

Jewish Senior Living

2018/2019



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When Frank Residences and Byer Square open in the fall of 2019, the possibilities and opportunities for a beautiful new place to live and innovative ways to style your life will be realized. Those who have championed our *Live. Grow. Flourish.* comprehensive campaign to date are appropriately listed here; their support has helped make possible our transformative endeavor.

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Players and pledgers lived up to their promise at our 24th annual golf tournament, cocktail reception & awards ceremony, helping us score a terrific total to benefit our Jewish Home & Rehab Center residents.

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Thirty-somethings Jordan Mallin and Aaron Colen brought a new perspective and original ideas to the annual fundraiser golf tournament. The results were outstanding.

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Remembering San Francisco Campus for Jewish Living in a will or a trust goes beyond a single lifetime. It's the gift that lives on from generation to generation.

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When our dedicated donors demonstrate acts of loving kindness and support our provision of senior living services, they truly make a difference in the lives of so many.

43 SUGAR ADDS SPICE AND IS ALL THINGS NICE

After a couple rehab stints at Jewish Home & Rehab Center, Georgia "Sugar" Addison felt so connected that she sought a spot on the volunteer crew. Now she happily engages residents and visitors at the campus's gift shop.



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Our volunteers give of their time and talents freely and with heart. We could not do without them.

46 OUR COMMUNITY PARTNERS

Collaborations with community organizations and entities strengthen and deepen respective missions. We appreciate their partnership and are pleased to list them in our publication.

46 GIFTS IN KIND

Acknowledging in-kind gifts and the contribution of services.



PUBLISHER'S DESK



At San Francisco Campus for Jewish Living, we are watching, with eagerness and excitement, the transformation of our Silver Avenue site into a modern, vibrant, inclusive community for seniors. Construction is progressing, and our staff and partners are keeping pace, introducing new techniques and practices that enhance the lives of older adults.

In this edition of *Jewish Senior Living*, you can read about innovations that are taking place now on our San Francisco campus and at Moldaw Residences in Palo Alto. You will learn how staff who work with residents and patients with Alzheimer's and dementia are participating in a breakthrough program that provides unique methods to engage with them. "We're pleased we can offer families the comfort of knowing that their loved one is being cared for by people with specialized training," Jewish Home & Rehab Center's administrator Kyle Ruth-Islas, who also runs the trainings, tells us.

An extraordinary bequest from the estate of Edward J. and Patricia P. Greenhood is enabling the creation of a revolutionary on-campus training academy. It will offer opportunities for employees to develop professionally and ensure the retention of superbly trained staff.

The expertise of professional staff was indeed on hand to work with Richard Rosenberg, a pillar of the community and our staunch supporter, when he utilized "the best" to recover from a broken hand and femur. Noting that his therapy was first-rate, Dick gives us his perspective as a patient of our Jewish Home & Rehab Center.

At Moldaw Residences, dynamic seniors take advantage of the wide range of resources available – including the great outdoors – where a group cycles long distances each week. And they have some good advice to offer us.

Georgia "Sugar" Addison loves people and they love her right back. Our featured volunteer, Sugar is one of many who makes life better for our Jewish Home & Rehab Center's residents and patients.

The power of paintings, poetry and prose are covered, too – the former as an avenue for patients in our acute psychiatry hospital to think creatively, the latter as a means for our residents to write creatively. And then there are renderings and information about our landmark project to help you visualize all that our reimagined campus will be.

If you would like more information about what you have read, or about San Francisco Campus for Jewish Living and Moldaw Residences, please do not hesitate to contact me.

We are so grateful for all you do to ensure the fulfillment of the mission of our founders some 147 years ago. As we look forward to serving you and future generations in expanded and new ways, thank you for continuing to be a committed and caring part of our organization.

With warm regards,

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

Sherie Koshover
Publisher

ON THE COVER

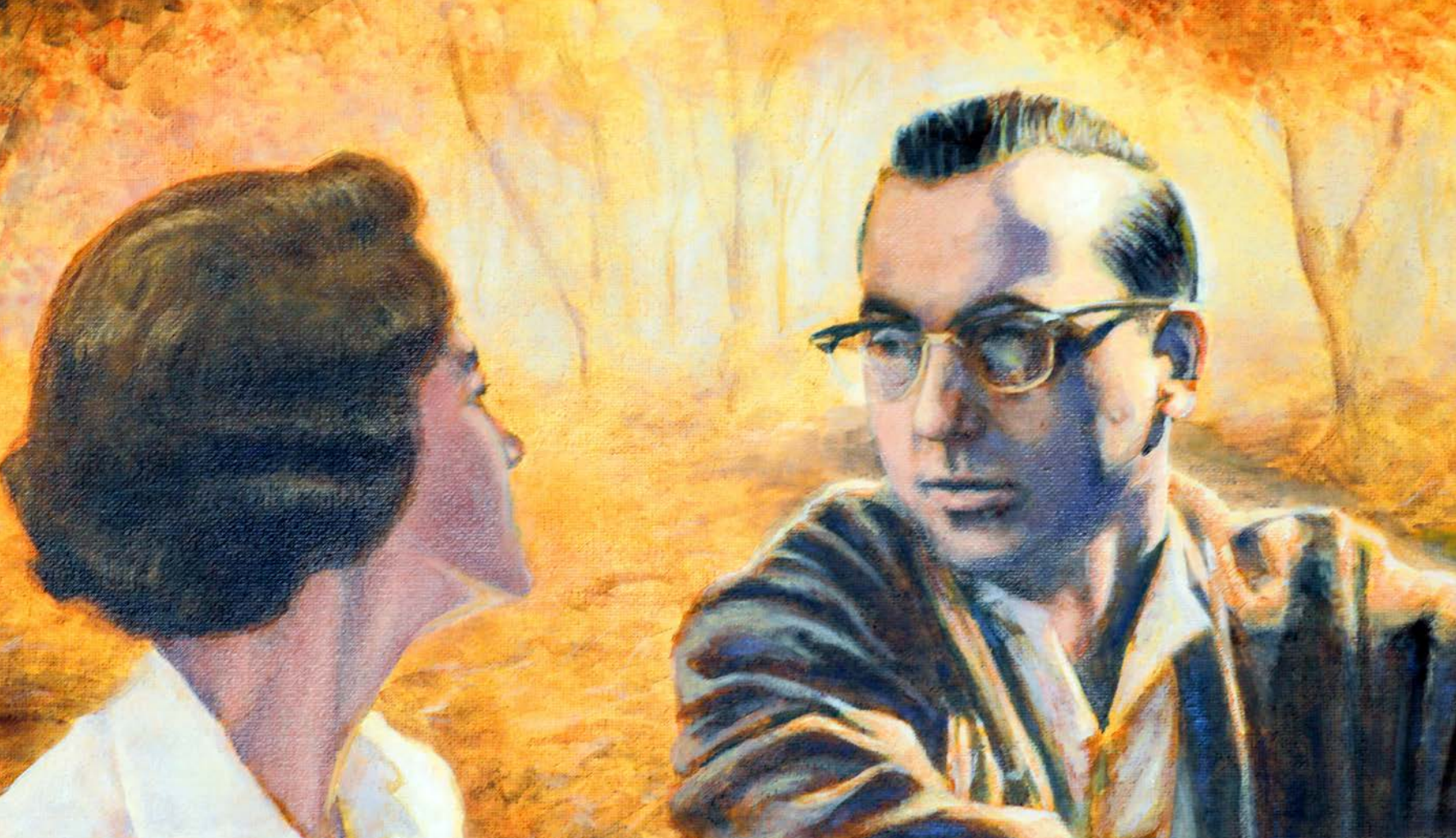
Turn to page 26 to read how John Barker, Ralph Rabkin, Henry Lew, and Betty Hoffman are turning their bicycles' wheels for their well-being and for a whale of a good time.

San Francisco Campus for Jewish Living is a beneficiary agency of the Jewish Community Federation and Endowment Fund of San Francisco, the Peninsula, Marin and Sonoma Counties, and Jewish Home & Senior Living Foundation.

JEWISH SENIOR LIVING MAGAZINE 2018/2019

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EXTRAORDINARY BEQUEST OPENS THE DOOR TO INNOVATIVE TRAINING ACADEMY

With thanks to an extraordinary bequest from Edward J. and Patricia P. Greenhood, in the coming years – and far into the future – staff at San Francisco Campus for Jewish Living will be able to expand their skills and prepare to move up the ladder in their chosen careers through a school conveniently located on their work campus.

More than 20-plus years ago, when the Greenhoods were deciding how they would distribute their estate after their death, they visited SFCJL. “They walked through the campus, getting a feel for it, and then they reviewed the board and staff leadership,” relates Daniel Ruth, SFCJL president and CEO.

As the Greenhoods’ visit took place before Daniel’s tenure, he did not learn of it until both Greenhoods had died (Patricia in 2017 and Edward some two decades earlier), when attorney (and Patricia’s friend) Linda Kramer delivered the news that SFCJL would be receiving a substantial gift from the Greenhood estate.

Above: A portrait in philanthropy. Patricia and Edward Greenhood captured on canvas by Benjamin Harrison.

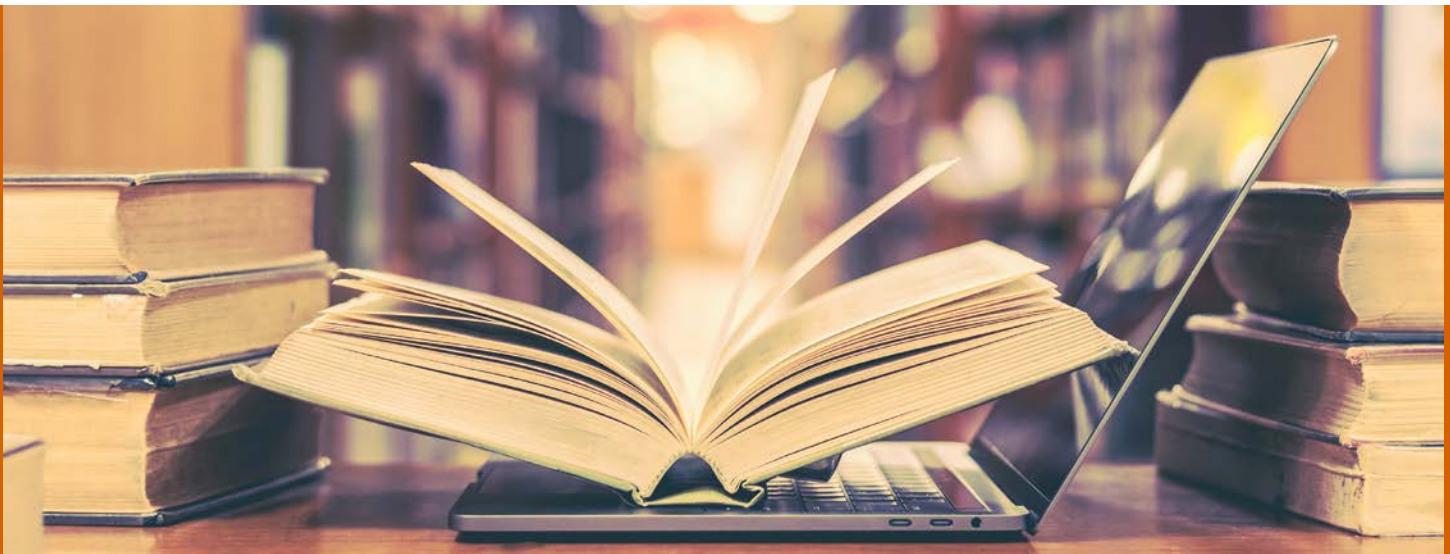
"We learned that the Greenhoods felt the focus of our organization, along with its multi-decade history of high-quality compassionate care serving the Jewish community, was where they wanted to target their philanthropy," Daniel explains. "We were ultimately the beneficiary of this exceptional bequest."

Once they were aware of the bequest, SFCJL leadership worked closely with Patricia's attorney and trustee – and met with others who knew the couple – to determine how best to utilize the funds in a way that aligned with the Greenhoods' interests, which they discovered included education and wellness. "We wanted to understand what was important to this couple in their lifetime so we could dedicate their gift in ways that would be meaningful if they were alive to direct it," says Sherie Koshover, chief advancement officer.

Thus the Edward J. and Patricia P. Greenhood Training Academy was created. The curriculum will offer training programs and continuing education classes for all categories of current staff, as well as prospective members of the workforce, providing opportunities for them to grow and develop professionally and thus gain the skills and capacity to progress to higher levels of compensation and responsibility.

"By means of training, classroom-based in-services, practicum placements, and continuing education classes, the academy will give our current staff and, as it will be open to the community, other students as well, opportunities for job laddering and career development. Uniquely designed curricula will be developed for the benefit of all our operating entities under the Jewish Senior Living Group umbrella, such as for staff of our Palo Alto-based Moldaw Residences, who will be able to utilize the academy's online management system for distance learning. Teachers and lecturers will include members of our highly qualified on-staff personnel, as well as educators from the community."

The development of the academy will also result in collaborations and partnerships with organizations such as Jewish Vocational Service, vocational schools, universities, community colleges, and SFCJL's union. "Partnerships with other educational and workforce development organizations and unions are a supplementary, but no less significant benefit that will contribute to the evolution and expansion of a well-trained workforce," Daniel confirms.



"It's my belief that the single greatest impediment to health care and senior living organizations such as ours from attaining strategic and tactical goals is the shortage of a highly qualified, continuously trained workforce," says Daniel. "This issue is particularly acute in San Francisco because of the high cost of living and housing, which forces people to live and work elsewhere. The Greenhoods' interest in education aligns with our needs and desire to develop and retain employees with potential for career laddering and continuing education.

Noting that the Greenhoods' bequest is double the largest SFCJL has received in recent times, Daniel says, "Our governing board, leadership staff – in fact, all our staff – are so grateful for the Greenhoods' philanthropy. Their gift will live on through the ongoing training of future generations of staff that will directly benefit residents, patients, and community-residing older adults who seek our services and care. It's just extraordinary!" ■

A man with short, graying hair, wearing a light blue button-down shirt and a dark tie with small white dots, is sitting at a dark, speckled table. He is looking directly at the camera with a slight smile. In front of him on the table are two pill bottles: one red and one yellow. The background is a blurred indoor setting, possibly a hospital or office, with warm lighting and a green exit sign visible in the distance.

DO LESS MEDS TOTAL UP TO BETTER HEALTH?

If your older relative is anything like mine, her medicine cabinet is likely to reveal bottles of pills of varying shapes and sizes. How long have these medications been part of her regimen? Are they still appropriate? Could they be hurting rather than helping her?

An important study to consider these possibilities and learn how to make appropriate changes to an established medication regimen is in progress under the auspices of Dr. Michael Steinman, visiting research scientist at San Francisco Campus for Jewish Living's Center for Research on Aging, and Professor of Medicine, Division of Geriatrics, University of California, San Francisco, and the San Francisco VA Medical Center.

The technique – called “deprescribing” – is the planned and supervised process of dose reduction when it is too high or the stopping of medication that might be causing harm or no longer be of benefit. According to experts, deprescribing is part of *good* prescribing.

Further research on how best to “right size” medication plans for older adults is among a growing list of research opportunities that SFCJL's Center for Research on Aging has proposed implementing when the new campus is completed in the fall of 2019. “It could directly benefit the people at the campus and also produce knowledge that'll help older adults across the country,” says Dr. Steinman.

Although it sounds simple, “The process of stopping medication can be complicated,” he explains. There are a number of factors at stake, including understanding why someone is taking the drug; if the condition for which they are taking the drug still persists; if the medication is even working any longer; and, if the decision to stop a medicine is made, how to withdraw it in a safe way. In addition, people’s fear of stopping a medication they have taken for years – even if they do not remember why it was first prescribed – also needs to be taken into consideration. “Part of stopping a medication is making certain that I work with people to not only ensure that changing their drugs will help their health, but to help them feel comfortable with the process itself,” says Dr. Steinman.

Thus, an important part of the process is gaining the patient’s trust and confidence in deprescribing. “The doctor and the patient must be able to communicate openly,” Dr. Steinman continues. “The doctor must work with the patient and come up with a mutually agreeable management plan.”

Overmedication has come to the surface in recent years in the context of opioids, a dramatic example of drugs that have been overused. “Opioids, along with sleep medications such as Valium and Ambien, have substantial side effects and often provide minimal benefits,” Dr. Steinman cautions. “They are often worth stopping, but they must be withdrawn slowly.”

Similarly, drugs for acid reflux and heartburn often are not needed. “They are frequently solutions that should be used for only several weeks, but end up being used for years and years,” comments Dr. Steinman.



Jewish Home & Rehab Center resident Edie Shaffer, whose medications are currently being targeted and monitored in collaboration with UCSF’s pain clinic, could benefit from Dr. Michael Steinman’s study on deprescribing. “Take all the right medicines,” Dr. Steinman advises, “and nothing more than you need.”

Another factor to be considered is the change in people’s bodies as they age. As kidney function and body weight alter, for example, fewer medications are needed to handle some associated conditions, he points out.

“Light-headedness, not thinking clearly, falling – effects attributed to old age – may not be medical problems, but rather an over-medication problem that shouldn’t be overlooked,” Dr. Steinman suggests.

“I bring my knowledge of medicine to the equation. The patient brings her experience of herself. The ideal is to bring them together and collectively figure out how to get the most from her life.” ■



LEADING THE WAY IN GERIATRIC MENTAL HEALTH

There are numerous reasons that San Francisco Campus for Jewish Living stands out among senior care and service organizations in the Bay Area. That it offers the only free-standing psychiatric hospital in Northern California solely dedicated to treating older adults is one such distinction.

Dr. Elliott Stein and Dr. Stephen Hall, board-certified geriatric psychiatrists, head this unique program, which they run supported by a devoted staff who are experienced in both the medical and psychiatric conditions of later life.

Dr. Stein, medical director of the hospital, joined the organization in 2010, when it was seeking to expand its geriatric psychiatry program into a separate department that could serve more seniors needing psychiatric intervention. "I developed an expertise in working with the elderly in various settings, such as inpatient programs, nursing homes, and assisted living," he says, referring to his 33 years of private practice in Miami and Miami Beach, Fla.

A psychology major in undergraduate school, Dr. Stein continued to pursue his field of interest during medical school at the University of Miami, followed by his internship and psychiatric residency at Herrick Memorial Hospital in Berkeley, Calif. (Geriatric psychiatry programs were not available at that time, he notes.) Returning to Miami, he became the staff psychiatrist at the city's Jewish nursing home. As his interest in and knowledge of geriatric psychiatry grew, he became involved in national psychiatric research, organizational activity, and writing about the elderly. President of the American Association for Geriatric Psychiatry and a Distinguished Life Fellow of the American Psychiatric Association, he contributed to the development of a national standardized board examination for geriatric psychiatry to



Dr. Elliott Stein (left) and Dr. Stephen Hall take every opportunity to recruit doctors to the field of geriatric psychiatry, both through the fellowship program at SFCJL and by spreading the word to their peers.

encourage examination for those who wanted a specialty in the area.

“The process of working with organizations and the formation of the exam led to the creation of many such training programs around the country,” he says. Today, there are some 50 geriatric psychiatry programs available, including Stanford University and University of California, San Francisco (UCSF), where Dr. Stein is a clinical professor of psychiatry.

Under his leadership, the geriatric psychiatry program at UCSF has expanded to SFCJL’s acute psychiatric hospital, enabling physicians in this specialty to get first-hand experience

working with seniors. “Fellows are in their fifth year of training when they spend time with us at the hospital,” he details.

“It’s great for us to have these fellows, and great for them to have us,” says Dr. Stephen Hall. “They raise the game for everyone around them. Besides bringing their brains and labor and time, they ask questions. That keeps us on our toes.”

Dr. Hall is associate medical director of psychiatric program development for the hospital, which he joined in 2014 after a 12-year stint as fulltime faculty at UCSF’s Langley Porter and nine years directing the psychiatry inpatient unit at California Pacific Medical Center (CPMC). He attended Williams College, Cornell Medical School, and did his residency at UCSF. He is still a clinical professor at UCSF (he was recently recognized for his 30-years’ affiliation) and is a consultant at San Francisco Towers, a senior living community in the city.

“I had an inspirational teacher and I found the patients compelling,” Dr. Hall tells of how his interest in psychiatry was nurtured in medical school during his clinical rotation in the hospital’s psychiatry department. “The other rotations weren’t as exciting and mystifying and interesting.” Working with older patients at CPMC and San Francisco Towers helped him aim his practice in that direction. “Older adults have long histories and a lot of things to say. Each is unique in his or her own way.”

Serving older adults is rewarding for the doctors and they take every opportunity to recruit others to the field, both through the fellowship program at SFCJL and by speaking to their peers. For example, Dr. Stein chaired a day-long symposium entitled “The Business of Geriatric Psychiatry” at a recent American Association of Geriatric Psychiatry’s annual conference, where he and Dr. Hall shared their expertise.

“For those contemplating moving from an academic career to a clinical practice, I described what that experience was like for me personally,” shares Dr. Hall.

For his part, Dr. Stein discussed the rules and regulations of Medicare, HMOs, and other insurance providers – something he notes he has been teaching for 25 years. “Psychiatrists are concerned they can’t make a living seeing older people who are dependent on Medicare,” he says. “I help them have a better understanding of how these systems work so they can be correctly reimbursed and are not deterred by unwarranted concerns.

“Essentially, my goal is to ensure that older adults have access to the psychiatric and mental health services they need and deserve.” ■



Rabbi Sheldon Marder and Lisa O'Donnell frame themselves with a portfolio of paintings that they will use to engage and stimulate participants in the weekly "Art as Therapy" sessions.

PAINTINGS ARE A PATHWAY FOR PATIENTS

"I forget my troubles. It's engaging to the point of changing my focus," says a participant at a session of the weekly "Art as Therapy" program, originated and facilitated by San Francisco Campus for Jewish Living's Rabbi Sheldon Marder.

Started in 2014 for patients of the on-campus Jewish Home & Rehab Center's acute geriatric psychiatry hospital, "It's a way to engage and stimulate patients in an educational and conversational manner, utilizing art by notable artists," explains recreation therapist Lisa O'Donnell, who assists the rabbi. "Everyone's successful in this program. All observations and answers are correct. This can be very powerful to a person who's suffering from mental health challenges, where often self-esteem is impacted, or when the mental illness creates an impaired or distorted sense of self, so that the person may feel they're defined by their diagnosis."

Acting as the interlocutor, Lisa draws Rabbi Marder into explaining the program's genesis, why he believes art is healing, how he chooses the works for the sessions, and why he is personally passionate about this program.

O'Donnell: You often use artwork in the many classes you hold on the campus. Where did you get the idea to use this medium, and how does art enhance this specific program?

Marder: Very early in my rabbinical career and teachings I realized that people respond differently to particular kinds of "texts" – be it a poem, a song, a passage from the Bible, or a painting depicting a biblical verse. Then at Jewish Home & Rehab Center I also noticed that residents were especially in need of aesthetic experiences. While beauty isn't an antidote to illness and pain, it can help move the pain out of the center of one's existence – at least for a time. Those of us who can easily get to the ocean or take a hike in Muir Woods, for example, can lose sight of what it means not to smell the ocean or experience the silence of a forest. Art doesn't replace those missing pieces of life, but it does bring beauty to a life lived within the sensory boundaries of a long-term care facility.

When I was at a museum in Amsterdam in 2014, I discovered the book *Art as Therapy* by Alain de Botton and John Armstrong. They propose that "art is a therapeutic medium that helps guide, exhort and console its viewers, enabling them to become better versions of themselves." I've adopted that as a primary goal for my program here.

One of the core ideas of art as therapy is that there are good, even great ideas in art that connect with the problems in our individual lives. Armstrong and de Botton identify seven of the most convincing and the most common functions of art: remembering, hope, sorrow, rebalancing, self-understanding, growth, and appreciation. They acknowledge there are others; participants in my program always name other interesting reasons to look at art when I ask them why we should.

More than anything, I believe that using our imagination and thinking creatively are “therapeutic.” To begin with, the work of art invites us into a relationship. Next, it draws us close to it with the promise that we’ll find something interesting and meaningful within its frame. Then, if it’s a good piece of art, it fulfills its promise. This process has a healing effect. It makes us feel whole within ourselves and connected to something significant outside of ourselves.

O’Donnell: You ask our program participants to imagine, if they were the artist, what their own painting might look like in the context of the art we’ve just studied. In other words, what would their own self-portrait or still life look like? What would be the painting’s content? What do you hope to elicit from them with these questions?

Marder: I think the concept of art as therapy only works if you have a personal encounter with a piece of art. I want the art to touch people inside. I want them to make it their own, to take a leap from the picture itself to “the canvas within.” I want an artwork to have relevance in the person’s inner life, to encourage questions such as, What’s important to me? What do I value? How do I see myself? How do I want others to see me? What have been the turning points in my life? What do I still want to accomplish? How would I like to be remembered?

O’Donnell: Not knowing who’ll be in the program’s group from week to week, or what their life experience has been, how do you choose artwork for the sessions?

Marder: First, I only choose very good or great art – nothing that hasn’t met the test of time and critical scholarship. Second, I choose art that I myself like very much or even love, so that I’ll be excited about it when I show it to the participants. Third, I never choose anything that’s sexually or religiously charged or explicit. This means we miss a lot of great art, but I’m cognizant of triggering a troubling memory from someone’s past.

I select pictures that are evocative and suggestive, that seem to be telling a story and therefore give us the opportunity to imagine what that story is. I love it when participants create

narratives from a painting. They get very attached to their version of the narrative because it’s their creation.

I often choose pictures whose sheer beauty engages us at first sight. I opt for pictures of people who are interesting, people in relationship with others or with their environment. I like to use paintings that convey drama or humor and wit. I try to choose art that’s life-affirming and thus gives participants the opportunity to affirm life – their own lives.

I try to avoid a picture that seems to “preach” one clear message. I prefer ambiguity, so the participants can see multiple possibilities. Sometimes I choose pictures I think will get an exuberant response – and then they don’t! At times I choose paintings that are very hard to get into because I think the challenge is worth the hard work. These usually get a very positive response because people like to think. When you challenge students they feel respected by the teacher, and that’s an uplifting experience.

O’Donnell: What do you personally get out of doing this program with our participants?

Marder: Art – both in museums and in books – is one of the great passions of my life. Art helps me think deeper thoughts, feel deeper feelings, and make connections between things that aren’t obvious. I experience art as intellectually and spiritually stimulating. It’s emotionally uplifting – even art that depicts themes that are sad.

It’s gratifying to share art with people who are struggling with serious issues in their lives. I like to make art not just an intermission – a form of recreation – in their struggles, but to make it a vital instrument for reflecting on their struggles. Art can help us reframe or de-familiarize things, and thus lead us to look at the familiar from a new perspective. It can wake us up to see things we’ve never noticed before. I get excited when I think this might be happening in our group.

I also find the group setting especially gratifying; social experience is an extremely important benefit of the program. And the social experience happens around a piece of art because no one’s afraid of having an opinion. Art invites our opinions. It says, “Love me or hate me, just don’t be afraid to express what you think and feel.” ■

OPENING FALL 2019!

LYNNE & ROY M. FRANK RESIDENCES AND BYER SQUARE

LIFE REIMAGINED

From renderings, to today's reality, and looking forward to tomorrow's fulfillment.

Disclaimer: Renderings are for representation purposes only and are subject to variances.

RENDERING



Our vision – to serve more people, connect people, enrich people's lives by acting on the values we all cherish – grows more real every day.

With the addition of Lynne & Roy M. Frank Residences and Byer Square, our campus will be transformed – both literally and figuratively. It will be a campus where people live in a walkable, engaging, environment. Where families love to visit. Where parks and gardens flourish. And where those who live on campus as well as in the greater community will find resources to support positive, purposeful aging and holistic wellness.



RENDERING

FRANK RESIDENCES

Offering assisted living and memory care residential senior living options, Frank Residences includes four levels of living in 12 neighborhoods, a variety of dining venues, and many gathering spaces.

- Designed for a more active, independent lifestyle
- Innovative programming and resources
- A proactive, holistic approach to wellness
- First-rate on-site clinic services
- Full continuum of care on campus
- Pet-friendly policy
- Family welcomed with open arms
- Technology to make life easier

Coming home to Frank Residences means arriving at your beautiful and vibrant community, walking through a lovely and engaging campus, entering your private building, and then opening the door to your personal residence. Your home is brand new, with high ceilings, granite countertops, large windows, and connected through technology to any of the services you want to schedule. →



RENDERING



BYER SQUARE

Byer Square will be a hub of activity for both those living on and off the campus, with an arts center and robust programming, movie theater, classrooms, a café, a fitness center, and a full spectrum of resources to support members as they age the way they want to – either on our campus or at home – as well as their family members and caregivers. Every resident of Frank Residences will be a member of Byer Square. Membership is also available to families of residents and to people of all ages in the larger community. We will partner with complementary organizations to offer special programming.

- Lifelong engagement and connection through the arts, learning, social, and fitness options
- Resources and programming for wellness and healthy aging
- Gardens, al fresco dining, private dog park
- Salon and spa services
- Resources for older adults, their families, and caregivers
- Partnerships with complementary organizations
- Membership included for Frank residents; also available to their families and the public



The opportunity we are creating with Frank Residences, Byer Square, and the entire campus is more than finding a great place to live. It is the opportunity to live healthier and better. To be engaged and have a sense of purpose. To have more security and peace of mind. And to make family times more frequent, more fun, and more meaningful.

LIFE REALIZED

To find out more about these lifestyle options and health services we are offering through our new Frank Residences and Byer Square, go to frankresidences.org or call 415.562.2020

LIVE. GROW. FLOURISH. COMPREHENSIVE CAMPAIGN CHAMPIONS

We are so grateful to the following individuals, families, and foundations whose support to revitalize and rebuild the current San Francisco Campus for Jewish Living into a contemporary continuum of environments and services that enable seniors to age in place is truly transformative.

Together, we are honoring those on whose contributions our own future is built. Collectively, we are creating a new kind of community that inspires others and enriches lives.

List in formation, as of November 1, 2018

\$10,000,000 AND UP

Marian and Allan Byer
Jewish Home & Senior Living
Foundation

\$5,000,000 – \$9,999,999

Herbert Holt
Lynne Frank Page and Ron Page

\$2,000,000 – \$4,999,999

Barbara and Gerson Bakar
Helen Diller Family Foundation
Jewish Community Federation and
Endowment Fund
Suse Justh Estate
Barbro and Bernard Osher

\$1,000,000 – \$1,999,999

Paulette Meyer and David Friedman
Phyllis K. Friedman
Nancy and Stephen Grand
Herbst Foundation, Inc.
Helena Hochheimer Estate
Arlene and Steve Krieger
Gladys Monroy and Larry Marks
Mount Zion Health Fund of JCEF
Barbara and Richard Rosenberg
Marlene and Martin Stein
Taube Family Foundation
Anonymous (2)

\$500,000 – \$999,999

Joan and Charles Davis
The Eucalyptus Foundation
Bonnie and Wesley Fastiff
John and Marcia Goldman
Foundation
Bertha F. Kaufman Trust
Cathy and Jim Koshland
Lisa and John Pritzker Family Fund
Paul May and Frank Stein
The Joyce B. Talal Trust

\$250,000 – \$499,999

Martha and Michael Adler
Eisler Family
– Shirley and Ben Eisler
– Jessica and Michael Eisler
The Friend Family Foundation
Evelyn & Walter Haas Jr. Fund
Ann Millhauser Trust
Myers Family
– Eleanor Myers
– Jamie and Mark Myers
Jan and Robert Newman
Ken F. and Hilda M. Royce Fund
of JCEF
– Roseanne and Alvin Levitt
Fern and Daniel Ruth
Gertrude E. Vederoff Trust
Dana Corvin and Harris Weinberg

\$100,000 – \$249,999

Rickie Ann and
Richard Baum & Susanne Baum
Adele Corvin
Drs. Claire and James Davis
Bunny and Steven Fayne
Carol and Howard F. Fine
Frances D. and William H. Green
Miriam & Peter Haas Fund
Walter & Elise Haas Fund
Margaret and Stephen Holman
Beth and Fred Karren
Laura and Gary Lauder
David Pottruck
Jackie and Dan Safer
Dorothy R. Saxe
Ruth Seiler
Sandra and Lawrence Small
Estate of Liselotte Weber
Anita and Ronald Wornick
Diane and Howard Zack

\$50,000 – \$99,999

BiRite
– The Barulich Family
Gaia Fund
Melanie Wolfe-Greenberg and
David P. Greenberg
Fred M. Levin & Nancy Livingston,
The Shenson Foundation
*In Memory of Ben and
A. Jess Shenson*
Karen and Brian Perlman
Laurie Isenberg and Joel I. Roos
LaVerne and Alan Silverman
Diane Olmstead and Matthew Slepik
Jean and Michael Strunsky
Ingrid Tauber

\$25,000 – \$49,999

Daniel D. Benatar
Sheila and Milton Fine
Eve M. Bernstein and
Alex Gersznowicz
Lisa Erdberg and Dennis Gibbons
Cathy Dobbs Goldstein and
Philip Goldstein
Rochelle Alpert and
Steven Greenwald
Drs. Valerie and Thierry Jahan
Maurice Kanbar
Burton and Virginia Ladensohn Trust
Megan M. Smith and Larry Lirtsman
Amber and David Lowi
Lisa and Alex Mann
The Mondry-Cohen
Family Foundation
Peter Neubauer
Peter A. Pollat, M.D.
Jan C. Reicher and daughters
Sherie Koshover and Carol Roseman
Gerald B. Rosenstein Trust
Susan R. Diamond and
Marty Schenker
Gaye and Stuart Seiler
Sophie Sharp
Anne and David Steirman
Carol and Norman Traeger
Mary and Harold Zlot

UP TO \$24,999

Elana Lieberman and
Lorne Abramson
Patty and Benjamin Anixter
Andi and David Arrick
Frances R. Berger
Pola Burk
Kathy Burkle
Deborah S. Cantu
Jean Coblentz
Council of Residents of SFCJL
Sandra and Edwin Epstein
Rebecca Arons and Eric B. Fastiff
Susan and David Folkman
Constance and Milton Greenfield
Kevin Krueger and Mark Hunter
Linda and Thomas Kalinowski
Siesel and Howard Maibach
Melanie and Peter Maier
Sue and Vic Meinke
Marcia Packlick and Jack Munson
Judy and Jay Nadel
Joseph Nadel
Sandy Oberstein
Annette R. Rado
Mark Friedlander and
Jeffrey Schindler
Lynn and Paul Sedway
Robyn and Mark Setzen
Pauline and David Soffa
Marilyn and William Sugar
Wallis Foundation
– Michael Sack
Nina Weil
Barbara and Matthew Weinberg
Anne Bakar and Yossi Zadik



Richard Rosenberg demonstrates his facility with the cone ring toss, which is designed to improve balance and thus decrease the risk of falling. Occupational therapist Sara Gerstenberger approves Dick's steadiness and aim.

FIRST-RATE REHAB FOR A SECOND-TO-NONE SUPPORTER

Richard (Dick) Rosenberg has been a part of San Francisco Campus for Jewish Living for decades. Both his mother and mother-in-law were residents; both he and his wife, Barbara, chaired the board of trustees; their exceptional support has spanned the years, including the development of The Barbara & Richard Rosenberg Family Center, which was dedicated in 2006.

This year, however, Dick saw it from a new and different side: as a rehab patient in the campus's Jewish Home & Rehab Center.

"It's a strange feeling to be staying on the campus, actually utilizing the services for which you've worked for many years," he muses from his San Francisco condo.

Dick's month-long rehabilitation came about after he broke his femur and hand when he fell in the lobby of the Bank of America building, where he still maintains an office. Although retired (he was the company's CEO from 1990 to 1996), at 88, he nevertheless goes into the office four days a week to do work with the numerous boards and other activities that occupy his time.

On the day of his fall, he explains, he had almost recovered from minor back surgery, but was still using a cane. "I believe I tripped over my cane. It was my own stupidity," he admits with a rather rueful laugh. "I was carrying a briefcase and you're not supposed to carry anything when you're using a cane. But perhaps the greater stupidity is what was I doing, going to the office at 88 years of age?"

After his initial treatment at UCSF, Dick wanted to return home. However, his doctors, as well as his wife and sons, strongly recommended an interim stay at a rehab facility. Jewish Home & Rehab Center was the best, he was told, but his doctors warned him that, since it was the best, he may not be able to get in. Not surprisingly, though, the center's staff succeeded in securing a room for him, and Dick's work – focusing on "being able to move again" – began.

"It was a good experience," he assesses. "There was great care, great compassion for the people there, and the rehab therapy was first-rate."

Dick's feelings about the significance of San Francisco Campus for Jewish Living – dating back to the 1960s, when the Rosenbergs moved to San Francisco and board member Hank Kaufman urged them to get involved – has not wavered.

"It's one of the most important institutions in the Jewish community," he says. "We're indeed fortunate to have it. It provides excellent care for people who are aging."

He is also 100 percent on board with the campus's redevelopment. "The new concept of a continuum of care is a tremendous addition to the Jewish community in the city. Assisted living, that will be available on the transformed campus, provides an important bridge between one's own home and long-term care."

Dick gives highest accolades to David Friedman, Jewish Senior Living Group's chair, who successfully led the comprehensive campaign for the redevelopment of the campus. "It's a great tribute to David's efforts and to the generosity of our community," he commends. "But it's also a tribute to San Francisco Campus for Jewish Living itself. David had a great product to sell!" ■



Hand-on care. Dr. Bennett Zier, short-term & rehabilitation services medical director, checks on Dick's progress.

THERE'S NO FULL STOP TO CREATIVITY FOR THESE WRITERS



Charlie Getter, Litquake instructor.



Trude Warshaw

Nat King Cole sings in the background. Eight seniors seated around a table are waving sprigs of rosemary, the pungent fragrance wafting about the room.

"Does this scent bring back memories?" Marina Lazzara asks the group.

"I just thought of my dear Aunt Dora," one person responds.

This is the Litquake Elder Project, a program sponsored by the creators of Litquake, the Bay Area's literary arts project. Marina, who is one of the instructors, is warming up SFCJL's Jewish Home & Rehab Center's participants for this week's writing project, using rosemary's association with memory enhancement. As the hour-long session progresses, participants will write a letter of gratitude to someone who has been important in their lives. They will read the letters aloud to the group, and at the end of the eight-week program, their collective writings will be featured in an anthology. Later still, Litquake will hold a public reading, where participants can share their creative output with family and friends.

"I wrote to my dad," says 101-year-old Berenice Palmer. A former journalist, Berenice was pleased to hear about the formation

of the group and eager to take part. *I want to thank you for passing on your musical genius to my son, your grandson, she writes. It makes me happy to know it has passed on to Claude. I hear you again.*

"I'm *verklemt*," murmurs Life Enrichment coordinator Kamran Sanei, who uses the Yiddish word to describe his emotion while observing the session.

Participant John Kuppinger has heeded Marina's addendum that they need not write to a real person. *Dear Jerry, Thanks a lot for the night on the town, John writes. "I made it up," he chuckles, adding that the program has been most inspirational for him. "I like to write. Sometimes I write like Thomas Wolfe, my favorite author."*



Dulce Martinez



Berenice Palmer

At one end of the table, resident Phyllis Koestenbaum and Litquake intern Ashyka Davé are quietly talking. As Phyllis, a poet, cannot use her hands, she is dictating to Ashyka a thank-you letter addressed to her high school friend. "Arlene thought of me as a poet way back then and encouraged me," Phyllis explains.

"Because we transcribe, it's really powerful that Phyllis can continue to be creative through this group as well," acknowledges Lisa Galloway, Litquake Elder Project director.

According to Lisa, the goal of the project is meaningful engagement, empowerment and guidance, so that each participant is enabled to produce work they are proud of and feel safe to share. Instructors use music, scents (such as the aforementioned rosemary), sound patterns, and other

techniques to encourage creative expression in poetry and prose. "The participants have a writing community," Lisa says. "It gives them opportunities to tell stories and have someone listen."

When Litquake approached her about presenting the program, "I didn't know what to expect, and I wasn't sure who would be willing to take part," relates Mediatrix Valera, SFCJL's Life Enrichment director. The upshot is that the Litquake Elder project with Jewish Home & Rehab Center's residents has proven to be so successful that the initially planned single eight-week series has, to date, extended into three series.

"It's developed into a group that's constantly engaged," says Mediatrix. "It's truly a joy to see them so engrossed in their writing and to hear them confidently share their work." ■

HE'S HAPPY BECAUSE HE'S HOME

"I have a goal," states Vitaly Bantov, smiling broadly and pointing to his head. "It's to keep this machine in action! I do anything – everything – to keep my brain working. When we stop doing, it's dangerous."



Vitaly, 81, is sitting in his room at San Francisco Campus for Jewish Living's Jewish Home & Rehab Center. He is surrounded by numerous books, CDs, photographs and tchotchkes – among them pictures of his late wife, Adele, his son, Alex, posing with boxer Mohammed Ali, and a model of a pirate ship, which, he says “I did myself, even though my fingers aren't flexible.”

When his room's doorbell (which he installed) rings with a musical tone, it is his “best friend,” volunteer Arnold Kleinerman, who has stopped by. In addition to the pair having conversations about almost any subject, Arnold has been helping Vitaly fine-tune his computer skills – an important resource for Vitaly's research when something piques his interest.

“Vitaly is a very bright person who has proudly shown us a certificate with his 130 IQ score, and he uses every opportunity to grow,” confirms Life Enrichment coordinator Alla Surkis. “He attends special events and discussions with the rabbi, and participates in meetings, like our Food Forum, giving his opinion, but in a nice way. He's also very supportive of the other Russian-speaking residents, helping them deal with personal problems and advising them on how to overcome stress.” (Being supportive and involved are intrinsic to Vitaly's character. He supports the Veterans of Foreign Wars and Paralyzed Veterans of America, and holds a certificate of appreciation for Faithful Support of American Veterans.)

Keeping his body as well as his brain fit is important to Vitaly, and he makes a point of working out in the fitness center three times a week.



He also participates in the Litquake Elder Project, where he expresses his feelings and memories through creative writing.

“I became a permanent, happy resident of Jewish Home & Rehab Center in August 2016,” Vitaly relates. He had benefitted from a couple of earlier stays in the rehab center following hip surgery, and so, he explains, “This was already like my own home. I knew everybody, and everybody knew me.”

Vitaly grew up in Odessa, Ukraine. “It was a wonderful city,” he remembers. “They called it little Paris, and it was true.” A professor of telecommunications until 1975, he was expelled from his position after participating in political activity. At that time,

he says, the former Soviet Union allowed some Jews to leave. He and Adele took advantage of the opportunity, settling in Alberta, Canada, where he had a job offer.

The difference between life in Canada and Russia could be summed up by this example, Vitaly says. “When you get into an elevator in Russia, everyone is looking at the floor. In Canada, they're smiling at you.” Unfortunately, the climate in Alberta was detrimental to Adele's health, so the family moved, first to Hawaii and then to San Francisco in 1984, joining friends who had already settled here.

“We were extremely happy and thankful for this great country that accepted us,” he says.

“My feelings about Jewish Home & Rehab Center are really strong and deep,” Vitaly says. “I can't even describe my appreciation for the big hearts of the people who built it.” ■

A day at home. Vitaly Bantov puts pen to paper at the weekly Litquake Elder Project class. Then it's off to the fitness center for a good workout on the overhead pulley. Once he's back in his room, he may log on to his computer and do research, or have a discussion with Life Enrichment coordinator Alla Surkis (pictured), or open a package that contains an item he's bought to decorate his already delightfully personalized abode. He has music playing in the background and there's a stack of books on the subject of brain fitness to be studied and practices to be implemented. All this – and it's not yet even lunchtime.

STRIVING TO SERVE OUR MOST VULNERABLE WITH CERTIFICATIONS AND ENHANCED SKILL SETS



In the pursuit of and commitment to providing quality care and services, a new program designed to equip direct-care staff with specialized training in Alzheimer's and dementia care has been put into operation at San Francisco Campus for Jewish Living. To date, more than 153 nurses and aides, life enrichment professionals, and social services staff have completed the National Council of Certified Dementia Practitioners comprehensive training program, which furnishes a holistic understanding of care and services for people with dementia.

"It's not easy to entrust the well-being of a loved one to a stranger," acknowledges Kyle Ruth-Islas, Jewish Home & Rehab Center's administrator and technology advocate. "We're pleased we can offer families the comfort and assurance of knowing their loved one is being cared for by people with specialized training."

During the day-long intensive course, which is taught by Kyle and Social Services director Christine Roppo Soares (both certified dementia practitioners), trainees are sensitized to the special needs of this population. They learn successful techniques for managing depression, personal care, creating comfortable environments, and appropriate programming and activities.

After first learning of the certification program and investigating the details thereof, Kyle elected to take the training and found the curriculum inspiring. "I then wanted to find a way for other staff members to benefit from the training so we can continue to provide ever better care for our residents and patients," he says. "We're grateful for the support of a grant from the Newhouse Fund of the Jewish Community Federation and Endowment Fund that offsets the costs of the training and thus makes it available to all interested staff."

The training has been particularly helpful for certified nursing assistant Melody Celedio because most of her 22 years with SFCJL have been in other departments. "It's hard for people with dementia to say what they want. I've learned to respond with affection and reassurance. You can't change their disorderly thinking, so if a resident says a color is yellow – and it's not – I just agree with her."

Out-of-the-box thinking is essential to creating positive experiences for people with dementia, says Kyle. "The goal

Opposite page, left to right: Kyle Ruth-Islas, administrator; Melody Celedio, certified nursing assistant; Marina Tatishvili, Life Enrichment coordinator; Christine Roppo Soares, Social Services director. In their various lines of work, these trained and certified practitioners will focus on the abilities each individual (be it a resident or patient) still has, not on what they have lost to Alzheimer's or dementia.



Kyle Ruth-Islas demonstrates the importance and effectiveness of care that is holistic and person-centered ("because everyone is different"), such as the positive impact of eye-level contact.

"I'm aware of the immense responsibility we have to learn and grow in the area of dementia care," contends Christine. "Going through this teacher training has heightened my interest in understanding our residents' capacity to communicate with us, to receive care and love, despite their intellectual decline."

Life Enrichment coordinator Marina Tatishvili says the training reminded her how important it is to encourage residents to be active. "If you don't do anything, they decline," she says. "I play music for them and we dance, or we toss a ball back and forth to strengthen coordination. I understand they were different in their previous lives, but I love my residents and I love my job."

should be to enter into their reality. We have to be detectives, to discover through trial and error, because they often can't tell us what they need."

In addition to imparting practical information, the training gives the staff a chance to learn from one another's experiences, Christine says. "Staff share personal stories about working with residents and how it impacts them. When we hear what day-to-day life is like on a unit, we can get creative about what we can do to make it more successful for both them and residents." ■

SPINNING THEIR WHEELS FOR FUN AND FITNESS

Cycling has been a vital part of Betty Hoffman's life for 60 years; Ralph Rabkin's for 40. John Barker got serious about it in the 1980s; Henry Lew, just 20 years ago.

All four have "retired" to Moldaw Residences (San Francisco Campus for Jewish Living's life plan community, on the Taube Koret Campus for Jewish Life in Palo Alto, Calif.), where they continue their pedaling pursuits and take advantage of the range of physical, cultural, and social activities on offer. And every Friday, Henry, Betty, and Ralph – each of who has lived there for about two years – plus a few other friends, get together for a 20-mile bike ride.

Henry Lew and his wife, Winifred (a former Lockheed Aerospace scientist), moved to Moldaw because, he says, "I looked at all the continuing care retirement facilities and, with the Oshman Family Jewish Community Center co-located just across the way, Moldaw had the best combination of a top-rated gym and a site for cultural events." Given the multigenerational nature of the campus, "Our greatest joy, though, are the children, including our fifth-grade grandson, seen and heard below our balcony in the new 'Oasis' public playground and palm tree courtyard."

Formerly the chief of cardiology at Kaiser Santa Clara and a Stanford University professor, Henry, 83, trumpets the importance of physical fitness. "I belong to all the active groups, including the folk dancing and walking clubs, where I'm the only man," he laughs, adding proudly that he is still at his high school weight. He serves on the Dining Committee ("I'm pushing the kitchen to have an even healthier menu") and chairs Moldaw's Health Committee, where he promotes the value of exercise for keeping healthy and also preventing Alzheimer's disease.

Striving to keep his mind active as well, Henry enjoys Moldaw's lecture series (both listening and actively participating; he has given three presentations at the monthly Personal Enrichment in Retirement resident talks) and cultural events at the OFJCC. When he finds a spare hour, out comes his bike for a ride along the bay or as his preferred mode for running errands and thus not adding to global warming.

An active emeritus professor of medicine/nephrology at Stanford, Ralph Rabkin cycled with Henry even before he and his wife, Melanie, moved to Moldaw. "We moved here for the community," Ralph says. "It's really *haimish* – very comfortable and homelike." The couple appreciates the proximity of the OFJCC and seeing the multiple generations who revel in the center's activities. In fact, they have a grandchild at the campus's T'enna Preschool who visits them in the afternoons. "That's so nice," he confirms.

Although retired, Ralph, 83, still works part-time in clinical research, studying the effects of exercise on the accelerated aging, impaired cognition, and muscle wasting prevalent in patients with kidney failure. "Exercise is one of the few things that can slow down aging and remedy muscle wasting," he prescribes.



Henry Lew



Ralph Rabkin

Ralph's cycling history spans long rides with his son along the coast to Santa Barbara. Nowadays, he is fully occupied with the exercise programs at Moldaw and the OFJCC, the large number of cultural events and political lectures scheduled both there and at nearby Stanford University, and biking. "There just aren't enough hours in the day to participate in everything," he laments.

"Over 40 bike trips all over the world," is the number long-distance cyclist Betty Hoffman has logged to date, her journey having begun with a 10-week cross-country trip as a 16-year-old. Last May she rode through Normandy and Brittany for a fortnight, topping it off with a week in Paris. "Being out in the fresh air of the countryside is incredibly invigorating," she says. "In the course of my travels, I've found that people enjoy talking to cyclists. I think it's because we're non-threatening and perhaps not that common."

Betty, 76, moved from the Boston area to be near her son and his family. "The fantastic climate here is a huge plus," she notes. In her working years she taught French (she is a member of Moldaw's French Club) and was later a fundraiser for a variety of nonprofits, ranging from grassroots community-based agencies to a major Boston teaching hospital. Her robust activities agenda includes some light hiking, movies and

lectures at the OFJCC, and swimming at the center with her twin granddaughters. (Now 6, the girls are graduates of the OFJCC's preschool.)

Another longtime avocation has been ushering at cultural performances, which Betty continues to do at the annual summer chamber music festival "Music at Menlo" and Stanford's Bing Concert Hall. "In addition to being enriching experiences," she says, "they expand the breadth of my community."



Betty Hoffman

John Barker and his late wife, Joan, moved to Moldaw five years ago because of Joan's failing health. Five years prior to that move, they had relocated to San Francisco from Arvada, Colo., a town situated between Denver and Boulder, where John was, as he describes succinctly, "an ophthalmologist/alfalfa farmer." He and his wife had made a deal: Joan agreed to live in the country during their working years, but upon retirement, it was her turn to choose. Joan picked the Bay Area to be near their daughter and the cultural advantages of a big city.

"I liked the people at Moldaw from the beginning," John, 84, recalls. He says he is quite active, adding to his roster tai chi classes, working out at the OFJCC, and playing tennis. "The important things to me and most of my friends are the camaraderie, the companionship, and the intelligence of the people at Moldaw. We meet at dinner, talk, and have a good time." After losing his wife a year ago, "The support I've received is just wonderful," he says. (Rabbi David Teitelbaum, a fellow resident, officiated at Joan's memorial.)

Usually a solo biker, John rides at least once a week along the Bay trails. He began taking this activity seriously when his son, a mountain biker, encouraged him to try it. "I really started enjoying it and I embraced it." Although he only gets to the mountains about once a year now, "If you know about mountain biking, it's wonderful in the Colorado mountains and in southern Utah," he asserts.



John Barker

For John, Ralph, Henry and Betty, being a part of the Moldaw community provides opportunities to make new, lasting friendships and participate in endeavors that keep both their minds and bodies as active as they can.

"As you get older, you lose your peer group," Henry reflects. "Living at Moldaw, you get a whole new set of friends. Retirement is really very good!" ■

NOW SHOWING AT MOLDAW'S NEW THEATER

Going to the movies was something they did as a family, says Evan Goldberg. That is why it was an easy decision for the Goldberg Family Foundation to support the transformation of the media room at Moldaw Residences, where his father, Irv Goldberg, has lived for the past five years.

"I remember seeing *Star Wars* with my family," Evan says. "We were blown away." He also recalls when, at the age of 12, his father took him to see an R-rated film. "He made me promise not to repeat any of the words I heard. Of course I already knew them."

Evan is pleased with the changes to the media room, which include comfortable tiered seating and improved projection and sound. "It feels like a super high-quality home theater and the curtain gives it a theater vibe."

Irv is also happy. The media room is just around the corner from his apartment and he often takes advantage of it. "I do like movies, especially those that reflect current news. The new seats are more comfortable, the sound is better, and the whole experience is much more enjoyable," he affirms.

Shlomit and Sam Nemirovsky spent their last years at Moldaw Residences. "It was a very important part of their lives," observes their son, Ofer Nemirovsky. Thus, when Arielle Hendel, Moldaw's fund development director, approached him to make a donation in their memory for improved sound in the media room, Ofer agreed on behalf of his family. The hearing loop he donated ties into the



surround sound and enables residents with hearing aids to listen to movies with ease.

Ofer says his father, who died in April 2017 (his mother died in 2013), was very social. “My dad would walk down Moldaw’s hallways saying hello to everybody. He felt very much at home there. So when people see their memorial plaque on the wall at Moldaw, maybe it’ll jog their memories and they’ll think about my parents for a minute or two. It’s a simple gesture that helps to maintain my parents’ legacy. That’s a nice feeling for me.”

Beryl Grace and her sister encouraged their father, Martin Grace, to move to Moldaw rather than another life plan community because they believed the familiarity of a Jewish environment would be comfortable for him. “It gives us peace of mind knowing our father has an established community for dinners and other forms of companionship,” Beryl says.

The donation from Beryl’s family – made in the name of their Grace-Rosenberg Family Foundation – was instrumental in the refashioning of the media room. “Anything that increases Moldaw residents’ quality of life certainly makes me feel good,” Beryl says. “It’s the right thing to do.”

Left to right: Beryl Grace and her father, Martin Grace; Evan Goldberg and his father, Irv Goldberg; and representing the family, Gady Nemirovsky, son of the late Sam and Shlomit Nemirovsky, and brother of Ofer Nemirovsky.

Martin, who has lived at Moldaw for almost three years, applauds the change. “Before the renovation, they’d attempted to make it an audio-visual room, but it wasn’t really arranged for that,” he says. Now, in addition to the enhanced seating and sound, the set-up process for movies and the like is simplified. “They’ve made the media room even better than originally proposed,” he praises. “All of it looks good and it’s good to look at.” ■

Are you looking to be inspired and connected in your retirement? Visit us online at moldaw.org, call us at 650.433.3600, or come see all Moldaw has to offer at 899 East Charleston Road, Palo Alto, Calif.

'T WAS A TRANSFORMATIONAL TIME AT THE TOURNEY, IT WAS

Players, patrons, and pillars of our community stepped up to the mark, stood their ground at the tees, and added “platefuls” of support to our fund-a-need, “No Reservation Required!”

In-Residence Dining Experience at our 24th annual golf tournament, cocktail reception & awards ceremony, which took place on May 7, 2018 at The Peninsula Golf & Country Club.

Living up to its billing as Trans-FOREI-mational, this year’s tournament once again headlined Ron and Lynne Frank Page, who, through The Roy and Lynne Frank Family Philanthropic Fund, were our anniversary sponsors, and noted the progress we’re making in the most transformational project in our long and storied 147-year history. But what remains constant is the thanks due to our generous, caring, and committed supporters, underwriters, in-kind donors, volunteers, and 2018 Tournament Committee for helping us continue to benefit the residents of Jewish Home & Rehab Center. We hoped and aimed high, and struck success with more than \$233,000 raised.

We now raise our hats and clubs to all of you, and look forward to a bright future for everyone connected with San Francisco Campus for Jewish Living.

We’re already eagerly anticipating next year’s gathering on the green. We hope you are too!



Cheers to a great event from (left to right) Larry Baer, Michelle and Keith Tandowsky, and Barry Silver.



Jennifer Sills and her golf clubs make quite the matching pair when it comes to head covers.



SFCJL volunteers and staff did their stint at the reception too. Bill Gness is pictured with Dixie Waldrip (left) and Christine Roppo Soares.



Scott Montgomery and David Friedman compete for the widest smile.



2018 TOURNAMENT COMMITTEE

Peter A. Pollat, M.D., *Tournament Chair*

Joanne Bernstein
Allan Byer
Aaron Colen
Benji Friend
Milton Greenfield

Drew Greenspan
Jordan Mallin
Scott Montgomery
Alan Schneider
Steven Shakin



Clubs to the fore for (left to right) D. Peter Gleichenhaus, Peter Pollat, Donn Levine, and Steven Shakin.



The sign may have come between them, but there was no separating the fact that (left to right) Joe Sostriac, Jon Boone, Justin Trammell, and Matthew Deveny made for a fine foursome.



Signing their satisfaction and approval are (left to right) Brant Norlander, Stephen Silver, Jared Silver, and Brett MacLeod.



This team topped their game wearing their own tribute caps. From left to right are Grady Burnett, Benji Friend, Marcus Chait, Shawn Sieck, Donny Friend, and Tyler Garratt.



Poses with poise from (left to right) Brian Boehrer, Ricky Martin, Natalie Vertinski, and Cory DeGrave.



Making their mark on the green are (left to right) Patrick Meadows, Guy Rosenstock, Tony Startup, and Marc Win.



Alan Schneider sinks his putt, while Steve Gomberg (far left), David Friedman, and Josh Zander look on.



Descriptions of the silent auction items promised to satisfy everyone's taste and wish list. They were not the only ones to deliver on their promise. So, too, were the generous bidders, with every dollar raised benefiting the residents of SFCJL's Jewish Home & Rehab Center.



What a shot that must have been! (Even the flag gets raised.) Jumping for joy are (left to right) Jason Pearl, Jack Bair, Russ Stanley, and Jerry Drobney.



Celebrate our 25th Annual

FORE! A Great Cause

Golf Tournament, Cocktail Reception & Awards Ceremony

MONDAY, MAY 13, 2019 LAKE MERCED GOLF CLUB, DALY CITY



Benefiting JEWISH HOME & REHAB CENTER, *on the* SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Tee up for our milestone 25th year on the course and in the clubhouse

Stake your sweet spot at the morning golf clinic with Josh Zander, two-time Northern California PGA Teacher of the Year

Enjoy camaraderie, clubs, and contests on the course

Fabulous prizes await you at the cocktail reception & awards ceremony



Energy and enthusiasm linked to experience and established engagement when Jordan Mallin and Aaron Colen joined the golf tournament's committee. Their smiles signal sweeping success.

GREENLIGHTING NOVEL IDEAS AND BRINGING FRESH EYES TO THE DAY ON THE GREEN

When they joined the planning committee for the 2018 annual golf tournament, benefiting San Francisco Campus for Jewish Living's Jewish Home & Rehab Center, Jordan Mallin brought Everette, his three-year-old daughter, and baby Morrison, and Aaron Colen came equipped with his iPad. They also brought new energy and a new spirit.

In its 24th year as a fundraiser, all involved felt the event's format was getting a little tired. "The committee wanted fresh young eyes to help shape the event and to make it more appealing to a younger generation," clarifies Cyndi Kahn, SFCJL's special events and grants officer.

Aaron Colen, who had played in the tournament only once before, says he joined the committee because his cousin (and longtime tournament chair) Peter Pollat invited him. "I went to the first planning meeting to hear about their goals and vision, and to see if I could be of help," Aaron says. "I liked what I heard. They had progressive ideas and knew where they wanted the tournament to go."

Alan Schneider, another longstanding committee member, brought in family friend Jordan Mallin. As the father to a five-month-old, as well as his three-year-old daughter, Jordan admits he was a bit apprehensive at first about taking on the challenge, but he felt the project was a good one and decided the time commitment was do-able. "Alan told me they wanted people with a fresh perspective, new committee participants who might be willing to take on the responsibility for the tournament in the future," he reports.

Jordan, who works for Salesforce, and Aaron, who is in real estate, were not previously acquainted, but both had played in a number of charity tournaments and agreed that this one could use refreshing. "It was fun bouncing ideas off each another," says Jordan.

"Our main goal was to make the event more than about playing golf," Aaron explains. "We wanted to emphasize that it's an opportunity to meet new people and have fun."

Among the changes was replacing the post-tournament dinner with an impressive cocktail reception, something that would work better time-wise after a full day on the course and for concluding the event at a reasonable hour. More refreshment stations, along with silent auction items, were placed throughout the golf course. Prize giveaways were enhanced, new sponsors augmented existing ones, and publicity became more focused. "I felt a lot of the details got lost last year," reflects Aaron. "This year we made sure to alert everyone to the auction items and the cocktail reception."

Jordan and Aaron plan to continue their involvement with the tournament and recruit more of their peers to next year's event. Thus, another modification will be heralding this terrific fundraiser to their friends early on. "Because it takes place on a Monday, a heavy work day, people need to calendar it as soon as they can," notes Jordan.

"We really enjoyed partnering with SFCJL," Aaron tells. "They're super passionate people, working for a great cause. It was a collaboration between the experienced and inexperienced. We're the new guys, fresh blood, and they have the ability to bring in charitable donations."

"The combination worked beautifully," Cyndi confirms. "Augmenting a cadre of extremely dedicated, longstanding members of the tournament's planning committee, these two gents really injected a lot of excitement into our event. It was incredibly successful." ■



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San Francisco Campus for Jewish Living gratefully acknowledges the members of our Carob Tree Circle, appreciating those who are with us now and honoring those of blessed memory.

We thank these members for their foresight, recognizing that planned gifts can translate into a shared vision for the future.

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A photograph of two budgies perched on a wooden branch. The budgie on the left is yellow and green, while the one on the right is blue and white. They are surrounded by colorful beads in shades of red, orange, yellow, green, and blue. The background is softly blurred, showing hints of a window with light coming through.

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As a nonprofit organization, San Francisco Campus for Jewish Living depends on community generosity to maintain the excellent standard of its care, services, and programs. Your contribution helps us provide our Jewish Home & Rehab Center residents with the highest quality medical and nursing care; ministers to their spiritual needs; and elevates 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 older adults. It also answers the call to one of the basic tenets of Judaism – *tzedakah* or righteous giving.

While each of our residents has their own significant histories, they do have something in common: They have reached a time in their lives when they need care, which our remarkable staff provides consistently and compassionately.

With your meaningful support, San Francisco Campus for Jewish Living will continue to be this special place our community has known and trusted for more than 147 years, and a haven that provides our residents with the best in compassionate care and human dignity.

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

There is no gift too small and every contribution is greatly appreciated.

*For information about supporting
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The Tree of Life is a striking wooden sculpture that hangs prominently on our campus. Each leaf on the tree bears an inscription as a tribute or memorial to a loved one. Leaves may be purchased for a \$1,200 gift.



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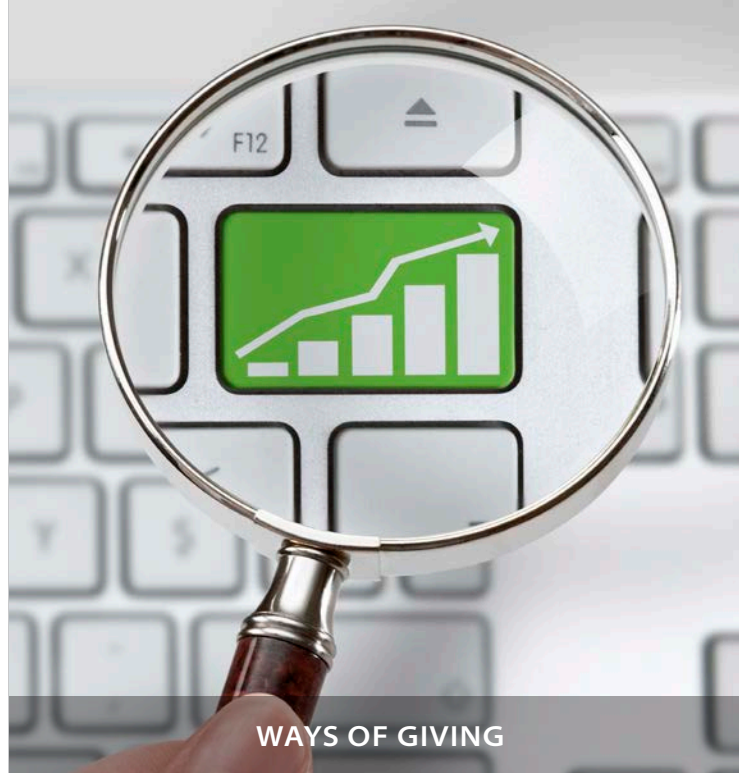
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With a contribution of \$613, you can support this joyous event and ensure that our residents – the people who are dear to all of us – celebrate their special days in style. As the birthday sponsor, you are also honored, receiving eight invitations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



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Honor an important occasion or the memory of a loved one by using our tribute card service. We send a beautiful card, designed with art 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 are inscribed in our Tribute Book.



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We make every effort to ensure our lists of supporters are up to date. Should you find an error, please accept our sincere apology, and kindly notify our Advancement department at 415.406.1107 so that we can make the appropriate change to our records.



SUGAR ADDS SPICE AND IS ALL THINGS NICE

Her nickname is Sugar. And it fits 83-year-old Georgia Addison just perfectly, says Keyatta (Key) Shade, director of Volunteer Services at San Francisco Campus for Jewish Living.

Sugar volunteers each week in SFCJL's gift shop (temporarily sharing a space with the café while the campus is under construction) where, according to Key, "Sugar lights up the room with her smile. She leaves her mark on the residents, as well as on the staff and guests who visit the gift shop and café. We love her!"

It is a mutual love affair. "I just love helping other people," Sugar makes known. "When residents come into the gift shop, we're so glad to see each other. I've learned their names and they've learned mine." →



With the gift shop temporarily sharing a space with the café, Sugar Addison can easily put her eye for style into effect, enticing café manager Diane Quan with a sampling of items.

Sugar came to her volunteer job in a round-about way. At the time, she was a patient at SFCJL's Jewish Home & Rehab Center, recovering from foot surgery. This was her second visit to the campus for rehab, having recuperated there from a prior knee surgery. "I was treated with such respect and taken care of by really well-trained staff," she says of her initial stay, and thus hoped to return for her second recovery. When the hospital did indeed direct her there, "It was a miracle when they sent me back to Jewish Home & Rehab Center!" she enthuses.

While recovering, Sugar, who likes to keep busy, ventured out in her wheelchair, chatting with others, including Key, and visiting the gift shop. "It has a warm, welcoming feeling of family, so I thought I'd see if I could volunteer there," she recalls.

Remarking that Sugar's offer was "music to my ears," Key learned she was also interested in visiting with residents. So besides staffing the gift shop, "Key arranges for me to speak with patients who are having a hard time acclimating," she says. "I'm mature, so we're sort of on the same wavelength."

Key agrees that Sugar's age can be a plus. "For our residents and patients, it's great for them to see people similar in age still working, being helpful and productive."

Sugar shares that, while she does not observe any specific religion, she does have a special relationship with Judaism. Last spring she joined other volunteers and staff at the San

Francisco Jewish Community Center's Freedom Seder, an experience she relished. "Although I didn't know anyone I sat with at first, I still felt very welcomed," she remembers.

Volunteering is consistent with Sugar's life principles, which is why she also gives of her time at the San Francisco Symphony and the San Francisco Senior Center. When it comes to her personal program, "I have to be active, to move," she states, so she works out several times a week at a local gym. She is the mother of four, ("My children raised me well," she quips. "They're all senior citizens now"), a grandmother and great-grandmother to six apiece, and a great-great-grandmother to one. "I also have a sweetheart," she reveals.

Sugar is especially delighted with her travel experiences. After her last child left home, she embarked upon her dream of seeing the world, back-packing solo for 26 months and ultimately visiting 31 countries. A theater buff, she is now considering taking continuing education classes in the art of improvisation.

"It's never too late for anything," she pronounces. "I believe life is a gift, and we should open the present every day." ■

Just like Sugar Addison, you can sweeten the lives of others by volunteering at SFCJL. Contact our Volunteer Services department at 415.469.2229 to discuss the range of fulfilling opportunities to match your interests.



It is a hale and hearty hello from occupational therapist Melissa Schram, who worked with volunteer Sugar Addison during her December 2017 recovery at the campus's rehab center.

SAN FRANCISCO CAMPUS FOR JEWISH LIVING SERVICE VOLUNTEERS

We gratefully recognize the following individuals and the generous giving of their time, talents, and abilities to enrich the lives of our older adults. Names reflect involvement from July 1, 2017 through June 30, 2018.

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SPUR
Stanford Medical Center
Stanford University Jewish
Student Association
Sutter Hospice
Taube Koret Campus for Jewish Life
Temple Sinai Brotherhood
Touro University School of Pharmacy
Union for Reform Judaism
Unite Here Local 2
United Way of the Bay Area
Unitek College
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
VITAS Hospice
VolunteerMatch
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 San Francisco Campus for Jewish Living from July 1, 2017 through June 30, 2018. We sincerely appreciate their support.

Arizona Grand Resort & Spa
Larry Baer and San Francisco Giants
Bay Area Discovery Museum
Bay Cities Produce Co.
Beach Blanket Babylon
Marian and Allan Byer
California Academy of Sciences
Captain Kirk's
San Francisco Sailing
Carmel Bach Festival
Contemporary Jewish Museum
Dream Pops
Carol and Howard F. Fine
Robert Fleming
Paulette J. Meyer and
David A. Friedman

Haas Brothers and
the Burrows Family
Steven Honing
– Honig Vineyard & Winery
International Pastry
Jewish Community Center
of San Francisco
Will Karnofsky
– Mind Body Golf Coaching
KIND Snacks
Lagunitas Brewing Company
Lexus of Serramonte
Susan and Jay Mall
Susan and Kenneth Moses
Moss Adams, LLP
MRC

Rose and David Nigel
Oakland A's
Oakland Zoo
Oregon Shakespeare Festival
Peninsula Golf & Country Club
Perry's
Gusta and Leonard Pickman
Pier 39
Elizabeth Reese
Jan C. Reicher
Lynne Huffman and Allan Reiss
Ruth Roberts
San Francisco Jewish
Film Institute
San Francisco Marriott
Fisherman's Wharf

Alan Schneider
– The Antique Traders
Scoma's
Southern Wine & Spirits
St. Regis San Francisco
Barbara Thomas
Mary and David Sperber
– Town's End Restaurant & Bakery
U.S. Foods
VSP Vision Care
Walt Disney Family Museum
Katelyn Webb
Frank and Kinson Wong
– R&G Lounge
Josh Zander – Zander Golf
Anonymous (1)

LEGACY AND LEADERSHIP

San Francisco Campus for Jewish Living presidents and chairs of the board, and their years of office.

Howard F. Fine 2017 →
 Richard Baum 2014 – 2017
 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*.



Frances 'Fanny' Green
 – March 2018

May Fanny Green's name
 be for a blessing.

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

Composition as at October 10, 2018

JEWISH SENIOR LIVING GROUP

BOARD OF TRUSTEES

David A. Friedman, *Chair*
 David Steirman, *Vice Chair*
 David Dunkelman
 Jim Koshland
 Larry Marks

SENIOR LEADERSHIP

Daniel R. Ruth, *President & Chief Executive Officer*
 Sherie A. Koshover, *Chief Advancement Officer*
 Kevin Krueger, *Chief Human Resources Officer*
 Vic Meinke, *Chief Financial Officer*
 Michael Skaff, *Chief Operating Officer*

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

BOARD OF TRUSTEES

Howard F. Fine, *Chair*
 Sophie Sharp, *Secretary*
 David Lowi, *Treasurer*

James A. Davis, M.D.
 Michael Eisler
 Steven Fayne
 Matthew D. Gershuny
 Alex Mann
 Brian Perlman
 Lynn Sedway
 Howard Zack

NON-VOTING TRUSTEES

Danielle Nemzer, *Federation Fellow*
 Bennett Zier, M.D., *Short-Term & Rehabilitation Services Medical Director*
 Elaine Gecht, M.D. (Alternate to SFCJL Board),
Long-Term Care Medical Director

SENIOR LEADERSHIP

Daniel R. Ruth, *President & Chief Executive Officer*
 Staci Chang, *Director of Marketing and Communications*
 Peggy Cmiel, *Director of Nursing and Clinical Operations*
 Mark Friedlander, *Executive Director, SFCJL*
 Angela Lazarich, *Director of Campus Operations*
 Mario Lemay, *Director of Organizational Effectiveness*
 Rabbi Sheldon Marder, *Director of Jewish Life*
 Matthew Powondra, *Administrator, Frank Residences*
 Jan Reicher, *Executive Director, Byer Square*
 Kyle Ruth-Islas, *Administrator, Jewish Home & Rehab Center*

CLINICAL LEADERSHIP

Elaine Gecht, M.D., *Long-Term Care Medical Director*
 Elliott Stein, M.D., *Acute Geriatric Psychiatry Medical Director*
 Bennett Zier, M.D., *Short-Term & Rehabilitation Services Medical Director*

MOLDAW RESIDENCES

BOARD OF TRUSTEES

Larry Marks, *Co-Chair*
 David Steirman, *Co-Chair*
 Marlene Levenson, *Secretary*

Jean Blackburn, *Resident*
 Ellen Brown
 Niel Davidson
 Pam Ferris
 Daniel R. Ruth

NON-VOTING TRUSTEES

Al Kuhn, *Resident Representative*

SENIOR LEADERSHIP

Alexander Ben-Israel, *Executive Director*
 Michelle Delos Santos, *Assistant Executive Director*

JEWISH HOME & SENIOR LIVING FOUNDATION

BOARD OF TRUSTEES

Arlene E. Krieger, *Chair*
 Richard M. Rosenberg, *Secretary*
 David Steirman, *Treasurer*
 Daniel R. Ruth, *Assistant Secretary*

Adele Corvin
 David A. Friedman
 Larry Marks
 Robert Newman

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. jslg.org

SAN FRANCISCO CAMPUS FOR JEWISH LIVING

Designed to respond to the current and future needs of our community, see how our progressive campus redevelopment and transformation is progressing. Read about our comprehensive services for older adults, including exceptional extended care for some of our community's most vulnerable elders, at SFCJL's Jewish Home & Rehab Center. Achieve giving the gift of time by joining our corps of volunteers, or planning for your legacy, and that of SFCJL, through planned giving. sfcjl.org

SHORT-TERM AND REHABILITATION SERVICES JEWISH HOME & REHAB CENTER

Short-term specialized medical and rehabilitation services help older adults regain their 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 our center of excellence, at sfcjl.org/stars

ACUTE GERIATRIC PSYCHIATRY HOSPITAL JEWISH HOME & REHAB CENTER

As one of the only enterprises in 14 Bay Area counties that ensures the emotional and mental health of seniors through Jewish Home & Rehab Center's on-site acute geriatric psychiatry hospital, San Francisco Campus for Jewish Living 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. Find out how our specialized care can help by going to sfcjl.org/psych

MOLDAW RESIDENCES

Located on the South Peninsula in Palo Alto, Calif., Moldaw's life plan 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 San Francisco Campus for Jewish Living, Moldaw Residences, and network affiliates. Visit the Foundation's website, where you can take the opportunity to donate online. jhsf.org

E-COMMUNICATIONS SAN FRANCISCO CAMPUS FOR JEWISH LIVING

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

Painting by resident artist
Edie Sadewitz

We wish our entire community the meaningful gathering of loved ones around the Thanksgiving table, the warmth and light that surround Chanukah, and a happy and healthy holiday season.