

Changing Expectations for a New Economic Reality



**2009 AJAS, Hebrew Home at Riverdale &
Jewish Home Lifecare Fall Symposium**



MONDAY, OCTOBER 19, 2009

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Monday, October 19

The Jewish community in the United States has an extraordinary array of high-quality organizations working together to meet the needs of its elderly population. These organizations include, but are not limited to, homes and residential facilities for the aged, community centers, family service agencies, vocational services and housing agencies. Rising fiscal pressure and the growing needs of the elderly and their

adult children create a renewed imperative for cost-effective and creative solutions to these complex problems.

Please join us for this unique opportunity to explore these challenges when participants from diverse fields unite to discuss economical solutions that continue to provide the highest standards of Jewish services.

Who Must Attend!

- Staff (including but not limited to: nurses, rehabilitation staff, social workers, activities directors, recreational therapy directors) from nursing homes, residential programs, family service agencies, Jewish community centers, Jewish Vocational Services, Federations and other Jewish communal service agencies
- Planners and programming staff from aging programs
- Leaders in the Jewish community, including...
 - CEOs, executive directors, management staff and supervisors
 - Lay leaders and board members

Symposium Planned By

- Association of Jewish Aging Services
- Association of Jewish Family & Children's Agencies
- Gurwin Jewish Nursing & Rehabilitation Center
- Hebrew Home at Riverdale
- International Association of Jewish Vocational Services
- Jewish Communal Service Association
- Jewish Community Center Association
- Jewish Home for the Elderly
- Jewish Home Lifecare
- Metropolitan Jewish Health System
- Parker Jewish Institute for Health Care & Rehabilitation
- United Jewish Communities

Keynote Speaker



Jeri Sedlar – Jeri Sedlar has been doing research on personal growth and transition for over 15 years. In 1999 she started hearing about people wanting to “work in retirement,” and it has now become her passion! She has interviewed hundreds of business professionals, entrepreneurs and pre-retirees about their hopes, expectations

and fears about the future. She has researched corporations and understands the implications and challenges of both organizations and individuals as they experience the realities of an aging society that is healthier, more educated and more vibrant than any other generation ever in history.

Co-author of DON'T RETIRE, REWIRE! and senior advisor to The Conference Board on the Mature Workforce, Jeri travels the country inspiring individuals and organizations to “get creative” and rewire their thinking and action when it comes to planning for the future! Jeri attempts to update a traditional retirement model that dates back to the late 19th century. With today's global economy and aging workforce, her mission is to ensure that both individuals and organizations discover how to leverage the opportunities created by The New Retirement model. Jeri is also the former editor-at-large of Working Woman magazine, and for ten years was a partner in her own executive search firm.

**Thank you to Herbert J. Sims & Co
for sponsoring this day of learning!**



Symposium Hosted By

Hebrew Home at Riverdale

5901 Palisade Avenue, Riverdale, NY 10471

The mission of Hebrew Home at Riverdale is to provide older people with exceptional care in conformance with the religious, dietary and other laws, customs and traditions of the Jewish religion.

Our goal is to provide care in a warm, homelike environment and in a manner, which preserves and enhances independence and dignity. Such care should be provided on the basis of a continuum of care in which older people can live, learn and flourish.

Concurrent Sessions

Meeting the Challenge of Managing with Less

Policy, procedures, finances and more will be covered in this session of presentation and discussion. Learn how to manage effectively with board members and staff in a time of shrinking resources. Discussion will focus on how to manage and stay on mission. Panelists are: David Adest, managing director of Loeb & Troper, Mary Ellen Bloodgood, CEO of Menorah Park, and Ned Offit, co-chief executive officer of Offit Capital Advisors.

Navigating Through Tough Times

There are strong and powerful constraints operating in today's tight fiscal environment. Panelists will discuss programming, staffing and political constraints and suggest the most positive ways to navigate through these difficult times and re-position for the future. Panelists are: Marcy Lahav, adult services director of the Katz Jewish Community Center, Kathy Rosenthal, vice president of family services and Long Island regional operations for F·E·G·S Health and Human Services System, Ron Shafran, associate vice president of public affairs and government relations of Parker Jewish Institute for Health Care & Rehabilitation, and Ron Soloway, managing director of government and external relations of the UJA-Federation.

Symposium Schedule

8:30 am	Registration and Breakfast
9:30 am	Welcome and Keynote Address <ul style="list-style-type: none">• “Changing Expectations for a New Economic Reality”
10:30 am	Concurrent Sessions <ul style="list-style-type: none">• “Meeting the Challenge of Managing With Less”• “Navigating Through Tough Times”
12:00-12:30 pm	Presentation of Hebrew Home at Riverdale’s Weinberg Center Elder Abuse Prevention Program
12:30-1:30 pm	Networking Lunch
1:30 pm	Viewing of “Beautiful Hills of Brooklyn” and Director Q&A Session
2:30 pm	Insider Look: Hebrew Home at Riverdale and Derfner Judaica Museum
3:30 pm	Conclusion

Registration

To register for this event, please visit www.ajas.org for online registration or to register via fax or mail.

Participation Fee
\$75 per participant
(includes breakfast and lunch)

5 CEUs Available

Please contact Lesley Libo,
AJAS program director,
with any questions.
(202) 543-7500
lesley@ajas.org



The Harry & Jeanette Weinberg
CENTER FOR ELDER ABUSE PREVENTION

The Weinberg Center for Elder Abuse Prevention is the nation's first comprehensive regional elder abuse shelter providing emergency housing, healthcare services, legal advocacy, and support services to victims of elder abuse. The Center offers training and community outreach programs to increase professional and public awareness about the signs and symptoms of elder abuse and neglect.

Joy Solomon, Esq. Director & Managing Attorney
The Harry & Jeanette Weinberg Center for
Elder Abuse Prevention at Hebrew Home

Exclusive Pre-Release Showing ...

Join us for an exclusive pre-release showing of “Beautiful Hills of Brooklyn,” an award winning movie. A discussion led by the writer, Ellen Cassedy, will follow. “Beautiful Hills of Brooklyn” is a transcendent story of the human spirit, told through the ordinary, daily life of a strong, independent and unsentimental elderly woman. This is the kind of life that goes on quietly among us, hidden from view and full of undiscovered riches. Moving effortlessly from present time to reverie, director Ragnar Freidank captures Jessie's remarkable inner life, with a spare beauty and lyrical grace that resonate far beyond the limits of her world.