



Jewish Senior *Life*

services for healthy aging

FOR IMMEDIATE RELEASE

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Jewish Senior *Life*[™] Elects New Board of Directors

Rochester, N.Y. – Jewish Senior *Life* announces the election of the following Officers and Directors of the Board of Jewish Senior *Life* 2014-2015:

Ted Axelrod was elected Chairman. Mr. Axelrod has served on the Jewish Senior *Life* Board for four years, most recently as Vice Chairman. He is the owner of TME Innovations, LLC.

Honorable John J. Ark was elected Vice Chairman. Judge Ark is a New York State Supreme Court Justice and has served on the Jewish Senior *Life* Board of Directors for many years.

Sharon Underberg was elected Secretary. Ms. Underberg is Assistant General Counsel and Vice President of the Legal Department at Eastman Kodak.

Michael Cooper was elected Treasurer. Mr. Cooper is First Vice President of UBS Financial Services and also serves as Vice President on the Jewish Senior *Life* Foundation Board of Directors.

Mark Kolko is the previous Chair. Mr. Kolko has served on the Board of Jewish Senior *Life* in various roles since 2004.

In addition, Lawrence M. Becker and Steven R. Gersz were newly elected to the Jewish Senior *Life* Board of Directors. They will join 19 existing board members who are continuing their terms of service.

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About Jewish Senior *Life*:

Jewish Senior *Life* offers a continuum of high-quality aging services — The Summit at Brighton for independent living; Wolk Manor for assisted living; The Jewish Home of Rochester for long-term, transitional and memory care; and a variety of community programs and services that enable people to age and live safely, either on campus or other place that they call home. Open to people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family; emphasizing “aging in place;” allowing people to remain in the place of their choice longer; and providing life care, eliminating worries about unforeseen medical expenses throughout the continuum of care. Jewish Senior *Life* is accredited by CARF–CCAC and is a member of the Senior Health Alliance of Greater Rochester; the New York State Association of Homes and Services for the Aging; the American Association of Homes and Services for the Aging; and the Association of Jewish Aging Services. www.jewishseniorlife.org