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Eve Goldberg and Li Schuman

Contributing Writers: President of the DOI Board of Governors, Jan Ball and Rabbi Zvi Karpel

Editorial Info: 973-731-5100 or Editorial@doigc.org

Fern Forman Memorial Golf Tournament 2010 at Trump National a Major Success!

The Fern Forman Memorial Golf Tournament to benefit Daughters of Israel took place Monday, May 17, 2010, at the Trump National Golf Club in Bedminster, N.J. Co-chaired by Nancy Chernack and Julie Sobel Kaplan, with Honorary Chair, Michael Forman, the sold-out event included a day of golf, lunch, dinner, auction, and "Card and Game Day."

*The Fern Forman
Memorial Golf Tournament*
for the benefit of Daughters of Israel



Rehabilitation provided
by Select Medical
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From the President's Desk



It is my pleasure to welcome you to the Daughters of Israel 2010 Annual Meeting and to the reopening of this Auditorium. My family couldn't be prouder of this refurbish-

ment... We hope that residents, families and staff will enjoy it for years to come.

DOI has been very busy this past year! Last June, I spoke of the anticipated opening of the remodeled Slobodien Pavilion. Well, opened it has and it's beautiful! The Board of Governors approved the dedication of half the Pavilion — 27 beds — to short-term sub-acute rehabilitation and the Borinsky Auditorium became the new rehab gym.

Even with a "soft opening" of the unit in November '09, we found ourselves needing to expand onto the other half of the Pavilion!

Our grand opening, this past April, was hugely successful. Representatives from North Jersey hospitals, nursing homes, other rehab facilities, and physicians filled our hallways, toured our rehab rooms and kvelled over our rehab gym (which was equipped by a very gracious and large grant from The Healthcare Foundation of New Jersey) as well other areas of the Home. They were blown away!

Pooh-pooh, our census is up, we're busy and the word is getting out on the street that we are good!

While I'm on the subject of how beautiful we're becoming, please stop to enjoy the Franzblau Paver Patio, which was completed this past year. Many of the pavers have been dedicated but there are still some left. Please become part of our Patio Garden.

Enough about the building...let's talk Golf! I want to once again extend my congratulations to Nancy Chernack, to Julie Sobel Kaplan and to our own DOI professional, Eve Goldberg, for the overwhelming success of this year's Fern Forman Memorial Golf Tournament. Over \$140,000 was raised, more than ever before, and over 275 men and women participated in golf, cards, Mah Jong and dining. So put May 16, 2011 on your calendars. Trump National's the place and trust me, Eve already has had some calls from golfers to make sure they have a spot!

My year is filled with meetings, calls, emails, more meetings, issues and successes. I sound busy and I guess I am but not nearly as busy as the people upon who I rely... Colleen Thompson, Assistant Administrator, Jay Gold, CFO, Dr. Joshua Schor, Medical Director, Li Schuman, Administrative Assistant Par Excellence, Renee Glick, Marketing Director, Ann Berry, Director of Nursing, Adena Twersky, Admissions Director,

Sylvia Goodman Director of Human Resources, and there are so many more.

Honestly, I pick their brains, rely on their wisdom and expertise, given them heads up info on residents and any issues. No one says no or I can't. Thank you, thank you all for a busy, fruitful year. Well done!

Oops, no...I didn't forget the most important person! I could not, would not be President without Susan Grosser at the helm. She and I sometimes speak, three, four or even five times a day. She keeps me focused and has taught me patience, and proves to me everyday how she can juggle not three but 33 balls in the air at one time. She's the best!

I am truly looking forward to this coming year, a year that will certainly see continued growth of our rehab unit, the creation of our new website and an expansion of our IT services. And, a year shadowed by one of my favorite people, Marsha Fiske. I am so happy and proud that she is President Elect! There is no better or capable a person to become the next President of this institution. Thank you!

Jan Ball

(excerpted from address at June 21, 2010 DOI Annual Meeting)

The New Alta & Janet Cohen Auditorium Levin-Ball Family Hall

Thanks to a generous grant from the Levin-Ball Family Foundation, the renovation of the Alta & Janet Cohen Levin-Ball Family Hall is now complete. The renovations included new flooring, freshly-painted walls and coordinating window treatments as well as new bathroom facilities, enhanced storage areas, a new kitchenette and an upgraded audio visual system. The first official event held in the new facility was DOI's 2010 Annual Meeting.

(L to R) President of the DOI Board of Governors, Jan Ball, with her mother, Vivian Levin, who dedicated the newly-refurbished Alta & Janet Cohen Auditorium Levin-Ball Family Hall at DOI. The Annual Meeting was the first Board function held in the new facility.



A Word from the Executive Director

Good evening and welcome to Daughters of Israel's 103rd Annual Meeting.

First, I'd like to note that we are in the beautiful new Alta and Janet Cohen Auditorium/Levin-Ball Family Hall. Thanks to a very generous grant from the Levin Family Foundation, we were able to renovate this room, which as you can see includes new flooring and walls, a new kitchenette, restrooms and an upgraded audio/visual system.



This past year, our Home has launched many wonderful and exciting new initiatives. Following the completion of our extensive 114-bed renovation of the Slobodien and Women's League Pavilions, we were able to move forward with our vision of opening a separate sub-acute facility for short term rehab services. Our rehab services are now provided by Select Medical Rehabilitation Services, an affiliate of The Kessler Institute for Rehabilitation. This program has far exceeded our budget projections and continues to grow on an ongoing basis. The feedback we have received from our "graduates" has been outstanding. All of our sub-acute recovery suites offer flat panel televisions, telephone service and are Wi-Fi accessible. We are currently averaging 28 sub-acute patients on a daily basis, and have discharged 59 (as of 6-10-10) patients back to their previous living arrangements. Our state-of-the-art rehab gym, located in the Borinsky Auditorium, houses the most advanced rehab equipment available, much of which was obtained through a generous grant from The Healthcare Foundation of New Jersey. We have implemented a comprehensive marketing campaign for our sub-acute facility, thanks to the outstanding efforts of Eve Goldberg and Renee Glick. We had a very well-attended Continuing Education Night in March and Open House in April, both attended by professionals from hospitals, social service agencies and other institutions who are referral sources; we have appeared on news segments of

local major television stations highlighting special activities at our Home; and we have ventured into radio broadcasting on WOR 710 am radio on Joan Hamburg and Steve Malzberg's shows.

In addition to expanding our sub-acute facility, we are working to enhance our technology capabilities. There are a number of areas throughout the Home which are now Wi-Fi accessible, and there are plans to expand this service in the future. We have also enhanced our video surveillance, which aids in the security of our Home. Our new website is almost complete, with more than 60 pages of entirely new content and images. The new user-friendly site will also feature enhanced e-commerce capabilities and Search Engine Optimization (SEO) features. Stay tuned this summer for a launch of our new site and Facebook Page.

Our Home continues to require refurbishments and renovations. We are currently embarking on a renovation project on the Barnhard Pavilion to include new ceilings, flooring and wall coverings. Future plans will include renovating the nurse's station and the kitchen. During the coming year, we will also be replacing part of our fire alarm system, upgrading our sprinkler system and continuing general repairs to major systems throughout the facility. Maintaining a Home of this size and age is a never-ending task.

Everything I have discussed thus far requires dollars to finance. As in previous years, we are watching potential changes in the Medicare and Medicaid reimbursement systems very carefully. The Medicare system is currently revising the payment structure, and will not be compensating for many of the services they currently pay for. Medicaid is also revising the reimbursement system, and is converting to a system that reimburses based on actual services rendered to a majority of patients. This system is called a Case Mix Index system, and is already in use in many other states. The outcome of the changes in reimbursement are still uncertain, and even the best experts' predictions are merely speculations at this time. Thus, our budget

Maintaining a Home of this size and age is a never-ending task.

projections for the remainder of this year may be skewed, and next year's revenues may be much different than this and previous years. In addition, we had budgeted for a flat allocation from Federation, and have received notification of a reduction of almost 20% for the upcoming fiscal year. This amounts to a \$120,000 reduction. Due to the significant cuts, we will need to work even more diligently to increase revenues but we are also heavily relying on support from our donors to keep providing the critical services we do for our residents.

We will continue to move forward and face the challenges that come our way with the help of our superb staff, many who are here this evening. I would like to ask the staff to please stand and be recognized. Thank you for all of your hard work and dedication. As said by Walt Disney, "You can design and create, and build the most wonderful place in the world but it takes people to make the dream a reality." Together, as a team, we turn our visions into reality.

I'd also like to thank Jan, who has been incredible to work with. Your dedication, devotion, and availability to our Home and to me is carried out selflessly. Together, we have brainstormed and implemented some very innovative ideas. I look forward to another year of facing our challenges and conquering them together. And on that note, I would like to express to Marsha my excitement at bringing you into this "inner circle," sharing how our Home operates and what makes everything "click". Last but not least, I'd like to thank our outstanding Board and express my appreciation for the selfless time, commitment and effort that you put into our Home. Helen Keller said it best: "Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification but through fidelity to a worthy purpose." It is an honor to work with all of you and to manage this wonderful Home. Thank you.

Susan Grosser

(excerpted from address at June 21, 2010 DOI Annual Meeting)

Around the Home...



Barbara Quinlan, DOI's Activities Director, works on potting flowers with resident Al Begleiter.



Residents enjoy weekly summer BBQs on the Home's many outdoor patios. For those who prefer to dine inside, their order is taken and grilled according to their specifications from medium well-done to charred!



Resident Mollie Levine celebrates her 96th birthday at DOI with three generations of family.



Cheder Lubavitch students from Morristown present a pre-Shabbat song celebration to residents on a Friday afternoon.

Summer Trips to the Shore

Every summer, Barbara Quinlan, DOI Activities Director, organizes trips to the Jersey Shore for all residents who would like to go and are physically capable, using Metro Transport adult medical transportation services. Residents enjoy the boardwalk, amusements and food, while others prefer to watch the waves crash and relax with the ocean breeze.



Rita and Julius Bayles, both DOI residents, kick back and enjoy a romantic stroll together on the beach!



Resident Dora Zarembler basks in the sun.



Resident Eleanor Selzer opts for some shade in the Food Pavilion.

GOTCHA...CAUGHT ON CAMERA!



Surprise!! Barbara Quinlan, DOI's Activities Director, is unsuspecting as she enters the wedding shower thrown for her by staff in the DOI Employee Lounge.

Watch out Bobby Flay! Dr. Joshua Schor, DOI's Medical Director and griller extraordinaire, is one of the volunteers who lend a hand at the resident's weekly summer BBQs.



Byron Bridgett in DOI's Housekeeping Department is caught by surprise when Colleen Thompson, DOI's Assistant Administrator, informs him that he has been selected as a recipient of The Healthcare Foundation of NJ's "Lester Z. Lieberman Humanism in Healthcare Awards."



DOI's 103rd Annual Meeting

Daughters of Israel's 103rd Annual Meeting took place on Monday evening, June 21, 2010, in the Home's newly-refurbished Alta & Janet Cohen Auditorium Levin-Ball Family Hall. The evening included an installation of officers and governors and dessert reception.



(L to R) President of the DOI Board of Governors, Jan Ball, with incoming Board Members Helen Blank, Joel Globus, Deborah Weiner Rabner, Barbra London and Bart Schneiderman (not pictured, incoming Board member Julie Schwartz).



Jodi Silbermann served as Chair of the DOI Annual Meeting.



(L to R) Incoming Board Member Deborah Weiner Rabner, Board Member Mimi Heyman, and President of the Jewish Community Foundation, Kenneth Hyman.



(L to R) DOI resident Leona Fiske with her daughter-in-law, DOI President Designate, Marsha Fiske.



(L to R) DOI Executive Director Susan Grosser with Assistant Secretary of the DOI Board of Governors, Sharon Kepniss.

Women's League Card Party



The sixth annual Daughters of Israel Women's League Card Party was held at Crestmont Country Club in West Orange on June 21, 2010. All event proceeds went to benefit Daughters of Israel. Whether playing Mah Jong, Canasta or Bridge, all event goers enjoyed the day. The event was co-chaired by Honey Miller and Carole Strassberg.



Volunteer Corner...



Summer volunteers hailing from Parsippany — 14-year-old Kelsey O'Gorman, 12-year-old Samantha Zarro, and 14-year-old Kathleen Zarro — help to assemble packets for the Admissions Office, among other projects.



For his Eagle Scout project, 16-year-old Samuel Leder from Upper Montclair built a bookshelf for a resident library in the Barnhard Pavilion.

The Healthcare Foundation of NJ Awards Ceremony...

DOI staff members, Mavernie Thomas, CNA, and Byron Bridgett, Housekeeping, were both presented with the Healthcare Foundation of New Jersey's "2010 Lester Z. Lieberman Humanism in Healthcare Awards" in a ceremony on Monday, July 19, 2010, at the Dolce Hamilton Park Conference Center in Florham Park.

Attended by DOI staff and the awardees' friends and family members, the evening was truly special.

The evening also featured the presentation of this year's Lester Z. Lieberman Leadership Award for Humanism in Healthcare to Dr. Richard S. Panush, Chairman of the Department of Internal Medicine at Saint Barnabas Medical Center.



(L to R) Byron Bridgett, DOI Housekeeping, Susan Grosser, DOI Executive Director, and Mavernie Thomas, DOI CNA, at the Awards Ceremony.

Two of NJ Monthly's "Top Docs" at DOI!

Dr. Joshua Schor, DOI's Medical Director, and Dr. Emily Bahler, one of DOI's on-site geriatricians, were both named "Top Doctors" in New Jersey Monthly's annual survey of doctors in the field of geriatrics. The magazine issue is scheduled to hit the newsstands in late October 2010. The two physicians will also be honored at a reception given by the publication in November 2010.



(L to R) Dr. Emily Bahler, one of DOI's on-site geriatricians, and Dr. Joshua Schor, DOI's Medical Director, at the Home.

Happenings at the Charles Bierman Home

The Charles Bierman Home is Daughters of Israel's semi-independent living facility located at 110 Vose Avenue in South Orange, NJ. The Home, set up in clusters of studio apartments, provides three kosher meals daily in its dining room, weekly housekeeping and laundry services and medication reminders.

The Bierman Home also provides a full plate of recreational activities and entertainment. Some event highlights over recent months include a 4th of July indoor celebration and barbeque, and a lavish "High Tea" luncheon. The residents also enjoy trips to the Papermill Playhouse, most recently having seen Smokey Joe's Café and Lost in Yonkers. The Bierman residents also take trips on a monthly basis to eat out in various restaurants, with Noah's Ark in Teaneck being one of their favorite lunch spots.



Residents at the Charles Bierman Home enjoy a lavish "High Tea" luncheon on June 30, 2010.

Dedication of Franzblau Paver Patio

*Help pave the way... Commemorate the past.
Celebrate the present. Inspire the future.*

Thanks to the generosity of the Sarah and Aaron Franzblau Foundation, our commemorative paver patio has been dedicated. Purchase a commemorative paver today on the Sarah and Aaron Franzblau Paver Patio and leave a permanent legacy at Daughters of Israel. You can remember a loved one or celebrate a bar/bat mitzvah, graduation, wedding or anniversary.

Standard pavers can be inscribed with up to three lines of text with a maximum of 14 characters per line, including spaces and punctuation. Large pavers can be inscribed with up to six lines of text with a maximum of fourteen characters per line.

Standard pavers (4"x8") are available at a cost of \$136 and large pavers (8"x8") at a cost of \$250.

To reserve a paver, please contact Joyce Silverman at 973-400-3303 or at jsilverman@doigc.org.



Thank you to those who have participated in our Paver Garden Campaign:

Hortense Ball

Jan & David Ball

Phyllis & Barry Becker

Fran & Gary Beinhaker

Andrea & Bryan Bier

Candy Blau

Ray Blau

Jo Ann & David Boyko

Nancy & Dr. William Chernack

Leona Crystal

Sarafae Dear

Janet & Irwin Dorros

Anne & David Farber

Harriet & Everett Felper

Joyce & Steven Fichtenbaum

Lillian & Steven Finkler

Marsha & Dr. Steven Fiske

Thelma & Richard Florin

Michael Forman

Jane & David Freinberg

Sharleen & Andrew Friedman

Holly and Dennis Fruchter

Anthony Galioto

Frank Gallo

Lawrence Gelfand

Heidi & Kevin Gerritt

Mitchell Ginsberg

Renee & Dr. Moshe Glick

Robin & Joel Globus

Sylvia & Richard Goodman

Marjorie & Fred Greenberg

Ellen & Dr. Donald Greenfield

Susan & Brian Grosser

Leslie & James Gurland

Abner Herbst

Mimi & Ken Heyman

Sima Jelin

Sharon & Stephen Kepniss

Cheryl Jo & Steven Kern

Arlette Klein

Barbara & Dr. Warren Klein

Donna & Jeffrey Klein

Joan & Daniel Kram

Robb Kushner

Myrna & Erwin Lehr

Margery Leit & Ben Leit

Arlene & Leonard Levine

Gail & Sam Liss

Barbra & Bruce London

Loren Miller

Stephanie & David Muldberg

Ilyse O'Desky

Deena & Michael Oksenhorn

Natalie & Richard Peck

Hedwig & Wes Pettinger

Rhoda & Leonard Raff

Sandi & Mark Rosenbaum

Natalie & Sidney Rosenthal

Janice Schofel

Lori & Dr. Joshua Schor

Adele & Charles Schuman

Karen & Bob Seyferth

Alette & Keith Slobodien

Carole & Martin Strassberg

Marvin Strauss

Lillian Szerlip

Marcia & Lon Tabatchnick

Dr. Marcia Robbins-Wilf

Sarah Zerring

Phyllis & Dr. Michael Zornitzer

Marjorie & Scott Zucker

We hope that we have not inadvertently excluded your name. If we have done so, it was unintentional and please accept our sincerest apologies.

From the Rabbi's Study...

Everyone is well familiar with the Biblical command of honoring one's parents. The Torah commands us within the universally well known "Ten Commandments": "Honor your father and mother, so that your days will be lengthened upon the land that The L-rd your G-d gives you." (Exodus 20:12).

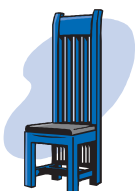


It is interesting to note that the Ten Commandments were inscribed on two tablets of five commandments each. The first tablet contains laws regarding Man's relationship with G-d, while the second tablet conveys the laws referring to Man's relationship with his fellow man. The command to honor one's parents is the fifth commandment, and thus located on the first tablet.

How are we to understand that? Firstly, it sheds a revealing light on the tremendous emphasis that G-d places on this command, for it is included among those that refer to the honor and reverence due to G-d Himself. Secondly, as expressed in the Talmud (Kiddushin 30a), there are three partners in the creation of a person: G-d, his father and his mother. When a person honors his father and his mother, says the Holy One, blessed be He, it is as if I am dwelling among them and they are honoring Me.

When a person honors his father and his mother, says the Holy One, blessed be He, it is as if I am dwelling among them and they are honoring Me.

A corollary commandment to this well familiar one is found in Leviticus (19:3) in which the Torah states: "Every man: Your mother and father shall you revere and My Sabbaths shall you observe- I am the L-rd, your G-d." Are these two commandments one in the same, or is the Torah asking two different things of us? The Talmud explains that Honor refers to providing physical substance for our parents such as food, drink, clothing and shelter. Reverence is different than honor. Reverence for one's parents is respecting their authority. This is illustrated in not sitting in your parent's place at the dining room table and not contradicting their words in a discussion with another person.



The Talmud goes to some lengths in offering us cases of exemplary behavior when it comes to this mitzvah. Perhaps surprisingly, a man named *Dama bar Nesinah* who is considered to be someone our Rabbis held in the highest regard vis-à-vis this command, was not Jewish! The story is related that the Sages once needed a precious stone for the breastplate of the High Priest and they heard that Dama had exactly the stone they needed. A delegation came to see him and offered to pay him a huge sum of money for the stone. However, the stone lay in a strongbox, the key to which lay under his sleeping father's pillow.

Dama did not want to disturb his father and sent the Sages away. G-d was so impressed with this that He had a red heifer born to Dama's herd a year later. The Sages came to purchase it in order to perform the ritual of the *Para Aduma*, the red heifer used with those Jews who had become ritually impure. Dama was able to realize the amount of money he would have received for the stone.



On a different occasion the very same *Dama bar Nesinah* was seated at a banquet of dignitaries when his mother came over to him, spat in his face, and ripped his garment. Dama did not say or do anything. We can readily interpret this incident as seeing a person who is mentally deranged. Yet, even in these circumstances, Dama, the son, did not want to embarrass his beloved mother.

As the chaplain here at Daughters of Israel for the past twenty-six years, I have borne witness to the highest forms of *Kibbud Av V'Aim*, the worst perversions of it and everything in-between. In fact, in regards to the latter, at times I am utterly shocked at the total disregard for an elderly parent. Not too long ago I had occasion to do the funeral of one of our residents who left a daughter and a son. As I sat speaking with the daughter and other relatives, I learned that the son, living out West, would not be attending the funeral. It seems that the last time he had been together with the rest of the family was for his niece's Bat

Mitzvah more than 25 years ago! The family asked that same niece to call her uncle with the news that his mother had died. His reaction was "Really? I thought she had died five years ago. Imagine! A son does not know that his own mother is living or deceased? On another occasion I received a call from the grandson of one of the residents close to a week after we had buried his grandmother. He related that he had not heard the news about his grandmother. (His mother, the resident's daughter, was listed as the next to kin and the first contact person.) The fact that he only heard about the funeral after the fact meant that he does not talk to his own mother!

On the other side of the coin, I see a daughter of one our residents who comes twice weekly from Brooklyn via public transportation. She takes a subway train to the Port Authority where she takes a bus to New Jersey. From the bus stop, she then walks the balance of the trip to the nursing home. After visiting with her mother for several hours, she does the same thing in reverse. Each way takes her close to three hours. Some years ago, we had a resident whose daughter in the neighboring town of Livingston would visit two or three times a day! She wanted to ensure that her father was eating and being cared for properly.



Obviously as parents become older, more frail and needy, they can become demanding and often difficult. They can test the patience of the most considerate child. But this does not mean that we are exempt from the fifth of the Ten Commandments. Despite the fact that our Code of Jewish Law allows us to entrust the care of a parent to someone else when it becomes impossible for us, we need to still fully participate and provide emotional and spiritual support. The Holy One expects nothing less from us.

Rabbi Zvi Karpel serves as full-time chaplain at Daughters of Israel.



HELPING OUT

From DOI's Mission and Vision Statement on the Jewish
Concept of Tikkun Olam:

"Being Active Participants in the Process of Making a More
Perfect World"



The Thrift Shop at DOI

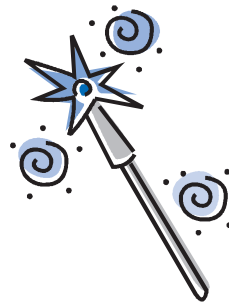
Thanks to our front desk receptionist and volunteer Donna Marcus, the Thrift Shop at DOI is beautifully reorganized and now carries many designer labels. Thrift Shop hours are Tuesdays and Thursdays from 12 noon to 4 p.m. and occasional hours on Sundays.

We are currently seeking donations of gently-used, clean and seasonal apparel from infant through adult sizes, as well as shoes and accessories. To donate, please contact Eve Goldberg, Director of the Thrift Shop, at egoldberg@doigc.org or at 973-400-3360.

DOI "WISH LIST"

At DOI we strive to maximize the quality of life for our residents. We are currently seeking donations for the following items to enhance daily life at Daughters:

- *Purchase of artwork to beautify hallways of resident pavilions.*
- *Underwriting of new furniture for front lobby areas.*
- *New 60-inch Flat Panel TV for "Wii Station" in sub-acute gym.*
- *Underwriting of amenity gifts to welcome new sub-acute residents.*
- *Appliances for new Barnhard Pavilion kitchen used as vignette area for residents with dementia.*
- *Underwriting of new "memory boxes" for display outside of Barnhard Pavilion resident rooms.*
- *Three blenders, four electric griddles and two hand mixers for resident baking activities.*
- *iPod with docking station for the Alta & Janet Cohen Auditorium Levin-Ball Family Hall.*
- *Karaoke machine for residents to have fun with.*
- *10 portable CD players for in-room programming.*
- *Three DVD players for use in resident pavilions.*
- *New digital camera for the Activities Department.*
- *New carpeting, cash register and display furniture for Gift Shop.*
- *Two GPS devices for Metro Transport vehicles.*



For further information or to donate/purchase any items from the Wish List, please contact Susan Grosser, Executive Director, at sgrosser@doigc.org or at 973-400-3302.

Thank you
to our Activities Director,
Barbara Quinlan, for sharing
her inspirational photography
with our Home.





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