



LifeTimes

Younger Generation Opens a Window for Residents to Look Back in History

As Revitz House residents boarded the Charles E. Smith Life Communities (CESLC) bus for their trip to Ellis Island, New York, each participant anticipated a very personal experience. The trip was made possible thanks to a grant provided by the Harold and Shirley Robinson H2YP Youth Philanthropy Program (H2YP). The program offers local high school students the opportunity to be philanthropists and decision-makers for grants to benefit campus residents.

"This trip was intended for people with ancestors who came through Ellis Island to learn what it was like at that time in our country's history," said Jacob Goldberg, a member of H2YP and a senior at Bullis School who took the lead on submitting the grant proposal for the Ellis Island excursion. "We also wanted to provide the opportunity for Revitz House residents to see a major part of their families' history."

It turned out to be so much more.

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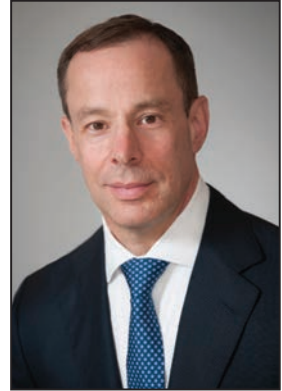
Revitz House residents outside of the Ellis Island National Museum of Immigration.

INSIDE:

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FIRST PERSON

At CESLC, we not only aspire to provide a life-affirming environment that addresses the medical and social needs of older adults but also to be catalysts for positive change. For more than a century, generations of donors have empowered our quest to innovate, including those who support our annual Guardian Campaign, which recently kicked off its 61st year. Their foresight has inspired many exciting programs that are driven by an iterative process with our stakeholders to address how we can improve what we already provide and identify opportunities to introduce new services.



Bruce J. Lederman

One example is our cardiac telemedicine initiative. By enabling remote consultations with cardiologists, this project makes care more accessible and can improve outcomes. After a successful pilot, numerous benefactors stepped in with generous gifts to fund the program, including the purchase of EKG equipment, software and workstations with cameras.

In addition, I am very excited about a new tool to assist us in evaluating and managing cognitive decline. The BCAT® is a scientifically validated, holistic approach that helps to assess mental acuity and provides guidelines for our team members, families and friends to engage in more meaningful ways with those challenged by cognitive deficits.

It is very heartening that we are being recognized as thought leaders on innovation. Recently, I was asked to represent CESLC as part of the Maryland Hospital Association's new Stakeholder Innovation Group, formed to accelerate the transformation of healthcare delivery at a state and national level. And we are also collaborating with Nexus Montgomery, comprising all six Montgomery County hospitals, to reduce avoidable hospital readmissions from skilled nursing facilities. Our full-time physicians, funded in part by donors, have helped us achieve the lowest 30-day readmission rate in the county.

With your continued support, we will go from strength to strength.

A stylized, handwritten signature of Bruce J. Lederman in black ink.

Bruce J. Lederman, President/CEO

LifeTimes is published quarterly by Hebrew Home of Greater Washington, Inc., dba Charles E. Smith Life Communities. Hebrew Home is a registered charity in Maryland and Virginia. A copy of our financial statement is available from the Maryland Secretary of State or the Virginia State Office of Consumer Affairs.

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Hebrew Home of Greater Washington is a U.S. News & World Report 2019-20 Best Nursing Home

Post-Acute Care Center at Hebrew Home of Greater Washington (HHGW) earned Best Nursing Home status by achieving a rating of “High Performing,” the highest possible rating, for short-term rehabilitation. U.S. News assesses the performance of nursing homes in the care they provide to patients staying in a residence for fewer than 100 days. The quality measures included in this year’s ratings include consistency of registered nurse staffing, use of antipsychotic drugs, and success in preventing falls. Of the 13,683 nursing homes evaluated nationwide, only 2,250 short-term rehabilitation residences received this distinction. ■



HHGW is One of Newsweek’s 2020 Best Nursing Homes

Newsweek, in partnership with global data research firm Statista Inc., analyzed over 15,000 nursing homes nationwide and recognized HHGW as one of the best nursing homes. HHGW had a top rating out of 226 nursing homes in Maryland. ■

HHGW Partners With Nexus Montgomery to Reduce Re-Hospitalizations

HHGW, as part of the Nexus Montgomery Skilled Nursing Facilities (SNF) Alliance, is collaborating with Nexus Montgomery on the SNF-to-Home pilot program. The partnership of Maryland hospitals, SNFs and private-duty home care agencies aims to improve the discharge process and reduce avoidable hospital readmissions. The pilot focuses on establishing a new intervention to enable a safe return home and to facilitate the rapid engagement of home health care seamlessly.

The Nexus Montgomery SNF-to-Home program expects to reduce readmissions by facilitating immediate engagement of home health care to fill a critical gap when a patient is discharged from a SNF. During the program, a SNF patient meets with the home care agency in advance of discharge to plan for a safe return to home and reduce the risk of readmission to hospital. ■

Exploring the Medical Side of Marijuana

A full house of more than 100 Bagel Brunch attendees gathered this October to learn about “Medical Marijuana: What You Need to Know.” Guests heard from Matthew Mintz, M.D., an internal medicine practitioner, and from Director of National Outreach at Holistic Industries Rabbi James Kahn. Both speakers shared their expertise regarding cannabis as a therapeutic agent.

The marijuana plant contains more than 100 chemicals – cannabinoids – that are similar to chemicals the body makes for appetite, memory, movement and pain. Tetrahydrocannabinol (THC) and



Keynote speaker Matthew Mintz, M.D. and special guest presenter Rabbi James Kahn speaking at our Bagel Brunch on medical marijuana.

cannabidiol (CBD) are the main chemicals used in medical marijuana. THC produces the euphoric state that people experience when they smoke marijuana or eat foods containing it.

While U.S. federal law still considers cannabis illegal, Washington, D.C., and 33 states, including Maryland, now permit its sale and possession for medicinal use. Dr. Mintz is one of nearly 50 physicians in Maryland licensed to certify patients for medical marijuana. A graduate of George Washington University Medical School, Mintz served on the faculty while practicing medicine for two decades before opening his internal medicine practice in Bethesda.

Soon after he was licensed to provide certification for medical marijuana, Mintz began seeing patients who were suffering from severe pain, anxiety or metastatic cancer and were unable to get relief until he enabled them to try pills, liquids or topical creams containing cannabis. “I realized very quickly how effective these products were,” he said.

“In addition, medical marijuana appears to have fewer side

CESLC IN THE COMMUNITY

effects. It is safer than many drugs, and it does not interact with most medications,” said Mintz. “This works well for older patients who may be taking several other drugs.”

Mintz noted that many of his older patients are initially reluctant to try medical marijuana. This is a particular concern for those who may have had negative experiences when they smoked recreational marijuana in their youth. “I explain to them that you don’t need to get high, and you don’t have to smoke it in order to derive benefits from cannabis,” he said.

While Mintz certifies patients for cannabis, Kahn’s experience in the industry began with a family-owned dispensary in 2012. Many years ago, Kahn and his family watched as his grandparents suffered from chronic illnesses until they tried cannabis, which greatly reduced their symptoms. “While this treatment was not exactly ‘kosher’ at the time,” said Kahn, “we became intrigued with the medical applications of marijuana and frustrated that people could not easily access it.”



Rabbi James Kahn, Matthew Mintz, M.D., and Vice President of Development and Community Engagement Christopher Banks at October's Bagel Brunch.

Kahn’s family runs the Takoma Wellness Center, the largest medical cannabis dispensary in Washington, D.C. He believes that providing cannabis to those who are suffering is a mitzvah. In that regard, he echoes the opinion of the Orthodox Union, which issued its first kosher certification for a non-smokable medical cannabis product in 2016.

“Using medical cannabis products recommended by a physician should not be regarded as a *chet*, a sinful act,” said Rabbi Menachem Genack, CEO of the Orthodox Union, “but rather as a mitzvah, an imperative, a commandment.”

“My rabbinate has been largely focused on using my ‘Jewish toolbox’ to help people go through difficult life experiences,” said Kahn. “I consider cannabis to now be part of that toolbox. My goal is to normalize the purchasing experience and give respect to a plant that has many unique and serious applications that can benefit people’s lives.” ■

Women Gather for Networking and Comedy

Community, connection and comedy were the themes of the Women's Networking Event held recently at the Woodmont Country Club, where Cathy Guisewite, creator of the comic strip "Cathy," spoke before a crowd of 300 guests. The event was hosted by the Women of the Board of Governors of CESLC and sponsored by Northern Trust and Stein Sperling.

Guisewite's "Cathy" appeared in 1,400 newspapers every day for nearly 34 years, from 1976 to 2010. "She is someone whose insights resonate with many generations of women, whether they are working, retired, raising young children or caring for elderly parents," said Natalie West, a member of the Board of Governors and one of the event co-chairs. "That is why she was the perfect choice for a function where women are looking to have a dialogue about the challenges and opportunities of navigating some of life's major transitions. And it's even better if we can do that with humor."



Jacki Rams, member of the Board of Governors and planning committee, moderated audience questions for Guisewite.

Guisewite introduced and autographed copies of her new book, "Fifty Things That Aren't My Fault: Essays from the Grown-Up Years." The book focuses on a specific time of major change, when both parents and children are aging and while women, the traditional caregivers, are caught in the middle.

"As leaders of their households, women set the tone for their families to engage in the community and help others," said West. "That is why it is a priority for the Women of the Board of Governors to connect with area women through topics that are of interest to them and at the same time raise awareness and appreciation in their minds and hearts for the mission of Charles E. Smith Life Communities." ■



Cathy Guisewite, fourth from the left, with President and CEO Bruce J. Lederman and planning committee members from the Board of Governors Paula Robinson, Draga Dubick, Alison Baraf and Natalie West.

The Annual Greenberg Luncheon Continues to Delight Residents

This summer, over 100 CESLC residents enjoyed a gourmet luncheon and jazz performance at Woodmont Country Club. Generations of giving by the Kay and Greenberg families have funded this annual event for several decades.

Minnie and Abraham Kay, z"l, began hosting the luncheon for HHGW residents at Indian Spring Country Club more than 60 years ago. Their daughter, Sylvia Greenberg, z"l, sustained her parents' legacy until she passed away in 2018.

"Sylvia was a warm woman with an infectious joie de vivre," said CESLC President and CEO Bruce J. Lederman. "I know she enjoyed attending this event as much as her guests. Sylvia was an *Eshet Chayil*, a woman of valor, who fully embraced the mitzvah of hospitality."



Residents from Revitz House gathered together at the 2019 Greenberg Luncheon.

Sylvia's children – Paul Greenberg, Beverly Halpert and Kenneth Greenberg – enthusiastically continue their family's tradition. Speaking at the luncheon, Ken Greenberg noted how much he and his siblings look forward to the event. "We love coming back each year and seeing the familiar faces," he said. "It is our pleasure to host this luncheon."

"I feel flattered and honored to be invited to this beautiful event," said Shirley Klavan, a resident of Revitz House. "I am deeply grateful for the kindness of the Greenberg family."

"I give the chef five stars," said Marjorie Goldstein, a resident of Smith-Kogod Residence. "It's always wonderful to listen to music while you are dining. I've made a lot of friends at Hebrew Home and we enjoy going out together to events such as these." ■

Guardian Campaign Supports Life-Enriching Programs



Manager of Music Enrichment Lauren Latessa and Ring House resident Jerome Rosenberg performing as a strings duet at the 2019 Guardian Campaign kickoff event.

CESLC kicked off its 61st annual Guardian Campaign at a September gathering showcasing the services and programs supported by this annual fundraising effort.

Gifts to the Guardian Campaign provide many enriching experiences for CESLC residents. They range from excursions visiting historic, entertainment and sporting venues to access of innovative equipment that enable participation in communal functions and religious services. Guardian Campaign funds also help close the gap between Medicaid reimbursement and the actual cost of care provided at HHGW.

To illustrate the music and arts therapy programs funded by the Guardian Campaign, the kick-off event included a performance by Ring House resident Jerome Rosenberg who played the violin accompanied on the cello by Manager of Music Enrichment Lauren Latessa. Remarks were delivered by HHGW resident Monroe Goldberg, who serves as volunteer coordinator, helping to organize performances of military ensembles on campus.

"In the aftermath [of my father's death], the memories of making music with him brought comforting thoughts and soothed my grieving soul," said Goldberg. "I can't think of another group of people more in need of music than our community. To help us find meaning and purpose in those quiet, lonely moments, music can be better than medicine."



Guardian Campaign kickoff event speaker and HHGW resident Monroe Goldberg with his daughter and son.

“Support from the Guardian Campaign allows us to go beyond what is expected, to what is possible,” said CESLC President and CEO Bruce J. Lederman. “These life-enriching programs nourish the mind and soul of our residents and bring joy to their lives.”

The Guardian Campaign provides necessary funding for an array of programs across campus including

reiki therapy. “Residents asked for more opportunities to engage in alternative treatments for a number of issues including pain, depression, anxiety and elevated blood pressure,” said Autumn Robertson, HHGW recreation therapist and a certified reiki coach. “The sessions use sound, touch and aromatherapy as well as affirmations that help participants focus on the positive.”

“As our loved ones get older, we want them to continue to live with dignity,” said Guardian Campaign Co-chair Paula Robinson. “Several members of my family have lived at CESLC, and I greatly respect the efforts of the team members to promote a high quality of life for the residents. Gifts to the Guardian Campaign further enable those efforts.” ■

DOUBLE THE IMPACT OF YOUR DONATION:

Did you know that many companies offer a matching gift program to encourage philanthropy among their employees?

Some companies will even match gifts from an employee's or retiree's spouse.

You may be able to double, or even triple, the impact of your gift to CESLC! Contributions of any amount help us provide life-enriching programs steeped in the Jewish values of compassion, respect and dignity.

Call 301-816-7746 to find out if your employer is a matching gift provider.

A Bond Formed Through Volunteerism

Myrna Fogel, who has lived at CESLC for nine years, believes she is extremely fortunate to have met Jaqueline and Nadine Poole. “Jaqueline and her daughter ask me a lot about my past and really listen to me,” she says. “I am so happy to have met them.”



HHGW volunteers Jaqueline and Nadine Poole with resident Myrna Fogel.

Jaqueline Poole and her daughter, Nadine, now 17, exemplify the dedication of CESLC volunteers. Together, they have provided more than 300 hours of service at Smith-Kogod Residence and have developed strong connections with the women they visit. They believe their volunteer experience has benefited them far more than they have helped the residents.

Poole moved to the United States from Brazil a few years ago after her husband passed away. His death at a relatively young age left her longing to find a new meaningful path in her life. At a friend's suggestion, she began volunteering at CESLC, which also helped to improve her English. Accompanied by Nadine, whose efforts helped her earn student service learning (SSL) hours, the two began routinely visiting with residents at CESLC.

“Initially, we spent two to three hours each Saturday playing games with the ladies and helping them in their homes,” said Poole. “Soon we were having long conversations, and that’s when the bonds formed. They talked about many of the challenges in their lives, and I began to see how we could learn from them as we faced our own difficulties. The experience transformed me.”

For Nadine, whose grandparents passed away, the residents have served as surrogate grandmothers, providing advice about relationships, college and career plans. “They became my new family,” she said.

Last year, CESLC volunteers gave more than 33,000 hours of service to assist residents and team members. Beyond counting their contributions in hours and minutes, the true value of their efforts can be measured by their care, compassion and acts of kindness that have made a profound difference for so many.

For more information on volunteering at CESLC, please visit: <https://www.smithlifecommunities.org/giving/volunteer/>. ■

Ellis Island Excursion *continued from page 1*

"The students who did this for us did more than send us on a meaningful trip; they brought us together," said Beverly Marmon. "I'm relatively new to the Revitz House community, and there was a real sense of camaraderie and togetherness on this trip that was nice."

This experience impacted each resident in its own way. Some residents had parents and grandparents who immigrated to the United States of America through Ellis Island, while others were captivated by what they learned about the family history of friends and neighbors.

Marmon, who went to Ellis Island many years ago with her mother, experienced Ellis Island much differently during this visit. "I am in awe that my parents each got on a ship and came to a country without a job, without a language and without money. What a gutsy thing to do. It took a tremendous amount of courage," she said.

Another resident, Sid Levy, who had never been to New York, was excited to look into the family history of several relatives who traveled to the U.S. through Ellis Island.

Howard Erdrich, a New York native, was excited to share the experience with his neighbors. "We are probably the last generation who can remember the people who came over through Ellis Island. I felt very connected to my friends during this trip because we all had similar stories," said Erdrich.

Residents visited the Ellis Island Immigration Museum, the American Immigrant Wall of Honor and the American Family Immigration History Center®. They also had a chance to explore the more contemporary Manhattan.

"What's fascinating is that when you are on Ellis Island, you can see Manhattan. When I imagine the arrival to Ellis Island as an immigrant from another country, it is almost inconceivable to understand what it must have meant to suddenly see your new world and to feel like you've finally arrived," reflected Erdrich. "At Ellis Island you're seeing the beginning of something great that happened in this country."

"We can't thank the students enough; this is something we would have never done without the students' support," Levy said. "It was a fantastic time." ■



Revitz House residents Howard Erdrich and Mary Keltner walking against the backdrop of the New York City skyline.

Lifelong Value Inspires Legacy Gift

While growing up in Florida, giving to charity and making the world a better place were important values in Robert Fagan's household. As he grew older, he regularly made financial contributions to worthy organizations through the Combined Federal Campaign – a philanthropic opportunity available to government employees. HHGW was always a recipient of his generosity.

"I became aware of Hebrew Home because for many years I participated with friends in numerous social and educational programs sponsored in the Jewish community," said Fagan. "Many of these programs took place at Hebrew Home. In this way, I learned about its wonderful services and the many levels of medical care it offered to older adults." Ten years ago, Fagan made his first donation directly to CESLC and has made annual gifts ever since.

Notably, Fagan, was raised a Catholic, but he explained that he and his four brothers always had an affinity for Judaism. "I was always fascinated by the stories in the Old Testament," he said. "I still read many books about Judaism."

Recently, Fagan established a \$10,000 charitable gift annuity at CESLC. This gift vehicle allows adults aged 60 and older to supplement retirement income and provide future support for CESLC. Donors receive partially tax-free annuity payments for the rest of their lives and qualify to receive an income tax deduction for 30 to 50 percent of their contribution in the year they establish the annuity. The tax deduction can be claimed for up to six years. After the annuitant passes away, 30 to 50 percent of the original gift amount is left to CESLC.

"Legacy gifts such as Mr. Fagan's help our organization provide life-affirming programs and meet the medical and social needs of our residents," said Vice President of Development and Community Engagement Christopher Banks. "We are very grateful for his generosity and foresight."

"The charitable gift annuity enabled me to help an organization that provides important services to the community while receiving quarterly payments as well as a tax break," said Fagan. In fact, I will consider another charitable gift annuity to CESLC in the future." ■



Legacy gift donor Robert Fagan.

Ways to Support CESLC’s Mission

Members of our community have generously supported CESLC since its beginning. In those earlier days, donors contributed nickels and dimes from their *pushke* or *tzedakah* box. Over a century later, the ways to give *tzedakah* have evolved; the result, contributing to a life of dignity and wellbeing for older adults, has remained the same.

THIS YEAR, CONSIDER ONE OF THE
FOLLOWING WAYS TO GIVE:



DONOR ADVISED FUND (DAF)
A donor advised fund established at a public charity is similar to a charitable investment account. Donors who contribute to DAFs receive an immediate tax deduction for their contribution and then can recommend grants to favorite charities, including CESLC.



INDIVIDUAL RETIREMENT ACCOUNT (IRA) ROLLOVER
For donors who are at least age 70 ½, the rollover of the required minimum distribution from an IRA to CESLC decreases the donor’s taxable income and makes a difference to older adults living on our campus. The maximum amount for a qualified charitable distribution from an individual donor is \$100,000.



ISRAEL BONDS
Support Israel and CESLC by donating Israel Bonds to Hebrew Home of Greater Washington.



STOCKS
Donations of publicly traded securities are a common, tax-wise method of making charitable gifts. Securities that are highly appreciated offer the most capital gains tax savings.

Please direct grants and gifts from DAFs, IRA’s and Israel Bonds to Hebrew Home of Greater Washington, Inc. EIN 53-0196508. For stock instructions or to receive additional information about making a gift, please contact the Development Department at 301-770-8409. ■

A Living Tribute Commemorates 50 Years

Last spring, in honor of the 50th anniversary of CESLC's move to the Rockville campus, we invited the greater community to provide gifts of \$50 to help us preserve a beautiful and welcoming outdoor environment while honoring their loved ones.

To date, the ongoing Plant a Tree campaign has been an overwhelming success, with more than 230 individuals and families participating. CESLC has already started planting many trees, bushes and shrubs on the campus and will continue to do so in the next year. Each tree planted thus far stands approximately 8 feet tall. A commemorative listing of the donors and those whose lives were memorialized through these generous gifts is being designed for display.

"The 50th anniversary of our presence in Rockville, which was celebrated in June and enjoyed by family and friends from all the organizations on the Charles E. Smith Community Service campus, was one way to celebrate. The Plant a Tree campaign was another means to invite the greater community to join us in the celebration," said CESLC President and CEO Bruce J. Lederman. "For years to come, the lives of these trees will commemorate the lives of those who have made this campus their home, as well as the loved ones whom we remember with these generous gifts."

"It is always gratifying to see the outpouring of support we receive from the community in recognition of the tremendous work CESLC has done for so many years," said Board of Governors Chair Eric G. Meyers. "This Plant a Tree campaign is a wonderful way to honor the legacy that began nearly 110 years ago and continued with our move to the Rockville campus."

"As a child, my family impressed upon me the importance of participating in philanthropic activities such as buying Israeli savings bonds and planting trees in Israel," said Jeffrey Cohen. "Donating to this campaign reminded me of how I was encouraged to be generous and to give *tzedakah* to benefit others."

"We are so pleased that our contribution will help to beautify the campus and make it feel more like home to the residents," added Jeffrey Cohen's mother, Marilyn. ■



One of the newly planted trees on campus.

OUR CALENDAR

REGISTRATION FOR ALL EVENTS: www.smithlifecommunities.org/events/



DECEMBER 22 – 30 CHANUKKAH

JANUARY 30, 2020 | DONOR THANK YOU DINNER

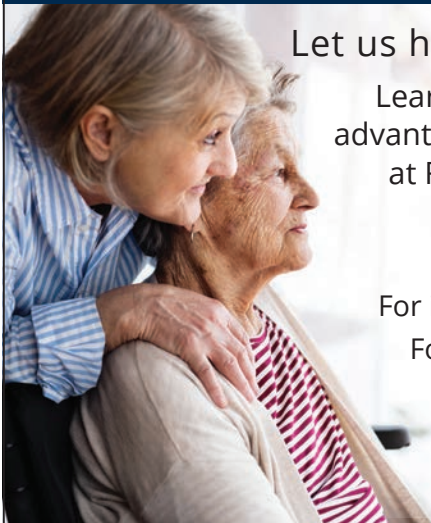
A special thank you to donors who contribute \$500 or more in 2019, this event will be held at the Bethesda Jazz and Blues Supper Club. This event will feature award-winning actress and Broadway performer, Rachel York. York has appeared as a soloist with the National Symphony, Israeli Opera and the Jerusalem Symphony Orchestra.



Rachel York

6:30 p.m. | Bethesda Jazz and Blues Supper Club
7719 Wisconsin Avenue | Bethesda, MD 20814

Looking for a holiday short-term stay or a respite care option this winter?



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- Visit us online at**
www.smithlifecommunities.org to:
- Register for all events
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CESLC residents played board games with students from Charles E. Smith Jewish Day School (CESJDS) during the CESJPS Day of Service.