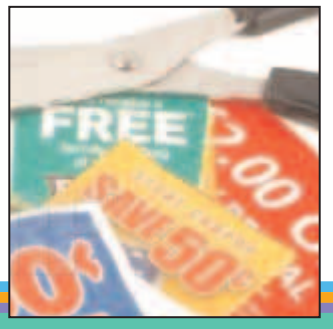


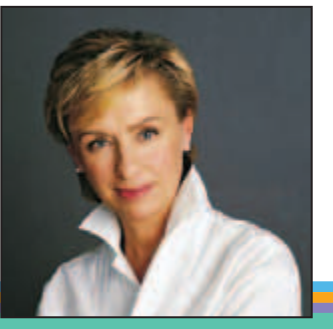
Save with senior discounts

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Campus happenings

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Tina Brown speaks April 22

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LifeTimes

Charles E. Smith Life Communities



Susan Stamberg, national radio correspondent, narrates an interactive centennial video that presents the Hebrew Home's past, present and future. View it at www.hebrew-home.org.

100 years ago, the Hebrew Home opened its doors, its arms and its heart

Centennial highlights institution's role in providing person-centered care to seniors

March, 2010 – The Hebrew Home of Greater Washington this month begins its yearlong centennial celebration, marking a journey that began in 1910 with a commitment to finding housing for elderly Jewish men and women. Today, the home is part of a larger community that provides a continuum of care for more than 1,000 people.

Located on a 30-acre campus in Rockville, the Hebrew Home anchors the Charles E. Smith Life Communities. In addition to the Home's rehabilitation and recovery program and long-term care, the campus includes independent and assisted living and outpatient medical services.

"What began back in 1910 as a simple idea – to take care of the community's Jewish elderly – has evolved into a unique community that will help us meet the needs of the elderly for the next 100 years," said Warren Slavin, president of Charles E. Smith Life Communities. "Our success is grounded in the belief that caring for the elderly is not simply a custodial activity but rather is based on a person-centered commitment to care that recognizes the needs and preferences of each individual."

Throughout 2010, the Hebrew Home will celebrate its centennial with a series of events, which will include a symposium on October 8 with experts from the Home, Johns Hopkins University School of Medicine and Suburban Hospital, to discuss the current and future state of eldercare in the country. Other planned activities include a family-community block party in May, the annual Aunt Minnie Luncheon in April, and a centennial gala in December.



1925 - Bernard Danzansky, the first president, Sy Hirshman and Aunt Minnie Goldsmith were among the Home's early supporters. Turn to pages 4-5 for a picture history.

"Thanks to the vision, generosity and commitment of countless supporters, thousands of people have been able to live full and meaningful lives in their later years," said David Samuels, chair of the Board of Governors. "Their contributions help supplement the cost of care for two-thirds of

> > *continued on page 3*

Generation to Generation
Charles E. Smith Life Communities

I'm in the Mood for Senior Discounts

"Thrifty is Nifty" – a previous issue of Generation to Generation dedicated to senior discounts in the DC area – was a hit! With our expanded list of discounts, posted at www.hebrew-home.org, continuing to draw interest, we've decided to give readers a second installment. Access the complete list on our website.

More Senior Discounts

The key to discovering senior discounts is asking. We cast our net at random and this is what we caught:

- **Carpet Concepts:** 10% discount for seniors 60+ on flooring installation, carpet, rug & upholstery cleaning and repair. Call 301.869.3355.
- **Carmen's Italian Ice, Rockville:** Homemade Italian ices, 12-15 flavors daily and coffees. Seniors 60+ should mention the Hebrew Home to receive a $1 small ice or $1 coffee. Call 301.545.1154.
- **Edible Arrangements:** Fresh fruit bouquets for every occasion, Seniors 65+ get $5 off orders by mentioning the Hebrew Home with code #HEBRO145. Call 1.877.DoFruit®.
- **Joe's Auto Body:** Serving Kensington, MD and surrounding vicinity, Seniors 65+ get 5% off work on foreign cars. Voted #1 in Washington Consumers Checkbook Magazine. Call 301.564.1288.
- **Paul Friedman Plumbing:** Plumbing services, including installation of name-brand toilets, faucets, garbage disposals, water heaters and high efficiency tankless water heaters. Over 45 years experience. Seniors 55+ get 10% discount. Call 301.881.8660.
- **Simply Computers:** Computer repair, installation, training, networking, and more. "25 Years of Excellence." Seniors 55+ receive a 20% discount. Call 301.279.2846.
- **Westwood Cleaners:** Dry cleaning, laundry, alterations, shoe repair. Seniors 60+ get 10% discount on dry cleaning, 20% for 5 or more items. In Rockville, opposite Ring House. Call 301.770.6766.

Mark Barrick, Rockville Senior Home Maintenance Program, gives a "thumbs up" to these service providers:

- **B & H Precision Contracting:** General contracting. Seniors 60+ enjoy 10% discount on kitchen/bath remodeling, home modifications (for elderly), painting, & more. Call 301.816.0844.
- **First Class Plumbing:** Plumbing installation & repair, storm water management and more. Seniors 60+ get 10% discount. Call 301.916.2700.
- **Hassle Free Home Services:** High-quality home maintenance, repair and improvement services. Seniors 60+ receive 10% discount. Call 301.294.4444.
- **Hearn Insulation:** Seniors 55+ receive 10% discount on all new roofing, gutters, siding, & insulation. Since 1936. Call 301.565.9300.
- **Hughes Landscaping, Inc.:** Landscaping & hardscaping (e.g., retaining walls, patios, etc.). Seniors 60+ receive 5-10% discount depending on scope of job. Call 301.933.5469.
- **Junk Junkers:** Their 500 sq. ft. truck hauls away heavy furniture, TVs, and more. "More load per dollar." Seniors 55+ get 10% discount. Serving Montgomery County and DC. Call 301.760.9552.

Initiatives

Seniors researching independent living options at affordable prices might be surprised and pleased to learn what Charles E. Smith Life Communities offers.

At Ring House, roughly 40 percent of the independent-living units are subsidized by the Housing Opportunities Commission; applicants with annual incomes under $44,000 may qualify for a studio or one-bedroom apartment priced at $1,278-$1,697 per month. Kosher breakfast and dinner, bi-weekly housekeeping, a personal emergency-call system, award-winning activities, and trips to shopping and cultural events are among the included amenities.

At Revitz House, 250 independent-living apartments are HUD-subsidized. One-bedroom apartments range from $717 to $1,019 per month for a single, $742 to $1,047 for a couple. Utilities are included as well as a personal emergency-response system, social services, and recreational, cultural and wellness programs. Transportation to shopping is available. The kosher evening meal is $296 per month per person. Eligibility is based on annual income, which must fall between $20,260 and $44,800 for a single, $20,760 to $51,200 for a couple. Market rate tenants do not have to meet any maximum income requirements.

Our Community Outreach Marketing Director, Jill Berkman, invites visitors to come in for tours and learn more. Contact her at 301.816.5052. ■

Perspective

"Without frugality none can be rich, and with it very few would be poor."

– Samuel Johnson, 1709-1784

[Inclusion on the list represents neither advertising nor endorsement. If you'd like your business added to the list, email us at hhinfo@hebrew-home.org]

Rehabilitation Center set to expand

The Hebrew Home of Greater Washington announces an expansion of its Rakusin Rehabilitation Center. This Center provides rehabilitative care, intensive physical, occupational and speech therapy and skilled nursing care, typically following a hospital stay. To meet the growing demand for this level of care in the community, the Home is in the process of dedicating 33 additional beds to short-stay rehabilitation care.



Anne Ratner was one of more than 1,000 individuals who came to the Rakusin Rehabilitation Center last year.

The short-stay rehab program opened in the Wasserman Residence in October 1995 with 70 beds. A stepping stone to returning home for individuals recovering from hip and knee replacement, stroke, heart attack, and other complex illnesses or trauma, the rehabilitation center has been successful from its inception.

The expansion of rehabilitation services is in keeping with the Home's long history of adapting services and programs to meet emerging needs within the community.

To oversee the growing rehabilitation program, the Hebrew Home has engaged a Director of Nursing for Rehabilitation, Martina Muir, RN, BSN. Ms. Muir has extensive experience managing sub-acute care and clinical quality improvement, most recently as Director of Nursing at Cardinal Cooke Healthcare in New York, a 729-bed facility, and as Director of Clinical Services at Central Jersey Healthcare, which has over 1,500 beds in nine facilities. ■

Hebrew Home earns high marks

Results from the **2009 Maryland Nursing Home Family Experience of Care Survey** are now published and we're happy to report the Hebrew Home received high marks across the board.

On this State-administered survey, 98 percent of our responding families said they would recommend the Hebrew Home to others, and gave a score of 8.9 out of a possible 10 for overall care. We appreciate this vote of confidence from the families we serve. ■

Centennial news

continued from page 1

our residents who receive Medicaid."

To learn how the Home became the comprehensive care provider it is today for people of all faiths turn to page 4.

The Hebrew Home now consists of the Smith-Kogod and Wasserman Residences, and includes the Rakusin Rehabilitation Center. The Charles E. Smith Life Communities campus also contains two independent living complexes – Revitz House and Ring House; an assisted living residence – Landow House; as well as the Hirsh Health Center. "While much has changed in the last century, our mission has not - we remain a haven for anyone in need of quality care," Slavin said.

To learn more about our centennial activities, visit www.hebrew-home.org.

About the Hebrew Home of Greater Washington

Established in 1910, the Hebrew Home of Greater Washington provides quality care that respects Jewish values, particularly to those in greatest need. The non-profit organization has enjoyed the steadfast commitment and charitable support of the local Washington community as it delivers innovative and compassionate services for elders of all faiths while affirming a commitment to the dignity of each individual. ■



Students from Charles E. Smith Jewish Day School pose for a group photo after entertaining our residents during the Chanukah season.



Revitz House residents Ursula and Harry Sanders were among the residents invited to a luncheon hosted by the Olender Foundation, which honored Holocaust survivors. They were welcomed by Washington trial lawyer Jack Olender, right.

1910 – Beginnings

Hymen Goldman was a 25-year-old salesman when he encountered an elderly Jewish man weeping outside a grocery store. Seated on a breadbox, the lonely, dejected man had become homeless following his wife's death. Goldman discussed the man's plight with a group of Jewish civic-minded individuals, who began collecting funds, nickels and dimes, used to board the gentleman in a widow's home. The Hebrew Home was born. Hymen Goldman became known as "Mr. Hebrew Home," and the organization's top honor bears his name.

1914 – 415 M Street, NW

As the number of elderly seeking shelter grew, Bernard Danzansky led fundraising efforts to purchase and convert a brick row house on M Street into the Hebrew Home for the Aged. The mission, as spelled out in the 1916 Certificate of Incorporation, was "to provide a home where food, clothing and shelter shall be furnished free of charge to indigent aged persons of the Hebrew faith."

1925 – 1125 Spring Road, NW

Within a decade, there was mounting realization that a new and larger facility was needed. On January 25, 1925, in dedication ceremonies attended by President Calvin Coolidge, U.S. congressmen, senators, and local government officials, the community celebrated the grand opening of a 35-bed Hebrew Home for the Aged, situated on four acres of land purchased for $50,000.

1933 – An early activity

On Spring Road, Hebrew Home residents benefited from numerous recreational activities organized by the Home's Ladies Auxiliary, as well as a library housing over 4,000 volumes and daily Yiddish and English newspapers, Jewish "moving pictures" , Torah study classes, Jewish holiday and birthday celebrations, and more.

1949 – Passover Seder

Residents of the Home maintained important religious traditions throughout the Jewish calendar year. Describing the Home's Seder in 1949, a report noted, "The room was decorated beautifully, and vases of fresh flowers and candelabras were placed on each table, and Mr. Maser [the Home's Executive Director for 36 years], in his beautiful white gown, conducted the services in a very grand manner."

1914



1933



1949



1925



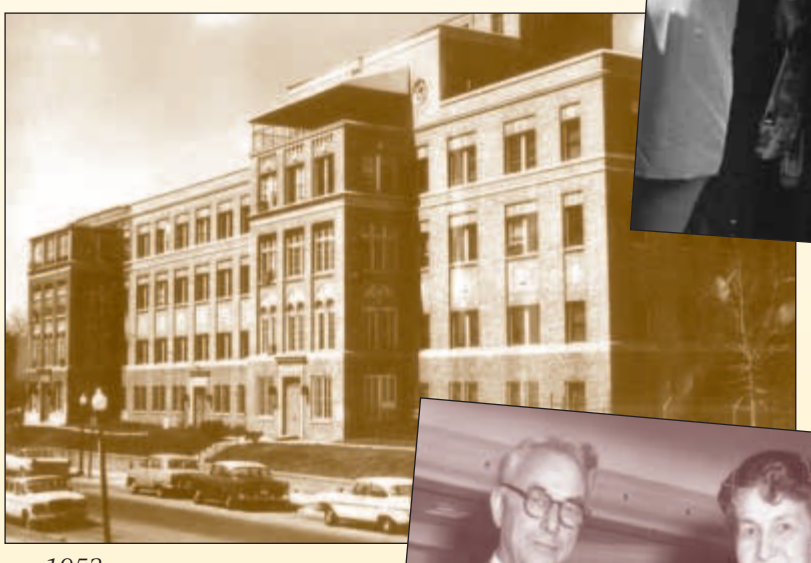
1953 – Spring Road Expansion

A major addition was made to the Spring Road Home to alleviate overcrowding. Resident capacity rose to 165. A medical panel was also established, under the direction of Dr. Harold Hirsh.



Charles E. Smith (1901–1995)

A leading philanthropist in the Washington Jewish community and president of the Hebrew Home from 1959 to 1962, Charles E. Smith boldly organized the important studies and massive fundraising campaign to relocate the Hebrew Home, along with the Jewish Social Service Agency and the Jewish Community Center, to a campus setting in Montgomery County, Maryland. At the time, the Advisory Board of the Home, of which Mr. Smith was a member, included: Leonard I. Abel, Lawrence Brandt, Samuel P. Cohen, Joseph B. Gildenhorn, Hymen Goldman, Myer C. Handleman, Dr. Harold L. Hirsh, Simon Hirshman, George Hurwitz, Herman Kozlow, Charles J. Pilzer, Arthur D. Schaffer, and Louis Zions.



1953



1953

1967 – Groundbreaking Ceremony

Over 1,000 guests, including rabbis, political dignitaries and the Pentagon's Military Color Guard, attended the afternoon ceremony. Because of 90-degree heat, Maryland Governor Spiro T. Agnew, third from left, decided against delivering his lengthy keynote address (it was printed in The Jewish Week instead), recommending that it be read "in the cool of your homes."

1969 – Moving Day to Rockville

On May 20, 1969, 172 elderly residents were transported from Spring Road to the Wasserman Residence in Rockville with the aid of the DC National Guard and the Red Cross. The new Hebrew Home of Greater Washington was spacious, modern (with air conditioning), and could now accommodate 266 residents. In 1981, the Smith-Kogod residence doubled the Home's size.

1967





1969

1995 – Rehabilitation Center Opens

Responding to the need for skilled rehabilitation services for those recovering from illness or accidents, the Rehabilitation Center opened at the Home in 1995. Today, the Muriel and Stanley Rakusin Rehabilitation Center treats over 1,000 short-stay patients of all ages annually. It recently won the Outstanding Program Performance Award from RehabCare Group, Inc. Plans are currently proceeding to expand the rehabilitation program from 70 to 103 beds.



Mrs. Charles Goldsmith (1871–1971)

Minnie Goldsmith, affectionately known as "Aunt Minnie," served as chairman of the Building Fund Committee in 1922, helping to engineer the Home's move to Spring Road. "My favorite charity is, was, and always will be The Hebrew Home for the Aged," she once informed a friend. Aunt Minnie used the celebration of her April birthday as an annual luncheon occasion to raise important funds for the Home. In 1941, the Women's Auxiliary began hosting these luncheons; in 1955, the event drew 1,200 guests to the Willard Hotel, the largest luncheon crowd the hotel had ever served. A Washington institution, the "Aunt Minnie Luncheon" is still celebrated today.

In Our Mailbox

Dear Hebrew Home Family,

On behalf of my sisters, Joyce Shepherd and Donna Zsoldos, I would like to express my deepest appreciation for the care and attention you provided to our mother, Victoria Berkuta, during her stay at her "home away from home."

Where do I begin to thank all the many wonderful folks who tended to our mom during the last months of her life? You tried so hard to keep her spirits alive with your warm smiles and helping hands. The doctors, nurses and special aides gave excellent care to our 94-year-old mom. She especially enjoyed engaging with them in her storytelling of yesteryear. They embraced her and delighted in her good sense of humor and "spunk." And a big hat goes off to those of you who received us at the main desk of the lobbies. Your warm greeting as we signed in always helped to make the start of each visit to our mom a more joyful one.

You are a very special group of people whose dedication to the needs of the elderly, their family members and friends is so very much appreciated by us. Please know that you will never be forgotten for the comfort you provided to "Victoria."

With deepest appreciation,
Karen Balamaci



There was Purim merry-making at Ring House with a puppet show deftly scripted by Mollee Kruger. Charlotte Podgor displays puppet characters created in an art class.



Smith-Kogod residents were singing as they left a performance featuring guitarist Vladimir Fridman, who trained at the Moscow Music College and specializes in popular music from Spain, France, Germany, and Latin America. Resident Paula Wolff said, "He's a true artist."

In memoriam, Robert H. Smith



The generosity of Robert H. Smith had an immeasurable impact upon the Hebrew Home.

We were deeply saddened at the passing of Robert H. Smith in December 2009. Mr. Smith, with his wife Clarice, and his sister and brother-in-law Arlene and Robert P. Kogod, sustained his father Charles E. Smith's passion for supporting the elderly, and was a generous and committed patron of the Hebrew Home.

In December 2005, Robert H. Smith and his family made a $12 million gift, unprecedented in the Home's history, to bring together the Hebrew Home and its affiliated eldercare services under the name "Charles E. Smith Life Communities." This gift capped the family's half-century of support and honored the memory and extraordinary vision of their father. ■

A gift that gives back

Bess Hormats has known about the Hebrew Home for as long as she can remember. She's counting on us being there for her, if she ever needs the level of care we provide. In addition, she understands that the Home admits people with nowhere else to turn.

A few years ago, Bess decided she wanted to make a gift to the Home, but wasn't comfortable making an outright gift. She had heard about charitable gift annuities and wanted to learn, in detail, how this could benefit her as well as the Home. The gift planning director at the Home provided an illustration and explained that the Hebrew Home's gift-annuity reserve is larger than required, so Bess realized she could rely on the Home's promise to make annuity payments to her for the rest of her life.

After all her research, Bess signed a simple form with the Home, sent in her gift, and started receiving regular payments, deposited directly into her bank account. She also received a tax deduction for a portion of her gift. When the annuity eventually matures, the remainder of her original gift, plus the earnings, will create a permanent endowment to provide critical annual support for the Home.

Whenever she reflects on this, she smiles and feels good, knowing she has become part of the Home's family.

For information about joining this growing family, and gifts that "give back," please contact our director of gift planning at 301.770.8342. ■

Open doors, open arms, open heart: celebrate with us on May 23

We invite the community to a festive "Block Party" on Sunday afternoon, May 23, from 1:30 to 4, on our Rockville campus to celebrate our centennial.

For current residents and their families, the celebration will begin with the annual Guardian picnic, underwritten by our Guardian Fund for Excellence, by invitation. At 1:30 p.m., the community is invited to join in the fun as we stage a giant birthday party for our 100-year-old residents. About 20 residents of the Home are centenarians. A "Birthday Bandwagon" will make the rounds of the other residences at Charles E. Smith Life Communities, bringing birthday cakes and music to centenarians throughout our campus.

Start at the big tent in the parking lot, and pick up a schedule for the many activities – free birthday cake, resident and children's art exhibits, musical entertainment by Zemer Chai chorus, a moon bounce and other family-friendly activities. Visit www.hebrew-home.org for information. There is no cost to attend.

Children in the community are invited to send in drawings of "**What I will look like when I'm 100**." Please mail by May 15 to the Public Relations Office, 6121 Montrose Road, Rockville, MD 20852, or e-mail digital works of art (jpg or pdf) to hhinfo@hebrew-home.org. (We can print as 8.5 x 11) View these imaginative works at the Block Party. ■

Thank you

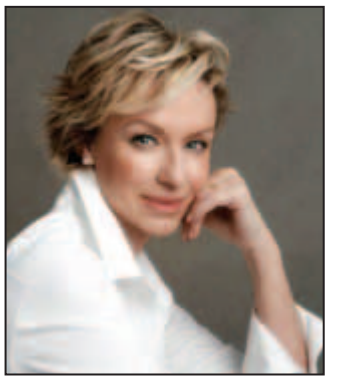


Guardian Campaign chairs Rob Selzer and Jeff Pargament present a check to President/CEO Warren Slavin and Board of Governors Chair David Samuels at the 2009 "Club Starlight."

Despite the challenges of the economic climate, a record number of donors responded to the 2009 Guardian Campaign, raising nearly $980,000 for the Hebrew Home. Due to the dedication and perseverance of the Guardian Committee, led by Chairs Rob Selzer and Jeffrey Pargament, the 2009 campaign experienced a 12 percent increase in number of donors, demonstrating the community's commitment to the Home and its mission.

Event co-chairs Margie Halem and Suzanne Singer, and Women's Auxiliary Committee Chair Marla Garchik planned "Club Starlight" to thank Guardian donors and to honor Phyllis and Ron West with the Guardian Leadership Award. We are grateful to the many volunteers and supporters who help us continue to provide a loving home and outstanding care to those who once cared for us. ■

Tina Brown to speak at Aunt Minnie Luncheon



Media personality Tina Brown, editor-in-chief of thedailybeast.com, will speak at the Aunt Minnie luncheon April 22.

The Hebrew Home kicks off its Centennial celebration with the 2010 Aunt Minnie Luncheon on Thursday, April 22, at the Bethesda North Marriott Hotel and Conference Center. This year's guest speaker is the award-winning journalist, Tina Brown. Ms. Brown is currently editor-in-chief of *The Daily Beast* (www.thedailybeast.com), a web site devoted to changing the way we consume news. The Beast's tag line says it all: "Read this. Skip that."

Tina Brown is the former editor of *Tatler*, *Vanity Fair* and *The New Yorker*. She is also the author of *The Diana Chronicles*, a book written after the death of Princess Diana that presents an in-depth portrayal of the English monarchy.

This year's luncheon, chaired by Irene Kaplan, offers a bow to history as we honor the Women's Auxiliary of the Hebrew Home Past Presidents with the Aunt Minnie Goldsmith Award. The award recognizes their exceptional achievements made on behalf of the elderly of our community.

The Aunt Minnie Luncheon is an annual tradition, first conceived as a birthday party for Minnie Goldsmith, one of the Home's founders. We welcome you to join us when doors open at 11 a.m. Tickets start at $100 with "Early Bird" online registration through April 5; after April 5, tickets are $110.

A tribute book to honor Women's Auxiliary Past Presidents will be published in conjunction with the event. Name listings are $18. For information about tribute ads or the luncheon, please contact Khalid Walker at 301.816.7715 or visit our web site, www.hebrew-home.org. ■

1971 - Centenarian



When this photo of resident Charles Scheff was snapped in 1971, he was one of less than 5,000 people living in the USA who were at least 100 years of age. Mr. Scheff at the time was 104. A successful businessman who moved to the Home when his wife of 54 years died, he was a quiet, courteous man, greatly admired by the staff caring for him. Today, over 50,000 centenarians live in the U.S., and more than 20 reside at the Hebrew Home. We invite the community to join us as we celebrate their birthdays at our "Centennial Block Party" on May 23 at 1:30 p.m.

Charles E. Smith Life Communities

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HIRSH HEALTH CENTER

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HEBREW HOME OF GREATER WASHINGTON
100th ANNIVERSARY
Brimming with Memories, Bursting with Life

Save the dates

for our major centennial events

Our Other Special Events

For more information about upcoming events, resident activities and family support groups, visit our web site at www.hebrew-home.org.

4 May

Builders of the Future Luncheon, 11:30 a.m. at Ring House, for information call 301.770.8329.

7 May

Seminar for Legal and Financial Advisors, 8 a.m. Karey Dye of Goldman Sachs Trusts, Estates and Philanthropy division, will speak at the Venable Conference Center in Washington, DC. Call 301.770.8329.

How to reach us...

- **Hebrew Home** 301.770.8476 www.hebrew-home.org
- **Hirsh Health Center** 301.816.5004
- **Landow House** 301.816.5060 www.landowhouse.org
- **Revitz House** 301.881.7400 www.revitzhouse.org
- **Ring House** 301.816.5012 www.ringhouse.org
- **Volunteer Programs** 301.770.8333