

# 2014~2015 Annual Report



30 Years of Caring

# Menorah Manor



2014 ~ 2015 TRUSTEES

## Menorah Manor

**Bernard "Barry" Kanner, Esq.**  
Chair

**Robert Weisberg, Ph.D.**  
Vice Chair & Chair Elect

**David S. Delrahim, Esq.**  
Treasurer

**Larry Krug, Esq.**  
Secretary

**Robert Goldstein, MHA**  
Chief Executive Officer

Naomi Abel, M.D.	Howard Miller, Esq.
Barbara Baughman	Errol Pegler
Leonard Englander, Esq.	Bernard Sapperstein
Ruth Glickman	Marilyn Sapperstein
Dell Krug	Steven B. Warren, M.D.
Eric Ludin, Esq.	David A. Wein, M.D.
David Marger	Stephen Wein, Esq.

## Menorah Manor Senior Living

**Dell Krug**  
Chair

**Steve Klein**  
Vice Chair

**Phyllis Dorian Schoenberg**  
Treasurer

**Scott Daniels**  
Secretary

**Robert Goldstein, MHA**  
Chief Executive Officer

Barbara Baughman  
David Bernstein, M.D.  
Eric Ludin, Esq.  
Jeffrey R. Pegler, Esq.  
Saul Rachelson  
Linda Reimer, RN, MHA  
Saul Schechter

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

## Menorah Manor Foundation

**Marilyn & Bernie Sapperstein**  
Co-Chairs

**Susie Klemow Berman**  
Vice Chair

**Gladys Schutz**  
Treasurer

**Diana Rosin**  
Secretary

**Robert Goldstein, MHA**  
Chief Executive Officer

Barbara Baughman  
Marilyn Benjamin  
Marietta Drucker  
John Engel  
Betsy Englander  
Gregory A. Fox, Esq.  
Elaine Garon  
Michael Gross  
Barbara Samson Guterman

Kevin Lane  
Marilyn LeVine  
Morris LeVine, M.D.  
Sonya Miller  
Paul Samson  
Susan Schwartz  
Ronna Sharp  
Jan Sher  
Sally Siegel

Roy Siegle  
Ann V. Soble  
Chip Weinman  
Jonathan H. Weinman, D.D.S.

**Honorary Board Member:**  
Irwin "Wally" Wallace

## Past Board Chairs

Barry Alpert  
Ernest Drucker\*  
Marietta Drucker  
Betsy Englander  
Ellie Fishman  
Sam Fishman\*  
Sidney Grau, M.D.\*  
Murray Jacobs\*  
Loretta Linsky\*

Marshall Linsky\*  
Eric Ludin, Esq.  
David Marger  
Irwin Miller\*  
Saul Rachelson  
Barbara Rosenblum\*  
Marion Samson-Joseph\*  
Saul Schechter  
Suzanne Schechter

Leonard Seligman\*  
James B. Soble, Esq.  
Irwin "Wally" Wallace  
Stephen Wein, Esq.  
Charles Weissman, CPA  
Irving Weissman\*  
Marilyn Weissman\*  
Sharyn Wittner  
Ted Wittner\*

*\*Of Blessed Memory*

## IN MEMORIAM

*We are deeply saddened by the passing of these extremely valued members of the Menorah Manor family during the past year. May their memories be a blessing.*

**Audrey R. Chenkin**  
Legacy Society

**Dorothy Cohen**  
Trustee & Founders Association

**Marcia Gold**  
Trustee & Guild Member

**Lillian Grau**  
Founders Association, Legacy Society  
& Guild Member

**Loretta Linsky**  
Trustee, Founders Association  
& Guild Member

**Barbara Rosenblum**  
Trustee & Founding Board  
of Governors

**Marion Samson-Joseph**  
Trustee, Founders Association,  
Legacy Society, Founding Board  
of Governors & Guild Member

**Eric Sekeres**  
Trustee & Founders Association



### Board Chair Letter

What a year! The Marion and Bernard L. Samson Nursing Center celebrated 30 years of providing the best possible care in a warm, homelike Jewish environment. It is gratifying to see how the organization has grown and added programs and services to serve the needs of our seniors, always fulfilling the vision of our Founders. Whether it is rehabilitation, adult day care, assisted living, geriatric assessment, skilled nursing, Alzheimer's care, or Jewish hospice services, the goal is always to provide the most appropriate care in the most appropriate setting.

The Samson Nursing Center had a record number of admissions this year, due to the popularity of the short term rehabilitation program, Renew You. Our Toby Weinman Assisted Living Residence, now in its 12<sup>th</sup> year, continues to attract those who desire an intimate, cozy setting, in close proximity to The Samson Nursing Center. The Inn on the Pond, a beautiful assisted living community on our Clearwater campus, is almost entirely full now, going into its 4<sup>th</sup> year of operation.

One of the most exciting highlights of the past year was the "30<sup>th</sup> Anniversary Masked Ball," chaired by Susie Berman. Over 350 people attended this beautiful celebration at the Coliseum in St. Petersburg. The event raised a record amount of money, and brought the community together to celebrate this important milestone.

During the past year, Menorah Manor continued its track record of sound financial management. The board and staff work continually to take appropriate measures to ensure the strength of our operations.

**Menorah Manor** continues to thrive and offer many necessary programs for the community; please see the back page which highlights all our wonderful programs.

**The Foundation** continues to grow, and is so grateful to this community for its continued financial support:

A successful **Annual Membership Campaign**, chaired by Ronna Sharp and Susan Herron, is still widely supported by over 500 members of the community throughout the Tampa Bay area.

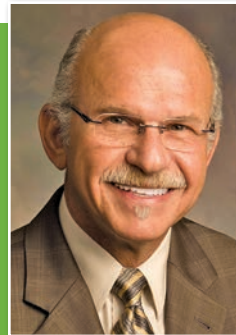
The **Planned Giving Program** continues to move successfully ahead, with bequests being a major factor.

The **Legacy Society**, a group of individuals who have notified us that they have included the Menorah Manor Foundation in their will, gained several new members this year.

**The Founders Association** continues to cultivate new members for this important leadership group. The newest members, Gladys Schutz, Jackie and Barry Kanner, Marilyn and Morrie LeVine, and Ann and Jim Soble, received their crystal menorahs at a recent Founders reception.

**Menorah Manor Senior Living** continues to expand its services to Menorah Manor's assisted living residences, The Toby Weinman Assisted Living Residence and The Inn on the Pond.

As we enter into Menorah Manor's 31<sup>st</sup> year of operation, we look forward to working together with everyone to continue Menorah Manor's mission of providing appropriate and enlightened care for all of our seniors.



**Bernard "Barry" Kanner, Esq.**  
Menorah Manor Chair



**Marilyn & Bernie Sapperstein**  
Menorah Manor  
Foundation Co-Chairs



**Dell Krug**  
Menorah Manor  
Senior Living Chair

### 2014-2015 Committee Chairs

#### MENORAH MANOR

##### Executive Committee

Bernard "Barry" Kanner, Esq.

##### Client Services and Ethics Committee

Ruth Glickman

##### Environment Committee

Bernard "Barry" Kanner, Esq.

##### Finance & Investment Committee

David S. Delrahim, Esq.

##### Nominating Committee

Robert Weisberg, Ph.D.

#### MENORAH MANOR FOUNDATION

##### Executive Committee

Marilyn & Bernie Sapperstein

##### Finance & Investment Committee

Gladys Schutz

##### Membership Campaign Committee

Ronna Sharp & Susan Herron

##### Remembrance Wall Committee

Morris LeVine, M.D.

#### MENORAH MANOR SENIOR LIVING

##### Executive Committee

Dell Krug

##### Client Services and Ethics Committee

David Bernstein, M.D.

##### Marketing Committee

Scott Daniels

##### Ambassadors Committee

Phyllis Dorian Schoenberg

### STATISTICS 2014-2015

Resident Days: ..... 98,613  
Volunteer Hours (recorded): ..... 22,290  
Rehabilitation Treatments: ..... 90,759  
Number of Employees: ..... 399  
Resident Meals Served: ..... 294,663

Nursing Care Hours: ..... 129,441  
Personal Care Hours: ..... 216,269  
Recreational Activities: ..... 3,824  
Social Work Hours: ..... 7,136

### 30 Year Food Statistics

Meals Served: ..... 5,018,262  
Matzo Balls Served: ..... 4,561,269  
Pounds of Brisket Served: ..... 117,516

Bottles of Manischewitz Wine Consumed: 15,395  
Pounds of Chicken Served: ..... 241,022



## Guild President Letter

This annual meeting marks the end of my first year as your Guild President. I am honored to have the opportunity to lead this wonderful, dedicated group of volunteers as we try to make the lives of our residents as wonderful as possible. Menorah Manor provides compassionate care and the Guild is an extension of that love.

Through our efforts, we host a monthly club for our residents, which includes activities such as jewelry making, special lunches, discussion groups, book reviews, art classes, speakers and off site activities. We supply funds for Bingo prizes. Recently we purchased a pool lift for The Inn on the Pond. This special piece of equipment makes it possible for those with mobility problems to get into the swimming pool for exercise and relaxation.



**Barbara Baughman**  
Guild President

The biggest goal of the Guild is to help provide our seniors with a sense of dignity and independence in surroundings which are comfortable and safe. I speak from personal experience when I tell you how important Menorah Manor is to me. Three of my family members were cared for in their (and my) time of need and were given the most loving, caring and professional attention that I have ever experienced. I try to express my devotion and gratitude to Menorah Manor in every way that I can.

The beautiful Gift Shop in The Samson Nursing Center was renovated last year thanks to the generosity of Joan Esrick Fyvolent, of blessed memory. When you pass by you will see groups of residents, families and friends gathered around, eating freshly baked cookies, drinking coffee or eating one of many food selections that the shop now offers for sale. If you are looking to volunteer somewhere, consider volunteering in the Gift Shop! The best mitzvah you can perform is to say "hi" to a resident, sit and talk for a minute or two and ask them how their day is going. Your time and attention are probably the most generous things that you can do for our residents.

I will spend the next year working hard to come up with new ideas to enhance the lives of our residents. With the wonderful group of volunteers beside me, I know we will accomplish just that.

Until next year,

Shalom!

## Menorah Manor Guild Officers

President ..... Barbara Baughman  
Immediate Past President ..... Linda Reimer, RN, MHA  
Treasurer ..... Linda Goldman  
Recording Secretary ..... Ginger Valenote  
Corresponding Secretary ..... Bobby Keidan

## COMMITTEE CHAIRS

Samson Nursing Center Gift Shop ..... Adele Morris & Elaine Garon  
Financial Secretary ..... Anita Helfand  
Publicity/Bulletin ..... Linda Reimer, RN, MHA  
Ways and Means ..... Deanna Susskind  
Volunteers of The Weinman Residence ..... Gail Frye  
Inn on the Pond Gift Shop ..... Dell Krug  
Membership ..... Marian Wolfert & Ruth Glickman  
Community Medical Education ..... Dell Krug

## Guild Board Members

Marilyn Benjamin*	Anita Helfand	Sue Schechter
Phyllis Birnbaum	Irma Hillman*	Sherry Schwartz
Marietta Drucker	Harriet Kaplan*	Edie Seligman
Harriet Easton	Dell Krug*	Bette Sharp
Dotty Feinberg*	Loretta Linsky**	Sally Siegel
Veta Felmus	Madelyn Liss*	Bette Siegle
Ellie Fishman	Ana Masri	Phyllis Silverstein
Lita Friedman	Ida Michels**	Betty Slavney
Gail Frye*	Sonya Miller	Shirley Solomon*
Ruth Glickman*	Toby Nastir	Deanna Susskind
Marcia Gold*	Fagl Oxman*	Bea Unger
Lil Grau**	Joan Redisch	Marilyn Warner
Evelyn Gray	Sharlene Sakol	Marilyn Weissman*
Sydonia Green*	Marilyn Sapperstein*	Marian Wolfert

\*Past Presidents  
\*\*Of Blessed Memory

## L'Dor V'Dor





### Chief Executive Officer Letter

So many things have changed since Menorah Manor opened its doors 30 years ago. People are living longer and need a broad range of services, and Menorah Manor has responded over the years by adding programs and services to serve those needs.

Our core values have remained the same over the years. Our board continues to embrace the vision of our Founders, to provide appropriate care for our seniors in the appropriate setting. Whether it is in The Samson Nursing Center, The Toby Weinman Assisted Living Residence or The Inn on the Pond, Menorah Manor's mission of providing the best possible care remains constant.

The past year has been filled with great excitement, as well as profound sadness. Marion Samson-Joseph, or as she was fondly called, "Menorah Momma," passed away. It was Marion's transformational gift in the early 1980's that made Menorah Manor a reality. She stayed deeply involved in Menorah Manor until the very end of her life. Menorah Manor is grateful to have had such a compassionate leader as Marion, and her legacy will live on forever.

The high point of this past year was definitely our 30<sup>th</sup> anniversary celebration. Our deepest appreciation to Susie Berman, chair of our record setting "Masked Ball," and her entire committee, for the planning and execution of an event that will go down in Menorah's history as one for the books! It was a magical celebration of 30 years of caring.

We owe a great debt of appreciation to our trustees for their dedication to Menorah Manor. Your hard work is an inspiration to us all. A special thank you to Barry Kanner, Menorah Manor chair, Marilyn and Bernie Sapperstein, Foundation co-chairs and Dell Krug, Senior Living chair, for your leadership.

A big thank you to the continuing generosity of our wonderful donors. Your partnership in our mission has enabled Menorah Manor to continue to provide the best possible care, in a warm, homelike, Jewish environment.

Of course, all that Menorah Manor does is only possible because of the hard work of our employees and volunteers. When you see them, please be sure to let them know they are appreciated!

As we move forward, a major priority is strategic planning for the future. The baby boomers are the largest segment of our population, which is going to present some interesting challenges in our field. Planning to be able to accommodate the needs of this group must begin now, rather than when they need actual care.

I feel privileged to serve as chief executive officer for Menorah Manor, and look forward to working with all of you to continue Menorah's mission into the future.



**Robert Goldstein, MHA**  
Chief Executive Officer

### CARE Employees of the Month

*Recipients of this award demonstrate **Courtesy**, a positive **Attitude**, **Respect** for others and **Ethics**.*

July 2014 .....	Carol Cruz
August 2014 .....	Natalie Andersen
September 2014 .....	Mirela Hazirovic
October 2014 .....	Jim Strickland
November 2014 .....	Brent Wethington
December 2014 .....	Jodi Ann Bailey

### 2014 Employee of the Year - Anisa Davis

January 2015 .....	Ebony Owens
February 2015 .....	Barbara Gates
March 2015 .....	Javonte Shorter
April 2015 .....	Tichina Wright
May 2015 .....	Margaret Wooley
June 2015 .....	Teresa Massie

### Executive Staff

**Robert Goldstein, MHA**  
Chief Executive Officer

**Weston Probst, MSH**  
Administrator

**Judy Ludin, CFRE**  
Chief Development & Community Relations Officer

**Donna Perryman, CPA**  
Chief Financial Officer

**David LeVine, M.D.**  
Chief Medical Officer

**Anabelle Locsin, Ed.D., RN, LNC**  
Chief Nursing Officer

**Renee Lipman, MLS**  
Executive Assistant

### Department Directors

**Elisha Adams, RN, RAC-CT, C-NE**  
Director of Care Planning

**Bonnie Berman, MSW, Ph.D., BCC**  
Director of Volunteers and Community Services

**Delroy Bernard**  
Maintenance Coordinator, Inn on the Pond

**Bill Caldwell**  
Director of Dining Services, Housekeeping and Laundry

**Cori Campbell, DPT**  
Director of Rehabilitation

**Heidi Celichowski, R.H.I.T.**  
Director of Health Information Services

**Melissa D. DiGiacomo**  
Director of Human Resources

**Julie Forsythe, LPN**  
Director of Resident Services,  
The Toby Weinman Assisted Living Residence

**Emilia Lebovitz**  
Executive Director, Inn on the Pond

**Rabbi Leah M. Herz, MAHL**  
Director of Spiritual Care

**Joe Hokey**  
Director of Dining Services, Housekeeping and Laundry,  
Inn on the Pond

**Ted Jacobsen**  
Director of Maintenance

**Gwen Kaldenberg, MSW**  
Director of Bresler Alzheimer's Disease &  
Related Disorders Program

**Joan McCabe, RN**  
Director of Quality Services

**Kim McFadden**  
Director of Social Services

**Lois Miller**  
Director of Marketing, Inn on the Pond

**Marlene Parker, RN**  
Director of Resident Services, Inn on the Pond

**Ray Teasdale, ACC**  
Director of Therapeutic Recreation

**Cheryl Wagner**  
Director of Admissions

**Greg Yann**  
Controller



**“The things you do for yourself are gone when you are gone,  
but the things you do for others remain as your legacy.”**

*The Menorah Manor Foundation was created with valuable insight into the future needs of Menorah Manor. It cultivates charitable resources needed to support Menorah Manor’s present operations and ensures its financial stability and future services.*



*Gladys Schutz, Menorah Manor Foundation treasurer, and Judy Ludin, chief development officer*



*Jim Soble, past Menorah Manor chair, and Ann Soble, Menorah Manor Foundation trustee*

**ANNUAL MEMBERSHIP** – Membership gifts help Menorah Manor maintain financial stability by helping to offset the deficit, which is created by the shortfall between low government reimbursements and our actual cost of care.

**HONOR AND MEMORY** – Honor and Memory Tributes raise significant revenues to help Menorah Manor give exceptional care to our residents and support programs.

**SPIRITUAL CARE FUND** – Menorah Manor enhances the spiritual well-being of our residents through its religious services and cultural programs. When a resident passes away, families have the opportunity to establish a memorial for their loved one.

**RESIDENT CARE FUND** – The purpose of the Resident Care Fund is to involve family members of residents in helping to assure financial stability.

**THE INN ON THE POND “We Care...We Build Together”** – There are a variety of ways to make a gift to the newest Menorah Manor community.

**PLANNED GIVING** offers the opportunity to express your personal values and provide valuable tax benefits and/or lifetime income. Planned gifts are often made with cash, but many planned gifts are made by donating assets such as stocks, real estate, life insurance and more. You can ensure Menorah Manor’s future by creating a trust, or by simply including Menorah Manor in your will.

**[www.menorahmanorlegacy.org](http://www.menorahmanorlegacy.org)**



*Barry Kanner, Menorah Manor chair, and Jackie Kanner*



*Marilyn and Morrie LeVine with their son, Dr. David LeVine, chief medical officer, and Janice LeVine*

**ENDOWMENTS** – Endowment gifts fund the future by securing the principal amount and using the income it yields for many special purposes.

**FOUNDERS ASSOCIATION** - Members have made a commitment of \$50,000 or more. They are also committed to providing leadership and to taking an active role in future planning and financial decisions.

**CORPORATE GIVING** – Businesses support the Foundation’s efforts with gifts to the annual membership campaign and by participating in special fundraising projects.

A COPY OF THE OFFICIAL REGISTRATION (CH286) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES ON THEIR WEBSITE ([www.800helpfla.com](http://www.800helpfla.com)) OR BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



# Menorah Manor

## 30 Years of Caring

### FOUNDERS ASSOCIATION

*Founders Association members have bound themselves to Menorah Manor's standard of excellence through a major financial commitment. They are committed to providing leadership, planning and mission.*

The Allweiss-Pardoll Families  
Lee & Abe Pardoll\*  
Lois & Peter M. Pardoll  
Helene & Allen Allweiss  
Anonymous  
Marvin Aronovitz  
Joan & Mickey\* Baskin  
The Baum-Marger Families  
Theresa & Herman Baum\*  
Mary Ann & Bruce Marger  
Marilyn & Philip\* Benjamin  
Joan & Gerald Benstock  
Lillian Berni\*  
Mona & Sam Bines  
Estate of Toby Rothbardt Bresler  
The Buchman Family  
Cookie & Jacob Buchman  
Freida & Louis Buchman\*  
Shirley\* & Fred Buns  
Rivy Chapman  
Dorothy & Irving Cohen & Sons  
Dorothy & Irving Cohen\*  
April & Andrew Cohen  
Lori\* & Gary Cohen  
The Manny & Ruthy Cohen Foundation  
Betty & Joseph\* Damsker  
Ben Diamond\*  
Dorothy & Ralph\* Dutcher  
Renee Druban\*  
Betsy & Lenny Englander  
The Esrick Family  
Esther & Albert Esrick\*  
Joan & Jerry Esrick\*  
Kiki & Steve Esrick  
Ellie & Samuel\* Fishman  
The Herman Forbes Charitable Trust  
Ellen Fleece  
William Fleece

Sidney Richman\*  
The Fyvolent-Sudakow Families  
Carolyn & Lowell Fyvolent\*  
Frances & Michael R. Sudakow\*  
Belle & Allan Gee  
June Baumgardner Gelbart\*  
& Benjamin Gelbart\*  
Irene\* & Carl Glassberg  
Dorothy & Maurice\* Goldblatt  
Roberta Golding\*  
Lillian & Sidney Grau\*  
Diane & Julius Green\*  
Samuel Greenberg\*  
Rae & Victor Greenberg\*  
Sheila & Joel Grossman\*  
The Halprin Family  
Rose & Irving Halprin\*  
Rouben Halprin\*  
Irma & Hal\* Hillman  
Jacqueline & Murray Jacobs\*  
The Jacobson Family  
Martin Jacobson  
Richard Jacobson  
Sharyn Jacobson  
Mini & Harold Wolf\*  
Marion Samson-Joseph\* &  
John Joseph\*  
Alyce\* & Edward Kalin  
Jackie & Bernard Kanner  
Bobbe & George Karpay\*  
Leonore\* & Walter Kessler  
Sarah Kleinfeld\*  
Maitland Knapp\*  
The Kroll Family  
Shoshana & Lewis Kroll  
Jule Kroll\*  
Dell & Larry Krug  
Karessa & Stuart Lasher

Lila & Howard\* Lawrence  
Beatrice & Jack Levine\*  
Marilyn & Morris LeVine  
Linsky-LeVine Family  
Francine & Bruce LeVine\*  
Gerry & Eugene Linsky\*  
Loretta & Marshall Linsky\*  
Harriet Lieberman  
Roslyn & Fred Lieberman\*  
Lidia & Felix Linetsky  
Edie\* & Walter Loebenberg  
Aida Mack\*  
Samuel J. Mack\*  
Estate Of Raymond E. Meyer  
Ida & Stanley Michels\*  
Irving C. Miller\*  
Sonya & Irwin\* Miller  
Bobbie\* & Melvin Myers  
Sarah & George\* Ohlhausen  
Jean & Sylvan Orloff\*  
Donna & Jerry Orns\*  
Fagl & Ronald\* Oxman  
Audrey & David\* Pearlman  
Diane & Stanley\* Person  
Lee & Saul Rachelson  
Annette Raymund\*  
L. Robert Rolde\*  
Doris & Frank L. Rosenblatt  
Estate of Rose & Louis Rosenthal  
Diane & Arnie Ross  
Marion B. Ross\*  
Thelma & Maurice Rothman\*  
The Rutenberg Families  
Jane & Arthur Rutenberg  
Isa & Charles Rutenberg\*  
Joan & Daniel Rutenberg  
Suzanne & Saul Schechter  
Erika Schnabel\*  
Jerry Schneider\*  
Schoenbaum Family Foundation

Betty Schoenbaum  
Jeffry Schoenbaum  
Joann Schoenbaum Miller  
Gladys Schutz  
Lea & Marshall Seiden  
Pam & Eric\* Sekeres  
Edie & Leonard\* Seligman  
Betty & Melvin Sembler  
Rose & William Shapera  
Pat & Arnold\* Shavian  
Jan & Craig Sher  
Sally & Harold\* Siegel  
Siegel Family Trust  
Sally Siegel  
Shelia & Todd Siegel  
Mindy Siegel  
Bette & Roy Siegle  
Lois Silberman  
William Silver\*  
The Silverberg Family  
Jane & Donald Silverberg  
Helen Silverberg\*  
Sandy & Michael Slomka  
Ann & Jim Soble  
Shirley Solomon  
Selma Stein\*  
Barbara & Joseph Sterensis  
Col. Hyman Weinberg\*  
Toby & Melvin Weinman Foundation  
Toby & Melvin Weinman\*  
Beverly & "Chip" Weinman  
Jan & Jon Weinman  
Marilyn & Irving Weissman\*  
Westshore Glass Corporation  
Anne & Link\* Elozory  
Marie & David\* Hyman  
Marcella\* & Lawrence Telles  
Jean & Ted\* Wittner  
Sharyn Wittner  
Sue Wolfson\*

### MENORAH MANOR FOUNDATION LEGACY SOCIETY MEMBERSHIP (as of June 30, 2015)

#### You are the Guardians of Our Future

*The Menorah Manor Foundation has been the recipient of numerous gifts from the estates of many of our former residents and members of our community.*

***These individuals are the guardians of our future. They are making it possible for Menorah Manor to continue its mission for generations to come.***

Deborah & Daniel Albert  
Teri & Jack Albores\*  
Judith & Barry Alpert  
Marvin Aronovitz  
Joan & Mickey\* Baskin  
Emelia Bedford\*  
Toby Rothbardt Bresler\*  
Rivy Chapman  
Audrey R. Chenkin\*  
Arlene & Col. Aaron Chernoff\*  
Harriet & Lawrence Cyment  
Betty & Joseph\* Damsker  
I. Frank Davis\*  
Barbara Diamond  
Susan & Ronald Diner  
Dorothy & Ralph\* Dutcher

Esther Esrick\*  
Jolene & Neil Fabricant  
Julia Flom\*  
Darwin Frank\*  
Harriet Frankel\*  
Edna Rothstein Freeman\*  
Ruth Friedman\*  
Elaine Garon  
Belle & Allan Gee  
June Baumgardner Gelbart\*  
Lillian & Sidney Grau\*  
Linda & Steve Grau  
Erna\* & Leonard Green  
Samuel Greenberg\*  
Charlotte A. Gunzburger\*  
Sandra Herzog\*

Irma & Harold\* Hillman  
Harriet Horwich\*  
Sally & William Israel  
Edith Jackson\*  
Jacqueline Jacobs\*  
Edee & George Jacobsohn\*  
Marion & John Joseph\*  
Sophia T. Kahn\*  
Sarah Kleinfeld\*  
Phyllis Lancry\*  
Joseph Levin\*  
Judith & Clifford Levitt  
Edie\* & Walter Loebenberg  
Mary Ann & Bruce Marger  
Jean Melnikoff\*  
Raymond E. Meyer\*

Sonya & Irwin\* Miller  
Irving Miller\*  
James Moed\*  
Helen Neufeld\*  
Sarah & George\* M. Ohlhausen  
Jean & Sylvan Orloff\*  
Lucille & Irving Oster\*  
Lois Pardoll  
Betty Rabbin\*  
Annette Raymund\*  
Ruth & Harold Rivkind\*  
Anna Rogak\*  
Rose & Louis Rosenthal\*  
Thelma & Maurice Rothman\*  
Alice & Gabe Rubin\*  
Charles Saltzman\*  
Marilyn & Harold Schaffner  
Lillian Schertzer\*  
Sue & Saul Schechter  
Erika Schnabel\*  
Edie & Leonard\* Seligman

Rose & William Shapera  
Jan & Craig Sher  
Siegel Family Trust  
Bette & Roy Siegle  
Deena & Lawrence Silver  
William Silver\*  
Leo Smith\*  
Rebecca Smith\*  
Julia & Allan Solomon\*  
Selma Stein\*  
Lucille R. Strauss\*  
Joyce & Herbert Swarzman  
Veronica & Alexander\* Szegedy  
Bea & Lester Unger  
Col. Hyman Weinberg\*  
Marilyn & Irving Weissman\*  
Sharyn R. Wittner  
Sue Wolfson\*

*\*Of Blessed Memory*



## Menorah Manor's 30<sup>th</sup> Anniversary celebration breaks all records!

Over 350 community members, donors, volunteers and staff celebrated Menorah Manor's 30th anniversary with a masked ball, chaired by Susie Berman. Attendees enjoyed a large silent auction of celebrity-signed and artist-decorated masks, as well as a lively and entertaining live auction, led by Master of Ceremonies and professional auctioneer, Jason Alpert. A "bid from the heart" to purchase new wheelchairs was highly successful.

"The event was a tremendous success, due to our many major sponsors and the generosity of this community," Susie Berman said. "The committee worked for almost two years, and it definitely paid off."

To see the entire gallery of pictures, please go to <http://tinyurl.com/MenorahManorMaskedBall>



Susie Berman, masked ball chair and Foundation vice chair, Bernie and Marilyn Sapperstein, Foundation co-chairs



Bernard Kanner, Menorah Manor chair; Jackie Kanner, Susan Goldstein and Robert Goldstein, chief executive officer



Dori Nussbaum, Barbara Guterman, and Paul Samson



Robert Goldstein, CEO, and Gladys Schutz



Marilyn and Morrie LeVine



Lee and Saul Rachelson

## MASKED BALL SPONSORS

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# Menorah Manor

## 30 Years of Caring



THE MASKED BALL COMMITTEE



Lea and Marshall Seiden



Craig and Jan Sher, Lewis Kroll, Adria Bernstein, Howard Miller, Jenny Deyanez and Sonya Miller



David and Melissa Bernstein, Stanley Olans, Phyllis Dorian Schoenberg, Mel Myers and Toby Nastir

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Jackie & Barry Kanner  
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Helen & David Marger  
Menorah Manor Guild  
MMI Dining Services  
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Contemporary American Crafts  
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Ann & Jim Soble  
Solaris Rehab  
Marian Wolfert



## Endowment Funds & Program Donations: Gifts made from July 1, 2014 to June 30, 2015.

### GRANTS

Bonnie & Arthur Kupperman  
The Frances David Fund (Diane and Arnie Ross)  
The Jewish Federation of Pinellas and Pasco Counties  
Marion Samson-Joseph\*

### THE TOBY WEINMAN ASSISTED LIVING RESIDENCE

Vivian & Edward Lurie Lillian Schertzer\*

### THE BRESLER ALZHEIMER'S DISEASE & RELATED DISORDERS PROGRAM

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Elaine Garon	Susie & Alan Schwartz
Morton Gold	Sally E. Siegel
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Renee Lipman	Sally & Harry Weltman
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Vivienne Manias	Marian Wolfert
Donna & Joseph Perryman	

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AJ's Beds and Furniture	Anna & David Friedberg
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### SPIRITUAL CARE FUND (REMEMBRANCE WALL)

Hannah Freid	Deborah & Steve Schechner
Suzanne & Ryan Larrison	<i>(In Memory of Shirley Schechner)</i>
Renee Lipman	Sharon & Arthur Schloss
<i>(In Memory of Ruth Erman)</i>	<i>(In Memory of Pauline Teckler)</i>
Renee Lipman	
<i>(In Memory of Richard Erman)</i>	

### THE TOBY WEINMAN JEWISH HOSPICE PROGRAM

Marilyn & Bernard Sapperstein Phyllis Silverstein

### RESIDENT CARE FUND

Diana & Joseph Rosin	Karen Peterson
Renee & Scott Lorditch	Phyllis Silverstein
Ana Masri	Lynn Wecker
Toby Nastir & Mel Myers	

### THE ALBERT A. BELSON ENDOWMENT FUND

The Estate of Albert A. Belson

### GAIL S. WARREN VOLUNTEER EDUCATION FUND

Dr. Steven Warren

### IRWIN & SONYA MILLER FAMILY CHARITABLE REHABILITATION CARE ENDOWMENT FUND

The Sonya Miller Family

*\*Of Blessed Memory*

### The Foundation also maintains the following funds:

- HALICZER CHARITABLE CARE ENDOWMENT FUND
- DOROTHY & HENRY HALPRIN HOSPICE ENDOWMENT FUND
- DAISY JACOBSON ACTIVITY ENDOWMENT FUND
- COL. HYMAN WEINBERG ENDOWMENT FOR GERIATRIC ASSESSMENT PROGRAM FUND

- THE MARILYN & IRVING WEISSMAN MENORAH MANOR SENIOR LIVING COMMUNITY ENDOWMENT FUND
- SARAH & LEONARD YAGER EDUCATIONAL ENDOWMENT FUND
- THE MARSHALL SEIDEN RESIDENT MUSIC & CULTURAL ARTS FUND
- LEE & A.J. PARDOLL LECTURESHIP FUND
- MEYER ABRAMS CONCERT SERIES FUND



### Menorah Manor, Inc.

#### Statement of Operating Revenue and Expenses for Fiscal Year Ended June 30, 2015

##### Revenue from Operations

Resident and Third Party Revenue	29,773,500
Adjustment for Charitable Care	(5,190,018)

Net Resident Revenue	24,583,482
Other Revenue	121,859

**Net Operating Revenue** **24,705,341**

##### Operating Expenses

Professional Care	11,643,251
Support Services	10,033,623
Interest & Depreciation	4,491,420

**Total Operating Expenses** **26,168,294**

**Net Income (loss) from Operations** **(1,462,953)**

##### Community Support and Other Income

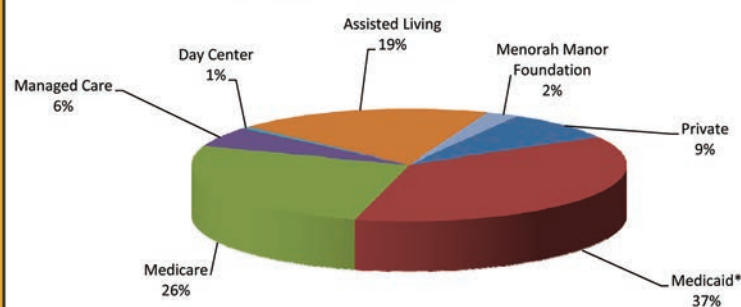
Program Grants from Menorah Manor Foundation	611,808
Other Grants and Gifts	64,064

**Total Community Support and Other Income** **675,872**

**Net Income (loss) including depreciation** **(787,081)**

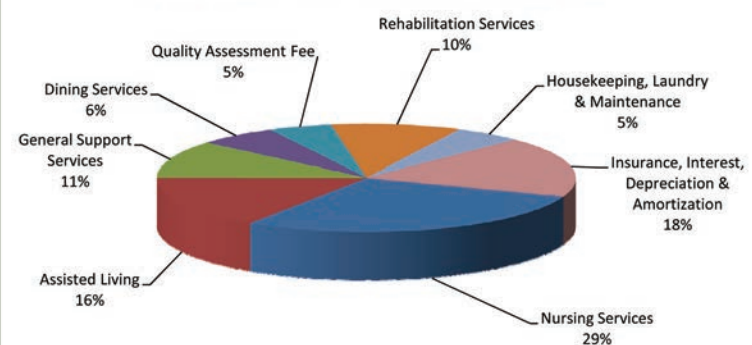
*Please consider the needs of our seniors in your financial planning.*

**Sources of Revenue**  
For the Fiscal Year Ended June 30, 2015



\*Note that the Medicaid census was 67% of the population.

**Operating Expenses**  
For the Fiscal Year Ended June 30, 2015





## 2015 ANNUAL FOUNDATION MEMBERSHIP

As of October 7, 2015

### Grand Mitzvah Member \$5,000+

Mrs. Sarah Ohlhausen

### Mitzvah Member \$3,600+

Ms. Miriam Lengyel\*

### Guardian Member \$1,800+

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Mr. & Mrs. Shawn McVeigh	Dr. Steve Bloom
Mr. & Mrs. Jay Miller	

*"We make a living by what we get,  
but we make a life by what we give."*



### 2015 ANNUAL FOUNDATION MEMBERSHIP

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Mrs. Edith Biller  
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Mr. Louis Blick  
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Ms. Eleanor Davidov  
Mrs. Marietta Drucker  
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Mrs. Anne Elozory  
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Mr. & Mrs. Alan Pinsker  
Mr. & Mrs. Cary Reich  
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Mr. & Mrs. Stephen Wein  
Mrs. Gloria Weinberger  
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Mr. Lee Benjamin  
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Dr. & Mrs. Robert Sternberg  
Ms. Doris P. Steuer  
Dr. & Mrs. Marvin Susskind  
Dr. Herman Waldman  
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#### Other Membership Gifts \$100+

Arbor Temporary Services of Tampa  
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Mrs. Selma Biller  
Dr. & Mrs. Neil Brodsky  
Mr. & Mrs. David Delrahim  
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Mr. & Mrs. Albert M. Waksman  
Ms. Beth Warach  
Ms. Toby Wertheim  
Mr. & Mrs. Lawrence White  
Mrs. Mary Wygodski  
Dr. & Mrs. Gary Zamore

#### Thank you to all of our supporters.

The people and businesses listed above gave a Membership gift between January 1, 2015 and October 7, 2015.  
Gifts received after October 7, 2015 will be published in the Jewish Press.

We sincerely apologize if we have inadvertently omitted your name.

Foundation Office: (727) 302-3888 - [jludin@menorahmanor.org](mailto:jludin@menorahmanor.org) - [www.menorahmanor.org/membership](http://www.menorahmanor.org/membership)



## A Spotlight on Our 2014-2015 Volunteers of the Month

The Menorah Manor Family thanks all of the volunteers who give their time, energy and compassion to our residents. **We couldn't do it without you!**



JUNE 2014  
Anita Helfand  
*Membership Project*



JULY 2014  
Ellen Levitt  
*Day Center*



JANUARY 2015  
Elaine Newman & Roz Tepper\*  
*Library*



AUGUST 2014  
Barb Blau & Deby Weinstein  
*Gift Shop*



SEPTEMBER 2014  
Adele Morris & Elaine Garon  
*Gift Shop*



FEBRUARY 2015  
Nora Gagne  
*Therapeutic Recreation*



MARCH 2015  
Rivy Chapman  
*Spiritual Care*

OCTOBER 2014  
Shelly A. Hennings  
*Therapeutic Recreation*



NOVEMBER 2014  
Marianne Adelman & Evelyn Gray  
*Gift Shop*



APRIL 2015  
Gail Frye  
*Toby Weinman Assisted Living Residence*



MAY 2015  
Ed Schonbrun  
*Therapeutic Recreation*

DECEMBER 2014  
Ines Velazquez  
*Day Center*

Our volunteers' contributions to the well-being of our seniors are endless at Menorah Manor. They work in the gift shops, conduct discussion groups, lead exercises, read to residents, assist residents with shopping, and spend one-on-one time with those who need it. For more information, please contact Bonnie Berman, our director of volunteer services, at [volunteers@menorahmanor.org](mailto:volunteers@menorahmanor.org) or 727.302.3729.

*All volunteers who were awarded this honor after May 2015 will be listed in next year's annual report.*

*\*Of Blessed Memory*



### 2014-2015 Highlights

- Robert Goldstein, MHA, was named chief executive officer of Menorah Manor, Menorah Manor Foundation and Menorah Manor Senior Living, effective January 1, 2015. He was elected chair of the Southwest region for LeadingAge Florida and selected to be on the board of FAHA.
- Menorah Manor's 30th Anniversary Masked Ball smashed all gala-fundraising records. Over 100 masks were sold to a crowd of over 350 people at The Coliseum in St. Petersburg and a bid from the heart raised enough money to purchase new wheelchairs. See pages 8 and 9 for highlights from the event.
- Menorah Manor received the 2014 Ronald J. Cockayne, Sr. award for Property of the Year from Mississippi Management Inc. (MMI), a longtime partner of Menorah Manor.
- The Toby Weinman Assisted Living Residence at Menorah Manor received its fifth consecutive deficiency free survey from the Agency for Health Care Administration (AHCA).
- The Inn on the Pond reached almost 100% occupancy in its third year of operation. It has become a popular gathering place for many Jewish organizations.
- All of our communities received high marks on Resident and Family Satisfaction Surveys.
- Thanks to the generosity of the Miller Family, three new pieces of equipment, upper and lower platform bike, all-in-one rehab station, and hydraulic parallel bars, were purchased with funds from The Irwin & Sonya Miller Charitable Rehabilitation Care Fund.
- Menorah Manor's dining services department launched a restaurant-style dining program at The Marion and Bernard L. Samson Nursing Center. The program eliminates traditional tray service and replaces it with personalized hot or cold meals prepared by the chef, which helps preserve dignity and provide choice. A new puree program was also introduced allowing residents on a puree diet to receive meals shaped to resemble that day's food items.
- The program "The Great Torah Roll," created by Rabbi Leah Herz, was named "Yizhak Rabin Program of the Year" by the Jewish Federation of Pinellas and Pasco Counties.
- Simon Chapiro, resident of The Samson Nursing Center, celebrated his Bar Mitzvah at the age of 85 in the Lowengard Synagogue at Menorah Manor. The "Simcha" was featured in the Tampa Bay Times.
- The Department of Spiritual Care and Religious Programming continues to provide a full array of programs and classes for our Menorah Manor residents and families. The weekly Torah Study, observance of Jewish holidays and festivals, and Purim spiel, Esther Get Your Grogger, which featured Menorah Manor Staff, are all favorites. Residents have also enjoyed the addition of three religious services each month: Erev Shabbat at The Marion and Bernard L. Samson Nursing Center, Havdalah study session and service at The Toby Weinman Assisted Living Residence and Shabbat morning service and Kiddush luncheon at The Inn on the Pond.
- For the 10th time, Anabelle Locsin, Menorah Manor's Chief Nursing Officer, has been reappointed to the Advisory Board of St. Petersburg College of Nursing. Last fall, she also presented at the LeadingAge conference in Nashville on electronic documentation.
- The 2015 Annual Volunteer Recognition Luncheon was attended by over 100 volunteers who enjoyed a beautiful afternoon of socializing, music and awards. Elaine Garon received the Gail S. Warren Volunteer of the Year award. We appreciate all of our volunteers!
- Lore Lynn, a dedicated volunteer, received the Woman of Distinction award from the Jewish Federation of Pinellas and Pasco.
- Weston Probst, was named administrator of The Marion and Bernard L. Samson Nursing Center. Other staff changes include Melissa DiGiacomo, director of human resources, Greg Yann, controller, Cheryl Wagner, director of admissions and Elisha Adams, director of care planning at The Samson Nursing Center; Julie Forsythe, director of resident services at The Toby Weinman Assisted Living Residence and Marlene Parker, director of resident services at The Inn on the Pond.



Marion Samson-Joseph

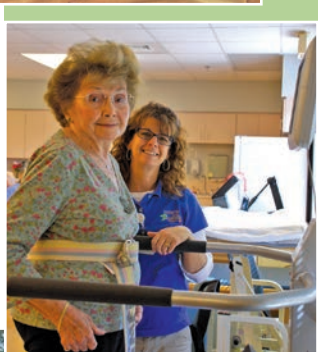
During the past year, the entire Menorah Manor family mourned the passing of Marion Samson-Joseph. Marion's generosity and love for our Jewish seniors made Our Home for Jewish Living a reality. For that, this community will be forever grateful. Marion was an integral part of everything that Menorah Manor has accomplished for over 30 years. Her intelligent counsel and her passion for our mission will be deeply missed.



Marion, surrounded by her grandchildren, received the "Lightning Community Hero" award on March 24, 2014. The Tampa Bay Lightning Foundation gave her a \$50,000 check to donate to a not-for-profit of her choice; she chose the Menorah Manor Foundation as the recipient.



## About Us



**Menorah Manor** is a community-sponsored, charitable, not-for-profit senior healthcare organization which opened in 1985. It serves six counties on Florida's gulf coast. Menorah Manor's mission is to provide the best possible care in a warm, homelike Jewish environment.

**The Marion and Bernard L. Samson Nursing Center** residents benefit from comprehensive nursing, medical and rehabilitation programs. Medical services are provided by a private medical staff; many medical specialties are represented. An intensive Therapeutic Recreation Program ministers to an extremely broad range of emotional, physical, intellectual and social needs.

**The Lasher Family Rehabilitation Center** houses therapy services including a full range of quality short and long term physical therapy, occupational therapy, and speech therapy. The newest technologies in rehabilitation are utilized.

**Renew You**, an intensive and therapeutic short-stay program, is designed for people recovering from surgery, an illness or an injury when hospitalization is no longer needed.

**The Toby Weinman Assisted Living Residence**, located on Menorah Manor's St. Petersburg campus, is the only Jewish assisted living residence in southern Pinellas County. It provides its residents with an enriching lifestyle that promotes overall physical, intellectual and emotional well-being.

**The Inn on the Pond** is located on Menorah Manor's Clearwater Campus. It is the only assisted living residence in northern Pinellas County that offers quality, comprehensive support in a welcoming, Jewish environment.

**The Irv Weissman Adult Day Center** is a comprehensive adult day health-program providing support for seniors living in their own homes, and respite for their caregivers.

**The Bresler Alzheimer's and Related Disorders Program** finds and institutes the best practices for the care of Alzheimer's Disease. The Program is centered on the Weinman Alzheimer's Care Village, a unique multi-level dementia care environment.

**The Geriatric Assessment Program** provides an innovative, comprehensive evaluation for seniors and assistance to their families, wherever they live.

**The Toby Weinman Jewish Hospice Program** provides the highest quality professional hospice services in a context of Jewish beliefs and cultural practices, both in Menorah Manor and in the community.

**The Menorah Manor Foundation** is the fund development affiliate of Menorah Manor and is actively supported by the community. Its responsibilities include the development of endowment funds to support charitable care and special senior care programs, capital funds for the support of buildings and equipment and funds for current operating expenses.

**The Menorah Manor Guild** is a volunteer auxiliary member of the Menorah Manor family, comprised of hundreds of dedicated men and women. The purpose of the Guild is to enrich the lives of Menorah Manor's residents through service, special projects and the funding of special equipment and programs.

**ST. PETERSBURG CAMPUS:**  
**The Marion and Bernard L. Samson Nursing Center**  
 255 59<sup>th</sup> Street North  
 St. Petersburg, FL 33710  
 727.345.2775 • [menorahmanor.org](http://menorahmanor.org)

**ST. PETERSBURG CAMPUS:**  
**The Toby Weinman Assisted Living Residence**  
 240 59<sup>th</sup> Street North  
 St. Petersburg, FL 33710  
 727.341.1818  
[tobyweinman.org](http://tobyweinman.org)

**CLEARWATER CAMPUS:**  
**The Inn on the Pond**  
 2010 Greenbriar Boulevard  
 Clearwater, FL 33763  
 727.735.6200  
[innonthepond.org](http://innonthepond.org)