

Did you know?

- The Jewish Home is the **largest single-source provider** of senior care in Los Angeles.
- **About 25%** of the Home's annual operating budget is dependent upon individual and business contributions, planned gifts and foundation grants.

Save the Date!
Thursday, June 4
Breakfast Program Featuring
H. David Nahai
General Manager, LA DWP

Circle of Life Gala to Toast Nancy & Richard Katz on May 3



Nancy & Richard Katz

The Executives are delighted to honor Nancy & Richard Katz with the Circle of Life Award on Sunday, May 3 at Valley Beth Shalom in Encino.

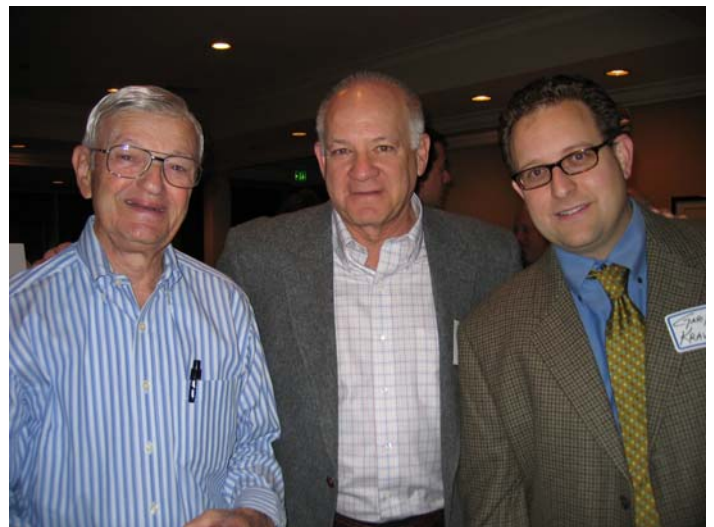
The Circle of Life Award is presented annually by The Executives to an individual or individuals who embody the mission of the Los Angeles Jewish Home—serving the elderly independent of their financial means.

Rick is the co-founder and Chief Executive Officer of ModernHEALTH, the largest provider of specialty pharmaceutical services in Southern California, dedicated to treating and managing patients with severe chronic conditions and those residing in long term care facilities. The company currently services in excess of 20,000 patients, providing over 90,000 prescriptions per month. Under his leadership, ModernHEALTH has successfully differentiated itself in the market, offering high levels of service and a cost effective option for its customers. Rick has been serving on the Board of The Executives since 2008 and is co-chairing this year's golf classic.

Nancy was raised in Portland, Oregon. She graduated from the University of Arizona in 1970, where she received a Bachelor of Arts degree in elementary education. She and Rick met 40 years ago on a blind date while at the university. Nancy then went on to graduate with a Masters degree from the California State University, Los Angeles in education. She taught for many years in public and private schools, while raising her two sons. She was always very active in her children's schools, culminating as President of the Parents' Association at Harvard-Westlake School.

For reservations or more information, please call The Executives' office at (818) 774-3332.

Look Who's Been Coming to The Executives' Breakfasts



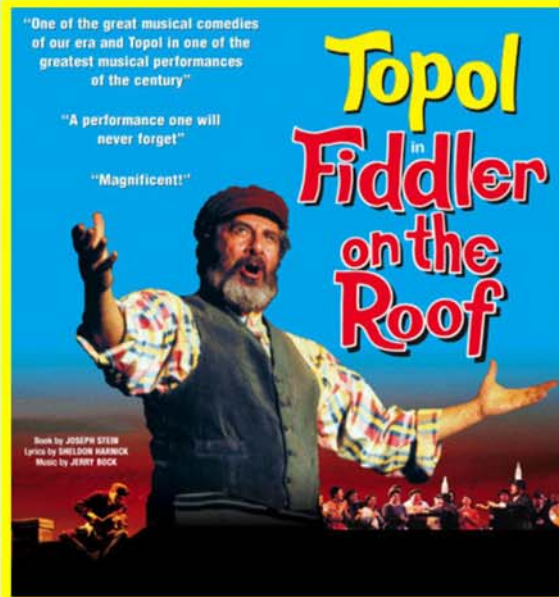
1. Fred Gaines, Sheriff Lee Baca, Carmen "Nuch" Trutanich, Councilman Dennis Zine
2. Bob Buckley, Chuck Lipeles
3. Kay Rodine, Jacques Soriano, Betsey Roberts, Arnold Hurwitz
4. Bob Hirsch, David Swartz, Gary Krausz
5. Larry Goodman, Kevin Tamaki, Adrian Mula



THE EXECUTIVES

A Support Group of the Los Angeles Jewish Home

cordially invites you to



Sunday, August 9, 2009
6:30 p.m. performance

Pantages Theatre
6233 Hollywood Blvd., Hollywood

Great seats! Center orchestra.

Space is limited.
First come first served.

\$95.00 Per Ticket

Get your tickets now!

- Yes, I/we will attend "Fiddler on the Roof" on with THE EXECUTIVES at \$95.00 per ticket.
- No, I/we cannot attend. Enclosed is my **tax deductible** donation to the Home.

Name (Purchaser) _____

Guest Name(s) _____

Phone _____ Email _____

Address _____ City/Zip _____

Enclosed is my check in the amount of \$ _____ (payable to "The Executives/JHA") for # _____ tickets

Please charge my Visa _____ MC _____ Amex _____ in the amount of \$ _____ for # _____ tickets

Account No. _____ Exp. Date _____

Mail or Fax to:

The Executives: 7150 Tampa Ave. • Reseda, CA 91335
Phone (818) 774-3332 • Fax (818) 344-8564 • Executives@JHA.org

Save the Dates...Upcoming Events

Sunday, May 3

Circle of Life Gala

Valley Beth Shalom, Encino

Sunday, August 9, 2009

Fiddler on the Roof

Pantages Theatre, Hollywood

Monday, October 5, 2009

6th Annual Golf Classic

Valencia Country Club, Valencia

Sunday, November 8, 2009

6th Annual Poker Tournament

Braemar Country Club, Tarzana

**Happy
B i r t h d a y**

The Executives wish a very Happy Birthday to the following members. If you would like to send birthday greetings to anyone on this list, please see page seven for tribute information.

Ron Feder (May 1)
Morton Rosen (May 2)
Ira Waldman (May 2)
Janice Geldin (May 4)
Kenneth Goldman (May 4)
Shirley Srery (May 6)
Paul Glass (May 7)
Judith Hirshberg (May 9)
Alan Skobin (May 9)
Ron Shabtay (May 10)
Rick Katz (May 13)
Carol Packman (May 15)
Linda Scharlin (May 18)
Judith Whitman (May 19)
Harvey Engalnder (May 21)
Stanley DeCovnick (May 22)
Nita Hirsch (May 23)
Russell Weis (May 26)
Sue Magidow (May 27)
Scott Goodman (May 29)
Ira Halpern (May 30)
Max Srery (May 30)
Robert Schenkman (May 31)

If your birthday is not in this list but should be, please e-mail or call us with your birthday so we can add it to our database.

Upcoming Breakfast Schedule

Thursday, June 4, 2009

H. David Nahai

**Chief Executive Officer & General Manager,
Los Angeles Department of Water & Power**

**“Renewable Energy:
How Green Can We Be?”**

Thursday, August 6, 2009

Ron Kaye

Former Editor-in-Chief, LA Daily News

Thursday, October 1, 2009

Speaker TBA

Thursday, December 3, 2009

Hon. Rick Auerbach

Los Angeles County Assessor

Involvement Opportunities

There are many ways to get involved in The Executives and the Los Angeles Jewish Home. You can do more than just come to events. Join a committee and help us reach our goals! See the schedule below for upcoming meetings. If you have any questions or would like to RSVP, please call The Executives office at (818) 774-3332.

Tuesday, May 12 (6:30 pm)

Young Executives Meeting

Location TBA

Monday, May 18 (6:00 pm)

Special Events Committee Meeting

Bamboo Restaurant, Sherman Oaks

Tuesday, May 19 (noon)

Executives Networking Group Lunch

Eisenberg Village Campus, Reseda

Wednesday, May 20 (noon)

Development Committee Meeting

Valley Beth Shalom, Encino

Tuesday, May 26 (6:30 pm)

Bingo Night for the Residents

Eisenberg Village Campus, Reseda

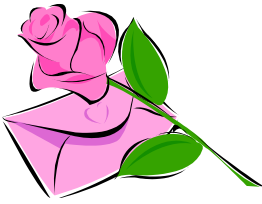
The Executives have established a new business-by-referral networking group which meets monthly. If you are interested in learning the details and requirements of the group, please contact Aaron Levinson at (818) 774-3331.

Doing Business? The Executives and the Jewish Home Can Benefit!

Jerry Cohen	Wells Fargo Home Mortgage	After closing a reverse mortgage for a member of The Executives \$300 will be donated to The Executives
Joe Goldberg	Sunbelt Business Sales	Will donate the 10% finders fee from his deals to The Executives for any deal done with an Executives member or through a referral from a member
Scott Goldstein	Professional Financial Solutions: Guild Mortgage Company	Will make a donation to The Executives in the name of any member or any member referral who completes a home loan or refinance with him
Carol Haaz	Pinnacle Estate Properties Inc.	Will make a donation to The Executives in the name of any member who purchases or sells a house with her
Jonathan Hartman	Hartman Financial Group	When working with an Executives member, will donate a portion of his commission to The Executives
Doreen Kayne	Mount Sinai Memorial Parks & Mortuary	When working with an Executives member or a referral by a member, will make a donation to The Executives
Brad Lewis	Embroider This...Promote That!	Will donate 5% to The Executives of gross sales to Executives members or through a referral from a member
Karyn Palmer	Hillside Memorial Park & Mortuary	Will donate between \$100 and \$1,000 to The Executives (depending on the size of the sale) of any sale to a member or from a member referral.
Betsey Roberts	Travel By Betsey	When working with an Executives member or a referral by a member, will donate a portion of her commission to The Executives
Adam Slobin & Bryan Weissman	DriveWise Auto	Will make a donation to The Executives in the name of any member, or any member referral, who purchases or leases a car through him
Matt Weiss	Archwood Real Estate	Will donate to The Executives a portion of every deal he makes with a member or through a member referral when his services are used for county property tax reduction

The members listed on this page have offered to donate back to the organization a portion of deals and sales they complete to a fellow member of The Executives or through a member referral.

The Executives and the Los Angeles Jewish Home do not guarantee or vouch for the services of those listed on this page, nor should this be seen as an endorsement of any kind.



Members and friends of The Executives have chosen to express their congratulations, get well, sympathy or thank you in form of a tribute. Because the residents of the Home are the beneficiaries of these tributes, they represent a particularly thoughtful way of saying you care. If you would like to send a tribute, please call The Executives office at (818) 774-3332 or e-mail afj@jha.org. Your name will be printed with your tribute in the quarterly printed edition of Visions.

"The Jewish Home is the best place to be. They take away all your worries."

- JHA resident

The Executives

7150 Tampa Avenue
Reseda, CA 91335
(818) 774-3331
(818) 344-8561
executives@jha.org

HAPPY BIRTHDAY

Cindy Rakowitz
The Greenberg Family

Barbara Rolbin
Happy Special Birthday
Sandy Miller

IN HONOR OF

Fred Gaines
Receiving The Executives' 2009 Tom Bane Humanitarian Award
Scott Roeb

Ray Held
85th Birthday
Evelyn & Lee Weinstein

Stuart Jaffe
Happy Birthday
Wendy & Mel Kohn

Nancy & Richard Katz
In honor of being the recipients of The Executives' 2009 Circle of Life Award
Mollie & Gilbert Epstein

Doreen Kayne
Grandson's haircut
Rhea & Walter Fierberg

Paula & Marvin Kraft
50th Wedding Anniversary
Margaret & Jack Schlaifer

Loren Laine
54th Birthday
Susan Laine

Irv Liss
39th Birthday
Bud, Joanne, Scott, Todd, Jackie & Alyson Golditch

Sandy Miller
In your honor
Donald Doner

Tributes

Jack Schlaifer
In honor of the 2008 Jack Schlaifer Visionary Award
Arlene & Sid Rosenblatt

Marvin Steinberg
75th Birthday
Helen Futterman & Bert Miller

IN MEMORY OF

To Mr. & Mrs. Don Amira
Memory of Father, Sam Amira
Nancy Klemens

To Linda Belinky & Family
Memory of Mother & Grandmother, Ruth
Bubbles & Babe

To Dena Bookman
Memory of Father, Leonard Goldberg
Beverly & Barry Kurtz

To Randy Cohen
Memory of Husband, Ron
Arlene, Lee, Brett & Scott Alpert
Marlene Bane
Alison & Seth Davidow
Jill Banks Barad & Ross Hopkins
Michele & Bart Joseph
Marilyn & Lenny Bloom
Jill & Fred Gaines
Coral & Alan Goldsmith
Debra & Arthur Greenberg

Doreen & Paul Kayne
Shannon & Joe Komsky
Lynne & Jeff Lainer
Ayala & Aaron Levinson
Susan & Howard Loeb
Sheila & Irwin Monroe
Wendy & John Moskal
Karyn Palmer & Tim Corcoran
Adelita & Mitch Rubin
Margaret & Jack Schlaifer
Gail & Sy Silverstein
Stephanie & Jerry R. Stern
Sharon J. Udkoff
Wendi Whitman
Phyllis & Sandor Winger

To Barry Fine
Memory of Father, Melvin Fine
Mollie & Gilbert Epstein

To Paul Fine
Memory of Father, Melvin Fine
Mollie & Gilbert Epstein

To Mr. Gordon Gregory & Daughters
Memory of Wife & Mother, Gayle Gregory
Bud, Joanne, Scott, Todd, Jackie & Alyson Golditch

In memory of Adele Gurian
Diana & Tim Plotkin

To Joel Hyatt
Memory of Jack Hyatt
Marilyn Weiss Alper

To Andy & Helen Hyman
Memory of Father, Robert Hyman
Debra & Arthur Greenberg

To Mike & Carol Karp & Family
Memory of Father, David Karp
Carol & Burt Haaz

In memory of my beloved Mother, Daisy Katzin
Joy Picus

To Sharon Levin & Family
Memory of Mother, Sylvia Daskin
Myrna Schiffman & Bill Stolbach

In loving memory of Lloyd L. Levine

To Mr. & Mrs. Stephen Malley & Family
Memory of Mother
Debra & Arthur Greenberg

To Jeanette Mednick & Family
Memory of Husband, Bill Mednick
Debra & Arthur Greenberg and
Eudice Kaplan

Tributes - continued

To Ellen Mudrick
Memory of Buddy Tick
Mort Morrison & Teresa Pierce

To Ron Ozer
Memory of Wife
Marion & Russell Weis

To Amy, Sheni & Talia Regenstreif
Memory of Beloved Mother, Grandmother, Sydelle Morrison

Coral & Alan Goldsmith
Debra & Arthur Greenberg
Judee Heineman
Lynn & Bruce Kaufman
Doreen & Paul Kayne
Joe & Shannon Komsky
Alan Schlaifer
Margaret & Jack Schlaifer
Marla & Jacques Soriano
The Executives
Sandy Tilsen
Sharon J. Udkoff
Michele Zwillinger & Mort Rosen

To Debbie & Gordon Robertson
Memory of Buddy Tick
Mort Morrison & Teresa Pierce

To Cathy Roland & Family
Memory of Anton Roland
Sue & Ken Goldman

To George Roland & Family
Memory of Anton Roland
Sue & Ken Goldman

To Dr. & Mrs. Marvin Shulman
Memory of Father
Debra & Arthur Greenberg & Family

To Elaine Steinberg
Memory of Husband, Herman M. Steinberg
Bud, Joanne, Scott, Todd, Jackie & Alyson Golditch

To Barbara Swartz
Memory of Father, Melvin Fine
Mollie & Gilbert Epstein

To Jamie Tarlov
Memory of Mother
Marion & Russell Weis

To Steve & Susan Tick
Memory of Buddy Tick
Mort Morrison & Teresa Pierce

To Marsha & Gary Wasserman
Memory of Buddy Tick
Mort Morrison & Teresa Pierce

To Ellen Willer
Memory of Father, Melvin Fine
Mollie & Gilbert Epstein

MAZEL TOV

Jill Banks Barad & Ross Hopkins
Your engagement
Arlene, Lee, Brett & Scott Alpert
Marilyn & Lenny Bloom
Wendy & John Moskal
Margaret & Jack Schlaifer
The Executives

Joni & Marty Bennett
Marriage of son, Ethan to Tina
Bud, Joanne, Scott, Todd, Jackie & Alyson Golditch

Marcia & Paul Cholodenko
50th Wedding Anniversary
Margaret & Jack Schlaifer

Ron Feder
Congratulations & Mazel Tov on the formation of your brokerage firm, RJ Feder & Associates
Margaret & Jack Schlaifer

Wendy & John Moskal
Birth of granddaughter, Ariel
Arlene, Lee, Brett & Scott Alpert
Jill Banks Barad & Ross Hopkins
Margaret & Jack Schlaifer
Kevin Tamaki
The Executives

Judy & Michael Narvid
Birth of 1st Grandchild, Mae
Bud, Joanne, Scott, Todd, Jackie & Alyson Golditch

Sherma & Bernie Rabin
60th Wedding Anniversary
Marion & Russell Weis

Lisa & Brad Sherman
Birth of daughter, Molly Hannah Sherman
Debra & Arthur Greenberg
Sandy Tilsen

Fran & Dan Shuster
Receiving the Red Yarmulke Award from the Western Region Men's Clubs
Arthur A. Greenberg

Kevin Tamaki & Uma Chopra
On the occasion of your engagement
Lee, Arlene, Brett & Scott Alpert
Jill Banks Barad & Ross Hopkins
Mel Kohn
Wendy & John Moskal
Francine Oschin
Margaret & Jack Schlaifer
The Executives

MISCELLANEOUS

Miss Eva Carpe
Happy, healthy holiday season & New Year
Sylvia Leaf

Adelita Ffrench-Rubin
Best wishes on your move to New York
Sandy Tilsen

Mrs. Molly Greenberg & Family
Happy, healthy holiday season & New Year
Sylvia Leaf

Mr. & Mrs. Neil Hattem & Family
Happy, healthy holiday season & New Year
Sylvia Leaf

Mr. & Mrs. Jules Karp & Jodi
Happy, healthy holiday season & New Year
Sylvia Leaf

Amy & Harold Masor
Thank you
Debra & Arthur Greenberg

Lenny Samuel, Michael & Mimi
Happy, healthy holiday season & New Year
Sylvia Leaf

Mr. & Mrs. L.J. Sherman & Children & Animals
Happy, healthy holiday season & New Year
Sylvia Leaf

Mr. & Mrs. Paul Spira & Family
Happy, healthy holiday season & New Year
Sylvia Leaf

*To add your name in support of one of the above occasions,
or to add a new occasion, please call (818) 774-3332 or e-mail afr@jha.org.*