

jarc news

Enriching Lives. Erasing Barriers.

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A MESSAGE FROM DAVID CARROLL



Greetings!!!

My days as JARC Board President and Interim CEO have finished. By the time you read this, I will have handed over the Board President's gavel to **Howard Luckoff**, and **Shaindle Braunstein** will have taken over as the new CEO.

The last few years have been very eventful. Our Board and staff have accomplished a great deal, while always

keeping the people we serve first and foremost, including:

- greater fiscal stability and visibility
- much needed improvements to our homes and vans
- a new Employee Handbook, with some much-needed policy changes
- improved marketing and outreach—including enhancement of our website and social media activities, and
- implementation of a new program to provide nursing support, generously underwritten by a JARC family

All the while, we've continued to provide excellent care for the people we serve—not just in terms of basic “food and shelter”, but also in terms of enriching lives filled with work opportunities, social activities, Jewish programming and warm, loving support.

Still, there is a lot more to do. Areas on which we need to focus include:

- becoming stronger fiscally—we still have a “gap” we need to close
- managing a key changeover from MORC to Oakland Community Health Network (determined by Oakland Community Health Network) as our main funding source.
- updating our technology
- managing our aging real estate
- determining how best to collaborate with other organizations in the community
- and our biggest challenge: hiring and retaining strong staff in an environment where the public funding we receive is far below what we need to compete with other employers. We need to advocate for more funding, recruit smarter and harder and keep our direct care staff well-trained and well-supported, for they are the life blood of what we do.

I'd like to thank all of you—JARC Staff, Family members, Board members, volunteers, vendors, donors and others in the community for the support you've given to me and to JARC. It has been a wonderful experience—one that I will never forget.

I've known Howard Luckoff since we were kids, and I've worked closely with him professionally. He is the total package—smart, hard-working, aggressive, passionate—I have no doubt he will be a great Board President. In fact, he's already contributed heavily by leading the search committee which selected Shaindle Braunstein as our new CEO. Shaindle is bright and energetic, and I have heard nothing but superlatives since we hired her. She is a perfect fit. I am very excited for Howard and Shaindle to lead JARC into the future.

I look forward to remaining a committed JARC Board member and “Immediate Past President,” attending JARC events and supporting JARC however I can.

David Carroll



WELCOME SHAINDLE BRAUNSTEIN!

On July 2, 2018, Shaindle Braunstein officially joined JARC as its new Chief Executive Officer.

Shaindle has spent much of her career working for local social service agencies. She has served as the Executive Director of the David Hermelin ORT Resource Center for eight years, as the Director of Health Care Access Programs (Project Chessed) for three years and most recently, as Chief Operating Officer at Jewish Family Service. Her strong background in programs, technology, finance, and leadership align with JARC's strategic goals and vision. Shaindle is a Trustee Alumna of the Jewish Women's Foundation, and an American Express Leadership Academy Fellow.

A native Detroit, Shaindle grew up in Oak Park. She attended Akiva Hebrew Day School, has an undergraduate degree from Wayne State University, and an MBA from Walsh College. She and her husband Mendy, have four adult children and reside in Royal Oak.

We look forward to having Shaindle on our team and we know that she will successfully lead JARC as we strive to provide the best possible care to the people we serve.

Thank you to JARC Board President Howard Luckoff for leading our CEO search team and thank you to all of the search team members for your time and hard work.

On the cover:

Top Left: Rena Freidberg, Laura Ostreicher, Rowena Taylor-Mills, Melissa Stewart

Top Right: Lauren and Valerie Ettinger

Lower Left: New board member Eric Kaczander and JARC Parent and Staff member Carol Kaczander (and Eric's mom)



STAFF SPOTLIGHT: CELEBRATING SUPERHEROES!

If you look up the definition of a superhero in the dictionary, you'll find words like dedicated to protecting others, caring, humility, skillful and selfless – putting others first. These words can also be used to describe the devoted members of the JARC staff. That's why it made perfect sense for the theme of this year's Staff Appreciation and Recognition Luncheon to be Superheroes.

While costumes were optional, many staff members arrived at the Emagine Royal Oak donning capes, masks or their favorite superhero t-shirt to acknowledge peers and celebrate team victories. Thank you to the **Joyce Keller and Michael A. Walch Staff Recognition Fund** for underwriting the luncheon.

Along with the food and fun, many were recognized for their significant years of service. Staff celebrating their 5-year

anniversary earned their JARC pins, while others celebrating a range of 10-35 years each received a diamond for their pins, each beautifully crafted by **Marcy and Michael Feldman** of Heartwear Designs.

The highlight of the luncheon was the staff excellence awards, where recipients are nominated by fellow JARC staff members. These awards were presented by **Janis Shulman** who along with her husband **Larry Shulman**, generously provide the funds for these awards every year.

"I always look forward to this luncheon," said Chief Operating Officer, **Melissa Stewart**. "Our staff is exceptional, and it's important that we thank them for the hard work that they do 24 hours a day, seven days a week, 365 days a year...sometimes sacrificing their own personal time to care for the people we serve. Now that's heroic!"



Thank you JARC Superheroes, and congratulations to all award winners!

Staff Excellence Award Winners:

The Joseph Tanzman Memorial Award:

Carol Kaczander

The Anna Slomovitz Memorial Award:

Tiffany Hall

The Marilyn Sisler Memorial Award:

Cristal Anderson

Chavone Jemison

The Joyce Keller Strengthening JARC Through Creativity Award:

Mary Jane Nowak

The Culture of Gentleness Award:

Tangrea Walker Thompson



BUSINESS BUDDY HIGHLIGHT STAR TRAX EVENTS

For years, **Star Trax Events** – one of metro Detroit's hottest entertainment companies – has pumped a lot of life (and some rhythm) into JARC's annual Purim, SpringElation and Chanukah parties.

It's a win-win for the persons served by JARC, who just want to have fun, and for Star Trax, committed to making people happy, and doing community service.

"It's important to plant positive seeds in the community," explains Star Trax Events President **Geoff Kretchmer**. "It's important for Star Trax to build positive relationships."

Geoff and his wife, **Jody Lipton**, and their two children, Noah and Emma, believe in giving back to the community where they live and work. That's something Geoff learned as a young boy from his mother, Claire Kretchmer, a fixture at the National Council of Jewish Women, Metro Detroit Chapter; for four decades.

Later, while working for the Orchards Children's Services (he has a master's degree in psychology and nearly completed his doctorate), Geoff enriched his understanding of philanthropy from his relationship with the legendary nonprofit executive, CEO Gerald "Jerry" Levin, who died at age 59 in 1999 when Geoff was just 32. Levin had been grooming the young social worker to take over the helm of the Orchard's after his retirement.

"Orchards laid my foundation for this work," Geoff said. "Jerry Levin was my mentor. He was one of the few Jewish progressives at the time in the nonprofit world."



GEOFF KRETCHMER AND JODY LIPTON

After Jerry Levin died, Geoff knew it was time to do something new. Soon after, Geoff took a leap of faith when friends **Craig and Renee Erlich** asked him to join their company, Star Trax.

JARC volunteer **Kim Lifton, President of Wow Writing Workshop**, recently caught up with Geoff to chat about work, fun and philanthropy, and his feelings on being a Business Buddy.

Why do you provide free entertainment to JARC?

"JARC was my first board. It jump started my love for community and for philanthropic work. JARC just gets it right. I love my relationship with JARC. At Star Trax, we live by Theodore Roosevelt's credo that our customers don't care how much you know until they know how much you care. We care. Our unique ability to entertain makes everyone at a JARC event feel really good. I like to make people happy. The guests remember us. That feels really good."

How does your background prepare you for this type of volunteer commitment?

"I used to be a social worker. At Star Trax, we're a dance party. There is beauty to what we do. Entertaining the folks at JARC feels right. We play good music and just have fun."

How's it feel to be able to provide "fun" to adults and children with developmental disabilities?

"When my DJs come back from a JARC party, they tell me how great it is. Every time. It gives me so much pleasure. When the music starts, so does the laughter and the dancing. That's a beautiful thing. I feel really good about doing that."

Thank you to the 7th grade students at Hillel Day School for a successful fundraising event benefitting JARC.



Laughter, hugs, and endless smiles filled Emagine Royal Oak as JARC celebrated its 20th annual SpringElation celebration-- JARCCapalooza!





Flowerathon!



JOIN Interns host Bingo & BBQ at the Nusbaum home.





49TH ANNUAL MEETING

Former JARC Presidents (left to right): David Carroll, David Grand, Bill Cohen, Mort Collins, Sharon Alterman, Michael Feldman and Jim Zack.

More than 70 past and present members of JARC's board of directors gathered at the home of **Nancy and Howard Luckoff** for JARC's 49th Annual Meeting and Board Reunion. On this warm summer evening, leadership and commitment would become the recurring themes.

The meeting included introducing JARC's new CEO Shaindle Braunstein, as well as the passing of the gavel from outgoing Board President **David Carroll** to incoming President Howard Luckoff. The election of officers was announced, including Vice Presidents **Dani Gillman, Joshua Tobias, Jason Weiss**, Secretary **Adam Jahnke**, and Treasurer **Dolores Galea**. Board member election results were also announced. Beginning a first 3-year term are: **Amy Berlin, Robert Colburn, Todd Fink, Josh Gadharf, Eric Kaczander, Carolyn Koblin, Gail Ruby, Janis Shulman and Bubba Urdan**. Beginning a second 3-year term are **Dan Collins** and **Joshua Jacobs**.

Continuing Directors include **Joanne Aronovitz, Michelle Bass, Aaron Beresh, Lisa Brown, Ken Garfinkel, Barbara Jonas, Lori Larsen, Andrew Luckoff, Lisa Pernick** and **Marc Schechter**.

Board members completing their terms of office are **Jodi Fox, Deborah Kovsky-Apap, Miriam Leventhal** and **Dan Weiner**.

Continuing officers of the JARC Foundation are **Ron Applebaum**, President; **Julie Hertzberg**, Secretary; and **David Grand**, Treasurer. Foundation directors include **Jonathan Aaron, Craig Erlich** and **Robert Nusbaum**. **Rob Kaplow** completed his term on the Foundation Board.

The highlight of the evening was honoring David Carroll for his dedicated service to JARC as interim CEO and Board President. During a special presentation, former JARC CEO **Joyce Keller**, presented David with the *Norman Wachler Extraordinary Impact Award*.

A mentor to many, the Wachler award was established in 2006 to honor the memory and impact of past board president Norman Wachler. "The award has only been presented once since being established," said Joyce Keller, "until tonight – that tells you how extraordinary David has been to JARC."

Joyce continued by highlighting many examples of David's selfless commitments to JARC over the past 16 years. A few of the highlights included: being on the JARC Board; being the Match donor for the Fall Fundraiser twice; taking on the dual role of Board President and interim CEO – one month after retiring from Quicken Loans; meeting with countless donors; and being instrumental in restoring one of JARC's most important assets - its positive reputation in the community.

On behalf of the Board of Directors, JARC families, staff and the hundreds of people JARC serves – Thank You David!



JARC Board President Howard Luckoff.



Barbara Wachler (left) and Joyce Keller (right).



A SHINING JARC FRIENDSHIP

Beautifying JARC homes and giving great direction: **Sharon Alterman** and **Joanne Aronovitz** are true JARC heroes. Their leadership on JARC's behalf makes all the difference in the world. As the two women gathered together to speak at the JARC office, their warmth and friendship shine brightly. Both are on JARC's Board of Directors and head up JARC's Home Beautification Committee.

Sharon, who retired five years ago, was the Director of the Leonard N. Simons Jewish Community Archives for over 20 years. She developed this project with the staff of the Jewish Federation, collecting and organizing the records of Jewish Detroit including JARC records as well, which are all now stored at Wayne State University's Reuther Library.

Sharon became involved with JARC even before the very beginning. Along with **Allan**

Gelfond, Arnie Collens and **Cheryl Guyer**, Sharon was on the staff of the Jewish Community Center in the mid 1960s. What started out as a Thursday Night Social Group at the JCC, became a support group for parents of children with special needs. These activist parents were the voice for many, raising awareness of the lack of service and care for those with special needs. It was from this group that JARC was founded.

Since the late 1970s, Sharon has been on the JARC Board of Directors, including having been a past president, circa 1978. "As you can see," she says graciously, "it's a passion."

Joanne Aronovitz has been involved with JARC "for maybe 20 years," she says. Joanne has been an interior designer for the past 33 years. The company that she helms is Interiorsource LLC.

Joanne has been back on the JARC Board of Directors for the last three years. Her first stint on the board began about 15 years ago and she believes volunteering at Flower-a-thon 20 years ago initiated her involvement with JARC.

Both women speak with great passion about their work with JARC's Home Beautification Committee. "We wanted to have beautiful homes that everyone would want to live in," Sharon states, "with high standards." Joanne elaborates, "we look at every home through a different lens, making sure that furniture and décor accommodates those living in the home." There are 12 members on the committee, which serves 16 homes, throughout Oakland County. Each volunteer has a connection to one or two of the homes.

The women also tout **Bedrock**, which has

been "enormously generous with their donations."

Importantly, the committee has recently launched the **JARC Home Registry** which had their soft opening in the beginning of this year. The online registry allows gifts to be purchased and donated to JARC homes. Most of the items on the registry are basic household items that simply need to be replaced because they are worn out or are an assortment of mismatched items typically for the kitchen, bathroom or bedrooms. The registry can be utilized for any occasion, as tributes or even in sync with mitzvah projects.

Sharon, who has been with JARC for so long, offers a deep perspective: "I've seen people grow in ways we couldn't possibly imagine. I've seen them since they were teenagers. Everyone has a spirit and a personality. This organization has really been able to bring people out."

"Over the past 50 years, there has been a sea change," Sharon states. "There are not a lot of non-profit organizations like JARC. It is a model for other communities. The staff has tremendous love and folks are thriving."

Something that Joanne finds monumental at JARC is the strong work ethic of the staff. "I like the time that I spend helping JARC. But when I visit a JARC home, I can see the love and commitment that the staff has for those we serve. Every day is a physically and emotionally demanding day for our staff, and yet they always tell me how much they love their job. That's dedication!"



JARC's Home Beautification Committee is proud to introduce a new and unique way for you to support JARC!

With this registry you are able to go online and purchase items that are needed in our JARC

homes. The variety of items and prices makes this an easy way for everyone to support JARC.

Keep checking back frequently. We will be adding more items and retail stores throughout the year!

<https://www.jarc.org/onlinehouseholdgiftregistry/>



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