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LEISURE WORLD NEWS

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Eliot Brody, a board member of LW Communications, Inc., was instrumental in making the decision to bring Leisure World's cable system in house.

News photo by Rod Veal

June honoree has head for figures

By Cheryl Walker
The News

The same good solid advice on money matters that gave Eliot Brody a successful career as a certified public accountant and financial manager, have made him a trusted consultant for Leisure World residents and the boards alike.

This generous sharing of his expertise in the 11 years he's called Leisure World home, have made him a natural for Historical Society honors as Leisure Worlder of the Month this June.

Bob Miller, who with Brody and Charles Hellmann form the board of directors of LW Communications, Inc., the Golden Rain subsidiary the owns and has final say on all broadband matters, calls working with Brody "a privilege and a delight."

"His infinite knowledge of financial matters and judgement are outstanding and have contributed significantly to the success of the TV head-end transition." (The relocation of the TV satellite reception equipment to the Maintenance Center by April 30.)

Hellmann agrees and notes that Brody's advice has been "impeccable."

"He is a great investment counselor with wonderful business judgement, strong ethics and the highest level of integrity."

Another LWC consultant, former Golden Rain Director Bob Payne adds that Brody, who has advised the Third Mutual and Golden Rain Boards to pursue a conservative investment strategy and lectured on investments in the community for 10 years, is also "superbly" articulate "and leaves no room

for misunderstanding."

Background: Brody, the son of two teachers, was born in New York City, and always "felt comfortable" working with numbers.

He served in the U.S. Navy as a ship's captain in the Pacific Theater during World War II and after the war, in 1947, graduated from City College of New York with a business administration degree.

After graduation, he joined a public accounting firm and became a CPA. He subsequently worked in internal audit supervision and financial management finding the latter so much to his liking that, after moving to California, he spent 20 years administering the diversified investment program for one wealthy family.

He retired only to segue into

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a new career as a realtor and general partner in two real estate limited partnerships.

Over the years, he also lectured on the various areas of his expertise at Brooklyn College, the College of the Desert and National University and has led seminars at the American Management Association.

Friends told Brody and his wife Rhoda (another teacher) about Leisure World which became their home more than a decade ago.

Brody didn't waste any time getting involved and besides his investment lecture series and work with LWC, he's served as a director of the Leisure World Foundation, director and secretary of the New York Club, and as a member of the Golden Rain internal audit committee, Golden Rain broadband internet subcommittee, both the Golden Rain and Third Mutual nominating committees and the golf, table tennis and computer clubs.

Asked why he's shared so generously of his time and talents, Brody said he enjoys the intellectual challenge, teaching and filling a special need: giving people unbiased financial and investment advice.

"I don't make specific recommendations, I let people know what's out there."

"Investors must make their own decisions," he stressed.

Brody says, too, that there is a certain dynamic in making business decisions. For example, he says LWC negotiated with Rossmoor Electric, Inc. two years before it became apparent the situation wasn't going to work and, finally the decision was made to terminate the contract and bring broadband services in house.

"LWC has been an education for all involved," explains Brody, adding that he predicts there are still challenges to come as decisions are made with regard to internet service, digital tiering, ad insertion and keeping costs under control as programming contracts are renegotiated.

Brody says perhaps the most rewarding enterprise he has been and is involved with is the Leisure World Foundation which, through the generosity of residents, is able to reach out to neighbors in need of emergency assistance for everything from meeting prescription drug expenses to obtaining emergency utility bill assistance.

He says he hopes residents will call on the Foundation if they need assistance. "We are probably not reaching those who have a need either because they don't know about us or they are too proud to ask."

He also encourages those residents who'd like to make a difference in their fellow residents' lives to put the Foundation on their list of tax-deductible charities.

Donations can be sent to the Foundation, which has an of-

fice in the Leisure World Community Center, at P.O. Box 3279, Laguna Woods, 92654-3279. For further information about the Foundation, call 268-2246.

Ceremony facts

Who: Elliot Brody

What: Leisure Worlder of the Month for June

Where: Clubhouse 6

When: 10 a.m., Wednesday, June 4

Sponsor: Leisure World Historical Society