

# MENORAH PARK CAMPUS NEWS

Menorah Park Center for Senior Living Community Newsletter

February - March 2012

## Campus Achieves National Honors

By Volunteer Helene Weinberger

For the second year in a row, Menorah Park has received national recognition for a resident program. The Association of Jewish Aging Services (AJAS) is honoring Menorah Park's campus-wide "Gam Yachad- Jews Meeting Jews Around the World" program with its 2012 Jewish Programming Award. We are additionally pleased that the program received the highest rating among those nominations judged.

"Behold how good and pleasant it is for brothers and sisters to live together in unity." Psalms 133. In essence, this is the real meaning of the "Gam Yachad" award. The program, developed through teamwork of Menorah Park staff and led by Administrator Richard Schwalberg, is a SKYPING and teleconferencing initiative, designed to introduce various groups of residents from the Menorah Park Campus to other older adults from

*(continued on page 9)*

## Can You Guess the Restaurant?

There are so many amazing restaurants around this city. Did you know they also exist right here on campus? We believe food should be more than fuel. It should feed the soul. That's why in addition to a full offering of our traditional favorites, our talented chefs from The R.H. Myers Apartments, Wiggins Place, Stone Gardens and Menorah Park have developed the Signature line. Monday through Friday, these extraordinary options will be included on the menus in the coming months.



Fresh ingredients combined with imagination, tradition and passion go into each dish. Whether it is Asian inspired salmon noodle salad, coconut chicken or any of the other nearly 30 dishes, they are each a treat to savor. Every dish has been thoroughly judged and critiqued to create the optimal dining experience at each residence.

Just as with all of our programs and services, you expect the best and we work diligently to deliver.

Bon appetite!



## Join the Next Aging Resources Dinner Conversation

March 22nd

6:30 p.m.

See the enclosed flyer



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### Quest for Quality: A Constant Success



**Steve Raichilson,  
Menorah Park  
Administrator**

This past year has been extremely challenging from an operational perspective. At the beginning of the year we knew Medicaid reimbursement cuts were expected on July 1st, and prepared our budgets accordingly. Our original forecast of a \$1,000,000 loss was inaccurate, however, and the Governor's new budget resulted in a \$2,000,000 annual decrease for Menorah Park.

This second million dollar income loss was balanced by

a combination of nursing home related expense reductions crafted not to affect resident care, and renewed reliance on expanded service programs which generate a "profit," clearly not a dirty word any longer in the field of non-profit health care administration.

We should be very proud that our Nursing Home Division, after absorbing the \$2,000,000 Medicaid reimbursement decrease starting in July, received a "perfect" Ohio Department of Health inspection in September, vindication that our plans to cut expenses without affecting quality of care were successfully implemented.

Our nursing facility also retained its Medicare 5-Star Quality Rating, the highest rating determined by Medicare officials, presented to less than 10% of the nation's nursing homes.

While we were very absorbed this year with planning for a decline in Medicaid reimbursement, we also started exciting programs which will greatly help Menorah Park's fiscal success in the future, in view of growing government reimbursement stress. These include:

Joel Fox, one of the best fund development executives in the nation, was hired by Menorah Park to lead our expanded Foundation fund raising efforts.

Menorah Park's Miller Pharmacy, designed to provide prescription drugs needed by our campus residents and staff, commenced operation in September. This program will greatly decrease our prescription and over-the-counter drug expenses, and will add cash flow surplus for the years ahead.

The Menorah Park Medical Transportation Service started operations in July, with ambulance and ambulette services for campus clients. This program has been so successful after a few short months that our stated plan to start serving the general community one year from now was accelerated

and we began community medical transportation operations on December 5th, 2011.

We greatly expanded affiliations with both the Cleveland Clinic and University Hospital to develop new programs to care for their patients – more-being discharged from the hospital needing sub-acute post-hospital care before clients return to the community. These new relationships have resulted in additional sub-acute admissions to Menorah Park.

We finally received our wetlands approval for our Wiggins Place Assisted Living addition and after an eighteen-month hiatus, are now beginning to actively plan for an attractive, and much needed expansion to our Wiggins Place Assisted Living Residence.

We also should be particularly proud that trustees and senior staff did not allow our concern with huge Medicaid reimbursement declines interrupt our continual quest for giving our residents and clients the very best care possible. Important quality initiatives were started this year which will help us retain our unique customer service edge in the near future. These include:

Stone Gardens Assisted Living started planning for a new, separate state-of-the-art dementia and memory care center within the Stone Gardens residence.

Our FUNdamentals Child Care Center opened a wonderful new addition, and the Center received the prestigious 3-Star rating from the State of Ohio.

In the shortest time possible, Wiggins Place trustees and staff realized they should solve tenant winter parking problems and built a beautiful carport for all residents driving autos. A study process also began this year to add a carport to The R. H. Myers Apartments.

We completed a plan to double the amount of reserved guest parking places directly in front of Menorah Park and construction will start in March of 2012.

R. H. Myers and Wiggins Place are planning to add new dining areas with separate menus providing bistro and pub food, as an alternative to our regular dining rooms.

A "Gam Yachad" program was started, which involves residents from all campus buildings Skyping with Jewish people in other countries, who are also residing in Jewish senior living residences.

We should be particularly proud that Menorah Park "landed on its feet" after the latest Medicaid reimbursement reversal in July. Our quest for quality continues as we strategically diversify our services to fund the best programs possible to our deserving senior population.

# The People of the Book



**Rabbi Ephraim Karp,  
Director of Spiritual  
Living**

Our traditions are an important part of who we are as a people. Throughout the generations we transmit our traditions and teachings primarily through texts and the rituals that embody them. This is such a part of our heritage that we have acquired the title, “The People of the Book”.

Perhaps two of the most significant texts that we engage on a daily basis are the texts contained in the mezuzot we post on our doorways and in the tefilin

that are worn during our morning prayers. These two rituals have their source in the biblical instructions we recite daily in the Sh’ma Yisrael prayer, “...and you will bind them on your arm, and they will be a sign between your eyes, and you will inscribe them on the doorposts of your houses and your gates.”

The “binding on your arm” refers to the mitzvah of putting on tefilin, while “inscribing them on the doorposts” refers to the mitzvah of mezuzah. Tefilin, which are the prayer boxes that are bound with leather straps, one on the left arm, just over the biceps, and the other on top of the forehead at the hairline, contain the Sh’ma prayer and two other biblical paragraphs that mention the mitzvah. The mezuzah contains the first paragraph of the Sh’ma prayer.

We bind the tefilin on our arms, near our hearts, to remind us to subdue our selfish desires and direct our passion towards serving G-d, and on our heads to remind us to direct our thoughts and abilities to serving G-d as well. Mezuzot serve to remind us of G-d’s Presence and the sanctity of our homes.

In addition to these two mitzvot, are traditions that have been transmitted through manuscripts and art, through books and scrolls, and of course, through the Torah itself, the core of which is read from a scroll at least three times every week. On our Menorah Park campus, we will focus on these various “books” of our people, featuring one each month. In January, we learned about Tefilin and Mezuzot, and in February we are focusing on manuscripts and Judaic art. In the months ahead we will learn more about Megilot (the Scroll of the Book of Esther), Haggadot (the books retelling the story of the Exodus and celebrating the holiday of Passover), and Sifre Torah (the Scroll of the Five Books of Moses).

Please look around the campus for signs of our People of the Book project, and in May please join us as we dedicate a Sefer Torah scroll in the Jennie & Jacob Sapirstein Synagogue!

# Doorways to Healing

More than a thousand residents and clients walk through the doors on the Menorah Park Campus buildings every day. Resting on 42 acres of rolling landscaped gardens and walkways, there are 67 doorways leading to various residences and buildings. Most are connected by warm inside hallways leading to more doorways of healing from which to walk through. Each person has a special, unique need, and enters through a different doorway. Some walk through the Menorah Park Nursing Home, greeted by the tuneful notes of the baby grand piano and the caring concern of staff, and just down the hallway, the laughter of children on the carousel.

Will you come through the Adult Day Care Center door, where you’ll be greeted by staff and friendly clients who will smile and say hello?

Will you enter through the CDC door, where Menorah Park clients and residents, along with community members receive crucial dialysis care?

Perhaps you will walk through the doors of Stone Gardens, where residents gather in the cozy front room, mesmerized by the warm fire and conversing, after a hearty, chef prepared meal and a fun trip to a tropical garden paradise just miles from home.

Community Services	Campus Residences
Peter B. Lewis Aquatic & Therapy Center	Menorah Park Skilled Nursing
Home Health Services	The R.H. Myers Apartments
Adaptive Living Shoppe	Stone Gardens
Marcus Post Hospital Rehabilitation	Wiggins Place
Physical & Occupational Therapies	Our D.R.E.A.M.s program is good for healing the soul, helping seniors on campus realize—and live—their dreams.
Mandel Adult Day Center	
Housekeeping Plus	
CDC Dialysis Center	
Medical Transportation	

Will you enter through the R.H. Myers Apartments sliding doors, where jazzy music and up-beat residents are in sync, and the dining area is abuzz with chatter of the day’s events and bingo players are conversing about tonight’s big game?

Will you be part of the bustling activity of Peter B. Lewis Aquatic & Therapy Center, where seniors are participating in aquatic exercises or playing water volley ball? Or, in the land-based therapy and health maintenance exercise room

*(continued on page 10)*

# Foiling Senior Fraud

By Volunteer Helene Weinberger

A bill currently in the U.S. legislative committee process called the Senior Financial Empowerment Act aims to help prevent financial scams targeting senior citizens. It would crack down on mail, telemarketing and internet fraud, and help provide additional educational resources for seniors to better protect themselves. According to the U. S. Senate Committee on Aging, seniors account for 30 percent of all fraud victims.

The proposed bill would require that the FTC disseminate more complete information on fraud, and offer ways to refer complaints to law enforcement agencies, and maintain a website as a resource as well. It would direct the Attorney General to establish and administer a competitive grant program for mail, telemarketing and internet fraud-prevention programs directed at senior citizens.

Many communities have speakers on their police forces who are available to address groups at senior centers. It is vital that stories like the one below are made public and that each elderly individual who knows about any form of financial scam, inform others.

This is a true story about Bobbie Kronenberg, resident of The R. H. Myers Apartments and mother of Joanne Grossberg, the Admissions and Marketing Coordinator

there. One morning Mrs. Kronenberg's phone rang, and a young male voice said, "Grandma, this is Michael." It was unusual for her grandson to call that early; however, she listened as he informed her that he had been in an accident and needed some money.

Mrs. K, being a smart woman, immediately asked what his mom had to say. He begged her

to please not tell her. She knew immediately that this was not her grandson, who would never ask her not to tell his mother anything. She hung up and called her daughter, who verified that it was not Michael. While this SCAM artist did not succeed, oftentimes they do. Many older people have such strong unconditional love for their grandchildren they unwittingly help criminals achieve their objective – money.

The potential law is important, but it is essential that we become aware and alert. That too will change the statistics.

*To learn more about the Menorah Park Aging Resources Dinner Conversation "Fraud Prevention: Identity Theft & Financial Scams," please join us on March 22nd at 6:30 p.m. (See the enclosed flyer)*

## Introducing Menorah Park Medical Transportation Service

Quality, reliable care service on the road



We are ready to serve you. As a courtesy to you mention this ad for a **\$20 savings** for your first round trip.

- Safe, reliable personalized medical transportation for those in need of wheelchair or stretcher, or with physical challenges, illness and limited mobility
- Door-to-door service. Direct assistance to location of appointment within hospitals, medical and doctor's offices, and outpatient centers including dialysis, oncology, radiation and surgery
- Rates below most competitors



Menorah Park Center for Senior Living  
27100 Cedar Road  
Beachwood, Ohio 44122

[www.menorahpark.org](http://www.menorahpark.org)  
216-450-5572

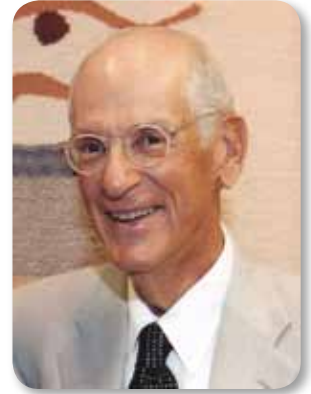


# MENORAH PARK FOUNDATION NEWS

Supporting the work of Menorah Park to assure first class care for all

## Edwin Z. Singer Completes 21 years as President of the Menorah Park Foundation

It has been a great pleasure and honor to serve as the President of the Foundation to help build and support Menorah Park Center for Senior Living – the nation’s premier senior community which more than 800 older adults call home today. In my 33 years as a Menorah Park Board member, I have met many wonderful people, residents, families, tenants, board members, volunteers and great professional staff.



### *Legacy of a Lifetime....*

It has been incredibly fulfilling to hear the stories that motivate so many people to remember and help Menorah Park continue to thrive, and see the good that can be done for our clients and residents every day as a result.

The efforts of the Foundation have always supported our core philosophy of providing the same excellent, loving care to every senior who comes through our door. With the help of many life-long donors, who have consistently and generously contributed to Menorah Park, we have been able to achieve this. I have personally worked with and known well many of the great donors whose names are attached to the campus buildings and programs. We can all be very proud to be a part of one of the best service organizations in the country. I know that personally, I will continue to give my time and associate my name with the good name of Menorah Park. I am confident that so will all of the donors, supporters and staff I have worked with through the years.

Thank you for the opportunity to serve and lead.

A handwritten signature in black ink, appearing to be 'Ed'.

### *Did you know:*

*Menorah Park Center for Senior Living was founded in 1906 and has been serving our community for more than 100 years.*

## Our Sages Teach

The Torah commands but does not explain how to visit the sick. Visiting the sick is done by body, soul, and money.

**How by body?** One should run and occupy oneself with the sick person’s needs and take pains to care for him.

**How by soul?** One should pour out one’s soul in prayers to G-d to send the sick a full recovery.

**How by money?** If the sick person does not have enough money, one should help because the needs of a sick person are many.

*Sefer Shlah HaKadosh by R. Isaiah Horwitz, 1648*

## My Story

For as long as I can remember, my mother liked to read. Soon after she moved from Stone Gardens to Menorah Park, however, and despite having 20/20 vision distance and near, her eyes fatigued whenever she would read for more than 10 minutes. Reading became a chore, and a source of extreme frustration.

Then one day I brought her a large print book. That book was the beginning of her new reading odyssey. She had to make up for lost time, and she started to read again voraciously. Mom would read between 3 and 5 books every week. Whether in her room, in the dining room, beauty shop or doctor's office, you would always find mom with a book. Indeed, she looked forward to her weekly visits from Sandra Arndt, the Menorah Park volunteer librarian.



*Dr. Jeffrey Schultz and his mother, Lenore, of blessed memory.*

Soon, she had read almost all of the large print books in the Menorah Park Resident Library, and I started buying more large print books for her. At first, the books were love stories, then murder mysteries, and espionage and intrigue. Mom didn't like to read a book more than once, so after finishing a book she would lend it to other residents on Euclid 1, and then she gave them to the Library. Over the four years that she lived at Menorah Park, I would estimate that we gave almost 1000 books to the Library. The two original shelves of large print books in 2006 have now expanded to more than three full bookcases for other residents to enjoy.

When mom passed away last October, we wanted to remember and honor her through sharing her passion for reading. What better place to make that happen than where she had lived and thrived in her later years? Our family decided to direct all gifts in her memory to the Resident Library at Menorah Park, so that there are funds available to operate and expand the library for all the residents who now and in the future will call this wonderful place home, and remember Lenore Schultz with every book they read.

*Dr. Jeffrey Schultz*



*So many families do things to improve life on the Menorah Park campus. You can honor or remember your loved one by providing financial support that assures our ability to remain one of the best senior communities in the country. We encourage you to contact us to learn more...*



## Take Note

### FEBRUARY:

Roz Geller, R.H. Myers Apartments resident and artist, will be a special guest at our monthly Sunday Bagel Brunch at Menorah Park on Sunday, February 26th. Residents and their families will be able to view some of her works and talk to the artist herself. Mrs. Geller's art was exhibited at the Beachwood Community Center and Hillcrest Art Guild through the month of January. (See related article on page 11).



***The Bernzweig, Kutash & Lipson families have each sponsored one monthly Bagel Brunch for our residents and their families each year. With three months covered, there are still NINE more opportunities for you to bring joy to Menorah Park on a Sunday morning!***

***Call 216-595-7324 to arrange your date!***

### *Did you know:*

*In 2011, our donor-funded D.R.E.A.M.s program has received two prestigious national awards for outstanding programming in Jewish nursing homes.*

### IRV'S CORNER



## Do the Good and Get the Credit

Only about 8% of all wills in the United States contain charitable bequests. Think what wonderful benefits our communities would reap if socially-centered charities were named in 16% or 24% of all wills.

Menorah Park would love to help move up the national average by being named a beneficiary in your will or trust.

A bequest to Menorah Park has a number of benefits:

- You enjoy the satisfaction of helping an organization that is close to your heart and that may have provided caring services to you or a family member.
- You would create a lasting legacy in your name, unless you prefer to remain anonymous.
- The bequest does not reduce your assets or income during your lifetime.
- The bequest amount is not subject to estate tax.
- A bequest is easy to create through a short amendment to your will or trust, and it can be modified or revoked by you if circumstances change.
- Your bequest will ensure that Menorah Park continues to provide exceptional standards of care and services to our community's senior members, as we have done for many generations of families for more than 100 years.

*Please contact Irv Feldman, Director of Planned Giving, at the Menorah Park Foundation for more information.*

**216-450-5560**

***Deeds of kindness are equal in weight to all the commandments.***

## Our Donors Make a Difference:

Through the generosity of the Baumal family and friends, in memory of Alvin Baumal, Menorah Park residents and their families enjoyed a Sunday Bagel Brunch on December 18, 2011.

A generous gift from Herb and Helen Braun provided for a new high-definition TV much needed by the residents of the Friedman pavilion.

## Congratulations



**Mr. Howard Danzinger has been selected as the recipient of the 2011 Irving I. Stone Leadership Award, presented to a Menorah Park Board member who has demonstrated exceptional commitment and whose active involvement has made a difference during his/her early tenure on the board.**



**This award has been made possible through the generous support of the Irving I. Stone Leadership Award Fund by the Weiss Family.**

**Pictured above: the Danzinger family; bestowing the award by Judy Weiss, board member and daughter of Irving Stone**

### Did you know:

*Menorah Park is rated in the top 10% of senior facilities nationwide and is the largest nursing home in Ohio.*

*Menorah Park Foundation offices are located in Menorah Park's Schermer Building at 27100 Cedar Road, on the second floor.*

## Meet Svetlana Kurinsky



Svetlana Kurinsky has joined our team as the Foundation Program Manager. She is a transplant to Ohio from the New York metropolitan area, where she has enjoyed a career in development and program management.

Ms. Kurinsky is a graduate of Rutgers, The State University of New Jersey, with a degree in Political Science/Economics. She brings more than seven years of Program Management experience to the team. Most notably, for several years she has managed the prestigious leadership development program at Rutgers Institute for Pharmaceutical Industry Fellowships.

“I feel extremely fortunate to be able to continue my career in my new home state of Ohio with such a formidable and esteemed organization as Menorah Park. I look forward to working closely with all of our supporters to promote and strengthen Menorah Park’s position as one of the finest facilities in the nation that over 800 senior adults call home. I hope to be meeting many of you personally at our community and donor functions in the coming year, and I would like to invite and encourage you to feel free to stop by the Menorah Park Foundation office at any time – just to say “Hello.”

Ms. Kurinsky was born in Ukraine and immigrated to the US in the 1990s. She now resides with her family in Aurora. At the Menorah Park Foundation she will manage the Annual Campaign, Donor Funds, events and communications.

She can be reached at 216-839-6688 or via e-mail: [skurinsky@menorahpark.org](mailto:skurinsky@menorahpark.org).

## Thank You!

### 2011 Annual Campaign News

We are pleased to share with you that through our Annual Campaign we have raised over \$375,000 for Menorah Park Center for Senior Living!

As we continue our work to ensure support of Menorah Park, annual campaign dollars are immediately put to work helping provide the highest quality of care to every person we serve.

Thank you for your generosity!

## Gam Yachad Award

*(continued from page 1)*

around the world in a “face to face” meeting. Media, due to the program’s special nature, captured some of their interactions.

This enriching innovation has taken place with groups from Johannesburg, South Africa; Leeds, England; Montreal, and Vancouver, Canada; Melbourne, Australia; and with couples in Paris, France, and Jerusalem, Israel.

Amazingly, due to Gam Yachad, the world has opened to seniors as they have shared memories, customs, history, poetry, activities, menus, and even local area information.

With universal vision and a creative and innovative approach, the Menorah Park Campus continues to blaze a technological trail in connecting our campus residents to other nations, cultures, and people of all ages who have much to teach us, and we them.

Obviously, it is no slight feat to succeed in achieving this award over the stiff competition of 13 nominations from other Jewish homes nationally.

## You're Amazing; Lend Us Your Skills for our Clubs & Culture Program!

Do you know how to talk to horses? Write jingles? Build birdhouses? Solve mysteries?

Or, is someone you know extremely fascinating? Is your doctor also a collector of rare wigs? Did your uncle find he has an uncanny ability to teach the harmonica to anyone in a half hour? Please, everyone, lend us your skills! Your hobbies, occupational specialties, and even memories are of major interest to Menorah Park residents! Volunteers are needed and invited to teach a 45 minute session on something they feel passionate about. Residents attend these free presentations offered on campus by various Menorah Park staff and community members. They learn about the FBI, cat medicine, “go” on a safari, appreciate opera, get first-hand accounts of visits to Asia, China, Japan, New Zealand, Australia, India and Peru, and even learn how scotch is made and appreciated.

Please, share your amazing self with us. Call Amy Vedova-Phillips at 216-831-6500, extension 277, or email her at [avedova-phillips@menorahpark.org](mailto:avedova-phillips@menorahpark.org) for more information.



***Chef Richard Farkas takes campus residents on a tour of the Menorah Park kitchen area. The kitchen operates 24 hours per day, seven days per week, 365 days per year. The talented cooks and staff are diverse, representing America, Mexico, Ghana, Gahanna, Russia, and Egypt! We prepare approximately 1,600 meals per day for residents, campus event catering, and delivery of Asian and Hispanic meals, and school lunches in the community.***

## Meet the New Adult Day Center Director



***Tina Witt is the new Menorah Park Adult Day Center Administrator. Judy Shankman is retiring to enjoy more time with her family. Tina began her journey in adult day care in 1998 as an activities/personal care assistant for another center. She went back to school, obtained certification through NCCAP, and became an activities director there in 2001. In 2004, she became manager of that center and later went on to open two additional centers. She was the director of all three locations until coming to Menorah Park on January 3rd, 2012. She is married with two beautiful children; Tucker who is 14, and Emma, who is 10.***

# Celebrating Platinum Years

With 1,500 years of combined experience and counting, fifteen centenarians on the Menorah Park Campus are celebrating their longevity, comparing experiences and preparing the next generation; those 97 plus. As each achieves that memorable milestone, they will join in marking the day with cake and lively conversation.

They were born in a time of milk in glass bottles delivered to your doorstep, town doctors who made house calls, mailmen using a horse and carriage, most births at home with midwives, Model T Fords, the invention of radio with many audio shows to follow, and bartering with local merchants; trading chicken eggs for flour.

In 2012, these fifteen 100-year-olds and their 97+-year-old friends now live in a world of hybrid cars, laptops, android phones, satellite radio and other high-tech ways of life.

Join us, as we launch this wonderful celebration beginning with Sam Weingard on Wednesday, February 22, 2012 at 1:00 p.m. at Wiggins Place. Sam said the secret to his longevity is "Chivas Regal 18" almost every day. He said that he surrounds himself with his family and friends and lets others just go on with their lives.



**Stew Collins, Administrator of The R.H. Myers Apartments, presents a proclamation from Beachwood Mayor Merle Gordon, to Hazel Gross, 100 years old.**

## Doorways to Healing *(continued from page 3)*

where someone is using the treadmill, and through another exciting doorway into wellness, a recovering client is doing multiple "stretch and strengthen" exercises.

Through the glass doors of Wiggins Place, you will feel warmth from the fireplace and hear a friendly greeting as you walk into the lobby. You know at once that all residents and visitors experience a lodge-like relaxation in this happy home, a place to refresh mind, body, and spirit. This is the real recipe for wellness at any time and anywhere.

Through the doors of the Marcus Pavilion, where sub-acute patients are healing after their hospital stays, you can hear conversations of hope in patients treated in a continuum of care; welcome guests who can take full advantage of the staff and aides who are here to give compassionate care and help as they transition home.

Through the doors of the Adult Day Care Center, family members are saying hello to their loved ones after a busy day of work, and our friendly activities staff are gathering everyone for an exciting game of indoor bowling or volley beach ball.

If one needs a few moments of quiet and peace in the midst of a tumultuous day, walk through the entranceway of the Jennie & Jacob Saperstein Synagogue, where a rabbi offers spiritual guidance, or you can simply meditate within your own thoughts and dreams.

In summary, if your first steps through any of these doors are with mixed feelings or angst, take a deep breath, recognize that you are entering a place of joy, healing and wellness. If you realize that, you have already crossed the threshold of understanding and you are ready to greet this day with a positive outlook knowing people who truly care surround you.

**Your Neighborhood Home Health Provider**

**MENORAH PARK**  
HOME HEALTH SERVICES  
Caring Comes Home  
216-595-7333  
www.menorahpark.org

**216-595-7333**



**Menorah Park Home Health Services**  
27100 Cedar Rd.  
Beachwood, Ohio 44122  
www.menorahpark.org

Menorah Park Home Health Services knows recovery from an illness or injury is accomplished more quickly when surrounded by people you love in the comfort of home. Our professional staff has the expertise to manage your medical condition and the compassion and respect to guide you towards your recovery goals. And we offer soup for added comfort too!

**We offer:**

- **Skilled Nursing** - Post-hospital and physician-referred skilled nursing services
- **Therapy** - Physical, occupational and speech therapies
- **Medical Social Work** - Referrals and connections to community resources
- **Home Health Aide Services** - Assistance for safe & effective personal care

We are Medicare, Medicaid and PASSPORT certified. We are an approved provider for most private insurances. We will be happy to work with you and your insurance company.

# Dr. M.C. Hokenstad Receives Heller Award



Menorah Park named Dr. M.C. Hokenstad as the recipient of the 2011 Dr. Arnold Heller Memorial Award. This award is made possible through the generous endowment of the Dr. Arnold L. Heller Memorial Fund. Dr. Hokenstad, a leader in the field of aging with a career spanning more than four decades, is a worldwide leader in social work education and research. His multiple honors give credence to his title as a true Social Work Pioneer.

Dr. Hokenstad brings a unique international perspective on global aging gleaned from extensive research and teaching in 22 universities in the United States and 35 universities in 19 countries worldwide. He has influenced the field of aging for this and future generations.



*Roz Geller, R.H. Myers Apartments resident, had a dream to have her artwork exhibited in her own show, and through the Menorah Park D.R.E.A.M.s Program, her dream came true. Roz's art was displayed from January 4th until the 28th at the City of Beachwood Community Center Gallery. A special thanks to 90 Degrees Custom Framing for donating all framing labor costs.*

## MP D.R.E.A.M.s Program: World-Wide Attention & Donations Due From Inclusion in Book

We are proud to announce the inclusion of the Menorah Park D.R.E.A.M.s Program in the just released book "The Wake Up And Dream Challenge." written by Dr. Barbara Lavi, clinical psychologist. The book is more than a self-help book. It can transform lives and change the world. All books purchased through the website link for Menorah Park will help Menorah Park Center for Senior Living make this time in residents' lives a very special time when dreams come true. The author offers innovative techniques developed over the course of her career and through 21 additional non-profits' experience in helping others reach their dreams. At any age, rich or poor, healthy or physically challenged this book starts readers on a path to transform lives. Dr. Lavi challenges readers to "Dream It Forward!" By creating an everyman's version of the Bill & Melinda Gates & Warren Buffet's Giving Pledge, Dr. Lavi will donate half of the profits from the book to 21 creative nonprofit organizations, including Menorah Park, to improve the lives of countless individuals. Find the book on Amazon.com, or at a bookstore near you, or visit the website, [www.WakeUpAndDreamChallenge.com/Menorah](http://www.WakeUpAndDreamChallenge.com/Menorah)

Menorah Park's  
Adaptive Living Shoppe



**The Adaptive Living Shoppe  
will be celebrating  
our 2nd Anniversary in April, but  
we want you to celebrate now!**



**Stop by the Shoppe  
and enter to win a  
\$100 GIFT CERTIFICATE!**



**216-450-5566**

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Menorah Park Center for Senior Living  
Bet Moshav Zeckenim Hadati  
27100 Cedar Road  
Beachwood, Ohio 44122



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Permit No. 2206  
Cleveland, Ohio

## Residence February - March Activity Highlights

For a detailed Menorah Park Skilled Nursing calendar, contact Amy Vedova-Phillips at (216) 831-5452 ext. 277  
Comments or questions, call (216) 839-6687 or email [sgavanditti@menorahpark.org](mailto:sgavanditti@menorahpark.org)

### Menorah Park

#### February

- 7th • 2:30 p.m. Chef's Throw Down
- 24th • 10:30 a.m. Intergenerational Olympics with  
FUNdamentals

#### March

##### Purim Events

- 7th • 2:45 p.m. Purim Cabaret Lounge
- 8th • 10:30 a.m. Megillah Reading  
2:45 p.m. Purim Music Celebration
- 9th • 10:45 a.m. Shushan Purim Carnival  
2:45 p.m. Shushan Purim Oneg Shabbat

### The R.H. Myers Apartments

#### February

- 3rd • 2:00 p.m. Who was Lucky Lindy
- 12th • Lost Penny Day, Donate All Unwanted  
Pennies
- 20th • 2:00 p.m. Famous Presidents Day

#### March

- 8th • 2:00 p.m. Purim Social
- 20th • 2:00 p.m. First Day of Spring Fling
- 28th • 2:00 p.m. What Was Invented Today in  
History

### Wiggins Place

#### February

- 13th • 10:00 a.m. Chocolate Making
- 14th • Special Couples Dinner Theme Meal

#### March

- 7th • 1:00 p.m. Purim Party
- 8th • 3:15 p.m. Rabbi's Purim Celebration

### Stone Gardens

#### February

- 8th • 3:30 p.m. Tu B' Shevat Seder

#### March

- 7th • 7:00 p.m. Megillah Reading
- 8th • 2:30 p.m. Purim Party
- 25th • 1:00 p.m. Chagrin Valley Little Theatre  
outing to see Drowsy Chaperone



Join us for our Spring Event :

**Fraud Prevention: Identity Theft & Financial Scams**

**A Dinner Conversation with Featured Speakers:**

**Lisa Kaplan, Special Agent  
Federal Bureau of Investigation (FBI)**

**Michael Milgrom, Attorney  
Federal Trade Commission (FTC)**

**DON'T BE A VICTIM OF SCAMS!**

- Gain a general introduction to the FBI and FTC
- Understand various acts of fraud including identity theft, medical identity theft, investment schemes, and advance fee schemes
- Learn about scams that target elderly/persons on a fixed income
- Be pro-active, but what to do if it happens
- Free brochures & educational material

**Thursday, March 22nd, 2012**

**6:30 p.m.**

(Doors Open at 5:30 p.m.)

**Menorah Park Saltzman Auditorium  
27100 Cedar Road Beachwood**

Program and Dinner are **Free of Charge**

**Seating Limited – Reserve Space Early**

R.S.V.P. to Beth Silver 216-839-6678 or [bsilver@menorahpark.org](mailto:bsilver@menorahpark.org)

by Monday, March 12th

*Kosher dietary laws observed*

**Powered by the Expertise of Menorah Park and Its Community Partners**