



UnitedHebrew

The Art of Caring for Generations

In New Rochelle since 1919

Up Close and Personal with Rita Mabli Here's the scoop.

We sat down with our President and CEO to find out the secret to her-- and United Hebrew's--success. Here's what she had to say.

Q. You often say you are proud of creating a community where seniors can age in place. What do you mean by that?

A. After many years of working with an older population, I am always amazed at how differently each of us age. When I started working here right out of graduate school, we were just a nursing home. But I felt it was important to be able to help people no matter

what stage of aging they were in. Now we have a continuum of care, where people can find different levels of supportive care in one place. We can help those seeking an apartment for independent seniors, memory care, assisted living, full service skilled nursing care in a nursing home or home health services in the community.



Rita Mabli

Q. What are some leadership lessons you learned along the way that have helped you achieve success?

A. Have a vision. It is so important to provide a vision for the staff. Our new mission statement, "We are kind people who treat you like family," creates a

culture that I am passionate about and committed to sustaining. I recognize that I am a blessed and lucky leader, as I work with a staff that are truly compassionate and caring individuals. Another thing I've learned: leadership and learning are indispensable to each other. So I hire people who know more than I do! By hiring individuals who are experts in their fields, I know that our residents receive the best care, and that I will continue to learn and grow as a leader. What I do, too, is provide guidance for staff to expand on their strengths, which allows them to grow and achieve their full potential.

Lastly, I've learned to have a trusted group of advisors. We are fortunate to have an outstanding board of directors, with whom I work closely to seek new avenues of business, create strategic partnerships while being fiscally responsible. All this must be achieved while keeping our primary focus on the exemplary care we provide.



Michael Rozen, Donald Duberstein, Malcolm Lazarus, Rita Mabli

Q. Speaking of motivation and commitment, can you tell us about your mother's influence on your professional life?

A. My mother was and is my hero, and had a tremendous influence on me. She never had a chance to go to school beyond the 8th grade because she had to work. My father died at a young age, when I was very young, and Mom had to raise four kids alone. She taught me that hard work is the key to achievement, and through a scholarship I was able to go on to college. My mother spent her last years on our campus at our Independent senior housing apartments. From that experience, I gained a deep understanding of how important a supportive community is to older adults. Mom retained her dignity, even as her health declined. Mom taught me what was important in life; I keep those life lessons with me, always.

Q. You started working here in 1976. How do you keep it fresh?

A. I think my deep spiritual nature and desire to help the less fortunate drew me in to this work initially, and I've never looked back. Every day, I



learn something new. It is also not in my nature to

Willow Gardens

coast! There is always something happening

here to keep it fresh. Our campus has grown by leaps and bounds. And each new project has been a joy because I know we are creating something for the good of our community. In fact, we are now about to open a new residence, Willow Gardens, which will be Westchester's only assisted living facility dedicated to caring for those with Alzheimer's and memory impairment. I am continually revitalized, reinvigorated and inspired. And, blessed.

Q. People who know you say you always have a kind word or a smile for everyone. What's the secret to being happy?

A. It is said that the tiniest kindness can deeply affect the well-being of a person. I've seen that happen over and over at United Hebrew. I don't think of myself as an expert on happiness but I do think that we feel better about ourselves when we help others. I get great satisfaction knowing that my actions are impacting another towards a better life. And that keeps me smiling.

About United Hebrew of New Rochelle

United Hebrew of New Rochelle is a vibrant not-for-profit, non-sectarian, multi-service campus of comprehensive care nestled on 7.5 acres. United Hebrew has been serving the Westchester metropolitan area since 1919, and today, works with more than 1,000 clients daily. Services include: **Long-Term Skilled Nursing; Burke Rehabilitation at United Hebrew; Willow Towers Assisted Living** (*The Beverly and Alfred J. Green Pavilion*, and *The Phoenix Neighborhood and Griffin Program- Memory Support Programs for Alzheimer's care and Related Dementias*); **Independent living for Seniors** (*Low-Savin Soundview Senior Apartments*); **Health at Home** (AZOR Licensed Home Health Care and a Certified Home Health Agency); and **Private Geriatric Care Management Services** (Raven Care Advocates). For more information, call (914) 632-2804 or visit www.uhgc.org.

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