.406.1107
 so that we can make the
 appropriate change to
 our records.*

GIVING VOICE TO VOLUNTEERING

Marleen Norman was not looking to work with seniors, but when the opportunity arose – and in a Jewish environment moreover – she took it. And so began a relationship that has lasted more than 25 years. →



"Marleen's the ultimate volunteer, not just musically, but in terms of her relationships with the residents," says Jewish Home rabbi, Sheldon Marder. "They love her."

It started on a professional basis in the mid-1980s when Marleen, who is a clinical social worker, was hired to do the social work component of the Jewish Home's newly established acute geriatric psychiatry hospital. She had been working in a psychiatry hospital at the time, and while her work was not focused on older people, "As an only child," she says, "I grew up in a world of adults and my elderly extended family, so I always felt comfortable with seniors."

Several years later, she left the Jewish Home to go into private practice. Realizing how much she had enjoyed both the Home's residents and staff, however, she decided to keep the connection by becoming a volunteer.

A singer with an undergraduate degree in theater, Marleen joined the small synagogue choir that then existed at the Home. Before long, her volunteering had expanded to helping with Shabbat and holiday services. "I was part of my temple youth group in high school and a lot of the songs are still the same," she comments.

In 1999, when Sheldon Marder joined the Jewish Home as the in-house rabbi, he remembers that "Marleen was a part of this small but very important choir that worked with the cantor who led the services."

Marleen's involvement has only grown over time. She is at services most weeks and even leads them when the rabbi is away. After services she often helps residents – pushing a wheelchair or walking along with them, and always chatting.

"She is the ultimate volunteer, not just musically, but in terms of her relationships with the residents," Rabbi Marder says. "They love her."

Marleen is also a member of Friends of Julie Paris Carillo, a singing group that performs periodically at the Jewish Home, doing pieces from The Great American Songbook. "These are standards that most people know and can hum along to, even if they don't know the words," she says.

Music and performing come naturally to Marleen, and perhaps genetically; her mother was a professional singer in New Orleans. She is following in her mother's footsteps by taking to the 'stage' with periodic gigs at Melanio's Bistro in San Francisco. "The restaurant has music and entertainment. My husband, Alan, and I have been going there for years

and it occurred to me to ask the restaurant's owner if he'd be interested in my singing there," she relates. Her performances – she is a cabaret-style singer – are "fun for me and good recreation."

Semi-retired from her therapy practice, Marleen and Alan take an annual trip to Barcelona, Spain, to his son's family, which includes an adored granddaughter. At home, the couple has a Tibetan terrier named Boudreaux, reflecting Marleen's Cajun background. Trained to be a therapy dog, Boudreaux and Marleen make their rounds in pediatric hospitals and nursing homes, among them the Jewish Home, of course, where they make a point of meeting and greeting her many resident friends. ■

Discover the difference you can make in the lives of others by volunteering at the Jewish Home. Contact our Volunteer Services department at 415.469.2229 to discuss the range of fulfilling opportunities.



Boudreaux leans in for a cuddle from Jewish Home resident Josephine Garnot.

JEWISH HOME SERVICE VOLUNTEERS

We gratefully recognize the following individuals and the generous donation of their time, talents, and abilities to enriching the lives of our older adults. Names reflect involvement from July 1, 2013 through June 30, 2014.



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Susan Barnett
Paulina Belsky
Eugene Berg
Shannon Bergeland
John Bermudez
Denise Bernstein
Elizabeth Blackman
Benjamin Bloom
Rachel Blumenthal
Thomas Bookwalter
Gerardo Borja
Sydney Bradley
Bridget Bray
Sonya Breiz
Sidney Burger



OUR COMMUNITY PARTNERS

We gratefully acknowledge the following community organizations, agencies, and facilities whose active involvement and collaboration during the past year have greatly enhanced the care, programs, and services offered by the Jewish Home of San Francisco.

Acclaim Homecare
achieve
Aging Services of California
Alzheimer's Association of the
Greater San Francisco Bay Area
American College of
Traditional Chinese Medicine
American Jewish Committee of
the San Francisco Bay Area
American Society on Aging
APA Homecare Services
Archbishop Riordan High School
Association of Geriatric Care Managers
Association of Jewish Aging Services
Bay Area Cluster Group of Professional
Geriatric Care Managers
Bay Area Jewish Healing Center
Bay Area Mitzvah Corps
Bay Area Social Workers In Health Care
Belvedere Montessori School
Brandeis Hillel Day School
Bread & Roses
Brown & Toland Physicians
California Department of Aging
California Department of Public Health
California Pacific Medical Center
CareResource
Case Management Society of America
City College of San Francisco
Coming of Age
Concentra Medical Centers

Congregation Beth Am
Congregation Beth David
Congregation Beth El
Congregation Beth Israel-Judea
Congregation Beth Sholom
Congregation B'Nai Emonah
Congregation Emanu-El
Congregation Kol Shofar
Congregation Ner Tamid
Congregation Rodef Sholom
Congregation Sha'ar Zahav
Congregation Sherith Israel
Contemporary Jewish Museum
Corpus Christi Parish
Dominican University
Employment Plus
Excelsior Action Group
Family Service Agency of
San Francisco – Senior
Companion Program
Harris Fishbon Fund
Healing Touch International
Health Net
Healthier Living Program
Hebrew Care-a-Van
Hebrew Free Loan Teen
Fellowship Program
Hebrew School of San Francisco
Hebrew Union College
– Jewish Institute of Religion
Hill Physicians
Hospice By The Bay
Immaculate Conception Academy
Ingleside Police Station
In-Home Supportive Services
of San Francisco
Institute on Aging
j. (formerly the Jewish Bulletin)
Jewish Community Center
of San Francisco
Jewish Community Federation
and Endowment Fund
Jewish Community
High School of the Bay
Jewish Family and Children's Services
Jewish Film Festival
Jewish National Fund
Jewish Vocational Service

Jewish War Veterans
Julian Davis Memorial Fund
Kaiser Permanente
Kalsman Institute on
Judaism and Health
Kehillah Jewish High School
Kung Pao Kosher Comedy
LeadingAge
Lisa Kampner Hebrew Academy
Local Independent Charities of America
Lowell High School
Mayer-Kalsman Fellows
Menorah Park
Mercy High School
Mission Kids Co-op
Montefiore Senior Center
Music Teachers Association of
California, San Francisco Branch
National Association for
Visually Handicapped
NCP College of Nursing
New Jersey Y Camp
Ocean Beach Veterinary Clinic
On Lok, Inc.
Oshman Family Jewish Community
Center of Palo Alto
Pacifica Psychology
PBS-TV
Peninsula Jewish Community Center
Peninsula Temple Sholom
Phillip & Sala Burton High School
Private Industry Council
of San Francisco
Professional Grief Caregivers Network
Rhoda Goldman Plaza
Rogue Valley Youth Ensemble
Russian Veterans Organization
Saint Ignatius College Preparatory
Samuel Merritt College
San Francisco Bioethics Committee
San Francisco Conservatory of Music
San Francisco Department of Elections
San Francisco Department
of Public Health
San Francisco Fire Department
Station 32
San Francisco Hillel
San Francisco Jewish Film Festival

San Francisco Public Library,
Excelsior Branch
San Francisco School of the Arts
San Francisco Senior Roundtable
San Francisco SPCA
San Francisco State University
San Francisco Village
San Jose State University
SEIU United Healthcare
Workers West Local 250
Sisterhood of Congregation
Beth Israel-Judea
Sonoma Valley Hospital
Stanford Medical Center
Stanford University Jewish
Student Association
Taube Koret Campus for Jewish Life
Temple Sinai Brotherhood
The Volunteer Center
Touro University School of Pharmacy
Union for Reform Judaism
Unite Here Local 2
United Synagogue Youth
United Way of the Bay Area
Unitek College
University Mound Ladies Home
University of California at Berkeley
University of California at Davis
University of California at San Francisco
University of California at
San Francisco Medical Center
University of San Francisco
U.S. Healthworks
Veterans Administration
Volunteer Match
YMCA After School Program
Young Adults Division of the
Jewish Community Federation
Zen Hospice Project

GIFTS IN KIND

The following individuals, businesses, and organizations have contributed goods and services to the Jewish Home of San Francisco from July 1, 2013 through June 30, 2014. We sincerely appreciate their support.

Vic Agtagma, Retinal Habit
Rochelle and Harrison Anixter
Larry Baer and San Francisco Giants
Bay Cities Produce
Marian and Allan Byer
Byer Foundation
John Camp
Drs. Claire and James Davis
Gay Gilliland
Leslie and Jay Goldstein
Rochelle Alpert and Steven Greenwald
Haas Brothers and the Burrows Family
Hagafen Cellars
Honig Vineyard & Winery

International Pastries
Judd's Hill Winery
Regina Karson
Andrea L. Keller
June T. Krieger Trust
Millie Kushman
Lexus of Serramonte
Marlene and Robert Mann
MRC Smart Technology Solutions,
A Xerox Company
Naked Juice
Peninsula Temple Sholom
Blankets of Kindness Committee
J.C. Rafferty, Girl Friday Events

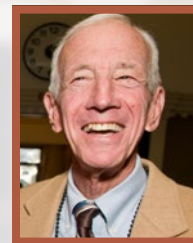
Ruth Roberts
Diane and Joe Rolfe
Maureen Schwartz
Stuart Seiler
Estate of Verne and Barbara Sellin
Ellie and Alvin Silver
Zhana Sundeyeva
Judith Szpiro
TURN, The Utility Reform Network
Kinson Wong, R&G Lounge
Colleen Woods
Anonymous (1)

LEGACY AND LEADERSHIP

Jewish Home presidents
and chairs of the board,
and their years of office.

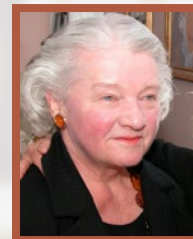
Richard Baum 2014 →
Steve Krieger 2011 – 2014
Michael Adler 2009 – 2011
Mark L. Myers 2007 – 2009
David A. Friedman 2004 – 2007
James A. Davis 2002 – 2004
Arlene E. Krieger 1999 – 2002
Leonard B. Berger 1997 – 1999
Barbara C. Rosenberg 1995 – 1997
Stuart W. Seiler 1993 – 1995
Douglas M. Heller 1991 – 1993
Emanuel Friedman 1989 – 1991
Frances D. Green 1987 – 1989
Jim Joseph 1985 – 1987
Julian S. Davis 1983 – 1985
Bernard Reiner 1981 – 1983
Richard M. Rosenberg 1979 – 1981
Sanford J. Leland 1977 – 1979
Victor L. Marcus 1975 – 1977
Laurence E. Myers 1973 – 1975
Samuel L. Fendel 1971 – 1973
William J. Lowenberg 1970 – 1971
Clarence Krieger 1967 – 1970
Toby Magner 1965 – 1967
Howard A. Friedman 1962 – 1965
Harold S. Dobbs 1961 – 1962
Louis L. Brounstein 1957 – 1961
Stuart N. Greenberg 1953 – 1957
A.J. Shragge 1948 – 1953
Ernest Sultan 1946 – 1948
Newton Bissinger 1941 – 1946
Edwin S. Newman 1935 – 1941
Louis H. Schwabacher 1930 – 1935
Emile E. Kahn 1921 – 1930
Louis S. Haas 1921 – 1922
Alfred I. Esberg 1920 – 1922
Emile Levy 1921
Alexander Goldstein 1919 – 1920
Joseph Hyman 1917 – 1920
Abraham Haas 1910 – 1919
Max C. Sloss 1910 – 1919
Sigmund Greenebaum 1902 – 1908
Samuel W. Rosenstock 1900 – 1902
Samuel Polack 1895 – 1916
Samuel W. Levy 1873 – 1909
Herman Simon 1871 – 1872
Isaac Wormer 1871 – 1872

We remember our lay
leaders who have passed
since our previous issue
of *Jewish Senior Living*.



Doug Heller
November 2013

Charlotte Stern
December 2013



Ada Schwarz
December 2013

*May their memories
be for a blessing.*

140-plus years of leading
and enriching the lives of
older adults ... and we're
just getting started.

ON THE WEB

JEWISH SENIOR LIVING GROUP

An innovative network serving senior adults and their families across the Bay Area, Jewish Senior Living Group welcomes all to share our vision – to live, grow, and flourish, at any age. jewishseniorlivinggroup.org

STARS

Short-term specialized medical and rehabilitation services help older adults regain strength and capability after illness or injury, usually following their stay in an acute hospital and with the goal of returning home. Learn more about STARS, a Jewish Home center of excellence, at jhsf.org/stars

ACUTE GERIATRIC PSYCHIATRY HOSPITAL

As one of the only enterprises in 14 Bay Area counties that ensures the emotional and mental health of seniors through our on-site acute geriatric psychiatry hospital, the Jewish Home is filling a significant gap. We are licensed by the Department of Public Health to admit voluntary and involuntary patients for acute, short-stay needs. See how our specialized care can help by going to jhsf.org/psych

JEWISH HOME

Take a visual tour through our campus. Read about our comprehensive services for seniors, including exceptional extended care for some of our community's most vulnerable elders. Learn how you can give the gift of time by joining our corps of volunteers, or how you can plan for your legacy, and that of the Jewish Home's, through planned giving. jhsf.org

MOLDAW RESIDENCES

Located on the South Peninsula in Palo Alto, Calif., this senior living community on the Taube Koret Campus for Jewish Life is a progressive concept that goes beyond whatever you imagined a retirement lifestyle could be. Explore the range of living options, services, amenities, and opportunities at moldaw.org.

JEWISH HOME & SENIOR LIVING FOUNDATION

This charitable foundation promotes and supports Jewish Senior Living Group, the mission and activities associated with the Jewish Home of San Francisco, and network affiliates. The Foundation provides seed funding and makes grants to the Jewish Home, to assist the Home in fulfilling its commitment to serving seniors as they age. Visit the Foundation's website, where you can take advantage of the opportunity to donate online. jhsf.org

E-COMMUNICATIONS – JEWISH HOME

Join our e-mail list to get our latest news, happenings, and developments. jhsf.org/e-news. Follow us on Facebook and Twitter.

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Rabbi Sheldon Marder, *Director of Jewish Life*

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Elliott Stein, M.D., *Acute Geriatric Psychiatry Medical Director*
Bennett Zier, M.D., *STARS Medical Director*

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David A. Friedman
Robert Newman
Martin Stein
David Steirman

Daniel R. Ruth, *Board Liaison*



Take me out to the ball game. Or to the theater, or to see the latest exhibit at the de Young Museum.

Now, thanks to the generosity of the family associated with the Adelaide and Harry Hilp Fund at the Jewish Home, our current and future residents will be able to get out and about or take in community-based cultural and social events in an all-new Starcraft Allstar 22 wheelchair-accessible bus. The Hilp Fund has fully underwritten the purchase of the vehicle, customized to specifications and equipped to transport six ambulatory and three wheelchair-using passengers, as well as provide funds sufficient to cover the first four years of projected operating and maintenance costs.

We look forward to having the vehicle adorned with our name and logo and, what's most important, to the smiles on the faces of residents as they board their bus for an excursion. On each occasion, the ride's on us and the Hilp Fund!

Above: Recreational programs director Mediatrix Valera (center) can finally cross off "Jewish Home bus" from her wish list. Showing and smiling their thanks are residents Edie Sadewitz (left) and Gloria Houtenbrink.