



# LEISURE WORLD NEWS

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## When Black speaks, people listen

September honoree is man of few but profound words

By Cheryl Walker  
The News

The Golden Rain Foundation Board has a quiet center; a director who rarely speaks. But when Bert Black does have something to say, people listen.

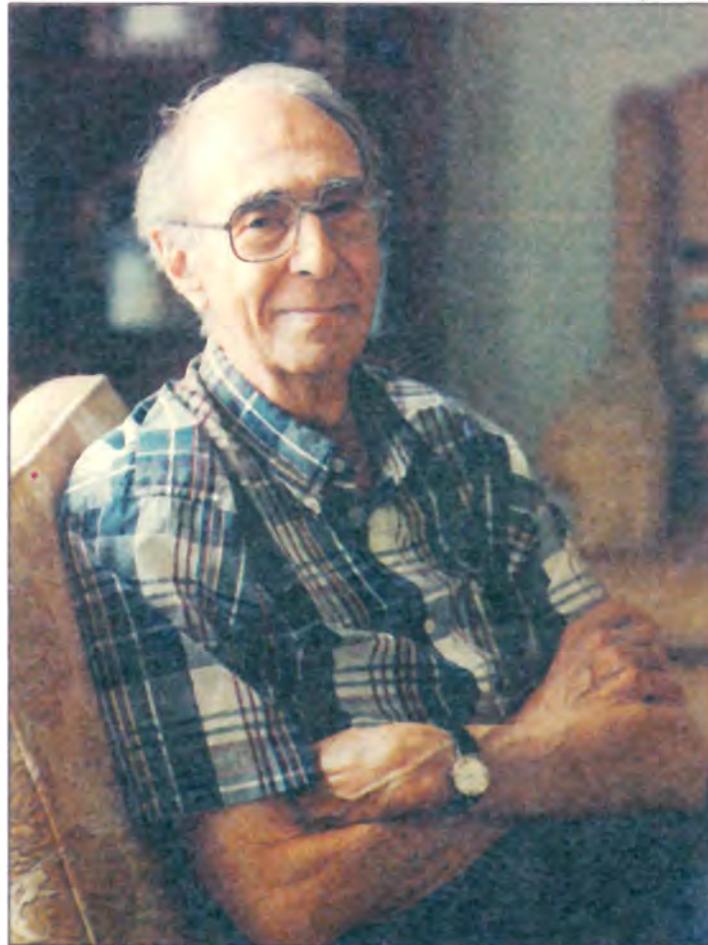
That's because Black has the unique ability to encapsulate an argument, calm mounting tensions or restate a complex problem into precise, easy-to-understand terms.

Black honed his talent in a career full of professional responsibility and achievement.

In fact, his resume of lifetime accomplishments in administration, social work, academia, research and rehabilitation is so varied and comprehensive it's hard to believe one person could have achieved it all.

Highlights include publication of more than 78 articles, reports, studies, investigations and books; a host of academic honors; memberships in more than a score of local, state and national scientific and professional associations, councils, task forces, committees and review boards; professorial stints in prestigious universities and colleges in three states (New York, Pennsylvania and Missouri); listings in Who's Whos and other biographical publications listing prominent people; and leadership positions heading public and private institutes, centers, agencies and departments in the areas of health, welfare, rehabilitation and economics.

Since moving to Leisure World nine years ago, Black has served on the Third Mutual and Golden Rain Boards and



Bert Black, a Golden Rain Director, has been named Leisure Worlder of the Month for September.

Photo by Mediha Fejzagic DiMartino/The News

been a member of the Audubon Society, the MacIntosh Computer Club, Society for Humanistic Judaism, the Historical Society, Film Club, the Community Civic Association, Concerned Citizens, People for a National Health Program, the Academians and the Historical Society (where he's helping to coordinate the resident surveys with the University of California's Brain Institute).

Fellow Board Member Roger Noble calls Black a "very profound individual - he

rarely speaks, but when he does it's very applicable to the

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### Ceremony facts

**Who:** Bert Black

**What:** Leisure Worlder of the Month for September.

**Where:** Clubhouse 6

**When:** 10 a.m. Wednesday, Sept. 5

**Sponsor:** Leisure World Historical Society

# BLACK

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situation and everybody listens because of his background and what he says is very important.”

Friend and Third Board Member Ken Dooley, who persuaded Black to run for the Third Mutual Board, says Black’s self-effacing quiet hides a deep intelligence and perceptiveness that makes him a real asset to any organization. “In a world of raging egos, he adds stability.”

And Tom Jorde, former Golden Rain Board member, calls Black “a dedicated person, a people person and with his social service background he was a real asset to GRF.”

Long-time friend and fellow retired academic Bernie Berne says Black excels in delving into issues that require analysis and come to conclusions that are realistic and convincing. “There’s a Jewish word for what he is, a ‘mensch’, which means more than a man, a man-plus.”

**Background:** Black was born in England but grew up in the United States.

He earned his bachelor’s and master’s degree at Washington

University in St. Louis, in social work.

Although he originally wanted to be an engineer, while working on a WPA (Works Progress Administration) project he became intrigued more with the social aspects of working with engineers than the technical side.

As his interest broadened so did the scope of his workload as he moved up the ladder adding expertise, responsibilities and outreach to target groups as diverse as the mentally ill, tubercular, handicapped, transitional populations, delinquents and students and professionals who address public health, housing, vocational services, welfare and other needs.

After a distinguished career, Black and his wife Rose came to California in 1992 to be near their daughter Anne, who lives with her family in Irvine.

One year later, he decided to run for the Third Mutual Board out of concern that there were plenty of people concerned about the future of the Leisure World plant (real estate and the business of running the community) and not enough thinking of the people.

He became an active member of the Future Health Needs study group, chaired by the late Towers President Bob Do-

naldson, People for a National Health Program, and other social service issues.

Although not health related, Black had to use all his negotiating skills to bring to a successful conclusion two and a half years of wrangling over the new schedule for the Leisure World bus system, which should premiere at the end of this or early next year.

In spite of nearly a decade of service on Leisure World’s boards, Black says he’s not ready to call it quits. There are too many loose ends left.

“I am particularly concerned with preserving the valuable resources of the Leisure World community – physical, recreational, and educational – and of ensuring the capabilities of its residents to enjoy them.

“The coming years continue to bring serious challenges to the leadership of Leisure World, how to preserve fiscal stability and our amenities of living; we have to develop more of a working relationship with our new city government and continue our fight against the establishment of a commercial airport ... (and) I would like to continue to assist in helping my fellow residents in facing them.”