

# MJHS Fundraiser Scores a "Hole in One"

BY FERN SIDMAN

The Old Westbury Golf and Country Club was the bucolic venue for an action-packed day of events at the 13th Annual MJHS Foundation Golf Classic on Monday, June 20th. Founded in 1907 in Brooklyn by four courageous and compassionate Jewish women, (Sarah Webelovsky, Sarah Berlin, Flora Grodin and Mrs. Charles Rosenthal) who understood the desperate plight of the elderly and infirm, the Metropolitan Jewish Health System (MJHS) now stands as a leading provider of health related services in the New York City area. Serving over 50,000 individuals a year, MJHS has become one of the most expansive health systems in the region and is guided by the Jewish values of compassion, respect and dignity for every individual irrespective of their background, their station in life or their financial situation.

Among the highly successful programs established by MJHS are the Home Care, Hospice and Palliative Care, Rehab and Nursing Centers, Adult Day



*Eli Feldman, the Chief Executive Officer of MJHS*

program. With a room filled to capacity, such major and loyal sponsors of MJHS as Bestcare, Inc, Special Touch Home Care; Northwestern Mutual, TD Bank, Allen Health Care Services, Chem Rx Pharmacy Services, First Response Ambulance Service, Capitol One Bank, Medstar Surgical and Breathing Equipment, Byram Healthcare, Envision Pharmaceutical Services, among many others were thanked for their unwavering partnership support and steadfast belief in the organization's mission.

"Our annual golf classic is called 'Drive For the Future' because it represents philanthropic support that helps ensure our patients know they will receive whatever quality, culturally-sensitive care is needed, even if their needs change," said David Nussbaum, Executive Director of MJHS Foundation. He added, "The four Brooklyn ladies who founded this organization among the tenements in 1907 relied on charitable giving to help build a home for the poor and elderly and their unique vision has become MJHS."

In private interviews, Sam Mezrahi of First Response Ambulance said, "What impresses me most about MJHS is that they help everyone; and race, religion and financial means of an individual are irrelevant. I was raised in the Sephardic tradition which taught that tzedaka and giving are of paramount importance. In life, we must realize that it's not always about taking, but life for us is about giving. If you give you get back ten-fold, and that's what MJHS represents." Steve Ostrovsky of Special Touch Home Care Services, an organization that provides home health aides and paraprofessionals said, "We work with a lot of home care agencies, but MJHS is by far the very best. It is a professional organization that provides top notch care for its patients and we're proud to be a part of the wonderful work that they do."

Eli Feldman, the Chief Executive Officer



*MJHS Foundation Executive Director David Nussbaum (L) with boxing legend Gerry Cooney.*

Health Care and a variety of major health plans offered to consumers. More advanced services such as nursing care; physical, occupational and speech therapy; heart and blood pressure monitoring; nutritional and spiritual counseling; and care for victims of stroke, dementia and Parkinson's disease are also offered as well as specialized high-tech services such as tube and IV feeding, IV drug administration, wound care and pain management.

In addition to celebrating MJHS' magnanimous care, the annual golf classic dubbed, "Drive For the Future" also paid special homage to two living legends. Avid football fans will surely remember NFL coach Dick Vermeil who led both the Philadelphia Eagles and the St. Louis Rams to the Super Bowl. Also being honored was Isaac Assael, the immediate past president of the MJHS Foundation, whose tireless devotion to those in need has been the hallmark

of his life. An all time record of more than \$930,000 was raised at the event with the proceeds going to the MJHS Foundation's charitable fund that supports healthcare for patients, residents and families served by MJHS. The foundation is dedicated to promoting a culture of philanthropy while raising and allocating the funds necessary for the provision of charitable care, as well as to supporting the affiliated agencies in their efforts to service the needs of the community.

The morning hours saw golfers from across the country partaking in a lavish breakfast and then convening on the putting greens and the driving range, as carts filled with competitive foursomes took off at the noon shotgun tee-off. "Playing with purpose" was the theme of the day as non-golfers went swimming and enjoyed games of Texas Hold 'Em. Hosting an afternoon wine tasting extravaganza was Dick Vermeil, the beloved and well-respected NFL coach.

***Eli Feldman:***  
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As a descendant of one of the early Napa Valley winemaking pioneers, Vermeil generously offered samples of his flavorful and



*MJHS supporters seen here "playing with purpose," enjoying a round of golf while supporting a truly worthwhile cause.*

crisp selection, known as Vermeil Wines. Attendees received autographed bottles of from his collection as Mr. Vermeil graciously posed for photos with a number of guests.

As day turned to night, a palpable electricity filled the air as over 300 guests enjoyed a delectable buffet dinner prior to the commencement of the evening awards

of MJHS told The Jewish Voice that he came from a family of physicians and was in the real estate business when he left it all to join MJHS. "I wanted to give back to the community so 44 years ago, in the year 1967, I began my career with MJHS." Speaking of

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**Boro Park Body Shop Accused of Fraud... CONTINUED FROM PAGE 16**

indictment charges that Hershy Greenberger assured an undercover Detective Investigator that Geico would cover all the repair costs. When a Geico claims adjuster arrived to photograph the damage, it had been "enhanced," according to the indictment, with another dent in the same fender and other damage. Greenberger and Berger are charged with making the additional damage to increase the bill and fraudulently charge Geico for the repairs. Perfect Collision is also charged with billing Geico more than \$1,000 for a rental

car, in an undercover's name, even though the undercover told Greenberger that he did not want a rental car for the week of the repairs.

While another Geico claims adjuster was at Perfect Collision to photograph another car, he happened to spot a minivan he had been assigned to photograph for the company the following day. Without notifying Perfect Collision, he took pictures of the minivan, which had little to no damage. The following day, when he returned to take official photographs for Geico's records, there

was new, extensive damage to the fender, driver side door and other areas, according to the indictment.

Detective Investigators executing search warrants on Perfect Collision and Berger's home recovered more than \$700,000 in cash, a 2011 application for public assistance claiming Berger earned \$350 per week as an employee of Perfect Collision, and business records. Evidence recovered in the searches will be used to investigate other crimes the defendants may have committed, including

insurance fraud and welfare fraud. The investigation is continuing.

An indictment is an accusatory instrument and not proof of a defendant's guilt.

The case was investigated by Detective Investigator Glen Kenny, supervised by Deputy Chief Rackets Investigator Greg Deboer. Joseph Ponzi is Chief Rackets Investigator.

The case is being prosecuted by Joseph A. DiBenedetto, Rackets Division Deputy Bureau Chief. Michael Vecchione is Chief of the Rackets Division.

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his humble roots, Feldman said, "I started working in the mailroom and then in the engineering and housekeeping departments." Through exceptional diligence and hard work, Feldman literally rose to the top of the organization.

"When I first started with MJHS," says Feldman, "we had an annual budget of \$60 million. And now our yearly budget is over \$800 million. We have seen significant growth in the five boroughs of New York and serve 40 to 50 thousand people a year."

Speaking of MJHS' strong connections with various Jewish organizations and well-known leaders, Mr. Feldman said, "MJHS has a very special and close relationship with Agudath Israel's "Chaim Aruchim" (long life) program that provides end of life care for the terminally ill. I am honored to work with Shmuel Lefkowitz of the Agudah as we both share the traditional Jewish perspective that we must do all that is possible to keep people alive for as long as we can."

Providing comfort and solace to people suffering from a litany of illnesses resonates greatly with Feldman. Sharing heartfelt and personal recollections, Mr. Feldman said, "As a youngster, I was always a fat kid and when I was sent to sleep-away camp, it was really difficult for me. I was never picked for team sports and was considered a virtual outsider. Each day, while at camp, I would cross off the days remaining until the end of camp on my calendar, I couldn't wait to be at home where I could feel comfortable and secure."

In a voice reverberating with emotion, Feldman said, "How much more so is being at home important for a person who is suffering from a debilitating illness. They desperately need to be in familiar surroundings, where they have access to their loved ones, to their possessions, to everything that their lives represent. That's why I feel that the home care services that MJHS provides are so imperative to the quality of life that our patients deserve."

A highlight of the evening was a special video presentation that illustrated the panoply of health-related programs and services that MJHS provides to its patients and families. Speaking from his hospital room on the video was MJHS Foundation Immediate Past President Isaac Assael, who was toasted for nearly four decades of selfless contributions to MJHS. Assael was recovering from an accident and injected humor to explain his unexpected absence. Telling his audience that he has selected MJHS Home Care for his physical therapy, he continued by noting that his home care therapist will provide the best recovery plan, hence getting him back on his feet, ready to resume board business.

Having served MJHS in various leadership capacities, Mr. Assael was also praised for his strategic vision. "Serving on various MJHS boards of directors has been a distinct honor and a true labor of love," Assael said. "It's an honor to carry on the tradition of the "Four Brooklyn Ladies" who become synonymous with the work that we do and be part of MJHS' impressive transformation.

I'm proud of this amazing organization and I can't thank you enough for this honor", he added.

As awards for such golfing achievements as longest drive, closest to the pin, and top foursomes were presented to participants, several celebratory personalities were recognized from the podium. Former heavyweight boxing champion Gerry Cooney who rose to fame in the late 1970s as "The Great White Hope" with the help of boxing promoter Don King was also present. Originally from Long Island, Mr. Cooney now lives in Fanwood, New Jersey.

The evening concluded with a silent auction for the MJHS Foundation and the day of giving and leisurely fun officially ended with guests expressing anticipation for next year's event. "It will be just 364 days before the 14th annual golf classic," said one exuberant participant.

To learn more about MJHS, please visit their web site at: [www.mjhsfoundation.org](http://www.mjhsfoundation.org).

**Israeli Contractor Sees Prices, and Buildings, Collapsing**

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confused. But in September, everyone will wake up and again start buying apartments, but at the same time I believe that prices will fall in some cities. I expect prices to fall by 5-10% in Tel Aviv, Yavne, Pardess Hanna, and Hadera. I expect prices to rise by 3-5% in Hod Hasharon, Rishon LeZion, Holon, and Jerusalem. Haifa will remain unchanged because there will be a drop in demand alongside a drop in supply, but Ashkelon and Beersheva will get hit with the steepest price falls because of the security situation."

What about the second-hand housing market?

Mizrachi: "There is a bubble in the second-hand housing market. Unquestionably... The difference between a new and second-hand apartment should be around 25%. Current prices do not come near this and are unrealistic. The second-hand housing market will see a drop in prices of 20-25% within six months. I'm talking about the center of the country; this market has already stagnated in the periphery."

Under these circumstances, what is your current development plan?

"We made deals until now, but we've stopped. Land prices have peaked, and we should see where the market is headed, and not take risks. Contractors will now wait, sell

what they have, and not start new projects. Where apartment prices begin to fall, land prices will also come down."

What is your opinion about National Outline Plan 38 - Earthquake Reinforcement and Retrofitting?

"It's not something I'll go into. I don't believe that it's possible to add 120 tons onto the roof of a building and for everything to be fine. This plan is like taking an elderly woman, giving her a facelift, and saying that she's young. It's all cosmetic. The moment the first building collapses, the entire program will be halted that day. And I say that it will happen. There are already buildings that have been retrofitted and are leaning sideways. The solution for urban renewal is vacate and build projects. This maximizes land use, increases the number of housing units, and improves the current residents' standard of living. We're about to start several vacate and building projects in Or Yehuda."

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