



# BROADWAY HOUSE FOR CONTINUING CARE



## NEWS FROM BROADWAY HOUSE FOR CONTINUING CARE

The Health Care Association of NJ (HCANJ) elected James Gonzalez, President/CEO of Broadway House, as chair of its Executive Committee of the Board of Directors at the September business meeting. Jim has served on the Executive Committee for 7 years and has been treasurer for 3 years. He will lead HCANJ in its statewide mission and nationally through HCANJ's status as a state affiliate of the American Health Care Association.



Jim will also lead the Executive Committee in conducting association meetings, development of annual objectives, advocacy strategies, member programs and the annual budget. He is the key leader to provide oversight and direction to the President/CEO in the many duties and responsibilities involved in operating the association on a daily basis.

### IT'S A BIRD, IT'S A PLANE, NO, IT'S A DIGITAL BILLBOARD!!!

The Broadway House name lights up the Newark skyline along Route 21 North near 3rd Street as it shines from the digital billboard that is located there. The billboard features 8 ads representing various organizations including schools, not-for-profits, casinos, NJPAC, and sports teams. Each ad runs for 8 seconds. The Broadway House ad offers "Skilled Nursing / Medical Rehab /Compassionate Care for Everyone"; a message to raise awareness of the facility and its services. The digital billboard ad runs through November 25th. Don't forget to take a look!

