

Nonprofit CEO Showcase: Martin Goetz

Chief Executive Officer, River Garden Senior Services

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Mission

To provide a wide range of quality, cost-effective elder care services in a residential, outpatient and community-based setting. 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.

Serving Jacksonville

Jacksonville-based, started in 1946.

Those served

Five counties of Northeast Florida — Baker, Clay, Duval, Nassau and St. Johns.

Biggest challenge

Preparing for the future while sustaining and nurturing a fine care community during difficult and stressful times.

Biggest satisfaction

Working with the finest caregivers, volunteers and board of directors in the field.

Hometown

Long Island, N.Y. (North Valley Stream)

First experience with community service

Cub Scout projects through my Temple.

Your job before River Garden

I've been at River Garden for 34 years. Before that, I worked at Jackson Memorial Hospital in Miami.

Upcoming events

Nov. 17: 20th Annual River Garden Foundation Gala, Renaissance Resort at World Golf Village. The theme for the gala is: "Imagine ... A Walk Through Our Emerald City." With more than 50 percent of its nursing home residents on Medicaid, the annual gala raises much-needed philanthropic support for the nursing center.

April 24: 17th Annual River Garden Foundation Classic Golf. Funds raised at the annual golf tournament help fund "The Albert Z. Fleet Geriatric Training Center," River Garden's not-for-profit post-secondary vocational school that trains qualified students for careers as Certified Nursing Assistants.

Contact information

www.rivergarden.org

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