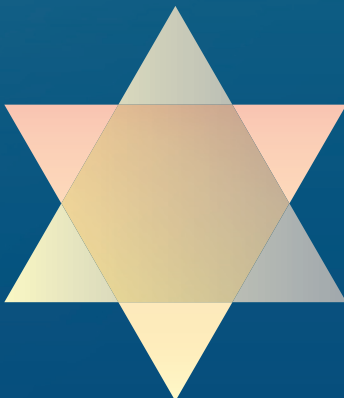


Celebrating
AJAS
2021

Virtual

2021 AJAS
Annual Conference
March 8 - March 10



Dear Friends,

We are excited to invite you to our first-ever virtual conference!

This virtual conference will take place over three days, Monday, March 8 – Wednesday, March 10, 2021. The AJAS team rose to the challenge of this brave, new format and designed a stimulating program filled with an exceptional keynote, breakouts, and an extended session for lay leaders.

Among the conference highlights will be Drinks with Don (featuring a mixologist)-- a spin on the classic Dinner with Don. You can also join us virtually for our first evening Paint and Sip event!

AJAS is proud to continue its vital and strong support of business partners and exhibitors at the conference. The virtual exhibit hall will take place on both Monday, March 8th and Tuesday, March 9th and business partners will have a strong presence at all our events. This year, it is especially important that members actively visit with business partners during the exhibit hall. More information on that will be coming out shortly.

Please join us virtually for education, networking-- and most of all some fun! Plan to be a part of the 2021 Annual Conference as we gather with our peers and come out on the other side of this pandemic stronger together.

All the best,

Mary Ellen and Bobby



Mary Ellen Bloodgood
Menorah Park of Central New York



Bobby Meadows
Memphis Jewish Home & Rehab

Dear Friends,

There is no doubt that this is a year like no other, and I am so proud to be part of the AJAS family. We have come together in new and critical ways, and proven the value of our association.

I am delighted to “welcome” you to our annual conference and know that the next few days will be filled with learning, networking, growth and fun. Each year our conference surpasses that of the year before and I hope that this year’s format allows us to find new ways to learn together.

Thank you to our Conference Co-Chairs and our Conference Planning Committee for their hard work, talent and insight. It is so wonderful that we are able to have a “virtual” conference, especially in light of this year’s particular challenges. As Jewish organizations, it is incumbent upon all of us to share with each other in order to maintain our status as leaders in our industry. In order to lead the way, we need to continually evolve as the healthcare environment and our Jewish populations’ needs and demands change.

AJAS provides a forum for all of us to benefit and learn from organizations that have remarkably similar histories, backgrounds and challenges. It is up to all of us to take advantage of the incredible talent assembled here to establish best practices within our own organizations. Please bring all of your energy, ideas and innovation to share with your colleagues in this virtual format.

We are incredibly blessed to have a committed Board of Directors who dedicate countless hours to provide strategic direction and fiduciary oversight to AJAS. We are also so lucky to have an incredible, committed and professional staff led by Don who each bring their passion to furthering all of our missions. Don is a special leader and he does an incredible job furthering our mission every day. Our staff keeps this organization vital, relevant and engaged.

I look forward to working with, and learning from all of you. I am very proud to be part of a group with so many extraordinary leaders and professionals.

My warmest personal regards,



Andrew H. Banoff
Board Chairperson

Dr. Jack Wertheimer

The Changing Landscape of American Jewish Life: Challenges and Opportunities for our Field
Monday Afternoon, March 8



Dr. Jack Wertheimer is the Joseph and Martha Mendelson Professor of American Jewish History at The Jewish Theological Seminary. His area of specialization is modern Jewish history, with a focus on trends in the religious, educational, and organizational sectors of American Jewish life since World War II.

Dr. Wertheimer is the author or editor of more than a dozen volumes, including *Unwelcome Strangers: East European Jews in Imperial Germany* (Oxford University Press, 1987); *The American Synagogue: A Sanctuary Transformed* (Cambridge University Press, 1987); *The Uses of Tradition: Jewish Continuity in the Modern Era* (JTS/Harvard, 1992); and *The Modern Jewish Experience: A Reader's Guide* (NYU Press). He also wrote *A People Divided: Judaism in Contemporary America* (Basic Books, 1993), which won a National Jewish Book Award for best study on contemporary Jewish life. *A People Divided* was reissued by the

University Press of New England in September 1997.

Dr. Wertheimer edited a two-volume history of JTS titled *Tradition Renewed* (JTS Press, 1997). This richly illustrated history contains freshly commissioned essays by 40 scholars from the United States, Canada, and Israel. Dr. Wertheimer also coordinated a major sociological study of Conservative synagogues, under a grant from the Pew Charitable Trusts. A volume of essays on the project, titled *Jews in the Center: Conservative Synagogues and Their Members*, was published in the summer of 2000 (Rutgers University Press). A two-volume edited collection of essays titled *Jewish Religious Leadership: Image and Reality* (JTS Press), appeared in late 2004 and was based on two conferences Dr. Wertheimer organized at JTS.

In 2007, two additional volumes edited by Dr. Wertheimer were released by Brandeis University Press. *Family Matters: Jewish Education in an Age of Choice* is about the interplay between families and Jewish education, and *Imagining the American Jewish Community* consists of essays on the ways in which Jews have conceived of Jewish communal life in the United States.

His report *Giving Jewish: How Big Givers Have Transformed American Jewish Philanthropy* appeared in March 2018. And in August of that year, his book *The New American Judaism: How Jews Practice Their Religion Today* was published by Princeton University Press. It was awarded a National Jewish Book Award for the best book in American Jewish Studies.

From 1997 to 2007, Dr. Wertheimer served as provost—the chief academic officer—of JTS. He also served as the founding director of JTS's Joseph and Miriam Ratner Center for the Study of Conservative Judaism from 1987 to 2008.

Register Now! [Click Here](#)

Rabbi Sandra Lawson

Our Jewish Values in a World of Pronounced Hatred, Racism, and Anti-Semitism

Tuesday Afternoon, March 9



Rabbi Sandra Lawson is a native of St. Louis and serves as the campus rabbi for Elon University. She is an opinion writer for the Jewish publication *The Forward* and a public speaker on diversity in the Jewish community. Rabbi Sandra's vision as a Rabbi is to help build a more inclusive Jewish community where all who want to come are welcomed, diversity is embraced, and we can come together to learn and to pray. She also holds a Master of Arts degree in Sociology from Clark Atlanta University and is an Army veteran. In her free time, you can find her at the gym, biking, or hiking.

We are pleased to have Rabbi Sandra Lawson present at our conference. This plenary session will be open to all AJAS community members whether they are attending the conference or not. She will present a clear and relevant message that everyone should find valuable. (CEUs will only be given to conference registrants.)

Marshall S. Levin

Sustaining a Jewish Mission in a Margin Driven Environment

Wednesday Afternoon, March 10



Mr. Levin serves as CEO Emeritus, American Committee for the Weizmann Institute of Science.

An Honors graduate of Swarthmore College and Bryn Mawr Graduate School, Marshall has spent over 45 years as an executive in the non-profit and for-profit worlds, both in the U.S. and abroad. He has dedicated his professional career to building bridges between communities and cultures—locally, nationally and internationally.

In February 2008, Marshall assumed the position and responsibilities of CEO of the American Committee for the Weizmann Institute of Science. Previously, in the not-for-profit arena, Marshall served as Senior Associate National Director of the Anti-Defamation League. He has also served as Executive Director of Financial Resource Development for UJA-Federation of New York; Executive Director of Community Planning & AI-locations for The Associated-Jewish Community

Federation of Baltimore; Supervisor of Northern Israel in charge of crisis intervention for the Israel Ministry of Social Welfare; and Senior Lecturer at Haifa University School of Social Work. Earlier while Executive Director of synagogues in the Conservative and Reform movements, he played a major role in the landmark decision by the US Supreme Court that protects Jews and other minorities under the Civil Rights Act of the United States.

Marshall is also an award-winning filmmaker, novelist, and author of children's books, as well as a former professional athlete and coach.

In concert with his professional responsibilities, spending time with his family puts a smile on his heart.

[Register Now! Click Here](#)

Thursday, March 4

5:30 pm - 6:00 pm

AJAS Annual Business Meeting and Election of officers

6:00 pm - 7:00 pm

Pre-Conference Cocktail Reception and Welcome

Monday, March 8

12:00 pm - 12:15 pm

Welcome to the Conference

12:15 pm - 1:00 pm

Opening Plenary Session: Opening Remarks and Awards

1:00 pm - 2:00 pm

Keynote: Professor Jack Wertheimer

2:00 pm - 2:45 pm

Breakout Sessions

3:00 pm - 4:00 pm

Exhibitor Showcase

4:00 pm - 4:30 pm

A Message from Carol Silver Elliott, Chair of LeadingAge

4:30 pm - 5:30 pm

Plenary Session: Barry Berman & Jim Newbrough

Stronger Together – Ensuring Long-Term Viability of Jewish NFPs

7:30 pm - 9:00 pm

Virtual Drinks with Don (**advance registration required**)

Tuesday, March 9

12:15 pm - 1:00 pm

AJAS Awards

1:00 pm - 1:45 pm

Breakout Sessions

2:00 pm - 3:00 pm

Exhibitor Showcase

3:00 pm - 4:00 pm

Plenary Session: Rabbi Sandra Lawson

Our Jewish Values in a World of Pronounced Hatred, Racism, and Anti-Semitism

4:00 pm - 5:00 pm

Great Ideas Roundtables

6:00 pm - 7:00 pm

Virtual Paint and Sip Night (**advance reservation required**)

Wednesday, March 10

11:00 am - 1:00 pm

Community Lay Leaders Session

1:00 pm - 1:45 pm

Breakout Sessions

2:00 pm - 4:15 pm

MASTERClass: Marshall S. Levin

Sustaining a Jewish Mission in a Margin Driven Environment

4:15 pm - 4:30 pm

Closing Remarks

Times are subject to change

Continuing Education Credits will be available through the National Association of Long Term Care Administrator Board (NAB) for NHA, DCAL, and HCBS licenses. CPE credits also will be available.

Virtual Drinks with Don

A spin on the classic Dinner with Don! Join us virtually as a mixologist teaches us how to make an Old Fashioned. Beverage mixing kits will be sent ahead of time, or feel free to bring your own beverage of choice! Sponsored by Perkins Eastman

New Virtual Paint and Sip

A new event where an instructor will guide us through painting our next masterpiece! Bring your beverage of choice and we'll send you all the supplies you'll need.

Great Ideas

Gather around our virtual roundtables to hear about AJAS Members' great ideas, innovations and best practices. Great ideas come from everywhere and there is nothing better than learning from each other.

Exhibitors' Showcase

The virtual showcase will take place on both Monday and Tuesday for one hour each day and is a 'can't miss' part of the conference. The event is a great opportunity to meet with our exhibitors and business partners who work hard to support your communities and elders every day.

Community Lay Leaders Program

Beth Rosenberg, board chair at Menorah Park in Beachwood, Ohio and co-founder of Front Door consulting, will take the participants through a process of scenario-planning initiatives to provide a governance framework for thought leaders facing common challenges at the board level of navigating the tremendous uncertainties within the field of senior living.

Plenary Session: Stronger Together - Ensuring Long-Term

Viability of Jewish NFPs

Providing high-quality senior living and healthcare grows more challenging by the day. Small-to-medium-sized not-for-profits are at a particular disadvantage relative to their larger peers in that they lack the managerial infrastructure and resources necessary to operate in a way that is both mission-driven and financially self-sustaining. For many NFPs, this has led to either closure, acquisitions by for-profit entities or mergers with other NFP organizations, where the organization's identity and governance is lost. Legacy Lifecare represents a new option for organizations planning for the future. Founded by two long-time AJAS members, Chelsea Jewish Lifecare and Menorah Park, Legacy Lifecare is a non-profit managerial resources collaborative designed for NFPs who want to preserve their mission, identity, branding and local governance while benefiting from the sophisticated managerial resources and collaborative opportunities ordinarily available to larger organizations. Come learn the stories of Menorah Park and Chelsea Jewish Lifecare and how they came together to share managerial resources while maintaining their identities and governance, and how such an arrangement can benefit your organization.

2021 **MASTERClass:** Sustaining a Jewish Mission in a Margin

Driven Environment

With rare exception, we are seeing a diversification among those we serve in almost every facet of our service offerings and communities. Being able to maintain a Jewish mission and focus is critical, not only to those Jewish residents we serve, but to everyone we care for. Serving with a Jewish heart is the core of our caring mission and the root of our culture and history. To preserve and expand our legacy of serving "Jewishly," this master class session will take a deep dive into opportunities that will allow us to preserve our faith, spirituality and level of observancy for Jewish residents and all we serve.

CATEGORY	REGISTRATION RATE	REGISTRATION RATE
	(by February 12, 2021)	(after February 12, 2021)
Community Registration	\$1,500	\$2,000
AJAS Individual Member Attendee	\$400	\$500
Retired AJAS Executives	\$300	\$300
Non-Member: Corporate/Business Representative	\$2,600	\$2,600
Student	\$200	\$200
AJAS Exhibitor	\$2,600	\$2,600
AJAS Sponsor	(Consult the sponsor benefits or contact the AJAS office.)	

To register, please visit our website www.ajas.org or [CLICK HERE](#).

New for 2021

New pricing structure for 2021 allows for an individual person to register for the conference or for Community Registration, which allows as many people as you'd like from your AJAS community.

If you have trouble registering please contact the AJAS office at info@ajas.org or 1-202-543-7500. Be sure to register by **February 12th**.

Registration fee includes admission to all educational sessions and the exhibitors' showcase. Unregistered guests will not be admitted to any conference session or the exhibit hall. All cancellations must be submitted in writing prior to **February 12, 2021** for a refund or deferral (less processing fees). After **February 12, 2021**, payments cannot be refunded. However, registrations may be transferred to another member of your organization or deferred to the following year.

Bring your Community Lay Leaders!

As we expand efforts for board involvement and education, it is imperative for AJAS members' lay leaders to attend our conference. The value, fraternity, and insight they will encounter will be invaluable. As the world of health care delivery changes and evolves, the ability of the lay leaders to understand these changes will allow the communities to be better positioned for the challenging years ahead. Especially this year as we are set to present an entire afternoon on Monday specifically designed for the lay leaders. Lay leaders will be included in your community registration pricing.

First-time Attendees

If you are a first-time attendee, we are excited to have you join our conference and want to make sure you feel welcome. Please select "first AJAS Conference" on the online registration form.