



CEDAR SINAI PARK
love. honor. respect.

GENERATION TO GENERATION

GENERATION TO GENERATION

דור לדור

A Cedar Sinai Park Quarterly

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YAD B' YAD DELIGHTS

**EMPLOYEES OF THE
QUARTER SHINE**

**SHARING LIFE
THROUGH POETRY**

**RESIDENT
KEEPS PAINTING
DESPITE STROKE**

BOARD HIGHLIGHTS: LESLIE GELLER AND IVAN GOLD

FROM THE CEO'S DESK

BY DAVID FUKS, CHIEF EXECUTIVE OFFICER, CEDAR SINAI PARK

OUR MIDRASH INCLUDES a story of an old man planting a carob tree. A passerby considered the elder's choice of the carob interesting: it takes 50 years for the tree to yield its fruit. The passerby questioned the old man's decision to plant a tree that would not bear fruit



in his lifetime. The old man responded, "I am planting this tree for the generations to come."

All of us who provide

services to our community at Cedar Sinai Park do so with the nourishment and support of those who came before us and who, in their wisdom, planted the carob trees that benefit us. People like Joe Joseph, English Rosenberg, and Sadie Feves were among the pioneers that helped to establish us on this campus. They were followed by insightful and energetic leaders such as Milt Carl, Henry Blauer, Jordan Schnitzer, and Ruben Menashe—their leadership was instrumental in the development of the Rose Schnitzer Manor and the diversification of our services. The leadership of key board members such as Jim Winkler, Michael Feves, and Paul Frisch has helped us to prepare for the work of building an even stronger organization that will transmit value and service to our community in the future.

WHAT'S IN STORE THIS YEAR

During the current year, we will see organizational growth and di-

versification continue. Our recent completion of the 1200 Building purchase and continued efforts to expand our holdings in affordable housing reflect our understanding how important it is to assure that low-income community members can live independently and with dignity. Our efforts to develop a home and community-based service model, which will be linked to our affordable housing portfolio, and to meeting the needs of Jewish community elders wherever they may reside, also reflect our community's strong desires. Additionally, the creation of Kehillah Housing will provide younger developmentally disabled adults with opportunities to become independent.

NEW NURSING HOME IS COMING

Most important of all, the development of a new nursing facility designed to care for the most fragile in a household model context will help us to create a new environment that brings together a modern building featuring state-of-the-art clinical technology with the values of home and community. The generosity of many community leaders has brought us to the point where we

will soon be able to move forward with the public phase of a capital campaign that will be the key to our efforts to change the face of aging in the Jewish community.

CEDAR SINAI PARK'S CAROB TREE

As we seek to grow and as we plant the carob trees that will bear fruit for the next generation, we recog-

"All of us who provide services to our community at Cedar Sinai Park do so with the nourishment and support of those who came before us and who, in their wisdom, planted the carob trees that benefit us."

nize that we do so with values in which Cedar Sinai Park has been committed for more than three generations. These values can be expressed simply as putting the elders and disabled of our community at the center of what we do, honoring their choices, responding to their needs, and affirming that they and their families deserve to be treated with love, honor, and respect. •

A handwritten signature in black ink, appearing to read 'D. Fuchs', written in a cursive style.

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On the cover: Rose Schnitzer Manor resident Annette Gerard with daughter Alison Garfinkle and granddaughter Maddie at Yad B'Yad on Aug 18, 2012.

MESSAGE FROM THE PRESIDENT

BY PAUL FRISCH, PRESIDENT, BOARD OF TRUSTEES

MANY OF THE changes underway in our organization reflect the continued growth and changes taking place in our community. For example, the development of a



household approach to nursing home care manifests our community's desire for a true home setting for our most fragile residents. The development of Kehillah Housing recognizes the fact that many of our community's families have special needs children who are seeking to live independently. The expansion into affordable housing acknowledges that our community is economically diverse and that its lower income members need to know they will have community living and support options should they need to call upon them. Further, our commitment to innovation in home and community-based services reflects the knowledge that we must, as a community, be prepared to help our members age in place and live wherever they want to call home for as long as possible.

As a board leader, I know that we can never accomplish this work alone. It is the involvement of remarkable volunteers who come to our community and donate so much time to the well-being of our resi-

dents that keeps the heart of Cedar Sinai Park beating. What a pleasure it is to arrive on a Friday night and see a young person preparing for their bat mitzvah by leading a Shabbat service on our campus. What a joy it is to see young parents and their toddlers visiting with elders on our campus as part of the Yad B'Yad program. In addition, the children of Portland Jewish Academy and the Maimonides School enliven virtually every Jewish holiday on our campus with their programs, their visits and their genuine affection. To see this level of community involvement is quite remarkable.

The growth of our programs and the growth of our community are also reflected in the growing team of staff (please see "What's New" on page 5). While our organization continues to grow and evolve, we remain grateful to be rooted in our community's desire to assure that its most fragile members receive the best of care and that all of our elders can count on our continued commitment to the fifth commandment. •

"[W]e can never accomplish this work alone."



*We are proud to honor
the residents and staff of the
Robison Jewish Health Center.*

*Thank you Cedar Sinai Park for your
support of our community, you have our
deepest and ongoing love and respect.*

Arlene Schnitzer
&
Jordan Schnitzer



WHAT'S NEW AT CEDAR SINAI PARK

ROBISON NURSE HONORED

Judy Tapia, a licensed practical nurse at our Robison Residence, has earned the LeadingAge Oregon Caring Spirit Award, with which the statewide association of nonprofit and other mission-directed aging service organizations recognizes individuals exemplifying service and dedication in the direct elder-care profession.

Judy is known for making time for the personal touch and small but important requests, such as threading a sewing machine or mending a garment for a resident, in addition to her nursing duties. For the past 16 years, she has made personalized photo quilts for each resident on their 80th, 90th, and 100th birthdays. She also organizes Mother's Tea for residents, family members, and staff.

Award Committee members noted they were amazed by the range of

activities that Judy (pictured center with the award) takes on throughout the year which are beyond the scope of her position. She truly goes above and beyond to enrich the lives of our elders. •

LEADERSHIP CHANGES

We are pleased to announce that Kimberly Fuson has moved to a new role as the Chief Program Officer. In that role, she will be providing guidance and oversight to all healthcare and community service programs of our organization.



Lesley Sacks will be stepping into the role of Robison Jewish Health Center Administrator in November. Lesley has been with Cedar Sinai

Park since 2005, co-directing social services at Robison.

Kimberly is excited about the changes at Cedar Sinai Park. "I am confident about the incoming leadership—Lesley as Administrator and Jane Duck as Director of Nursing—and about the transition into the role of Chief Program Officer. I appreciate the opportunity for continued growth as we evolve and expand our services to care for community elders and their families."

Lesley seconded Kim's sentiments, saying, "I'm excited about the opportunity to serve our elders and grow within the organization. I have deep roots in Portland's Jewish community and feel very committed."



In addition, we are pleased that Bill Stinnett is remaining with us as Assistant CEO. In that role, he is overseeing the purchases and rehab of affordable housing buildings in downtown Portland, as well as the development of the Kehillah Housing building. He will also continue working as a senior advisor to



Continued on page 12



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YAD B'YAD DELIGHTS KIDS, PARENTS, ELDERS

THROUGHOUT THE SUMMER musician Kim Palumbis brightened the faces of little tots and their parents who joined Rose Schnitzer Manor residents at the interactive music program “Yad b’Yad” (“Hand in Hand”). Through Hebrew folk tunes and children songs, which Palumbis

performs on her acoustic guitar, kids engage with residents through singing, dancing, laughing, movement, and instrumentation.

Several residents come every week, saying it’s the highlight of their week. Resident Margie Specator said. “I don’t even remember my own children being that young. It’s a phenomenal program.”

Yad B’Yad has taught Kim to understand the word “sacred.” “We’re giving the residents a gift, and they’re giving us a gift,” she said. “Music brings people together. After the first event, a resident told me, ‘You’re teaching them not to be afraid of us.’ Bringing generations together is a blessing for everyone.”

THE ORIGINS OF YAD B’YAD

Kim’s grandfather, Lester Salmenson, lived at RSM and Robison Jewish Health Center until his passing in January 2011. The two of them had discussed bringing Oy Baby!, songs especially for Jewish toddlers, to Cedar Sinai Park.

Kim said, “My grandfather would have loved this.”

Janine Gottheiner is a friend of Kim’s whose grandmother, Rachelle Braverman, spent the last two years of her life at RSM.

“I’d visit grandma often, and residents’ faces would brighten when they saw the kids,” Janine said. “Af-

ter she passed away, I believed there had to be a way for a young mom like me to come back with my kids. So I approached Kim to bring Yad b’Yad to Cedar Sinai Park.”

Caron Blau Rothstein, manager of Portland Jewish Library, a literacy and local engagement program, said the Jewish Federation of Greater Portland sponsors and helps promote the program. “Cedar Sinai Park has been wonderful in hosting Yad B’Yad,” Caron said. “Everybody looks forward to it.”

SUMMER OF JOY

Following the success of Yad B’Yad’s spring session, Kim decided to bring the program back for the summer. The Sunday sessions appealed to working parents who hadn’t been able to come on Fridays in spring. According to Janine, with the program’s growing word-of-mouth, a lot more residents come, too (16 residents came to the Aug. 19 session). She said, “The residents rave about the program. They light up from the minute we walk in.”

Janine brings her

2-year old daughter Ava. She said, “Ava feels at home there. They made the playroom welcoming to the kids, we get to have a music class, and we get to play. It’s a mitzvah that feeds my soul every week to bring joy to residents just like I’d bring to Grandma.”

On occasion, three or even four generations within a family come together. Danelle Romain, whose grandmother Lenore Weston lives at the Manor, brought her newborn George and 2-year old Sam.

“Sam loves to play the air guitar,” Danelle said. “And the program is a great way to connect to our Jewish identity.” •



PLAN AHEAD FOR ROSE SCHNITZER TOWER

SINCE 2007, PORTLAND'S Jewish community has owned an affordable-housing building for seniors. The primary benefit of living at Rose Schnitzer Tower is affordability:

tenants pay rent amounting to 30% of income, regardless of income amount. Located in downtown Portland, Rose Schnitzer Tower is close

to public transit and shopping options and features 1-bedroom units with balconies—major reasons for the waiting list currently standing at four years.

The upper limit on income is

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The Albert will be accepting reservations starting in May, 2012.

Some apartments will be available at affordable housing rates, to those who qualify.



A new development by Ruben and Jack Menashe



\$30,660 for a single person or \$35,040 for a couple (income cannot be more than 60% of median).

Rose Schnitzer Tower falls under Section 8 housing: the U.S. Housing and Urban Development Department (HUD) covers the difference between the market rate and resident's share. HUD Properties Administrator Pam Washington

said, "The majority of tenants are receiving the Social Security insurance benefit. We also have tenants who pay no rent because they have no income."

To get on the waiting list, call 503.222.7467 or email [adrianc\[at\]harsch.com](mailto:adrianc[at]harsch.com). If your application passes eligibility criteria, you will be placed on the waiting list.

Pam said, "We prioritize the elderly, and 10% of our population must be under 62 years of age and have a physical or mental disability.

If you still meet all the requirements once your name rises to the top of the list, you will receive an offer of the next available unit, and you can move in right away.

Plan your future, apply today! •



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RESIDENT KEEPS PAINTING DESPITE STROKE

EVEN A STROKE could not stop Rose Schnitzer Manor resident and lifelong artist Elaine Kaufman from making art.

In the past, Elaine had explored sculpture and needle point, for which she gained recognition in last year's LeadingAge Oregon Ageless Art contest.


After the stroke partly paralyzed her right side and she lost the ability to use her dominant hand, she learned to use her left hand to paint small landscapes. Inspiration for particular scenes comes from magazines, newspapers, and calendars.

For two hours every week for the past year, art teacher and therapist Anita Apperley has been visiting with Elaine to practice painting. Anita, who owns an art studio in Portland, teaches an art class for differently-abled children and sculpts realistic Santas.



Elaine Kaufman painting a landscape with Anita Apperley.

As a result of the weekly instruction, Elaine says, "I'm getting better all the time." •



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MulvannyG2 Architecture is proud and honored to help Cedar Sinai Park provide love, honor, and respect for its residents.

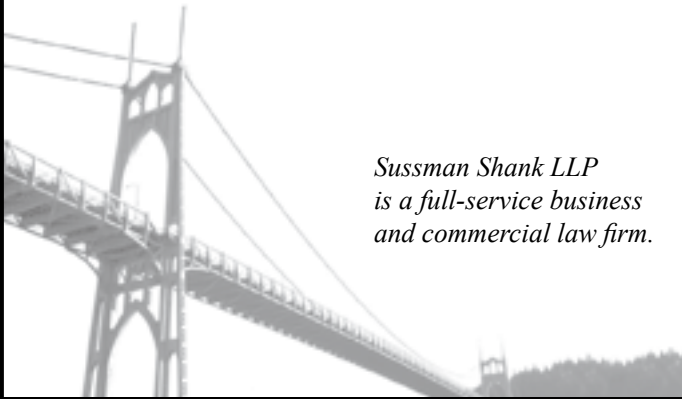


"We are so grateful for the care and services extended to Mom during her years at [Cedar Sinai Park]." —family member

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CEO David Fuks and to the Board of Trustees.

Richard Horsford has been appointed as our new Chief Financial Officer. Rich has been with our organization for 12 years and has hit the ground running in his new leadership role.



Bill said the shift marks both the culmination of a 4-year transition in the post of Chief Financial Officer and his preparation for retirement (he has been with Cedar Sinai Park for 24 years).

“Rich has the experience in Cedar Sinai Park’s complexity,” Bill said.

“I’ll retire the day after the New Nursing Home opens.”

Rich, who has worked at Cedar Sinai Park since 2000 highlighted the deliberate nature of the transition, saying, “It helps to have a succession plan with a clear goal and clear steps.” •

EMPLOYEES BIKE TO WORK

Cedar Sinai Park employees have joined the Bicycle Transportation Alliance’s Bike Commute Challenge for the first time. The Challenge is a “friendly competition—workplace against workplace—to see who can bike to work more during the month of September.”

Spearheading our participation is Admissions/Social Services Coordinator Ali Hartstein. As Captain of our Team Haverim, Ali said, “Through the summer I have been

one of five Cedar Sinai Park employees to bike to work. Several people have told me they’d love to do it, too, so I’m hoping the Challenge will provide the needed boost.”

The organization supports the effort. According to Chief Program Officer Kimberly Fuson, “Biking is a fun, environmentally friendly way to commute. I live a mile-and-a-half away, so I’ll bike whenever I can.” •



Best Wishes

from

Irwin & Renee Holzman
The Holzman Foundation



SHARING LIFE THROUGH POETRY

ROBISON JEWISH HEALTH Center resident Inez Weissman has asked for her poem “A Natural Event” to be shared with you. Asked about her inspiration for writing, Inez said, “I write about that which is most familiar—my family, my world. I write that life is beautiful



until the moment you're struck down and you have to pick yourself up.”

A NATURAL EVENT

by Inez Weissman

In the beginning, the giving birth
with pain and joy,
filled with love and tenderness,
the future bright, together
sharing dreams to come.

Hand in hand we live
with laughter and tears,
filling our days as we
confront what is and plan for
what will be.

The children grow,
bringing joy and pride, and
soon they leave.
Once again, we have time
for each other's love.

Then nature does what nature does.
It says “enough” and declares
that the end must come,
and death arrives to claim
its own.

Yes, the end is here,
undreamed of,
unprepared for,
unfeared.

The dreaded reality. •

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Leaving a bequest to the Oregon Jewish Community Foundation for the benefit of the Robison Home, Rose Schnitzer Manor or Cedar Sinai Park enables you to create a permanent legacy that can keep our community strong... forever.

Learn how you can help sustain Cedar Sinai Park and our shared Jewish community for years to come.

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Create a Jewish legacy.

 
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*We send our love and
admiration to the
wonderful residents,
staff, and volunteers at
Cedar Sinai Park.*

Eric & Tiffany
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*Our sincere gratitude to the
staff, volunteers, and contributors who
give with their hearts in caring for elders
at the Robison Jewish Health Center*

Solomon D. & Rosalyn Menashe



BOARD SPOTLIGHT: LESLIE GELLER

LESLIE GELLER IS one of the newest Cedar Sinai Park board members. Born and raised in Portland, she's a pastry chef by trade. Leslie has been involved in the local Jewish community for more than 10 years. She and her husband, Richard Geller, met and married at



Congregation Beth Israel. Currently a stay-at-home mom to their three children: twin boys, 6, and a girl, 3. She is active at Congregation Beth Israel, especially the Sisterhood, where she helps with various philanthropic community projects and where she served as president in 2006–2010. Last year, the Jewish Women's Round Table honored Leslie with the Song of Miriam award for her good works there. A few months later, her father, Stanley Samuelis, moved to RJHC. Frequenting Robison regularly, Leslie bumped in to board member Michelle Gradow who asked her to join the Development Committee.

Congregation Beth Israel, especially the Sisterhood, where she helps with various philanthropic community projects and where she served

Leslie said, "I was very honored to get a call last spring from David Fuks inviting me to join the board."

Leslie continues to serve on the Development Committee, currently co-chairing CSP's annual benefit with her friend and fellow Committee member, Jane Vereschagin.

"This place is such a blessing," she said. "It's the only Jewish health care organization in Oregon, honoring everybody at every stage of life, which is very important to me. It takes a very special type of person to do this work. Everybody who works here is worth their weight in gold." •

BOARD SPOTLIGHT: IVAN GOLD

IVAN GOLD HAS been involved with Portland's Jewish community organizations, including the Federation and Congregation Shaarie Torah, since he moved here from New York in 1971. He said he follows his family's long tradition of community service.



Ivan's mother, Leah Weiss, a Pittsburgh, PA, native and a New York University Law School graduate, Ivan came to Portland to clerk for Judge Gus Solomon. Since then, in addition to business dealings, he has been a law partner with a number of Oregon firms. Today he is Senior Counsel at Perkins Coie, LLP, the Northwest's largest law firm.

year at Robison, she died at 93, surrounded by family.

"She kept her own checkbook until she was 91," Ivan said. "She had

Ivan joined Cedar Sinai Park's board in 2003. He chairs the Quality Management and Corporate

Compliance Committee, and also represents CSP on the Sinai Family Home Services board.

Ivan said, "It's a great privilege to work for an organization that operates at the highest levels because the staff and the board insist on nothing less. Watching the staff care for my mother made me feel lucky and grateful that Portland has CSP to help keep us independent as we age, and to care for us if we become infirm." •

OUR FAMILY PHOTO ALBUM



Clockwise from top left: RJHC residents, seated from left, Edith Levitt and Ruth Omenn, deliver backpacks to employee Gospa Saric's children, Ramo and Ejla (employee Ana Smetana looks on in the background) at the 8/1 Backpacks to School BBQ; Ben Fox leads the iPad 101 for Seniors class at RSM; RJHC resident Helen Stavrakis blows out the candles on her birthday cake with granddaughter Kira; RSM resident Murray Kaufman, 94, at his home office; 100-year-old Helen Bowers enjoys a luau party.





Clockwise from top left: RJHC resident Beverly James loves a sunny day on the patio; RSM resident Charlotte Weiner celebrates a birthday; Simcha Coordinator Barbie Enkelis with her Song of Miriam Award; Michael Feves honors the National Council of Jewish Women with the President's Award at the 92nd CSP Annual Meeting, 6/6; RJHC resident and Rose Festival Princess Grace Klor loves roses; RSM Purls of Wisdom Knitting Group's donation to the nonprofit Breast Friends.



TRIBUTES FROM JULY 1, 2011 TO JULY 31, 2012

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Harold & Sally Mink	Jack & Barb Schwartz	Min Zidell	Jack Menashe
Sam & Beulah Schaffer	Trudi Stone	Nathan Cogan	Sanford & Wendi Menashe
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Burton Nudelman	Wendy & Don Dominguez	Trudi Stone	Jack Menashe
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Paul Fellner	Ted & Davia Rubenstein	Raymond & Dorothy Packouz	Suzanne Liberman
Dodd & Nancy Fischer	Wayne & Elaine Tamblyn	Carol Danish	Victor Menashe
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Herb Goodman & Mel Lee	Dr. Rodger & Marcella Slevin	Scott Danish	Lee & Becky Holzman
Joe & Lila Greengard	Dave Saltman	Marc & Tracy Frankel	Larry Mudrick
Hans & Marilyn Grunbaum	Darrell & Judy Barnes	Sy Danish	Vicki Zidell
Eve Stern & Les Gutfreund	Jerry King	Stuart & Jacqueline	Leah Nepom
Luetta Jermulowske	Donald & Naomi Olds	Barthold	Norm & Joan Friedman
Hershel Lawson	Marcie Weider	Dr. Larry Duckler-90 th Birthday	Phillip & Raya Gladstein
Marjorie Meek	Rose Weider	Jerry & Muriel Feuer	Bette Greenstein
Eugene & Linda Nudelman	Robert & Idelle Weinstein	Bud & Robin Marcus	Ray & Dorothy Packouz
Sharyn Olsen	Norton "Jerry" Schlesinger	Ruby Sachter	Ted & Davia Rubenstein
Mike Roach & Kim Osgood	Raymond & Barbara	Beverly Eastern	Isadore Russell
Lois Poplack	Chapman	Bette Greenstein	Jerry Nudelman-80 th Birthday
Ted & Davia Rubenstein	Donald & Katharine Epstein	Jerry Feurer-90 th Birthday	Arnold & Carol Barer
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Rubinstein	Jack Schneiderman	Ken & Irene Winters	Jerry & Julie Gold
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Ruben	Bob & Mitzi Tobias	Sanford & Elaine Weinstein	Joel & Sue Krane
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Jerry Stern
 Ted & Davia Rubenstein
 Lois Urman
 Jerry & Helen Stern
 Marvin Urman
 Jerry & Helen Stern
 Esther Wayne-90th Birthday
 Min Zidell
 Irene Winters-85th Birthday
 Ken Leondar
 Frances Wolfe
 Lenore Weston
 Jerome & Muriel Feuer
 Selma Zack-90th Birthday
 Harry & Joanne Glickman
 Jack Zidell
 Vicki Zidell

HAPPY ANNIVERSARY TO—
 Bernard & Selma Brown-60th
 Anniversary
 Margaret Gotesman
 Harriet Schatz
 Phil & Raya Gladstein
 Victor & Susie Alhadeff
 Dave & Sharlene Harvey-10th
 Anniversary
 David Lippoff & Liz
 Rabiner Lippoff
 Gerald & Evelyn Leshgold-70th
 Anniversary
 Allen & Jo Cohen
 Milt & Jean Hasson
 Lou & Bernice Menashe
 Ruby Sachter
 Solomon & Roz Menashe-60th
 Anniversary
 Ted & Davia Rubenstein
 Victor & Toinette Menashe
 Philip & Dorothy Reiter
 Gary & Sylvia Pearlman-50th
 Anniversary
 David Lippoff & Liz
 Rabiner Lippoff
 Melvin & Janet Swire-60th
 Anniversary
 Lily Floom
 Harriet Schatz
 Marvin & Lois Urman
 Alan & Suzanne Barzman
 Jerry & Helen Stern
 Marvin & Barbara Wolf-50th
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* *Arnold Hopper*-Being honored
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and Family



*Best wishes to the
residents and staff at
Cedar Sinai Park.*

Diane & David
Rosencrantz



*Wishing happy days
to the residents and staff
of Cedar Sinai Park.*

Eleanor Rubinstein



*Congratulations to
Cedar Sinai Park and
their success receiving
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projects and growing
their services to meet
expanded needs of our
vibrant community.*

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Rosalie Goodman

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Min Zidell
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Dining Room
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Serving residents
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"I was honored. I still work the same way I did the first day I got here. [But] without my team I wouldn't be where I am. I'd rather my whole team get the award."

SUZI ABERA
Certified Nursing Assistant
Serving residents
since 2008



"I haven't expected it at all. A lot of people deserve [the award]. Everybody works hard."

EMPLOYEES OF THE QUARTER AT ROSE SCHNITZER MANOR

REBECCA PORTER
Server
Serving residents
since 2010



"All the residents were excited for me. I received a lot of congratulations. I feel like I have 150 grandparents every day. It feels like home."

Find out more about the Employee of the Quarter program and how to nominate at http://bit.ly/CSP_EofQ.

CARA BALSKE
Concierge
Serving residents
since 2009



"I do like an accolade. But I don't do my job for accolades. I do it to make people happy. I like making people laugh."

DIANE BONJU
Health Services
Coordinator
Serving residents
since 1998



"I really like working here. Everyone is so nice to work with, especially the resi-

dents. I am attached to them. They are just like my own grandmas and grandpas."

TIM MELTON
Executive Sous
Chef
Serving residents
since 2008



"I love this job more than any job I've ever had. The people I work with are some of the closest people in my life. And I love making the residents happy." •

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*Best wishes to the
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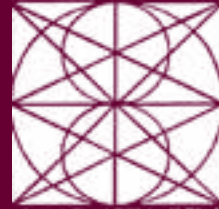
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is at the heart of our mission. In everything we do, we recognize that people, including our eldest and most frail citizens, have the right to control decisions made about their lives.

A nonprofit organization, we're committed to delivering a broad-based continuum of care that can be tailored to individuals' unique needs.

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MANAGING EDITOR
Debbi Bodie
CONTRIBUTING WRITER AND DESIGNER
Peter Korchnak

ADDITIONAL CONTENT
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COPY EDITOR
DeAnn Sullivan-Fuks

PHOTOGRAPHY
Peter Korchnak and Cedar Sinai Park Life Enrichment Coordinators



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