

GENERATION to GENERATION

TIT • PORTLAND, OR • SUMMER 2017



The 5th Commandment Society honors those individuals and families who have committed themselves to perpetuating love, honor & respect for our community's elders. They have taken the step to make a legacy gift to Cedar Sinai Park through their estate plans. In addition, donors with an (L) have also completed a Life & Legacy declaration through the Oregon Jewish Community Foundation's Life & Legacy initiative.

We invite you to join them in becoming a part of the 5th Commandment Society. If you have already remembered Cedar Sinai Park in your will or estate plan, please let us know. For more information on how you can become a member, please contact Angelo Turner, Chief Development Officer, at 971-717-7148.



A program of the HAROLD GRINSPOON

Cedar Sinai Park's 5th Commandment Society

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GENERATION to GENERATION newsletter is a publication of Portland, Oregon's Cedar Sinai Park. Founded in 1920, Cedar Sinai Park is a nonprofit organization committed to delivering a broad-based spectrum of care that can be tailored to individuals' unique needs. Our service lines include: Rose Schnitzer Manor; Sinai In-Home Care; Robison Jewish Health Center; Harold Schnitzer Center for Living; Adult Day Services; Jewish Family & Child Service; Lexington Apartments, Park Tower Apartments, Rose Schnitzer Tower and The 1200 Building; and Kehillah.

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Cover photo: Leah Nepom, Toinette Menashe, and Liz Rabiner Lippoff at the 97th Annual Meeting

A Letter from the Board President

Liz Rabiner Lippoff



Liz Rabiner Lippoff

I was heading to Robison from the Rose Schnitzer Manor one day in early May. I could have taken our snazzy recently opened underground tunnel. But I like a little fresh air and, used to—and resigned to—our rainy weather, I bundled up in my raincoat and headed out the door.

And wow! It had become a gorgeous sunny day! Okay, it didn't last long, but here it was...and there were a dozen or so of our residents sitting on benches, faces to the sky, enjoying the unexpected change in the weather and the opportunity it presented to look ahead with optimism to what really could be, I don't want to jinx it here, but spring! Maybe even, some day, summer!

To be honest, that optimism, that joy, is what I feel every time I am at Cedar Sinai Park. We are in the midst of some big change here. Some of it, like the upcoming refurbishment at the

Manor, are a breath of fresh air by any standards. Some changes are harder. The major renovation at Robison, for example, was clearly not going to be fun or easy, but it presented some unforeseen and serious challenges to everybody in our "village."

Our incredible staff has rallied to anticipate problems, fix the glitches, and continue the many acts of love, honor and respect they offer to our residents, even when they were dashing across the street, balancing dinner trays, doing their best to get the food from the Manor to Robison before it got cold.

Our families are amazing as well. I am always thrilled when I receive a letter from a daughter who is ecstatic at her parent's new home in the Harold Schnitzer Center for Living. But I would get these letters from families of Robison residents as well, even while I could picture them

writing wearing a hardhat. They are cheering us on as we face the future.

I must also give my heartfelt thanks to the CSP Board of Trustees. They are moving forward with both care and confidence that we will find the right people to complete our growing team: competent, experienced leaders and staff who understand us and the depth of our love for CSP and those we serve. Our residents, families, staff and our community deserve no less.

Change can be good. We have become the home and care center of choice for a wonderful mix of people, and we embrace that. We welcome the strategic planning process that will enable us to grow and adapt as the needs and preferences of our elders evolve. But we have been "the Jewish home" since Day One. That— and the certainty that it will rain in the spring in Oregon—will never change.

Honoring Volunteers at the Annual Meeting

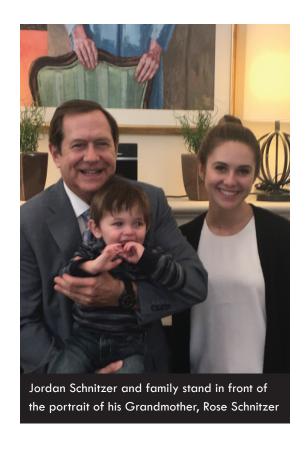
The 97th Annual Meeting of Cedar Sinai Park took place on Tuesday, June 6 in Zidell Hall. The capacity crowd made it clear that, nearly a century into our service to our elders, our community is still our greatest and most powerful partner in our mission to Love, Honor and Respect.

The event began with community tours of the new Harold Schnitzer Center for Living. Staff and residents of the four households within the HSCL took pride in greeting visitors, with fresh-baked cookies and welcome signs crafted by the residents. After the tours, guests filled Zidell Hall to bursting to enjoy culinary delights they've come to expect from the talented CSP kitchen, led by Executive Chef Clyde Gregory. The inspired voices of the Rose Schnitzer Manor Choir, under the direction of Barbara Slader, lifted spirits with an ode to the Old West.

While many came to hear an update on the state of Cedar Sinai Park from Board President Liz Rabiner Lippoff and Interim CEO David H. Fuks, the record crowd was more likely attributed to the guests of honor—Eddy Shuldman, introduced by CSP Spiritual Life Director Jemi Kostiner Mansfield, and Toinette Menashe, introduced by dear friend and RSM resident Leah Nepom. Both were recognized and honored for their exemplary volunteer service and dedication to the residents of Cedar Sinai Park. "These women embody the spirit of community that we hold so dear in our mission," said Mansfield. "They perform a mitzvah with each act of service to our elders."

Also honored was Lance Steinberg, an outgoing Trustee who has served on the CSP Board for over 10 years, including a term as President. Members elected new trustees Rabbi Michael Z. Cahana, Michelle Eastern Gradow, Dr. Marvin Kaiser, and Michael Smira, and welcomed newly appointed representatives to the board, Marion Gans as Resident Representative and Marcy Morris as Friends of Robison Representative. A slate of officers was voted and approved, including Michael Millender as President-Elect.

The evening ended on a note of optimism. Fuks stated, "While there is much work ahead, I am hopeful that we will see this important organization begin its second century with the strength and quality that our community has always depended upon."









The Pavilion Ballroom at the Hilton Portland glittered on Saturday, March 4. Among the tables packed with supporters of Cedar Sinai Park, it was easy to spot the guests of honor. Three tables were dedicated to the CSP staff and most importantly the residents who attended as their honored guests.

Love. Honor. Respect.

It's What We're All About!

"It was so moving to see our residents dressed up and out for a special night!" said Michelle Eastern Gradow, who, along with her mother Beverly Eastern, chaired for the second consecutive year. "CSP is so respected in our community for a commitment to caring for our elders. The connection between our Gala guests and supporters to the residents and staff of CSP added such a special touch to an already amazing evening!"

And amazing it was! Event committee volunteers, side by side with members of the Board of Directors, greeted guests to the recently renovated Portland Hilton. The chatter of long-time friends filled the foyer during cocktail hour before people were ushered into the stunning Pavilion Ballroom. Josh Martenson's beautiful guitar melodies set the tone for a delightful meal that began with a meaningful blessing by Rabbi Joshua Rose of Congregation Shaarie

Torah. Freshly baked challah from Baker & Spice graced each table.

The evening's Master of Ceremonies, David Lippoff, took to the stage to remind everyone why we were gathered. Guests were reminded of the CSP mission to Love, Honor and Respect, with special thanks given to our Presenting Sponsor—The Harold & Arlene Schnitzer CARE Foundation / Arlene Schnitzer and Jordan Schnitzer, and our Diamond Sponsors—The Goodman Family, Pacific Continental Bank and R&H Construction.

After a moving video that focused on the exciting changes and improvements now underway at CSP, staff members Jennifer Felberg and Jemi Kostiner Mansfield led the room in an exciting paddle raise. In one of the evening's most touching moments, CSP resident Norm Berlant, who recently moved from the Robison Jewish Health Center into the brand-

new Harold Schnitzer Center for Living, made a special donation to the Mitzvah Moment. "My mother was here. My aunt was here. And now I'm here—and I love this place," he shared.

The rousing entertainment of The Dueling Pianos had the crowd on their feet, singing along to favorites from past and present, including a heartfelt performance of the horah.

Funds raised at the Gala will help provide essential services to the elderly in our community. "Having a place you know you can rely on to care for the elderly is absolutely part of our Jewish values," said event chair Beverly Eastern. "We take the commandment to Honor thy Mother and Father as just that—a commandment. The fundraising that happens at our annual benefit ensures that Cedar Sinai Park can continue its good work, and that our community's elders will always have a place to call home."











Event co-chair Michelle Eastern Gradow and committee members Linda Georges and Ilene Davidson
 Diane Rosencrantz, Elizabeth and Ruben Menashe, and Madelle Rosenfeld
 Marvin Richmond, Marge Cohn and Cantor Ida Rae Cahana
 Julie Diamond
 Stan and Susie Marcus and Mark Blattner

Gre. Honor. Respect.

Cedar Sinai Park is humbled by our community's generosity, and thank all who came to support our residents!

Urth special thanks to our family of sponsors

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We are also grateful to:

Our Mitzvah Moment donors, Co-Chairs Beverly Eastern & Michelle Eastern Gradow, Event Committee & Volunteers, our Board of Directors, and the Staff & Leadership of CSP.





Our Capital Campaign Has Reached Its Goal!

We are grateful to the many donors, volunteers and leaders who have helped manifest our community's vision of a new way to age with dignity and vitality, and helping us to honor our commitment to Love Honor and Respect, for now and generations to come.

That being said, two prominent naming opportunities remain: A Healing Garden near Adult Day Services, and a Cafe/Bistro in the front of the Robison Home.

Separately, a mini-campaign has quietly started to raise as much as possible against a \$902,000 list of critically important renovations at Rose Schnitzer Manor. The largest piece of this campaign is a \$385,000 tab for a new roof over the 161-unit community. Some of Cedar Sinai Park's gracious, long-time supporters have stepped up and about \$281,000 has been committed thus far.

Construction on our campus continues. To mark the completion of this ambitious project, a community-wide celebration will be planned for Spring 2018. Please contact Teri Patapoff at 503-535-4360 to arrange for a tour. To become a CSP Hero and donate, please contact Angelo Turner at 971-717-7148.



Construction Update

It's an exciting time on the campus of Cedar Sinai Park. With the completion of the second new building of the Harold Schnitzer Center for Living, residents of the Robison Jewish Health Center moved into their beautiful new homes. With private rooms and bathrooms for each resident, and a care model based on the Green House® philosophy, these 12-person households (served by dedicated and cross-trained staff) offer a level of personal attention that values each individual and allows for deeper, meaningful relationships between residents and the staff who care for them.

Also open is the first part of the renovated Robison home, updated with a beautiful community living room and gathering space. While our staff and residents remain flexible to accommodate construction, the campus is once more connected, allowing people to move between buildings conveniently and under cover. The move of residents to the new Harold Schnitzer Center for Living now allows for renovation of the legacy Robison Home. All bedrooms are being converted into private rooms with private bathrooms, and state-of-the-art physical therapy facilities on site.

The renovation of the legacy Robison Home will bring with it a beautiful remodel of the Synagogue, in honor of former Cedar Sinai Park Board President Sara Glasgow Cogan (z"l). We are also collaborating with the Oregon Jewish Museum and Center for Holocaust Education on a display space dedicated to telling the story of our shared Jewish heritage. As our residents and staff settle in, we will be excited to offer tours to our community during the summer. Upon completion of the entire project in Spring 2018, a community-wide celebration will be announced. The realization of our community's vision for a new nursing home has been made possible with the dedication of our donors, volunteers, and leadership. We are so grateful.



Standing Together as We Face Our Challenges

David H. Fuks

Notes from our Interim CEO, David H. Fuks

There is an old saying that one cannot step into the same river twice. The changing currents and conditions make every entry a unique experience. This has been my experience as I have re-entered Cedar Sinai Park.

I'm happy to say that some of it is familiar and comforting. A number of our nursing staff remain with us and continue to provide the quality care that our community has a right to expect. The pride in being a Jewish organization remains strong. Our commitment to adhere to Jewish values is evident and is once again shining.

Sadly, other things have changed, but we have already begun to make the changes necessary to meet and even exceed our high standards over the next twelve months.

There has been substantial turnover among caregivers. We need to rebuild the spirit and values among these employees. We absolutely must invest in building the capabilities of our staff to be sure that our staff are fully

capable of rising to the level of care that residents and patients in our beautiful new buildings deserve.

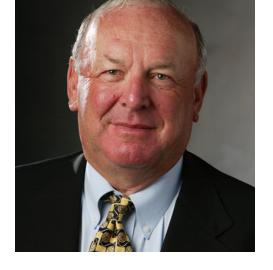
The Rose Schnitzer Manor census is too low, but active marketing can turn it around. This effort is currently under way and will bear fruit. In addition, thanks to the generosity of several community leaders, resources dedicated to RSM building improvements and amenities will increase its appeal to new residents.

The renovated Robison will allow CSP to provide excellent post-hospital care so our families and friends can return home successfully after a health event. Contrary to what we originally believed, however, it is now clear that a wing-by-wing renovation of Robison is not possible without compromising quality care and risking our reputation. As a result, the Robison building is now closed until the construction is complete. This is costly but it is necessary if we are to preserve our reputation for excellence as we develop a contemporary, highquality care facility. When Robison is

again open, it will be many people's first exposure to CSP. Its quality will help create confidence in the spectrum of services we provide.

We know we can meet the goals we have set, but we can only do it with your help. We raised over \$20 million in order to build a new future for our community's most fragile members. We need to keep the promises we made to do just that. That means we must carefully manage both financing and expenses in order to get through this trying time. The dream we had can and must become a reality. Together we can succeed.

As Jews, we share so many of the same values. We are pledged to serve our people and the greater community in which we live. We know how to face adversity. Coming back to assist CSP through this difficult transition was important to me. I love this place, just as you do. We are grateful for everything that our community has done and for your ongoing support. We will succeed by pulling together. It feels good to have come home.



In the world of philanthropy, Ralph Miller and his wife Sandi may well be movers and shakers—or, in Yiddish, machers—but they're also humble people who would much rather talk about something else, such as the good that giving brings to others, whether in the form of time or money.

Living Is About Giving

What Tzedakah Means to CSP Supporter Ralph Miller

uided by the principles that his hard-working parents instilled, Ralph and his sister—the late Gaby Barde (z"l), a leading light in Friends of Robison—fled Nazi Germany with their family for a new life in America. Now a retired executive who enjoyed great success by turning companies around with his no-nonsense CPA, management and entrepreneurial skills, Ralph has always lived by a belief in serving the community.

A regent of the University of Portland, from where he received an honorary doctorate in 2013, Ralph has served in Portland as director, treasurer and president of the Jewish Community Center; director and president of the American Jewish Committee; and director of the Jewish Welfare Federation.

Ralph recently spoke with *Generation* to *Generation* about the values that have shaped his passion for philanthropy and volunteerism in the Jewish community.

You helped launch Cedar Sinai Park's campaign to renovate Rose Schnitzer Manor as part of the renovation and expansion of our campus. How do you think these major capital improvements can benefit the community?

Any modernization that occurs for an institution with a long history is essential to the service level it plans on delivering. Like any such organization, Cedar Sinai Park needs to portray the right image to incoming residents with facility upgrades and expansion of the campus.

You also named a household in the Harold Schnitzer Center for Living in honor of your late sister, Gaby. She was a beloved volunteer and the heart of the Sisterhood, now called Friends of Robison. What inspired you to honor her in such a wonderful way?

My sister and I were very close, only 16 months apart. The purpose of my support—aside from wanting to double the gift that Gaby promised CSP, at a time when our mother also passed away—is that Robison Jewish Health Center plays a vital role in the community. Robison helps make people very comfortable during the latter part of life.

And what was Gaby's story? How did she become involved with the Sisterhood?

Our parents, God bless them, encouraged us to volunteer in the community. They believed it was an important part of life. Gaby took to volunteering naturally but also liked to work. She was very service-oriented and derived great satisfaction in helping the Sisterhood. In addition, she served on the board of the MJCC.

Residents have moved into the new households at the Harold Schnitzer Center for Living. Do you have any thoughts or comments about the Center having achieved its goal to serve more people?

I have a great confidence in the professionals that work at CSP. I knew David Fuks and have always been impressed by the quality of the staff, who have attracted very good volunteers. As long as there are high-quality professionals, you're going to get excellent service delivery.

Your generosity has enabled more seniors to benefit from the services within CSP's diverse care network. Tell us more about your philosophy, "Giving is what living is about."

I would like to say that a good deal of my success is due to the values my parents taught me. I always asked myself, "What would they be proud of?" This played a significant role in satisfying my own approach to philanthropy. Sandi and I are very fortunate financially, and I believe that a part of life's success is helping those who need assistance.

Many people need a helping hand and this help, no matter how small, makes both the recipient and the giver better people. Someone told me 40 or 50 years ago to "give till it hurts." I don't believe that.

Give so you feel better about this world and your own good fortune; that's what you should aim for.

What else would you like our community to know about the importance of tzedakah—by which you have honored Cedar Sinai Park and those we serve on a truly spectacular scale?

I'd respond, "What is the righteous thing to do?" Most of us have some basic religious training.

Trying to do the right thing can be just as important as achieving it. No matter where you are on the spectrum of life, continue to remember that however successful or unsuccessful you are, there are people who need a helping hand.

It makes no difference how small the amount of help is materially—your intention is what counts.

Not everyone can have his or her name on the wall, but you can have a positive impact on somebody else. Give what you can.

I hope younger people are able to recognize that life is a long race. Along the way you're going to need some water. Maybe someone will hand you some water so you can finish the race.

Sandi and I are not much on the recognition trail; that's not why we do what we do. We're pretty ordinary people who are lucky enough to remember where we came from and who are able to give something back to a world that's been very good to us.



Mike Martynowicz

Welcome to Our New Administrator

We are so pleased to welcome Mike Martynowicz to the role of Administrator of the Robison Jewish Health Center and Harold Schnitzer Center for Living. A native of Bend, OR, Mike has spent his entire career in the role of nursing home administrator—longer if you count his experience in his parent's family-owned organization, where he's been helping since age 8! Expediting the completion of the sub-acute rehabilitation wings of the RJHC is Mike's top priority here at CSP, where he will also focus on how best to combine institutional clinical systems with the residential Green House® model of care. An avid outdoorsman and graduate of University of Portland, Mike is excited to be a part of an organization that is progressive and truly interested in quality care for residents. "Cedar Sinai Park reminds me of my family's long-term care facility, as the focus is quality resident care above all else," says Mike. "From that standpoint, and with the warm welcome of EVERYONE I've met, I feel like I have come home."

Music is part of the fabric of life on the CSP campus.

On a given day, you may hear a singalong at Adult

Day Services, see a volunteer distributing iPods as part

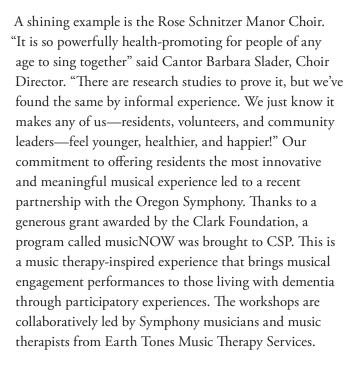
of the Music & Memory program, or happen upon an

intimate performance by a visiting musician in one of the

households of the Harold Schnitzer Center for Living.

Music and Aging

Innovation with Heart



We spoke with two board-certified and licensed music therapists from Earth Tones Music Therapy, who facilitated the musicNOW program over a four-week period at Rose Schnitzer Manor this past spring, to learn more about what makes this program so uniquely powerful. In the words of Greta Arell and Chih-yu Chang:

"Music is a conduit. It offers 'back-door' access to long-term memory retrieval that often seems to be lost in someone who is aging and/or is dealing with memory loss. Playing music that our clients relate to can stimulate thoughts, feelings, attitudes and memories. Music connects the individual to a time in their life very different than where



they are today. Our goal is to meet them in that moment.

"Music is really connected to the cerebellum and movement in general, so part of our work is using music to cue movement from clients. Just like warming up your body to perform physical activity, listening to music can 'warm up your brain,' so to speak, and open new doors to communication.

"Music is its own language. As dementia progresses people may lose their words, but music allows them to be expressive in other ways. Non-verbally, there is still so much to share. It's part of what makes this relationship so beautiful. Even if someone doesn't remember you, they remember the music you make together, and the feeling you brought to them during that musical experience.

"What's special about the musicNOW program is working alongside world-class professional musicians. While music therapists are trained musicians as well as clinicians, having access to the incredible talent and beautiful and unique instruments of a Symphony musician is truly extraordinary.

"Advanced 'practice' with the therapist and musicians allows us to serve the residents better. We train the musicians on aspects of dementia and what they can expect from these sessions. That is why musicNOW is so much more than a typical performance you might see offered in elder care homes or other settings. The therapy is very intentional, with the music presented in specifics ways—the introduction, the strategy in how it's broken down, and the responses it is meant to stimulate.

It becomes a two-way experience.

"That's one of the reasons why this program was developed by the Oregon Symphony as part of their community engagement. We noticed that people with dementia, even though they enjoyed musical performances, no longer had the opportunity to participate because of care needs. Traveling to venues was difficult, and even if music were brought to them in their homes, they might not be able to sit passively through an hour-long performance.

"Thus, we bring the experience to them, in a way that meets their ability to participate. These engagement experiences allow for self-expression and joy for those who are isolated due to the challenges of memory loss. We're able to provide access to high-quality music to people who otherwise might not have that exposure. Combining this work with meaningful musical therapy, while simultaneously working with the community to promote programs and music education, we knew we had a winning formula.

"We had really wonderful interactions with Cedar Sinai Park residents. Many stayed after the sessions to talk about the experience in a very natural and refreshing way. People were so engaged. We saw lots of smiles, toe tapping, and conversation as people shared their own experiences as concertgoers, musicians, and patrons. It was a beautiful experience to witness."

Resident Spotlight

At Cedar Sinai Park, we are fortunate to have people from all around the world with so many interesting life experiences. One of these is Olive Eng, a resident of Rose Schnitzer Manor since 1999. Olive truly embodies our motto "Life continues here."

Olive was born July 12th, 1933 in San Antonio, Texas. She lived there until the age of 14, when her family moved to Sacramento. She went on to study education at UCLA and later earned her graduate degree in library science. Olive spent her professional career as a librarian until retiring and moving to Portland to be close to her daughter and two grandchildren.

One of Olive's good friends was a talented art teacher who exhibited her art in the library where Olive worked. Inspired by her artist friend, Olive longed to try her hand at being creative herself but never really had the chance until her retirement. Upon moving to Rose Schnitzer Manor, Olive joined every art class offered and also took classes at the Oregon College of Art and Craft.





A multi-talented artist, Olive works in watercolor, collage and marbling. Her work has been exhibited in local galleries, as well as on campus in the May Living Room at Rose Schnitzer Manor. The May Living Room features residents' artwork in exhibits during the year, highlighting the wonderful talent that we have on campus. Olive has recently been working with Francis Rosica, our amazing volunteer art instructor, on her newest watercolor project, which we hope to see soon.

Olive continues to learn new things, stays very active, and takes advantage of all that the community has to offer. In addition to participating in both the choir and art programs on campus, she was part of a resident group last Fall that visited the Portland Art Museum for the Andy Warhol exhibition and received a tour from Jordan Schnitzer, whose personal collection was on display. Olive feels fortunate to live in a community that encourages a healthy, active lifestyle with many enjoyable activities to enrich her life.

Our Community

Cedar Sinai Park touches the lives of thousands thanks to the help we receive from our community. Our Jewish principles guide the organization to help the Jewish community and people of all ethnic, faith and spiritual backgrounds.

Harold Schnitzer Center for Living

Long-term intermediate nursing care delivered in intimate, elder-centered households modeled on the Green House® philosophy.

503-535-4300 • cedarsinaipark.org 6125 SW Boundary Street, Portland, OR 97221

Robison Jewish Health Center

A full range of support services including excellent physical rehabilitation and skilled nursing care, delivered with kindness, respect and understanding by supportive and professional caregivers.

503-535-4300 • cedarsinaipark.org 6125 SW Boundary Street, Portland, OR 97221

Rose Schnitzer Manor

Assisted living with an extensive array of services in a friendly and welcoming community. Personalized care is at the heart of Rose Schnitzer Manor's services.

503-535-4000 • cedarsinaipark.org 6140 SW Boundary Street, Portland, OR 97221

Adult Day Services

Offers family caregivers convenient, flexible respite along with the comfort of knowing their loved one will be spending the day in a stimulating and nurturing environment.

503-535-4403 • cedarsinaipark.org 6125 SW Boundary Street, Portland, OR 97221

Sinai In-Home Care

Compassionate, consistent in-home care around the clock, seven days a week.

503-542-0088 • sinaicare.org 7412 SW Beaverton-Hillsdale Hwy., Ste. 106 Portland, OR 97225

Jewish Family & Child Service

Social services that improve the lives of adults, families and children in the Jewish and general communities.

503-226-7079 • JFCS-Portland.org 1221 SW Yamhill, Suite 301, Portland, OR 97205

Kehillah

Independent housing for adults with special needs. An important component of Kehillah is its focus on supporting residents' inclusion in the community through social activities and supported employment.

503-535-4212 • cedarsinaipark.org

Affordable Housing for Seniors

Cedar Sinai Park offers four apartment buildings:

- Rose Schnitzer Tower
- Lexington Apartments
- Park Tower Apartments
- The 1200 Building

Tributes

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Idelle Weinstein

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Bob Zelinka

Janet Zell

Tribute gifts received July 1, 2016 through June 15, 2017. Every effort has been made to ensure that this list is accurate and complete. We apologize if your name has been omitted or improperly recorded. If so, please contact Cedar Sinai Park so we can correct our records.



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