

## Chelsea Jewish Debuts Exciting New Hospitality Program



The Chelsea Jewish Foundation continuously strives for excellence. With this mind, the organization recently unveiled an innovative plan to create a superior level of hospitality. The new program will allow CJF to maintain a level of service unprecedented in senior care.

“Our residents, guests and clients deserve the absolute best in terms of service and amenities,” explains Chelsea Jewish COO Adam Berman. “We have researched the top luxury hotels to see how we can offer the same caliber of hospitality. As a result, our facilities will provide 5-star service in line with the world’s finest hotels.” Berman added, “We want to set the gold standard in senior living by offering exceptional personalized service. Going forward, this will truly set us apart from others in the industry.”

The program will be implemented with in-depth training sessions for each and every staff member within the Foundation. One priority will be increased attention-to detail for all guests, residents and families as well as one-on-one personalized service. There will be an expanded emphasis upon nutrition, taste, quality and presentation of food. Yet another element of the program is the updating of the common areas. The goal will be to create a warm and welcoming décor, with “modern elegance” as the underlying concept. The residences will also display resident created artwork and holiday themed presentations to help drive home the friendly, family-like atmosphere.

“These changes are all part of an extraordinary new vision for the Foundation,” concludes Adam Berman. “I have no doubt that our organization will be the forerunner in senior living -- not only within Massachusetts, but throughout the entire country.”

Dear Friends,

After a very cold and snowy winter, it is particularly refreshing to rejoice in the arrival of the spring season. I know we are all looking forward to being outdoors and enjoying the warm weather.

One thing that always amazes me about the Chelsea Jewish Foundation is the way our residents, employees and families come together to help us celebrate special occasions. And that is exactly what happened at our Purim celebrations in March. I was delighted to see so many employees and residents with their families. Both the children and the adults appeared to be having a wonderful time.

We are implementing new initiatives at the Chelsea Jewish Foundation. Personally, I am very excited about our hospitality program, which you will read more about in this issue. Exceptional service plays an integral role in our organization and I sincerely believe we offer the best.

To all our employees, residents, friends and families, I’d like to wish you a very Happy Pesach and Happy Easter.

Sincerely,  
Barry Berman, CEO  
Chelsea Jewish Foundation

