New Leadership Ready for New Challenges

RICHARD BORTS, newly appointed President of The Cedars Board of Trustees, has worked in financial services for over twenty years. From Time Warner to 500 corporations to successful startups, he has built his career on an ability to recognize the sound investment, the right idea, the emerging industry. From the first time friend and colleague, Hilary Rapkin introduced him to The Cedars, he knew our community was all there, “The Cedars had a great reputation.” Richard remembers, “From the moment I walked through the doors I understood why. The level of commitment and care was something you could actually feel.”

Richard is that rare combination—a numbers wizard with an entrepreneurial spirit. Richard and his wife, Paulette York, moved to New York in 1995, Richard joined the leadership team at Wright Express while Paulette taught French at the Waynflete School. The move was personal but also permitted—Richard’s grandmother had moved to New York after growing up in Preps Island. In 2001, Richard was recruited by Citibank and Paulette was offered the post of an American to the prestigious Marymount School, and they returned to New York. In 2004, he accepted the position of chief financial officer when a fledgling online payment company called PayPal. “I wanted to build something new again,” he explains. “And we did.”

Richard has extensive experience as a financial advisor and senior executive. In 2002, he was recruited by Goldman Sachs, and Richard and his wife, Paulette York, moved to New York in 1995. Richard joined the leadership team at Wright Express while Paulette taught French at the Waynflete School. The move was personal but also permitted—Richard’s grandmother had moved to New York after growing up in Preps Island. In 2001, Richard was recruited by Citibank and Paulette was offered the post of an American to the prestigious Marymount School, and they returned to New York. In 2004, he accepted the position of chief financial officer when a fledgling online payment company called PayPal. “I wanted to build something new again,” he explains. “And we did.”

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The Cedars offers award-winning independent living, assisted living, skilled nursing and rehabilitation on one beautiful campus. Visit thecedarporthand.org or call 212.221.7000 today.
DO YOU HAVE AN IRA? And want to use that can again make gifts to The Cedars directly from your IRA administrator to transfer funds directly from your IRA to The Cedars? In order to qualify under this new law, you can—limits based on adjusted gross income.

Charitable IRA Deadline Extended to Dec. 31!

Aaron Sypk, RN,
was recently named as the first Care Champion to be able to recognize both Aaron’s great nursing skills and his deep care for patients in this way.

Gifts in the Cedars directly can now make gifts to the Cedars directly from their IRA without including the IRA in their taxable income through December 31, 2011. This program benefits:

• Those who want to leave their income of their required IRA distributions.
• Those who have already reached their giving goals in an adjusted gross income.
• Those whose income leaves the place out of their donations.

Two important things to remember:

• You should also contact The Cedars directly to ensure that your IRA distribution is from your IRA account.
• You can make qualified distributions to charity to your IRA administratively. The Cedars offers a series of helpful documents, including a sample letter and a pledge card for you to use.

Supporting Our Seniors

FIRST CARE CHAMPION NAMED

AARON SYPK, RN, was recently named as the first Care Champion at The Cedars by the way of a former patient, who made a gift to The Cedars. The Cedars Rehabilitation Center several times, Aaron was an example of a great nurse and someone who cares very much for the patients who enter her with respect and warmth. She really enjoyed him, and we came to know the quality and dedication of his care.

Citing the Care Champion program as a great way to recognize staff members who go the “extra mile,” Boon said that she was delighted to add Aaron to the Cedars’ already stellar nursing staffs, and her care for patients in this way.

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