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GENERATION דור לדור TO GENERATION

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Volunteer Barbara Slader warms up the Rose Schnitzer Manor Choir before rehearsal.

SINGING THE SONG OF LIFE

MMUSIC KINDLES HEARTS AND SOULS at Cedar Sinai Park. Whether it's joining in the choir at Rose Schnitzer Manor, dancing to the Latin beats at Robison Jewish Health Center,

or singing along to violin tunes at Adult Day Services, music features in every resident's life.

JOY OF MUSIC, FELLOWSHIP

The love of music among Rose Schnitzer Manor Choir members persisted even through last summer's two-month hiatus.

Choir Director and long-time volunteer Barbara Slader said, "The Choir gives us all great joy and energy. Everybody feels younger and zippier after rehearsals and performances."

Barbara started the Choir in 2005

together with resident Malca Muskin. In addition to weekly rehearsals, the Choir performs at Robison Jewish Health Center, Cedar Sinai Park annual meetings, and partner assisted-living facilities.

"Barry Levine plays brilliant jazz piano and makes our music sparkle," Barbara said. "And Susie Gouz helps every singer participate and keeps us all energized and smiling."

Additional volunteers include Judy Sibelmann and Sheryl Chomak.

Continue reading on page 31

FROM THE CEO'S DESK

BY DAVID FUKS, CHIEF EXECUTIVE OFFICER, CEDAR SINAI PARK



AS YOU KNOW in your personal and family life, success builds not on good luck and avoiding challenges, but on the way you address those challenges. It's my pleasure to report that Cedar Sinai Park just finished a remarkable year

of organizational growth, quality of service, and financial stability. However, it is easy to see that, in our economy, *challenges lie ahead* in public financial support that is so important in helping us care for the elders in our community. Our response to these challenges rests on two strong pillars: a commitment to sound management and a commitment to creative service and program development, so that we can adapt to new times and continue to provide our community with the quality of service it deserves.

In management, we remain very careful about *controlling our expenses* while simultaneously investing in capabilities that will enable us to work creatively in the coming years. As we manage expenses, we will always do so with an eye towards assuring that those we serve never want for quality of care or quality of life.

BUILDING CAPACITY

In the area of capacity development, we are *implementing an electronic medical records system* that will allow us to increase the efficiency of records-keeping and work more closely with other health care providers; this system will bring our records-keeping into the 21st century. We are also *converting the May Apartments to*

assisted-living certification. This will aid us in serving the growing demand we are encountering in the assisted living area. We have also appointed Kimberly Fuson, who has been Administrator of the Robison Jewish Health Center for the last 10 years, to a new position, Chief Program Officer. This position will create the capacity in our organization for developing new programs and services that best respond to our community's changing needs.

Program development is a key activity that will ensure Cedar Sinai Park continues to thrive in a changing environment. We are *developing a new nursing home model* that will flexibly address the needs and personal desires of our residents through the creation of households. We are also *working to develop new forms of home- and community-based services* to help people stay at home and thrive in the community for as long as they wish. In that light, we are

engaging in a conversation with the Jewish community to better identify needs for services that might help its members to remain at home when their health declines. In addition, we are *moving forward with plans to develop a housing-with-services model in our downtown affordable housing apartment building*. Helping people to age in place is our organization's strong priority, as is providing the highest

quality of residential and nursing care for those need it.

The *development of the Kehillah Housing Program for young adults with special needs* is an additional priority of our organization. This new venture will provide us the capacity to serve our community even better.

GOING STRONG

Although there is thunder on the hills, we have a lot to be grateful for. Our organization is strong and managing its resources well. Our Board leadership and community support are the envy of nonprofits across the state. Our partnerships with the Jewish community, Jewish Federation of Greater Portland, Jewish Family & Child Service, Sinai Family Home Services, and other sister agencies remain strong and are growing. Our partnerships with public policy makers and providers in the secular community also are thriving.

Our successes and accomplishments are a result of a lot of hard work and particularly from our community's support. For this we are deeply grateful. •

"Although there is thunder on the hills, we have a lot to be grateful for."

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

MESSAGE FROM THE PRESIDENT

BY MICHAEL FEVES, PRESIDENT OF THE BOARD OF TRUSTEES, CEDAR SINAI PARK



WE AT CEDAR SINAI PARK are very excited to be in the midst of a capital campaign to build a new healthcare facility. Many community leaders have stepped up and provided a foundation of funds that have brought us significantly

closer to our goal. While this support from the leadership of our community is crucial to our success, the support of all of the rest of us is the key to our ability to successfully complete this campaign and to build the new care facility. We will soon be approaching our entire community and asking everyone to step up and help to shape the future of elder care.

BUILDING A NEW HOME

Let's take a moment to remember what we are building and why we are building it. The Robison Jewish Health Center has served our community very well for almost 60 years. When the "Home" was built, it represented the state-of-the-art in elder care with hospital-like corridors and double occupancy rooms. All of us know that this older building cannot be the model of our future. The household design of the new health center will provide our community with services in an environment that is not just homelike, but truly home. Each household will contain twelve private bedrooms surrounding a living room, dining room and kitchen. Each bedroom will have a private bathroom and shower. This new architectural model has shown to enhance the quality of life, health, and

sense of independence for those for whom we care.

In addition, by taking pressure off of the older Robison building, we can make sure that every person receiving services in that facility has a private room. We plan to re-purpose portions of the existing building in order to provide increased rehabilitation and post-hospital care for those who come to us for a short stay before returning to their own homes.

JOIN US

Our organization is growing in many ways. As we experience this growth,

we must recognize that everything we do is for one purpose: we want to serve you well if you need our help.

Our capital campaign will allow us to be of greater service to our entire community and it will help us to assure that our history of excellence and our commitment to love, honor, and respect can continue for generations to come. Many of our community's leaders and

one hundred percent of our Board of Trustees are participating in this campaign effort.

I invite you to join us. •

"Everything we do is for one purpose: we want to serve you well if you need our help."



Forty-eight residents will enjoy private rooms in our new health center.

WHAT'S NEW AT CEDAR SINAI PARK

WE'VE HAD AN EVENTFUL year since the last issue of "Generation to Generation". We launched new services, fostered fruitful friendships, and continued faithfully serving the community. With so much to share and to be grateful for, here's the year's news brief.

WE'RE AMONG THE BEST



Cedar Sinai Park has made the 2011 list of 100 Best Nonprofits to Work For in Oregon. Oregon

Business magazine's program spotlights organizations that foster an outstanding workplace, and we are proud to have been selected in the Large Nonprofit category. The final ranking appears in the October issue of *Oregon Business*. •

GRANT PROJECTS

"Home: A New Jewish Response to Aging" is a new program that will support seniors in safely aging at home through access to in-home care, care management, Jewish cultural activities, rehabilitation, transportation, and health/wellness education. This program is funded in part by an allocation from the Jewish Federation of Greater Portland Community Impact Grant Fund.



Federation's Bob Horenstein said, "We are pleased to help fund a comprehensive process that will lead to the creation of a new community service model that will enable seniors to live in comfort and dignity in their homes for as long as possible."

We have partnered with Jewish OJCF grant. The grant helped Hesed Family and Child Service to offer "Mindfulness of Aging", a series of bimonthly educational seminars on various mental health issues and coping strategies for elders, such as exercise and humor, healthy grieving, or coping with depression.

Facilitating the classes is JFCS Senior Services Director David Molko, a Licensed Clinical Social Worker focusing on geriatrics.

A \$2,000 Oregon Jewish Community Foundation grant provided 50% of program funding; a private donor matched that amount.

OJCF also contributed \$3,000 to *Elder's Family Learning Initiative*, the program which helps families cope with challenges and struggles associated with caring for an aging relative. We have completed the preparation phase of the project and are ready to begin the public phase.

Hesed Shel Emet, which provides Jewish burials for the community's low-income members received a \$3,000

OJCF grant. The grant helped Hesed continue providing services and to successfully fundraise, doubling its revenues from 2010 (see p. 27). •

NEW GROWTH, NEW LOT

Our growth has resulted in the growing need for parking on our main campus. We are building a new 42-space lot. Construction commenced after Labor Day, with anticipated completion in mid-October.

We're also exploring covering the lot with a roof that will not only provide welcome protection from the elements but also feature solar panels to help power our operations. •

ANNUAL EVENT

We're so proud of you, our supporters! Our annual signature event, held on March 5th at the Governor Hotel and featuring 5 Guys Named Moe, raised \$150,000. Thank you for your generous contributions. We look forward to seeing you at the next event on March 10th, 2012 (see p. 8). •

THE MONTHS AHEAD

10/8 Yom Kippur
10/13-10/19 Sukkot
10/20 Shemini Atzeret
10/21 Simchat Torah
11/1 Sisterhood event
11/24 Thanksgiving
12/6 Sisterhood event

12/20-12/28 Hanukkah
1/1 Resident New Year's Day Party
1/3 Sisterhood event
2/8 Tu B'Shevat
3/6 Sisterhood event
3/8 Purim
3/10 Super Diamond (see p. 8)

*We are proud to honor
the 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

and

Jordan Schnitzer

GOATS ON CAMPUS WORK HARD, DRAW SMILES

ROSE SCHNITZER MANOR Administrator David Kohnstamm is giving goats a great name. Faced with the daunting task of removing invasive species like ivy and blackberries from the

Al Lewin Legacy Trail, David recalled his parents' goat and what it could do to unwanted vegetation.

A call to NW Goat Rental put the wheels in motion. Members of our executive staff and Board first thought the idea amusing, but David managed to persuade everyone. Since the herd of 12 arrived on September 1st for a one-month trial, we haven't looked back.

"Residents love it, neighbors love it, staff love it," David explained. "It's a great environmentally-friendly way to make an impact on the trail."

The goats get a lot of attention: people make a trip here just to see them. Employee Ann Martinez said, "A resident came up to see the goats with her family. It put a huge smile on her face."

Another employee, Trish Tice Coates, visits the goats daily on her break. "They're gentle and affectionate animals," she said. "Visiting with them is a highlight of my day."

Colleague Elizabeth Moore added, smiling, "I love the goats. The project inspired me to always look for creative solutions to problems."



There's also a chance David will get the nickname Goat Whisperer and start signing off with, "May the goat be with you." •

BEST WISHES

FROM

IRWIN AND RENEE HOLZMAN
THE HOLZMAN FOUNDATION





The Goodman Family
is a proud supporter
of Cedar Sinai Park

SAVE THE DATE: SUPER DIAMOND, A NEIL DIAMOND EXPERIENCE, MARCH 10TH, 2012, THE NINES HOTEL

WE'RE VERY EXCITED to announce that our next annual event will feature Super Diamond, a Neil Diamond experience. Join us for a fabulous evening of timeless entertainment: music, delicious food, and great company in the heart of Portland. Mark your calendar for Saturday, March 10th, 2012!

Christi Goodman and Michelle Gradow are once again chairing the Event Committee, which is already hard at work to bring you an unforgettable evening. The intergenerational event will feature the crowd-pleasing band Super Diamond, a Neil Diamond experience.

ABOUT SUPER DIAMOND

This San Francisco band delivers a high-octane, glittering, smoke-filled show performing Neil's power ballads and up-tempo hits with unrestrained enthusiasm. The show is pure entertainment: classic music combined with fun, energy, and pas-

sion creating nostalgia for the good old days and excitement for today's generation!

Super Diamond has played sold-out shows throughout the Western United States, including Portland's Crystal Ballroom, generating an exuberant audience response unheard of for a tribute band. In fact, many would say Super Diamond has transcended the label "tribute band" by passionately immersing themselves in Neil Diamond's huge repertoire.

MAKE A DIFFERENCE

Make a difference by helping to sponsor the event. Your contribution will

mean support for quality of life for elders.

To learn more about sponsorship opportunities call Debbi Bodie at 503.535.4303 or email her at debbi.bodie@cedarsinainpark.org.

Invite your friends and make it a party night! •



Photo: Super Diamond



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premier Elder Care Community!



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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. and Rosalyn Menashe



GOOD TIMES FUND KEEPS GIVING

BEVERLY LINDEMANN'S MEMORY lives on. The Good Times Fund established by Clarice and *Phillip Eder in their daughter's name after her passing in 2003, has continued enabling our residents

to enjoy outings to cultural, sporting, and other events around Portland.

Thanks to the Beverly Eder Lindemann Good Times Fund, residents last year had unique opportunities to see a Cirque de Soleil performance, visit the Oregon Zoo, and cheer at a Blazers game.

According to Community Program Director Kathy Tipsord, "The Fund has opened doors for residents, many of whom wouldn't have been able to go on their own financial accord. It makes Activity staff smile with a tear

because it's touching to hear those stories. The Fund truly is a blessing."

The Fund's name and purpose come from Beverly Lindemann's passion for the arts: she founded and ran Lake Oswego Academy of Dance, whose members perform at Robison every December. Those who knew Beverly have said she always made sure that everyone around her, no matter what their age, took advantage of the good times in life. Beverly especially enjoyed working with elders.

John Moss, then-Director of the

Oregon Jewish Community Foundation, where the Fund was established, said, "Because of [Beverly's] joy for living, [the Eders] are making it possible for others to enjoy life in her memory."

Since its transfer from OJCF to Cedar Sinai Park in August 2008, the Beverly Eder Lindemann Good Times Fund has received \$7,760 in donations from 41 donors. We heartily applaud last year's donors to the Fund for gifts totaling \$2,540: Jacqueline Constantine, Seymour Danish, Rosalie Goodman, Larry Gorin, Margaret Hasson, Bari Isaacson, Steven Kahn, Avrel Nudelman, Jim Poplack, Lois Poplack, Jerry Roth, Michael Sigell, and Janet Swire. •



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"I am doing things I never thought I could."
—Trudy Madsen, Robison Jewish Health
Center Resident

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Jewish Federation of Greater Portland is a proud partner of Cedar Sinai Park.

In the past year Federation has:

- Allocated \$261,927 to Robison Jewish Health Center
- Awarded a \$35,000 Community Impact Grant to fund *CSP at Home*
- Helped secure state funding through joint lobbying efforts



get involved. donate. make a difference.



BOARD MEMBER SPOTLIGHT: EVE STERN



WHEN EVE STERN was a little girl, her father used to take her and her siblings to visit Robison Jewish Health Center after Sunday school. Residents were always happy to have children visit them, Eve recalled. It was a delightful

experience, Eve said. “A lot of the residents had bowls of candy in their rooms and enjoyed sharing with us.”

Her father’s lesson—that it was important for kids to value people of all ages—stuck with Eve: since 2010 Eve has been a Cedar Sinai Park Trustee.

“It was an honor to be asked to join the Board,” she admitted. “People we care for are treasured members of our

community and have stories to tell.”

Eve’s path to the Board led through TASK, or Treasuring, Accepting, and Supporting Kehillah, which promotes acceptance and inclusion in the Jewish community of people with disabilities. Eve established TASK with her dear friend Gaye Schafer, whose husband Bruce also serves on the Board; it’s now a program of Jewish Family and Child Service.

Because of her experience, Eve is also excited about Cedar Sinai Park’s collaboration with JFCS to build

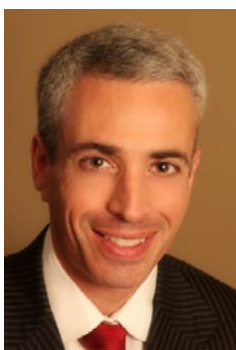
Kehillah Housing, an apartment building for young adults with special needs.

“It’s encouraging to see greater acceptance of this population,” Eve said.

Eve recently sent her last child to college. She’s also very proud to be on the Board—most recently, she chaired the Annual Meeting—and looks forward to continued involvement with the organization.

What’s more, Eve said, “When I’m old and live at Robison, I will have a bowl of candy in my room.” •

BOARD MEMBER SPOTLIGHT: LANCE STEINBERG



BOARD VICE PRESIDENT and Treasurer Lance Steinberg has an emotional connection to Cedar Sinai Park: his grandparents lived both at the Rose Schnitzer Manor and Robison Jewish Health Center.

A fourth generation Portland resident, Lance decided to join the Event Committee more than five years ago. He’s in charge of raising sponsorship dollars for our annual event.

Lance explained, “As a member of the local Jewish community, I really believe in the organization. Cedar Sinai Park has been a centerpiece of that community, and taking care of elders is a tenet of our faith. It’s

absolutely fulfilling, as well as an honor and a privilege, to help the organization I believe in so much.”

In 2007, Lance got an invitation to join the Board of Trustees. His expertise as a financial advisor and owner of Steinberg Aley Wealth Management has been useful. Last year Lance was voted Treasurer (following the footsteps of his father Bob Steinberg who had held the same position on a previous Board) and Executive Committee member; he also chairs the Finance Committee and its Investment Subcommittee.

“My role is as a member of a large and very capable board,” Lance said. “We’re all striving for the same goal. We make sure that, as our community ages, there’s a great place that will take care of them in a dignified and respectful manner and with top quality care. What excites me about Cedar Sinai Park is its constant search for ways to better itself, its residents, and its supporters.”

Lance is married to Mary, and together they have three daughters, Gabriela, Adriana, and Marisa. He’s a competitive tennis player and a fitness enthusiast. •

CEDAR SINAI PARK CLICKS BEYOND THE WEBSITE

AS YOU KNOW, perhaps even from your own experience, social media has been gaining acceptance as a powerful way to communicate with friends, family members, or your favorite nonprofit organizations. We've been hard at work bolstering our online presence, and we invite you to join us!

As reported in the *Jewish Review*, Peter Korchnak joined our team in April as Online Communications Manager. His charge is to increase our online presence and, according to Chief Development Officer Debbi Bodie, to "share our story and the great work we do with our community."

You can now find us online at the following outposts (we'll be expanding our YouTube and Twitter presence as well):

WEBSITE



Our main website carries all the basic information about our organization, including facilities and services, educational content, and giving tools.

BLOG



For the latest news from around the campus, subscribe to the blog via email or Real Simple Syndication or RSS. Be the first to know! (Many articles here started out as blog posts.)

FACEBOOK



Like us on Facebook for short and sweet updates. Ideal in a time-crunch and for Facebook fiends.

FLICKR



All of our photos live on Flickr, organized into sets by date and event. ●

CEDAR SINAI PARK ONLINE

Website: www.cedarsinai.org (basic info)

Blog: www.cedarsinai.org/wordpress (news articles)

Facebook: www.facebook.com/cedarsinai.org (short updates)

Flickr: www.flickr.com/photos/cedarsinai.org (photos)

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VOLUNTEER BEAUTIFIES ROBISON HEALING GARDENS



FOR GEREL BLAUER, volunteering as a gardener at Cedar Sinai Park is personal: both her mother and cousin lived at Robison Jewish Health Center, and she's a gardening evangelist.

Gerel's first encounter with Cedar Sinai Park took place in 1986 when her mother stayed at Robison; the second occurred when she'd visit her cousin here in 2000. Both times Gerel felt the building's entrance area could be more welcoming.

"If the place looked uninviting, nobody'd want to stay here," she said.

Convinced she could help, she asked then-Administrator Kimberly Fuson and Community Program Director Kathy Tipsord whether they'd be interested in the Robison Jewish Health Center being beautified. The two followed Cedar Sinai Park's philosophy and said yes, provided Gerel would take the lead.

Gerel not only answered the call, she's been taking care of the six Robison gardens for over 10 years now. She tends to plants, flowers, and

shrubs, some of which she brought from her own garden.

SEEKING VOLUNTEERS

A few years in, Gerel realized the job was too much for one person. Since 2005, she's had occasional volunteers help with the work. She said additional volunteers are always welcome, needing only energy, strength, and interest in exercise.

Gerel's volunteer recruitment strategy mirrors Cedar Sinai Park's and is pretty simple: "When a family member or a friend comes by and they notice something needs to be done, I accept no

complaints; I accept volunteer help."

On an overcast June day, new Rose Schnitzer Manor Queen Lois Poplack's son was helping Gerel spread bark mulch in the Zidell Garden, underneath the 100-year old heritage tree towering over Robison Jewish Health Center. He admitted, "You just can't say no to Gerel. I'll help whenever she asks."

WHEN THE SPIRIT MOVES YOU

Still, Gerel does most of the work. So much, in fact, that she cannot estimate the number of hours she contributes every week.

"When the spirit moves a volunteer," Gerel said in general terms, but suggesting she was referring to herself, "and the volunteer has the time, the volunteer volunteers as much as she can give."

The sense of satisfaction Gerel derives from her volunteer work is palpable to anyone who talks to her.

She said, "There's the satisfaction of providing a pleasant environment, making the Home a more beautiful place, and knowing I helped others."

Just then, a resident's daughter walked by, glanced at Zidell Garden, and said, "Looks beautiful!" •



OUR FAMILY PHOTO ALBUM



All photos on this page are from Robison Jewish Health Center. Clockwise from top left: therapy alpaca Napoleon visits with resident Helen Stavrakis; resident Pauline Popick enjoys an occasional computer game; residents Therese White and Shirley Schwartz open the family-style dining room at Levi Neighborhood; residents practice their Wii golf moves; resident Beverly James learns new Latin dance moves with Assistant Activity Director Ann Martinez. Center: "The kitchen is open whenever someone is hungry. Isn't that how it should be?", says resident James Barrett.





Clockwise from top left: Robison Jewish Health Center Rose Festival Queen Trudy Madsen with King Burt Nudelman; Rose Schnitzer Manor Rose Festival Queen Lois Poplack with King Bob Taubman; Jacob “Coco” Cohen enjoys therapy dog Mort’s company with volunteer Nancy Visenberg; Health Service Coordinator Dorcas Kish with resident Bertha Rose in the new Levi Neighborhood dining room; Manor resident Sheldon “Shelly” Petcher enjoys the 4th of July barbecue with Assistant Activity Director Elizabeth Moore.

Find these and other Cedar Sinai Park photos in our Flickr photo stream:
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TRIBUTES FROM JULY 1, 2010, TO JUNE 30, 2011

ROBISON JEWISH HEALTH CENTER

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WHAT RESIDENTS SAY

ENJOY THESE QUOTES by Cedar Sinai Park residents.

“Thank you for loving me for just who I am.”

“I can’t believe what the volunteers do for us here. I’ve never seen anything like it.”

“Words cannot express the joy I felt at my party. It is the most memorable birthday of all my 80 years. You did everything with grace and charm.”

“Is this a new part of the building? It looks like home.”

“I started a new life here.”

“I’m doing things I never thought I could.”

“I’m trying to get [people] to understand how much happens here. Maybe I do a little too much.”

“It’s not a senior moment, it’s intellect overload.” ●

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"I'd like to introduce you to [Assistant Activity Director] Ann. She is my caregiver, but more importantly, she is my dear friend." —Pam Sawtell, Robison Jewish Health Center resident

HESED SHEL EMET BURIES JEWS IN DIGNITY

WHEN IN THE SUMMER of 2008 Florence, a Robison Jewish Health Center resident, passed away with no resources, relatives, or burial plans, Debbi Bodie made sure Florence had

a proper Jewish burial. In addition to being Cedar Sinai Park's Chief Development Officer, Debbi also happened to be chair of the Cemetery Committee at her synagogue.

"I found out at 10 a.m. that Florence had passed away, and by 3 p.m. she had a burial arranged," Debbi said.

But, Debbi thought, what about other community members in the same situation as Florence? She got together for coffee with Rabbi Ariel Stone and Hesed Shel Emet, or "true love and kindness", was born.

Hesed Shel Emet is a program assuring that all low-income residents of Oregon and Southwest Washington can be buried with dignity in accordance with Jewish law and customs. Since its inception, the program, which operates under Cedar Sinai Park's umbrella, arranged and paid for 9 burials for Jewish people without resources.

SWIFT ACTION REQUIRED

A typical Hesed burial happens like this: a Jewish community member's relative or caregiver calls his or her rabbi or Jewish agency to ask for assistance with the loved one's burial. The rabbi connects the community member with Debbi (all 32 rabbis in the Portland metropolitan area have a memorandum of understanding

with Hesed Shel Emet, and all take turns officiating at the funerals). Debbi then finds a plot at a cemetery and arranges for the actual burial to take place (like the rabbis, all 11 area cemeteries participate on a rotation).

The burial is arranged quickly from the time of the initial call.

"You can't pre-plan a Hesed funeral," Debbi explained. "I coordinate it at the time of need."

With increasing presence in the community, Debbi has seen the program grow both financially and in terms of inquiries. She's come to appreciate the support from the program's funeral home partners: Holman's Funeral Service and River View Cemetery Funeral Home.

Holman's director Daniel Holmes expressed immense gratitude for the program's existence. "I'm grateful to Debbi for creating Hesed because it helps ensure all members of the local Jewish community have a proper burial. It's a wonderful thing she



Hesed Shel Emet co-founder Debbi Bodie.

steps up for those who aren't able to help themselves."

River View's Executive Director David Noble said, "We applaud and support what Hesed has been doing; we do what we can to help. As a non-profit, we serve the whole community regardless of their circumstances."

THE ULTIMATE MITZVAH

As the program grows, Debbi continues to have its main purpose in the forefront of her mind.

"Everyone has the right to be buried according to their faith, regardless of their resources," she said. "Hesed Shel Emet is the ultimate Mitzvah, a kindness to those who cannot return it or give thanks for it. We need our community to help us perform it for years to come." •



QUICK FACTS ABOUT HESED SHEL EMET

Established: 2008

c/o Cedar Sinai Park
6125 SW Boundary St.
Portland, OR 97221-1019
503.535.4303

Donor levels:

- Supporter \$18
- Sponsor \$36
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- Guardian \$72

SISTERHOOD ENTERTAINS WITH APPLES AND HONEY

EVERY ROBISON JEWISH Health Center Sisterhood member who turned up at the southwest garden on September 6th, would agree that apples and honey go hand in hand with a beautiful

late-summer afternoon. The “Taste of Apples and Honey” event was the brainchild of co-chairs and Sisterhood members Michelle Gradow and Christi Goodman (below).



New Seasons Market provided apples for tasting; Robison kitchen contributed apple cider and baked a honey cake based on Michelle’s grandmother’s recipe; and Sisterhood members chipped in with honey sticks. Christi demonstrated decorating centerpieces with apples for the fall holiday season.

The event co-chairs agreed “A Taste of Apples and Honey” was a fun way to kick off the Jewish New Year.

Christi said, “The event went well. [Sisterhood] Members love to come

out, be together, and see friends. We’re thinking about our next event already.”

Michelle concurred, saying, “Our guests really enjoyed the time in the garden with friends old and new, all to benefit the Robison Jewish Health Center.”

Cedar Sinai Park’s Development Assistant/Special Event Coordinator Trish Coates provided event logistics, registering guests and working with Robison culinary and facilities staff to make everything run smoothly.

Trish said the event was “a nice way to spend a late-summer afternoon with friends. Everyone seemed to enjoy coming together in the garden for a good cause.” •

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A benefit for the Robison Jewish Health Center

Saturday, March 10th, 2012

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For more information or sponsorship opportunities, please contact
Debbi Bodie, Chief Development Officer, 503.535.4303 or debbi.bodie@cedarsinainpark.org.

STAND UP FOR MEDICAID FUNDING

BY DAVID FUKS, CEO

WHILE ADVOCATES FOR eliminating cuts to social security and Medicare have been very visible, very few voices have been heard on behalf of those who depend on Medicaid for assistance

in receiving healthcare. This is no surprise. Because social security and Medicare are available to all elders, a large and articulate constituency exists for these programs. We applaud the strength of their advocacy.

Those served by Medicaid are the poorest and most fragile people in our society. They include adults with disabilities and elders who, while they had the good fortune to live for a long time, have become ill and spent down their resources in order to pay for healthcare. People depending on Medicaid often are unable to speak up for themselves.

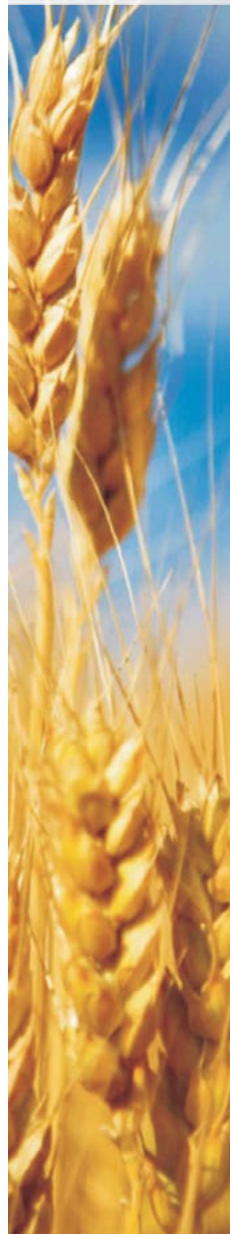
Although the recipients of Medicaid may seem invisible to most people, they shouldn't be: the fastest growing cohort in American society is elders above the age of 85. As care needs increase with age, Medicaid dollars become a critical tool for low-income elders to have quality of life through both home and community-based resources and through the long-term care system. It is immoral to expect that these elders, who have built the society the rest of us now enjoy, should be ineligible for critical services when they are most in need.

Medicaid also provides significant numbers of jobs in healthcare. Every Medicaid dollar circulates multiple times in local economies through the expenditures of elder care workers. Significant cutbacks in Medicaid funding will increase unemployment in the healthcare sector and will be harmful to every state.

This is a time of economic challenge and tough decisions must be made. As policy makers grapple with

these decisions, they must do so while ensuring the well-being of our most fragile citizens. Cuts in Medicaid funding should be considered in the light of creating and reforming our care system. We need to use a scalpel for cuts of this sort, not an ax. ●

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Established in 2005, the Fifth Commandment Society recognizes people who include Cedar Sinai Park in their will or estate plan, helping to assure a future for the elders we care for. The Society has grown

to 175 members, whose gifts support our mission of providing residential and community-based care to elders and adults with special needs.

For more information and to join the Fifth Commandment Society, please call Chief Development Officer Debbi Bodie at 503.535.4303.

We recommend donors consult their financial advisor before making a long-term commitment.

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*Dick and Deanne
 Rubinstein*



SINGING THE SONG OF LIFE AT CEDAR SINAI PARK

Continued from page 1

Because music plays a major part in Barbara's life, she missed the Choir during the summer break. "I love music, I love making music with people, and I love helping people sing together."

The Choir also fosters a sense of camaraderie and team spirit to its members: "People made new friends, and we're a wonderful community. The Choir is the high point of the week for all of us. We enjoy singing all kinds of songs and singing together makes us feel great!"

"Everyone feels younger and zip-pier after rehearsals!"

A LATIN DRUMMER'S TUNE

"I never thought I'd be dancing again," said Robison Jewish Health Center resident Elsie Astorga after

a recent Latin dance session with Assistant Activity Director Ann Martinez. A new activity at Robison, Latin dance reconnects residents with their dancing years and offers a comprehensive way to engage their minds and bodies. "Latin dance is a less structured way to get people moving," Ann said.

Latin dance also supports a broad, full-body range of motion, exercises hand-eye coordination, and supports flexibility and cardiovascular activity. At the same time, it can be done in a modified form from the comfort of a chair or wheelchair so that everyone can participate.

The upbeat nature of salsa, merengue, or cha-cha also creates more interaction between staff, residents, and family members. Ann said, "Every staff member or resident or even family member who walks by when we dance stops by and joins us, if only for a few minutes at a time."

Dance also reignites residents'

memories of the times when they used to dance on a regular basis.

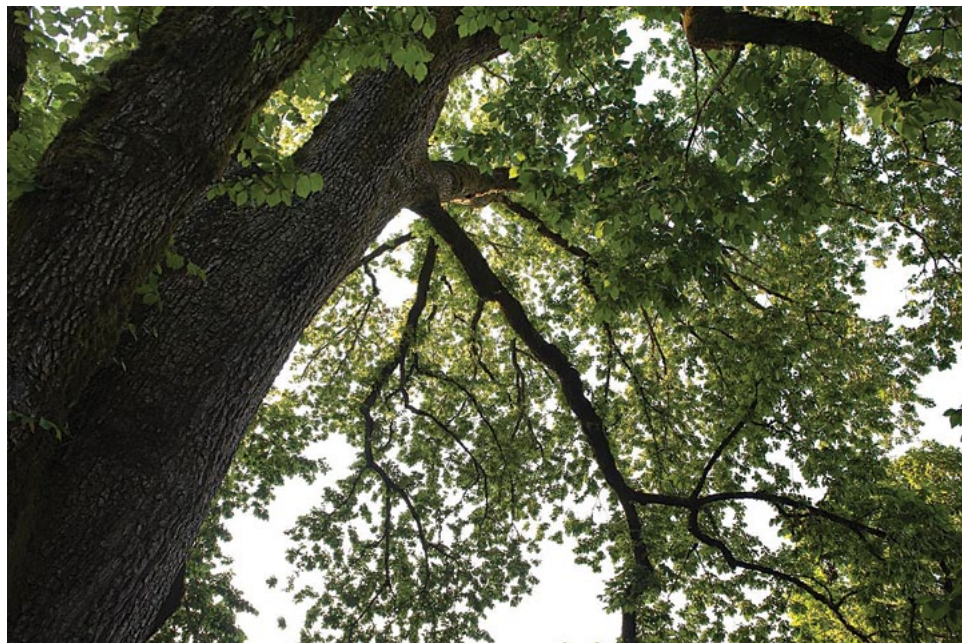
"Back in the day, many residents used to go dancing Saturday nights, and they miss it," Ann said. "Latin dance helps them reconnect with those experiences."

GETTING MUSICAL

Volunteer Alan Rosenfeld has been bringing music to Adult Day Services for 11 years. The weekly sing-alongs he leads with his violin and song book, and together with pianist Victor Morris, bring great joy to program participants.

At 83, Alan has played the violin since he was five years old. As a chemical engineer by trade, Alan admits to playing mostly by ear. "Songs from my youth come back to me. It's a way for me to reminisce."

It also enlivens the program. Coordinator Nancy Heckler exclaimed, "We love Tuesday mornings when these two gentlemen come play!" •



GENERATION TO GENERATION

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