



RIVER GARDEN

NEWS

River Garden Hebrew Home/Wolfson Health & Aging Center
Seven-Time Recipient of the Governor's Gold Seal Award for Excellence in Long-Term Care
2002-2004 2004-2006 2006-2008 2008-2010 2010-2012 2012-2014 2014-2016

Oh, what a night...

by Kathy Osterer, Chief Development Officer



2014 River Garden Gala Committee. Standing (L to R): Joanne Rosenberg, Lisa Hike, Lesley Wolfson, Beth Wolpoff, Michelle Branly, Jeanine Rogozinski, Ginny Lafer, Francine Kempner, Maxine Romo, Naomi Lazar, Sharon Leahy, Melissa Storch, Jill Lodinger, Marsha Pollock, Shirley Bielski, Debra Setzer, Kathy Osterer
Seated (L to R): Stacie Wilf, Mary Edwards, Judi Garwood, Louise Leve, Gala Chair Debbie Parker, Judi Greenhut, Susan Selevan, Fran Selevan, Kelley Matthews, Joscelyne Smiley. Not all committee members were present for the photograph. Photo Credit: Larry Tallis

Oh, what a night! On Saturday, November 22, 2014 more than 600 friends of River Garden came together at the Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach, in celebration of the Home. The 22nd annual Gala, River Garden of Eden, was truly a night in Paradise as guests wined, dined, mingled, shopped and partied with the Atlanta Party Band. Guests were greeted by Adam and Eve, as well as Gala chairs **Debbie and Jeff Parker**. The silent auction area and ballroom were turned into a true Garden of Eden with live plants, stunning flowers, butterflies, and of course, the 'forbidden apple tree'. The party continued

with a first time ever after party experience where guests were treated to the DJ sounds of JUSTINSANITY, late night bites including candy cigarettes and chocolate cigars and late night conversation. More than \$200,000 was raised to benefit the residents of River Garden Hebrew Home/Wolfson Health and Aging Center. Over the years, River Garden Galas have raised more than \$3 million and brought many new friends to our community of caring. All of us at River Garden - residents, family, staff and friends thank the Parkers and the hardest working committee in town for their heartfelt devotion to us.



Did You Know...?

More and more, people strive to remain in their own homes as they age in place. As this trend continues to become more popular, there is a growing need for agencies which provide home-based services with the highest level of quality.

One such service is Home Health Care, where qualified professionals come into the home to provide skilled services such as nursing, or physical and occupational therapies. These short-term services are usually paid for by Medicare. Home Health Care can also manage overall care on a continual basis with private services such as medication management and assistance with activities of daily living. Families and patients can benefit from the oversight of a professional nurse.

Another program is Adult Day Care. Families are able to bring loved ones who might need some socialization and activity opportunities they would likely not have available at home to a safe, secure and loving environment for the day. Good food and good friends are the prescribed combination to make clients happy and secure.

The good news is that River Garden offers both of these home-based

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OUR MISSION

To provide...

A wide range of quality, cost effective elder care services in residential, outpatient, and community based settings.

To create...

A comfortable, caring, and dignified home for the frail elderly serving both rich and poor with excellence.

To serve...

People of all faiths, while maintaining an environment supportive of Jewish identity and informed by Jewish values.

To act...

As a valuable educational resource in elder care for the entire community.

RIVER GARDEN NEWS

Published by

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Skip Willbach

Be sure to visit our website for the latest River Garden news and information.



INSIDE LINE

by Martin A. Goetz, Chief Executive Officer



The Affordable Care Act (often referred to as Obama Care) has become a catalyst for change as providers everywhere scurry about trying to protect their businesses and market share. Many believe that we will continue to see large care systems combine into even larger systems. For example, Brookdale Senior Living (NYSE listing BKD) recently acquired Emeritus and under the Brookdale name now operates more than ten facilities in Northeast Florida. And virtually all providers are concerned with the challenge of managing cost, improving quality, enhancing consumer satisfaction and meeting regulatory requirements.

And so how do stand-alone, not-for-profit communities such as River Garden survive and potentially thrive during times of rapid change and consolidation? First and foremost, care communities like River Garden must remain focused on their core mission, vision and values. But simply being a not-for-profit with vision and deep community roots isn't enough. We must also be excellent in our work. With now seven consecutive Governor's Gold Seal Awards for Excellence and consistent 5-star quality ratings from state and federal regulators, River Garden has long been recognized for its unwavering commitment to excellence. And while there are many publicly reported quality measures – and River Garden does well in all of them – most researchers will point to stable and consistent staffing as the single greatest determinant of quality care. At River Garden, we're proud to say that more than 24 percent of our staff has in excess of 10 years of service to the agency. We invite you to look at our

government rating on the Internet at: <http://www.floridahealthfinder.gov/LandingPages/NursingHomeGuide.aspx>.

Post acute care: We've now had a number of instances in which hospitalized members of the Jewish community were not advised that they could select River Garden for their post-acute care. As a result they were discharged to other skilled nursing facilities in the community. If you or a loved one have occasion to be hospitalized and require transition to a post-acute skilled care facility, please remember that you can insist that your hospital contact River Garden. The reality is that where an individual goes for their post-acute care can make a difference. And so we urge our community to remember that "The Best" is just down the road from them!

Our deepest appreciation to Gala chairs Debbie and Jeff Parker and their incredible committee for their leadership of the 22nd annual River Garden Foundation Gala. Our November 22 event, sponsored by SunTrust Bank, brings together over 600 individuals to the beautiful Marriott Sawgrass resort in Ponte Vedra Beach to raise funds in support of the River Garden Home. The gala is our largest fundraising event of the year and community support is so deeply appreciated.

In my last column I mentioned that Susan and I had recently completed our estate plans. I've now provided for those organizations that are dear to me, including: River Garden Hebrew Home, Kent State University and University of North Florida. If you haven't yet done your part to make clear which organizations are dearest to you and your family, now is a very good time to do so. And while I hope that you think kindly of River Garden, I urge you to also consider estate gifts to other Jacksonville Jewish institutions. Do your part in being a community philanthropist!



A Time of Gifts and Challenges

by Leslie Held, Jewish Life and Volunteer Coordinator

The months of September and October found us looking to both the past and the future. River Garden's Parker Chapel and Cohen Auditorium welcomed the community to join our residents, families and members of The Coves during our High Holiday services.

On the first day of *Rosh Hashanah*, we heard our wake-up call - the soulful sounds of the *shofar*, ably blown by **Dr. Edwin Safer**, and our service was expertly conducted by **Steve Meisel**. Circuit Judge **Jack Schemer** chanted *haftorah* and **Lew Meisel** gave the sermonette. On the second day, **Peggy Organes** chanted the *haftorah* and the sermonette was delivered by **Sheldon Gendzier**, continuing a tradition lasting more than 30 years. Raymond Cohen, who led the Jacksonville Jewish Center's choir for almost 70 years passed away this year. For the past two years, Raymond and his family, along with a few other choir members sang with Steve Meisel on the second day. To honor his memory, Raymond's daughters, Peggy Organes and **Karen Morse**; Peggy's children, **David Organes** and **Rachel Organes Kenneth**; **Steve and Anita Solomon**, and **Debbie Katz** joined Steve Meisel to sing a special choral piece.

On *Kol Nidre* evening **Elliott Palevsky** welcomed **Fred Tromberg** up to the *bema* to deliver the sermonette.

Yom Kippur morning, **Jack Bettman** continued his tradition of chanting the *haftorah* and **Marcia Howard**, our *Shabbat* team captain, delivered the sermonette for the second year. During the afternoon **Jeff Marks** stepped up to continue a long family tradition of chanting the *haftorah* from the Book of Jonah. For many years, his father, Bernie, of blessed memory, had that honor.

In preparation for Break the Fast, **Tina Tadros**, Adult Day Care Manager, assisted as *sous chef* with food prep. Dr. Edwin Safer prepared homemade *borscht*, made famous by his beloved mother, Mary. **Marlene Sussman** cooked noodle *kugel* using the recipe from her mother, Pearl Safer Englander.

It was a pleasure to welcome **Rabbi Martin Sandberg** to our burgeoning group of volunteers. He was the Rabbi at Beth Shalom until the synagogue closed. Rabbi Sandberg participated throughout the holidays, presenting excellent interpretations of *Torah* readings on both *Rosh Hashanah* and *Yom Kippur*. He is a wonderful addition and we are delighted that the Rabbi has become a *Shabbat* team captain.

We are deeply grateful to the many members of our Jewish community who provided their special abilities to enhance our beautiful services. We are overwhelmed with joy that so many choose to come here to simply pray with us and share the High Holy Days in a meaningful and spiritual way with our residents, Coves members, board members and families.

The staff built an impressive *sukkah* which was decorated with much enthusiasm. Residents, staff and

guests enjoyed outdoor lunches and casual conversation during the week. **Rabbi Tilman**, from the Jacksonville Jewish Center, was our guest speaker at our "Lunch and Learn". He delivered a poignant message about the holiday to a large audience.

During *Chol Hamoed*, the intermediate days of *Sukkot*, our residents were visited by an energetic group of children and their families from *Chabad*. With *lulav* and *etrog* in hand, residents were invited to say the blessing and then instructed on the proper procedure for shaking. It was a beautiful sight and incredibly meaningful for them to perform the *mitzvah*.

Shemini Atzeres immediately follows the 7 days of *Sukkot*. Following *Shemini Atzeres*, the next day we celebrated *Simchat Torah* - "Joy of the *Torah*." We read the final *Torah* portion, then immediately began the new cycle by reading the opening *Torah* portion, *Bereshit*, thus reaching the final destination of our spiritual journey which began on *Rosh Hashanah*.

G-d loves his beloved chosen children, and wants to retain the closeness to each of us. *Atzeres* means "to retain". May you find a way to retain the inspiration of the festival and may it remain with you for the rest of the year!

Top: Janis Hollenback enjoys learning about the *lulav* and *etrog* during a visit from *Chabad*. Bottom: After his *Lunch and Learn* program, **Rabbi Tilman** has some fun in the *Sukkah*.



2nd Annual “Glam Bag” Fashion Show a Huge Success

by Dara Giddings, Life Enrichment Coordinator



River Garden was thrilled to hold its Second Annual “Glam Bag” Fashion Show on Tuesday, September 30 2014. What is a Glam Bag? A Glam Bag is a unique costume design, made from trash bags and other materials used to help support and decorate the outfit.

After last year’s inaugural event this fashion show quickly became a new favorite with River Garden residents, family, volunteers and staff who were delighted by the inter-

esting and varied designs. Designers and models consisted of staff from departments throughout River Garden, including the Beauty Shop, The Coves, Environmental Services, Life Enrichment Services, Nursing, Social Services and Rehab.

This program truly is a campus wide effort and shows the dedication of the entire staff to the residents who call River Garden “home”. Following the huge success of the second

From left: Isabel Zapata, Fredo Metellus, Myrta Twiggs, Ernestine Lunsford, Laura Platzer, Renee Haire, Dara Giddings, Lacey Langston, Linda Waitas, Lulu Smith, Darlene Martin

show, staff members are already dreaming up new designs and themes for the 3rd Annual Glam Bag Fashion Show, which will be held sometime in 2015. Be sure to check your River Garden website and newsletters for announcements.

The Coves (continued from back cover)

retirement living for active seniors. With the availability of superior amenities and services, Coves members have access to an enjoyable lifestyle at an affordable price.

The Coves apartment homes offer the following amenities and services, among others:

- No entrance or community fees
- Spacious apartments with bright, airy floor plans and private patios
- Cathedral ceilings and dine-in kitchens
- Fine dining
- All utilities included except telephone
- 24-hour security/ gated community
- Weekly housekeeping
- Enclosed, heated pool
- Primary medical care on campus
- Priority access to the award-winning River Garden system of services
- Individual heating & A/C units
- Washer & dryer in each apartment
- Free wireless internet



- Free cable TV
- Scheduled transportation
- Emergency call system
- Beautifully landscaped grounds

Each spacious garden apartment home has two entrances: one exterior onto a private patio and one leading to an interior air-conditioned corridor.

To learn more about becoming a member of The Coves, call or email today to schedule your personal tour. Reach out to **Margaret Davis**, Administrator - call: 904-292-2683, email: mdavis@rivergarden.org or visit: www.rivergarden.org/coves.

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**Gala Chairs Debbie and Jeff Parker.*



**Seated: Dick Morales, Linda and David Stein, Debbie Berry; Standing: Marcia Morales, Seeman and Nancy Zimmerman and Mike DeSanto.*



** Joel and Judi Greenhut.*



**Todd Feintuch of Premier Gala Sponsor SunTrust and River Garden Foundation President Veronica Maybury.*



Kathy and Morrie Osterer.



Josh Ashby, Dr. Jennifer Goetz, Dr. Stefani Altman.



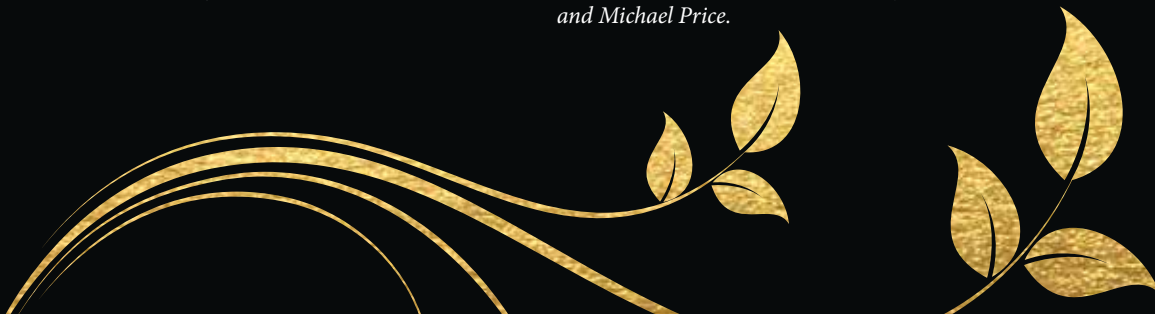
Dr. Ron and Susan Elinoff.



Jack Price, seated, with Dawn Broudy and Michael Price.



Mark and Jill Lodinger and Dr. Douglas Storch.



**Dan Harris PhotoArt*



**Floral band stage backdrop.*

**Premier Gala Sponsors – the SunTrust Family.*



Don and Debby Kaye.



**"Adam and Eve"*



**Jeff and Debbie Parker, Barbara Parker, and Dr. Larry and Stacie Wilf.*



Lorry and Paul Rothstein.



**Brad Zimmerman, Barbara Jaffe, Sid Gefen, and Sandy Zimmerman.*



Lois and Judge Harvey Schlesinger.



22nd Annual
RIVER GARDEN OF EDEN

River Garden Golf Classic 2015

by Michelle Branly, Development Associate

The 19th Annual River Garden Classic will tee off Wednesday, April 29th at Deerwood Country Club. The event, Co-chaired by Mark Lodinger and Michael Price, supports The Albert Z. Fleet Geriatric Training Center at River Garden. Since the first tournament in 1997, more than \$1 million has been raised.

This year we proudly welcome back Title Sponsor, Hardage-Giddens Funeral Homes & Cemeteries. Hardage-Giddens is a member of the Dignity Memorial[®] network of more than 1,600 funeral, cremation and cemetery service providers. When a Dignity Memorial provider is chosen, you not only receive the compassionate care you expect from a locally operated establishment, but also the value you deserve from the largest and most trusted network of funeral, cremation and memorial services. For more than 84 years, Hardage-Giddens has been Jacksonville's premier provider of funeral, cremation and cemetery services assuring quality, value, caring service and exceptional customer satisfaction. Their commitment has remained unchanged and they have always responded to the changing needs of the community.

"We are proud to continue to support the wonderful work that River Garden does in the community," said Jody Bran-

denburg, President of Hardage-Giddens Funeral Homes & Cemeteries. "The Albert Z. Fleet Geriatric Training Center at River Garden is a vital community resource which helps meet the increasing need for certified nursing assistants in the local area, as well as providing continuing education to River Garden staff."

The tournament promises a great day of golf in support of River Garden. The day begins with complimentary practice balls and a delicious deli lunch. Following the 12:30 p.m. shotgun start, players have the opportunity to participate in several contests throughout the course, with skill prizes awarded on every hole and lots of other surprises. At the conclusion of play, golfers return to the clubhouse to join

spouses, friends and colleagues for the evening Awards Reception with heavy hors d'oeuvres. Everyone looks forward to winning a door prize while anxiously awaiting the announcement of skill prize and tournament winners.

Sponsorships available:

\$500 to \$5,000 including player spots, luncheon, reception, and event signage. Individual player - \$300 per person. Contact **Michelle Branly**, 904-886-8431 or mbranly@rivergarden.org, for more information.

www.rivergarden.org/golf-classic.

Reserve your spot today!



19th Annual River Garden Golf Classic

Wednesday, April 29, 2015 ■ Deerwood Country Club
Chairs: Mark Lodinger and Michael Price

We proudly welcome back Title Sponsor
Janne and Jody Brandenburg –



Make Your Reservations Today!
Sponsorships Available!
Contact Michelle Branly, 904.886.8431 or
email mbranly@rivergarden.org.



Knitting – Her Life's Passion

By Tina Tadros, Adult Day Care Program Manager

Ev Filkoff has been knitting for 70 years. She lives in The Coves at River Garden, our independent living community on the River Garden campus, for the last three years, and has been a volunteer at River Garden for at least that long. Ev teaches a knitting class weekly at the Coves and knits lap robes for River Garden residents. She also knits baby blankets for various churches in Jacksonville. Ev is sometimes called our "knitting *mensch*" because during the past year she has been knitting and providing shawls for use by clients in our Adult Day Care program. Ev has been performing a true *mitzvah* that is enjoyed, and so well received, by our Adult Day clients.



Is River Garden Part of Your Year-End Review? Want to know more?

The end of the year is an ideal time to review your tax liability and estate plans, and it's a golden opportunity to include River Garden in your planning.

River Garden is a qualified charitable organization, so any gift you make to us is eligible for an income tax deduction. Even better, when you donate appreciated stock or mutual funds instead of cash, you'll avoid having to pay capital gains tax that you would owe if you sold the stock and then donated the proceeds.

Make this year your year to create a meaningful legacy. You can give a gift that saves you money on taxes and helps us provide a comfortable, caring and dignified home for the elderly.

We'd love to talk with you. Give **Beth Wolpoff**, Planned Giving and Special Projects Manager, a call at 904-886-8410 and discover how simple, yet significant, it is to make a gift from your will or trust. Help River Garden provide a comfortable, caring and dignified home for generations to come.

(904) 886-8410

bwolpoff@rivergarden.org

www.rivergarden.plannedgiving.org



The Guardians of Tomorrow program honors those who secure the financial future of River Garden Senior Services by making a life-income gift or a bequest. Legacy gifts play a vital role in helping to provide for seniors in the northeast Florida community. We are grateful to the people named below who have indicated to us that River Garden is included in their estate planning.

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If you have already made a bequest to River Garden, please let us know. We want to make sure your wishes are met and welcome you to the Guardians of Tomorrow program. Our apologies if your name is inadvertently missing or incorrectly listed. Please let us know so that we can correct it in the future.

FROM ALL OF RIVER GARDEN

Thank you to the **River Garden Auxiliary** for donations totaling \$1,064,808 since 1989 to the Home to benefit our residents.

River Garden is proud to be a beneficiary agency of the **Jewish Federation of Jacksonville**. We are grateful for a pledge of \$192,000 from the 2014 campaign.

River Garden accepts, with appreciation, a grant of \$4,580 from the **Ruby Diamond Foundation** of Tallahassee, Florida.

Thank you to the **Weinberg Foundation** for their ongoing annual support. Donations may be made by calling 904-886-8432 or visiting www.rivergarden.org/foundation.

Did You Know (continued from front page)

programs, and provides Home Health Care and Adult Day Care services with the excellence and skill for which River Garden is known.

For additional information about Home Health Care, please give us a call at 904-288-7851, email us at homehealth@rivergarden.org or visit www.rivergarden.org/homehealth.

For additional information about Adult Day Care, please call **Tina Tadros** at 904-288-7858, email us at adultday@rivergarden.org or visit www.rivergarden.org/adultday.

Thanks to you, River Garden continues its Mission of Service to the Community

Contributions July 1, 2014 - October 31, 2014. Individual Gifts \$25 and above are acknowledged.

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The Coves: More Affordable Than You Think

Most everyone knows that moving into an Independent Living Retirement Community can relieve some of the burdens of remaining in your own home – from lawn maintenance and appliance repairs to roof leaks and exterior painting. But did you know that it can also save you money?

The Coves at River Garden, an independent living community located on the 37 acre River Garden Senior Services campus, offers access to many amenities and services to facilitate a lifestyle that promotes wellness. And, living there could save you money each month.

The Coves offers four different apartment sizes in either one or two bedroom lay-

outs ranging between \$2800 and \$3750 per month, with a nominal additional fee for a second person in the apartment, if applicable. And once you begin calculating the typical monthly expenses of remaining at home, you realize that it is more expensive than you think to stay in your own home.

Give it a try. Look at some of the average living expenses in Northeast Florida. Mortgage rates average about \$1000 per month; property taxes of \$1500 per year or \$125 per month; “standard” utilities, including water, power, sewage, cable TV, internet, and others are estimated at over \$250 per month. Add to this routine home maintenance – more than \$250 per month over the course of a year; groceries for dinner (deli-

cious, elegant dinners are included at The Coves), and it really adds up. Looking to cut costs even further? The Coves provides transportation for medical runs, trips to the grocery store and area shopping, as well as trips to the movies, group restaurant excursions and to community shows and attractions, saving you transportation and vehicle maintenance costs.

In addition to cost savings, Coves members enjoy a lovely environment that offers comfort, security and maintenance-free living. Located minutes from luxury shopping, historic St. Augustine and beautiful downtown Jacksonville, and with a variety of activities and services, fine dining and friendly staff, The Coves provides elegant, yet affordable