



Menorah
MANOR

Annual Impact Report

2018-2019



Our Visionaries

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Judith Fine Gordon			Irwin "Wally" Wallace

*Of Blessed Memory

Cover photo taken by Beth Reynolds 1

During the past fiscal year...

65,009 days of care were provided by the Marion and Bernard L. Samson Nursing Center and the Toby Weinman Assisted Living Residence.



Menorah Manor provided **75,216** rehabilitation treatments.



Menorah Manor provided **5,020** therapeutic recreational activities.



The Adult Day Center provided **3,051** days of service.



The Marion & Bernard L. Samson Nursing Center is Accredited by The Joint Commission

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.



Rivy Chapman

Trustee, Founders Association

Marietta Drucker

Trustee, Menorah Manor Foundation Chair

Carl Glassberg

Founders Association

Morris J. LeVine, M.D.

Trustee, Founders Association

Walter Loebenberg

Trustee, Founding Board of Governors, Founders Association

Saul Schechter

Trustee, Founding Board of Governors, Founders Association, Menorah Manor Foundation Chair, Menorah Manor Senior Living Chair

Rose Shapera

Trustee, Founders Association

Maria Waksman

Trustee

"In all that we do, we remember them."

Mission, Vision, Values

The following mission, vision, and values describe what Menorah Manor stands for, what it aspires to become, and its code of ethics.

Mission:

To provide the best possible care in a warm, homelike, Jewish environment. Menorah Manor serves people of all faiths.

Vision:

To be the provider of choice by enhancing the lives of seniors through compassion, innovation and service excellence.

Values:

We engage in **Tikkun Olam** (healing the world) by caring for the elderly, inspired by Jewish values:

Kavod: Treating others with honor, dignity and respect

Hesed: Performing acts of kindness, compassion and caring

Tzedek: Doing what is right through leadership, service excellence, integrity and stewardship

Limud: Learning and growing personally and professionally



Board Chairs

It is gratifying to see how Menorah Manor has grown to serve the needs of our seniors, always fulfilling the vision of our Founders, to provide the best possible care in a warm, homelike, Jewish environment. Whether it is rehabilitation, adult day care, assisted living, skilled nursing or Alzheimer’s care, the goal is always to provide the most appropriate care in the most appropriate setting.

The Marion and Bernard L. Samson Nursing Center, going into its 35th year, had an extremely busy year providing compassionate care to the seniors in this region. Our Toby Weinman Assisted Living Residence celebrated its 16th year, and continues to be a beautiful, comfortable and vibrant community.

The funds raised from the highly successful Security Enhancement Campaign were used to improve the security on our vulnerable campus. Enhancements include installing new fencing around the perimeter of the Samson Nursing Center and the Toby Weinman Assisted Living Residence and installing a door access security system, both at the nursing center and at our assisted living residence. Each employee has their own swipe card needed to obtain access to particular departments or doors within our buildings. The main advantages to using controlled door access are increased security, selective entry, and the ability to program customized special features.

The plans for the 35th anniversary celebration, The Bucket List Ball, are well underway. The large and active committee has secured many sponsorships and the event is sure to be a huge success in every way. Mark your calendar for Sunday, April 19, 2020 to attend at the Coliseum in St. Petersburg.

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.



Robert Weisberg, Ph.D.
Menorah Manor Chair



Susie Klemow Berman
Menorah Manor Foundation
Chair



The **Foundation** grew significantly this year and is so grateful to this community for its continued financial support:

A successful **Annual Membership Campaign** is widely supported by the Tampa Bay community.

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, MMI Dining Systems, Sabal Trust and the Sephardic Home for the Aged Foundation received their crystal menorahs at a Founders reception.

We look forward to working together with everyone to continue Menorah Manor’s mission of providing enlightened care for all of our seniors.

2018-2019 Committee Chairs

Menorah Manor

Executive Committee
Robert Weisberg, Ph.D.

Finance & Investment Committee
David S. Delrahim, Esq.

Client Services and Ethics Committee
David A. Wein, M.D.

Environment Committee
Bernard “Barry” Kanner, Esq.

Nominating Committee
Howard Miller, Esq.

**Of Blessed Memory*

Menorah Manor Foundation

Executive Committee
Susie Klemow Berman

Finance & Investment Committee
Brennan Hervey

Membership Campaign Committee
Susie Klemow Berman

Remembrance Wall Committee
Morris LeVine, M.D.*

Nominating Committee
Susie Klemow Berman

Guild President



The Menorah Manor Guild has had a busy year. The Coffee & Gift Shop is doing well and we continue to add new and always changing merchandise and food selections. The shop is open six days a week, Sunday through Friday from 9:00 AM to 3:00 PM. In addition to freshly baked cookies throughout the day, we offer bagels with "schmeer", delicious salads, a hot entree that changes daily (a huge slice of pizza is the favorite), hot soup made fresh in our kitchen every day, and lots more. The newest addition to the shop is a big freezer from the Hershey Creamery full of ice cream treats (kosher, of course) like cones, sundaes, ice pops, and bars, in addition to frozen ice cream celebration cakes ready to go. This has quickly become a favorite of the residents, employees and visitors. Stop by the shop to browse the gifts and stay for a bite to eat.

On January 17, 2019, the Guild sponsored a luncheon and docent led tour of the new James Museum of Western and Wildlife Art in downtown St. Petersburg. The artwork is from the extensive personal collection of Tom and Mary James. Proceeds from this event helped launch our "Heartstrings" music program, facilitated by Rabbi Aaron Lever. Save the date for the Guild's next event on February 4, 2020, at the Museum of Fine Arts!

The Guild will continue to do the very best to ensure that our beloved residents feel safe, cared for and loved.

Sincerely,
Barbara Baughman



Menorah Manor Guild Officers

President: Barbara Baughman
Immediate Past President: Linda Reimer, RN, MHA
Treasurer: Linda Goldman
Corresponding Secretary: Linda Reimer, RN, MHA
Committee Chairs
Samson Nursing Center Gift Shop: Barbara Baughman & Jackie Kanner
Publicity/Bulletin: Linda Reimer, RN, MHA
Ways & Means: Deanna Susskind & Lynda Fontana



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



Chief Executive Officer

The past year was filled with some major accomplishments, thanks to the hard work of our Menorah Manor team. I would like to highlight the following:

We completed the renovation of the dining room on the 2nd floor, in the Weinman Alzheimer’s Care Village. Our Foundation was the recipient of a grant from the Sephardic Home for the Aged Foundation, to be used to update the 2nd floor dining room. All of the choices for the renovation, from the type of flooring, furniture, lighting, wall colors and artwork were made with the needs of the population served there, those with Alzheimer’s or related dementias. Aside from the renovation being

beautiful, our nursing staff has observed very positive feedback from the residents and families. The room is also used every day for activities.

A new program, the *Neshama Program* was introduced by Menorah Manor. The *Neshama Program* is a grouping of physical and spiritual services to add comfort to residents and their family members at the end of life. *Neshama* is Hebrew and is used to describe the soul or spirit. Included in the program is a private *Neshama Suite*, which is available so that the resident and loved ones have a “home away from home” during the last days of life. Services such as aromatherapy, meals and snacks, spiritual services, and Reiki are available to the resident and family during their stay.

The Toby Weinman Assisted Living Residence received its seventh deficiency-free survey in a row from the Agency for Health Care Administration. Its comfortable environment and personalized service continues to attract many people from the community who need assisted living.

Menorah Manor welcomed Suresh V. Pai, MBA, NHA, as its new administrator. Suresh brings over 20 years of experience as a licensed Florida Nursing Home Administrator in a variety of health care settings. We are extremely happy to have Suresh on the Menorah Manor team.



Robert Goldstein, MHA
Chief Executive Officer

Last but certainly not least, Errol Webley, Dietary Supervisor, and I were the proud recipients of awards at the annual LeadingAge Florida Conference. Errol received the Employee of the Year and I was honored to receive the Executive of the Year. Errol began his employment at Menorah Manor nine years ago as a dietary aide and has worked very hard to get to his current supervisory position. He is a role model and inspiration to everyone at Menorah Manor.

A big thank you to our donors for their continued generosity. Your support helps to fund improvements, such as renovations and new equipment, that improve the lives of our residents. The recent renovations in the nursing center and upgrades made at The Toby Weinman Assisted Living Residence could not have been accomplished without your support.

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.

Executive Staff

Robert Goldstein, MHA
Chief Executive Officer

Donna Perryman, CPA
Chief Financial Officer

Judy Ludin, CFRE
Chief Development & Community Relations Officer

David LeVine, M.D.
Chief Medical Officer

Suresh V. Pai, NHA, MBA
Administrator

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Renee Lipman, MLS
Executive Assistant

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Lissey Donaldson, LPN
Director of Resident Services, The Toby Weinman Assisted Living Residence

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Director of Bresler Alzheimer's Program

Michele Legault-Dolmanet, DOR, PTA
Director of Rehabilitation

Rabbi Aaron M. Lever, BCC
Director of Spiritual Care

Joan McCabe, RN
Director of Quality Services

Kim McFadden
Director of Social Services

Jennifer Molaskey, LPN
Director of the Irv Weissman Adult Day Center

Wayne Roach
Director of Maintenance

Michael Soronen, CEC
Director of Dining Services, Housekeeping & Laundry

Ray Teasdale, ACC
Director of Therapeutic Recreation

Cheryl Wagner
Director of Admissions

Sirena Wilson, RN
Assistant Director of Nursing

Greg Yann
Controller

Thank you to everyone who donated to the Security Enhancement Campaign.

Thanks to the following donors, Menorah Manor greatly enhanced the safety and security of its residents.

- Bessie & Charles Adams

Helene & Allen Allweiss

Michael Bach*

Barbara Baughman

Lee Benjamin

Bonnie & Arthur Berman

Susie & Ira Berman

Carol Bertoluzzi

Liliana & Chris Blake

Barbara & Gary Bloom

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Stephanie & Bernardo Stein

Vicky & Manuel Vilaret

Beth Warach

Steven Warren

Rachel & David Wein

Cindy & Robert Weisberg

Linda & Walter Woolf

Lisa & Steven Zaritsky

Brian Zuckerman

Marlene & Sam Zytcer

*Of Blessed Memory

Words of Gratitude



- “ Menorah Manor staff should be proud that each of them is part of an environment that knows love, gives love, and respects love. ”

“ From the receptionists, nurses’ aides, therapists, doctors, social directors, all employees – this is one of the finest organizations available. ”

“ Thank you and your staff again for providing such a loving, caring environment for Mom the last months of her life. ”

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 are partners in our mission.

The Allweiss-Pardoll Families
 Lee & Abe Pardoll*
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 Diane & Julius Green*
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 Rae & Victor Greenberg*
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 Rouben Halprin*
 Irma & Hal* Hillman
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 Richard Jacobson
 Sharyn Jacobson
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 Aida Mack*
 Samuel J. Mack*
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 Toby & Melvin Weinman Foundation
 Toby & Melvin Weinman*
 Beverly & "Chip" Weinman
 Jan & Jon Weinman
 Marilyn & Irving Weissman*
 Westshore Glass Corporation
 Ann & Link* Elozory
 Marie & David* Hyman
 Marcella* & Lawrence Telles
 Jean & Ted* Wittner
 Sharyn R. Wittner
 Sue Wolfson*

Menorah Manor Foundation Legacy Society Membership

(as of October 14, 2019)

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.

Anonymous
 Deborah & Daniel Albert
 Teri & Jack Albores*
 Judith & Barry Alpert
 Marvin Aronovitz
 Joan & Mickey* Baskin
 Emelia Bedford*
 Toby Rothbardt Bresler*
 Rivy Chapman*
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 Arlene & Col. Aaron Chernoff*
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 Bea* & Lester Unger
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 Marilyn & Irving Weissman*
 Sharyn R. Wittner
 Sue Wolfson*

**Of Blessed Memory*



2019 Annual Foundation Membership (as of October 14, 2019)

Grand Mitzvah Member - (\$5,000 +)

Joan & Gerald Benstock
The Manny & Ruthy Cohen Foundation
Betty & Ambassador Melvin Sembler

Mitzvah Member - (\$3,600 +)

Estate of Gabe Rubin

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Susan & Ronald Diner
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Stacey & Jordan Gillman
Susan & Rob Goldstein
Margie & James Green
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Emily & Fred Gurtman
Irwin J. Karpay
Dell & Larry Krug
Judy & Eric Ludin
Vivian & Edward Lurie
Joe & Donna Perryman
Lee & Saul Rachelson
Linda & Stanley Reimer
Susie & Alan Schwartz
Sally E. Siegel
Ann & Jim Soble
Maxine & Marty Solomon

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Robbie Rosenblatt
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Paula & Carl Zielonka
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**Of Blessed Memory*

Friend Member - (\$118 +)

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Carol & Richard Conza
Sarah & Forrest Feld
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Leslie & Robert Freedman
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Linda Valentino
Sheila Weil
Toby Wertheim
Mary Wygodski

Grants

Anonymous
The Frances Davis Fund/Diane and Arnie Ross
The Emergency Operation Center
The Jewish Federation of Florida's Gulf Coast
June Baumgardner Gelbart Foundation
Gerald Klein
The Sephardic Home for the Aged Foundation
The Weinman Family Foundation

Menorah Manor, Inc.

Statement of Operating Revenue and Expenses for Fiscal Year Ended June 30, 2019

Revenue from Operations

Resident and Third Party Revenue	\$24,480,856	
Adjustment for Charitable Care	(4,361,428)	
Net Resident Revenue		20,119,428
Other Revenue		123,659
Net Operating Revenue		20,243,087

Operating Expenses

Professional Care	13,706,988	
Support Services	5,804,087	
Interest, Depreciation, & Amortization	1,353,436	
Total Operating Expenses		20,864,511
Net Income (loss) from Operations		(621,424)

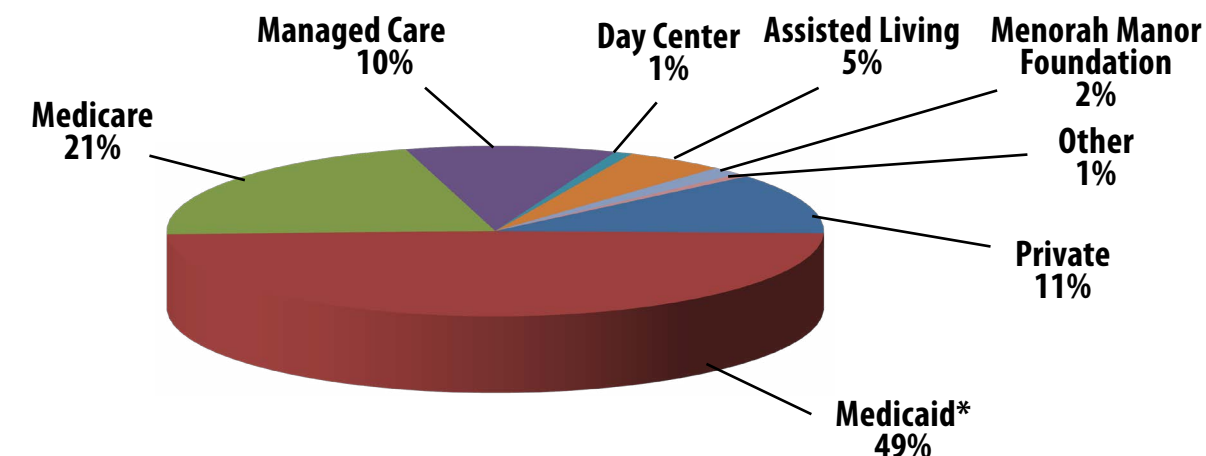
Community Support & Other Income/Expense

Net Income (loss)		318,720
		(\$302,704)

The Foundation provides Menorah Manor with the financial support needed to maintain high quality care regardless of ability to pay.

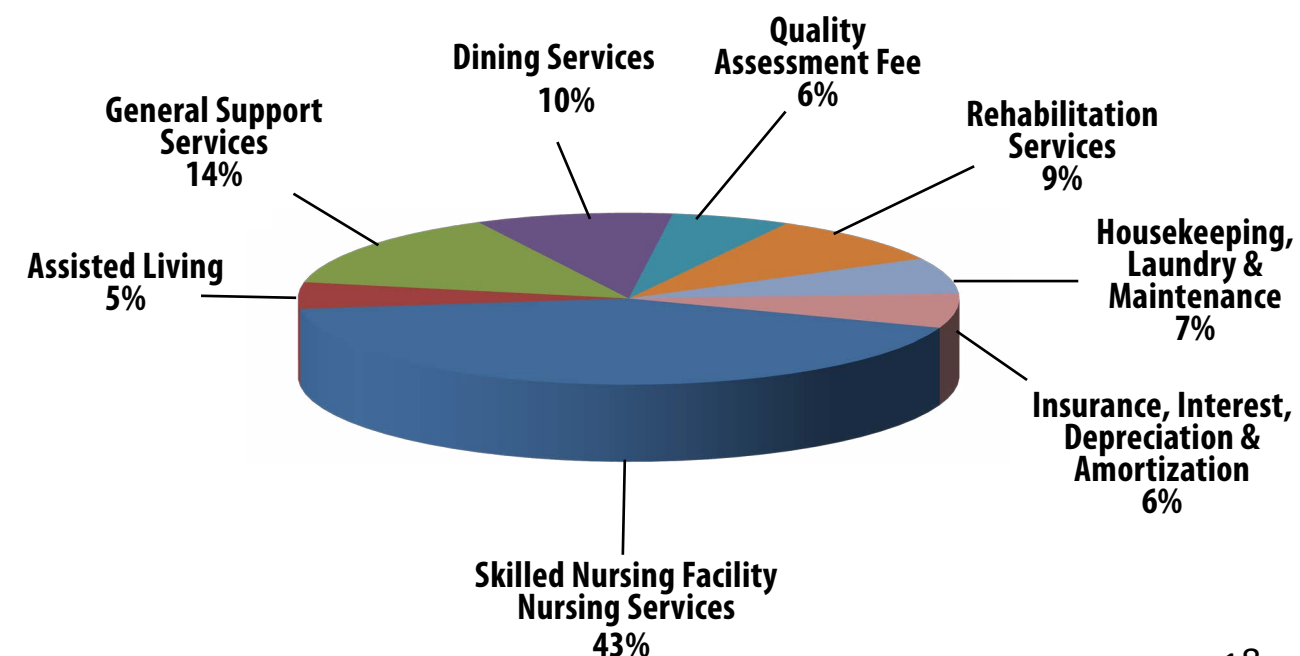
Please consider the needs of our seniors in your financial planning.

Sources of Revenue For the Fiscal Year Ended June 30, 2019



*Note that the Medicaid census was 68% of the population.

Operating Expenses For the Fiscal Year Ended June 30, 2019



Thank you to our 35th Anniversary Bucket List Ball Sponsors

(as of October 14, 2019)



Presenting Sponsor
Sabal Trust
YOUR LIFE. YOUR LEGACY.

Champagne Bucket Sponsor

- The Benjamin/Appel Family:*
Marilyn Benjamin, Caren & Larry Appel,
Louisa & Mark Benjamin, Judy Benjamin
Cost+Plus (Joe & Donna Perryman)
Moore Stephens Lovelace
The Guterman/Samson/Nussbaum Family:
Barbara & Irv Guterman,
Paul & Annette Samson &
Dori Samson Nussbaum
The Sher/Miller Family:
Jan & Craig Sher, Nancy & Howard Miller,
Jan & Jay Miller

Ice Bucket Sponsor

- Functional Pathways
Manny & Ruthy Cohen Foundation

Beach Bucket Sponsor

- Bouchard Insurance
Jean & Rolfe Duggar
Bryan & Shanna Glazer
Kane's Furniture
Liz & Greg Sembler
MMI Dining Systems
The Rays Baseball Foundation

Paint Bucket Sponsor

- Accountable Healthcare Staffing
Judith & Barry Alpert
Susie & Ira Berman
Frey Masterson Investment Advisors
Jackie & Barry Kanner
Susan LaPlante
Lois & Peter Pardoll
Polaris Pharmacy Services
Rothman Family Foundation
SunTrust
Ullman Bursa Law
Diana Sager & Steven Warren

Ice Cream Bucket Sponsor

- Adam Abelson and Arlyn Stein
Allied Universal
Barbara Baughman
Best Value Food Products
Margot & Michael Benstock
Bonnie & Arthur Berman
Kathleen Buns
Chronos Wealth Management
Creative Contractors
Deeb Elder Law
Fiduciary Partners Retirement Group
Susan & Rob Goldstein
Judi & Mark Gordon
Emily & Fred Gurtman
Janice & David LeVine
Jewish Press
Judy & Eric Ludin
Shelley Lynn
Optum
Fagl Oxman
Lee & Saul Rachelson
Susie & Alan Schwartz
Ann & Jim Soble
Stephanie & Bernardo Stein
WeinPlus (Rachel & David Wein)
Cindy & Bob Weisberg
Phyllis & Sid Werner
Ziegler Securities



2018-2019 Highlights

- Menorah Manor employees Rob Goldstein, CEO, and Errol Webley, Dietary Supervisor, received awards at the LeadingAge Florida annual conference. Rob was awarded the Executive of the Year and Errol was awarded Employee of the Year.
- The Toby Weinman Assisted Living Residence received its seventh deficiency-free survey in a row from the Agency for Health Care Administration.
- Menorah Manor raised close to \$60,000 to greatly enhance the security on campus. The enhancements include new fencing, a door access security system, and armed security through the St. Petersburg police department on a scheduled basis.
- With the help of a grant from the Sephardic Home for the Aged Foundation, Menorah Manor renovated the dining room in the Weinman Alzheimer's Care Village on the 2nd floor.
- Menorah Manor introduced the *Neshama Program*, a series of services and amenities to add comfort to residents at the end of life and their family members. *Neshama* is Hebrew and is used to describe the soul or spirit.
- Menorah Manor recognized dedicated volunteers at the 2019 Annual Volunteer Appreciation Luncheon. Adelle Simpson received the Gail S. Warren Volunteer of the Year Award.
- Menorah Manor Foundation welcomed MMI Dining, Sabal Trust, and the Sephardic Home for the Aged Foundation into the Founders Association.
- Barbara Baughman, president of the Menorah Manor Foundation Guild, was Menorah Manor's 2019 Woman of Distinction, an award presented by the Jewish Federation of Florida's Gulf Coast.
- Menorah Manor welcomed Suresh V. Pai, MBA, NHA, as its new administrator. Suresh brings over 20 years of experience as a licensed Florida Nursing Home Administrator in a variety of health care settings.
- The spiritual care department introduced new and exciting programs, including Teddy Bear Shabbat, a monthly healing service, meditation, and Jewish music jam sessions.
- Menorah Manor introduced a music program called *Heartstrings*. As part of the program, Samson Nursing Center residents, Toby Weinman Assisted Living residents, and Irv Weissman Adult Day Center participants learn how to play Reverie Harps, instruments specifically created for therapeutic use.
- Menorah Manor began offering high-definition television, a relaxation channel, and a live feed channel that gives residents the ability to view activities happening in the synagogue from the comfort of their rooms.

Statistics 2018-2019	
Resident Days: 65,009	Adult Day Center Days: 3,051
Nursing Care Hours: 125,460	Volunteer Hours (recorded): 6,765
Personal Care Hours: 179,917	Total Meals Served: 194,511
Number of Employees: 249	Matzo Balls Served: 6,420
Rehabilitation Treatments: 75,216	Slices of Challah Served: 19,640
Recreational Activities: 5,020	Pounds of Brisket Served: 3,380

Menorah Manor Receives LeadingAge Florida Awards

Two Menorah Manor employees received prestigious awards from LeadingAge Florida. Robert Goldstein, Chief Executive Officer, and Errol Webley, Dietary Supervisor, were chosen as Executive of the Year and Employee of the Year, respectively. The awards, which were presented at LeadingAge Florida's annual conference in Orlando on Tuesday, July 23rd, honors the great work that its member communities perform on behalf of Florida's seniors.

The Executive of the Year award honors a CEO who demonstrates the highest qualities of leadership, willingness to mentor others, and innovation and significant contribution to the work of LeadingAge Florida. The Employee of the Year award honors an employee who exhibits extraordinary dedication, stellar customer service, and commitment to enhancing the quality of life for residents of a LeadingAge Florida member community.

LeadingAge Florida, established in 1963, is an association of more than 250 mission-driven communities, and is committed to assisting members in achieving excellence as providers, businesses, and employers.



Errol Webley, Dietary Supervisor, and Rob Goldstein, Chief Executive Officer, hold their LeadingAge Florida awards.



Melissa DiGiacomo, Director of Human Resources; Renee Lipman, Executive Assistant; Judy Ludin, Chief Development Officer; Errol Webley, Dietary Supervisor; Suresh Pai, Administrator; Susie Berman, Menorah Manor Foundation Chair; Donna Perryman, Chief Financial Officer; and Rob Goldstein, Chief Executive Officer, attend the LeadingAge Florida Annual Conference.

Jewish Life at Menorah Manor



Menorah Manor hosts a Purim Parade with the children from the Pauline Rivkind Early Childhood Education Center at Congregation B'nai Israel.



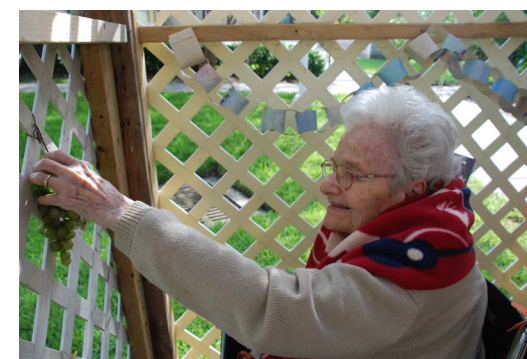
Samson Nursing Center resident Sol Fishman and volunteer Reisha Freedman participate in "Color Your Hopes," a spiritual care activity.



Samson Nursing Center resident Sonia Alessandrini studies for her bat mitzvah with Rabbi Aaron Lever, Director of Spiritual Care.



Samson Nursing Center Resident Council President Doris Rosenblatt celebrates Israel Independence day.



Samson Nursing Center resident Marilyn Leff helps decorate the Sukkah during Sukkot.



Toby Weinman Assisted Living resident David Schiffman spins the dreidel at a Hanukkah party.



About Us...



Menorah Manor is a community-sponsored, charitable, not-for-profit senior healthcare organization that 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. A full array of Jewish programming is offered to nurture the "neshama," the Jewish soul. Menorah Manor serves people of all faiths.



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 provides activities to meet 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 Irv Weissman Adult Day Center is a comprehensive adult day health program providing support for seniors living in their own home. It is located in the Samson Nursing

The Toby Weinman Assisted Living Residence is the only Jewish assisted living residence in Pinellas County. It provides its residents with an enriching lifestyle that promotes overall physical, intellectual and emotional well-being.

The Bresler Alzheimer's and Related Disorders Program finds and institutes the best practices for the care of Alzheimer's Disease. The Program, part of the Weinman Alzheimer's Care Village in the Samson Nursing Center, provides a unique multi-level dementia care environment.

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

The Menorah Manor Guild is the volunteer arm of Menorah Manor. 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.



The Marion & Bernard L. Samson Nursing Center is Accredited by The Joint Commission

The Marion and Bernard L.
Samson Nursing Center
255 59th Street North
St. Petersburg, FL 33710

The Toby Weinman Assisted
Living Residence
240 59th Street North
St. Petersburg, FL 33710

www.menorahmanor.org

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