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ARIZONA

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## Editor's Letter



In Arizona, spring is synonymous with baseball. Spring training has been a tradition in Arizona since 1947.

With the air full of the aroma of peanuts and cracker jacks, we couldn't resist the urge to look back at the career of Jewish baseball star Steve Stone – who now lives in Phoenix during the winter and spring training before heading to the broadcast booth in Chicago, where he is the on-air commentator for the White Sox.

The profile also leads into our focus next month on the Arizona Diamondbacks and the Jewish Heritage Game they plan for May 26. Stay tuned for more details; it will be a great outing for parents to share with their children.

Children will also love our cover story. More than 50,000 kindergartners in Maricopa County and Pima County will receive free copies of Jeremy Jackrabbit Recycles the Can, the second book Sasha and Rodney Glassman have written to promote literacy and sustainability.

As high tech as the world has become, children still seem to

love a book of their own and cuddling up with mom or dad to hear a bedtime story. That's also the driving force behind free Jewish books for children from PJ Library, a national Jewish engagement program that has three local partnerships in Arizona. We've got the details on how parents can sign their kids up.

This month we have three special sections – Arts & Entertainment, Professionals and Israel. In our A&E section meet sculptor David Unger, explore music of the Jewish soul and check out a play about adoption. We've profiled four professionals who chose to change their career tracks and we took a look at the importance of family time. Our expanded Israel section includes our columnists in Israel, Mylan Tanzer and Anne Kleinberg, who offer their usual perceptive views of life in Israel. But it also introduces you to the new head of the Israel Center in Scottsdale and offers a fun look at the surf scene in Tel Aviv. Murray Rosenbaum, a veteran Arizona tourism professional, shares insights on visiting Israel.

It's been another fun issue to compile, but now I'm ready to go out and "Play ball!" ■

*Deborah*

Donald Pliner Calvin Klein Coach Cole Haan Anne Klein BCBG Franco Sarto Nine West Merrell

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## Your Letters

Dear Editor,

I love your magazine! I read all of it. Even the ads. It's a great way to connect with the local Jewish community.

I read "The Storyteller" about author Jodi Piccoult with interest. She is, indeed, a famous, successful author who knows how to spin a tale. Her new novel sounds like what I like to read. However, what made me pause and re-read was the line, "Piccoult was raised in a Jewish family but doesn't consider herself a practicing Jew."

What does that mean? How much do any of us "practice?" Can you choose not to be Jewish? Didn't many people try that during the time period she's writing about? It didn't work then and I don't buy it now. How can she reject her heritage and dismiss the relatives who were murdered in the Holocaust?

Marcia Fine

Phoenix

Dear Editor,

As a Portland, OR, native LOVE your magazine. Delighted that you have come to Arizona. Now I don't have to have my mom or brother save it for me when I visit Oregon.

Linda Hochman

Chino Valley

Dear Editor,

I received a copy of "Power of One: Nicky's Family" (February, Arizona Jewish Life) and was totally overwhelmed how to answer that article. Although we had requested a subscription, the publication did not come this month, and the article was forwarded by our good friend, Dr. Robert Kravetz. We hope the magazine will be received shortly.

My first inclination was to call you per phone but found it too overwhelming.

My daughter, Julie, was kind enough to type my dictation which also is emotion producing and one would think after 70 years these emotions would have markedly diminished.

We can only hope the Nobel Prize Committee acts with extreme expediency as one 103 years is an enviable age.

My deepest thanks and gratitude for your efforts, tender words written and expression of emotion.

Fondly,

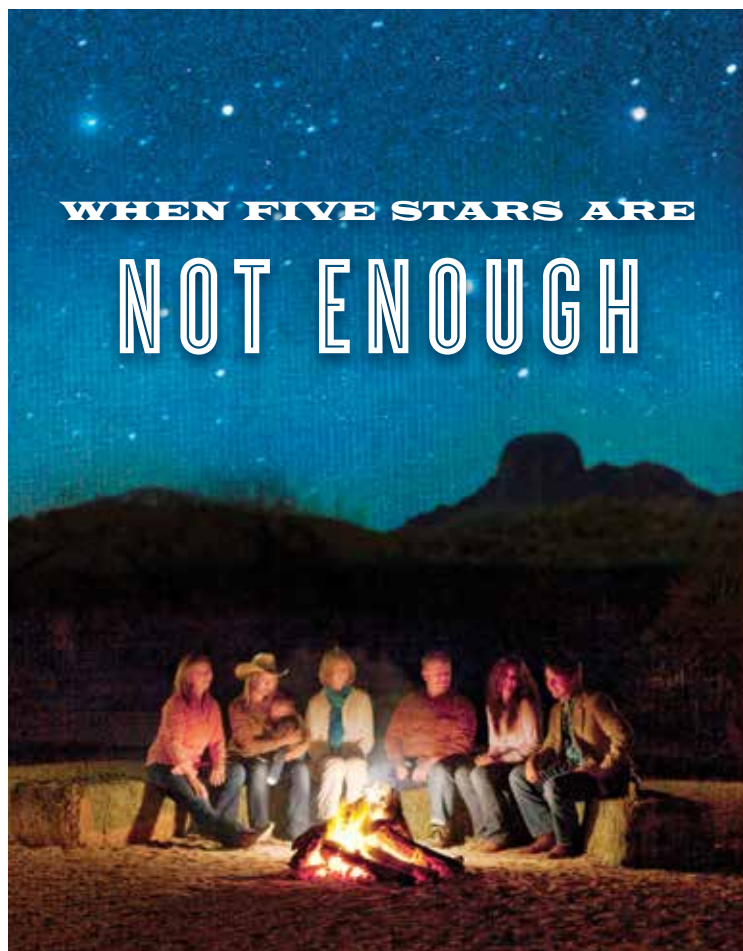
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Dear Editor,

I would appreciate more articles about Tucson. P.S. I really love your magazine.

Lucy Cohen,

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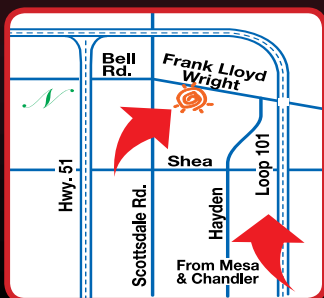
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# Steve Stone

## Thinking Out of the Stretch



“I look at being Jewish not so much as a religion but as a way of life.”  
– Steve Stone

Photo © Chicago White Sox

By David M. Brown  
pring training, February 1971,  
Francisco Grande Resort, Casa  
Grande, AZ:

**S** Steven Michael Stone, 23, 5 foot, 9¼ inches, 182 pounds, a Jewish kid from South Euclid, OH, is throwing batting practice to Willie “Say Hey” Mays – for many fans the greatest player in baseball history.

The hardest throwing pitcher from the Giants’ farm system and eventual Cy Young award winner, Stone, early in spring season, throws Mays a fast ball down the center of the plate. And another.

“After about 10 pitches, Dick Dietz, who is catching, comes out to the mound with his mask up over his head,” Stone recalls. “We have a kind of a tradition around here,” he tells me. “Every-one just lays the ball in to Willie early in spring training. That way he can hit it out of the park, and all the writers can say that Willie is ready right from the start of the season.”

“Well, I told Dietz, in colorful baseball language, that Willie had better be ready for the gas because I wasn’t letting up,” he continues. “Dietz looked at me to see if I was joking or not. I wasn’t. I had thrown for two months before spring training to prepare for this opportunity, and I was ready.”



Photo © Chicago White Sox

The next fast ball, Mays popped up – a sign that he was picking up the ball too late to hit it for distance, one of his many stellar career signatures. Stone looked at Mays and Dietz.

The great centerfielder turned to Dietz and asked, not happily: “Who is that guy?” He threw his bat against the batting cage. “He never took batting practice off me again,” Stone says.

“You see, I knew I had to establish some things really early, and one was that I wanted to be there and deserved to be there,” Stone says. “I wasn’t a belligerent player, but frankly, I didn’t care about Willie’s spring training performance because Willie Mays was going to make the team. But I was a nonroster player who had to make an impression.”

Impressively, he did. He joined a very, very good squad with two other Hall of Famers, Willie McCovey and Gaylord Perry. Add the speedy, and powerful, Bobby Bonds, who with son Barry, later a Giants player as well, are the best father-and-son duo in baseball history.

While they were both playing for the Giants, Bobby Bonds had confronted Stone a number of times in an unfriendly way, so Stone talked about this to their teammate and Bonds’ friend Gary Maddox, who later played for the Philadelphia Phillies.

“Your people are Jewish, right,” Maddox asked me, and I nodded,” Stone says. “You’re the ones who own all the ghettos and don’t fix them up?”



Stone replied to Maddox: “You’re black, aren’t you?” And Maddox nodded. “You’re the ones who are lazy and shiftless and eat watermelon all day?”

Maddox, who, after his playing days, went on to work at the Federal Reserve Bank of Philadelphia, got the point. Stone continued: “You’re a smart guy, Gary. You give me a stereotype, and I give one back to you, and it’s offensive. You’re not naive enough to think that only Jews own tenements? Well, people who don’t fix tenements up are bad people, and it doesn’t matter who they are or what group they are from.”

Later, in 1972, Bonds asked Stone to room with him, which didn’t work out, but, when he was a hitting coach in Cleveland, after retiring from playing, Bonds would always come up from the field to meet Stone’s parents, who regularly attended Indians games.

“Bobby figured it out late in life,” Stone says. “Some people never do.”

#### WINDUP

“I look at being Jewish not so much as a religion but as a way of life,” says Stone, now an announcer for the Chicago White Sox. As a result, he spends half of the year in Chicago and the other half, to follow spring training, in Scottsdale, where he has three dogs: two Rhodesian ridgebacks, Larry and Layla, and Sanders, a greyhound who greets Stone and everyone with a chance to throw him tennis balls.

For one, Stone had hard-working, supportive parents – traits nurtured in the Jewish community. “When I speak to parents and temple groups, I stress how important it is to support children in whatever endeavor they want, even if it isn’t baseball,” he says. “My parents loved baseball, but they would have supported me in anything.”

Regardless of his ultimate direction, the first stop was college: “That wasn’t debatable. No one in our family had gone to college,” Stone says. “My father changed jukebox records, and my mother worked in a cocktail bar.”

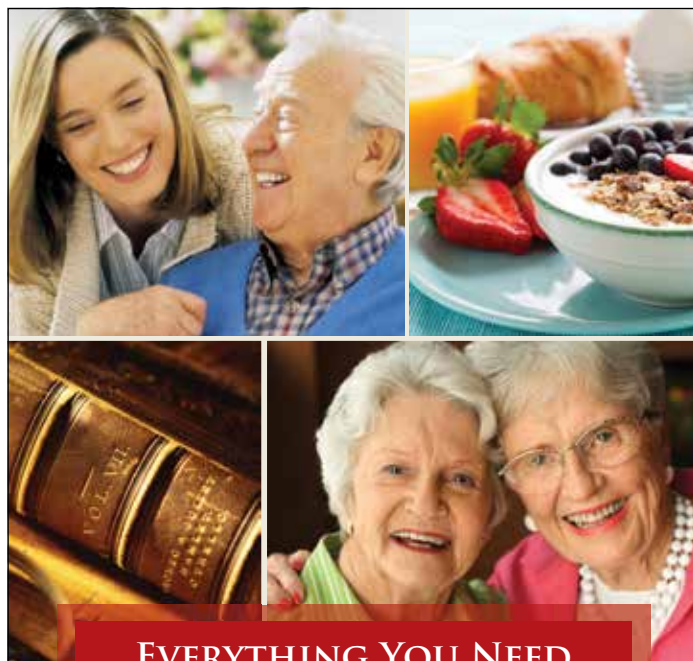
Although his school grades were not outstanding, his aptitude tests were excellent – and he had excelled, too, in sports at Charles F. Brush High School in Lyndhurst, OH – baseball, especially, for Coach Jim Humpal, who encouraged him.

His heroes were the legendary Sandy Koufax, for three years in the early ’60s arguably the greatest pitcher in baseball history, and Al Rosen, the “Hebrew Hammer,” who played 10 seasons as a third baseman in the ’40s and ’50s and was the American League MVP in 1954 for a superb Cleveland Indians team that also starred fireballer Bob Feller and Larry Doby, who in 1947 had become the first black player in the American League.

“I even dated Al’s daughter for a while, which was quite interesting,” he says of Rosen, also a boxer, from a time when sons of Jewish immigrants found success in the ring. He met any anti-Semitism with a challenge for a fight, which few slur-tossers wisely did not accept.

At Kent State University, Stone played alongside the feisty Thurman Munson, the great catcher who died in a plane crash in August 1979 after becoming the only Yankee to win both Rookie of the Year and Most Valuable Player honors.

While pursuing his baseball career in the minor leagues with the Giants, Stone graduated from college with a teaching degree in history and government – fulfilling the family’s dream for his college education.



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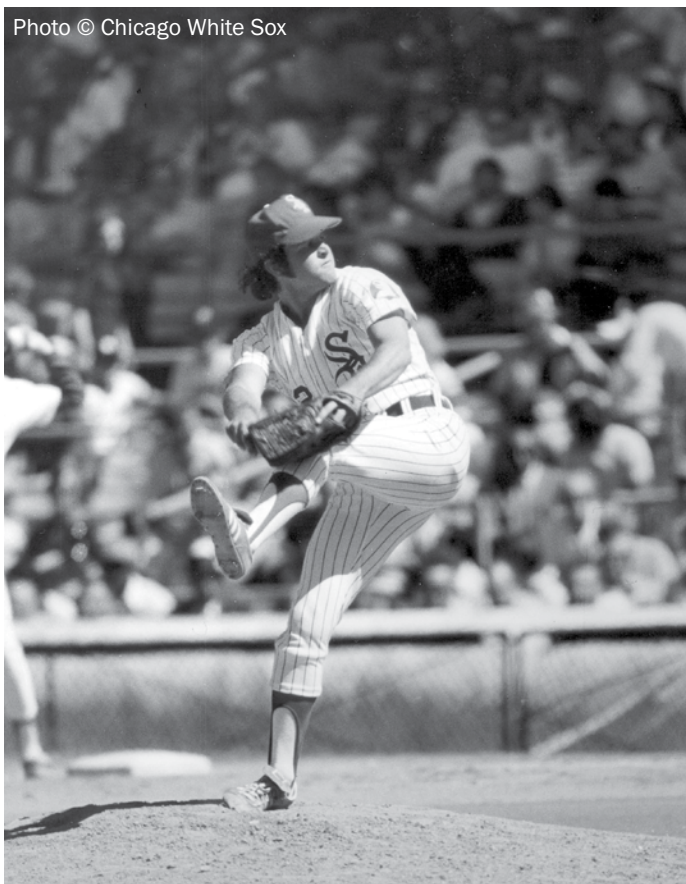
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“Steve prepares for every broadcast, understanding his number-one goal is to teach the game to our fans and the viewing audience.”

— Chicago White Sox Senior VP  
Brooks Boyer

#### PITCH

Stone completed 12 years in the major leagues, following the Giants with employment by the Chicago Cubs, Chicago White Sox and Baltimore Orioles, the last under Hall of Fame manager Earl Weaver.

Of course, 1980 is Steve Stone's year: He pitched to a league-leading 25-7 record, winning both the Cy Young and Sporting News Pitcher of the Year awards. Named for the great pitcher, the Cy Young is awarded annually to the best pitcher in both the American and National leagues, as voted by members of the Baseball Writers Association of America.

This success was preparation, too, not coincidence.

To that point in his professional career, he tried not to lose, he said at the time. “My mental gymnastics changed in 1979,” he recalls. “Before, even though I had some success, I felt after a win, well, maybe tomorrow a loss. But I suspected at this time that there was a better pitcher in me and I had to change things. I realized that nothing you did yesterday will affect what you do today.”

He used self-hypnosis, imagery and worked on a positive





Photo © Chicago White Sox

mental attitude – a system that he describes in his first book, *Teach Yourself to Win*.

"I couldn't change my size, I couldn't change my talent," he recalls. "The only thing I could change was my mind. My philosophy from then on, even against the great hitters: You might be going to the Hall of Fame, but not today."

#### RADIO/TELEVISION DELIVERY

"I believe everyone has the same amount of luck and opportunity," Stone says, "but you don't want to be at the Dunkin' Donuts when it arrives. You have to be prepared."

So, when his pitching career ended, he wasn't dunking crullers. In 1982, just four days after retiring, he was in the broadcast booth, eventually working with people such as Hall of Famer Don Drysdale and funny color man Bob Uecker. In fact, for one ABC Monday Night Baseball game, three Jews collaborated for the play-by-play and commentary at historic Fenway Park in Boston: Stone, Al Michaels and Howard Cosell.

Then, in 1983 he became a WGN commentator for Chicago Cubs games, working with Hall of Fame announcer, Harry Caray, about whom he co-authored a memoir, *Where's Harry?* He later worked with Caray's son, Chip.

Stone followed this in 2008 with radio and then television broadcasts for the White Sox.

"There are few analysts that can dissect every facet of the game of baseball and break each down so the viewer can understand the intricacies beyond what is at the surface," says Brooks Boyer, senior vice president of sales and marketing for the Chicago White Sox.

"Steve prepares for every broadcast, understanding his number-one goal is to teach the game to our fans and the viewing audience. His knack for understanding 'what comes next,' coupled with his years of experience playing the game at the highest level, broadcasting the game and being a student of the game, all provides White Sox fans a unique perspective each broadcast."

Says Stone: "As a player, I faced the best of the best – Aaron, Rose, Bench, Morgan, Perez, Jackson, Billy Williams – and they were much better than I was. But I learned that I couldn't allow anyone to out-think me, to prepare more, to want it more – or work more." ■

David M. Brown (azwriter.com) is a Valley-based freelancer.

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# david unger

## sculpting retirement

By David M. Brown

Touch the bronze. Wrap your hands around its energy. Caress the sensual curves.

"I can feel the force of the figure taking shape and coming to life through my hands in clay," says Tucson sculptor David Unger from his home studio near sublime Sabino Canyon and the Santa Catalina Mountains.

"You know when you go into an art museum and are instructed not to touch. But sculpture should be touched and felt by those experiencing it. It's the best way to 'view' it. Hopefully, people touching the sculpture can feel the energy that I have given it through my hands," adds Unger, whose work critic Dorothy Shinn compared to that of famed modernist Henry Moore.

Although the 71-year-old retiree has also worked in wood, stone and wire, he prefers the malleability of clay, how a piece changes from conception to completion in the artistic process. "With clay, you can get your hands, and heart, around a vision."

Only after the clay reveals the final work does he create a plaster cast and wax. He then prepares the final ceramic mold for the 2000-degree-Fahrenheit poured bronze at the Tucson foundry, where he applies a patina, or color. Finishing, he refines the seams and welds before show-

ing the work at one of the galleries that represent him.

His wife of 48 years this July, Kathryn, assiduously supports him in his work through website work, press relations and promotion, while also serving in the demanding volunteer role as the chair of the board at the Jewish Federation in Tucson, where the couple are members of Temple Emanu-El.

They met at Boston University, went out on a blind date and were married a week later.



David Unger:  
[davidungersculptures.com](http://davidungersculptures.com)  
[ungersculptures@gmail.com](mailto:ungersculptures@gmail.com)  
 520-299-0199

### HANDS OF TRADITION

Judaism and the Bible are significant inspirations, connecting him with his past and craft.

He was born in Poughkeepsie, NY, in 1941. There, his father, Jerome, was rabbi of Vassar Temple. The family moved to New York City when Unger was 6. Jerome became executive director of the Zionist Organization of America and later held the same position at the American Zionist Council. He was also the chief lobbyist in the United States for the formation of the





**Judaism and the Bible are significant inspirations, connecting him with his past and craft.**

Images of Sculptures:  
Robin Stancliff

Images of David:  
Lorraine A. DarConte

state of Israel after World War II.

He was an assistant to the great Reform rabbi, Stephen S. Wise, who, among many lifetime accomplishments, informed President Roosevelt about the Holocaust. Unger's sculpture "The Storyteller" not only celebrates the art form but also affirms the importance of remembering the stories from the Holocaust. Some of his grandmother's siblings were killed in the Nazi horror.

"My father would visit Hyde Park, which is right next to Poughkeepsie, to

visit the president and he would bring me with him," he recalls. "He would leave me outside where I played with Fala on the lawn," he adds, referring to the president's beloved Scottish terrier.

His bar mitzvah at the Stephen Wise Free Synagogue in Manhattan attracted dignitaries such as American Zionist leader Rose Halprin, and Abba Eban, the Israeli ambassador to the United Nations, who was remembered, among many accomplishments, for his eloquence during debates on the Six-Day War.

"He gave me a Bible bound in camel-skin and adorned with copper plate," Unger says. Later, he also met John F. Kennedy and, still later, Jacob Javits, New York senator, 1957 to 1981, who would often come to the house for Sunday dinner. "He liked leg of lamb."

While his father taught him about Judaism and inspired him with Jewish themes, his school teachers were also mentors, helping him to express his early creativity. "I have loved to create with my hands from the time I was a child –



making lanyards in camp, a clay pot, a model airplane. I have always wanted to be a sculptor," he recalls.

At the celebrated Horace Mann School in the Bronx, he studied sculpture with Ian Theodore, who encouraged him. About this time his father took him to the Greenwich Village studio and workshop of Chaim Gross, the great 20th-century sculptor, with whom he studied as well. At Adelphi University, where he received his bachelor's degree, he learned from Peter Lipman-Wulf, assisting him in printing his copper engravings, "Joseph and His Dreams."

#### TIRES AND RETIRING

After earning a master's degree in public relations from Boston University, he worked for Ruder & Finn and served as vice president and director of public relations for Allied Maintenance Corporation, both in New York. "Frankly, I didn't want to be a struggling artist, and sculpting is a tough way to make a living when you're planning a family."

Kathryn's family owned Martin Wheel Company, a manufacturer of wheels for wheelbarrows, hand trucks and other vehicles. The couple moved to in Akron, OH, and worked for her parents, then acquired the firm. There, Unger took leadership positions at his synagogue, including serving as its president, and at Akron's zoo, hospital, community foundation and community theater.

The Ungers vacationed in Tucson more than two decades ago at Canyon Ranch and bought a five-acre horse ranch. "We converted some of the horse stalls into my studio, so that I could get back in retirement to my sculpture, my second career," he says.

About 15 years ago, they sold the Akron company to a Taiwanese manufacturer who had supplied them with the tires for their wheels: "We talk all the time," he says.

"I like to say, I took a 30-year break from sculpting," Unger says, laughing. "Lots of my friends are afraid to retire; they have nothing to do," he adds. "But retirement is the greatest thing that ever happened to me, next to my wife and children. My life is better now than it ever was and I am taking more pleasure in it than anything I ever did."

At first, just getting back to sculpting was sufficient, but then a neighbor bought a piece and he found that his work would sell – in Tucson, Sedona, Tubac, Santa Fe, even Kennebunkport, ME, where President George H. W. Bush, until his recent illness, regularly visited the gallery carrying Unger's work.

#### LIFE, LOVE, IS DANCING THE HORA

Unger's work focuses on contemporary figures of people – usually a man and a woman in close relationship – dancing the Tango, for instance, or enveloped in a dance of love, intimacy and sensuality.

Angles, planes and curves appear throughout his work, connecting his protagonists. An oval formed of their arms typically joins them in movement and emotion; the circle connects their being with each other, and through that, to life.

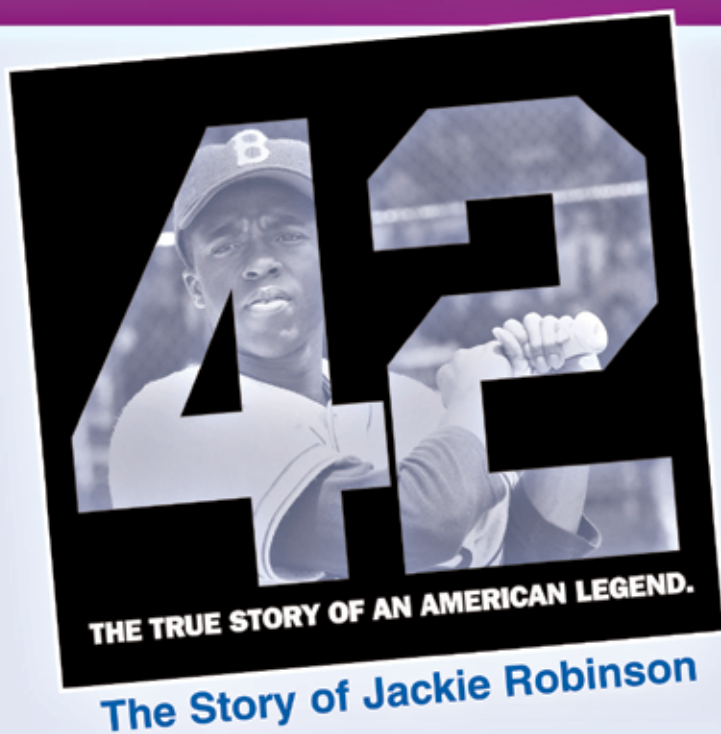
He creates an occasional sculpture to honor a wedding, such as "My Beloved" for his son and his daughter-in-law. "The arms on the sculpture form a ring around each other and, like a wedding band, represent eternal love," he says.

An accompanying poem – "A song of love/A song of hope/A song of sharing/A song of family and children playing/A song of charity/A song of faith/And a song of sheer enjoyment for life" – recalls the biblical Song of Solomon and celebrates his heritage: "I am my beloved's, and my beloved is mine." ■

David Brown (azwriter.com) is a Valley-based freelancer.



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# Klezmer:

## Music of the Jewish Soul



**Just as the original klezmer took bits and pieces from the surrounding cultures, so too the “new” klezmer takes bits and pieces from various musical genres.**

### Local Klezmer Concerts

April 21: The Klezmatics: MIM, 4725 E. Mayo, Phoenix, [mim.org](http://mim.org)

May 5: The Rural Street Klezmer Band: Temple Emanuel, [emanueloftempe.org](http://emanueloftempe.org)

By Janet Arnold

If music is the language of the soul, klezmer music is the Yiddish – and possibly the chicken soup – of the Jewish soul. Klezmer music originated with traveling Ashkenazi Jews in the Russian Pale and was intended to mimic the human voice. The clarinet wails, the accordion hums, the violin vibrates through your body.

It just feels good.

Maybe that's why klezmer is so often heard at Jewish weddings and bar/bat mitzvahs – the types of happy events that encourage freilachs, joyous dances. And yet, its soulful sounds are also reminiscent of the blues. Typically Jewish: mixing joy and sorrow.

As Jews moved throughout Central and Eastern Europe, the music was influenced by local cultures. There are strong Middle Eastern roots as well as contributions from Romania, Russia and the Ukraine. The clarinet replaced the violin as the major

instrument at the end of the 19th century, though the violin is still important. Brass instruments began to appear as well. Since the troupes traveled around, the drums were kept small or similar beats were handled through the percussive sounds of a hammered dulcimer. Today, saxophones and bass fiddles are often included.

Though much klezmer music was lost during the Holocaust, a strong revival in the late 1970s was a natural outgrowth of the folk music revival. Tied in with a reclaiming of one's roots, klezmer music made a strong comeback. Among those helping the movement was Itzhak Perlman, who, in 1995, included the top four klezmer bands on his recordings of “In the Fiddler's House.”

Just as the original klezmer took bits and pieces from the surrounding cultures, so too the “new” klezmer takes bits and pieces from various musical genres. Today's klezmer includes sounds of jazz, blues, folk, rock, reggae and worldbeat. And the music can



vary from one band's interpretation to another.

Locally, the Rural Street Klezmer Band emerged from a music class at Temple Emanuel in Tempe. In 2002 Hebrew High offered an elective to form a klezmer band; then adults were invited to join. Currently all band members are adult members of Temple Emanuel. Chuck Gealer was one of those who picked up his clarinet after many years, and he is now the leader of the band. He considers the band rather traditional, though it does include some swing and jazz as well. The band plays at Temple events, the Arizona Jewish Historical Society, JCC programs and fundraisers and an open mike night at Long Wong's in Tempe.

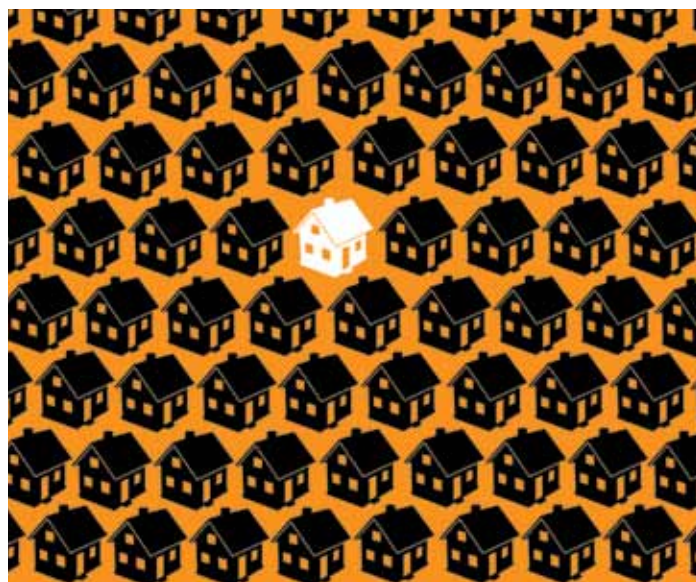
"Klezmer is unique to us as Jews and is such a great way to connect to our heritage and history," Gealer commented. "While the majority of our audiences are older, it's gratifying to see the younger generations reacting to it so positively as well."

Another member of the band, Stu Seifer, is an architect by day. He hadn't picked up his beloved 1937 Selmer Balanced Action saxophone since his college days in Detroit, when he and his buddies would play. He was flattered and nervous when asked to join the Temple band. But even though 35 years had passed, he knew it was right. He is now a regular in the band, which has 10 to 11 musicians when full. "I tend a little toward jazz," Seifer stated. "I love the improvisational times when you can let loose, close your eyes and play what you feel. Klezmer encourages that too."

The Rural Street Klezmer Band is planning a public show at Temple Emanuel on May 5.

Nationally, there are many popular klezmer bands that tour. Both Boston and San Francisco held Jewish music concerts in March, each lasting 10 days. Their playlists included offerings from Theodore Bikel in the Bay area and Itzhak Perlman in Boston. Hitting both coasts were a wide variety of bands like Daniel Kahn & The Painted Bird: American-born, Berlin-based musicians who infuse klezmer with punk rock. Yid Vicious, a raucous klezmer band, makes its home in Madison, WI, where the band has played since 1998. The popular Maxwell Street Klezmer Band has seen many weddings and other events in Chicago since 1983. There's even a klezmer band at Yale.

Locally, on April 21 The Klezmatics, possibly the best-known American klezmer band, will be playing at the Musical Instrument Museum in north Phoenix. The band, consisting of six musicians, began in 1986 and has performed in more than 20 countries. It has won numerous awards and is the only klezmer band to have won a Grammy (Album: "Wonder Wheel," 2006). The band has partnered not only with traditional klezmer personalities like Perlman and Bikel but has stretched its boundaries to include poets like Allen Ginsberg, folk singers such as Arlo Guthrie, pop icons like Neil Sedaka and even "Kosher Gospel African-American Jewish" singer Joshua Nelson. The Klezmatics believe that the best traditions change and meld with the times, and they want to ensure that klezmer music is here to stay. ■



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ARIZONA THEATRE COMPANY

# Play explores adoption option with warmth and humor



By Janet Arnold

Valley Youth Theatre's upcoming new musical, "They Chose Me!" is presented in partnership with the Arizona Association for Foster and Adoptive Parents and Arizona Friends of Foster Children Foundation. The show is heralded as

From left: Kate Shein, Morgan Goldberg, Noa Gauthier, Riley Glick, and Charlie Siegel

a funny, heartwarming and inspirational story that reflects on foster care and adoption, both traditional and nontraditional, as seen through the eyes of children. The 23-person cast includes several performers from the Jewish community: Noa Gauthier, Riley Glick, Morgan Goldberg, Kate Shein and Charlie Siegel. The musical is written by Ned Paul Ginsburg and Michael Colby.

One of the characters featured in this Arizona premiere is a young Asian girl who has been adopted by an American Jewish family. We didn't have to look far for a local example. Through the Arizona chapter of Families with Children from China (fccaz.org) we found Jamie and Paul Bessler, who are the proud parents of Baylee and Marli. Both were adopted from China, one from the Anhui province and the other from Guangxi. Each was about 1 when adopted; they are now 10 and 8 and in religious school at Temple Kol Ami in Scottsdale. The decision to raise the girls in the Jewish tradition was an easy one for the Besslers. They had been married by Rabbi Chuck Herring at Kol Ami. "And now, Rabbi Herring is Baylee's teacher! It's the perfect circle," said Jamie. She said they also celebrate the Chinese holidays and have many books from each of the cultures. While adoptions from China were more prevalent in the 1990s and 2000s, there now can be as much as a five-year wait to adopt from that region. ■

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# MONEY MATTERS

## Rally, Correction or Collapse: Whither the Markets?

By Thomas K. Brueckner

At the end of last year, CNN Money asked more than 30 money managers and investment strategists where they believed the S&P 500 would finish at the end of 2013. The group responded that they realistically anticipated a market value of 1,490 by year end. This estimate would be a gain of just 4.5% over the entire year, likely due to foreseen international issues in Europe, the Middle East – as well as debt, slowing GDP and the implementation of new health care laws in the U.S.

Now in mid-March, the S&P 500 is currently at a 4.4% increase from the beginning of this year, already almost to where the experts expected the market to be over nine months from now. Though some are celebrating attaining former highs, there are increasing voices that seriously doubt the sustainability of this market rally. Why? To start, the so-called “rally” is mild. Let us not forget, \$150 billion has been withdrawn from stock mutual funds by investors since 2009, and to date only \$10.3 billion has been added back during this rally.

So what is behind this rally? Many have been asking this question and the brokerage-employed “economists” on Wall Street are ready with a “Happy Days Are Here Again” answer, replete with the usual optimistic spin. Professionally, I believe the following could be legitimate reasons for what has transpired thus far:

Late last year, many companies paid accelerated dividends ahead of the looming Fiscal Cliff, so that recipients could pay capital gains tax on that money of 15 %, rather than the new 23.8 % for 2013. Since many recipients reinvested those dividends, the resulting rise in share prices lifted the market.

Insurance claims in the aftermath of Hurricane Sandy have resulted in increased sales of cars, furniture and other boosts to the economy, an artificial one-time stimulus that will go away once those homes are rebuilt.

The Federal Reserve’s \$2 trillion bond-buying program was continued “for the foreseeable future,” giving stock buyers confidence that “Helicopter Ben” Bernanke would keep their party going well into 2013.

Given the chatter online about a correction, few now doubt that we are in for a pullback. The only questions are when – and by how much. Here are the worrisome signs:

Corporate insiders (executives and board members) were nine times more likely to sell shares than buy them last week, a clear sign that those with the most information about the inner workings at their firms know what’s coming later this year, perhaps soon, and have already gotten out of the way of it.

CNN Money’s Fear and Greed Index, which looks at the Volatility Index (VIX) and several other indicators to measure market sentiment, has been firmly in “Extreme Greed” mode since the start of the year.

According to a valuation warning issued last month at Valu-Engine.com, “Stocks are currently overvalued and will become (more so) as long as the bond yield remains elevated and rising ...”

The last two times the markets touched their current valuations (2000 and 2007), the markets fell sharply (51 % and 57 % respectively) and recovering those values took nearly five years each time. The psychological reminders posed by these levels should not be quickly dismissed by forgetful investors now caught up in the current celebratory fervor.

As many of our readers, clients and listeners know, none of our more than 600 clients have lost money during the last 13 years – because we didn’t place them at market risk to begin with. Paul Farrell of MarketWatch reminds us that “the typical bull market lasts 3.75 years” and that we’re well beyond that already: “This aging bull is now way past retirement age, ripe for a lengthy bear...” Farrell continues: “More likely, (investors will be lured) into a suckers rally, where the bulls just keep hyping the good times so every naive investor left will finally pile in, fearful they’re missing ‘the race to 17,000’ ... forgetting the dot-com disaster in 2000, forgetting the huge losses after the subprime mortgage disaster of 2008 ...”

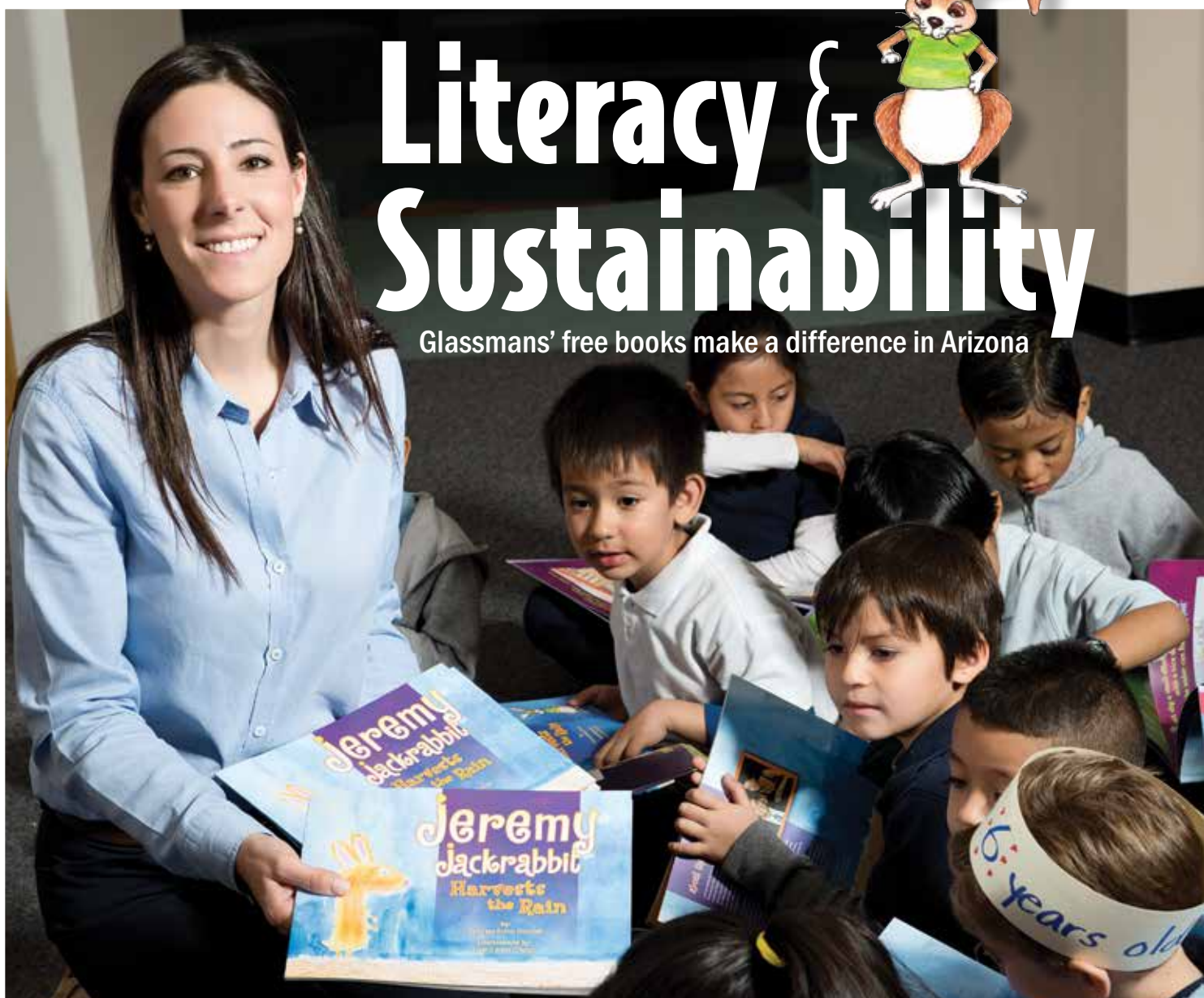
Many are beginning to believe that this market has “nowhere to go but down.” The only question is when it will begin.

Thomas K. Brueckner, CLTC, is founder, president and CEO of Strategic Asset Conservation in Scottsdale, AZ, and was a 2011 national finalist for SMA’s Advisor of the Year. He may be reached at 480-661-6800, or online at [go2knight.com](http://go2knight.com).



# Literacy & Sustainability

Glassmans' free books make a difference in Arizona



By Deborah Moon

Their real lives read almost like a storybook, but the picture books Rodney and Sasha Glassman create inspire children to improve the real world.

The two met in law school at the University of Arizona, but didn't start dating until after they saw each other on J-Date. Sasha, 31, a corporate attorney, and Rodney, 34, a businessman and captain in the United States Air Force JAG Corps Reserves, hold nine degrees between them. Rodney was the Democratic nominee for U.S. Senate against John McCain in 2010. They are active members of Congregation Or Chadash, serve on numerous boards and have two daughters, Rose, 2, and Ruth, 5 months. So how do they find time to write children's books?

In May the couple's second book, *Jeremy Jackrabbit Recycles the Can*, will be distributed free to each of the 46,000 kindergartners in Maricopa County and to 6,000 kindergartners in Pima County. It follows the successful formula they created with *Jeremy Jackrabbit Harvests the Rain*, which was given to more than 14,000 kindergartners in Pima County in 2010.





## EARTH DAY BOOK LAUNCH

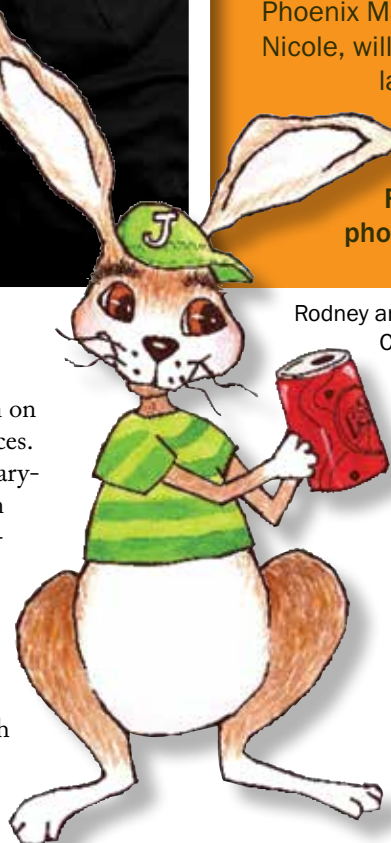
Jeremy Jackrabbit invites you to a party to meet the kids who illustrated his new book *Jeremy Jackrabbit Recycles the Can*. Phoenix Mayor Greg Stanton and his wife, Nicole, will read the book at the book launch, 10 am-noon, April 27, at Burton Barr Central Library, 1221 N. Central Ave.

For more information, visit [phoenixpubliclibrary.org](http://phoenixpubliclibrary.org).

The books are designed to promote literacy, community action and sustainability. "If you teach kids, it spreads and parents get into it," says Rodney, who wrote his dissertation on hands-on learning for his Ph.D. in arid land resource sciences.

Sasha and Rodney write the rhymes, and then, with library- and school-supported contests, Sasha selects drawings from student illustrators. The couple recruits foundation and corporate sponsors to publish and distribute the books. The second book has added components – Spanish translation on each page, a recycling guide at the end and a related curriculum. Arizona State University's Global Institute of Sustainability has written seven lesson plans that are aligned with Common Core standards so teachers can teach hands-on lessons along with distributing the book.

"I am in awe of their commitment to the students



Rodney and Sasha Glassman read to Camelview Elementary School kindergarteners in the school library. Photos by Carl Schultz. Formal portrait of Jeremy Jackrabbit by Catalina Rankin.

Rodney, Sasha, Rose and Ruth Glassman.



of Arizona and how they have helped promote literacy and recycling,” says Dr. Tim Ham, superintendent of Madison Elementary School District, where about 800 kindergartners will receive the book. “If we had more individuals like the Glassmans, we would have a much better world. It is through efforts like theirs that give us all hope and inspiration to give more of oneself.”

Deborah Anders, PhD, principal, Davidson Elementary School, where about 70 children received the first book in 2010, agrees. “Our free/reduced lunch percentage averages about 88, so many of our kids do not have access to new books. The kids are always excited to get books of their own! ... The Glassmans have always been focused on the needs of the community. They have been particularly supportive of local public schools.”

The genesis of the couple’s writing career began with a chance encounter at the first Tucson Festival of Books in 2009. Rodney was talking to his friend, Arizona Daily Star publisher John Humenik, when a young attorney stopped to tell Humenik about a children’s book he’d written. “You’re going to write a children’s book,” Rodney says his publisher friend told him.



Capt. Rodney Glassman

**“Seeing the smiles on the faces of our student artists when they first hold their published art in their little hands is truly heartwarming.”**  
**– Sasha Glassman**

Always up for a challenge (remember he ran for U.S. Senate against John McCain, former Republican presidential nominee), Rodney’s only question was “What should we write about?”

Since Sasha was finishing her MBA in sustainable energy and finance, and Rodney had recently drafted the nation’s first mandatory rainwater harvesting, gray-water plumbing and solar-powered water heating ordinances while a Tucson city councilman, they knew it had to be about sustainability.

Sasha says the hardest part is agreeing on rhymes for each of the concepts they want students to learn. They co-write each





## Free books offer pathway to Jewish engagement

By Janet Arnold

Interested in receiving free books of Jewish content for the young child in your life? Check out the PJ Library in a location near you. PJ library is a Jewish family engagement program implemented on a local level throughout North America.

Created by the Harold Grinspoon Foundation in 2006, PJ Library provides free books and CDs or DVDs on a monthly basis to families who self-identify as Jewish and have one or more young children. To date PJ Library has sent nearly 4 million books to some 175,000 children in 185 communities.

It is made possible through partnerships with philanthropists and local Jewish organizations.

In the Greater Phoenix area, the program is implemented through the Bureau of Jewish Education. This chapter has over 1,200 subscribers, from 6 months to 5½ years old. Because of the high demand, books are limited to one per family, rather than per child.

"I can't say enough wonderful things about our amazing founders, Alison Betts and Jason Israel," said Tamar Feinson, head of the local program. "They started the whole thing here and continue to raise funds for the program." PJ Library also hosts events throughout the Valley. [pjlibrary@bjephoenix.org](mailto:pjlibrary@bjephoenix.org)

In Southern Arizona, the PJ Library program reaches about 525 children, with one book per child for those 6 months to 7 years. It participated in the local Purim Festival last month with a bookmark and craft booth. The chapter covers Tucson and many nearby small towns throughout Cochise, Pima, Graham, Santa Cruz,

Pinal and Yuma counties. It is sponsored through the Coalition for Jewish Education with grants from the Jewish Federation of Southern Arizona and the Jewish Community Foundation of Southern Arizona, with generous support of the Leibson and Rosenzweig families. [pjlibrary@jfsa.org](mailto:pjlibrary@jfsa.org)

The third chapter is in northern Arizona and serves Prescott, Prescott Valley, Chino Valley and Dewey-Humboldt. Pamela Jones heads the program, which provides materials for those 6 months through 7 years. This group is sponsored and funded by the Jewish Community Foundation of Greater Prescott, which sent two board members to the annual conference last year. "We service about 25 families right now," Pamela said, "but have just hired a part-time administrative assistant in anticipation of our growth."

On April 21 from 3 to 4 pm at the Prescott Public Library, a story time featuring *Joseph Had a Little Overcoat* will include snacks and crafts. [info@jcfgp.org](mailto:info@jcfgp.org)

Each spring, PJ Library holds an invitational North American Conference to

increase the effectiveness of the program. This year's conference will be April 21-23 at the Pearlstone Conference and Retreat Center in Reisterstown, MD. Todd Herzog, the cantorial soloist at Temple Solel in Scottsdale, is one of the PJ musicians who will perform at the national conference.



Visit [jeremyjackrabbit.com](http://jeremyjackrabbit.com) to download lesson plans or purchase additional books. All sales proceeds benefit the Phoenix Library Foundation's funding of youth programming at the Phoenix Public Library System.



Barb Zemel reads a PJ Library book to four of her granddaughters, who are all enrolled in the Jewish literacy program that sends each child a book or CD each month.

Photo: Risa Brown

Below: Sasha Glassman looks through more than 1,000 student drawings to select the illustrations for Jeremy Jackrabbit Recycles the Can. Right: Sasha Glassman autographs the first Jeremy Jackrabbit book.



page, bouncing ideas off each other – often at bedtime. For the second book, Sasha chose illustrations from more than 1,000 drawings submitted by Phoenix area students in kindergarten through eighth grade.

“Seeing the smiles on the faces of our student artists when they first hold their published art in their little hands is truly heartwarming,” explains Sasha. “It’s also fun to watch children read the books because you can see the wheels in their heads turning as they think, ‘I can do this too.’”

Ham says he is excited for students in his elementary schools to receive the books: “The students will see the importance of recycling and how it relates to being good stewards of our environment. Obviously, those who do not have a book at home will receive their first gift – a book – which is exciting.” The couple’s involvement seems to snowball with each new interaction.

Rodney has served on more than a dozen non-profit boards while in Tucson including the Jewish Community Center of Tucson, Jewish Federation of Southern Arizona, Desert Caucus (Arizona’s second-oldest pro-Israel Public Affairs Committee), Catalina Council Boy Scouts of America and American Heart Association.

In Tucson Rodney sang in the choir for 15 years and was a member of Anshei Israel, where the couple married. Now in Phoenix they are members of Or Chadash.

Consistent with his passion for music, this Yom Kippur Rodney sang his first solo, “Mah Nomar Lefanecha,” with their new congregation. So he’s especially excited that the second Jeremy Jackrabbit

book is being turned into a musical that will be performed by the Great Arizona Puppet Theater. That connection spurred Sasha to join the theater’s board. Sasha is also a governing board member of the Madison Elementary School District, a position she says grew out of her participation on the Young Women’s Cabinet with the Jewish Federation of Southern Arizona.

“The cabinet adopted a charity project every year,” says Sasha. “For a couple years we helped at low-income schools. I started volunteering and now serve on the school board in our area. It developed from my experience in federation.”

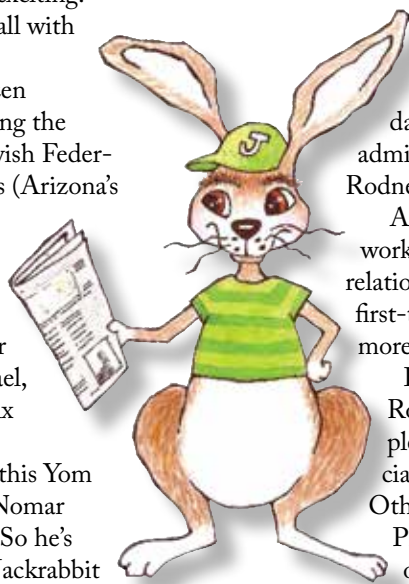
After the birth of their second daughter, Sasha and Rodney joined three other young couples to form Chavurah Sababa (Awesome Fellowship in Hebrew).

The second book was harder, Sasha and Rodney agree.

While they collaborated on the rhymes, Sasha was in her second trimester with their second daughter while also running for school board. She admits to getting a bit cranky at times with some of Rodney’s silly suggestions. “I did not enjoy it,” she says.

Additionally challenging was that in Tucson, they were working with people with whom they had long-standing relationships; in Phoenix they were newcomers. “With first-time supporters the bar was set higher to have a more polished product,” says Rodney.

Even without longstanding community connections, Rodney jumped in and raised more than \$75,000 in pledges in just 90 days. United Food and Commercial Workers Local 99 was the first \$10,000 sponsor. Other sponsors include Waste Management, Humana, Plumbers and Pipefitters Local 469, SRP, University of Phoenix, the City of Tempe and Caliber Group, a





**"I am in awe of their commitment to the students of Arizona and how they have helped promote literacy and recycling."**

**– Dr. Tim Ham, superintendent of Madison Elementary School District**

marketing and public relations firm that has been supporting the Glassmans' community work for years.

The Glassmans are looking forward to the book launch party in conjunction with Earth Day. All of the young illustrators have been invited personally by Mayor Greg Stanton and his wife to attend and autograph the page they illustrated after the mayor and his wife read the book.

And after that?

"The third book in the series will be *Jeremy Jackrabbit Captures the Sun*, and we just received our first commitment of a \$10,000 sponsorship from UFCW. We are off to the races," says Rodney, adding they hope to raise enough to distribute that book free to children across the state. ■

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# CHEF'S CORNER

*Hot-trend at restaurants easy to duplicate at home*

By Lisa Glickman



Just when we thought we had mastered almost all the fancy terms a fine restaurant's menu could throw at us, we come across yet another: charcuterie. Charcuterie is the hot new trend, from artisan butcher shops to the menus of the hippest hole-in-the-wall eateries. Young, tattooed chefs everywhere are coming up with curious menu items like galantines, ballotines, confit and crêpinettes. (You may fire up your Google search engine now!)

Charcuterie is the term used to encompass the art of making sausages and other cured, smoked and preserved meats. Preserving meats in this way descended from an era before refrigeration, when curing and smoking meat was used not only to enhance the flavor, but also to prevent spoilage.

Originally, the word charcuterie was used to refer only to products made from pork. In traditional Jewish kitchens, however, where pork was forbidden, creative cooks came up with similar kosher versions, like duck prosciutto and beef sausage. Today, the term charcuterie is used to describe any product prepared using these traditional methods, including poultry, fish and meats. In addition, although not considered charcuterie, things like vegetables, nuts and cheeses gain incredible flavor with the enhancement of apple-wood, cherry-wood or hickory smoke.

There are two ways to use smoke when preparing foods: hot smoke and cold smoke. While cold smoking provides flavor, hot smoking not only brings flavor to the party, but simultaneously cooks the food. In general, use cold smoke to impart a smoky flavor to foods that don't need to be cooked, like cheese

and nuts, or foods that you plan to cook later. Use hot smoke to both flavor and thoroughly cook foods such as meats etc.

A couple of years ago, after a guided fishing trip left me with a surplus of fresh trout, I went to my nearby outdoor store and bought myself a small smoker box. I could have spent several hundred dollars, but for less than \$100 I picked up a Big Chief smoker and some alder-wood chips that have changed my life! After brining the fish in salt, sugar, lemon and spices, I patted it dry and allowed it to sit uncovered in the refrigerator overnight to develop a "pellicle." A pellicle is a tacky surface the smoke will stick to. Yes, the fish will still pick up smoke if you don't give it a chance to develop a pellicle, but the end result will be superior if you do. After the fish was suffused in alder-wood smoke for about three hours, I finished it in the oven for about 10 minutes. Bacteria breed fast at temperatures under 140 degrees, and since my Big Chief doesn't get that hot, I made sure to bring my fish up to a safe temperature of between 165 and 180 degrees. The result was so delicious that I have been smoking fish this way ever since. I especially love this smoked steelhead salmon. ■

Lisa Glickman is a private chef and teacher, and she recently made a TV appearance on the Cooking Channel's "The Perfect Three." She can be reached via email at [lisa@lisaglickman.com](mailto:lisa@lisaglickman.com).





## House-made Alder-wood Smoked Steelhead Fillets

*You will need a non-reactive glass or plastic dish long and deep enough to hold the salmon submerged in the brine laying flat.*

- 3-4 lbs. whole salmon or steelhead fillets, skin on, bones removed with tweezers
- 4 cups very hot water
- 1 cup kosher salt
- ½ cup brown sugar
- 1 tablespoon Old Bay seasoning
- 2 lemons (Meyer lemons if available), sliced thin
- 4 cups ice
- 4 cups very cold water

Place the hot water in the dish and add salt, sugar and Old Bay. Stir to dissolve. Add ice, cold water and lemon slices. You should have enough brine to completely submerge the salmon; if not add a bit more cold water. When the brine is very cold, add the fish, skin side up, and allow fish to brine for about one hour. Remove fish from brine and pat dry. Place the salmon on one of the racks from your smoker and lay it in a foil-lined rimmed baking sheet. Place it in the refrigerator overnight to develop pellicle. Put fish in smoker with alder-wood chips and allow to smoke for three to four hours. It should take about three to four pans of chips. When thoroughly smoked, put fish back on foil-lined baking sheets and place in a 350-degree oven for about 10 to 15 minutes (depending on thickness of fish) to finish cooking. Fish should be slightly firm to the touch, but be careful not to overcook. Enjoy smoked salmon on toasted bagels with cream cheese, simply with cheese and crackers, or as an addition to your favorite pasta or salad.



Abe's of Scottsdale Deli and Restaurant belongs to a very different delicatessen era, the glamorous age of 1930s Times Square delis where Broadway performers ducked out between shows for a pastrami on rye. Abe's of Scottsdale is pleased to open this fall in the Acacia Creek Village Shopping Center at the southwest corner of Scottsdale Road and Gold Dust Avenue behind California Pizza Kitchen.



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# Where do JEWISH PEOPLE EAT?

By A. Noshman

I'm out with the harshest critic I know, my 13-year-old daughter, and we decide to get a bite at a brand-new restaurant. Friends have said how great it is, and since we are nearby, we visit the Pellini Italian Eatery, an Italian fast-food concept that works like Chipotle or Subway where they build your order in front of you as you move down the line.

It's a brightly painted, but with a cement floor, sparse and modern looking, with an indestructible indoor dining area and umbrella covered tables on an outdoor patio. We are the only customers and I feel it is best to confess that I've never been there before and need to know how it works. The staff are very friendly and show us all of the options including how to customize an order to be anything we want it to be. It's simple – there is a pasta bowl to which you can add tons of ingredients and choice



Pellini Italian Eatery \$  
15425 N. Scottsdale Rd #100  
Scottsdale, AZ 85254  
480-553-7038  
pelliniitalian.com  
Open every day 11 am-10 pm

of sauces like creamy vodka, marinara or Alfredo; there's the Pellini, a flatbread wrap they fill at your direction; and there are soups, salads and other delights crafted to your specifications. In the short time it took to hear the instructions, a line of 20 people formed behind us.

Your order is assembled quickly as you slide down the line naming your toppings and ingredients. You pay at the cash register and take your tray to a comfortable table. I look around at all the happy families with children, and all of the young adults sharing dessert, and before I even take a bite, I begin to realize part of the attraction to this restaurant. Adults can have an upscale Italian dinner while their kids happily eat spaghetti or macaroni and cheese without having to have a toy with their meal. It's fast, it's convenient, it's delicious, it's not expensive and no damage done if there's a spill on a cement floor.

All of the dishes are served in paper bowls with disposable utensils. You fill your own drink cup (sorry, no booze here) and clean up after you leave.



Our first visit was so successful, we returned for a couple visits so we could try all these options:

**PASTA BOWL VEGETARIANO \$5.55** Angel hair pasta cooked al dente with your choice of meat or vegetables, sauce and toppings. I really wanted to try the Alfredo. In my opinion, Alfredo is the mark of an Italian restaurant. If the Alfredo is good, everything else will be as well. We added grilled vegetables and stopped there though there were 19 other ingredients we



could have added. This was my favorite dish, and yes, the Alfredo was perfect, creamy, mild and freshly made.

**PELLINI CHICKEN MILANESE \$6.55** Warmed piadina flatbread, chicken Milanese, angel hair pasta and anything else you want to add. I am not a wrap guy, and you can call it whatever fancy name you want but this is a wrap, Italian-style. Basically, it's a flour tortilla and we chose a crunchy chicken Milanese, which had been breaded, fried and diced into bite-size pieces. We added angel hair pasta, tomatoes and artichoke hearts. This turned out to be a wrap I can eat. Very unique and it all blended together nicely.

**SPINACH-ARTICHOKE DIP \$4.25** Served with piadina chips. You are handed a warm plastic bowl of creamy dip and a paper sleeve of toasted piadina sliced into chips. It has a creamy texture with chunks of artichoke. It's tangy and garlicky and the piadina adds a nice crunch.



**CREAMY TOMATO SOUP \$3.95** Rich puree of tomatoes, basil and cream.

This was one big bowl of soup. Again, you had the option of 19 ingredients to add, but we only chose freshly grated mozzarella. Loved the consistency and the warmth but didn't detect the cream. It was a bit bland, but then, we were the ones who refused 18 other ingredients to add. Next time, I will spice it up. The serving was so large that the two of us couldn't finish it.



**SIDE SALAD \$3.95** Fresh greens with choice of veggies and dressing. They mix this right in front of you in a chilled metal bowl. It was fresh, cold and crisp. We asked for Caesar and the dressing was delightful.

**ITALIAN CREPE (COMPLIMENTARY, NOT ON THE MENU)** Warmed piadina flatbread stuffed with Nutella, rolled and served with fresh whipped cream. This wasn't on the menu that I could see and I think they were just testing it out. The owner, Chris, brought it to our table and called it an Italian crepe. Nutella, for the uninitiated, is a hazelnut and cocoa spread that was invented in Italy in the '60s and is very popular in Europe. I first had it in Israel, where it was served on toast for breakfast. Nutella is an acquired taste in my book. It is thicker than peanut butter, is syrupy sweet and is more hazelnut than chocolate. My daughter acquired the taste long ago and was eager to dig in. I watched her eyes roll back as she took her first bite. The whipped cream was very fresh and obviously homemade. If I did the math right, I think this dessert is the equivalent to six candy bars, seven when you add the whipped cream.

If you don't count the Italian crepe, the Pellini Italian Eatery is a much healthier, tastier alternative to traditional fast-food restaurants. There's a bambino's menu that the kids all seemed to enjoy. The crowd demographic trended toward families and young adults the times we went. It's not a date place (unless you're 16), but it is an unbelievable value in a very low-pressure but upscale environment. It's adjacent to the Scottsdale Quarter and parking is easy. ■



Contact A. Noshman at [a.noshman@azjewishlife.com](mailto:a.noshman@azjewishlife.com).



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# Uniting Communities

**New head of Israel Center brings enthusiasm and love for Israel to new post**

By Janet Arnold

He had been in town only one week, but Shahar Edry graciously welcomed the opportunity to talk about his vision for the future. “That’s what I’m here for,” he grinned. Though he was barely settled at his desk, he was eager to share his ideas for making the Israel Center a viable, active part of the greater Phoenix community.

“My goal,” he said in clear, yet accented, English, “is to bring the local Israelis into the community and to bring the community into a better understanding and appreciation of Israel.” He knows that’s a tall order, but he is young, enthusiastic and hopeful that he really can make a difference here.

Shahar moved to the Phoenix area from Florida to become the director of the Israel Center at the Jewish Community Association. He was born in Erad, near Masada, and spent his teen years in the Ben Shemen Youth Village. He wanted to participate in the communal experience and live at the boarding school, which he regards as a second Israeli home to him.

At 18 Shahar joined the Israeli Defense Forces and served as a fighter in the 50th Battalion of Nahal Brigade, where he gained training as a paramedic. His time in the IDF took him through the Second Intifada in 2000 and Homat Magan (Operation Defensive Shield) in 2002. He believes serving in the military gave him the confidence to overcome obstacles and make a difference in his work.

One quote that he learned in the IDF has had a profound effect on him and continues to guide his thinking. Yigal Allon, Israeli general and prime minister, said: “A nation oblivious of its past will suffer from an impoverished present and a questionable future.”

With these words in mind, Shahar began planning for his own future.

After his time in the IDF, Shahar studied for a bachelor’s degree in political science and international relations. He also started working as a madrich (home parent) for 40 boys back at the Ben



Shahar Edry

Israel Center at the Valley of the Sun JCC  
12701 N. Scottsdale Road, Scottsdale  
480-483-7121 ext. 1109  
shahare@vosjcc.org



Shemen Youth Village where he had spent his own teen years.

When the boys turned 18 and left for the IDF, Shahar decided it was time for a change for himself as well. He relocated to Quito, Ecuador, and managed a restaurant. While he could appreciate the vastly different culture and learned another language, the country just didn't "speak" to him. And about this time he met Kira, his wife-to-be, who had come to Ecuador to help in some of the villages.

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**"My goal is to bring the local Israelis into the community and to bring the community into a better understanding and appreciation of Israel."**

**— Shahar Edry, Israel Center director**

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After two years in South America, Shahar divided his time between Florida and Kira's home state of Indiana until the job opportunity in Phoenix became available. When asked if he had heard about the Arizona heat, Shahar laughed and said, "I lived in the hottest part of Israel – the heat doesn't scare me."

As a native Israeli, Shahar plans to bring Israeli culture and insights to the community and encourage understanding and connection. He wants to build bridges between the local Jewish and Israeli communities, thereby strengthening both. One of his ideas is to have a handful of locals of both American and Israeli descent get together regularly. "By bringing together just a few people at a time, you really get to know and understand more about the individual customs and concerns. And of course we'll have food, because there's no other way for Jews to meet!" He will also create programs that enable the Phoenix area to work more closely with its sister Israeli communities of Kiryat Malachi and Hof Ashkelon.

Shahar would like to create a memorial wall for fallen Israeli soldiers at the JCC. "So many people here know individuals who have given their lives for the security and future of Israel. I think it's a fitting tribute." The wall would include photos and stories of Israeli soldiers and would also provide a place where families and friends can light memorial candles.

In addition to planning programs for the April holidays, Shahar is working on the Taglit-Birthright Israel program, which offers free trips to Israel for qualified young Americans. To make sure that the trip is more than "just" 10 days in Israel. He plans to bring the participants together regularly when they return to reinforce all they saw and learned.

He has hit the ground running. ■



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# AMERICAN SURFER HYPES ISRAEL

## Through Award-Winning Documentary

By David Shlachter

The most common response I get when talking about surf in Israel is, “Wait – there’s surf in Israel?” Not only does Israel boast some amazing surf breaks along the coast from Gaza to Lebanon, but it also has a homegrown surf culture that has produced world-class board builders and competitive surfers alike. The estimated 20,000 surfers in Israel have developed their own vibrant community and bright, unique style.

While on a series of Christian service missions to Israel, California surfer Todd Morehead discovered an underground Israeli board builder named Hani Ovadia, and the two quickly became good friends. They have visited and surfed with each other in both Israel and California over the last several years.

Over the course of these visits, Morehead developed a stron-

ger and stronger passion for Israel. After cultivating close relationships with Ovadia and others, he sought to produce a film that would expose Israel in a positive light to a global audience of Christian surfers. What better way to do this than explore Israel through the eyes of surfers themselves?

Having grown up surfing competitively in Orange County, CA, Morehead is well networked with the world’s most elite professional surfers. He generated interest among them about Israel, and ultimately received a commitment from legendary three-time world champion surfer Tom Curren to travel there and participate in Morehead’s feature-length documentary.

The three-and-a-half-year production of “Promised Land” was directed and co-produced by Morehead and filmed, photographed and edited by Russell Brownley, Bryce Johnson



Left: Todd Morehead gets tubed in Israel

Inset far left top: 3-time world champion surfer Tom Curren carves an Israeli wave

Inset far left bottom: Todd Morehead carves an Israeli wave as Russell Brownley films

Right top: Hani Ovadia prepares to glass a surfboard in his factory in Jaffa, Israel

Right middle: Russell Brownley and Jessie Schluntz filming in Jerusalem

Right bottom: 3-time world champion surfer Tom Curren after a surf session in Israel



Photos by Bryce Johnson Photography (brycejohnson.com)

**“Promised Land” delivers far more than a conventional surf flick. It opens with a quick, context-setting journey through the last several thousand years of Israel’s history, and then hones in on several intermingled story lines.**

To learn more, watch the trailer or find out how to book a screening, visit [promisedlandthemovie.com](http://promisedlandthemovie.com).

and Jesse Schluntz, some of the strongest up-and-coming lens artists in the surf community. The result is a visually stunning journey through the golden sands and turquoise waters of Israel’s coast, where Tom Curren and others gracefully carve some of the best waves to hit the country in years.

During its premier tour, the film attracted more than 10,000 viewers at 40 screenings around the world. Having been fortunate to participate in the initial screenings in both Tel Aviv and San Juan Capistrano, CA, I was blown away by the overwhelming turnout and the positive reaction by the audience.

Many people were drawn in by the promise of watching one of the most famous surfers of all time ride waves in one of the most mysterious countries in the world. If that’s what they came for, they were certainly satisfied; but the film delivers far more than a conventional surf flick. “Promised Land” opens with a

quick, context-setting journey through the last several thousand years of Israel’s history, and then hones in on several intermingled story lines.

We learn about the virtually unknown history of Israel’s two most decorated surf competitors, Maya Dauber and Oran Weiss, who dominated a European contest in the 1980s and rubbed shoulders with legendary 11-time world champion Kelly Slater. We listen to the per-

spectives of both Jewish and Muslim surfers who share the breaks of Jaffa and Tel Aviv on a daily basis and ultimately conclude that “in the water, we’re all the same.” We enjoy interviews with Dorian “Doc” Paskowitz, the 94-year-old, Stanford-educated doctor who is credited with bringing the first surfboard to Israel in the 1950s and delivering the first surfboards to Gaza in recent years as a peace-engendering exercise.

Morehead does a phenomenal service to Israel by exploring these issues in a fun, positive, visually compelling film that continues to be screened to audiences of all different backgrounds, with all different views, all over the world. ■

David Shlachter and his wife, Orlee Rabin, lived in Israel 2010-2012 where David worked on an electric car infrastructure project by day and shaped surfboards by night. He and his wife reside in Mill Valley, CA.

# On Miss Israel, Academy Awards and Coalition Negotiations



Left: “Five Broken Cameras,” left, was one of two Israeli documentaries nominated for this year’s Academy Awards in the best documentary category. Below: Yetyish Titi Aynaw, Miss Israel



By Mylan Tanzer

Two interesting events took place the first week of March as I wrote this article. They were hardly noticed internationally, but they offer a compelling view of Israel’s modern-day reality. Negotiations to form a new governing coalition dominated the headlines in Israel. But two other events should be remembered: two Israeli films were finalists at the Academy Awards, and the Miss Israel pageant turned out to be meaningful.

The selection of Yetyish Titi Aynaw as Miss Israel was a welcome reminder of the amazing stories that comprise the Israeli people. Born in Ethiopia, orphaned at the age of 12, Titi and her brother overcame dangers on the treacherous route to Israel. Arriving in Netanya, with no support network or family other than a grandfather, she graduated high school, became an officer in the IDF Military Police and now runs a fashion boutique. Titi will be a wonderful bridge between communities and an international asset as well.

Another international asset is the almost yearly Israeli presence at the Academy Awards. Each year, the local expectation is that this might be the year one of our movies graduates from nominee to Oscar winner.

This year the feelings were significantly different. While two of the five nominees for best documentary were Israeli – “Five Broken Cameras” and “Gatekeepers” – Israelis were ambivalent regarding a possible win. Both films deal with difficult subject

matter that might further tarnish our image to a global audience unfamiliar with the intricacies of the region. In contrast to Al-Jazeera and pro-Palestinian propaganda, these movies were produced, directed and funded by Israel and Israelis.

“Five Broken Cameras” documents the weekly violent protests against the security barrier in the West Bank village of Bilin. Portrayed from the Palestinian co-director’s perspective, the film shows only the Israeli force used to quell this weekly ritual. The movie fails to mention that in 2001 and 2002 before the barrier was built, about 20 Israelis a month were killed by suicide bombers. Now this horrible phenomenon is virtually nonexistent.

The oft-criticized Minister of Culture Limor Livnat surprised many when, despite her clear displeasure with the film, she did not call to change funding criteria. Rather, she said she expects producers and directors of movies that enjoy public funds to exercise more self-censure. She said five broken cameras do not concern her as much as 5,000 family members scarred for life due to the murder and maiming of their loved ones in Palestinian suicide bombings.

In “Gatekeepers,” six former heads of the Shin Bet internal security service are interviewed in depth. All conclude that while we need to use force to survive, we are misguided and jeopardize



our survival if we rely only on force. Agree with them or not, the comments of these six vaunted figures who have dedicated their lives to our protection cannot be disregarded.

J.J. Goldberg of the Forward wrote, "An Oscar for either one would be a tribute to Israeli art, but a black eye for Israel."

In my eyes, however, Israel did win.

I agree with Abe Novick's Jerusalem Post blog, in which he notes that Israel is rarely "held up as a model of free speech and democracy for allowing its citizens, artists, politicians the freedom to hold the mirror up to itself and reflect itself (warts and all) for all the world to see. The awards and accolades are for the stories that portray its flaws. But the fact that it has the courage to share those stories gets overlooked. The one country in the region that actually allows and encourages the exercise of freedom to self-reflect – moreover, publicly struts down the red carpet, broadcasting its foibles – doesn't win any awards for its open and transparent media."

But, as I write this, the major story here is that post-election coalition negotiations are not complete and are as dramatic as the elections themselves. After a month of futile maneuvering, Prime Minister Benjamin Netanyahu formally asked President Shimon Peres for a 14-day extension to try to form a governing coalition. An extension has only been necessary twice in Israel's history. At the brief ceremony, a frustrated Netanyahu unleashed an unorthodox tirade against the surprisingly strong alliance between Yair Lapid and his centrist-secular Yesh Atid (There Is a Future) party and the right-wing, settler-dominated Habayit Hayehudi (The Jewish Home) party led by Naftali Bennett.

The promising outcome of the elections was the decline of old parties and the success of the new Yesh Atid and the reorganized and revitalized Habayit Hayehudi. The success of those parties transcended the traditional right- and left-wing, secular and religious divisions. Their 31 combined seats attest to the public's disgust with careerist politicians who protect their own power and their sectoral constituencies at the expense of the public. The dramatic decline of the Likud/Israel Beiteinu alliance and the near

#### ELECTION UPDATE:

On March 15, after this column was written, Prime Minister Benjamin Netanyahu formed a governing coalition with his Likud party partnering with Naftali Bennett's right-wing, pro-settler Habayit Hayehudi party and Yair Lapid's secular Yesh Atid party, along with a small, centrist party headed by former Foreign Minister Tzipi Livni.

disappearance of the fractured Kadima party attest to the electorate's stance that it's time elected officials begin serving the public.

Despite Netanyahu's victory, he was the clear loser. The problem is, it has taken him a month to understand this. In a state of denial, Netanyahu set out to form a government in the only way he knows. He initially refused to talk to Bennett, antagonizing a party that is a natural partner of Likud. He tried to tempt other parties and individuals with promises of ministries and committee appointments, while not defining government policy and goals. When Bennett realized Netanyahu would try to form a coalition without Habayit Hayehudi, he and Lapid formed an alliance,

pledging neither will join a new government without the other. This bold maneuver will likely ensure that the dramatic promise of the elections is fulfilled.

On the surface, this is a very odd couple: Bennett, the leader of a religiously oriented, right-wing, pro-settler party; Lapid, the secular, cosmopolitan, kickboxing son of the former anti-religious justice minister. Actually, these two have much in common. They are young, charismatic first-time politicians who left successful careers to enter politics to help change our deteriorating political, civil and social reality. Each ran on a ticket that demanded positive change: military or national service for all; an end to state hand-outs to ultra-orthodox, anti-Zionist yeshivas; affordable housing; an equitable tax burden; a reduction in the number of government ministries; and electoral change. While the two parties have vastly different platforms regarding settlements and negotiations with the Palestinians, both realize that if they do concentrate on their many common issues, Bibi will keep the status quo intact. That would end this window for change.

Channel 10's Raviv Druker said Bibi's disastrous campaign was a warmup to the mistakes of the coalition negotiations: "He (Netanyahu) has so far managed the negotiations as if everyone was a shopkeeper – a ministry for you and for you and so forth, instead of actually negotiating meaningfully to form a government."

Now, almost two months after the elections, Netanyahu seems on the verge of a reality check. He realizes a government cannot be formed without Lapid and Bennett.

This alliance was created so that the promises of both parties could be fulfilled. This has unintentionally created hope of a secular-religious understanding based on a common agenda and mutual respect. The Lapid-Bennett alliance has thrived, despite the best efforts to destroy it. But many issues divide the two, and it is difficult to foresee what will happen when decisions are required on the Palestinian issue. It is difficult to ignore the fact that some of the Habayit Hayehudi Knesset members are hard-core West Bank settlers whose vision of our future is anathema to me. But these same settlers have given their full support to Bennett's alliance with Lapid, who supports ceding territory to the Palestinians in a resolution that will end the conflict. This is the first time I have felt something other than hostility toward the settler community. I disagree with almost everything they represent, but they represent a major segment of Israel, and the Lapid-Bennett alliance has kindled a flicker of hope that we can find common ground.

The determination of these two parties to change our daily reality for the better has allowed them to focus on what unites us and not what divides us. If this is the result of these coalition negotiations, then ironically we will have to thank Bibi for unintentionally uniting us. If this happens, in true Bibi style, he will take the credit as if he had planned it.

Who cares? Let him. It will be worth it! ■

Mylan Tanzer was born in the U.S. and moved to Israel in 1981. He was the founding CEO of the first Israeli cable and satellite sports channel. Since 2005, he has launched, managed and consulted for channels and companies in Israel and Europe. Tanzer lives in Tel Aviv with his wife and five children. He can be reached at [mylantanz@gmail.com](mailto:mylantanz@gmail.com).



# Life on the Other Side

Emotions shift rapidly with April's three holidays



by Anne Kleinberg

It was the best of times, it was the worst of times ... it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair ...” Thus wrote Charles Dickens in *A Tale of Two Cities*. I think of those words as we approach Yom HaShoah (Holocaust Remembrance Day), Yom Hazikaron (Israel’s Memorial Day) and Yom Ha’atzmaut (Israel Independence Day).

Perhaps a better phrase would relate the dichotomy of happiness and sadness we go through here in Israel as we honor these days every spring. They are times of soulful mourning and silly celebrating. Maybe it’s an analogy of life in Israel – great highs and profound lows, flaring temperaments and infinite tenderness. And I suspect that I, the relative newcomer here, will never be able to fully absorb the experience.

Yom HaShoah starts on the evening before the day of re-

membrance. Restaurants usually close, no celebrations take place and the entire nation more or less takes a time out. At 11 the next morning, a siren is heard throughout the country. Traffic stops – literally. People bring their cars to a halt – whether on local side streets or main highways – and they get out and stand at attention for the full two minutes of the siren’s wail. The rest of the day is spent as you wish – businesses are open but radio music is somber and the television stations broadcast only Holocaust-related programs. There are interviews with survivors, movies of concentration camp experiences, touching accounts of families pulled apart and families reunited. It is a 24-hour period that pulls at the heartstrings – and pulls and pulls.

One week later we again experience a day of sorrow – a day of remembrance for the men and women, the boys and girls who have lost their lives due to war or terrorism. Once again the siren, the halted traffic, the sadness permeate the length and breadth of the country. One television channel runs continuous broadcasts of the names of the fallen and the dates of their



death. It is a morbid reminder of the history of this country. Tune in early in the day and you hear the names of those lost in the early years – the date reveals which war or confrontation or terrorist act they were a victim of. Tune in later on and you see who has died in recent times. It's eerie and terribly sad.

And then, at 8 in the evening, it all changes. It's time to party! People run out to the streets or get in their cars and start driving all over the country to celebrate the declaration of Israel's independence by David Ben-Gurion on May 14, 1948. Big parties, loud music, smoky barbecues and the inevitable fireworks abound. Traffic on the following day is a nightmare because it seems everyone is heading off to some spot to picnic with family and friends – some actually stopping on the roads and doing it right there!

My earliest recollection of Yom Ha'atzmaut was from the early '70s when I was a student at Tel Aviv University. We took a bus from the dorms to the "big city," got off at Kikar Malchei Yisrael (now Rabin Square) and spent the evening joining thousands of others laughing and hitting people over the head with plastic hammers that made a bopping sound. I cannot recall the sad days from that year.

But times have changed. They say the most dramatic shift took place in 1973 during the Yom Kippur War. Too many lives were lost, losses that touched every family. My friends tell me

that since those days, it is very difficult to make the switch from sad to happy. It seems false and unworthy to jump into party mode after a 24-hour period of recalling friends and family members who sacrificed their lives for the country. It is indeed hard to imagine – 18-year-old boys in the prime of adolescence changing into uniforms, armed with weapons, going to the front to protect and defend their country. Or young girls sitting in cafes having their lives suddenly obliterated due to one outrageous act of terror.

I, like other residents, follow the customs of my adopted country. I stand at silent attention when the siren goes off. I think about the 6 million murdered and cannot fathom it. I watch the names on the TV screen and I recall the faces of the people I've known whose lives have been cut short, and I think of their families still suffering. And then, like everyone else, I get ready to party.

Life in Israel. ■

Anne Kleinberg, author of *Menopause in Manhattan* and several cookbooks, left a cushy life in Manhattan to begin a new one in Israel. Now she's opened a boutique bed and breakfast in her home on the golf course in Caesarea. For details, visit [annekleinberg.com](http://annekleinberg.com) and [casacaesarea.com](http://casacaesarea.com).



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# Israel Tourism

Open for business and full of discoveries

By Murray Rosenbaum

Israel's Ministry of Tourism recently hosted 160 tourism delegates from around the world to deliver the message that even with the recent issues in Gaza, Israel is dynamic, compelling and definitely "open for business" from worldwide tourism. The Tourism Ministry's effort to get this message across to its tourism industry invitees was remarkable.

Of the 160 international invitees, there were 32 of us in the U.S. delegation. Russia was next, with 20 delegates, followed by delegates from all of the E.U. countries, England, Brazil, Argentina, Australia, Japan, South Korea and China. It was a truly major international promotional effort by the government of Israel.

Our contingent arrived three days after the brokered cease-fire – cessation by the terrorists of firing rockets from Gaza into Israel and of Israeli return fire. The Israeli army, including tens of thousands of reservists, was still poised at the border, not knowing whether the cease-fire would hold.

I expected a palpable air of tension would hover over the country.

Rather, that evening, we were en route to the gorgeous Tel Aviv Opera House for a sold-out performance of Alban Berg's "Wozzeck," featuring native Israeli performers and visiting European artists. We drove through streets full of sizzle and energy – cafes were packed, people everywhere – life, ongoing normal life. Welcome to Israel!

The next day, Friday, the Ministry provided a car and driver for me to enable me to reach our contingent's next stop prior to the early winter onset of Shabbat. Where else but in Israel is special arrangement made by a government ministry to accommodate one observant Jew!

The day was a bright and sunny 70 degrees when my driver pulled up to the hotel entrance at noon for the three-hour drive to the Dead Sea resort town of Ein Bokek. He stuck out his hand: "Hello. My name is Zvika Abramovicz."

As we drove, this large, soft-spoken man and I talked about current events. I asked whether he felt the troops should have gone into Gaza. When he briefly glanced at me before replying, I saw a look of great sadness. "As a young man of 20, I fought in the Sinai campaign in the 1973 war. I was in the Armored Corps. My tank received a direct hit. I was gravely wounded, spent a year in hospitals. I was permanently disabled because of my wounds. In answer to your question, once a cease-fire was achieved I absolutely agree with the government's decision not to send the boys in. Unless absolutely necessary, no boys sent to war to die; no boys sent to war to be injured."

I was moved to silence by the words of this strong man who



Ein Gedi: Waterfall in Nahal David (David's Stream) in the Judean Desert near the Dead Sea. Photo courtesy of the Israeli Ministry of Tourism, goisrael.com

has endured a lifetime of pain.

As we approached Jerusalem on the high-speed road from Tel Aviv, we by-passed the center of the city and got on the highway to the Jericho junction and on to the Dead Sea.

"Over there," he said pointing to the left, "you can see the rooftops of Ramallah." With glowing pride he pointed toward the opposite hillside: "Over here are some of our new satellite-towns being built ringing Jerusalem Ramat Shlomo, Maale Adumim."

A thrilling feeling of pride rose within me as I felt the emotion in the voice of this man who had sacrificed so much to witness the present reality of the State of Israel. A few minutes previously, we had passed the exit that leads to the village of Anathoth, birthplace of the prophet Jeremiah. Indeed, according to Jeremiah's words, the displaced remnant had truly returned to Zion and, before my eyes, were building up the Land.

For those contemplating a visit to Israel, visit [goisrael.com](http://goisrael.com) for tips and planning help



During those three hours spent talking a bond developed between us. Upon arrival at my Dead Sea hotel, we shook hands and then, instinctively, gave each other the kind of warm hug that brothers give to one another. I was so moved but, after all, wasn't this family!

Ein Bokek is a beautiful, palm-fringed seaside town with several spectacular resorts. It is a perfect location to enjoy floating in the salt-laden Dead Sea, to enjoy the relaxing swimming pool and spa amenities, and to use as an excursion base for nearby sites. Nearby is the ancient mountain-top fortress of Masada, the national reserve of Ein Gedi, the ancient Biblical site where David hid from the wrath of King Saul and Ahava's Dead Sea factory and on-site store.

Our contingent ended our Israel stay with a visit to Jerusalem. Prior to the reservist Gaza call-up, I had made plans to meet my

that our people stood still against all sorts of evil we faced during our long history. Thank you for that. I look forward to seeing you."

"I look forward to seeing you!" I was delighted we would, after all, see each other for lunch. And indeed we did, at a subterranean lunch spot just outside Jaffa Gate, entry point to the walled Old City. I asked him the same question that I had asked Zvika Abramovitz several days earlier, 'Should the troops have gone into Gaza?'

He did not hesitate in his reply, "Yes, we should have gone in and finished the job."

"But," I asked, remembering Zvika's words, "what about the resulting casualties?"

"We needed to finish the job. My troops wanted to go. They were trained to go, and they were ready to go. It will only become more difficult next time," he responded, with complete certainty in his voice, befitting the absolute confidence of a commander of troops.

Two Zionists, Zvika and my lunch companion. Two brave warriors in battle. Even now, I think of the contrasting words of both. Both, of course, are right.

Daily life does go on. Here's a sample of tourism options:

- A fun new cycling tour in Tel Aviv – for the young and the young-at-heart and families with children – includes the beautiful Tel Aviv beaches, trendy and quaint Neve Tzedek quarter, and the architecturally significant Tel Aviv White City. The three-hour tour departs daily at 9:30 am and 2:30 pm year-round, excluding rainy days, Saturdays and Yom Kippur.

- There is great excitement in Jerusalem and internationally about the special exhibit that opened Feb. 12 at the Israel Museum: Herod the Great: The King's Final Journey. The

Israel Museum, an architectural gem itself, invites viewers to take a walk through time to learn more about the man responsible for building Masada, Caesarea, the Second Temple and many other stunning archeological sites. The show features a replica of the newly discovered burial chamber where one of the great builders of ancient times was laid to rest. For lovers of history and archeology this exhibit runs through Oct. 5.

During my week visit, I saw that Israel is open for business, open for international tourists, open for discovery. Its combination of ancient treasures and modern pleasures is breathtaking in its scope and variety. And the people you meet and speak with there will retain a spot in your thoughts and a special place in your heart. ■

Scottsdale resident Murray Rosenbaum is a veteran tourism-industry professional and a contracts attorney. His travel articles have appeared in the Boston Globe, San Francisco Chronicle, Pittsburgh Post-Gazette and Milwaukee Journal. He can be reached at mrosenbaum1@cox.net.



Tower of David in Jerusalem. Photo by Noam Chen/courtesy of the Israeli Ministry of Tourism goisrael.com

Israeli tourism counterpart, who is also a reservist Israel Defense Forces lieutenant colonel, for lunch.

A week before my scheduled departure to Israel, incoming rockets from Gaza increased to the point I was concerned my friend would be called up to active duty. I wrote him a few words: "If you're called up for duty, may you go safely and may you return safely. IDF, as always, but especially this Shabbat, will be in my prayers ... My ticket for Israel was issued today."

That night, he was ordered to report to the front. I expected I would not be seeing him in Jerusalem.

A day before my departure to Israel, upon news of the ceasefire, I received the following email from him: "Thank you again for your concern. It warms my heart to know that in some remote place in the other side of the world, one Jew is praying for his fellow Jew to return home safely. This is definitely one of the reasons

# FASHIONISTA

## Style Tip of the Month:

The wrap dress is a simple, one-piece solution for most women. The built-in belt for the wrap creates or accentuates a waist on the body, creating the look of desirable curves. And it's a classic that never goes out of style so it's a style staple worth the investment.





# JEWISH INFLUENCE TOUCHES FASHIONS WORLDWIDE

By Kira Brown

Illustration by Susan Di Staulo

Fashion is a worldwide phenomenon, with many of the world's leading designers stemming from Jewish ancestry. Designers including Ralph Lauren, Calvin Klein, Isaac Mizrahi, Marc Jacobs, Zac Posen and Diane von Furstenberg are among the ranks of leading designers in today's market. Notably, Diane von Furstenberg, the creator of the iconic wrap dress, is still an inspiring, sophisticated and relevant fashion designer for women since launching her first line in 1997. DVF, as she is so often referred to in the fashion world, uses bright, bold colors and patterns often in her work, along with feminine yet modern designs suitable for most women and body shapes. Diane's mother was a Holocaust survivor and survived Auschwitz just 18 months before Diane was born.

Like DVF, Ralph Lauren and Calvin Klein are among the elite of the fashion world, creating fashion and style empires with clothing, accessories, footwear, home lines and more. Lauren and Klein were both raised in a Jewish immigrant community of Bronx, New York.

As the Internet and the global fashion market increasingly make obscure and rising fashion designers and brands more accessible, Israeli designers are becoming more accessible outside of their homeland. For example, Yotam Solomon, a son of Israeli-born parents, grew up in Israel and attended art school through his teen years. Eventually, Yotam moved to Los Angeles as a young man to pursue his blossoming career.

Recently, the American-residing Israeli designer's clothes have been worn by Kim Kardashian, Stacy Keibler and "Dancing with the Stars" dancers. The clothes successfully showed at New York Fashion Week Fall 2013. Yotam's high-fashion finds can be bought in Israel, America and throughout the world at specialty boutiques and online at [yotamsolomon.com/store/](http://yotamsolomon.com/store/).

Most major retailers and department stores carry brands such as DVF, Ralph Lauren and Calvin Klein. ■

Zac Posen  
Ralph Lauren  
Marc Jacobs  
Diane von Furstenberg  
Yotam Solomon  
Calvin Klein  
Isaac Mizrahi



Kira Brown is a certified personal stylist and fashion writer. Kira has interviewed many fashion icons including Tim Gunn, Jeweler Neil Lane, International Makeup Artist Jemma Kidd, Ken Downing of Neiman Marcus and more. In addition to writing, Kira offers virtual style consultations for women and men. Contact her at [kira@fashionphoenix.com](mailto:kira@fashionphoenix.com).

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JEWISH LIFE  
ARIZONA



# Americans can learn a lot from Israelis about security

By Masada Siegel

**T**here was a backpack with wires hanging out of it in the pickup area of Los Angeles International Airport. I looked to see if I could spot the owner of the bag, but no one was in sight. I immediately alerted a policeman who shrugged his shoulders and said he would investigate. I couldn't help but notice he looked completely uninterested and acted as if it was no big deal.

I started to think of all the commercials I had seen on television as a kid spending my summers in Israel. They urged you to alert authorities and leave the area quickly if you saw a suspicious or unidentified bag or package.

I moved away from the bag, and thought, "There is no way in Israel or any Jewish establishment worldwide this situation would be taken lightly."

Generally speaking, since Sept. 11, 2001, security situations in America are taken more seriously.

John Pennington, former director of FEMA's Region X (Alaska, Idaho, Oregon and Washington) and a member of the Emergency Management Institute Adjunct Faculty, explained how important it is for all Americans to be diligent.

"Foremost, people need to constantly be aware of their surroundings – not to the point of paranoia, just a very heightened awareness of what is happening around them. Americans are instinctually action-oriented, if we are not caught off-guard. I have tremendous faith in the individual and community to rise when called upon, to say aloud to anyone and everyone that will listen, 'Something is not right here.' There is a reason that DHS and the federal government engaged in the slogan 'See something, say something.' It resonates. If that slogan were truly ingrained into our individual psyche, we will win the homeland security war much quicker."

Many Americans who are Jewish or Israeli have a great understanding of persecution and of terrorism, in light of historical events such as the Holocaust, the murder of Israeli athletes at the Munich Olympics and the current threat to the State of Israel.

History has taught us to be more aware and more diligent in security issues.

Israeli security expert Alex Lev, a former fighter pilot, explained: "Security is important to all people regardless of nationality. All people want security, whether it being finan-



cial, personal (safe roads, safe homes, protection against armed robberies, safe schools etc.). Israelis all want security as much as any American does with one additional and very different aspect. We have the lesson of the Holocaust in our collective memory. The effect it has and the lesson learned is that in order to be in a position to avoid history repeating itself, the state of Israel pro-



vides a possible solution for any persecution of Jews anywhere in the world.”

Worldwide, Jewish people take extra security measures.

For instance, The Great Synagogue in Rome has had its share of good and bad times. After a Simchat Torah celebration in 1982, there was a terrorist attack in which 45 people were injured and a 2-year-old child was killed. After the attack, the Italian government implemented the current security measures of armed police officers who stand guard.

Amy Heyman, an American living in Rome, explained, “Usually, when one enters a synagogue, a Jewish school or a Jewish center, even for a regular Shabbat service, somebody checks bags or purses. First they look at you to see if they know you, and if not, they ask you who you are. Arriving with kids helps a little bit. In Italy the Jews are very concerned about security: everybody remembers the (Palestinian) attack in September 1982.”

Since the birth of Israel, the country has always been attacked in a variety of ways. This has made people more aware and forces them to notice their surroundings.

Alex Lev explained, “Israelis are trained to notice details such as who gets on the bus and what is he carrying. Things such as did he leave any baggage lying around unattended? Perhaps the question is why is this guy wearing a heavy coat in the middle of an Israeli summer?”

“Many people know when driving in the south or living in the south (only an hour from Tel Aviv) to keep the radio on and listen for the ‘Red Color’ code and know the security drill, where one needs to look for the nearest secure spot, shelter or ditch.”

A heightened sense of security has always been a concern for Jewish people worldwide; therefore, most Jewish institutions have additional security in place.

However, terrorism in America has brought the issue to the forefront: Everyone needs to take notice of his or her surroundings.

Pennington explained, “We all ‘own’ the homeland security responsibility. This issue is no longer something that we can simply pay taxes for (as individuals) and expect the president and Congress to manage. The proverbial role and responsibility for engaging in homeland security belongs to our government structures, communities, our many cultures, families and individuals. Everyone has a role. Denying that we each have a responsibility contributes to potential failure ... and that is not an option.” ■

Masada Siegel is an international correspondent who writes for The New York Times, The International Herald Tribune, The San Francisco Chronicle, Newsweek/The Daily Beast, The Jerusalem Post, The Toronto Star, SKI Magazine and about 40 other publications around the United States, Canada and the UK. She has traveled to more than 40 countries, often solo. She has spent about two years in Israel over the course of 18 visits of various durations. She is a consultant for Homeland Security. For more information, visit [masadasiegel.com](http://masadasiegel.com).



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# Wounding with Words

Haven't we learned stereotypes perpetuate intolerance of others?

By Amy Hirshberg Lederman

My friend Karen told me about a recent experience that really hurt her. It started out as a harmless Sunday morning junket to some local yard sales with a friend, who, after some serious haggling, purchased a table and chairs for less than a \$100.

"Boy, I really 'Jewed' them down, didn't I?" her friend exclaimed proudly. Karen's reaction was immediate and visceral – she was horrified, stunned into silence as an ocean of emotions flooded over her. How should she react? Should she let it pass as an ignorant comment and assume her friend meant no harm? Would she make it worse if she said something? Could she afford not to?

I understood exactly how Karen felt because I encountered a similar situation with a non-Jewish friend who didn't have a clue that what she said totally offended me. When I told her how I felt, she was shocked at my reaction.

"But I thought 'Jewed' was a verb," my friend answered innocently. "It's just a saying anyway, and you shouldn't take it personally."

"How could I not take it personally?" I thought. Because words, like soldiers, march over us and damage our ability to trust.

Ethnic stereotyping often boils down to hateful or narrow-minded misconceptions about a culture, race, religion or group in society. Whether we realize it or not, it's a way to dehumanize others and the values they stand for or believe in. Whether rooted in ignorance or prejudice, it often serves as a scapegoat for problems in society and a vent for jealousy, frustration and anger. It can be overt, like Hitler's depiction of the Jews as big-nosed and cunning, or covert, like media images that denigrate women who are not "Sex in the City" types.

The primary way to fight stereotypes is to refrain from stereotyping ourselves. If we become aware of how we label others who come from different backgrounds and cultures, if we avoid making generalizations about ethnic groups or sexual orientations based on false assumptions or faulty reasoning, then we can begin to reduce the negative effect stereotyping has on all of us.

Jews are well aware of the dangers that can arise when one group stereotypically portrays another group; but, as Jews, we must also be careful about how we speak about other Jews. We must



Holocaust Memorial in Berlin

**Each time we make prejudicial comments about others, we say more about ourselves than about those whom we are stereotyping.**

take care not to disparage Orthodox Jews just because we follow different traditions or none at all. We shouldn't belittle politically conservative Jews because we are more liberal. Each time we make prejudicial comments about others, we say more about ourselves than about those whom we are stereotyping.

So what should Karen have done? What should any of us do when we encounter negative stereotyping?

We have to talk about it, loud and clear, because how we respond is critical for many reasons. First, it lets others know that their actions are offensive. Second, it provides us with an opportunity to explain more about Judaism and correct misconceptions that might exist. And third, it gives us a chance to engage in building meaningful and honest relationships, which is the best way to fight stereotypes. One by one, person to person, we can destroy misconceptions that have no basis in fact.

If, like Karen, we find ourselves on the receiving end of a Jewish stereotype, it is our duty to inform the speaker that what she is saying is hurtful and wrong, reflecting intolerance and discrimination rather than fact. But we also have to avoid making insensitive comments ourselves.

Statements like "I was gypped" or someone is an "Indian giver" are offensive to Gypsies and Native Americans no less than "being Jewed down" is offensive to Jews.

I'll admit that I have never quite felt the same about my friend who said she "Jewed" someone down. Even though I have tried to forgive and forget, there is something within me that holds back, and I have become more cautious with her. Perhaps it is because I know that behind her seemingly innocuous statement lies a kernel of what she believes is the truth. ■

Amy Hirshberg Lederman is an author, Jewish educator, public speaker and attorney. Her columns have won awards from the American Jewish Press Association, the Arizona Newspapers Association and the Arizona Press Club for excellence in commentary. Visit her website at [amyhirshberglederman.com](http://amyhirshberglederman.com).





# KRAV MAGA

## Self-defense, Israeli-style

By Deborah Moon

Developed as a close combat technique by the Israeli Defense Force, Krav Maga was founded by Imi Lichtenfeld, who added street fighting techniques to his formal training in boxing and wrestling when he was faced with ethnic violence on the streets of 1930s' Prague. After moving to pre-state Israel, he began to synthesize his skills to create a close combat technique for the armed services. When he retired from the IDF in 1964, he began to adapt the technique for civilians.

Today Krav Maga (contact combat in Hebrew) is taught for self-defense and fitness around the world.

For Arizonan Jay Ackerman, Krav Maga and its roots in eastern Europe and Israel is especially relevant since most of his parents' relatives and siblings died in the Holocaust.

Now Jay, his wife, Joy, and son, Josh, operate React Defense, which has three Krav Maga training sites in Arizona, with a fourth due to open this month.

Prior to 2001, there were no certified Krav Maga instructors in Arizona. Then, seeking experienced martial artists to become certified in the Israeli defense technique, Krav Maga Worldwide chose Jay Ackerman to represent the state of Arizona. Jay already had an extensive background and martial arts experience both as a teacher and a fighter.

Krav Maga is a realistic system anyone can learn to use to defend themselves and their loved ones. Techniques are based on the body's natural reaction to stress, making it an instinctive response to a threat, explain the Ackermans.

Krav Maga is a reality-based street self-defense system rather than a sport. Practical scenario-based training builds a rapid proficiency within the student. "All classes incorporate a high intensity conditioning aspect to simulate a realistic encounter of fatigue and stress along with the self-defense techniques," note Jay and Joy. They also offer an extensive conditioning program, ALEET, that involves heavy bag training, interval and core conditioning, as well as advanced system "Tactical Black," offering elite weapons, fight and firearms instructional training.



Top: A Krav Maga class. Above: Jay and Josh Ackerman demonstrate how to disarm an attacker. Right: Joy and Jay Ackerman.

### REACT DEFENSE LOCATIONS

[reactdefense.com](http://reactdefense.com)

**Krav Maga Southwest Regional Training Center:** 2620 E. Rose Garden Lane, Suite 3; Phoenix; 602-485-5728

**Krav Maga of Glendale:** 5930 W. Greenway Road, Suite 1A/2, Glendale; 602-866-5728

**Krav Maga of Gilbert:** 1550 N. Stonehenge, Suite 102, Gilbert; 480-545-5728

**Krav Maga of Chandler (Opening this month):** 2541 N. Arizona Ave., Suite 2, Chandler



More than 20% of the Ackermans' some 2,000 students are active law enforcement officers. "Jay is the highest level 'Force Trained' civilian law enforcement instructor's in the nation," says Joy.

React Defense is also the Southwest Krav Maga Worldwide regional training center, one of only four nationwide. "We certify other future instructors for schools across the nation that are a KMW official affiliate," says Joy.

The Ackermans community efforts focus on training local school staff in preparedness training for their and students' safety.

"We also are very involved with Stop Cancer/ Marni Fund, a charitable organization," says Joy. "Finding a cure for breast cancer is the focus of the fund. We have an annual fundraising event 'Rock for the Cure' that has raised to date close to \$100,000, which is matched in kind by hospitals to be put forth to a research grant for scientific research to find a cure."

React Defense has been named Krav Maga school for the year and received the KMW humanitarian award from 2007 to 2012. ■



# Remember Past for Brighter Future

Center for Holocaust education and human  
dignity to teach lessons of tolerance

By Debra Rich Gittleman

Just when you thought you knew everything about the horrors of the Holocaust, new research surfaces to prove that things were even worse than first believed. Thirteen years ago, researchers at the United States Holocaust Museum began cataloguing statistics on ghettos, slave labor sites, concentration camps and death factories. When Dr. Geoffrey Magargee, a renowned Holocaust scholar at the Center for Advanced Holocaust Studies, first began organizing and editing this multivolume encyclopedic history of the camps and ghettos in Nazi-dominated Europe, he expected to discover approximately 7,000 camps. But the researchers kept finding more. The number climbed to 11,500, then 20,000, 30,000 and finally 42,500. In Berlin alone, researchers catalogued 3,000 camps and what were known as “Jew houses,” while Hamburg itself housed 1,300.

With the newly estimated 42,500 Nazi ghettos, slave labor locales, death camps and brothels throughout Europe, researchers now believe that the numbers of dead and imprisoned may reach as high as 20 million. The numbers are truly staggering.

Broken down, the new data show about 30,000 slave labor camps, 1,150 Jewish ghettos, 980 concentration camps, 1,000 prisoner of war camps, 500 brothels filled with sex slaves, and thousands of additional camps that were used to euthanize the sick and elderly and perform forced abortions.

Statistics like these are enough to dishearten even the most optimistic among us. But East Valley JCC CEO/Executive Director Steve Tepper, the City of Chandler, the Jewish Federation of Greater Phoenix and the Anti-Defamation League are turning the negative news into an immensely teachable experience. Back in 2008, the four groups partnered together to present the National Anne Frank exhibit at the East Valley JCC. With more than 23,000 visitors to the exhibit (10,000 of whom were students), it was clear that a long-envisioned Holocaust memorial would be part of their future expansion. But the City of Chandler encouraged them to think bigger. Thus was born the concept for a full-fledged tolerance museum which last May was dubbed the Center for Holocaust Education and Human Dignity. The museum will be part of the JCC’s current campus on Alma School Road in Chandler and will include Holocaust





history and education as well as exhibits on other genocides and various diversity and tolerance issues.

While there is a thriving Jewish community in Chandler, Tepper explains, “We view this project far beyond the scope of the Jewish community. The success of our project will come through our relationships that exist inside and outside of the Jewish community, allowing us to teach these important lessons to people of all faiths.”

Preserving the stories of the Holocaust is critically important, if we, as a society, are to learn how to combat hatred and intolerance in the world. According to Tepper, “We view the Holocaust as the primary tool to help teach about hate, intolerance and genocide. The lessons of the Holocaust transcend religion and allow for us to engage visitors in helping to create a better community.”

The museum plans are in full swing, with an architect on board and a steering committee developing an education and outreach program. The City of Chandler pledged up to \$2 million for infrastructure improvements like widening adjacent roadways and sprucing up the entrance corridor. The city expects the project to help grow future development in the area, with an annual projected impact of more than \$16 million.

One of the most jarring museum acquisitions to date is an original Macedonian wooden railcar, the type used by the Nazis to transport Jews to concentration camps. This 1918 railcar is the only one on display in the United States west of the Mississippi. The museum purchased it as scrap metal for \$3,500. But it cost nearly \$40,000 to transport it to Arizona. It was first displayed last April for Yom HaShoah. When several Holocaust survivors stepped into that dismal, memory-laden car, they were painfully transported back to a time when they and their families were taken from their homes, brutally crammed into similar cars and sent to die in various labor and death camps across Europe.

After a long journey from Macedonia, the car arrived last March at the Port of Long Beach, where it was greeted by silent dockworkers, hats in hand, and a rabbi reciting prayers. It was then loaded onto an open trailer for the 400-mile trip to

East Valley JCC:  
908 N. Alma School Road, Chandler  
480-897-0588 | evjcc.org

Far left: Rabbi Mendy Deitsch, of Chabad of the East Valley, examines a Holocaust-era railcar before conducting a service to remember those whose lives were lost and welcoming the artifact to America where it will play a key role in educating future generations about the horrors of hatred.

Left: Steve Tepper (fourth person from the left) lead a group of volunteers to the Port of Long Beach, CA, to greet the arrival of a Macedonian wooden rail car, the type used by the Nazis to transport Jews to concentration camps. The railcar will be a centerpiece of the Center for Holocaust Education and Human Dignity being created at the East Valley Jewish Community Center.

Arizona. All along the route, the car was met with somber stares and countless rest-stop stories from soldiers who had served in World War II and people who had lost loved ones at Auschwitz and other death camps.

“The power of that car has been nothing short of amazing,” says Tepper, who was on the dock in Long Beach the day the car arrived.

In an article in the Arizona Republic this past April, 83-year-old Helen Handler remembered the first time she and her family stepped aboard a similar railcar when she was 15 years old; the long-buried memory was crystal clear. “The doors closed on us and never opened for four days and four nights,” she said. With little food and water, only a bucket in which to relieve themselves, and no idea of what lay ahead, her family struggled to stay

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## “We view the Holocaust as the primary tool to help teach about hate, intolerance and genocide.” – Steve Tepper

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together and manage the journey. The cars were “crowded with pain, crowded with fear,” Handler recalled. This iconic image of a tortured time in modern history will serve as the centerpiece of the museum.

Tepper is grateful for the strong public and private support this project has garnered. “The City of Chandler,” he explains, “has been one of the strongest supporters and partners from the very inception of this museum. We have also been fortunate to have over 100 volunteers from around the Valley (and some in Tucson) who have generously donated their time and expertise to help make this museum a reality.”

When asked what he hopes this museum will do for the people who visit it, Tepper says he hopes the museum will serve to allow visitors a chance to “learn from the lessons of our past, and in some cases, ongoing events, to help create a better community for all of us.” ■

Debra Rich Gettleman is a freelance writer and blogger in Phoenix.

# Career Change

By Elizabeth Schwartz

In today's changing job market, it's a given that you will have more than one career; you'll probably have several. The standard job paradigm – working 30 years for a single company and retiring with a secure pension – no longer functions for most Americans. This new and constantly shifting employment landscape can be daunting, but many people see it as an opportunity to use their skills in different, sometimes unrelated, careers. AZJL caught up with four of these intentional career changers:



## SARA PRESLER: A passion for service

**A**t 33 Sara Presler has held more high-level jobs than most people do in a lifetime. She's been a public defender specializing in children's and family issues. She recently finished serving two terms as mayor of Flagstaff. She's also practiced law privately, and last December she was chosen to head the Maricopa County Medical Society, a nonprofit physicians' association.

Presler's different jobs don't seem, at first glance, to have much in common: mayor, public defender, private corporate

lawyer, children's advocate, CEO. But Presler has another perspective. "Even though I move from one environment, like serving as an attorney, being mayor and now this position (CEO of MCMS), I'm not interested in climbing a ladder. I want to take opportunities like this and use them to serve the communal good. I believe to my core in living a life that matters," she continues. "I believe I'm called to serve, not just my community, but in the areas I'm needed most."

The Maricopa County Medical Society was founded

121 years ago, before Arizona became a state. "The Society is designed to increase professional, philanthropic and educational opportunities for physicians in Maricopa County," Presler explains. "We serve not only our member physicians, but all physicians, by making sure they have a critical voice on health care issues. One individual doctor can't advocate as effectively as when a group of doctors organize collectively. Other stakeholders – policy makers, regulators and special interest groups – often end up making decisions for doctors and their patients. We advocate for the doctor/patient relationship."

Six months before the MCMS recruited her, Presler ended a four-year stint as mayor of Flagstaff. In her early work as a public defender, Presler was intimately involved with the justice system and government regulations. "I realized the face of government doesn't look like me or talk like me as much as it should. That's

why I ran for mayor," she says. "If you told me in 2000 I'd be elected the first woman and the youngest person to be mayor of Flagstaff, I'd have said you have the wrong person," she chuckles. Nonetheless, Presler threw herself wholeheartedly into the challenges of holding public office. "I loved being mayor of Flagstaff," says Presler.

Presler wasn't raised in a Jewishly observant home, but her parents emphasized study, the importance of family ties and the need to serve one's community. Presler may not have grown up with the term *tikkun olam*, but she believes her life is a demonstration of repairing the world. "My career path is unusual, I admit," she says. "It's a journey, not a destination. If someone wants to change the direction of their career, I would remind people that they are created for a greater purpose than themselves. I encourage everyone to do the work and live the life that best represents who they are and what they believe."

>>>>>>>>>> [twitter.com/sarapresler](https://twitter.com/sarapresler) <<<<<<<<<<<

## AMY HIRSHBERG LEDERMAN: "If you love grapes, make wine"

**L**ike Sara Presler, Amy Hirshberg Lederman has worn many professional hats. Today she's best known as an award-winning author and nationally syndicated columnist. Lederman has published stories in many of the *Chicken Soup for the Soul* series, *Jewish Stories from Heaven and Earth* and *Not What I Expected: The Unpredictable Road from Womanhood to Motherhood*.

From 1980 to 1994 Lederman practiced real estate and corporate law. During those years, she was also the assistant North

**"I'm not interested in climbing a ladder. I want to take opportunities like this and use them to serve the communal good."**

**– Sara Presler**



**"I'm a perpetual life learner, so it didn't discourage me to think I'd have to learn a lot of new things as I contemplated a new career."**

**– Amy Hirshberg Lederman, with her husband, Ray**

American director of the Florence Melton Adult Mini-School and the director of the Department of Jewish Education and Identity for the Jewish Federation of Southern Arizona. Today, Lederman stays involved with Jewish education, teaching courses on Jewish spirituality, ethics, law and literature.

Lederman is also the Legacy Consultant for the Southern Arizona Jewish Community Foundation.

"Life's paths are not linear," declares Lederman. "They are of your own making. I'm a perpetual life learner, so it didn't discourage me to think I'd have to learn a lot of new things as I contemplated a new career. I'm also a natural risk taker, so I wasn't worried about giving up professional and income security."

Major changes in income and lifestyle are often significant obstacles for people contemplating new careers, and Lederman acknowledges the importance of having her husband's financial and emotional support as she made the transition from lawyer to writer. "There's no way I could have accomplished this without my husband's support," she says. "We made a lot of choices about reducing our financial burdens. At one point, my income went from six figures to six dollars."

Lederman describes her family as "interfaith," although in her case she means half Sephardic, half Ashkenazi. "My family was very secular. We had the Maxwell House seders and candles on Hanukkah, but most of my awareness of Judaism was gastronomical and cultural. I began exploring religion in college, and I relish the richness of my two traditions. Ashkenaz meets Sepharad makes for very different kinds of conversations." Several of Lederman's personal essays and memoirs trace the history of her diverse family, particularly her mother's Turkish Sephardic ancestors.

The one constant in Lederman's professional life has been her desire to form mutually supportive relationships with people. "The longer I practiced law, the more it became clear that what inspires and motivates me is being able to be in meaningful, nurturing relationships with others," she explains. "In law, success is defined by adversarial relationships: somebody wins and somebody loses. I was good at practicing law and I gained valuable skills, but it wasn't a reflection of who I was or what motivated me."

Lederman sees her job as a legacy consultant "as a synthesis between the legal part of me and the Jewish storyteller part. I ask people to tell me their life stories, their values and what's important for them. Using that information, I help them create endowments, charitable gift annuities or other vehicles for meaningful giving, both while they're still alive and after they die."

"At this point in my life, all the things I do at work reflect my values outside of work," she continues. "I feel really privileged to do the work I do."

>>>>>>>>> amyhirshberglederman.com <<<<<<<<<<<

## LARRY COHEN: Self-described risk taker

When it comes to Jewish federation professionals, Larry Cohen's career stands out: At 38, he was one of the youngest executive directors ever hired when he was recruited by the Jewish Federation of Greater Phoenix in 1980. In 2005 Phoenix's Jewish community

asked Cohen to head the federation again, this time as a volunteer chair. "No other president of a federation in the country had ever come back to work as a volunteer chair," says Cohen, with pride. "I'd developed all these skills when I was there the first time, and I knew the workplace culture, how budgets worked and what to expect from the staff."

Today, Cohen is "mostly" retired, after 25 years managing real estate investment funds. When he started his financial career in 1987, at E.F. Hutton, Cohen specialized in a then little-known investment market known as illiquid securities (securities that



**"I couldn't stay in one job for my whole career; it's not who I am."**

**– Larry Cohen**

cannot be traded on public stock exchanges), particularly real estate investments trusts, or REITs. "There weren't more than three or four people in the country doing this kind of investment work when I started," says Cohen.

In his new career, Cohen found several uses for his non-profit skills. "Building consensus and facilitating negotiations have served me well," says Cohen. "When I'm working with a mutual fund, we have lots of lawyers and accountants around the table who may have different agendas. That's where consensus building comes in. As a federation CEO, when I sat with Orthodox and Reform Jews who wanted to spend our money on different things – more education versus more activities, for example – I learned how to build common accord among them, which allowed everyone to walk out of the meeting thinking they were a winner."

Cohen grew up at his local JCC, in the tight-knit Jewish community of Youngstown, OH. "During high school I played basketball there; summers I was a camp counselor. The JCC was the center of my social life, and that was true for most of the Jewish kids in Youngstown." After college, Cohen earned his master's degree in community organization, while he worked at the





**“Don’t cram yourself into a space you don’t belong; instead, find work that makes sense for you and go for it.”**

**– Tania Katan (left)**

Pittsburgh Jewish Federation. He later worked in a number of Jewish federations, first in his hometown and later in Richmond, VA; Kansas City, MO; and finally Houston, before he moved to Phoenix.

Cohen is a self-described risk-taker and is “a bit too impatient,” which accounts for his move away from federation work in 1987. “I like change, and it was time. If you’re in a position for seven years, it’s fulfilling to move on and do something else. I couldn’t stay in one job for my whole career; it’s not who I am.”

When asked what advice he would offer someone contemplating a mid-life career change, Cohen laughs. “I’d tell them to be careful and know what they’re going into, but I didn’t do that.” On a more serious note, he says, “You can’t take all your successes with you from your first career into your second. You may have been the greatest salesman in the world, but if you then become a lawyer, no one in your firm cares about your sales credentials. You have to start all over. It can be a bit humbling.”

>>>>>>>>> TheREITAdvisor.com <<<<<<<<<<<

## TANIA KATAN: Producer of shenanigans

**A**fter years of freelancing, author, playwright and comedian Tania Katan has transformed her singular skills and experiences into a regular job. Last year Katan was hired by the Scottsdale Museum of Contemporary Art to coordinate programs for its SMOCA Lounge. “The director of the museum, Tim Rodgers, converted one of the galleries into a multi-use space for watching films, live performances, even a no-host bar,” Katan explains. But what to do with the space? Enter Katan.

“My unofficial title is producer of shenanigans, and my

official title is SMOCA lounge program coordinator,” Katan explains. “I’m interested in breaking down the real or perceived hierarchy that happens within museums; that is, people who are privileged or educated can access museums, while other people can’t or don’t.” Katan’s programs are designed to appeal to a wide variety of people, both confirmed museum-goers and folks who’ve never been inside a museum before.

Katan’s programs are definitely outside the box, even a contemporary art box. In just one year she’s created several events that double as fundraisers, including Arm Wrestling for Art. “Imagine it,” says Katan. “For \$10 per person, you get to arm wrestle, trash-talk, scream and have a chance to win a piece of art.” What’s not to like?

Katan also started the Lit Lounge, where writers and performers tell true stories, accompanied by live music. “I got the idea from Sit ‘n’ Spin at Comedy Central Stage in Los Angeles. Once a month, we bring talented musicians in front of an audience to share the stage with writers, performers and bestselling authors. We always sell out.”

All money raised goes to fund another of Katan’s projects, the Good ‘n’ Plenty Artist Grant, which Katan describes as “a community-generated grant to support the projects of innovative art makers, wisecrackers and trailblazers based in Arizona.” SMOCA solicits proposals from artists and selects six finalists, who present their ideas to a live audience, which then chooses the winner.

Katan’s relationship with her half-Sephardic, half-Ashkenazi ancestry is complicated by both history and biology. “All my family was literally involved in the Holocaust; there are some very real stories about survival,” says Katan. She also carries a biological inheritance from her Ashkenazi father’s side: the BRCA1 gene, which causes breast cancer. Katan’s strongest sense of Jewish identity comes from the gene. “The one time I consciously think that I’m Jewish is in relation to that gene,” she admits. “As a carrier, I realize I’m also talking about my cultural heritage when I talk about my DNA.” (Katan was first diagnosed at 21; after a partial mastectomy, her cancer returned 10 years later. She wrote about these experiences in her book, *My One-Night Stand with Cancer*, which she later adapted into a one-woman show, “Saving Tania’s Privates.”)

Katan says the most effective thing she’s done in transitioning from freelancing to regular employment was to look for a job that would allow her to use the skills she already had. “Don’t look for a job totally outside your field,” she advises. “It’s very hard to make those kinds of major about-faces. Don’t cram yourself into a space you don’t belong; instead, find work that makes sense for you and go for it.”

>>>>>>>>> taniakatan.com <<<<<<<<<<<

# Empowering VISIONS

Preschool teacher turns to  
teaching entrepreneurs

by Melissa Hirschl

Temple Emanuel of Tempe member Karen Joseph's life has revolved around two consistent themes since 2009 – networking and empowerment. A former preschool teacher at the iconic 92nd Street Y in New York, Joseph's passion for teaching and helping others became the perfect springboard for creating S-E-V-E-N (Supporting and Empowering the Vision of Entrepreneurial Networking), a comprehensive business-building group that now has 17 chapters in the Valley of the Sun and one in Minnesota. Members have diverse businesses in categories such as beauty products, real estate, psychic readings, home staging, photography and online cards.

Every day of the workweek ambitious entrepreneurs come together for lively and informative discussions, camaraderie, networking and learning. Members hone their speaking skills and boost their professional development as they create one-minute "commercials" for

Supporting and Empowering  
the Vision of Entrepreneurial  
Networking: [S-E-V-E-N.org](http://S-E-V-E-N.org)

their business each week. On alternate weeks the leader facilitates roundtable discussions on pertinent topics such as marketing, goal planning, social media, marketing and more. The cost is just \$20 per month paid through PayPal – a true bang for your buck, considering all the valuable information members can potentially glean.

Flexibility is a key ingredient in making S-E-V-E-N the success it is. Meetings are frequent and take place throughout the Valley from locations from Apache Junction to Casa Grande and Surprise and many cities in between.

Having been raised in a Conservative synagogue in Westchester, NY, Joseph is no stranger to the concept of mitzvot (good works), and she designed her organization to incorporate acts of philanthropy. Members have contributed to clothing and backpack drives for families and to toiletry drives for My Sister's Place, a shelter for battered women.

The concept Joseph envisioned bloomed gradually, as she and a friend began holding weekly meetings in a Chandler store. The



Karen Joseph

philosophy they strove for was based more on what they didn't envision for the group than what they did. "We did not want it to be a 'leads group,' which are groups that stipulate there can be only one member under each category, such as Mary Kay," explains Joseph. "The philosophy is that we all learn from each other, regardless of how many representatives from each business attend. We also wanted it to be warm and friendly as well as have an educational component. Our group is all-inclusive; everyone has enough air to breathe."

As the group started to mushroom, members were enthusias-



tic about creating S-E-V-E-N groups in their own communities. Joseph quickly branched out and formed groups throughout the Valley. The 17 chapters around Phoenix area have a total membership of 180.

Power partnering and relationship building are at the nucleus of S-E-V-E-N's success. Members are encouraged to have "heart-to-heart" talks with each other before and after a meeting to build camaraderie, while also tapping into each others vast knowledge of resources and potential business leads. "Our philosophy is when you get to know someone and trust someone, business will follow," explains Joseph.

Her children, Eli, 10, and Jessica, 14, are not immune from her entrepreneurial fervor. They have whipped up their own unique business, "Bathtacular Bath Creations," which include a line of bath salts and bath products made with natural essential oils. "They are learning how to run a business," says Joseph. "My

**"The philosophy is that we all learn from each other, regardless of how many representatives from each business attend."**

**– Karen Joseph, founder of S-E-V-E-N**

son recently told me he wants to put money back into the business and get business cards. I am really proud of their spirit."

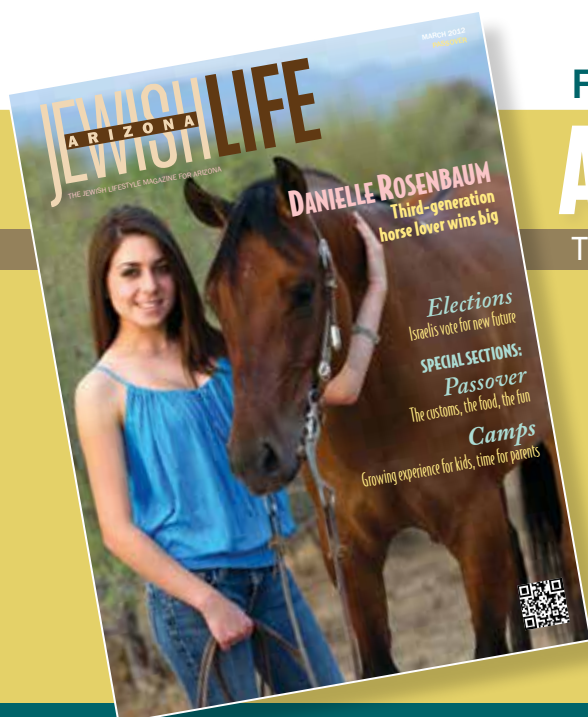
Social events are an essential part of S-E-V-E-N's winning equation. Every three months members can attend a sumptuous buffet luncheon, typically held at one of the Valley's popular casinos. Spouses are welcome, and networking flourishes in a relaxed atmosphere. For those who want to work hard and play harder while networking, S-E-V-E-N is sponsoring a Mexican Riviera cruise from Oct. 2-6, replete with business-building seminars, networking opportunities and plenty of fun.

Mary DeVon, owner of Alpha Wisdom, summed up her experience with S-E-V-E-N: "Being new to the area, I have tried a few groups I found on the Internet, but none as welcoming as S-E-V-E-N. That is because of the founder, Karen. She is so warm and open you feel at home right away. In a short time I have not only done business with several members, but have made some really good friends."

Joseph says she derives her greatest satisfaction watching members develop socially and professionally. "I see them come in and they are new to their business and networking. They'll stand up and be nervous, and six months later their businesses are growing and so is their confidence. That's how I know we are changing lives. That is so gratifying."

When asked about plans for future meeting venues, Josephs quickly quips, "I'd love to open a group in Israel!" ■

Melissa Hirschl is an Arizona freelance writer.



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## Professionals need to remember ... Family Time

By Debra Rich Gettleman

It's my worst nightmare. On the way home from school today, my 12-year-old son, Levi, asked me the standard question I usually pose to him. "So mom, what did you do that was interesting and exciting today?" "Not much," I replied. It was a slow day. I ran errands, sent out a few query letters to potential publishers, worked out. Then it was time to pick up the boys. I guess I felt somewhat disappointed in myself when I took mental inventory of my day. But it wasn't until my 8-year-old, Eli, piped up that I truly plummeted into the abyss.

"She did nothing. Like she always does," he said in a cheery, nonjudgmental tone. He was simply stating a fact, as he knew it. I was crushed. Memories of my tween pals and me sitting around after school lamenting the uselessness of our stay-at-home mothers flooded my memory banks. Paybacks can be painful.

I've spent my whole adult life trying to show myself and my children that women count, that motherhood is not a straight path to uselessness, that I can be there for my kids and still have a productive, meaningful career. I've accepted the fact that I don't make nearly as much money as I did before embarking on the motherhood track. But money isn't everything, is it? My husband constantly insists that we are co-earners; that if I didn't do my part to manage our home and children, he wouldn't be able to go to work every day and earn exponentially more than me. He asserts that I am "the glue that holds this family together."

But right now I feel more like goopy, homemade paste than super-strong dual-pump epoxy. I want to scream, "I am not my mother," at the top of my lungs. And I love my mother. I really

do. I just didn't want to make the choices she made. I wanted more. I was part of the "have it all" generation of women who grew up believing we could work, love and parent simultaneously, without ever missing a beat. It was a rude revelation to wake up at 35 and realize we were sold a bill of goods; that no one can have it all, that growing up meant making choices, choices we would have scoffed at when we were young, single and full of potential.

The whole thing makes me angry. I'm angry that Eli sees me as doing nothing all day long. I'm angry that maybe he's right. I'm angry that if I got one acceptance letter from a reputable publisher I'd suddenly feel like I existed again. I'm angry that I spend countless hours writing stuff I'm really proud of that never sees the light of day. I'm angry that men get to go to work at some remote location, while women, even in 2013, are still primarily responsible for maintaining the home and managing the family, whether they work beyond the confines of their homes or not.

All I've ever wanted was for my kids to be proud of who I am. I never wanted them to see me as merely an offshoot of themselves, a gelatinous being who only existed to meet their ever-changing needs and demands. And yet, try as I have, that's where I netted out. It's more than a little disturbing.

My husband insists that being there for our boys, sharing in their daily travails, listening to their tales and troubles is all that life is really about. Often I believe him. But sometimes it's hard not to wonder about all we women walk away from when we choose the road to maternity.

Shortly after Steve Jobs died, I heard his biographer on a news show. He said he asked Jobs on his deathbed why, after so many years of reclusion, he finally wanted to tell his life story. Jobs answered that he wanted his family to know who he was. Sort of astonishing – Jobs was so busy changing the world that those closest to him hardly knew him at all.

I found that sad, and troubling. As a parent you struggle between the responsibilities of your profession and the duty, loyalty and love you hold for your family. Finding balance can be a constant battle. But it's one worth fighting. So work hard. Express your talents, whatever they may be. But don't forget to be clear about what really matters to you, what really brings you joy. And don't forget to share yourself with those closest to you. Because most of us won't have the luxury of a post-mortem biographer to fill in the gaps in our stories for those we leave behind. ■

Debra Rich Gettleman is a mother and blogger based in the Phoenix area. For more of her work, visit [unmotherlyinsights.com](http://unmotherlyinsights.com).





# As we prepare to celebrate

the 65th anniversary of Israel as a modern nation, how do you think modern or ancient Israel contribute to Jewish identity in America today?



**Rabbi Reuven Mann**  
Young Israel of Phoenix

The establishment of the modern state of Israel must be ranked as one of the greatest miracles in Jewish and world history. First it puts to rest the noxious Christian claim that our exile signified G-d's rejection of the Jewish people and the abrogation of His Covenant with them. Today, virtually all branches of Christianity have

renounced the doctrine of "supersession" (that they were the new chosen people). In the book of Deuteronomy the Torah states that in the end of days G-d will "gather you from all the nations among whom you have been dispersed," and "He will bring you to the land that your fathers inherited and you will inherit it and He will increase you and do good to you more than to your fathers." Let us hope that we are in the midst of the unfolding of this promise and that we shall witness its total fulfillment.

A lot depends on how we respond to the great opportunity presented by the existence of the state of Israel. For the first time in centuries Jews have a place they can call their own. Jews are no longer helpless against our many enemies, as Israel has created a military force second to none. Israel has become an advanced, democratic society with scientific and technological achievements – especially in the areas of agriculture and medicine – that have had a worldwide impact.

We should recognize the great significance of Israel and the role it can play in the Jewish future. Many who are alienated from Judaism feel a strong kinship with Israel, which can facilitate their identity as Jews. A visit to the country can awaken a feeling of Jewish pride and a renewed sense of belonging to the Jewish people. Let us all give thanks to G-d for the great gift of Israel and resolve to visit and support it in every way we can.



Photo by Ron Appelbaum

**Rabbi David Rosenberg**  
Beth Emeth Congregation  
of the West Valley,  
Sun City West

Our literature is full of the hope we will come back to our homeland and reclaim our right to live in peace in our own land. Much of our history is based on the sojourns of Abraham, Isaac and Jacob through the land; Jerusalem was built on the site of the binding of Isaac and

the building of an altar to God.

In the First Temple, Judaism was practiced through the cultic sacrificial practices of the high priests. The destruction of the Second Temple left a void, and the rabbis filled it by instituting a very effective way to practice Judaism without a Temple: They replaced animal slaughter with prayer.

Jewish life today – our leadership, governments, the rules of living – all came from Temple practice. The Torah requires every Jew to make a pilgrimage to the Temple three times a year – at Passover, Shavuot and Sukkot – maintaining people's relationship with Jerusalem.

The destruction of the Second Temple and the exile created a radical shift. Our prayers included the hope that eventually God would gather us from the four corners of the earth and bring us back to serve Him as we did in the past.

In the early 20th century, Judaism underwent drastic changes. The Hassidic movements still saw Israel as a way of bringing the messianic redemption, while the secularized Jew who went to the university aspired to a Jewish homeland that would be based on the freedom of self-determination through our values. Israel gave us that.

Israel is one of the greatest technological nations of the 21st century. The aspiration for a Jewish homeland is no longer necessary because Israel exists. The freedom of American Jews has sidetracked them from their religious heritage. This is the conundrum we face – how to connect Jews to Israel. Israel's place at the forefront of technology does not address the religious aspirations of Jews. Those have to be fed through home education.

# Mishpoche on the Border

By Eileen R. Warshaw, Ph.D.

**E**xtended Jewish families were common on the Southwestern frontier. Pioneer Jews wanted to retain their Yiddishkeit, so they brought along their families and married cousins and for the most part stayed Jewish keeping the story of Mishpoche alive. Most came for the same reasons we pack up and move today – opportunity and, for some, health reasons.

A truly great story of Mishpoche is the Kapinski family of immigrants from Lithuania. Moses and Chiatsilla Kapinski moved to England with their large family of children sometime after their son Hyman was born in 1873.

Their older son Abraham immigrated to America and settled in Harrisburg, PA. When Hyman turned 17, Abraham sent funds for his two brothers, Louis and Hyman, to join him in Harrisburg. Shortly after his arrival in 1890 Hyman changed his name to the more American sounding Capin and worked alongside his two brothers as a tailor. Six years later, in 1896, he married a fellow Lithuania immigrant, Miss Dora Lun. She had immigrated to Harrisburg to keep house for her brother.

In 1898 Hyman became a naturalized citizen and had an established tailoring business. Eventually the American family brought the Kapinski parents and other siblings to Harrisburg, where the men of the family all worked as tailors.

Dora suffered from chronic respiratory problems and so on advice from her doctor Hyman and Dora and their six children headed west to a warmer climate.

Traveling by train, the family made the week-long trip to Los Angeles where they intended to stay. However, six months in Los Angeles, proved too damp for Dora. The family moved to Yuma, AZ, which proved to be much too hot, and Hyman could not find work.

By 1911 Hyman had settled in Tucson and established a tailor and steam-cleaning shop on Stone Avenue. The seven Capin children attended school. Dora's health improved in Tucson but

her concern that the small Jewish community of Tucson would not provide her children with the requirements of a Jewish life and the lack of kosher food prompted yet another move.



Top right: Capin family and neighbors gather July 3, 1924, Nogale, AZ, for the bris of Homer Chernin. Bottom right: Capin store in Nogales, 1921. Left: Hyman Capin and Dora Lun Capin





In 1914 Hyman and his brother Phillip opened a tailor shop near the newly enlarged Fort Bliss in El Paso, TX, and moved the large family to a home nearby. It proved to be a very profitable move for the family. About that same time two other events added to the growing extended family. Hyman's sister Bessie married Harry Chernin, and in 1917 his sister Sadye married Robert Marcus.

The Pancho Villa raids into New Mexico brought a new wave of military to the region. President Wilson sent General John J. Pershing to Columbus, NM, to oversee the new troops. The obvious opportunity awaited and Hyman opened a tailor shop in Columbus sending his new brother-in-law Harry Chernin to manage it. The opportunity did not last long. In 1918, with World War I ending, the military withdrew from Columbus and much of El Paso and business declined. Undaunted Hyman heard of a new military installation in Nogales, AZ – Camp Steven D. Little.

In 1920 Hyman purchased a house and moved his family to Nogales. He established a very lucrative arrangement for tailoring with Camp Little and perfected the paper pattern he had invented for military uniforms. Utilizing this new “technology” allowed uniforms to be mass produced quickly and at a greatly reduced cost to the military. The Capin shop grew rapidly and within a short time was employing almost 100 people in the production of handmade clothes and uniforms.

By 1926 Hyman had purchased two department stores for his sons and sons-in-laws to operate. He brought the Harry Chernin and Robert Marcus families to Nogales as partners in the retail side of the business. Hyman left the retail work to his extended family, preferring to remain a tailor, once boasting that he “owned more retail square footage than any other Arizona businessman, but had never worked a day in any one of those establishments.”

Their family raised, Hyman retired in 1931. The couple returned to Tucson, ironically for the opposite reason they had left – Tucson now had a large Jewish community.

The Capin business became known as the Capin Mercantile Company, and it was one of the largest employers in the region. Over the history of the firm there were 40 stores throughout Arizona and New Mexico, all of which were managed by the sons and sons-in-laws of Hyman Capin.

Through all the relocations Dora raised her eight children in a kosher Jewish home. Although none of the children had a formal Jewish education, all of the Capin children married Jewish men and women.

Throughout their life of relocation, business ups and downs and the demands of raising a large number of children, Dora and Hyman's singular driving force was seeing to the welfare of their Mishpoche. Their Yiddishkeit was always paramount. ■



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# Hands-on Jewish learning takes a big leap in Scottsdale



By Janet Arnold

**Y**ou can hear the pride in Dr. Sarette Zecharia's voice when she talks about the new facility for Shalom Montessori located near Hayden and McCormick in Scottsdale.

"This recent move has been incredible for us. We're more centrally located and we've gone from a maximum capacity of 30 to 250." And it's not just the new location or potential numbers the head of school is excited about.

The school has a long list of accreditations, including being the only advanced accredited Jewish Montessori school in the U.S., "possibly the world." Plus, they recently received a Green Certificate from the Arizona Department of Environmental Quality, making them the only green-certified school in Scottsdale, and only the fourth in the state. "We can tell you what the air quality is at any given moment," Dr. Zecharia smiled. They also boast accreditation from the Jewish Montessori Society, the International Montessori Council and RAVSAK, the Jewish Community Day School Network.

The school provides a certified Montessori education through an Orthodox curriculum for children from 18 months through eighth grade.

Jewish Montessori schools have seen strong growth in the last few years. They have opened in communities in Miami, Atlanta, Los Angeles and in New Jersey. Montessori learning emphasizes the sensory, self-directed educational philosophy developed a century ago by Dr. Maria Montessori. An example of how the learning differs is described in an article from New

At Shalom Montessori, students from 18 months through eighth grade use Montessori's hands-on approach as they experience the school's Orthodox curriculum.



**"While we have an Orthodox curriculum, we are open to everybody."**  
**– Dr. Sarette Zecharia, Shalom Montessori**

Shalom Montessori:  
 480-626-0676  
[shalommontessori@gmail.com](mailto:shalommontessori@gmail.com)  
 7300 N. Via Paseo Del Sur,  
 Scottsdale



York's The Jewish Week (8/7/10):

"(O)ne class of first-graders learned the Hebrew blessings recited over different types of food the typical way: with worksheets and a chart on the blackboard.

"Meanwhile, the Modern Orthodox school's Montessori class learned the same material in a radically different way: by sorting plastic fruits and vegetables and cookies into baskets marked with the appropriate blessings."

The school reaches out to the community as well with a





farmers market in its parking lot every Tuesday from 3 to 7 pm. In addition to fresh, organic fruits and vegetables, the market offers chicken, pasta and other food products, all brought in by local farmers. In addition, there are natural lotions and even a natural clothing line.

On Tuesday, April 9, from 3:30 to 5:30, Shalom Montessori is having an open house. Prospective families are invited to meet the staff, tour the facilities and learn about the various educational programs. In addition to the regular school day, the school offers after school activities and has summer programs in June and half of July. The public is welcome.

As Dr. Zecharia stated, "While we have an Orthodox curriculum, we are open to everybody." ■



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# Looking for Love

## Are You Ready, Willing and Able To Find Love?

By Ellen Gerst

The three-part question posed in the title of this article is one I ask of each person who is about to embark on the search for love. In order to embrace the idea of new love and be able to follow through to find it, the answer to all three questions must be a resounding YES!

Allow me to define these terms for you so that you may ascertain your own answers.

**Being Ready** is the most important question for you to address. Without a sense of readiness, it will be difficult for you to encounter long-term success in the dating arena. Furthermore, when you're not ready, you often look for love in all the wrong ways and places and will most likely pick an inappropriate mate.

**Willingness** is more than hoping and dreaming that your perfect life partner will come to your rescue and whisk you off to the land of happily-ever-after. Life is not a fairy tale, and you should be more concerned about finding your happily-right-now each day. Furthermore, it's not up to a partner to rescue you. That's your job! So, this sense of willingness implies that you're in charge. Therefore, you're going to do everything in your power to look for and take advantage of the opportunities in front of you.

Now, you can be both ready and willing and still not know enough about the nuts and bolts of dating to make your forays successful. That's OK. You've already completed the hardest parts of this equation. **Becoming Enabled** is the least emotionally demanding of the three states to reach.

You can learn how to date by reading books, talking to friends, attending seminars or consulting professionals. However, I find that the easiest way to become facile with this process is to practice date, which is dating without intention.

During these practice sessions, you can discover how you're viewed by others; hone your dating etiquette skills; figure out techniques that work; and quell your nervousness when conversing with the

opposite sex. I suggest you treat this interval like a smorgasbord: Try a little bit of everything, even if you're not quite sure you might like it.

Let's take the first steps to becoming enabled with a short checklist to help you determine if you're ready and willing.

### I'M READY BECAUSE:

1. I have taken the necessary time to get in touch with my feelings and have figured out who I am and what I want.
2. I've taken the time to befriend, accept and gain insight into the "new single me" who was forged by past disappointments or the loss of prior relationships. Be aware that after loss, you are transformed – and usually in a good way – even though it hurts to grow under these circumstances.
3. I've made the conscious decision to create a fabulous life and then invite a partner to share it with me. Therefore, I'm looking for a complement to my life versus looking for a partner to complete me.
4. I've readjusted the picture of my prior partners, which has allowed me to let go of both positive and negative attachments to them and the relationships.

### I'M WILLING BECAUSE:

1. I am prepared to accept and believe in the possibility of finding happiness, and my success will be determined by the effort I exert.
2. I am prepared to take advantage of every opportunity to meet new people with whom I am presented. I believe that every individual I will meet has something to offer, even though he/she may not be my match.
3. I am prepared to approach opportunities with a positive attitude, an open heart, a smile upon

my face and without grandiose expectations of each encounter. I regard dating as fun, not as a chore to be completed.

4. I am prepared to treat each meeting as a chance to expand my horizons; learn something about another person, as well as myself; and step out of my comfort zone to facilitate emotional growth.

The preceding statements, which are food for thought, can kick-start a change in attitude and perspective so that you can begin to date with success.

### Q&A

**Question:** *If I don't feel immediate chemistry with a date, I won't pursue the relationship any further. Am I doing myself a disservice?*

**Answer:** Yes, I believe you are. Sometimes things don't gel right away, and many forego the opportunity to get know someone better. Here's my question for you: Isn't it true that once you get to know and like/love someone, you are attracted to the person's beautiful "insides" more than his or her less than perfect "outsides"? I suggest using the two-to-three-date rule before deciding whether to dismiss a potential love connection. Due to nerves, some people encounter difficulty showing their true self on the first few dates. If, after three dates, you still don't feel an attraction, then it's appropriate to move on. ■



Ellen Gerst is a relationship and grief coach, author and workshop leader. Using a combination of her personal experience as a young widow and her professional expertise, she helps people look at challenging life circumstances from different perspectives to enable them to move gracefully toward a renewal of life and love. Visit [LNGerst.com](http://LNGerst.com) or follow her on Facebook at [facebook.com/FindingLoveAfterLoss](https://facebook.com/FindingLoveAfterLoss). To ask Ellen a question to be answered in a future column, email her at [LNGerst@LNGerst.com](mailto:LNGerst@LNGerst.com).



# Finding Reason in Delusion

By American Friends of Tel Aviv University

Dementia – an acute loss of cognitive ability – can be marked by memory loss, decreased attention span and disorientation that occurs in disorders such as Alzheimer's disease.

According to Prof. Jiska Cohen-Mansfield of Tel Aviv University's Herzeg Institute on Aging and Sackler Faculty of Medicine, dementia sufferers are often prescribed psychotropic drugs to mitigate symptoms such as delusions. But this tactic can cause more harm than good, she says. Many of the delusions experienced by dementia patients may have a rational basis and could be more effectively treated through behavioral therapy than by medications, suggests Cohen-Mansfield.

The study, done in collaboration with Prof. Hava Golander of the Department of Nursing and Drs. Joshua Ben-Israel and Doron Garfinkel of the Shoham Medical Center, was published in the journal *Psychiatry Research*.

**“Many of the delusions experienced by dementia patients may have a rational basis and could be more effectively treated through behavioral therapy than by medications.”**

**– Prof. Jiska Cohen-Mansfield, Tel Aviv University**

## A RATIONAL BASIS FOR DELUSION

The researchers examined six common categories of delusion, including fears of abandonment, suspicions that patients' possessions were being stolen, and feelings that they were not “at home.” The participants were 74 adults in nursing homes who had received a diagnosis of dementia. Researchers discovered that a large percentage of the delusions that the caregivers described seemed to have logical explanations.

“If you begin to think about these delusions from the point of view of the dementia patient, you begin to understand that their delusions are explainable reflections of the reality they live in,” explains Cohen-Mansfield. For example, for patients who felt that they were not at “home,” the nursing home did not satisfy their definition of home. Anxiety often accompanied separation from the outside environment or from their loved ones – a rational response.

## A BETTER QUALITY OF CARE

These findings can have an impact on the way health care providers and family members respond to dementia patients, says Cohen-Mansfield. Characterizing their delusions as “psychotic” puts them in the category of severe mental illness, which is frequently inappropriate. Instead, caretakers can devise methods to work with patients that take context into account.

In people with dementia, delusions do not really match the psychiatric definition of psychosis. A closer analysis of these behaviors is likely to promote empathy, understanding, and ultimately a more humane and compassionate treatment, the researchers concluded. ■

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# Retirement Resort

Residents at Arté enjoy luxurious setting and activities galore – including mah-jongg, challah-baking and rabbi visits



Lobby of Arté



Arté residents gather for Yom Kippur.

By Elizabeth Schwartz

Arté Resort Retirement definitely isn't your bubbe's retirement home, but maybe it should be. This 3-year-old independent and assisted-living facility in Scottsdale boasts on its website, "Retirement that lives like a resort," and from the moment you step into the front lobby, it's easy to understand why.

"It looks like a cruise ship, with Art Deco furniture, fixtures and more than 500 Art Deco pieces of art displayed throughout the facility," says Kim Koppert, Arté's lifestyle director. "We are a resort. It feels different when you walk in."

The luxurious atmosphere permeates all of Arté's activity spaces: Bogart's Sports Lounge has a large pool table and wide-screen TVs for watching sports events, and Josephine's Piano Lounge (named for the 1930s sultry French chanteuse Josephine Baker) hosts Happy Hour and live music. Residents can play mah-jongg, bridge or poker in the Vanderbilt Bridge Room, get lost in a good book in the elegant Kipling Library or catch the latest films at the Clark Gable Movie Theatre, with its plush lounge chair seating.

Stylish, comfortable living spaces are well enough, but what really sets Arté apart is the degree to which its staff interacts with and cares about the residents. "Some of our residents see us more than their own families," says Koppert. "Our staff actively participates with the residents in their daily activities: we play poker with them, take them to baseball games, or join them for bridge or mah-jongg or the art class taught by one of our Jewish resident's daughters. We laugh and joke with them; there's great respect between residents and staff."

As the lifestyle director, Koppert welcomes activity ideas from residents and implements them as soon as possible. "Arté is their home, and I want them to be happy and content."



Arté residents enjoy "Table Talk" with Rabbi Levi Levertov.

Arté currently has 63 residents, but the facility can house up to 173 people. "We opened in 2009, at the bottom of the economic downturn," Koppert explains, "but our enrollment is steadily growing." Arté also offers a "snowbird" senior vacation package. Koppert explains, "People come and stay for a month or some just come for a vacation. Instead of booking a hotel and renting a car, they come here because they have other people to socialize with, lots of activities and access to transportation."

About 15 of Arté's residents are Jewish. Phoebe Maurer, who moved with her husband to Arté 20 months ago, has organized many of Arté's Jewish activities, starting with monthly Shabbat dinners. "We had the first Shabbat dinner in a private dining room," says Maurer. "All the women lit the candles, and the men blessed the bread. It was a warm, caring communal atmosphere, which is what we're all about: family."

Maurer organized a Hanukkah cooking demonstration, with "out of this world" latkes, according to another resident, Goldie Gelbard. Maurer also organized Arté's first Passover seder. "We'll have about 25 to 30 people attending, and my son is coming in from New York to lead the seder. It'll be my pride and joy to have



**“The women lit the candles, and the men blessed the bread. It was a warm, caring communal atmosphere, which is what we’re all about: family.”**  
– Phoebe Maurer, organizer of Arté’s monthly Shabbat dinners

him do it,” Maurer commented before the seder.

Arté is also associated with Smile on Seniors, a nonprofit organization that provides Jewish services to seniors in retirement communities in Arizona. Once a month, a young Chabad Lubavitch rabbi, Levi Levertov, comes to Arté to host “Table Talk.” Levertov draws the residents into discussions about different topics, like love or family, from a Jewish perspective. Levertov’s wife, Chani, also comes to Arté regularly to teach challah baking and talk over tea with the residents.

Goldie Gelbard can’t say enough about Arté. “It’s wonderful; they have everything here. You couldn’t ask for anything more. The staff directors are special: warm, caring, helpful and extremely capable. No request is too difficult for them. I guarantee anyone who comes here will love it. I’m mighty independent, and I wouldn’t stay here if I didn’t love it.”

Gelbard’s son, who lives in Scottsdale, helped her look at different facilities when she was choosing her retirement community a little more than a year ago. Arté caught Gelbard’s eye at

once. “It doesn’t look like a senior home; it looks like a beautiful hotel on Broadway,” says the former New Yorker. “In our apartments, everything is brand new: all the appliances, the granite countertops, everything. Plus nobody ever lived in my apartment before me.” Gelbard also appreciates the intimate size of Arté’s grounds. “It’s compact and close together, which makes it easier to get around. The surroundings are just lovely, so you feel good about yourself here.”

Arté’s wide range of activities appeals to Gelbard, who plays poker and bridge regularly. She also attends daily exercise classes, like t’ai chi and yoga, and is a regular at the pool and hot tub.

Like Maurer and Gelbard, Roz Vannik was also drawn to Arté’s “inspired five-star luxury.” “I thought it was the most physically beautiful place, and figured I’d enjoy living in it,” says Vannik. Unlike some Arté residents, Vannik is still deeply rooted to her community in nearby Scottsdale, where she and her husband lived for 20 years. “I’ve had a life outside Arté which I still enjoy,” she explains. Many of Vannik’s activities center on Scottsdale’s Valley of the Sun Jewish Community Center, which named her Volunteer of the Year in 2012. “I still go there a lot to play mah-jongg and bridge,” she says.

Vannik considers herself one of the more active residents at Arté. “Maybe it’s my Jewish background; I’m used to being around people who are interested in a lot of different things,” she says. Vannik also appreciates the warm, compassionate staff. “At some other facilities I looked at, I didn’t find the staff as congenial. I also like Arté smaller size; it makes it easier to meet and know people than at a larger facility.” ■

Elizabeth Schwartz is a freelance writer and musician.

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## Where to Celebrate

# MODERN HOLIDAYS



By Janet Arnold

Since the establishment of the State of Israel in 1948, four new holidays have been added to the Jewish calendar: Yom HaShoah, (Holocaust Remembrance Day), Yom Hazikaron (Israeli Memorial Day), Yom Ha'atzmaut (Israel Independence Day), and Yom Yerushalayim (Jerusalem Day). In Israel these holidays are observed as national holidays. The first three holidays, which are widely celebrated in Jewish communities throughout America as well, all fall in April this year.

### Yom HaShoah

**Yom HaShoah occurs on the 27th of Nissan.** Shoah, which means catastrophe or utter destruction in Hebrew, refers to the atrocities that were committed during World War II. This is a memorial day for those who died in the Holocaust.

In northern Arizona, the Jewish Community of Sedona will be hosting a commemoration on April 7 from 2:30 to 4:30 pm at Jewish Community of Sedona and Verde Valley. Co-sponsors of the event are the Martin-Springer Institute at Northern Arizona University and Heichal Baoranim synagogue in Flagstaff. The program features NAU's Women's Chorale, the Arizona Mountain Chorale and the Flagstaff Arts and Leadership Academy Dance Students. Honored guests include Nika Fleissig, whose story was lovingly recounted by her daughter in the book *From Miracle to Miracle: A Story of Survival*, and Doris Martin, who, with her husband, Ralph, wrote the book *Kiss Every Step*. The Martins established the Martin-Springer Institute at NAU

in 2000, dedicated to applying the lessons of the Holocaust to promote moral courage, altruism and tolerance.

In the greater Phoenix area, the Holocaust Survivors Association, the Bureau of Jewish Education and the Jewish Community Association are joining together to sponsor several events. There will be a community-wide commemoration on April 7 at 2 pm at Temple Solel in Scottsdale.

On April 9 at the JCC, there will be a Reading of the Names from 7 am to 7 pm. Individuals and organizations are providing readers. To volunteer to read names, contact Monique Mendel, 480-966-1162 or moniquemendel@me.com. To add family names to the Reading of Remembrance, email names to the same address.

The Reading of the Names is part of the worldwide Holocaust memorial project "Unto Every Person There Is a Name," now in its 22nd year. It is a unique project designed to honor those who perished by perpetuating their memory as individuals and helping to restore their identity and dignity through the public recitation of their names on Yom HaShoah.

At 9:30 am there will be a short ceremony and sounding of the siren. Janice Friebaum will speak at 10 am about the Warsaw Ghetto, as the 70th Anniversary of the Warsaw Ghetto Uprising occurs this year. Friebaum holds a master's degree in Jewish and Holocaust studies from the University of Chicago. Her father, Morris Friebaum, is a survivor of the Warsaw Ghetto.

At the conclusion of the Reading of the Names, the teens



from Hebrew High will lead the community in Yizkor services.

On April 10 there will be a screening of the movie “Korczak” at 6:30 pm at the JCC. In 1912 Janusz Korczak established a Jewish orphanage, Dom Sierot, in a building which he designed to advance his progressive educational theories. The orphanage moved inside the Warsaw Ghetto in 1940. Though Korczak received many offers to be smuggled out, he refused, not wanting to abandon the children. On Aug. 5, 1942, he accompanied nearly 200 children who were sent to Treblinka, where they were all put to death. The movie is being offered free to survivors and is \$5 to the public.

The Jewish Federation of Southern Arizona is collecting its decades of testimonial footage of survivors in the Tucson area and digitizing it for easier handling and showing. They continue to film stories of survivors not yet recorded. For their Yom HaShoah program, they will honor their survivors on April 7 at 2 pm at the JCC in Tucson, with the cinematic viewing of the footage. Bryan Davis, of the JFSA, says, “We’re so proud to be able to honor our survivors in this meaningful way.” He added that a similar honor will occur at the U.S. Holocaust Museum’s upcoming 20th Anniversary.

Today, many individuals also commemorate Yom HaShoah by lighting yellow candles to keep the memory of the victims alive.

## Yom Hazikaron

**Yom Hazikaron pays respect to fallen Israeli soldiers.** The holiday falls on the fourth of Iyar, the day preceding Israel’s Independence Day, and was declared by the Israeli Knesset to be a memorial day for those who lost their lives in the struggle that led to the establishment of the State of Israel and for all military personnel who were killed while in active duty in Israel’s armed forces.

Joining these two days conveys an important message: Israelis owe much of the existence and independence of the Jewish state to the soldiers who sacrificed their lives for it. This year’s holiday falls on April 14-15.

In Tucson the color guard from Davis-Monthan Air Force Base will present colors accompanied by a variety of respectful programs dedicated to those whose lives have been lost. Local adult and youth choirs will perform, and rabbis from all the congregations plan to participate. The events take place at 6 pm on April 14 at the Tucson JCC.

Shahar Edyr, the new director of the Israel Center at the Jewish Community Association in Scottsdale, hopes to create a memorial wall for the fallen soldiers (see article in this issue). Most communities will sound a siren and observe a time of silence.

## Yom Ha’atzmaut

**Yom Ha’atzmaut, Israeli Independence Day,** marks the establishment of the modern state of Israel in 1948. It is observed on or near the 5th of Iyar. This year the holiday is April 15-16, but it will be celebrated in Arizona on various days in April.

The Greater Tucson area’s celebration will be held on April 21 from noon to 6 pm on the JCC campus and will include a pavilion of Israel’s technical innovations. “The Israel 65 Festival will feature Israel’s Incredible Innovations, celebrating Israel’s amazing contributions to the world,” says Guy Gelbart, director of the Weintraub Israel Center.

Along with games, food and an Israel-inspired shuk (marketplace), the event also boasts a performance by the Maccabeats, the renowned a capella group from Yeshiva University in New York, as a thank you from the Jewish Federation of Southern Arizona’s 2013 Community Campaign. Since 2007 The Maccabeats have performed throughout the world, in addition to producing two albums. They’ve performed at the Governor’s Mansion with Mayor Bloomberg in New York and at the White House for President Obama. Strongly committed to the philosophy of Torah Umadda, the integration of traditional and secular wisdom, the Maccabeats perform an eclectic array of Jewish, American and Israeli songs.

JFSA Outreach Director Anne Lowe will design a T-shirt for this year’s festival with the slogan, “65 reasons to love Israel.” To contribute your favorite one- or two-word reason for loving Israel, email Lowe at [alowe@jfsa.org](mailto:alowe@jfsa.org).

## Israel Center Events

**In the greater Phoenix area, the Israel Center** is planning several events. From April 8 through May 17, there will be a photography exhibit by Rudi Weissenstein called “Your Fortunate Eyes” in the lobby of the JCC. This extraordinary and moving exhibit includes 19 exclusive photographs from Israel’s early days. Weissenstein, who was born in the Czech Republic in 1910, emigrated to Israel in 1936, prior to the state’s independence. He spent his entire life documenting Israel and is perhaps best known for his historical photograph of David Ben-Gurion at the reading of the declaration of independence. In conjunction with the exhibit, the documentary “Life in Stills” will be shown also at the JCC. The film traces how Miriam Weissenstein, at the age of 96, managed to save her husband’s work from near destruction.

The Israel Center is also hosting a photography contest: *Through the Lens*. Eligible entries should show a favorite original photograph of Israel. All entries must be received by April 14. Send your photograph in jpeg format, with a short explanation of what it is and why it represents Israel to you, to [israelcenter@jewishphoenix.org](mailto:israelcenter@jewishphoenix.org). All submitted photos will be displayed in a community exhibit on Yom Ha’atzmaut, and the three winning entries will receive cash prizes.

On April 28 the Israel Center and the JCC are hosting “Israel @ 65 in Pictures & Song” from 12:30 to 4 pm. With support from dozens of the community’s organizations and synagogues, the afternoon will include Israeli vendors and food in the JCC promenade. There will be a 1K “Rock the Land” walk on the outdoor field, with interactive activities at each stop, representing various cities in Israel. In addition there will be bounce houses and art activities for young participants. The Maccabeats will also be performing at this festival from 3 to 4 pm.

Of special note this year is the “Gift of Life” program. Sponsored by the Gift of Life Bone Marrow Foundation, individuals have the opportunity to have a bone marrow swabbing to assess compatibility with those who need a transplant. There is no charge for the swabbing, though kit processing is \$60 per kit. The greater Phoenix community has a very personal interest in this program because 3-year-old Ezra Fineman, grandson of local residents Judy and Scott Fineman, is in desperate need of a bone marrow transplant to cure his rare primary immune deficiency called Hyper IgM Syndrome. For more information, visit [Giftoflife.org](http://Giftoflife.org). ■



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**1** ANSHEI ISRAEL PURIM – Congregation Anshei Israel hosted a Purim Celebration on Feb. 24 with more than 150 people in attendance. Children and adults were in costume, with Rabbi Robert Eisen (above) dressed as a Rastafarian. A creative reading of the Megillah kicked off the event, followed by a costume parade that included Nichole Chorny and her daughter, Tzippi, dressed as super heroines. Brunch included six flavors of hamantashen and entertainment by a magician. The synagogue has commissioned the writing of a new Torah as part of a yearlong celebration of the 83rd anniversary of the founding of Congregation Anshei Israel in 1930. Celebratory events throughout the year will culminate with a Torah Project Siyum on Dec. 8 to showcase the completion of the new Torah.

**2** JEWISH REUNION '60s-style – There's nothing like old friends. Men from BBYO Chapter Berney and Kempner AZA, who graduated from local Phoenix high schools between 1962 and 1968, gather at the Phoenix Friends Reunion, held March 2 at the Arizona Jewish Historical Society in Phoenix. More than 180 people from around the country attended the reunion.

**3** EDUCATORS CONFERENCE ON THE HOLOCAUST – Doreen Rappaport signs her book, *Beyond Courage: The Untold Story of Jewish Resistance During the Holocaust*, for a participant at the March 4 Educators Conference on the Holocaust. Nearly 200 teachers, scholars and students from around the state attended the annual Educators Conference on the Holocaust held at the Valley of the Sun JCC in Scottsdale March 4. The day-long conference included classes in how to teach the Holocaust to

varying ages of students as well as in specific historical and cultural background. The conference draws students from around the state, including Miami High School from the small town 90 miles southeast of Scottsdale. Teacher Rhiannon Oldfield brought students from her class in 20th Century World Conflicts, noting most of the students had never met anyone Jewish. The day was sponsored by the Bureau of Jewish Education and the Phoenix Holocaust Survivor Association with support from Arizona State University, the University of Arizona and Northern Arizona University.

**4** VALLEY PURIM – Valley of the Sun Jewish Community Center in Scottsdale held its Purim Carnival Feb. 17 with more than 800 people enjoying bounce houses, a rock climbing wall, a game truck and train ride for the children. In addition 15 local Jewish organizations and temples ran various carnival games for the kids. Mama Doni performed a Purim concert that was attended by over 200 people.

**5** CHAI PURIM – Temple Chai Rabbi Jacob Singer-Beilin and Cantor Emerita Sharona Feller entertain the crowd at the Phoenix congregation's Feb. 23 Purim celebration. Frank Blake puts a Southwest twist on his Mordechai costume as he portrays the Purim hero as Sheriff Mordechai.

Photos by Daniel Feller



# APRIL CALENDAR



## March 28 - April 14

**The Sunshine Boys** by Neil Simon brings us the comedy team of Al Lewis and Willie Clark, who have been estranged for 11 years. They reunite for one last TV performance. Can they get through their most famous sketch one last time without killing one another? Reconciliation and friendship battle grudges and resentment in this comic masterpiece about growing old. Arizona Theatre Company at the Herberger Theater Center, 222 E. Monroe in Phoenix, 602-256-6995, arizonatheatre.org photo-ver-tical or horizontal

## April 5-7

**Tempe Festival of the Arts** is here again with more than 350 booths lining Mill Avenue and surrounding streets with one-of-a-kind art. Live entertainment, food and kids' activities too. 10 am-6 pm. Free. Tempefestivalofthearts.com

**The Marriage of Figaro.** Mozart's madcap comic opera, comes to life at Symphony Hall in Phoenix, 75 N. Second St, 7:30 pm on Friday and Saturday, 2 pm on Sunday. 602-266-7464. Also in Tucson April 13-14 at Tucson Music Hall, 260 S. Church Ave, Tucson. 7:30 pm on Saturday, 2 pm on Sunday. 520-293-4336, azopera.org

## April 6

**Salsa, Sangria and Sunset** helps to celebrate Congregation Anshei Israel's 83rd Anniversary year at 8 pm at 5550 E. Fifth St. in Tucson, \$18. RSVP by April 4: 520-745-5550, caiaz.org

**Peoria Arts and Cultural Festival** celebrates the area's pioneer history and culture with live bands, choirs, steel drum groups and theater and dance companies. 8 am-5 pm at 83rd and Peoria avenues. Free. 623-773-7764, peoriaaz.gov

**Putting on the Ritz ... Cracker** is the 2nd annual family event sponsored by the Children, Youth and Family Department of the Tucson JCC. It's a chance for the whole family to get dressed up and enjoy a simcha, a happy celebration, as a family. Enjoy desserts, crackers with schmears, a DJ dance party, magic show, simcha vendors and more. 6:30-8:30 pm at the Tucson JCC, 3800 E. River Road. 520-299-3000, tucsonjcc.org

## April 6-7

**Phoenix Pride Parade and Festival** celebrates LGBT pride with a variety of different activities. The parade starts at 10 am Saturday at Third Street and Thomas Road in Phoenix. Festival noon-9 pm both days at Steele Indian School Park, 300 E. Indian School Road. \$15 for one day, \$25 for two. phoenixpride.org

## April 6-27

**Clybourne Park** is the 2011 Pulitzer-Prize and Tony-award-winning comedy presented by Arizona Theatre Company. A story about race and real estate in America, the play will be at the Temple of Music and Art, 330 S. Scott Ave., Tucson. 520-622-2823, arizonatheatre.org (Playing in Phoenix May 2-19)

## April 7

**Yom HaShoah Community Event** pays homage to those who died in the Holocaust. 2 pm at Temple Solel, 6805 E McDonald Dr, Paradise Valley. 480-905-1188, elainegoldenthal@yahoo.com

**Yom HaShoah Community Event** for the Tucson community, 2-4 pm at the Tucson JCC campus. tucsonjcc.org

**Yom HaShoah** in northern Arizona 2:30-4:30 pm at the Jewish Community of Sedona and the Verde Valley, 100 Meadowlark Drive, Sedona. 928-204-1286, jcsvv.org

**Zukerman Chamber Players**, featuring Israeli-born musician Pinchas Zukerman, recognized worldwide for his artistry and currently in his fourth season as principal guest conductor of the Royal Philharmonic

More details on events for **Yom HaShoah**, **Yom Hazikaron** and **Yom Ha'atzmaut** are included in "Modern Holidays" story on pages 66-67.

Orchestra in London. \$29-49. 7:30 pm at Scottsdale Center for the Performing Arts, 7380 E. Second St., Scottsdale. 480-499-8587, scottsdaleperformingarts.org

**2013 Gourmettheatre** is Actors Theatre's Annual Benefit Culinary Party. 5:15 pm at the Phoenix Art Museum, 1625 N. Central Ave., with cocktails and a silent auction. Then guests proceed in parties of eight to gourmet dinner and wine at an upscale Valley restaurant. \$50 for cocktails and auction; \$250 with dinner. 602-253-6701 ext. 105, actors-theatrephx.org

## April 8- May 17

**Your Fortunate Eyes** is a fascinating exhibit including selected documentary and artistic photographs by Rudi Weissenstein, one of Israel's most important chroniclers, in the Valley of the Sun JCC lobby, 12701 N. Scottsdale Road, Scottsdale. Sponsored by the Israel Center. shahare@vosjcc.org

## April 9

**Reading of Remembrance** 7 am-7 pm in conjunction with Yom HaShoah. Includes Community Torch Light and service at 9:30 am, and speaker Janice Friebaum at 10 am at the VOSJCC, 12701 N. Scottsdale Road, Scottsdale. vosjcc.org

## April 9-14

**Scottsdale Culinary Festival** is a six-day Foodie Festival, featuring more than a dozen events, including the Great Arizona Picnic that attracts about 40,000 people and raises funds for the arts and arts education. The picnic is noon-9 pm, April 13 and noon-6 pm, April 14 at Scottsdale's Civic Center Plaza, 3939 N. Drinkwater Blvd., Scottsdale. Other events at various locations. Scottsdalefest.org

## April 10

**"Korczak,"** is a movie of the last days of the life of legendary Polish pedagogue Janusz Korczak and his heroic dedication to protecting Jewish orphans during the war. At 6:30 pm at the VOSJCC. Free to survivors, \$5 to the public. vosjcc.org

## April 11-21

**The Diary of Anne Frank**, the prize-winning play by Frances Goodrich and Albert Hackett, at Pima Community College's Black Box Theatre in Tucson. The play, adapted from Anne's diary won the Pulitzer Prize, the Critics Circle Prize and the Tony Award for best play in 1956. Anne Frank became a universal symbol of triumph of spirit over oppression. At 7:30 pm on Thursdays, Fridays and Saturdays; 2 pm on Sundays at West Campus, two miles west of I-10 on St. Mary's Road, Tucson. 520-206-6986, pima.edu

## April 12-14

"People," a new comedy by Alan Bennett, is a video of a performance recorded live in London, as part of the National Theatre Live series. Phoenix Art Museum is the exclusive Phoenix-area venue for this thrilling series of great plays. 2 pm on Friday and Sunday, 1 pm on Saturday at 1625 N. Central. No separate Museum admission necessary. \$15-\$18. 602-257-1222, phx.art.org

## April 14

**Yom Hazikaron (Israel Memorial Day)**, a time to remember fallen Israeli soldiers, will be observed at Tucson JCC, in the ballroom at 6 pm. tucsonjcc.org

**Yom Hazikaron** will be observed at the Valley of the Sun JCC at 7 pm. vosjcc.org

**A Brooklyn Gathering:** 2 pm at the Jewish History Museum, 564 S. Stone Ave., Tucson. Come share your memories of growing up or growing old in that magical place called Brooklyn, NY. Bring your photos, memories and stories. \$5 general admission. Egg creams will be served. 520-670-9073

## April 16

**Sugihara: A Conspiracy of Kindness** is a 90-minute historical documentary telling the remarkable story of the Japanese diplomat Chiune Sugihara and the Jewish refugees he helped to save. Free. Special reception co-sponsored with Japanese Friendship Garden begins at 6 pm, film at 7 pm at the Cutler-Plotkin Jewish Heritage Center, 122 E. Culver, Phoenix. 602-241-7870 or azjhs@aol.com for reservations. azjhs.org

## April 18

**The Simpsons & Other Jewish Families** is the theme of Hillel's annual spring benefit. Hear Phoenix native Mike Reiss, one of the show's writers, present a hilarious evening of stories, info and insider gossip. Doors open at 6:30 pm, presentation at 7:15, followed by a dessert reception. Tickets start at \$50. At the Arizona Historical Society Museum, 1300 N. College Ave., Tempe. 480-967-7563, hillelasu.org

## Out of Silence: Repair Across Generations:

Professor Martin Beck Matuščík reads from his soon-to-be-published autobiographical book, *Out of Silence*. In 1997 Matuščík found the key to his

mother's story, and his own, stored in shoeboxes full of public and family secrets: his mother's Jewish origins and the remarkable story of her life impacted by the Holocaust and the Communist takeover of Central Europe. 7 pm at the Arizona Jewish Historical Society, 122 E. Culver, Phoenix. RSVP: 602-241-7870 or azjhs@aol.com

## April 20

**Carnival of the Animals** is a wild musical adventure into the animal kingdom! Phoenix Symphony performs music inspired by friends from the jungle such as "Flight of the Bumble Bee," selections from "Carnival of the Animals," music from "The Lion King" and more. Dress up in your favorite animal costume or bring your favorite stuffed animal friend! 2:30 pm at Symphony Hall, 75 N. 2nd St., Phoenix. 602-266-7464, phoenixsymphony.org

## April 21

**Israel Festival of Tucson** is celebrating 65 years of Israel's Incredible Innovations at the Tucson JCC. Fun for the whole community, noon-6 pm. 520-577-9393 ext.133, jfsa.org

**PJ Library of Northern Arizona** will feature the book Joseph Had a Little Overcoat, and include snacks and crafts. 3-4 pm at the Prescott Public Library, 215 E. Goodwin St., Prescott. 928-717-0016, info@jcfpg.org

**Red Nose Day Improv Show** is performed by All Rights Reserved, the teen improv troupe started through the Arizona Jewish Theatre Co. With their mantra of "Do Something Funny to Make Some Money," the teens will put on a family-friendly interactive show. Joining them will be the Dearing Acting Studio's Teen Chaos. All proceeds will go to local children in need. 7 pm at Theatre Artists Studio, 4848 E. Cactus, Scottsdale. ptrapani@cox.net

**The Klezmatics**, who take one of the wildest approaches to klezmer, at the Musical Instrument Museum at 7 pm, 4725 E. Mayo Blvd., Phoenix. \$39.50-\$47.50. 480-478-6000, mim.org

**42, The Story of Jackie Robinson** will have a special showing to benefit Kivel Campus of Care at Harkins Theatres - Scottsdale Fashion Square, Camelback and Scottsdale Roads, at 2pm. Tickets \$100 to support Kivel's programs, includes concessions and raffle ticket. 602-956-5487, kivelcare.org

## April 22

**New Eyes, a one-woman play** with Israeli actress Yafit Josephson, will be at the Tucson JCC for one night only. The play explores universal themes of self-esteem, family relationships and cultural identity with Josephson portraying 18 characters from 5 different countries as she conveys her riveting and uplifting story. 7 pm. tucsonjcc.org

## April 25

**Elie Wiesel: Jeremiah and His Lamentations**, is a live broadcast from 92Y, the 92nd St. YMHA in New

York. Don't miss the opportunity to learn from Elie Wiesel, founder of the Elie Wiesel Foundation for Humanity as well as Nobel Laureate. Free. 5 pm at Congregation Anshei Israel, 5550 E Fifth St, Tucson. 745-5550 ext. 230, rabbi@caiaz.org

## April 27

**Take Steps**, a walk to raise funds and awareness for the Crohn's & Colitis Foundation, starts at 5 pm at Kiwanis Park in Tempe. Registration opens at 4 pm. More than 1,500 people are expected to walk to help find a cure for Inflammatory Bowel Disease, which affects nearly 1 in 200 people and is prevalent in the Jewish community. cctakesteps.org/phoenix or contact Megan Livengood at 602-734-1392 or mlivengood@ccfa.org

## April 27-28

**Cowboy Music Festival & Western Art Show** showcases the greats of western music and art, with featured artist Diana Madaras. Presented by Old Tucson and the Western Music Association, 10 am-6 pm each day at Old Tucson, 201 S. Kinney Road, Tucson. 520-883-0100, oldtucson.com

## April 28

**Israel@65 in Pictures & Song** is the community celebration for Israel's 65th birthday in the greater Phoenix area, held at the Valley of the Sun JCC. Food and fun for all. Showing of the documentary, "Life in Stills," in conjunction with the Israeli photo exhibit of "Your Fortunate Eyes." vosjcc.org

**A Kiss Before Dying:** 2 pm at the Historic Fox Theater, 17 W. Congress St., Tucson. A special showing of Ira Levin's 1959 classics movie, which was shot in Tucson. 520-670-9073

## May 2

**What's In Your Genes?** is the theme for this brunch and fashion show sponsored by the Jewish Genetic Diseases Center of Greater Phoenix. Buffet brunch starts at 11 am; speaker Randy Gold, founder of Jewish Gene Screen in Atlanta, at 11:30 am; followed by Jeans Fashion show from Scottsdale Jean Co. Wear your favorite jeans; bring new or gently worn jeans to be donated to Jewish Family Children's Services. Ancala Country Club, 11700 E. Via Linda, Scottsdale, \$46. 480-668-3347, jewishgeneticsphx.org

## May 2-5

**All Balanchine** is the annual showcase of George Balanchine's timeless choreography by Ballet Arizona with the Phoenix Symphony at Symphony Hall. Times and prices vary. 75 N. 2nd St. in Phoenix, 602-381-1096, balletaz.org

Want to have your event listed here? Please email editor1@azjewishlife.com with all the details.



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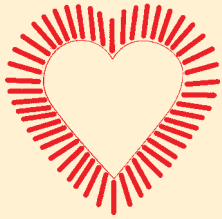
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