

The Towers at Tower Lane to Name and Dedicate its Synagogue Chapel The Shure Family Chapel

The Towers is delighted to announce that its synagogue chapel will be dedicated and named, The Shure Family Chapel, thanks to a generous gift from Jimmy Shure. New Haven born and raised, Jewish community leader and caregiver, Jimmy has helped thousands of Jewish families during times most vulnerable. His passion for New Haven is expressed every day through his work with those in mourning. "My work, what I do, is who and what I am. I've never been able to separate my professional life from my personal life. One cannot turn on and turn off one's heart. Nor should I have tried. What I hope, though, is that my children now understand why I was out when most dads were at home. What I know is that they hold dear the concept of Tikkun Olam, and for that, I am most grateful.

Jimmy's unwavering friendship impacts our community in myriad ways every day. If you ask Jimmy why his involvement with The Towers is so important he'll tell you, "The Towers is getting it right. It is the agency that is actually adding quality years to people's lives. We have a moral, ethical, and loving obligation to our seniors. The blessings we enjoy today are a result of their toil and sacrifices."

There is no better name to adorn The Towers Synagogue than Jimmy's. Jimmy leads and lives by his values. According to



Jimmy Shure

him, "Those who can, must!" His volunteer work and lay leadership involvement across the community comes from a genuine desire to inspire those around him to want to do "something" to help, no matter how big or small. Gustave Keach-Longo, CEO/President of The Towers praised Jimmy for his skill and dedication, "Jimmy knows how to bring comfort during those most tender moments of our lives. Adorning The Towers' most spiritual space with the Shure name feels perfect. We are grateful for his lifelong involvement with us." Towers Board Chair, Jacqueline Koral, remembered, "In the course of two and half years, I lost my mother-in-law, my mother and my husband. Without Jimmy, I don't know how I would have ever gotten through these life-shattering events. His kindness and thoughtfulness took care of

everything and comforted me in my grief."

After completing his Master's work, Jimmy began studies at the American Academy-McAllister Institute of Mortuary Science in New York. Upon graduation with high honors, he completed his two year apprenticeship and has been in charge of the day to day operations of the Robert E. Shure Funeral Home ever since.

Jimmy has always been involved in community activities. He thoroughly enjoys the work necessary to keep non-for-profit agencies vital and strong to make sure they have the funds necessary to do the jobs our community rely on.

Congregation B'nai Jacob's Rabbi Rona Shapiro reflected on Jimmy, "Jimmy Shure is a New Haven treasure! There are few people who are so dedicated to their work and to our community, who give so generously of themselves to others and to upholding our institutions, and who have done so much for so many. I am blessed every day to call Jimmy Shure my colleague and friend."

We invite you to join us at our naming ceremony on Sunday, September 13th from 2:00 – 3:30 at The Towers Synagogue. RSVP to Jennifer Bayer, Director of Development and Community Relations, at 203-772-1816, ext. 290 or jennifer@towerone.org.

Passover Community Seder At The Towers at Tower Lane



Join our residents, your loved ones and friends for our community Seders, **Wednesday, April 8, 2020** and **Thursday, April 9, 2020 - 5:30 pm**

\$22.00 per person for guests • \$18.00 for residents not on the dinner plan • \$14.00 for children under 12 years of age

For information regarding menu, please call Nicole Merritt at (203) 772-1816, ext. 180, or nicole@towerlane.org

Kosher for Passover Observed

Co-Generation Campaign: Tackling Food Insecurity for Years to Come

We are thinking outside of the box and solving problems in creative and sustainable ways. Meeting the nutritional needs of residents no longer able to cook or unable to afford a meal plan is our goal. Better nutrition, increased socialization and a smaller carbon footprint will be among the many benefits of our Co-gen Project.

Through a one-time investment with a 20 year return, The Towers will generate the savings to help increase annual meals served by 30,000. Long-term energy savings will help The Towers subsidize its meal plan and expand from one meal a day, six days a week, to two meals a day, seven days a week.

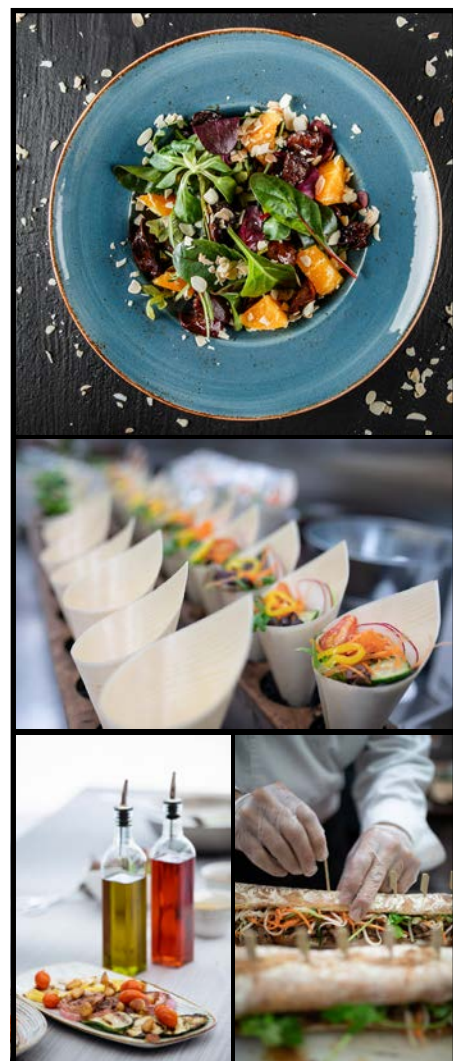
Our dining room is the heart of our building. Through expanded dining hours, residents will also benefit from greater socialization.

We are grateful to our generous donors. Because of your support, The Towers food program will be transformed

for a generation to come. Your gift ensures better nutrition, more Kosher meals served, and more opportunity for community gathering in our dining room. What a bonus that this initiative also makes a positive impact on our environment.

The Towers expresses utmost appreciation to Barry Vine and Joel Karp, community leaders heading up this campaign and paving the way for our brighter future.

Barry Vine explained his passion for The Towers, "People ask me why I love The Towers so much, and I reply – Because it is an extension of my childhood. There's an old adage that 'you can't go home again,' but when I think of Legion Avenue and The Towers, I feel that I am back home. I am back to the neighborhood that I grew up in, I am back to my childhood memories and experiences, and back to my hopes and aspirations for the future. The Towers is on its way to making these aspirations a reality."



\$25,000 and Above

SWF Foundation
Hyla and Barry Vine

\$10,000 – 24,999

Cecele and Joseph Adler
Gustave and Joseph Keach-Longo
Jim Vlock and Gail Brekke Vlock

\$5,000 - \$9,999

Eileen and Andrew Eder
John and Frances Gordon
Michael and Sara Horton
Iny and Joel Karp
Jacqueline Koral
Stephen and Mary Beth Saltzman
James Shure
Ed and Doris Zelinsky

\$3,600 - \$4,999

Jennifer and Robert Bayer
Robert and Jodi Katz

Up to \$3,599

Lori Brochin
Linda and Jesse Cedarbaum
Gayle and David Slossberg
Lisa Stanger and Gregory Colodner
Alison and Tim Ward
Leslie and Peter Zackin

To learn more about how you can help The Towers solve food insecurity for a generation, please contact Jennifer Bayer, Director of Development and Community Relations, at 203-772-1816, ext. 290 or jennifer@towerone.org.

Payment Options

☐ Payment in full enclosed by check or credit card. **OR**

☐ Please divide my payment and bill me according to the following schedule:

☐ Monthly (12 equal payments) ☐ Quarterly (4 equal payments) ☐ Bi-Annually (2 equal payments)

I would like to make the following gift over the following period of time _____:

☐ \$180 ☐ \$360 ☐ \$500 ☐ \$1,000 ☐ \$1,800 ☐ Other: _____

☐ Please charge my credit card. ☐ I will pay by check in these increments

☐ My employer has a matching gift program. ☐ Please contact me for credit card information.

CC Number _____ Exp Date _____ CVV Code _____

First Name _____ Last Name _____

Address _____ City _____ State ZIP Code _____

Phone _____ Email _____

Please list my name as follows in the honor roll

☐ Yes, I would like to volunteer at The Towers



The Towers: Reducing Loneliness by Turning Neighbors into Friends

Loneliness is the new smoking. Scores of studies have reported on the damaging effects of social isolation, particularly among older adults. Researchers from Brigham Young University and other institutions compare the health impact of loneliness to smoking 15 cigarettes a day, calling it “more dangerous than obesity.” There is a cure. The antidote to loneliness is building community and creating connections. Case in point: Klaatch, an innovative program being newly piloted by the Towers at Towers Lane with the support of The Towers Foundation and The Tufts Health Plan Foundation.

Klaatch (think coffee klatch) was the brainchild of Adam Greene, a “recovering investment banker” from Brooklyn, N.Y., whose father experienced chronic loneliness after the death of his wife.

Social isolation and loneliness are common challenges for older people, who may be living in a new environment away from longtime friends or adapting to mobility or transportation challenges. Through a grant from the Tufts Health Plan Foundation’s Momentum Fund The Towers will launch the Klaatch program — and “turn neighbors into friends.” The program will foster better connections for those who may have lost a spouse, who may no longer have the ability to drive and who may be facing new social challenges during their elder years.

Klaatch is on a mission. The program follows a playbook that builds relationships through sharing and reciprocity while focusing on self-



reflection and self-efficacy. Klaatch uses a training and support model that educates coaches in active listening, group dynamics and empathy, matching coaches and participants by location and personality. The Klaatch program at The Towers will train four coaches, each of whom will lead a group of eight to 12 residents in weekly one-hour, face-to-face social interactions for 12 weeks.

What’s key is that the group is for and about the participants. The coach is there to enable the group to stay focused and to foster connections. Klaatch groups offer a safe place for older people to come together without judgment.

Gustave Keach-Longo, CEO and President of The Towers explains, “Through our partnership with Klaatch we are helping older people change the way they develop new connections with others. Throughout our lives, and especially as we age, we naturally want to know that we matter. We want to spend time with people

who listen to our stories and who really know us, connecting in genuine ways. Our friends at Klaatch have taught us how to transform socialization for those at-risk of loneliness. We are grateful to Tufts Health Plan Foundation for the funding which make this partnership possible. This grant will enable us to improve the quality of people’s lives in and across our community.”

Pledging to use Klaatch to build a more age-friendly community within its residences and surrounding neighborhoods, The Towers applied for support in late September 2019. Just two months later, after a full vetting and recommendation by the Connecticut review committee, The Towers was awarded a Momentum Fund Grant.

While Klaatch has proven successful on a national level, The Towers project is a first for New England. We look forward to expanding this program to the broader community as well.



Towers Foundation: Loving Kindness in Action

Tributes

Ms. Nancy Alexander in honor of The Towers Board and Staff
Dr. & Mrs. Jesse Cedarbaum in memory of Eugene Cederbaum
Ms. Melinda Davis in memory of Eva Cooper
Ms. Doris Dimenstein in memory of Alexander Elkin
Ms. Bernice Friedman in memory of Alexander Elkin
Ms. Bernice Friedman in honor of Pearl Karmasin's 100th birthday
Mr. Steven Gale & Mrs. Elisa Godfrey in honor of Mildred Goldfrey
Mrs. Dorothy Greenwald in memory of Geraldine Levine
Mr. Isidor Juda in memory of Eva Cooper
Mr. Isidor Juda in memory of Alexander Elkin
Mr. Isidor Juda in honor of Pearl Karmasin's 100th birthday
Ms. Bertha Kahn in honor of Pearl Karmasin's 100th birthday
Ms. Bertha Kahn in memory of Eva Cooper
Ms. Bertha Kahn in honor of Mr. & Mrs. Steven Fast's grandson's Bar Mitzvah
Ms. Irma Kelson in memory of Irving "Pat" Kelson
Mr. Allan Rubenstein & Mrs. Carolyn Kone in memory of Marjorie Rubenstein
Mr. Lee Liberman* & Mrs. Lillian Liberman in memory of Alexander Elkin
Mr. Lee Liberman* & Mrs. Lillian Liberman in memory of Eva Cooper
Mr. & Mrs. Bruce Lubov in memory of Alexander Elkin
Mr. Stuart A. Margolis & Honorable Joan Margolis in memory of Geraldine Levine
Mr. & Mrs. Daniel O'Brien in memory of Alexander Elkin
Mr. & Mrs. David Pels in memory of Geraldine Levine
Ms. Sylvia Rifkin in memory of Eva Cooper
Ms. Sylvia Rifkin in memory of Alexander Elkin
Mrs. Riva Smolen in memory Barbara McDonnell

*of blessed memory

Date range for Tribute List is 1/9/2020 – 2/21/2020

*The Towers makes every effort to list donors as they wish. To make a correction, please contact Jennifer Bayer.
To make a gift in someone's honor or memory, contact Jennifer Bayer, Director of Development and Community Relations,
(203) 772-1816, ext. 290, Jennifer@towerone.org. A beautiful card will be mailed to the recipient.*



Highlights from the Cathy Weiss Gallery Naming
See page 5 for more images



Towers Event Highlights

March 2020

Wednesday 3/4

12:00 - Pizza lunch and movie trip (Pizza, A Love Story). Sponsored by Hyla and Barry Vine

Monday 3/9

7:00 - Purim Celebration: Ruthie Greenblatt reads the Story of Esther. Enjoy a festive celebration with hamentashen and groggers! Dress in costume and invite your family!

Thursday 3/12

7:00 - Mulkerin School of Irish Dance Performance

Thursday 3/19

1:30 - Towers Chorus-Purim & St. Patrick's Day Performance

Tuesday 3/24

10:00-1:00 - Movie & Discussion Program with Jim Brochin & His Film Students

Sunday 3/29

12:00 - The Music of Hal Grossgold

Monday 3/31

7:00 - The Music of Charles "Piano Man" Thomas

Saturday 4/4

7:00 - Out trip to see the play, "The 25th Annual Putnam County Spelling Bee" at Congregation B'nai Jacob. Sponsored by Hyla and Barry Vine