



Community
Creativity
Growth

2025 *Annual Gala*

HONORING

Larry Rein

Legacy of Leadership Award

RECOGNIZING

**Village Super Market
ShopRite**

Community Partnership Award

Tuesday, October 28, 2025 at 6:00 PM

Dear Friends and Business Partners,

We are thrilled to announce JSDD's Annual Gala an evening of celebration, inspiration, and community. This year, we are proud to honor Larry Rein whose dedication and leadership have left a lasting impact. We are equally excited to recognize the outstanding support of Village Super Market ShopRite, whose partnership helps make our mission possible. Join us as we come together to celebrate those who uplift and empower individuals with intellectual and developmental disabilities.

Larry Rein, Immediate Past President, JSDD Legacy of Leadership Award

Highly respected, thoughtful, and deliberate, devoted to family and friends, beloved by many, committed to his faith... all of this describes Larry Rein, immediate Past President of JSDD.

Larry's leadership spans decades having connected to the MetroWest Jewish community initially through United Jewish Federation of MetroWest while participating in their Young Leadership Program. Thus, his journey began, and he started on the path which brings us here today. Over the years, Larry has served on numerous boards. His current affiliations include Jewish Federation of Greater MetroWest NJ, JCC MetroWest, Jewish Family Service of MetroWest NJ, Joseph Kushner Hebrew Academy, and West Orange Mikvah. We recognize the impact and influence this one man has been able to wield because he cares deeply about the Jewish people wherever they are, whatever the need.



With faith as his guiding star, many achievements likely grew out of Larry's inability to say "no" to the people he cares most about. Invitations to serve on the boards in which he participates often emanate from the relationships with people who serve on those same boards. Relationships are at the core and once he determines the organization's mission is aligned with his values, he finds himself compelled to elevate the cause. Larry is drawn to lead with a vision for that organization while striving to maximize its impact.

Larry's ability to bring people together is a rare and highly sought after trait in a leader. Whether participating in or heading a strategic planning process or navigating through troubled times on behalf of either a friend, an agency or congregation, Larry is the person to whom this community turns to for leadership. He facilitates a resolution to problems and disputes while seeing through the weeds to what comes next.

This selfless sense of obligation enables a very busy man to carve out time in his overcrowded schedule, to make a difference. In addition to his roles across the MetroWest community, he was appointed Deputy Mayor of West Orange by the town's Mayor, a further testament to the trust and respect he has earned. In that role, he works to strengthen relationships and foster collaboration between the town and the Jewish community.

We celebrate Larry Rein and his legacy of leadership, knowing full well that he will continue to head other organizations which have yet to benefit from his passionate leadership.



Village Super Market ShopRite Community Partnership Award

JSDD is proud to recognize Village Super Market ShopRite for their enduring partnership with the Jewish community, providing high-quality kosher products and fostering outstanding customer relationships that reflect and respect the diverse observance needs across MetroWest. Rooted in a compelling immigrant story and guided by strong family values, Village Super Market ShopRite exemplifies integrity, commitment, and community-focused service.



Founders Nick and Perry Sumas immigrated to the United States from Greece. The brothers started working at a produce stand in South Orange, New Jersey shortly thereafter. Perry was a great athlete, and after living in the US for 6 years he went to an open tryout for the New York Yankees. He did so well that he was offered a minor league contract in Connecticut. Perry discussed this opportunity with his brother Nick, and they decided to tell the owner of the produce stand that Perry was going to leave to play baseball.

Their boss threatened to fire Nick if Perry left. This was not an option, as Nick had a young son named Jimmy at the time that he needed to support. The brothers sat down and talked over their options. Perry ultimately decided to stay as it was the only decision to make for the family. They made a pledge to save money and open their own business as soon as they could.

Four years later, in 1937, they opened the Village Super Market in South Orange, NJ. In the mid-1940s Nick and Perry were among the first small supermarket owners to join the Wakefern cooperative. In 1951, they all came together under the name ShopRite. Nick and Perry's decision to stay together was the best decision for the Village family. By putting families, associates, customers and communities first, Nick and Perry lived by their stated purpose: "To care deeply about people, helping them to eat well and be happy." Because of these two men and the pursuit of the American Dream, Village Super Market has grown to where it is today. Village Super Market now operates 30 ShopRite stores in NJ, NY, PA, and MD as well as 3 Gourmet Garage markets and 4 Fairway Market stores in New York City.

Warm regards,

Ellen Goldner & Linda Wieseneck
Event Co-Chairs

Eta and Mark Levenson
Virtual Ad Journal Chairs

Marsha Atkind & Lois Rose
Honorary Gala Chairs