



# LifeTimes

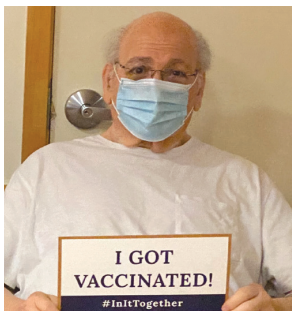
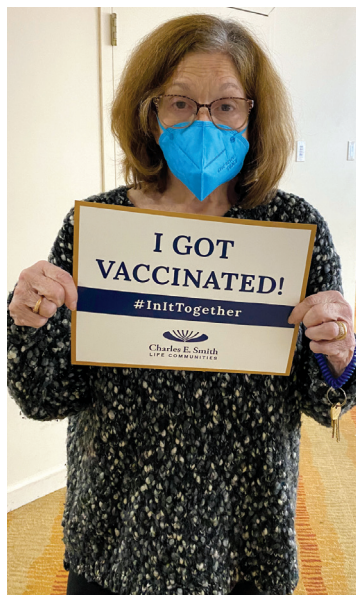
## Hope arrives with vaccination clinics across CESLC Campus

"It's important to get the vaccine," said Astrid Rogick. "I am glad that we were able to get it at Revitz House." Rogick is a Revitz House resident who recently received her first dose of the COVID-19 vaccine at one of the clinics hosted by CVS Health across campus.

The vaccine against COVID-19 infection is being distributed to residents and team members across campus bringing hope after a year of much uncertainty. Following the FDA emergency approval of the vaccine and under the CDC's Pharmacy Partnership for Long-Term Care Program, CVS Health began to distribute and administer COVID-19 vaccination to residents of Hebrew Home of Greater Washington (HHGW), Ladow House and Cohen-Rosen House and CESLC team members in January.

In mid-February, vaccination clinics were held for independent living residents at Revitz House and Ring House. The news of the in-house clinics

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*Residents across campus received the vaccine against COVID-19 infection distributed by CVS Health.*

### INSIDE:

Around Campus | Major Gifts | CESLC Donors | Planned Giving | Calendar

## FIRST PERSON

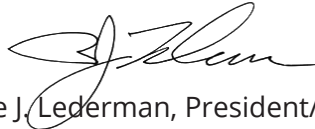
During the first quarter of 2021, we reflect on our response to the COVID-19 pandemic, which demonstrated our resilience and commitment to our mission to deliver quality care and meaningful life experiences for older adults.

We quickly took action in January of 2020 to protect the safety and well-being of all those who live and work on our campus. We are profoundly grateful to our team members, who demonstrate every day their unwavering dedication to the welfare of residents and their families. There are countless examples of their important contributions that show how we quickly adapted to the changes necessitated by the pandemic. These include establishing testing clinics and assisting with health check-ins during shift changes; providing in-room dining after communal dining closed; setting up virtual visits and visitation booths for residents and their loved ones; securing ample supplies of personal protective equipment (PPE); and redesigning social and religious programs to engage residents while following safety guidelines. Most inspiring is the emotional support and companionship our team provides to residents and each other during this extraordinary time.

In addition to the considerable time and effort invested in our response to the pandemic, there was also a financial impact to our organization. The costs, including PPE, weekly testing and establishing COVID-19 recovery units, added \$2 million in operating expenses in 2020. In 2021, we are projecting \$2.7 million of pandemic-related expenses. Your continued generosity has never been so essential to our success and we know we can count on you in the months ahead.

With vaccines showing promising results, we have reason to be optimistic that the worst of the pandemic will soon be behind us. For now, we remain disciplined and focused on our mission. We are strengthened by caring donors, dedicated lay leaders and the proud legacy we inherited.

Stay safe and be well,



Bruce J. Lederman, President/CEO



*Bruce J. Lederman*

**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.

**Contact us:** [info@ceslc.org](mailto:info@ceslc.org) | [www.smithlifecommunities.org](http://www.smithlifecommunities.org)

**Eric G. Meyers, Chair**

**Bruce J. Lederman, President and CEO**

**Liliana Lopez, Director of Communications**

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### Leadership Updates



#### **Le'Shawn Bailey**

Le'Shawn Bailey recently joined us as executive director of Hebrew Home of Greater Washington (HHGW). With over 25 years of experience in long-term and ambulatory care, Bailey comes to us from SAVA Senior Care, one of the largest providers of skilled nursing, memory care and rehabilitative services in the nation. She has also held several management positions at Genesis Healthcare, including executive director of the Fairland Center in Silver Spring, Maryland.



#### **Simone Brock**

Simone Brock is the new executive director of Ring House. With over 24 years of experience in the healthcare industry, Brock comes to us from EncompassCare Rehabilitation, where she served as corporate director of operations for skilled nursing facilities and was responsible for 33 therapy teams. Prior to EncompassCare, Brock was director of operations for RehabCare, our therapy partner provider, providing oversight to therapy services on our campus.



#### **Elisa Gil-Pires, M.D., FACP, CMD**

We are pleased to announce the promotion of Dr. Elisa Gil-Pires to senior vice president, medical affairs/chief medical officer and medical director. Over the past seven years as the vice president of medical affairs/medical director, Gil-Pires has advanced the delivery of quality medical care to our patients and residents and developed strategic partnerships with numerous acute care and other healthcare organizations. Gil-Pires is an integral senior member of CESLC management and is a leader on our COVID-19 Emergency Leadership Team.



#### **Deanna Ziemba**

Deanna Ziemba is CESLC's new vice president of business development and marketing. Prior to joining CESLC, Ziemba worked at Sage Age Strategies, a major strategic consulting firm focused on the senior living industry. She has also held numerous positions in other healthcare and senior living organizations, including Diakon Lutheran Society Ministries, where she served as senior vice president of business development, strategic partnerships and operations. ■



Hope arrives *continued from page 1*



*Team members across campus received the vaccine against COVID-19 disease.*

was extremely welcomed since independent living residents were not included in the priority tier for distribution. We are grateful for the lobbying done on our behalf by the Health Facilities Association of Maryland, the Jewish Community Relations Council and several families at both Revitz House and Ring House who strongly advocated on behalf of independent living residents' vaccination.

According to residents and family members, the vaccine brings hope that they will visit and spend time with their loved ones soon. The vaccine also represents a step towards some sense of normalcy. CESLC is developing processes and procedures to safely implement some changes in visitation following the Maryland Department of Health and the Centers for Medicare and Medicaid Services (CMS) guidance. "This thing will not go away overnight so it is good to wear a mask even after getting vaccinated," said Rogick who was a nurse for 30 years.

The vaccine was also welcomed news for team members across campus. "As an Infection Preventionist navigating our world so ravished by COVID-19, I know the decisions I make affects the world around me," said CESLC Infection Preventionist Sadia Peal. "Getting vaccinated is a decision to protect myself, my family, the community which I serve and to help restore our world." ■

### Ten Million Dollar Gift Will Support Innovation

Charles E. Smith Life Communities (CESLC) announced a \$10 million commitment from Lenore England of Rockville, MD, to the Jonathan S. and Patricia G. England CESLC Innovation Fund established in 2019 in memory of her parents.

Over the course of several years, England will make significant contributions to the Fund, providing a valuable resource that will allow CESLC to creatively design new approaches to deliver quality care and meaningful life experiences for older adults.



*From left: Board of Governors Chair Eric G. Meyers, Past Chair Alan M. Freeman, Lenore England and CESLC President and CEO Bruce J. Lederman.*

England retired in 2018 from the University of Maryland University College, now University of Maryland Global Campus, where she served as assistant director for Electronic Resources Management. Since then, she has devoted her time and resources to several nonprofit organizations.

"I developed a passion for innovation during my 20-year career," said England. "Upon my retirement, I wanted to give back in a meaningful way by applying new approaches to my philanthropic ventures and helping leading nonprofit organizations with new ideas, impactful initiatives and projects, from fundraising to supporting newly established programs and innovation hubs."

England's family has supported CESLC since its founding as the Hebrew Home for the Aged in 1910. Her parents, Patricia G. and Jonathan S. England, dedicated most of their lives to the organization's mission. Jonathan England was president of Hebrew Home from 1973 to 1975. England's great-grandmother, Minnie Goldsmith, was one of the founders of Hebrew Home, now known as Hebrew Home of Greater Washington. ■

### Celebrating CESLC Donors with Music and Tributes

#### DONOR THANK YOU

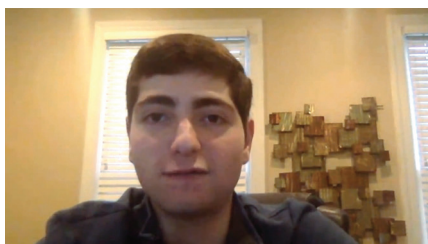
On January 31, 2021, more than 120 donors came together virtually and attended our annual Donor Thank You event. The event was kicked off with remarks from Board of Governors Chair Eric G. Meyers and President/CEO Bruce Lederman. "The global pandemic arrived and continues to transform every aspect of our mission," said Lederman. "Despite all the challenges, we continue to deliver the highest standard in service and hospitality to our residents their families and friends." Contributions from donors of CESLC provide critical support of our mission during this challenging time and help us address the health, safety and emotional well-being of more than 1,000 older adults living on our campus.

Mike DelGuidice, lead singer of the tribute band Big Shot, entertained guests with renditions of songs by Billy Joel and Elton John. The evening included a performance of well-known pieces such as Billy Joel's "New York State of Mind" and Elton John's "Candle in the Wind."

The event ended with a tribute video that included donors, volunteers, lay leaders and team members, sharing their experiences and their connection to the organization and its mission. "Charles E. Smith Life Communities is important to the community quite simply because it is essential that we take care of those who took care of us," said Board of Governors Member Alison Baraf in the video.



Family member, Kathy Shinaberry and her daughters Layne and Taylor



Robby Lefkowitz, CESLC Volunteer and member of Hebrew Home Youth Philanthropy Program -H2YP



Aaron Rulnick  
Vice Chair, Housing Boards CESLC



*The event ended with a tribute video that included donors, volunteers, lay leaders and team members, sharing their experiences and their connection to the organization and its mission.*

PRESIDENT’S CIRCLE EVENT

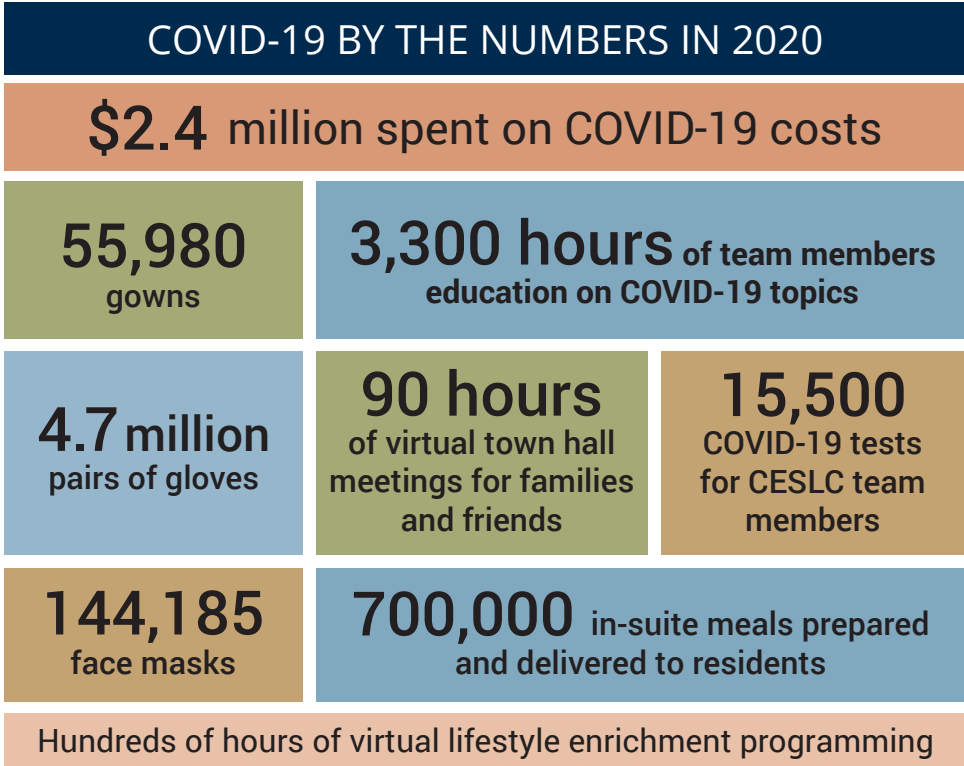
Back in November 2020, more than 60 major donors attended the annual President’s Circle event which was held virtually. The event began with remarks by Eric G. Meyers, chair of the Board of Governors who talked about the importance of community support and highlighted Lenore England’s transformative gift of \$10 million to support innovation on the CESLC campus.

Meyers thanked Lenore and corporate partner, Northern Trust, for their generous support as underwriters of this event.

CESLC’s President and CEO Bruce Lederman discussed the issues related to the pandemic – unexpected expenses for PPE and COVID-19 testing to name a few.

The highlight of the evening was a performance by Leslie Odom, Jr., best known for his breakout role as Aaron Burr in the smash hit Broadway musical “Hamilton,” for which he won the Tony Award for Best Actor in a Musical and a Grammy Award as a principal soloist on the original cast recording.

Odom entertained the virtual crowd, performing several songs from Hamilton, along with a few of his original songs. Odom’s melodic voice provided for an uplifting and entertaining evening. Odom also answered questions related to his background, career and what’s next for him. The intimate event gave donors an opportunity to ask questions and enjoy an unusual up-close and personal performance by a very talented performer. ■





### Complementary and Integrative Medicine for Older Adults

The 10th annual Sara and Samuel J. Lessans Healthcare Symposium, in partnership with Suburban Hospital, attracted hundreds of healthcare professionals seeking to learn more about important issues in geriatric medicine. “Beyond Pills: Complementary and Integrative Medicine for Older Adults” was held virtually, due to the pandemic.



Keynote speakers were Mikhail (Misha) Kogan, M.D., ABIOM, RCST, and Andrew Wong, M.D. Dr. Kogan, whose talk was entitled “Integrative Geriatrics: Meeting Baby Boomers Where They Are While Advancing Geriatrics,” serves as medical director of the George Washington Center for Integrative Medicine. Dr. Wong, the co-founder of Capital Integrative Health in Bethesda, spoke on “Connecting the Dots of Wellness: Utilizing the Power of Lifestyle, Integrative and Functional Medicine for Optimal Health at Any Age.”

Dr. Kogan reviewed key concepts of integrative geriatrics, a new field of medicine that advocates for a whole-person, patient-centered, primarily non-pharmacological approach to medical care of older adults. “Most current geriatric practices overprescribe medications and procedures and underutilize non-pharmacological, low-cost, high-touch methods,” said Dr. Kogan.

“Integrative health looks at the connection between mind, body and spirit in order to treat the person as a whole,” explained Dr. Wong. It incorporates both conventional and complementary medicine, including nutrition, acupuncture, massage therapy, psychology, physical therapy and IV nutritional therapy.

“The year’s topic was extremely important and timely, and I felt it imperative that we proceed with producing it as a virtual event,” said Dr. Stuart Lessans who, with his wife, Dr. Ellen Lessans, endowed the annual symposium in memory of his parents. “I grew up in a close-knit family steeped in Jewish values and was blessed with remarkable parents,” said Lessans. “They instilled in me lessons in charity and justice, a deep respect for learning and a desire to make the world a better place.” ■



### Donor Advised Funds Provide Tax-Advantages

"Jill and I proudly support CESLC," said Jeff Pargament, "because we believe strongly in its mission. We wish to ensure that our elders and those in need have appropriate housing, meals and necessary care."

Jill and Jeff Pargament have generously given their time and money to CESLC for almost 30 years. Jeff Pargament served in various volunteer positions, including the Board of Governors, and chaired the Resource and Development Committee, where he remains an active participant.

In recent years, they have made their gifts to CESLC through a Donor Advised Fund (DAF). A DAF allows donors to make an irrevocable charitable contribution, receive an immediate tax deduction, and then recommend grants over time to qualified, specific charitable organizations.

"We believe a Donor Advised Fund is a good strategy for our charitable giving because we avoid the tax consequence of selling stocks and mutual funds that have appreciated significantly and also benefit from a tax deduction in the year that we make our contribution to the Fund," explained Pargament. "Periodically, throughout the year, I direct that my charitable contributions be distributed to CESLC and other worthy charities. It is easy to establish and I recommend that other CESLC supporters consider making contributions through a Donor Advised Fund."

Please direct grants and gifts from DAFs to Hebrew Home of Greater Washington, Inc. EIN 53-0196508. For additional information, please call 301-816-7746. ■



*CESLC residents participate in enriching programs, such as a fall art exhibit, made possible with the support of our generous donors.*

#### **BENEFITS OF A DONOR ADVISED FUND**

- ☒ Easily contribute a wide range of assets, including direct stock transfers from your brokerage account.
- ☒ Maximize potential tax benefits
- ☒ Invest your donation for tax-free growth
- ☒ Simplified record keeping
- ☒ Supports your legacy and may also reduce or eliminate estate tax for your heirs.

## Showing Appreciation with a Bequest

Peter Goldman began making regular contributions to HHGW more than 40 years ago through the Combined Federal Campaign, an annual giving campaign for federal government employees. Goldman, who retired from the U.S. Department of Energy in 2006, said “I recognized that Hebrew Home was highly regarded in the Jewish community and I wanted to do my part to support the continuation of its essential mission.”



When Goldman’s father was diagnosed with Parkinson’s disease in the mid-1970s, his mother became his father’s primary caregiver. “When my mother died in 1984, my father recognized that he would need assistance managing his daily routine,” said Goldman. “He chose to move to Hebrew Home because of its excellent reputation. My father

spent his final years there until his death in 1990. During the past 30 years, I have continued to provide annual financial support to Hebrew Home as a way to show my appreciation for the compassionate care my father received.”

Goldman and his wife, Sarah, recently notified HHGW that it is a beneficiary of their estate plan. “We are pleased to designate a portion of our estate to Hebrew Home to help ensure the continuance of quality care for older adults,” explained Goldman.

Remembering CESLC in your will or living trust enables you to fulfill your own charitable and financial planning goals, while ensuring that CESLC’s vital work of caring for our community’s older adults continues far into the future. Estate gifts provide CESLC with a financial underpinning to support our mission, especially during challenging times.

Please contact 301-770-8328 for more information. ■

**Bequests are easy to document in a will or living trust to indicate a specific amount, percentage or remainder of one’s assets. While we recommend consultation with an attorney, here is sample language for specific or residual bequests:**

**For a specific bequest to Hebrew Home of Greater Washington:** “I bequeath \$\_\_\_\_\_ to the Hebrew Home of Greater Washington, Inc. (Tax ID# 53-0196508).”

**For a residual bequest to Hebrew Home of Greater Washington:** “I give, devise and bequeath \_\_\_\_ % of the remainder and residue of property owned at my death, whether real or personal, and wherever located to the Hebrew Home of Greater Washington, Inc. (Tax ID# 53-0196508).”

## OUR CALENDAR

REGISTRATION FOR ALL EVENTS:

[www.smithlifecommunities.org/events/](http://www.smithlifecommunities.org/events/)

### MARCH 18

#### **Recognizing and Combatting Ageism during the Covid-19 Pandemic and Beyond**

The COVID-19 pandemic has pointed a spotlight on the devastating consequences of ageism. Join the ElderSAFE™ Center for an interactive webinar on ageism, from the macro level down to the individual level. With the help of national experts, attendees will learn to recognize their own internal biases and how these ageist stereotypes affect how they view and support older adults.

##### *Speakers:*

Julie Shoen, deputy director of the National Center on Elder Abuse at the Keck School of Medicine at the University of Southern California

Dr. Tracey Gendron, chair and an associate professor of Gerontology at Virginia Commonwealth University

1 p.m. | Complimentary



#### **CULINARY EXPLORATIONS -**

##### **Twist on Preparing for Passover**

Join us for a Zoom presentation as one of CESLC's chefs and our dietitian take us step-by-step through a variety of delicious recipes with fresh approaches to a traditional favorite as we prepare for Passover.

##### **Sweet & Savory Blintzes:**

Breakfast Burrito Blintz, Turkey Mushroom Blintz, Nutella Blintz, Iced Melon Moroccan Mint Tea

2 p.m. | Complimentary

### MARCH 27 - APRIL 4 PASSOVER

Begins in the evening of Saturday, March 27 and ends in the evening of Sunday, April 4



#### **Hebrew Home of Greater Washington**

Post-Acute Care  
Center and  
Long-term Care  
301-770-8476

#### **Cohen-Rosen House**

301-816-5050  
  
**Landow House**  
301-816-5050

#### **ElderSAFE™ Center**

301-816-5099  
  
**Revitz House**  
301-770-8450

#### **Hirsh Health Center**

301-816-5004  
  
**Ring House**  
301-816-5012



Visit us online at

[www.smithlifecommunities.org](http://www.smithlifecommunities.org) to:

- Register for all events
- Find volunteer and career opportunities
- Make a donation



## Introducing CONNECTIONS

### Connections at Landow House

Offering the ideal balance of independence with dignified, personalized support, Connections at Landow House features an active, engaging environment for someone living with dementia.

**SCHEDULE YOUR VISIT TODAY.**  
**301-363-4473**



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**LIFE COMMUNITIES**

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