



Association of Jewish Aging Services  
316 Pennsylvania Ave. S.E., Suite 402  
Washington, DC 20003

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## 10 Reasons to Visit Atlanta

- Experience the Georgia Aquarium, the world's largest aquarium
- Tour CNN
- Explore the World of Coca-Cola
- Take in a Braves baseball game
- Indulge in fine dining
- Experience southern hospitality
- Visit the High Museum of Art, the Botanical Gardens or the Atlanta History Center
- Called "Hotlanta" for a reason, no visit would be complete without experiencing Atlanta's thriving nightlife
- Visit the city that was at the forefront of the civil rights movement
- Enjoy a climate where the average April high is 71°F



ASSOCIATION OF JEWISH AGING SERVICES

2010 Annual Conference  
April 11-14, 2010  
Atlanta, Georgia

Jewish Values & Innovative Approaches:  
Building on 50 Years of Success





# CONFERENCE HIGHLIGHTS

## Golf Tournament

Do you find yourself rooting for Tiger Woods? Have you found that the shortest distance between the ball and the target is never a straight line? Do you associate the name Arnold Palmer with the fairway instead of a mix of lemonade and iced tea? Would you be content to drive a golf cart every day? Do you wish you owned a shamrock green jacket? If you answered yes to any of the above, don't miss the 2010 AJAS Annual Conference Golf Tournament. You are invited to tee off at the Celebrity Golf Club International in Atlanta on Sunday, April 11.

The cost to play is \$89 per golfer and includes the non-refundable deposit, booking fee, green fee, cart fee and golf carts. Non-traditional prizes will be given. Singles are welcome. For a specific pairing or to be part of a foursome, please provide information at time of registration.

Please see the online registration form for details.

## Networking Roundtables

The Conference will kick-off with networking roundtables for CEOs and COOs, CFOs and human

## Special Events

AJAS Golf Tournament	Sunday, April 11 at 7 am
Holocaust Remembrance Day Ceremony	Sunday, April 11 at 2 pm
Networking Roundtables	Sunday, April 11 at 4 pm & Tuesday, April 13 at 5 pm
Welcome Reception	Sunday, April 11 at 5:30 pm
Exhibitors Showcase & Luncheon	Monday, April 12 at 10 am
Celebrate 50!	Tuesday, April 13 at 6 pm
Site Visit: The William Breman Jewish Home	Wednesday, April 14 at 8 am

resources personnel, development/marketing professionals and lay leaders. This year's roundtable theme is *Innovations to Achieve Success*. Get together with colleagues in your specific field to address issues in an informal and relaxed environment and begin the networking process that will continue throughout the Conference. Make sure to attend the concluding roundtable session held Tuesday to discuss the new ideas and strategies gained during the Conference. Don't miss this great opportunity for camaraderie, especially if this is your first AJAS Conference.

## Holocaust Remembrance Day

You are invited to join AJAS members on Sunday, April 11, for a moving ceremony honoring Holocaust Remembrance Day. As a commemorative to the survivors currently living in AJAS-affiliated facilities, a local cantor will lead the group in prayer, song and readings from AJAS members. A candle-lighting ceremony and a slideshow showcasing the faces of residents who have been affected by the *Shoah* will be a meaningful and inspiring opening to the 2010 Conference.

## Welcome Cocktail Reception for AJAS Sponsors and Exhibitors

Start off your evening in Atlanta with the 2010 sponsors and exhibitors. This is an opportunity to meet each other before the showcase on Monday. Come help get the conference off to a great start by networking with friends and vendors in a relaxed setting.

## Dinner With AJAS President/CEO

Free for dinner on Sunday night? Are you interested in meeting the people you will be spending your time with during the next few days? If so, you are invited to join Harvey Tillipman, AJAS president/CEO and AJAS members at a local restaurant. *RSVP at the Conference. Dinner is not included in the registration fee.*

## Celebrating 50 Years of Success: The Golden Years & Beyond

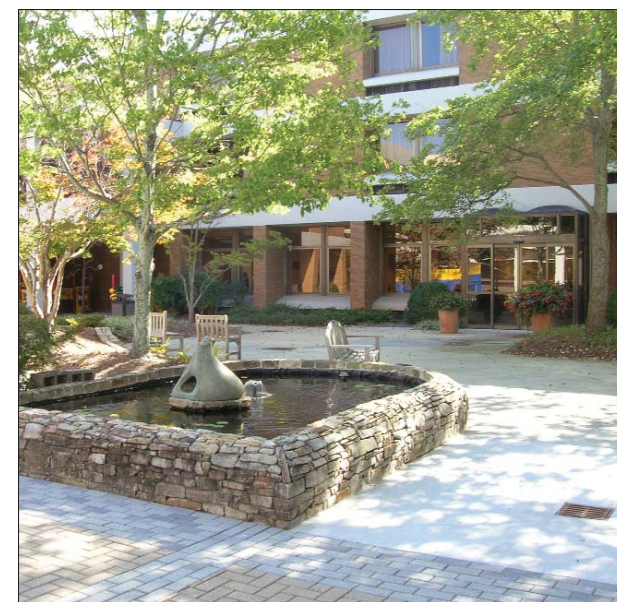
Established 50 years ago, the North American Association of Jewish Homes and Housing for the Aging (NAJHHA) has evolved to become the Association of Jewish Aging Services, representing Jewish sponsored homes and residences for the Jewish elderly throughout North America.

Join AJAS members, sponsors and affiliates on Tuesday, April 13 to celebrate this major milestone and honor Dr. Herbert Shore, the organization's first president and founding executive vice president. The event will be an opportunity to remember and honor those who have helped create the AJAS we know today. Come celebrate! Hors d'oeuvres and cocktails will be served.

## Insider Look: The William Breman Jewish Home

Our local AJAS member organization, the William Breman Jewish Home, will host the final day of the 2010 Conference. The day will begin with breakfast and an inspiring session, "Culture Change: Our Journey," presented by Beth Laxton, chief operating officer. Culture change team leaders from the nursing, housekeeping, dietary and administration depart-

ments will discuss the key roles played in developing and implementing this important resident-focused program. Following the presentation, there will be a guided tour of the Home for you to experience first-hand how the William Breman Jewish Home executes this innovative approach to healthcare. The 2010 AJAS Annual Conference will adjourn after the tour. Transportation will be provided from the Grand Hyatt Atlanta in Buckhead.



The William Breman Jewish Home Courtyard



## FEATURED SPEAKERS

### Monday, April 12

#### RABBI DAVID WOLPE



Named the #1 Rabbi in America by *Newsweek* magazine, **David Wolpe** is the rabbi of Sinai Temple in Los Angeles, California. Rabbi Wolpe previously taught at the Jewish Theological Seminary of America in New York, the American Jewish University in Los Angeles, Hunter College and he currently teaches at UCLA. Rabbi Wolpe's work has been profiled in *The New York Times*, and he regularly writes for many publications, including *The Los Angeles Times*, *The Washington Post's On Faith website*, *The Huffington Post*, *New York Jewish Week*, *beliefnet.com*, *The Jerusalem Post*, the *LA Jewish Journal* and many others. He has appeared on television numerous times, featured in series on PBS, A&E, the History channel, the Discovery channel and has offered commentary on the "Today" show, CNN and "CBS This Morning." Rabbi Wolpe is the author of seven books, including the national best-seller, "Making Loss Matter: Creating Meaning in Difficult Times." Rabbi Wolpe's new book, "Why Faith Matters" is in bookstores now.

### Tuesday, April 13

#### JACOB S. HACKER, PH.D.



**Jacob S. Hacker**, Ph.D., is the Stanley B. Resor Professor of Political Science at Yale University. Until July 1, he was a professor of political science at the University of California at Berkeley, as well as co-director of the Center for Health, Economic and Family Security at Berkeley Law. He is also a fellow at the New America Foundation in Washington, D.C., and a former junior fellow of the Harvard Society of Fellows. An expert on the politics of U.S. health and social policy, he is author of "The Great Risk Shift: The New Economic Insecurity and the Decline of the American Dream." He also wrote "The Divided Welfare State: The Battle over Public and Private Social Benefits in the United States" and "The Road to Nowhere: The Genesis of President Clinton's Plan for Health Security," co-winner of the Brownlow Book Award of the National Academy of Public Administration. He is also co-author, with Paul Pierson, of "Off Center: The Republican Revolution and the Erosion of American Democracy" and has edited two volumes—most

recently, "Health At Risk: America's Ailing Health System and How to Heal It."

Professor Hacker's scholarly articles have appeared in such outlets as *The American Political Science Review*, *The British Journal of Political Science*, *Health Affairs*, *The New England Journal of Medicine*, *Perspectives on Politics*, *Politics & Society*, *Studies in American Political Development* and *The Journal of Health Politics, Policy, and Law*. A frequent media commentator, Hacker has testified before Congress, advised leading politicians and written popular pieces for the *American Prospect*, *New Republic*, *Nation*, *The New York Times*, *New York Times Magazine*, *The Los Angeles Times*, *Washington Post*, *Boston Globe*, *Boston Review* and other publications. He is the author of a 2007 proposal for universal health care, "Health Care for America," that became a template for several presidential aspirants' plans, as well as of three recent briefs on how and why to encourage private health insurance to compete with a new public health plan for the nonelderly.

Professor Hacker received his bachelor's degree from Harvard in 1994 and a doctorate in political science from Yale in 2000.

### Tuesday, April 13

#### DR. WILLIAM REICHMAN



**Dr. William Reichman** is president and CEO of Baycrest, one of the world's premier academic health sciences centers focused on aging and brain function. Dr. Reichman, an internationally-known expert in geriatric mental health and dementia, is also professor of psychiatry on the faculty of medicine at the University of Toronto. He is a noted authority on the delivery of mental health and dementia services in nursing home settings. His previous academic activities have focused on the pharmacological treatment of Alzheimer's disease and its associated apathy and negative symptoms. Dr. Reichman received a B.S. from Trinity College in 1979 and an M.D. degree from the State University of New York at Buffalo, School of Medicine in 1984. He pursued residency training in general adult psychiatry at the University of California at Los Angeles Neuropsychiatric Institute and completed fellowship training in neurobehavior at the UCLA Reed Neurological Research Institute. Dr. Reichman is a former president of the American Association for Geriatric Psychiatry and the Geriatric Mental Health Foundation and serves as a consultant to the Civil Rights Division of the United States Department of Justice on dementia and mental health care delivery within nursing homes. Among honors received, Dr. Reichman is named among the Best Doctors in America and Canada and previously has been recognized by the New Jersey Society on Aging as Gerontologist of the

Year. He is a recipient of a Bronze Telly award for an educational documentary film entitled, *Reflections of Memory Lost: Understanding Alzheimer's Disease*.

### Tuesday, April 13

#### NAOMI LEVINE

##### *How to be a Successful Fundraiser*



**Naomi Levine** is special advisor to the president of New York University, chair and executive director of the George H. Heyman, Jr. Center for Philanthropy and Fundraising. For 22 years, Naomi Levine was senior vice president for external affairs at NYU. In this capacity, Mrs. Levine was responsible for development and fundraising, press and public relations, alumni relations and all special events relating to and involving alumni, trustees and donors. Previously, Mrs. Levine was the national executive director of the American Jewish Congress, a national organization concerned with the political, social and economic needs of Jews in the United States and the security of people in Israel and the Diaspora. She was the first woman to hold this position. For many years she was assistant professor in race relations at John Jay College of Criminal Justice.

Naomi Levine is a lawyer and a graduate of Columbia Law School, where she was editor of the *Columbia Law Review*. She is an expert in constitutional law as it relates to civil rights, civil liberties, church-state separation, discrimination and the rights of minorities.

#### *How to be a Successful Fundraiser* Intensive Program, Tuesday, April 13

You asked for it and we're bringing it! AJAS is pleased to announce a very special development program created by NYU's own Naomi Levine and designed for professionals working for Jewish organizations. This daylong workshop is geared toward CEOs, development directors and lay leaders and will explore topics such as fundraising strategies, obtaining and managing major gifts, capital campaigns, corporate and foundation fundraising and planned giving. Participants will come away with new tools and a fresh perspective on fundraising strategies, including how to mobilize boards and deal with ethical issues. This is a unique opportunity to learn from the faculty of NYU's Heyman Center for Philanthropy and Fundraising who are exposed to the cream of North American philanthropy. In a small and intimate setting with Naomi Levine and her team, you will discover new tactics to maximize the fundraising capabilities of your organization and gain the confidence to tackle the challenges ahead.

Those of you who experienced the power of Naomi Levine and the impact of her presentation at the 2008 AJAS conference, know that you simply can't afford to miss this opportunity to learn from the guru of fundraising. Please make sure you join us in Atlanta!



# GENERAL INFORMATION

## Hotel Information

**Grand Hyatt Atlanta in Buckhead**  
3300 Peachtree NE  
Atlanta, Georgia 30305  
404-237-1234

AJAS has secured a group rate of **\$189 per night** from April 8-17, 2010. The group rate only applies to reservations confirmed before March 18, 2010 and is based on availability.

Hotel reservations can be made by calling 800-233-1234 or by visiting the AJAS website ([www.ajas.org](http://www.ajas.org)) where you can directly link to Hyatt's online reservation system. When making reservations, ask for the Association of Jewish Aging Services group rate.

The Grand Hyatt Atlanta, a tranquil retreat within a vibrant urban setting, provides the ultimate convenience of being located in the heart of Atlanta's Buckhead neighborhood. Set aside some time to explore area attractions, including the World of Coca-Cola Museum, the Georgia

Aquarium and luxury shopping at Lenox Square and Phipps Plaza. All of these attractions and more are accessible using convenient MARTA transportation.

## First AJAS Conference?

If you are interested in being paired with an AJAS member at the Conference, please indicate this on your online registration form. Be sure to attend the Networking Roundtables (Sunday and Tuesday) and meet others in the field. This is the best place to network and a great way to start new friendships.

## Lay Leaders

AJAS recognizes the support and dedication of board members to AJAS member organizations. As an accommodation to lay leaders, AJAS has lowered the lay leader registration rate to make conference sessions more accessible and affordable. Whether you are redefining the role of your board, designing

a new building or becoming more involved in fundraising, you must attend this Conference. Don't forget to check the lay leader box on the online registration form to receive the discount.

## 2010 Award Recipients

AJAS members have been leaders in developing programs and services that enhance the quality of life for older Jewish adults. Each year, members nominate the individuals and programs that have made significant achievements and contributions in the field. The 2010 AJAS Award Recipients will be honored and recognized throughout the Conference. If you would like to make a nomination, please visit the AJAS website at [www.ajas.org](http://www.ajas.org).

## Continuing Educations Units

**CEUs are available!**



# REGISTRATION

## HOW TO REGISTER

Register online at [www.ajas.org](http://www.ajas.org). If you require assistance registering, please call the AJAS office at 202-543-7500 or email the AJAS program director at [info@ajas.org](mailto:info@ajas.org).

## BASIC REGISTRATION FEE INCLUDES

Admission to all educational sessions, the exhibitors showcase and welcome reception, the AJAS 50th anniversary celebration, the site visit to the William Breman Jewish home and all conference meals. **Unregistered guests will not be admitted to any Conference sessions or dining functions.** Dietary laws will be observed.

## CANCELLATION POLICY

All cancellations must be submitted in writing. Prior to February 15, 2010 there is a 50% refund. After that date, payments cannot be refunded.

## QUESTIONS

P: 202.543.7500

E: [info@ajas.org](mailto:info@ajas.org)

W: <http://www.ajas.org>

REGISTRATION	EARLY Registration Rate By 2/8/10	STANDARD Registration Rate After 2/8/10
AJAS Member (first participant)	\$700	\$800
AJAS Member (second participant)	\$650	\$750
AJAS Member (third participant)	\$600	\$700
AJAS Member (4th participant and beyond)	\$550	\$650
AJAS Lay Leader	\$500	\$500
International Affiliate	\$500	\$500
Retired AJAS Executives	\$400	\$400
Other Non-Profit Staff or Board Member	\$1050	\$1150
Corporate/Business Representative	\$1800	\$1800
Student	\$150	\$150
AJAS Sponsor	Please consult Sponsor Registration Form. Contact the AJAS Office for more information.	
AJAS Exhibitor	Please consult Exhibitor Registration Form. Contact the AJAS Office for more information.	
How to be a Successful Fundraiser Naomi Levine Intensive Program Day Rate for Development/ Foundations Professionals	\$475 Fee includes registration for the program, meals and keynote sessions for Tuesday, April 13 only. Must pre-register for this program by April 5, 2010.	

**ONLINE REGISTRATION OPENS JANUARY 1, 2010**