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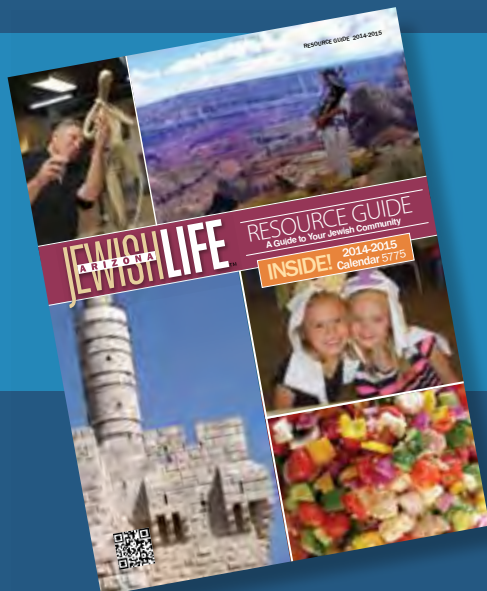
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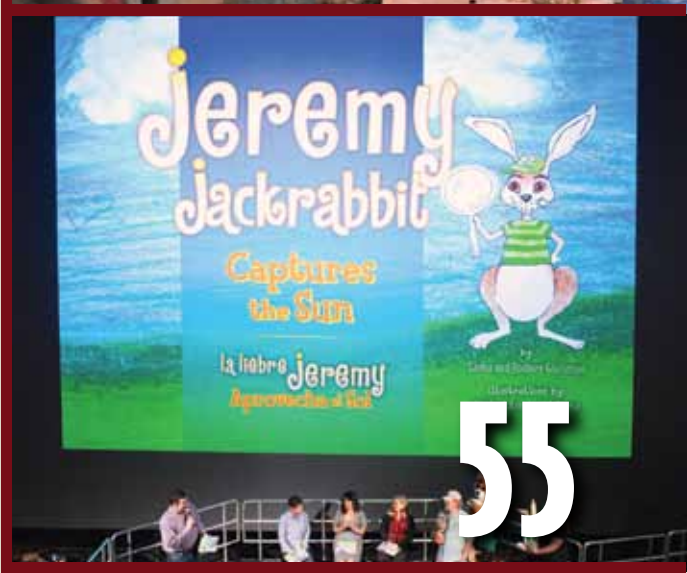
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COVER PHOTO: Drs. Steve and Cindy Goldberg by Sarah Chen

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Encore talent at work in our communities—helping foster children, assisting the homebound, providing free healthcare. Featured above: Mesa United Way, Neighbors Who Care, and Mission of Mercy—awardees of the 2012 Piper Trust Encore Prizes for Exceptional Organizations.

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Editor's Letter



As Israel celebrates its 66th birthday, we at Arizona Jewish Life thought it would be a good time to pay tribute to the gifts Israel has given the world. For a small nation with a tiny fraction of the world's population, Israel boasts a surprisingly large number of Nobel Prizes in various sciences and so many patents that the UN's Intellectual Property Organization named Israel one of

15 World Patent Centers.

Our Israel coverage opens with columnist Mylan Tanzer exploring why Israel is known as the "Startup Nation," a phrase coined by Saul Singer and Dan Senor in their 2009 book of that name. Mylan explores their premise from the perspective of an American who moved to Israel more than 30 years ago and was surprised to find an almost third-world infrastructure. That may reflect the fact that Israelis are doers, not planners – many are too busy applying their technical brilliance to innovation to spend a lot of time planning for an uncertain future.

Technology isn't Israel's only export of course. The son of a Conservative rabbi discovered Israeli craft beer while studying at a Jerusalem yeshiva and is now importing some of his favorite discoveries to Arizona and a few other states.

Israel is recognized worldwide for medical advances in disciplines ranging from cancer to trauma treatment. In this issue we look at innovations from Israeli universities and

companies to improve treatment of brain injuries and disorders including concussions and cerebral palsy. Freelance writer Ilene Schneider participated in a media mission to Israel cosponsored by Ben-Gurion University and saw some amazing innovations in that field.

Our cover story also looks at the world of medicine. Tucson doctors Steve and Cindy Goldberg make a difference not only for patients in their OB/GYN and pediatric practices, but also with their clinical research facility where patients can participate in clinical trials and receive study-related medical care they might not be able to afford otherwise. Busy as they are at work, they still put a high priority on family and celebrating the holidays with their parents and children.

Those two generations – seniors and youth – are also featured in our special sections this month. Our Senior Section highlights people who have stayed active mentally and physically and have found the retirement years offer their own rewards. At the other end of the spectrum, our J Kids & Teens looks at the impact stories can have on our youth.

Since children always love a good birthday party, this issue also shares parties and programs around the state this month to give everyone a chance to celebrate Israel's creation.

Happy Birthday Israel – and may you celebrate many more.

Deborah

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Letters to the Editor

Dear Editor I just wanted you to know how much I enjoy the Arizona Jewish Life magazine. It is interesting, lively, informative, colorful, full of nice pictures. I look forward to receiving it every month.

*Steve Rosenbaum
Scottsdale*

Dear Editor: I just read the article about Sierra Pointe (April, Arizona Jewish Life). Something to think about for the future and I don't want to purchase anything at an advanced age. This place sounds like something I might enjoy. Activities I like that I can do or not do. It's nice to have the opportunity to live here if I wanted to.

*Lois Troy
New River, AZ*

Dear Editor: Sierra Pointe Retirement Community sounds like a wonderful place! Thank you to Arizona Jewish Life for shining a light on this community, it would be wonderful if there were more communities like it around the United States.

*Suzanne Collier
Brea, CA*

Dear Editor: The Arizona Section of the National Council of Jewish Women has urged the U.S. Supreme Court to reject the idea that corporations can assert a religious belief to justify denying their employees health insurance that includes preventive health care, including contraception. The owners of Hobby Lobby, a chain of arts and crafts stores, and Conestoga Woods Specialties Corporation, a cabinet manufacturer, have asserted that including contraception in their employees' health insurance would violate their religious beliefs. "The court should not allow employers the ability to impose their religious beliefs on their workers or to veto a woman's personal health

care decisions," said NCJW CEO Nancy K. Kaufman. "Each woman must be able to make her own moral decisions about her reproductive health, regardless of what her boss believes."

No woman should have to get her boss's approval to do what she thinks is right for her health. Every woman has a right to make her own health care decisions without being impeded by her boss. Hobby Lobby and Conestoga Woods Specialties are not religious organizations, but for-profit businesses. They must not be granted any special rights to ignore the law.

Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children and families by safeguarding individual rights and freedoms.


*Debby Finkel, NCJW Arizona Section president
Phoenix*

Dear Editor: I saw the March article ("International Teachers," Arizona Jewish Life) regarding the exchange students brought in this year by the Youth Exchange and Study program for AFS. I sent it on to others and they were thrilled. It will be shared with folks in other countries about the unique event that has brought the students and local Jewish teens together. Thanks for getting the word out.

*Jill Goldstein
Volunteer for AFS, the US foreign exchange program
Phoenix, AZ*

Dear Editor: Thank you for your very generous coverage ("Short seders made easy," Arizona Jewish Life, March) of our Haggadah. Greatly appreciated.

*Cass and Nellie Foster
Kauai, Hawaii (formerly of Chandler, AZ)*



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Robin Shaw enjoys a glass of wine with her son and business partner, Jeff Shaw.

Robin and Jeff Shaw make a great team for online wine sales

By Janet Arnold

Jeff Shaw claims to have been entrepreneurial since birth.

There is no evidence that he tried to rally the other infants around self-cleaning diapers or pacifiers with bling, but he probably could have. When he was in summer camp, he bought a box of Warheads, a popular hard candy, for a couple of dollars and then sold the individual packs for a quarter each. He couldn't believe all the quarters he'd have at the end of the week.

In middle school, Jeff was already developing websites, including one for the Arizona Jewish Theatre at age 12, which he proudly remembers earned him a \$100 check. Shortly after, he developed a content website called highschoolhumor.com and then sold it a few years later at a hefty profit. By the time he graduated from the University of Arizona with a degree in entrepreneurial business, he was already well on his way to fulfilling his promise to himself: Never work for someone else.

Jeff next established Arcadia Identification, named for the area of Phoenix in which he grew up. The company created and distributed Internet software to make identity cards and badges

for clients such as the U.S. military and major airlines. That company was sold to a Fortune 500 company executive.

All well and good, he thought, but for his next project he really wanted to focus on something he was passionate about. That's when he thought about wine. And he came up with a revolutionary way of connecting folks who love wine with the wines they love.

Undergroundcellar.com is unique. For two years Jeff researched and worked with wineries and web programmers to meld the two components into one creative and exciting new adventure. His research led him to a few conclusions. Wineries really don't want to discount their wines; they refer to that process as "bastardizing their brand." Once a wine is known to go on sale, folks will simply wait for the sale and not want to purchase at full price. Wine lovers want to know they're getting a good wine at a good price; buying directly from a winery is a plus. If there were a way to put all these elements together, Jeff knew he'd have a winner.

So here's how it works. Customers sign up for free on the website and browse the day's collections. As one collection sells

Underground Cellar: undergroundcellar.com



Jeff Shaw and his "team."

out, a new collection is added. Each collection includes bottles in a range of prices, but you pay the cost of the lowest-priced bottle in the collection. You can purchase just one bottle or as many as you like. Rather than discounting wines, the site offers random upgrades to higher-priced bottles in the collection. For example, if you buy six bottles from a collection at \$15, you could receive three to six upgrades to wines worth \$20, \$40, \$60 or even an occasional \$200! The more bottles you purchase in a collection, the more upgrades you receive. The more you interact with the site, the more participation points you accumulate, leading to even more upgrades.

Another plus is that Underground Cellar will store your wines for you in its climate-controlled Cloud Cellar in the Napa Valley. When you want your wine, they will ship the bottles to you for – are you ready? – only \$5 for six bottles or a case of 12 for free.

During its initial 6-month pilot program, Underground Cellar sold \$200,000 worth of wine and now boasts of 47,000 members, with a 5-15% daily growth. After renovations and improvements, the official website launched in March.

The company is already so successful that Jeff, now 27, has moved to the San Francisco area, bringing along several of his key employees with him. "I knew I needed to be here, near both the wineries and the Silicon Valley folks. Here, it's true what they say: you can sometimes make great deals on the backs of napkins." Jeff and his team work at least 16 hours a day, and he "loves every minute of it!"

Jeff received the basics of his Jewish education at Temple Solel and became a bar mitzvah through Congregation Ruach Hamidbar. But he says it was the Birthright trip he took to Israel in college that really cemented his commitment to Judaism. He had been an occasional attendee at Hillel ("there was this adorable girl there!") but after the Israel experience, he became vice president, helping to oversee 20 student groups and establishing a calendar of Jewish events.

Jeff credits his early interest in creating computer software to the visits to places like Fry's Electronics that he'd take with his father, Dr. Lawrence Shaw, a plastic surgeon in north Scottsdale. "At 10 years old, I would get these books and devour them. That's how I was able to create websites by age 12, and no doubt also the reason I'd get in trouble for staying up so late figuring things out on the computer!"

While Jeff had the expertise in the product, he knew he could use some help in marketing – and he knew just where to turn. Robin Shaw, Jeff's mother, had been chair of the Commerce Committee during her four-year stint as an Arizona state legislator. Between that job and her work as a financial planner with Edward Jones for 12 years, "She knew everyone!" Plus she had experience with her own start-up enterprises.

Robin was a biology teacher in Tempe when she was informed she would also have to be the

By the time he graduated from U of A, he was already well on his way to fulfilling his promise to himself: Never work for someone else.

cheerleader coach. Though she knew little about cheer, she knew how to fundraise for cheer camp scholarships. She immediately worked a deal with See's Candies to buy their lollipops for a few cents and then resell them on behalf of the cheer team. Soon other schools were calling her, and before she knew it, she had "a conveyer belt in the living room" of her friends helping her to bag and distribute the candies. Later she worked similarly with "miner's gold," the popping corn on the cob, which she sold to grocery stores.

After Robin did some marketing and fundraising for Fife Symington, Arizona's governor from 1991-1997, she was approached with the idea of serving on the Arizona Commission on the Arts. She explained she was a scientist, not an artist, but the idea intrigued her. Symington appointed her to the Commission, on which she served several years until she joined the legislature in 1994. Once in the House, she successfully carved out a private/public partnership for the arts known as ArtShare, setting up an endowment to ensure the preservation of arts funding in the state.

Robin, an avid AIPAC supporter, is perhaps even better known as the author of Arizona's "Hate Crimes" bill. To get that legislation passed, she had to do some clever manipulation of procedures and committee work to get the issue brought to the floor for a successful vote.

Robin is now an official member of the team at Underground Cellar. She said she realized early on that Jeff really "knew his stuff." Jeff says he couldn't have gotten the business this far without the help of his mom. "We came up here six months ago to do an event, and before I knew it, she had 21 wineries involved. I really know the technical side, but she really knows how to talk to people. It's a great combo."

With Underground Cellar still in its infancy, for now Jeff is content to spend every waking moment working on the development and growth of the company. But one gets the feeling it won't be long before he comes up with yet another sparkling adventure.



Wild Bird Center opens

The Grand Opening of the new Wild Bird Center of Scottsdale was on March 22. Steve Scholnik has opened a branch of the Wild Bird Center to encourage and assist those who want to enjoy and nurture wild birds. Manager Chris Waters shows some of the nest boxes available at the store. Outside the store on the northeast corner of Scottsdale and Shea are two finch bird feeders, which are visited continually by local yellow finch. The store includes unusual hummingbird feeders, top-quality bird seed, feeders, nest boxes, and birding supplies. As Steve explains on the website, "Connecting with nature and wildlife can bring about a unique calming effect(as well as) a sense of satisfaction that we are helping make the lives of these birds a little bit easier."

480-991-3311, wildbird.com/scottsdale



Mark Bistricky to head Tesseract School

Tesseract School announces the appointment of Mark Bistricky as the new Head of School beginning July 1, 2014.

Mark is currently Head of School at Valley Christian High School in Chandler. During his three-year tenure, he incorporated a mindset of professional excellence in all aspects of the school's operation, increased academic rigor by embracing research-based best practices in every classroom to support student learning and teaching in every subject area and increased enrollment by almost 20% from 2012 to 2013. Mark is an Arizona native with 10 years of education leadership experience. He is a graduate of Santa Clara University (master of arts, education admin), University of Arizona (master of arts, history) and Whittier College (bachelor's in history, magna cum laude). He is a long-time believer in independent schools and the need to pursue excellence



in both academic and extra-curricular programs. Further, he believes all students possess unique gifts as individuals; with nurture, support and accountability, these talents can bloom into their full expression when challenged, supported and held accountable for using them to the fullest. Mark is married and has two daughters.

Tesseract is an independent school with campuses for pre-school through high school in Paradise Valley and Phoenix. tesseractschool.org

Rich Goldman new president of Congregation Kehillah in new location

Rich Goldman has assumed the helm of Congregation Kehillah, following the two-year tenure of Gil Blumenthal. Rich manages Conscient Capital, a money management firm in Scottsdale, and has served on numerous Jewish community boards. He is looking forward to building a leadership team for Kehillah that will "ensure the continuity of its vision and values." He will be reaching out to young families to strengthen membership and leadership. Rich says, "I am thrilled to work alongside my longtime friend and now partner Rabbi Bonnie Sharfman to build a strong and sustainable 'Kehillah' (community) of caring individuals who share our desire to make the world a better place."

Rich lives in Scottsdale with his wife Leslie, son Eric and daughter Jessica. The congregation has a new home as of May 1 as well. With the move, Kehillah will share space with Via de Cristo Fellowship, a progressive United Methodist Church that shares many of Kehillah's values. Kehillah administrator Jessica Berg says, "We are very excited about the move. We will be living our values, modeling religious pluralism, the idea that there are many paths to G-d."

The facility is located at 7430 E Pinnacle Peak Road, in the Pinnacle Peak Office Park. congregationkehillah.org



Piper Trust names new CEO effective July 28

The Board of Trustees of the Virginia G. Piper Charitable Trust has named Dr. Susan M. Pepin, as the foundation's next president and CEO effective July 28 to replace retiring CEO Judy Jolley Mohraz. A private independent foundation, the Trust honors Virginia Galvin Piper's philanthropic commitment to changing lives and strengthening community in Maricopa County.

Judy joined Virginia G. Piper Charitable Trust as its first president and CEO in September 2000 and she was appointed a trustee in March 2012. Prior to joining Piper Trust, Judy was president of Goucher College in Baltimore.

Under Judy's leadership, Piper Trust has invested more than \$321 million in local nonprofits and programs since it began awarding grants in 2000. Piper Trust's grant-making areas are healthcare and medical research, children, older adults, arts and culture, education and religious organizations. Over the past 13 years, Judy has helped the trust in its mission to make Maricopa County a stronger, more nurturing and vibrant community.

When Judy retires as CEO this summer, the trust will welcome a nationally recognized medical educator, clinician and researcher as its next president and CEO.

"We believe Dr. Pepin's lifelong commitment to serve others in fields

Business Ins & Outs welcomes submissions of news items about businesses and Jewish organizations including new leadership, retiring leaders and new facilities. Send your business news brief of up to 250 words, along with a photo, to Arizona Jewish Life Associate Editor Janet Arnold at janet.arnold@azjewishlife.com.



Judy Jolley Mohraz



Susan M. Pepin

ranging from healthcare to education to culture makes her the ideal leader for Piper Trust,” says Jim Bruner, chair of the search, on behalf of his fellow trustees.

Susan currently serves as associate dean for diversity and inclusion and associate professor of surgery and pediatrics at the Geisel School of Medicine at Dartmouth. She holds degrees from Yale and Oxford as well as an MD from the University of California-San Francisco. In June she will receive a Master of Public Health from the Dartmouth Institute for Health Policy & Clinical Practice. She is a former Rhodes Scholar. In addition to Susan’s extensive contributions in neuro-ophthalmology and her leadership in support of women in medicine, she is actively engaged in community service. She serves on the board of directors of Camerata New England, the board of trustees of the Hitchcock Foundation, and the steering committee of the Upper Valley United Way. “I am truly honored to be a part of Piper Charitable Trust’s work with nonprofit partners to positively impact the health and quality of life in Maricopa County,” she says.
pipertrust.org

Luci’s Marketplace makes “Best of the Valley” list

Lucy’s Healthy Marketplace was named “Best Health Food/Specialty Store and Best Healthy/Vegetarian Food” in Arizona Foothills Magazine’s Best of Our Valley 2014 awards.

Ken and Lucia Schnitzer opened the local coffee shop and marketplace in 2009 in Lucia’s honor after her successful battle with breast cancer. The Schnitzers were featured as the February 2013 cover story of Arizona Jewish Life. Lucia now pens our monthly Chef’s Corner, sharing recipes for healthy eating and tips for getting your family to eat more healthy foods. Located at 1590 E Bethany Home Road in Phoenix, Luci’s Healthy Marketplace is a unique café, coffee bar and marketplace that also offers catering and cooking classes. Gluten-free options are popular features in the restaurant, with plenty of gluten-free foods available in the grocery section as well.

According to Arizona Foothills magazine, “Luci’s whips up a selection of vegetarian and health-minded breakfast and lunch options, including the Hot Juan Black Bean Burger and the Humm-Dinger Vegan Wrap, that’ll not only please your taste buds but also abide by any diet restrictions. Plus, the marketplace carries quality organic and natural products that you can feel good about feeding to your family, from meats and seafood to cheese and snacks.”

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By the Numbers

An insider's look at the metro Phoenix commercial and residential real estate market performance and trends

By Beth Jo Zeitzer

Say what you will about the real estate market – good, bad or ugly – but it never fails to be interesting or exciting here in the Valley of the Sun. Look in the right places, and you'll find opportunity. As investors continued to search for yield in 2013's low-interest-rate environment, real estate investments remained in vogue and continued to provide attractive returns. Capital markets activity – both from an equity and debt perspective – has been robust and has shown clear signs investors and lenders have faith that the economic recovery, at least in the real estate sector, is sustainable.

According to the Greater Blue Chip Panel, the Phoenix metro commercial real estate market continues to improve, with demand for office space increasing near major business hubs. Population growth has fueled housing growth, in turn leading to increased retail sector activity. Increased job growth, strong leasing activity and constrained completions in all commercial sectors have given way to improving vacancy rates. Bottom line, the economy continues to show signs of slow and steady improvement, which will be even more evident into 2015.

Office vacancy rates closed out 2013 at a consensus of 21.4%, a 250-basis-point improvement from 2012. Vacancies in 2014 are expected to dip below 20%, which is a marked improvement from the 25.5% experienced in 2011. By the end of 2015, vacancy rates are anticipated to plummet to 18.5%, which is nonetheless still above the 15% associated with a healthy office market. The Greater Blue Chip Panel believes that new construction will be very modest in 2014 and 2015 while absorptions continue to increase.

The Phoenix metro area experienced an uptick in overall new completions in 2013 at 4.2 million, which contributed to the increase in vacancy. Speculative construction is expected to be considerably lower in 2014 and 2015, however, than 2013, with a larger focus on build-to-suit properties.

Retail property construction is recovering nicely and is on pace to continue its upward trajectory over the next two years. New household formations encourage retailers to expand throughout the Valley. The Greater Phoenix Blue Chip Panel reports 2.5 million square feet absorbed in 2013 and 2.7 million square feet absorbed in 2014 and 2015. Accordingly, vacancy rates will dip below 10% in 2014 and below 9% in 2015.

Property fundamentals improved across all asset classes throughout 2013, according to Integra Realty Resources, and capitalization rates continued to compress nationally, approaching or exceeding lows previously seen in 2006-07.

Trends in Residential

Now let's take a look at the residential side of the real estate coin. From January 2014 to February 2014, the Phoenix metro area continued its slow shift into a buyer's market due to an increase in supply and competition for sellers, while demand has remained stable. Our market entered a near-balance state at the end of October 2013, which generally would project stabilization within the next month. If our buyer's market continues, we may see sale prices begin to decline by the end of spring.

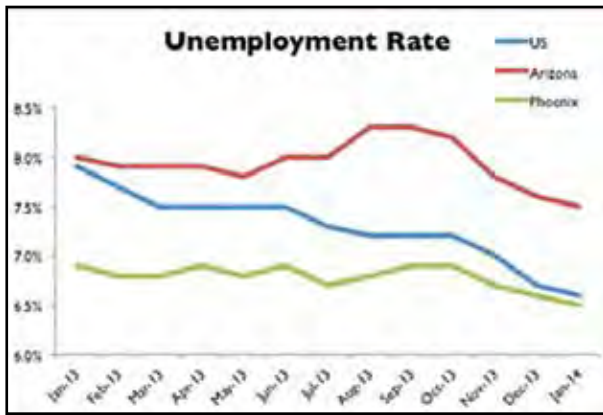
The source of the data, Cromford Market Index, measures the relationship between supply and demand over time,



and indicates shifts between seller's and buyer's markets. A measurement of 90-110 indicates equal advantage for both buyer and seller, over 110 indicates seller advantage and below 90 indicates buyer advantage. Current market conditions indicate that momentum is still shifting toward a buyer's advantage, albeit slowly, continuing a trend that began in October.

On a national basis, the 2014 National Association of Realtors Home Buyer and Seller Generational Trends study indicates that young home buyers remain optimistic and see their homes as good investments, while older buyers are more likely to trade down to smaller properties to match changing lifestyles.

Lawrence Yun, NAR chief economist, said the Millennial generation, which is under the age of 34, is now entering the peak period in which people typically buy a first home. "Given that Millennials are the largest generation in history after the Baby Boomers, it means there is a potential for strong underlying demand. Moreover, their aspiration and the long-term investment aspect to owning a home remain solid among



young people,” he said. “However, the challenges of tight credit, limited inventory, eroding affordability and high debt loads have limited the capacity of young people to own.”

Other interesting data points from the study:

14% of all home purchases were by multigenerational households, consisting of adult siblings, adult children, parents and/or grandparents.

22% of older Boomers (59 to 67 years old) and 18% of the Silent Generation (68 to 88 years old) purchased a home for a multigenerational household. The biggest reasons were adult children moving back home and cost savings, with each cited by 24 percent of all multigenerational households. Those were followed by health or caretaking of aging parents, 20%, and spending more time with aging parents, 11%.

26% of younger Boomers (49 to 58 years old) own more than one home, including investment properties and vacation homes.

24% of the Silent Generation was more likely to buy in a small town. The majority wanted to be closer to family and friends. 26% were also more likely to purchase in senior-related housing.

We’re seeing lenders starting to loosen up and approve buyers with less-than-perfect credit scores, which could boost demand, especially among the Millennials and Generation X. In the wake of excessively risky loans that contributed to the real estate crash in 2008, lenders had swung to the far side of the conservative spectrum from 2008-13; today, they can afford to take on some added risk as the economy gradually improves. Of course, that additional risk may come with higher interest rates attached. While higher rates are negative in many respects, the silver lining is that this could actually boost demand and improve sales if more people are approved for loans.



Beth Jo Zeitzer, Esq., is the owner and designated broker of R.O.I. Properties, a full-service real estate brokerage firm focused on working with business owners, investors and property owners regarding the marketing and sale of commercial and residential properties, including retail, office, industrial, multifamily, hospitality and land assets. Beth Jo can be reached at 602-319-1326 or bjz@roiproperties.com.

The Big Economic Picture

Real gross domestic product – the output of goods and services produced by labor and property located in the United States – increased at an annual rate of 2.4 percent from the third to the fourth quarter of 2013 according to the Bureau of Economic Analysis.

The 16-day partial shutdown of federal agencies in October and weaker government spending weighed heavily on consumer spending. Business investment, however, showed improvement. Spending on new equipment rose at the fastest pace since third-quarter 2011. Purchases of intellectual property, including computer software, showed the greatest increase since 2008.

Consumer confidence in Arizona is reporting slow but steady gains. According to the Rocky Mountain Poll, “Consumers in Arizona remain about as optimistic toward the economy as at any time in the recent past.” Since 2012, consumer confidence, derived from attitudes about business conditions, the job market and family income, has remained at a low level, especially when compared to the height of the economy, seen in 2007. Optimism in the economy is poised to improve somewhat in the next six months. How that impacts the commercial and residential real estate sectors remains to be seen.

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Michael and Laura Levenberg of THE BUFFALO COLLECTION

"We don't make a thousand pieces of something," say Michael and Laura Levenberg of The Buffalo Collection's showroom in Scottsdale. "There's *one*." They offer the world's finest genuine American Buffalo leather furniture of heirloom-quality. The Levenbergs create their pieces only from bison, which has a more pronounced grain and is 40 percent stronger than cowhide. They constantly develop new colors and finishes.

"We can't have it for you tomorrow," the Levenbergs promise. Made to exact customer specifications, their work typically requires a 12-week manufacturing process. Each piece is exclusive, uses only renewable American hardwoods and eight way hand-tied springs, and is

lifetime-guaranteed. Along with chairs, sofas, ottomans and other upholstered pieces, they make wood lamps, tables and additional accessories.

Clients are often inspired in the showroom. "Some people know what they want right away, others need to explore style and scale," the Levenbergs say. To assist people, The Buffalo Collection offers in-home complimentary design services. The company originated at a Colorado ranch that required 300 bison to help revive a native grass. When founder Julie Littlefield, a retired botanist, accomplished her mission, the growing herd needed to be thinned, thereby creating a local meat business. The hides were used to build furniture for the ranch and, eventually, for admiring customers.

The Buffalo Collection:

480-946-3903 | scenicmesa.com/Scottsdale | 7044 E. 5th Ave., Scottsdale

(near the horse fountain in old town)

Hours: Monday-Saturday 10 am-6 pm, Sundays 11 am-5 pm; open until 9 pm on ArtWalk Thursdays.

Chris Mellon of **Chris Mellon Custom Home & Remodeling Center**

With almost 40 years of building experience that has included clients such as John Lennon and Donald and Ivana Trump, Chris Mellon has honed his skills so now he can, "listen to exactly what the client wants and then deliver exactly what they are asking for, on time and on budget."

"I started working in New York working out of the Decoration and Design Building," Chris says. "By the time I was in my 20s, I was remodeling Malcolm Forbes' home in New York City. Then we worked for the Trumps, John Lennon and other notable clients. Working with the design staff from these projects gave me a great lesson in design: Most importantly it allowed me to listen."

Chris Mellon Homes is a full service design, build and remodeling company with a large showroom consisting of over 20,000 products. Unlike builders and remodeling companies that have to send the customer all over town looking for products, Chris Mellon offers a full selection of products. Customers, designers and builders can purchase products from flooring to cabinets, appliances, windows, doors and more from the showroom.

"Beyond selling products, we have the ability to help our clients through the full process of remodeling or building a home. We're here to help select the finish, which for some can be an overwhelming task. We make that process comfortable in our design center."

And without middlemen to deal with, customers benefit with great savings in time and money.

"Whether you're looking to buy a new appliance or build a home, remodel your kitchen, bathroom, or any other area



of your existing home - we are your Number One Company," Chris says.

Chris Mellon also facilitates donating items removed from the home to Habitat for Humanity. Clients get the benefit of savings on their taxes and the pleasure of knowing that donated products don't go to a landfill - they benefit someone in need.

"We are also the proud sponsor of the Frank Lloyd Wright Foundation. Mr. Wright was years ahead of his time in design. We help support many causes in and around our state and country. For the past six years we helped support the Carefree Festival and Electric Light Parade. Each year we host The Grand Marshals. This year we had the families of a fallen police officer, which was a special treat since my Dad was Deputy Inspector General of the Dept. in New York."

"My Dad was handy and he taught me well: Be honest and do the right thing," explains Chris of his start in the building world. "I enjoyed building and changing things. Now I'm working with people and making their homes more personable and more comfortable - that's rewarding. When you love what you do, it never feels like work."

"For the past 24 years, I have shared my life with my wife, Carrie. We've watched our eight children grow up: The oldest is 23 and in his third year of medical school; our youngest, who is 4, will start kindergarten in August."

Chris Mellon Custom Home & Remodeling Center
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Mark with his "Keep On Pushing" co-star Sean-Star Siva, portray documentary film makers, covering the Jamaica bobsled team's 2014 Olympic trials. "He and I are very different types of people in many ways, but it worked really well for the project! We've stayed in touch since the filming."

Dreams and Beth El help Mark Jacobson beat the odds

By Janet Arnold

Mark Jacobson is determined to beat the odds and make it big in the world of TV and film. His most recent success is a clever collaboration with Samsung mobile called "Keep on Pushing," a short movie featuring Mark and the 2014 Jamaican Olympic bobsled team. The team had to overcome tremendous obstacles to even make it to the games, from a lack of money for practices to some of their equipment not making it to Sochi. Yet they have a way about them that made them the "darlings" of the games and earned them financial support from Samsung and others. As the movie, viewable on youtube.com, says: "You Are What You Dream."

Overcoming obstacles is a way of life for this 24-year-old, talented young man who was born and raised in Phoenix. When Mark was 12, his father, Dan, had a sudden stroke, which proved

Overcoming obstacles is a way of life for this 24-year-old, talented young man who was born and raised in Phoenix.

fatal. Mark, his mother, Jan, and his grandmother, Tobie Sikov, were devastated. But Mark received some solace from the outpouring of care and concern his family received from Congregation Beth El synagogue members. Mark had attended preschool there and was going to Hebrew school, but hadn't realized how important the Beth El community was until this time. His mother let him decide if he wanted to continue his bar mitzvah training, and Mark knew as soon as he walked into the education building and felt a warm blanket wrap around him that "this was where I needed to be." He became a bar mitzvah through Beth El the following year, and truly

picked up the mantle of being a "man," understanding, with a depth well beyond his years, his new responsibilities to his mother.

Mark was also interested in theater and began his explorations at the Curtain Call summer camps of Arizona Jewish Theatre



Company. "I played a prince to a much taller Cinderella," he remembers with a grin. He participated in youth theater in middle school and attended Arizona School for the Arts for high school. As a member of a graduating class of just 39 students, Mark was able to specialize and hone his skills.

He was off to college at USC with a double major in theater and broadcast journalism. His mother was a radio producer for several stations in town and naturally took a great deal of pride in the decisions Mark was making and the direction he was heading.

Then tragedy struck once more. At the beginning of Mark's sophomore year, Jan was in a car accident that left her in a coma. Again the Beth El community rallied to support Mark and his grandmother, giving them shoulders to lean on and creating lasting friendships. Jan remained in a coma for nearly two years before she passed. Mark came to Phoenix regularly to check on his mother and to help his grandmother. "My grandmother is my rock, and I know I'm hers as well," he says. They still see each other at least every month. Mark either flies her out to LA to see a performance he's in, or he returns to Phoenix to help with the family paperwork and concerns.

"There's a little frustration on my part because my grandmother, who is 87, doesn't understand anything about the Internet, and not much about my job either. And she manages to embarrass me regularly as she tells her friends all about my adventures. But I know she does it because she loves me and is filled with 'nachas,'" he smiles. "She is an amazing woman. She still volunteers every Thursday at White Dove Thrift Shoppe. It's run by Hospice of the Valley, and she's grateful for the care my mother received."

Mark feels fortunate to be one of the few young actors who can say that he has been consistently busy since he graduated. He does his "homework," seeking out companies and venues that match his values and aspirations. He embodies the same kind of determination and dedication that the Jamaican bobsled team demonstrated. He truly believes "you are what you dream."

Mark's been very busy during pilot-season auditions, so keep an eye out!

To view the four-part, 20-minute web movie, go to: youtube.com/watch?v=jocrBRcYAEs

Mark traveled to both Jamaica and Calgary in the filming of the Samsung Galaxy 4-part web movie, "Keep on Pushing," created in support of the 2014 winter Olympic trials. Actual members of both the 1988 and the 2014 Jamaican Bobsled teams appear, as does Usain Bolt, the famed Jamaican sprinter. "The response has been very positive," Mark mentions, "so hopefully they'll consider using me again in the future. It would be great to have an experience like that again."

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Tucson



Steve, Rachel, Josh and Cindy Goldberg pose with their dog, Wilson, for their family New Year's card. Wilson is a whoodle (half wheaten terrier and half poodle).

Doctors

make a difference at home, office and research facility

By Sarah Chen

After a long conversation with Dr. Cindy and Dr. Steve Goldberg in their exquisite Catalina Foothills home, you get the sense that the couple has truly reaped the harvest of a lifetime dedicated to their passions: family and medicine.

A respect and discipline for medicine runs deep on both sides of the Goldberg family. Steve's and Cindy's fathers were both physicians. Steve's father's practice is still active in Tucson, though today he is a retired internist. Cindy's father still works full time at his practice in Phoenix at age 80. Of his father-in-law, Steve smiles and says, "He lives for the job."

A remarkable magnetism – call it beshert – seemed to draw both these families toward one another. Their fathers attended the same high school in Philadelphia. Cindy and Steve both knew from a young age they wanted to become physicians and never wavered from that educational pursuit.

They met as undergraduate biology lab partners at Claremont McKenna College in California. Each of them felt pulled to "go west, not east," Steve recalls, on their individual decisions to attend Claremont. Due to the small class sizes at the private liberal arts college, the couple stayed together for the majority of their classes and married after graduation at age 21.

They were married at Temple Beth Israel in Phoenix by the same rabbi who officiated at Cindy's bat mitzvah.

Although they couldn't apply to medical school as a couple, they were both individually accepted at the University of Arizona College of Medicine. After completing the coursework, the couple applied for and accepted dual residency placements at the University of Arizona at University Medical Center.

When asked "Why Tucson?" the couple races to share all the benefits: It was a state school and close to home; they could save a little money as a young married couple; and most importantly, they were able to establish community ties in a city they really wanted to stay in.

During their residencies, Steve and Cindy gravitated toward different areas of medicine.

Steve felt strongly pulled toward primary care from a young age, and he knew he found what he was seeking after

his pediatrics rotation. "Kids are so enjoyable and resilient, and unlike adults, most of their medical problems aren't self-inflicted," Steve says.

During his third year of residency, Steve was asked to join Catalina Pediatrics private practice by the original five members. Twenty years later, he's the most senior member of the practice, and he's seen the group evolve.

Cindy remembers feeling indecisive during the end of her residency on her specialty field until she discovered the world of obstetrics. "Obstetrics and gynecology is so diverse. It has a surgical component, a wellness component, both integrated and primary care," she says. "It is exhilarating and very satisfying."

Now in her 19th year at Ironwood OB/GYN in northwest Tucson, she has experienced the honor of delivering a child of a woman who she delivered years ago as a premature baby.

Steve and Cindy smile with disbelief that they're now starting to see and treat their original patients' children.

Besides their robust private practices, the Goldbergs founded a clinical research company, Visions Clinical Research. The multispecialty, independent research facility is in its 10th year of operation and has completed more than 100 clinical trials. Their entrepreneurial spirit has enabled the company to prosper. This year the company was one of one eight U.S. research facilities invited to participate in an elite symposium on best practices, hosted in Barcelona, Italy.

According to its website, Visions has an emphasis on women's health care, endocrinology, rheumatology, gastroenterology and pediatrics. Its scientific studies, which are conducted in accordance with strict Food and Drug Administration guidelines, help pharmaceutical companies evaluate the safety and effectiveness of new, life-enhancing products. "Our goal is to help streamline the process of bringing safe and effective medications to market for widespread use," says the site. "By participating in our studies participants benefit from new medications in a safe, medically monitored environment. They may also receive study-related medical evaluations, laboratory testing and medication that may otherwise be unaffordable for them."

Despite all the couple's success, "talking shop" and milestones

aren't their true joy. They don't enjoying bringing work home. Steve says of his wife, "Cindy's so much more than a great doctor. She's a terrific mom, a fantastic wife, a great cook and an athlete."

Cindy agrees their family makes the effort to lead a balanced life. When asked about their greatest professional point of pride, the couple glosses over the fact that they are leaders among their peers at the office, instead claiming, "It's managing the lifestyle and family in addition to the office, its more than just good patient care."

For instance, before their daughter left for college, the entire family sat down at least four times a week for a home-cooked dinner.

The family endured a big obstacle when Cindy was diagnosed with breast cancer several years ago. Although she's been cancer free the past six years, the initial diagnosis came as a shock to everyone. She underwent treatment at the same time as two relatives who received cancer diagnoses.

She was completely private about her cancer throughout her entire diagnosis, treatment and recovery. Not even her office manager knew. In fact, other than those who see her at Tucson's Komen Race for the Cure, few of her patients and friends know. Cindy loves to run; she took first place last year in the survivor's group race and second place this year at the Komen Race.

"We've always tried to instill how great Judaism is, although our main parenting goal is for them to be happy, productive people, however they define that."

— Dr. Steve Goldberg

"I struggled (with cancer), especially as a provider. I felt like I was wearing a big 'C' on my back," she says. "Even today, I only wear a pink shirt for a few hours one day a year."

Thankfully, Cindy's cancer did not require chemotherapy. After six weeks of radiation and a lumpectomy, she was cancer free. The family celebrated with a trip to Europe.

"That was a trip that really came from our hearts," Cindy recalls. She and Steve agree that this was a favorite among many trips the family has taken together. "It reaffirmed that we needed to live and not wait." The family visited Paris, Nice and London.

As easily as the conversation flows with the Goldbergs, the topic always circles back to their children, Rachel and Josh.

Rachel, 21, is attending Arizona State

University. Josh, 18, is a senior at Catalina Foothills High School. From their enthusiasm for their children's numerous endeavors, it is clear that the two are engaged parents.

"It is hard to look forward when the past looks so great," Cindy confesses, as she speaks of the imminent transition to becoming empty nesters. Josh leaves for Butler University in the fall as a recruited walk-on for their baseball team. He played basketball and baseball during high school, and Steve coached his team until middle school. "For student athletes, things have really changed," says Steve. "Including off-season practice, the

The Goldberg family enjoys gathering for the holidays, including Hanukkah.





Steve and Cindy in Mykonos, Greece

season never really ends.”

Rachel’s choice to pursue the nursing program at ASU doesn’t come as a big surprise to her parents. Medicine runs in the family. During college, Rachel studied abroad in Spain and toured several European countries while she was abroad.

Judaism has always been a mainstay of their family tradition. “We’ve always tried to instill how great Judaism is,” Steve says, “although our main parenting goal is for them to be happy, productive people, however they define that.”

Steve shares the two primary rules he’s striven to enforce as a parent. One, the children have to like each other. Two, they must be able to converse with adults. “If you can have adult conversations, the world opens up to you,” Steve emphasizes. “There is a clear difference between children who can and cannot do that.”

The family has a strong relationship with Temple Emanu-El in central Tucson. Both children became b’nai mitzvah there, and the couple fondly remembers their involvement with many young families during their time in religious school. The family still maintains their membership.

Asked if Judaism plays a role in their medical practice, Steve and Cindy agree that “It doesn’t influence how we practice medicine.” After pausing, though, Cindy shares her OB/GYN perspective. “Sometimes patients need you to connect on a level of faith and understanding,” she says. “Loss sometimes provokes that.”

Judaism permeated the couple’s young adulthood, a tradition

After six weeks of radiation and a lumpectomy, Cindy was cancer free and the family celebrated with a trip to Europe: “That was a trip that really came from our hearts. It reaffirmed that we needed to live and not wait.”

— Dr. Cindy Goldberg

they’ve emphasized to their own children. The couple was very active in BBYO youth group activities in high school. Cindy was president of her BBYO chapter in Phoenix, and Steve was both a camp counselor and a participant in Mitzvah Corps in Prescott. Cindy’s participation enabled her to travel to Israel for a six-week trip, which included an opportunity to work on a kibbutz.

Although the Goldbergs don’t pressure their children’s Jewish involvement one way or another, they’ve attempted to structure their family time around the “unwritten traditions,” Cindy says. They host all four grandparents for seder and break-the-fast. They’ve supported their children’s involvement in B’nai Tzedek,

a Tucson teen philanthropy initiative, and the Maccabi Games. Rachel participated as a tennis delegate, Josh as a basketball delegate. Josh's participation took him to Israel for the quadrennial Maccabiah games one year.

A particular favorite ongoing Tucson event for the Goldbergs is the annual Jewish Federation of Southern Arizona Connections event. Cindy expresses how joyful and comforting it is to experience multigenerational participation in a Jewish way during the events. "It is so moving to feel the power of community."

The couple has seen Jewish Tucson change during their years here. "There are more congregations to choose from," Cindy says. "Individual congregations have really diversified because of all the growth and change."

Looking forward, the Goldbergs intend to remain in Southern Arizona, fostering strong family ties between their children and their two sets of living parents. Now that Rachel attends ASU, she's able to develop her own relationships with her grandparents as an adult, something Cindy absolutely relishes.

"It is so cool to have lunch alone with Grandma, and (that's) something neither Steve nor I ever got to experience as a young adult," she says with a smile and shake of the head.

"Having four grandparents is such a gift," Cindy says. "And we want them to remember them."

Steve plans to continue his cycling, Cindy plans to continue to run. Although their weekly family dinner schedule will change, they plan to embrace the new. Southern Arizona is home for them. "Truly," Steve says, "Tucson and Phoenix provide our families with the ability to connect."



Josh Goldberg leaves for Butler University in the fall as a recruited walk-on for their baseball team.



Rachel Goldberg begins the nursing program at Arizona State University May 19.



Yom Haatzmaut Events



Yom Haatzmaut starts on May 10th at 8pm

The Israeli Party includes:
Live music, huge arts and craft fair, Israeli Food vendors and much more.



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May 11th 7:30am, Breakfast 7:45am

Hiking starts- Walking the land
Hike the Negev in our own backyard!



Gateway loop trail on
Thompson Peak Parkway just
north of Bell Road on east side
of Thompson

May 11th, 10:30am

Bring your family to an
Israeli Breakfast,
Live music and kids activities.
1118 W Glendale Ave,
Phoenix, AZ 85021.



May 11th, at 10:30am

Do you love food? Israel has diverse cuisine,
come and learn more about the Israeli
Kitchen and culture.



10636 N 71st Way # 1,
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May 11th, 11:30am



A great Israeli feminist theme
movie in honor of Mother's Day
— like women in Israel.

12202 N 101st Ave,
Sun City, AZ 85351

May 11th, 1:00pm

Bring your family and come to enjoy
the Israeli Movie "Noodle" and many
Israeli snacks!



10460 N 56th St,
Scottsdale, AZ 85253

May 11th, 3:00pm

The movie "LIFE IN STILL'S"
What is better than an Israeli Movie & Snacks.



908 N Alma School Rd,
Chandler, AZ 85224



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Healthcare Professionals: Essential insights when leasing or buying office space

By Stephen A. Cross, CCIM

Regardless of their specialty, most healthcare professionals (unknowingly) overpay for their office space. I surmise that the reason for this is because real estate decisions are typically made every five to seven years, and few healthcare providers can devote adequate time to becoming proficient at a task that occurs so infrequently. This makes them vulnerable to exploitation at the hands of those whose core business is commercial real estate, e.g., property owners, property managers and the real estate agents that market buildings for lease or sale.

The insights presented below are intended to increase awareness of some seldom-discussed nuances of the commercial real estate industry and help physicians, dentists and the managers of their practices make better-informed leasing and buying decisions.

Insight 1: It pays to shop around. Claims that “everyone else pays this amount” (besides being unverifiable) are irrelevant when deciding how much you are willing to pay to lease space or buy property. In fact, every transaction is unique; tenants and buyers not only pay different rates, they also receive a wide range of concessions.

Insight 2: Time can be your ally or your enemy. It generally takes three to 12 months to complete a medical/dental real estate transaction. This includes the due-diligence period during which comparable properties are identified, negotiations are conducted and, if buying a building, financing is arranged. Designing and building out the space typically takes an additional five to seven months. Astute practitioners plan well in advance and are continually looking for ways to reduce, or at least control, their operating overhead.

Insight 3: The negotiation process is, by definition, adversarial. That’s because people with opposing interests square off against each other – the property owner trying to determine the greatest amount the tenant or buyer will pay, and the tenant or buyer seeking the lowest amount the owner will accept.

Insight 4: Say less – save more. Property managers and real estate agents are the eyes and ears of the property owner. Their tools-in-trade include a friendly manner and the ability to gather revealing information through the guise of innocuous banter. Seemingly innocent disclosures can adversely affect your negotiating leverage the most, so instruct your entire staff that all questions regarding your current space or future requirements are to be referred to you or your real estate advisor.

Insight 5: The “asking” rate is seldom the “getting” rate. Listing agents, property managers and property owners commonly refer to their “asking” rate as the “market,” “going” or “standard” rate – I call it the sticker price – the amount only an uninformed person would pay. Because the asking rate does not reflect any of the discounts or concessions that purposeful

negotiating can achieve, it is merely the starting point of the process.

Insight 6: Arm’s length or strong arm? The modern real estate industry is founded on the concept of the arm’s length transaction, where the parties deal from equal bargaining positions. The operative words in this definition are “equal bargaining positions,” meaning that each party conducts business in a formal manner without trusting the other’s fairness or integrity and without being under the other’s control or dominant influence. When the parties are unevenly matched in experience and access to information, exploitation can occur. To level the playing field, do as property owners do: hire your own skilled real estate advisor to educate and insulate you throughout the search and negotiation process.

Insight 7: Leasing space provides flexibility; owning property provides stability. To control the costs of occupancy, it makes good economic sense to purchase the space that houses your practice as soon as your mid- to long-term space needs are established. Because well-located buildings tend to increase in value, owning commercial property should be viewed as an important part of a balanced financial portfolio.

Insight 8: Choose your real estate advisor wisely. Your choice of advisors determines which properties you are shown and how much you will pay. Query potential candidates as you would when selecting an attorney or accountant, making certain they have significant and verifiable experience in solving your problems. Because you seek objective advice, eliminate any agents/brokers who also list properties, as they have inherent and insurmountable conflicts of interest.

Closing Comments. Because healthcare professionals are healers, they tend to trust that those with whom they do business are motivated by the same altruistic desire to help their fellow man. The reality of commercial real estate, however, is that property owners are speculators whose primary objective is to lease or sell their investments for the highest prices possible.

I urge all medical and dental professionals to heed their own advice and schedule *annual real estate checkups*. In the final analysis, adequate preparation, unbiased information and tenacious representation are the antidotes to overpaying.

Stephen A. Cross, CCIM, owns CROSS Commercial Realty Advisors. He counsels business owners, healthcare professionals and corporate decision-makers on ways to acquire or lease property at the lowest cost and most favorable terms. Contact him at 480-998-7998 or steve@crossrealty.com.





Israel is 66

Yom Ha'atzmaut, Israeli Independence Day is celebrated on May 6 this year.

As the ancient land of Israel is central to many of the world's religions, modern Israel plays a central role in world technology. From cell phones to drip irrigation, innovations developed in Israel have spread around the globe.

Israel's rebirth is truly worth celebrating.

For Israel's 66th birthday, Arizona communities are stretching the celebration with events from May 2 to May 14. Check out the list of celebrations on pages 30-31.

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Israeli culture spawns innovation for the world

By Mylan Tanzer

One of the starkest memories I have of coming to Israel for the first time in the '70s and moving here in 1981 was the seeming absence of any urban planning in the cities or in the national transportation grid. Growing up in Portland, going to university in Seattle, working in San Francisco and having traveled throughout the West and much of the eastern United States, I was accustomed to cities whereby residential, commercial and industrial areas were well delineated, created with at least some future demands in mind and with a certain degree of thought given to aesthetic factors. I grew up with the interstate system that took you great distances between cities and also solved transportation problems within many large urban areas.

Israel was a complete shock. As a child, we had spent several months living in Guadalajara, Mexico, where I was exposed to third-world poverty and an absence of infrastructure in the poorer sections of town. I knew Israel was not a third-world country, so I expected the infrastructure to more closely resemble what I knew in the States.

I remember my first experience at the old Tel Aviv central bus "station," which was a rambling, disorganized collection of bus stops spread out through the Neve Sha'anani neighborhood. Shops, falafel stands and small factories on the ground floors of residential apartment buildings, all suffocating under a blanket of exhaust fumes from the buses navigating the maze of small streets and alleyways, exacerbated by stifling heat and humidity much of the year. Once you finally got on a bus, routes to cities other than Haifa were slow, frequently on narrow two-lane roads or directly through the clogged roads of towns or villages.

As a student and then as an immigrant, I eventually came to understand the

basic reality here. Governor Moonbeam, aka Jerry Brown, in one of his more understandable statements, once said: "The reason that everybody likes planning is that nobody has to do anything." Well, unfortunately for planning, Israelis are doers. From day one of the Jewish return to the land, Israelis have been understandably preoccupied by survival, and when you literally don't know what tomorrow will bring, you do what needs to be done – today. This explained why things looked this way, and at the same time illustrates why Israelis are such skilled improvisers, which ironically is one of the more positive and successful things about Israel.

However, since the late Yitzhak Rabin implemented a large-scale public works program to upgrade the transportation infrastructure 20 years ago, urban planning has improved too. New industrial parks have been established to distance light industry from residential areas. Blights like the old Tel Aviv central station have been replaced, and monstrosities built due to weak building codes overseen by corrupt officials have been exposed. The recent conviction of Former Prime Minister Ehud Olmert and 12 others in the "Holyland" Project scandal when he was Mayor of Jerusalem reflects this.

Yet the survival-based philosophy of "get it done now" without considering the ramifications is still the dominant strain in our DNA. With our improvisational skills and our more recent emphasis on planning, we might be onto something.

Israel's greatest success, outside of our physical survival, has been the creation of a robust economy against all odds, spearheaded by the science and high tech that gave us the moniker "Startup Nation." Improvising is the key to innovation, and we innovate because we have been dealt a bad hand in terms

of geography and natural resources. The land is arid, so we excel at water and agricultural technology. We have little oil, so we find alternatives. We are surrounded by enemies, so our military technology has to be superb, and it is, creating lucrative spin-offs, especially in communications. The relationships forged during mandatory military service foster networking in civilian life. A flood of immigrants in the 1990s gave national brainpower a mighty boost. The results are the envy of almost everyone outside Silicon Valley.

Saul Singer and Dan Senor, who coined the term “Startup Nation” in their outstanding 2009 book *Startup Nation, the Story of Israel’s Economic Miracle*, describe this confluence of circumstances that enabled a 65-year-old nation with a population of 8 million to reach a level of economic growth that “at the start of 2009, saw some 63 Israeli companies listed on the NASDAQ, more than those of any other foreign country” at the time. Today only China, a nation of some 1.3 billion people, exceeds Israel.

Their premise is that Israel is the startup nation because it is a county of immigrants with compulsory military service. They write that immigrants must think outside the box, be creative and improvise to survive and succeed in a new country where one starts from scratch and has nothing to lose. IDF service provides potential entrepreneurs with opportunities to develop a wide array of skills and contacts. They also believe that IDF service provides experience exerting responsibility in a high-pressure, life-and-death, relatively unhierarchical environment where creativity and intelligence are highly valued. IDF soldiers “have minimal guidance from the top, and are expected to improvise, even if this means breaking some rules. If you’re a junior officer, you call your higher-ups by their first names, and if you see them doing something wrong, you say so.”

The vaunted 8200 unit is the IDF’s cyber intelligence unit. Responsible for many technology advances employed by the IDF to keep Israelis safe, the soldiers of Unit 8200 take their skills with them when they leave the army and go on to develop technologies that have changed the world. For high-tech companies, 8200 is a special number for firms seeking top talent in engineering, communications or other areas of technology. Alumni of 8200 established Check Point, ICQ, Palo Alto Networks, NICE, AudioCodes, Gilat, Leadspace and Ezchip, to name just a few companies.

Sanjena Sathian of OZY.com writes, “The military is a powerful networking tool. Especially when it’s mandatory. Compared with the U.S., where less than 1% of the population serves in the military, or even India, where only around 3% join the military, about 50% of Israel’s population joins up, and they find an organization that prides itself on being tech-driven. The experience delivers all the obvious byproducts: loyalty; a tough-as-nails attitude, instilled at a young age; a strong alumni network; and future partnerships aplenty which creates a lot of founding teams coming out of the same army unit.”

Even a partial list of Israeli inventions and innovations is mind boggling. In chemistry Israel has won three Nobel Prizes in recent years. Israel creations include: in optics, the world’s

smallest video camera as well as the PillCam for noninvasive digestive tract procedures; in biotech, the nanowire, thinner than human hair; in computing, the USB flash drive and laser keyboard; in software, ICQ, Babylon, Viber (recently sold to Japanese mobile operator Rakuten) and Waze (recently acquired by Google). These software successes were created by partners who met in the IDF. More world-changing Israeli innovations can be found in physics, agriculture, economics, theoretical computer science, energy, consumer goods and, of course, defense – including the Iron Dome missile defense system, the Protector unmanned surface vehicle, the MUSIC system that introduces countermeasures against surface-to-air missiles and the Injured Personnel Carrier, which allows an injured soldier to be carried on the back of another soldier.

Israel’s startup success continues unabated. Israel is among the world’s leading patent producers and is ranked number one in the western world. The UN’s Intellectual Property Organization awarded Israel the status of a World Patent Center, which includes only 15 nations.

There is not a cell phone on the planet that does not contain at least some components conceived and/or developed in Israel. At March’s World Mobile Congress in Barcelona, almost 200 of the 1,700 exhibiting companies were Israeli, so this trend of Israeli mobile technology will continue into the distant future.

Israel has 30 startups in the running for Red Herring

Israel has more companies listed on the NASDAQ than any foreign country other than China

magazine’s top 100 pre-exit tech companies. This is the third highest of any other nation in Europe (where Israel competes), after England and France. Ventures that make it on the list are on the fast track to success, either through IPOs or exits as more than 200 have done in the

last five years, including Israel’s AdapTV, Peer39, Vigilant Technology and Waze.

As further evidence of Israel’s success, Israel generates far more venture capital per person than any other country in the world – a whopping \$170 as opposed to the second-place U.S. with \$70 per person in 2012.

So what does this mean for the future of the startup nation? With nine out of 10 Israelis descending from immigrants, and with compulsory military service here for the foreseeable future, Israelis will continue to improvise and innovate. The ecosystem necessary for sustaining and further developing this amazing environment continues to grow. Incubators and accelerators have sprung up in Israel as well as Silicon Valley and are multiplying. Recently, graduates of Unit 8200 who have enjoyed great financial success established EISP, a new accelerator for startups of more recent 8200 graduates and others.

For all of Israel’s startup success, industry veterans and financial observers point out the difficulty in turning tech startups into big companies. For all the comparisons with Silicon Valley, Israel has not given birth to an Intel or a Google. Its best companies are often bought by American giants while still in their infancy. The biggest homegrown technology company is Teva, a drug maker, which is listed on NASDAQ at a value of \$43 billion. In technology the biggest is Check Point, a security specialist founded by 8200 veterans.

CONTINUED PAGE 28

Also on NASDAQ, it is valued at \$11 billion – “no minnow, but no whale,” according to one expert.

Building a business requires more than money and technology. Companies need customers, and a country of 8 million people doesn’t have many. So Israeli firms are often global virtually from the start, putting them on the buyout or IPO radar early on.

Now that young Israeli companies are applying their technical brilliance to consumer products as much as to designing semiconductors or security software, broader skills matter more. In a blog post last July, Adam Fisher of Bessemer Venture Partners encouraged them to think about their entire business model, including product design and marketing, from the outset. Some startups, he wrote, had made this mental leap, but the “tech crutch,” a model of focusing on technology alone and then selling to foreign multinationals, was “increasingly unsustainable” in the face of competition from China, South Korea and Taiwan.

Building businesses also requires people willing to be the 50th employee in someone else’s firm. But in a nation of startups, most want to be their own boss. The common theory is that after their stint in the army, many young Israelis have had enough of being told what to do, and they grow up thinking they know best anyway. About three-quarters of Israeli startups have fewer than 10 employees.

And making a business into something not merely big but enormous means resisting those tempting offers of a few million dollars – or even a few hundred million dollars – from bigger companies. Given a certain payoff for selling and an uncertain future going it alone, many people take the money. Several companies have rejected offers of hundreds of millions of dollars only to fail a few years later. So leaving the task of building a company to someone else may not be such a bad idea. Maybe this is our place in the technology innovation food chain. It’s not that bad. Most countries cannot even fantasize about such a status.

When you visit Israel and feel exasperated by the “balagan” (roughly translated as chaos or mess) in daily life, think of it as if you have entered the house of a creative genius who has no time to organize, clean or remodel, but only to succeed through work and create to pay the rent. The truth is I am not sure the creative genius really wants it any other way. So I don’t get too upset when I trip over the laundry in the hallway or slip on a wet kitchen floor. It’s OK with me. It’s worth it, and in any case, it’s getting better.

Mylan Tanzer is an American native who 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.



Israeli companies give hope to people with brain injuries worldwide

By Ilene Schneider

The statistics are staggering. Concussions affect as many as 4 million Americans annually. More than 45 million young people involved in sports in the United States incur the risk of a concussion. The cost burden from concussion-related injuries on the healthcare system is estimated at about \$17 billion per year in the United States alone.

Because clear markers or tests for concussions have been hard to find, and because loss of consciousness occurs in less than 10 percent of concussions, athletes and others may not know the extent of their injuries, which may last a day, a week or a year. If people go back and play sports before they are fully healed, they can suffer irreversible damage.

Researchers from Ben-Gurion University of the Negev have come up with answers for that and other traumatic brain injuries. From the Zlotowski Center for Neuroscience and other departments at the Beersheva campus of the university, these researchers have developed partnerships with companies in Israel, the United States and elsewhere.

EIMindA, a BGU spinoff headquartered in Herzliya, Israel, has developed a 40-minute test based on brain mapping and imaging to detect and manage injuries from concussions and other brain-related disorders. The company’s Brain Network Activation (BNA) system uses a hairnet-like cap with attached electrodes to do noninvasive recordings of multichannel electroencephalography event-related potentials. After acquiring the data, the system performs a comprehensive multidimensional analysis of the recordings.

“Traditional tests are inconclusive and no better than talking to a patient,” explains Dalia Dickman, Ph.D., vice president of clinical and regulatory affairs at EIMindA. “This test is much like an X-ray of a broken bone to determine whether there is a concussion.”

She adds, “Pain measurement is subjective. Now we can score it, see what the baseline is and whether drug therapy or other treatment improves the patient’s condition.”

Founded in 2006 EIMindA was based on the research of Ben-Gurion University Professor Amir Geva. BNA is a noninvasive tool for the visualization and quantification of specific brain functionalities, according to Dickman. Its platform architecture is based on three elements: a data acquisition site, BNA analysis software and cloud-based, big-data management and reporting tools. Using signal processing, pattern recognition, clustering and machine-learning techniques, the technology maps neural pathways, showing data points in multiple dimensions such as time, location, amplitude and frequency.

Nearly 1,000 people have undergone the procedure on an experimental basis as ElMindA has developed partnerships with universities, hospitals and companies in the United States and Israel. BNA technology, which is currently being reviewed by the U.S. Food and Drug Administration, was demonstrated to 14,000 attendees at the recent AIPAC Policy Conference in Washington, D.C., in March.

A recent clinical research study involved 150 Minnesota hockey players with and without concussions who underwent BNA measurement during the season as compared to preseason baseline scores. The study also correlated the BNA test score over the course of the hockey season to the current standard of care measures.

In a collaboration of ElMindA and the University of Pittsburgh Medical Center Sports Medicine Concussion Program, researchers evaluated 112 children with and without concussions, looking at their brain activity at four post-injury time frames. The research confirmed that BNA differentiated between people with concussions and people in a control group, showed a recovery pattern over time and distinguished between types of concussions.

Meanwhile, another Israeli company founded in 2006 is helping patients with cerebral palsy, stroke and brain injury to relearn how to walk. Simona Bar-Haim, scientific director of the laboratory of rehabilitation and motor control and walking at the Zlotowski Center for Neuroscience, is responsible for the scientific basis of Step of Mind Ltd. activities.

A physiotherapist with a Ph.D. in neurophysiology, Bar-Haim developed the idea of applying chaotic perturbations to facilitate motor learning. She and her colleagues at Ben-Gurion University conducted preliminary studies that suggest the effectiveness of the proposed approach in this patient population.

“Walking is a function of rhythmical movement and an adaptation to overcome obstacles,” Bar-Haim explains. “Brain damage is asymmetrical. Because the amount of damage is different in each hemisphere, the person’s legs are functioning differently from one another.”

Working with Merck, the pharmaceutical company, Bar-Haim

and her colleagues are performing a study called Middle East Stepping Forward, in which children and teens with cerebral palsy walk on a split treadmill that operates at two different speeds. Because one belt moves at 2 kilometers per hour and the other at 4 kilometers per hour, the subject is walking at a different speed on each leg.

Based on the same principle that alters the angle of walking, Step of Mind produces high-technology shoes that physical therapists can use to train patients with brain damage to walk again.

The special shoes are used in rehabilitation facilities at the Reuth Medical Center in Tel Aviv and at a clinic in Turkey. They are sold in both countries, and the company is negotiating with companies in France and the United States. Step of Mind was one of 16 Israeli companies chosen by the Merage Institute in Irvine, CA, to make a presentation to American investors.

Working with subjects throughout the Middle East was a revelation to Bar-Haim and her colleagues in several ways. For one thing, people with cerebral palsy and other brain disorders tend to move less and need to be encouraged to walk.

As she says, “You have to change the lifestyle of patients. You can change the plasticity in their brains and make the body able to do something, but you also have to change their behavior. The kids in the study said they walked better, but they may not have been motivated to walk more. We have to focus on disability advocacy, so that parents learn that they are part of the decision making.”

Bar-Haim also learned that in some countries there is no acknowledgement of cerebral palsy. There are no assistive devices, not even wheelchairs, she says. In one country she and her team had to give up the study, because there were personal issues with the families who were being shunned by their neighbors for acknowledging that their children had cerebral palsy.

She concludes, “This is not about brain science. It’s about children.”

Ilene Schneider owns Schneider the Writer, a PR firm, and is a longtime Jewish journalist. She was a participant in the Murray Fromson Annual Media Mission to Israel sponsored by the American Associates, Ben-Gurion University of the Negev, Inc. (“AABGU”) for to visit and report on Ben-Gurion University of the Negev.



Israeli Prime Minister Benjamin Netanyahu took U.S. President Barack Obama to meet the ElMindA team, including founder Amir Geva, who demonstrates new brain-imaging technology. Photo by Pablo Martinez Monsivais.

JNF projects in Israel

By Janet Arnold

For many of us growing up, the Jewish National Fund's blue tin box was a staple. We'd add our pennies and nickels and when it got close to full, we'd proudly turn it in to a local JNF office. We were helping to buy trees for Israel. Most of us have tree certificates in scrapbooks, given in honor of a milestone or in memory of someone dear to us.

But this is 2014. The needs in Israel have changed, and JNF has been changing with the times. More than 250 million trees have been planted, and you can still donate to purchase trees. But in addition, as the environmental agency for Israel, JNF has brought water to areas where none existed and created infrastructure for communities to help ensure Israel's future.

Phoenician Marc Kelman is the national assistant vice president for JNF's Blueprint Negev. In this weighty volunteer position, Marc recently visited Israel on the Housing Development Fund Mission. His report back is exhilarating.

Recognizing that the Negev, the southern portion of the state, comprises 60% of the land but only 8% of the population, JNF has established Blueprint Negev to partner with public and private sectors to encourage settlement of the area. Marc speaks with pride of the River Park Project in Be'er Sheva, the unofficial capital of the Negev. What was once a dry river basin littered with junk is now five miles of parks, bike and walking paths, and an outdoor amphitheatre that can hold 22,000 people.

Another key to drawing residents to the Negev is affordable housing. Housing costs in the major cities in the North have increased annually, and younger families are sometimes priced out of the market, similar to the situation in big cities in the States. JNF has gone in to help with lines of credit to developers of housing as well as to small business owners. "Be'er Sheva wants to increase its tourism, and helping to fund enterprises

such as bed and breakfasts and accompanying small businesses is one component in ensuring that success," says Marc.

Another point of pride for JNF is the grand opening of the Arava Medical Center in Sapir. Prior to its development, the families in the area had to travel at least 80 miles for medical attention. One wing acknowledges the fact that individuals from the Greater Phoenix area contributed \$1.5 million to this facility. An additional prominent Phoenix connection is made at Abraham's Well, a multimillion dollar tourist attraction funded through a bequest by the estate of Howard and May Mann, and facilitated with assistance by attorney David Frazer.

Marc is also excited about the Sderot Indoor Recreation Center, the country's largest indoor play area; it is located in the town that has been a prime target of the 20,000 rockets fired at the Jewish state since Israel disengaged from the Gaza Strip nearly nine years ago.

The Housing Development Fund has also invested in Kibbutz Yahel, a vibrant agricultural kibbutz with an emphasis on tourism. Nearby is the new Paradiso Arava Mall, covering five acres and adding to the area's draw for tourists as well as supplying needed local jobs.

So, while JNF still sells trees, it does so much more. Marc sees the organization as a problem solver; they define the problems and set about addressing them. Trees + water = agriculture and sustainability, and housing + recreation = new communities in the South – all of which lead to a stronger, more stable Israeli economy and way of life.

And you can still get a little blue box! Go to jnf.org for your free box and to learn more about all JNF does to strengthen Israel.

Centerpieces at the JNF 2014 Arizona Breakfast for Israel held March 7 at the Hilton Scottsdale resort



Northern Arizona Israel Center to be dedicated May 4

Temple B'rith Shalom in Prescott will have a dedication luncheon at noon on May 4 for the Northern Arizona Israel Center. According to TBS past-president Bob Casden, the center will showcase the successes and growth of Israel as a way to create pride in the community as well as a deeper connection to Israel.

One wall in the Temple library will have brochures, a map of Israel, a revolving photo exhibit area, a small library and an interactive touch screen computer. The religious school will add programming around Israel and the center also will initiate programming that explores the wonder of Israel and strengthens bonds with the Jewish state. In naming

this the "Northern Arizona" center, the Temple hopes to reach out to the Jewish communities in Flagstaff and Sedona in an effort to bond with them around Israel and the center's objectives. The community is invited to participate and celebrate Israel's 66th birthday. 928-708-0018, brithshalom-az.org

Tucson celebrates Yom Ha'atzmaut May 2-14

Collaborating with several organizations, the Israel Center of Tucson has created an extended community-wide celebration of Israel's 66th birthday from May 2 to 14. Yom Ha'atzmaut, Israel's Independence Day, is May 6 this year, but Weintraub Israel Center Director Oshrat Barel has coordinated an extended celebration. Many events will feature Shlomo Gadamo, a 22-year-old 2nd lieutenant in the Israel Defense

Forces. Shlomo's parents and older brothers came to Israel from Ethiopia in the 1990s; he was the first in his family born in Israel. His appearances include: May 2, 6:30 pm, Congregation Or Chadash, 3939 N Alvernon Way; May 3, 9:30 am, Congregation Bet Shalom, 3881 E River Road, and noon at Congregation Young Israel, 443 E 4th St.; May 5, noon at Or Chadash and 3 pm JFSA Northwest Division; May 6, 7 pm, honored by Hebrew High at Congregation Anshei Israel, 5550 E 5th St.; May 9, 6:30 and 7:30 pm, Shabbat Israel Rocks, Temple



Israeli Craft Beer comes to Arizona

By Deborah Moon

As the son of a Conservative rabbi, Austin Clar expected to find many connections and insights when he spent a year studying in a yeshiva in Jerusalem. What he didn't expect to find were some wonderful Israeli craft beers and the key to his career when he returned to the United States.

Thanks to that discovery, Israeli craft beers will be available in Arizona for the first time later this month.

Before he left for Israel in June 2011, a friend who worked in the craft beer industry introduced Austin to the culture.

"When I got to Israel I didn't expect to find anything aside (from) Goldstar, Maccabee, and Carlsberg – per usual – but I did," says Austin. He first encountered Israeli craft beer when he visited a friend in Haifa. "We went out to dinner to a great Japanese fusion restaurant called Giraffe and, lo and behold, I discovered Malka bottles on their menu! I ordered a Malka Pale Ale and he a Malka Blonde. Shortly thereafter I was hanging out and shopping for food and such with a dear friend of mine from my Hebrew school days who has lived in Jerusalem for about a decade now. We went to grab lunch at a little cafe/restaurant that had live music playing and found they had Alexander on their menu – I bought a Green (their IPA) and an Amber (their Biere de Garde) and really enjoyed them."

Those two chance encounters sent Austin on a quest for other



Israeli craft beers.

When Austin returned to Dallas, he joined Sublime Imports, founded and owned by Mike Hammond, who used his familial and business ties to Spain to import Spanish craft beer.

"As I became more and more involved in the company as a whole, I suggested we look into Israeli craft beer. Now we are the U.S.'s first and only importer of Israeli craft beer!"

They began with one brand – Malka. Located in the upper Galilee town of Yehiam, at the foot of the 12th-century Montfort castle, Malka is one of the first microbreweries in Israel. Malka maintains a tradition of handcrafting small batches of beer, specializing in traditional Belgian, German and English styles while imparting a local Israeli twist – using natural water from the Ga'aton Springs and local flavors, says Austin, who adds that their beer is of course kosher.

Sublime Imports is now licensed and ready to add Alexander beer, another one of the best craft breweries in Israel, says Austin. Alexander beer should be available in Arizona sometime this summer.

Sublime Imports:

Austin: austinc@sublimeimports.com

Mike: mikeh@sublimeimports.com

Pitcher of Nectar Distributing (POND):

Tony and Shawn: 602-513-3320

info@pitcherofnectar.com

Emanu-El, 225 N Country Club Road.

A tribute to fallen soldiers on Yom Hazikron, Israel's Memorial Day, at 6:30, May 4, and "Let's Talk about Going to Israel" at 7 pm, May 7, are both at the Tucson JCC, 3800 E River Road. Congregation Anshei Israel hosts the Israel Solidarity Shabbat at 9 am on May 10 and "The Religious Foundation of Modern Zionism" at 11 am on May 14.

The celebration culminates 5-9 pm, May 14 at the Tucson JCC with live music by Israeli singer-songwriter Lior Balavi and community choirs; Israeli food; a ceremony honoring local women for contributions to Israel; firefighters sharing their Israel Mission experience; and a talk by Eran Levin on Israel's Natural Defense Forces. The event is free. Contact the Israel Center at 520-577-9393 ext. 132 or jfsa.org

The Valley celebrates Israel at 66 on Route 66

Israel is turning 66 this year and the Valley Israel Center is thematically tying celebrations into the iconic Route 66 by touring around the Valley. Yom Ha'atzmaut starts at 8 pm May 10 with a party featuring live music, arts and craft fair, and Israeli food vendors at the Valley of the Sun JCC, 12701 N Scottsdale Road. On May 11 the celebration continues: 7:30 am: Hike the Negev! Breakfast and walk at Gateway loop trail on east side of Thompson Peak Parkway just north of Bell Road; Co-sponsored by Congregation Or Chadash, Scottsdale 10:30 am: Israeli breakfast, live music and kids activities at Beth El Congregation, 1118 W



Glendale Ave., Phoenix 10:30 am: Learn about Israeli food and culture at this culinary class at Congregation Beth Tefillah, 10636 N 71st Way, #1, Scottsdale 11:30 am: "Campfire," a 2004 Israeli movie with an Israeli feminist theme in honor of Mother's Day. Held at Temple Beth Shalom of the NW Valley, 12202 N 101st Ave., Sun City 1 pm: "Noodle," a 2007 Israeli movie, and Israeli snacks at Congregation Beth Israel, 10460 N 56th St., Scottsdale 3 pm: "Life in Stills," a one-hour documentary about the discovery of a million negatives of photos of the early days of Israeli settlement, at the East Valley JCC, 908 N Alma School Road, Chandler INFO: Shahar Edry, shahare@vosjcc.org or 480-483-7121, ext. 1109.

Arizona Hillel directors applaud students' actions in support of Israel

By Deborah Moon

Across the country many Jewish college students have reported that anti-Israel activity has created a hostile environment for Jewish students on some campuses. The hostility in California's huge state university system prompted two University of California faculty members to cofound the AMCHA Initiative.

The AMCHA Initiative is a nonprofit organization dedicated to investigating, documenting, educating about, and combating anti-Semitism at institutions of higher education in America.

"Jewish students struggle with hostility from faculty and student groups," says Tammi Rossman-Benjamin, who cofounded AMCHA with fellow University of California faculty member Leila Beckwith.

The group's website (amchainitiative.org) tracks support on campuses across the country for faculty members or student groups supporting an academic boycott of Israel or the Boycott, Divestment, Sanctions movement.

The organization's map shows little BDS and academic boycott support in Arizona compared to many parts of the country. However, when a BDS bill was introduced in the Arizona State University Senate in March, we decided to ask the Hillel executive directors at Arizona's two largest campuses to discuss their experiences regarding the climate on their campuses. Following are replies from ASU's Debbie Yunker Kail and Michelle Blumenberg at the University of Arizona. Their replies have been edited for brevity and clarity.



Debbie Yunker Kail



Michelle Blumenberg

The student senate at ASU recently rejected a divestment bill. Debbie, can you comment on both the fact that the bill was introduced and the support for Israel you saw defeat it? Michelle, has the University of Arizona had any similar activity on campus?

Debbie: On March 18, there was an anti-Israel divestment bill on the agenda of the ASU Senate. The bill asked the ASU Senate to recommend to the ASU Foundation a divestment

from Caterpillar, Inc. This bill was part of a larger effort to support the BDS movement that is known to be anti-Israel. For the month leading up to this, pro-Israel student leaders from diverse backgrounds and campus involvement have been working with Hillel International, the Israel on Campus Coalition, the Israel Action Network, StandWithUs, the Consulate General of Israel in Los Angeles and AIPAC to gather resources and prepare in case this bill would come to fruition. They also worked hand in hand with Chabad and Jewish Arizonans on Campus.

On the night of the senate meeting, student leaders organized a large student presence at the meeting and gathered statements against this bill from prominent ASU alumni, community leaders, campus leaders and public figures.

The outpouring of support to stand with Israel was inspiring. Student leaders lobbied senators prior to the meeting and proactively engaged their peers to realize that the complexity of the conflict in the Middle East cannot be addressed by a bill that singles out one party.

Soon after the sponsoring senator introduced the bill, it was tabled indefinitely by the ASU Senate. This essentially kills this particular bill, meaning that it can never be brought up again in its current form.

Michelle: No. There were some rumblings a few years ago but not much since then.

In general have you seen any change in anti-Zionism on campus while you have been there?

Michelle: I have been at the UA since 1992. In general, there is very little anti-Israel activity here.

Debbie: Since my arrival in July 2013, I have seen some anti-Israel activity common to many college campuses these days. This includes things like this BDS bill and groups that try to convince the ASU community that Israel is an apartheid state.

Aside from these incidents, I have also seen a rise in activity trying to bring a deeper understanding of Israel and the Middle East conflict.

Have students on campus hosted any Israel events? If so, what events and what has the response been?

Debbie: Yes, there are 10-15 Israel events each semester at ASU. All are well received. Events include a weekly Hebrew speaking table where students learn about Israeli culture and practice Hebrew, Israel Sababa Week (see photo), biweekly Israel-themed "lunch and learns," and speaker events.

Michelle: Yes. The response is always very positive. In the fall, our Jewish Agency Israel Fellow works with a student committee to hold our annual Israelpalooza event on the UA mall. Lots of students, faculty and staff attend to learn more about Israel, gather information on study-abroad opportunities



ASU ISRAEL SABABA:

Israel Sababa Week, a campus-wide celebration of Israeli culture held March 30-April 4, drew about 500 students including passersby. ASU Hillel Director Debbie Yunker Kail says Israel Sababa Week was designed to bring a positive image of Israeli culture into the campus sphere. The goal was to raise awareness about Israeli culture and engage students from all backgrounds.



UA INTERFAITH SHABBAT: Jamie Oko, Gavi Fine, Daniela Tascarella and Mumina Obeid connect at the Avi Schaefer Interfaith Shabbat in February. About 60 students joined together for services, dinner and discussion.

in Israel, nosh on Israeli food, listen to Israeli music and more.

Have Jewish and Arab (or Muslim) students held any joint programs to promote understanding?

Debbie: Sun Devils are Better Together is a new interfaith student group this year at ASU. Students attended a conference through Eboo Patel's Interfaith Youth Corps and have received training in interfaith and intercultural dialogue. Following that, students from many different faiths were invited to spend a Shabbat at Hillel.

Jewish students are interested in future facilitated dialogue, and we are working with university administrators to explore options for this. They feel that the current approach to Israel through BDS and other tactics feels more about putting Israel on trial, and they would like to get to a point in the campus culture where dialogue is possible. This dialogue would focus on getting to know each other before tackling some of the harder issues.

Michelle: Yes. We held our annual Avi Schaefer Memorial Shabbat in mid-February and hosted about 15 Muslim students that evening. In addition, there is a small group of Jewish, Christian and Muslim students who are learning about each other's religion over the course of a month-long project. Students have planned social gatherings in addition to attending each other's religious services, which are followed by discussions.

Any other comments?

Debbie: I remain inspired by students' dedication and thankful for community support now and always. Please know that our efforts to reject the senate bill were driven by a desire for increased dialogue outside of the senate floor.

Michelle: We hope that fostering relationships with other groups on campus will help to promote understanding. Our students are interested in creating relationships with students on campus using Israel as the springboard for discussion.

Israel

Misty Guerriero shares Israeli vintage fashions with the world





By Kira Brown

A fashion connoisseur and importer of vintage fashions from around the world, with a large Israel-fashion influence, Misty Guerriero of Vintage by Misty is one of the most style-inspiring people on the planet! Her beauty and spirit, adorned in the most luxurious of patterns and materials, are wickedly chic and intoxicating. With a brick and mortar store in Scottsdale, AZ, and a large online international client base through her website and Etsy store, the self-described “daring dresser” offers eclectic fashion pieces from around the globe, including vintage couture, Israeli vintage and unique items for the home.

I chatted with the ultra-chic fashionista about her travels, fashion and “fabulosity,” and her best style advice for women and men. Her replies have been edited for brevity and clarity.

What influence does your Jewish heritage play in your fashion sense?

My heritage and travels play a huge role on what influences me in fashion. I am drawn to color, prints and texture – this might have to do with my caftan and fabric obsession! Fashion is fun, you should try to influence yourself daily whether it’s from a country you love, old pictures of movie stars or your city’s street style.

How often do you visit Israel for fashion? Do you source a lot of your vintage fashion finds from Israel?

I visit once a year but love to stay for a month or so. Yes, I have plenty of sources that I collect from – the vintage scene in Israel is what I like to call “underground.” To find the good stuff you must know people and of course speak the language. The thing I think people forget is that everybody in Israel comes from another country, so the fashion is diverse. You have a lot of great vintage that comes from Russia, Morocco, Europe and Yemen.

There are so many talented people in the fashion scene in Tel Aviv – it gives me goose bumps! Everyone is so different and does their own thing... which is inspiring. My favorite vintage finds are designers like Gottex, Maskit, Yitzchak Bier and Ilana Goor.

Do you have family in Israel?

Yes, my husband’s family all live in Tel Aviv. I also have plenty of friends who live there (They visit us, too). I visit once a year ... my husband visits at least three times a year. I am very lucky because he knows my style so well that he shops for me – what woman wouldn’t love that!

How has the Internet influenced your business growth?

The Internet and social media are amazing tools for any business. I have an online shop via Etsy. I would say 10% of my sales are inside the U.S., and the rest go out of the country. That’s a huge demographic that I would have never reached if Vintage by Misty were not online.

What are your favorite pieces in stores now?

That’s a hard question to answer – my collection of vintage is curated. I love every piece because of the story behind it. I do love when a client sees a tag in Hebrew, because it shocks them to know that it came from Israel. Why? I think it’s because people think of religion when Israel is brought up and nothing else, so it’s nice to educate them on the fashion of Israel.

You have so many amazing pieces and have the most impeccable taste. So I wonder: Have you ever sold anything that you wish you had kept?

Everything! LOL ... I love to spread the vintage love, it makes me happy to see my pieces going to good homes.

Where’s next on your travel list to source new and fabulous fashion finds?

When I travel I always try to include Israel; this year I’m going to travel through France and Italy then visit Israel. I am working on a vintage-inspired collection for my shop with a very famous Israeli designer. I am hoping to launch spring of 2015 – the line will include jewelry and dresses.

What’s your best style advice for women?

Be creative. Your body is a blank canvas – it’s fun to add color, print or texture to all your looks, and vintage is the perfect way to start. Take risks but don’t go so BIG you’re not going to be comfortable. That leads to being unsure with your look – then you’ll never wear that piece again.

And for men?

Fits and thinking outside the box. Don’t dress older or younger than you are – this can make you look dated. Also, incorporate accessories, ties, bow ties, belt buckles, cuff links and hats.

Who’s your go-to designer for everyday women’s wear?

Right now I love a mix of Rachel Pally, Nightcap and Camilla – all great designers with easy fits for any woman’s body type!



Vintage by Misty: vintagebymisty.com

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 and Ken Downing of Neiman Marcus. Kira also offers virtual style consultations for women and men. Contact her at kira@fashionphoenix.com.





Israel became an independent state on May 14, 1948. Yom Ha'atzmaut (Israel Independence Day) is celebrated each year on the same date on the Hebrew calendar. This year that falls on May 5, "Cinco de Mayo," an important day for the people of Mexico. Being that part of my family

comes from Mexico, I will be celebrating both by eating falafel and drinking my Corona with lime. Oy-lé!

If you've ever been to Israel, you know that just eating the food can be a phenomenal experience. Israel has absorbed immigrants from more than 100 countries, creating the world's largest Jewish population and making this tiny land home to a few dozen Jewish ethnic cuisines and diverse dishes. With cross-cultural marriages, cooking traditions are shared and recreated to include a lively and unexpected mix of flavors. An Eastern European chicken soup can be seasoned with hawajj (Yemenite spice mix), and Hungarian schnitzel happily shares the plate with Moroccan couscous. This mishmash is the fertile ground on which the new Israeli cuisine thrives.

Let us remember and celebrate together Israel's Independence Day with these special foods as we focus on life in a country that a century ago was just a dream. Be'Te-avon!

Shakshuka with Eggplant and Goat Cheese

This colorful, piquant dish is eaten directly from the pan.

Ingredients

(serves 6)

- ¼ cup + 3 tablespoons olive oil
- 1 medium eggplant diced into ½-inch cubes
- 2 cloves garlic, sliced
- 8 ripe tomatoes cut into 1-inch cubes
- ½ teaspoon ground cumin
- 1 teaspoon hot or sweet paprika
- Salt and freshly ground black pepper
- 6 eggs
- 4-5 slices fresh soft goat cheese (optional)



Heat ¼ cup of the oil in a large, deep skillet over medium-high heat and sauté the eggplant until golden. Remove and set on paper towel to absorb the excess oil.

Lower the heat and add the 3 tablespoons of oil. Add the garlic and sauté for half a minute, taking care not to let it get brown. Add the tomatoes and eggplant; season with cumin, salt, pepper and paprika; and cook uncovered for 10 minutes. Taste and adjust the seasoning. The sauce must be flavorful and fully seasoned before adding the eggs.

Break the eggs, one by one, into a small bowl and slide each carefully into the frying pan. Arrange the cheese slices on top (if using), cover and cook for 2-5 minutes (depending on how you like your eggs). Serve at once with fresh bread or challah.

Sephardic Sofrito



A rich, festive dish from Jerusalem Sephardic cuisine. The cooking cycle is shorter, so it is usually served on Friday night, but it can survive in the oven overnight and be served for Saturday lunch. The technique of deep-frying the potato wedges described here is worth adopting in other dishes. Deep-frying retains the shape and texture of the vegetables even after long slow cooking.

Ingredients (serves 8)

- 3 pounds beef brisket cut into large chunks
- 9 tablespoons oil
- 8 small whole onions, peeled
- 10 whole cloves garlic, peeled
- ¾ cup chicken/beef stock or water
- 1 teaspoon paprika
- 1 teaspoon turmeric
- ½ teaspoon curry powder
- ½ teaspoon ground white pepper
- ½ teaspoon ground allspice
- Salt and freshly ground black pepper
- 8 potatoes cut into uniform wedges
- Avocado oil for deep-frying

Lucia Schnitzer and her husband, Ken, own Luci's Healthy Marketplace in Phoenix. The local coffee shop and marketplace opened in 2009 in Lucia's honor after her successful battle with breast cancer. She successfully manages her career, her growing family (four children), her personal well-being and the countless demands of the day.

Heat 4 tablespoons of oil in a frying pan and brown the beef on all sides. Generously grease a wide, flat, ovenproof saucepan (use 5 tablespoons of oil) and lay in the meat, onions and garlic.

Mix the stock or water with the spices, pour over the beef and bring to a boil. Taste and adjust the seasoning. Cover and cook for one hour over low heat. If more liquid is needed, add some boiling water. Up to this point, the dish may be prepared in advance and kept in the refrigerator.

Preheat the oven to 300°F.

Heat the oil for deep-frying and fry the potato wedges until golden. Transfer to paper towel to drain the excess oil.

Arrange the deep-fried potato wedges over the cooked beef, cover the pan and transfer to the oven for about 2 hours. Or set overnight on an electric hotplate or in a 225°F oven. Shake the pan once or twice during the cooking so the sauce covers the potatoes. The sofrito is ready when all of the pieces are tender.

Note: For Chicken Sofrito, substitute 16 chicken drumsticks for the beef.



Sabich

Sabich, one of the most popular local sandwich combos in Israel, is actually the name of a man of Iraqi origin who owned a small kiosk in the town of Ramat-Gan. Sabich did not invent anything, all he did was combine some of the foods enjoyed by Iraqi Jews, stuff it all into a pita and it became a favorite food till this day.

Ingredients

1 eggplant thinly sliced (and salted)

Avocado oil for deep-frying

Hard-boiled eggs, sliced (preferably brown eggs*)

Amba (Iraqi mango chutney:

herbivoracious.com/2012/09/quickie-amba-pickled-mango-condiment-recipe.html)

Hummus or tahini dip

Fresh pita

Salted eggplant: sprinkle slices with kosher salt, stack and weigh down; after 30 minutes drain off the salty water, rinse and pat dry. Deep-fry the eggplant slices until dark brown. Remove from the oil, drain and thoroughly soak up the excess oil with paper towel.

Spread tahini or hummus on the inside of a pita, stuff with fried eggplant slices and sliced hard-boiled egg, drip some amba on top and enjoy!

Recommended extras: finely diced vegetable salad, tomato wedges, diced pickled cucumbers, onion slices, chopped parsley, slices of boiled potatoes. *Brown eggs: You can use plain hard-boiled eggs, but the real sabich requires this nutty tasting, mahogany-colored Iraqi specialty. Preparation is easy: line a wide pot with a thick layer of onion skins (you'll need 8 cups to every dozen eggs), hang a couple of tea bags inside the pot, arrange the uncooked eggs on the onion skins, pour hot water to cover, season with salt and pepper, and cook uncovered for an hour. Use an old pot because the skins and the tea will color the metal.

Seniors

The New Golden Years

By Joni Browne-Walders

If you really want to see how today's seniors differ from the senior citizens of yesterday, just step inside the IronOaks Fitness Center in Sun Lakes near Chandler.

Watch a gym-full of “ancients” walking on treadmills, pedaling stationary bicycles, exercising with weights or doing aerobics in the pool, and you will be amazed. These people are serious about taking good care of themselves. Growing old gracefully, they choose not to spend their golden years sitting in rocking chairs.

It wasn't that way for our grandparents or great grandparents. Many of them had been poor immigrants to America, struggling desperately for survival and a better life. Who had time for the luxury of taking care of their bodies or watching their diets? They had enough to do just to put food on the table for their families. It's no wonder that in their golden years – if they lived that long – all they wanted was a chance to doze on a couch or to sit on a park bench, tossing breadcrumbs to the pigeons. For them, doing nothing was a pleasure. And if they had the chance to sprawl on a lounge chair in the Florida sun, so much the better.

“When my husband and I were in our 20s, I swore we would never move to Florida when we got old, because that's where old people went to die,” says Judy Plafker, staff member at IronOaks. “That's what we thought of retirement communities then.” Ironically, Judy, a former nurse, and her husband have lived in Sun Lakes – a retirement community for active adults – for 20 years. Judy's husband belongs to the Jewish War Veterans, post 619.

The trim, attractive 73-year-old exercises regularly in the fitness center. She attends classes for cardio and free weights, and she stretches and works out independently on the treadmill and elliptical machines. “That's our whole program here,” she explains. “We're not into body building. We want to maintain or improve what we have.”

Judy enjoys this friendly environment, with a team of gracious staff members like herself, most of whom are seniors. In addition to helping other seniors achieve good health and fitness, Judy is gratified to know that those who work out regularly also recover much faster after the injuries and surgeries so prevalent among seniors. “Couch potatoes don't recover as well,” she says.

One person she has seen gain greater health is, like Judy's husband, a Jewish War Veterans member. Former real estate broker Elliott Reiss, 75, admits, “I was an overweight, type II diabetic.” He and his wife moved from New Jersey to Arizona after they retired nine years ago. “My doctor suggested I join Weight Watchers, which I did. He asked me if I belonged to a gym. I said, ‘yes.’ ”

“Do you use it?”

Judy Plafker



Elliott Reiss

Marty Klemes



Barbara Gordon

"No."

"That's your problem!"

Elliott took the hint and began earnestly to use the IronOaks facility a year ago. Since then, he exercises three days a week on the treadmill and weight machines (to work all muscle groups); he finishes off with the stretching machine, about which he says, "It really works. I feel it all over." In addition, he plays golf. Has all of this helped him? So far, he's lost 42 pounds and is keeping it off. Furthermore, his diabetes is under control. That is not to say he has lost his love of food. "Eating out is another hobby!" he confesses.

Barbara Gordon, 76, another IronOaks member, agrees with Judy. She describes herself as "a former couch potato who ate all the wrong things." A retired social worker and teacher, she began exercising at age 42. Finally admitting she had a weight problem, she joined Weight Watchers and was told, "If you want to lose weight, you have to choose a sport." She picked tennis, enjoyed playing and lost weight.

However, for greater weight control, she moved from the tennis court to the gym. Barbara boasts, "I do about 20 minutes on the treadmill and 15 on the stationary bike." She brings her Kindle along and gets some reading done. She then stretches and works with light weights. "I love going to the gym. I always feel better when I leave than when I walked in."

A member of the Sun Lakes Jewish Congregation, at the gym Barbara sometimes sees other members of her congregation, including Marty Klemes.

In contrast to Barbara's fitness history, Marty has been physically active from the time he was a kid. Growing up in New York City, he played stoop ball, curb ball and street hockey. Later, even though he was a busy aerospace engineer by profession,

he found time for racquetball and golf. "But when my back began to get bad, I ended up in the gym." At 84 years young, Marty works out three days a week, using the elliptical and weight machines. When asked if he believes that all his exercising has been beneficial to his health, he replies, "I hope so. I know that, emotionally, I always feel better when I get out of the gym."

Yes, your grandparents might not recognize, nor understand, this whole new approach to the golden years. But if you are in this wonderful class of active senior citizens, no doubt they would envy you.

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

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FOUR GENERATIONS – Mickey Greenberg, right, enjoys a gathering of four generations, including (from left) granddaughter Dr. Lisa Abramson, daughter Marcia Pitlor and great granddaughter Zoey Abramson.



Pay it forward

Accomplished senior Mickey Greenberg passes on zest for life

By Debra Rich Gettleman

“You’re too intense,” my 88-year-old friend, Mickey Greenberg, stated with the clarity of an oracle as we lunched at Butterfields the other day. It wasn’t an accusation as much as a statement of fact, and without a doubt, she is correct. I’m not exactly sure what prompted the comment. Maybe it was my declaration that if I’d been someone other than myself, I’d have ordered the Oreo cookie, s’more pancake stack because that’s what I really wanted. Or perhaps it was because she reads my blog regularly and thus can’t help but notice my obvious plethora of neuroses.

When they delivered my spinach and egg white omelet, cooked in Pam, next to her luscious pile of pancakes, she teased, “This is what an 88-year-old eats.” Then she generously lavished them with syrup and quipped, “...and this is how an 88-year-old eats them.”

We giggled about my determination to “eat healthy” and my maternal angst about ... well, everything. “You really need to lighten up,” she counsels. “You worry about way too much.” It’s hard not to pay attention to someone like Mickey, whose years on the planet and amazing contributions seem to suggest a much keener understanding of how the world really works than my own limited perspective.

Mickey is one of the few people who can say things like “I remember Pearl Harbor Day,” and then recount exactly what it felt like as a 16-year-old teenager who watched her friends enlist in World War II. She talks openly about her overseas romance with the man who became her first husband. She was born Nov. 13, 1925, as Muriel, a classic name her mother chose because it couldn’t be shortened or simplified. Of course, Mickey’s aunt took one look at the newborn baby and declared that she was a “Mickey” without a doubt.

Walking through Mickey’s tastefully decorated Scottsdale home, one is struck by the photos of Mickey with renowned political figures such as LBJ, Hubert Humphrey and David Ben-Gurion. But it isn’t until we wander through the kitchen that Mickey shows me the photos that make her the proudest. The walls are adorned with photos of her six kids, their children and her great grandchildren. “Every time I look at them,” Mickey

tells me, “I say to myself, ‘That couldn’t have happened without me.’”

Mickey is truly an extraordinary woman who’s led an extraordinary life. She held the post of editor of the Omaha Jewish News for a decade, acted as senior VP for Mercury Savings and Loan, and traveled 17 times to Israel, where she met with Yitzhak Rabin and David Ben-Gurion. She’s written books, a myriad of newspaper columns and has been published in an anthology by Nancy Rips entitled *High Holiday Stories*. When she shows me the invitation to Richard Nixon’s inaugural ball she jokes, “I didn’t go because I didn’t have a black tie.”

As we talk about her younger years, Mickey tells me openly, “My purpose in life was to marry a nice Jewish man and have nice Jewish kids. I had my third child at 29. My 30th birthday was my worst ever because I’d done what I was supposed to do. I figured my life was over.”

Luckily for the world and the Jewish community in particular, Mickey didn’t throw in the towel at 30. In fact, that was only the beginning of a life full of academic achievement, career accomplishments and cultural contributions.

Mickey attended Chreighton College at age 16. She recalls there being five or at most six other girls in her class. “They had a quota on women and Jews,” she recounts. In fact, she says most of her classmates had never even seen a Jew and treated her like she was from a different planet altogether. Pursuing her first job in advertising didn’t come easily either. “We don’t hire Jews,” was the response she heard as door after door closed in her face. Finally, the Irish owner of Duff advertising hired her as an entry level filing clerk. “I was the worst filer ever,” Mickey laughs. “The owner finally promoted me to copywriter just to keep me away from the filing.”

Mickey’s writing career includes copywriting, news editing, several books and creating marketing brochures. “I’ve had good luck in jobs,” she confides. Then she shows me several of the books she’s written for her family. *My Book* combines her memories and personal experiences with historical world events to give her family a sense of what life was like in the past and share with them the events that shaped her life. The book starts with her birthday in 1925 and recounts, “Calvin Coolidge was

president, Scotch tape was invented, and the Model T Ford sedan went on sale for \$350.” Mickey wrote the book for her 80th birthday. It also contains pearls of wisdom for the next generation such as “Develop your brain and don’t worry so much about your body.”

These days Mickey writes articles for the Sunday Arizona Republic “Plugged In” section. She only writes when she feels compelled by an issue or event. You’ve probably read some of her essays covering everything from Hillary’s hairdos to anti-Arpaio rants. She insists that the brevity required to keep these columns to 100 words is her greatest writing challenge ever.

Mickey was a youth advisor for NFTY (National Federation of Temple Youth) for many years and still enjoys mentoring teens when time permits. “I love teenagers,” she says. “They have such good ideas. Teens aren’t looking for advice. They need an adult who will listen and not be judgmental.”

That kind of acceptance and lack of judgment comes easily for Mickey. It was one of the gifts she inherited from her father. She explains that his unconditional love had a strong hand in shaping her beliefs and attitudes about life and relationships. “From my mother, I learned that being a good parent wasn’t the only job you had as a mother,” she says. Mickey’s mom taught her to passionately serve the community as well as her family. “I was president of the Youth Division of the Federation and The Girls Club,” Mickey says, then adds with a smile, “I was president of everything.”

Her husband, Mort, was the president of the Federation in Omaha and then became chairman of the Federation’s Community Relations Department when they moved to Phoenix. Mickey misses him every day. “But I’m not afraid of dying,” she emphasizes. “I’m afraid of living and not being able to take care of myself.”

Mickey’s fierce independence is palpable. She moves slowly around her house with the aid of a walker. At times, I feel compelled to assist her and am gently reminded to stand down. She can take care of herself. That is obvious. But she exudes a warmth and genuine kindness that make it hard not to want to help out in some way.

Mickey appreciates life and every individual who crosses her path. She tells me about a lecture she attended in October of 1971 with the great philosopher and theologian, Rabbi Abraham Joshua Heschel. In an article about Heschel, she wrote, “He sees in every human being the same uniqueness, the same creative possibilities that he finds in the marvel of every moment of life.” She then quotes Heschel directly, “There is no such thing as an average person. The root of all sin is to underestimate your own worth.” Mickey finished the piece with her experience with Rabbi Heschel, “In our brief encounter, he convinced me of my own uniqueness; the importance of my creative possibilities; the blessing which was mine, just to be alive.”

As we conclude our interview, I feel a sense of joy and gratitude for having had the time to spend with Mickey. She has made my life more meaningful and has reminded me to acknowledge my own creative spirit and unique purpose in life. The marvel she describes in her meeting with Heschel has not only been communicated to me, but somehow has infused my spirit with the awe and appreciation for life that was imparted to her more than three decades ago. I guess this is what it truly means to “pay it forward.”



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Resilience learned during Holocaust helps therapist think positive

By Masada Siegel



Figuring out your life is no easy task. People such as Mozart knew what they were passionate about at an early age, while others take decades to find their calling.

Retired Arizona Rabbi Leo Abrami, a practitioner of Logotherapy, otherwise known as positive psychology, believes the answers to finding meaning and happiness in one's life can be discovered if one has the right tools.

Abrami explains, "There are two important decisions we must make at an early age, even though we often lack the knowledge and experience which would enable us to make a wise choice. 'What occupation should I pursue in my life?' is the first one, and the other is 'whom should I marry?'"

Logotherapy was developed by Holocaust survivor Viktor Frankl, an Austrian neurologist and psychiatrist, who explains his worldview in his famous book, *Man's Search for Meaning*. Logotherapy takes a different approach than traditional therapy.

For example instead of focusing on what upsets a person in a therapy session, Logotherapy asks what makes a person happy and what positive experiences they have had in their lives. Once found, the goal is to make changes in a person's life focusing on what makes them happy.

Abrami, who took classes in college with Viktor Frankl and worked as a rabbi for many years, now teaches seminars and works with individual clients worldwide. He's recognized as an expert in helping people find the right path in their lives and how to make their lives meaningful. He was recently invited to conduct seminars and lectures at the University of Moscow in Russia and the Sigmund Freud University in Paris.

Abrami radiates good energy like a beam of sunlight and is always positive and enthusiastic. It's hard to grasp, then, that he experienced a challenging childhood.

"I was born in Paris, some eight years before the Nazis invaded France," he says. "By 1941 the French police, supervised by the German police, began arresting Jews and deporting them to Germany. As the arrests intensified during the following year, my mother asked two farmers in Normandy to take my brother and me as paying guests; my brother was placed in one farm and I in another one nearby. We were told never to reveal to any one that we were Jewish, because such a disclosure might have endangered our life and that of the farmers who were taking care of us."

"This experience taught me the importance of being resilient and never giving up – and always looking for ways to escape danger. I also learned people have different values; whereas the Nazis and their French collaborators were intent in doing us

harm, some other people were willing to protect us from their hostility."

His mother, who lived in Paris during the war, was resilient and would always find ways of avoiding being caught by the police. She wasn't afraid to go straight to a German soldier and ask for help if necessary. Abrami believes her amazing self-confidence and unwavering faith helped the family survive the war.

Abrami studied psychology at the University of Geneva. A French doctor who was auditing one of his classes suggested to Abrami that he undergo psychoanalysis and gave him the phone number of his analyst. He was open minded and intrigued and started analysis with Professor Charles Baudoin, a former assistant of Carl Gustav Jung; the analysis lasted four and a half years.

These sessions led Abrami to pursue becoming a rabbi, and he attended the Hebrew Union College in Cincinnati and was ordained as a Reform rabbi three years later.

However, his love for psychology did not disappear. Coincidentally, Professor Viktor Frankl was invited to lecture at the University of Cincinnati and the Hebrew Union College. Abrami attended the classes and was so moved by Frankl's teachings he became a student and a practitioner of Logotherapy.

"What attracted me to Logotherapy is that it's compatible with the teachings of mysticism and especially Jewish spirituality," Abrami says. "I'm convinced its ideas and assertions had always been part of my aspirations. Frankl helped me to become fully aware of them. Most psychotherapists in our days are endeavoring to help their patients solve their psychological problems. Logotherapy proposes to help them discern the meanings and ideals that are lying dormant in the deep recesses of their being, and then realize them in their daily life. If they do not do that, they will keep searching until they find it, but many will unfortunately end their earthly career without having found out what would have brightened and enlightened their lives and brought them happiness."

Abrami conducts classes and seminars in Arizona and also works with individual clients to help them find meaning and happiness. He teaches at the Arizona Institute of Logotherapy and the ASU Lifelong Learning Institute, Sun City Grand, AZ. He is the author of *Une Démarche Thérapeutique*, *la Logothérapie* (in French) and two autobiographical books.

Leo Abrami: logotherapy.us | leoabrami@gmail.com

Turning off the 'aging genes'

Distributed by American Friends of Tel Aviv University

Restricting calorie consumption is one of the few proven ways to combat aging. Though the underlying mechanism is unknown, calorie restriction has been shown to prolong lifespan in yeast, worms, flies, monkeys, and, in some studies, humans.

Now Keren Yizhak, a doctoral student in Prof. Eytan Ruppín's laboratory at Tel Aviv University's Blavatnik School of Computer Science, and her colleagues have developed a computer algorithm that predicts which genes can be "turned off" to create the same anti-aging effect as calorie restriction. The findings, reported in *Nature Communications*, could lead to the development of new drugs to treat aging. Researchers from Bar-Ilan University collaborated on the research.

"Most algorithms try to find drug targets that kill cells to treat cancer or bacterial infections," says Yizhak. "Our algorithm is the first in our field to look for drug targets not to kill cells, but to transform them from a diseased state into a healthy one."

A DIGITAL LABORATORY

Prof. Ruppín's lab is a leader in the growing field of genome-scale metabolic modeling or GSMMs. Using mathematical equations and computers, GSMMs describe the metabolism, or life-sustaining, processes of living cells. Once built, the individual models serve as digital laboratories, allowing formerly labor-intensive tests to be conducted with the click of a mouse. Yizhak's algorithm, which she calls a "metabolic transformation algorithm," or MTA, can take information about any two metabolic states and predict the environmental or genetic changes required to go from one state to the other.

"Gene expression" is the measurement of the expression level of individual genes in a cell, and genes can be "turned off" in various ways to prevent them from being expressed in the cell. In the study, Yizhak applied MTA to the genetics of aging. After using her MTA to confirm previous laboratory findings, she used it to predict genes that can be turned off to make the gene expression of old yeast look like that of young yeast. Yeast is the most widely used genetic model because much of its DNA is preserved in humans.

HOPE FOR HUMANS

Since MTA provides a systemic view of cell metabolism, it can also shed light on how the genes it identifies contribute to changes in genetic expression. In the case of GRE3 and ADH2, MTA showed that turning off the genes increased oxidative stress levels in yeast, thus possibly inducing a mild stress similar to that produced by calorie restriction.

As a final test, Yizhak applied MTA to human metabolic information. MTA was able to identify a set of genes that can transform 40-70% of the differences between the old and young information from four studies. While currently there is no way to verify the results in humans, many of these genes are known to extend lifespan in yeast, worms and mice.

Next, Yizhak will study whether turning off the genes predicted by MTA prolongs the lifespan of genetically engineered mice. One day, drugs could be developed to target genes in humans, potentially allowing us to live longer. MTA could also be applied to finding drug targets for disorders where metabolism plays a role, including obesity, diabetes, neurodegenerative disorders and cancer.

American Friends of Tel Aviv University (aftau.org) supports Tel Aviv University, which is independently ranked 116th among the world's top universities and Number 1 in Israel.

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Andara: Resort Living for Seniors

New name and enhanced amenities complement family feel

By Carine Nadel

Andara, a senior lifestyle community in Scottsdale, is definitely *not* an “old folk’s home.” While plenty of bubbies and a few zeydahs live at this independent and assisted-care resort, you won’t find many residents sitting in a rocking chair or knitting – unless they’re taking a break from one of the countless activities that Director of Resident Services Kim Koppert has available for their enjoyment.

Andara, formerly Arte, has a new management staff. Together they are a great group of stable “family” members, according to Executive Director Mary Trzaskowski, who herself joined the team about eight months ago.

“Our owners listened to what prospective residents were telling them,” says Trzaskowski. Told that the lobby was cozy and warm but dark, the owners addressed that during “a huge remodeling to the entire property. We’ve made it brighter and lighter. New colors, flooring, fixtures – top to bottom! We’ve put in a back terrace, which has heaters for chilly evenings or for enjoying the outdoors during our brief wintry days. In the works is a plan to enclose the main walkway.”

Koppert adds that a formerly little-used room called Bogart’s Lounge has been completely redone to include pool tables, card tables and much more. “Now it seems to be one of the most popular places to spend time,” she says. Another popular gathering spot is the puzzle room.

“Not too long ago I sent out a survey and questionnaire asking everyone what they’d

like more or less of and to add their suggestions,” says Koppert. She says the new owners were considering expanding the once-a-month rabbi visit and Shabbat dinner to twice a month for each event. But when the residents said they actually liked the monthly service and Shabbat dinner schedule, she and the owners instead decided to expand programs for the 20 or so Jewish residents by adding extra celebrations for special holidays. For those interested in going to synagogue services off campus, transportation is provided on Saturday mornings.

Residents have expressed interest in other activities as well. “One resident suggested that we have a Wii bowling league, and it has been very popular. We didn’t make the finals, but we did very well,” she says. “We had three teams. I also found out that we were the only senior community in Arizona to participate!”

Other residents expressed an interest in learning new languages, and they’ll be hiring a teacher to fill the request. A walking club started in April and meets twice a week.

Koppert says, “Some of the favorite things here are exercise classes, bingo, canasta and lately everyone has really been enjoying some rousing sessions of Texas Hold’em poker!”

Best friends Irma Kotler and Charlotte Bernstein met soon after they moved in six months ago. It’s easy to see why the two women formed their tight bond. Bernstein notes, “I’m a real people person. I kibbitz, I love to learn from other people and teach others as well. I’m the more religious of the two of us, so I love when we have the rabbi here and the Shabbat



Andara’s Executive Crew gathers in the lobby for a grand opening celebration April 8. They include (from left): The Reliant Group Vice President of Development and Construction Joseph Martinez; Senior Lifestyle Corporation Executive Vice President and Chief Operating Officer Keven Bennema; The Reliant Group Chief Operations Officer Caskie Collet; The Reliant Group Asset Manager Eric Karnes; The Reliant Group President and Founder Joe Sherman; and Andara General Manager Mary Trzaskowski. The Reliant Group is the property owner and Senior Lifestyle Corporation operates Andara.



Andara: seniorlifestyle.com | 480-962-8700 | 11415 N 114th St., Scottsdale



Irma Kotler, left, and Charlotte Bernstein

dinner. I'm always baking and sharing with everyone here – I won't leave anyone out! I've been making scarves for everyone."

Bernstein adds, "I was a bit apprehensive at first – honestly. But I love it here! The staff is so friendly, and they do whatever they can to make us happy. As a former Air Force wife, I've lived all over the globe."

She notes it's also nice that the Yiddish that sprinkles her conversations is readily understood. "We have four ladies on my floor and when we talk, we don't have to stop to explain what we mean. It's nice."

"Charlotte stole my thunder!" Kotler says. "We both came from New York City. I lived in a high rise right in Manhattan and Charlotte lived in Brooklyn, so coming here was a bit of a worry at first. But I'm loving it. It has been the most wonderful choice."

Unlike her friend, Kotler says she never attended services regularly, "but I am very Jewish, so this is enough. It is nice to have the other ladies around. When we want or need each other, we're right there. If we don't, we can close the door or go do whatever we want."

Coming from a big city, the atmosphere she has found at Andara has been a pleasant surprise.

"I've never lived in a small town, but that's what I think of when I try to describe this to people thinking of moving in here," says Kotler. "I think of a small town where everyone cares about you, checks on you, and it's like a warm blanket of family holding you. The staff cares, our neighbors care. It's wonderful!"

Bernstein adds, "A while back, one of the ladies had to be in the hospital and was recuperating with her children. She came to visit. When she walked into the dining room, everyone clapped. That's the way it is here. Everyone is a family."

Both women say the improvements have been fantastic, and the new management has done a good job of easing everyone into the changes.

Koppert adds that besides the scheduled activities and classes, there are planned field trips.

Andara has 168 apartments and presently about 71 residents.

Trzaskowski says that the assisted-care area is almost full. "What I want everyone to know is that with the new name, new décor, warm and friendly staff, and willingness to do whatever we can to ensure our residents know that this is their home and we will do whatever is in our power to make them happy in our luxury environment."

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Estate planning can protect retirement accounts regardless of Supreme Court decision

By David T. Eastman and James Plitz

Proper estate planning ensures that there is a legacy left behind after you have passed away. It ensures that your affairs will be managed by whom you want and how you want when incapacity occurs. It enables you to leave all of your hard-earned assets to whomever you want, when you want and how you want with the least amount of expense and delay and the greatest amount of privacy.

One of the largest assets people own these days is in the form of retirement accounts (e.g., IRA, 401(k), 403(b)...). Yet it is one of the most under-planned assets in an individual's estate. Retirement accounts are subject to many technical rules and regulations, and thus careful consideration and planning is required to achieve the optimum outcome for these unique assets.

One of the biggest questions with a retirement account is whether to name a trust or an individual as the beneficiary. But the real question is this: How much protection do you want to pass on to your loved ones?

IRA owners usually have two main objectives when it comes to their IRAs. First, they want to be able to stretch out the income taxation of minimum distributions they and their beneficiaries will be required to take, thereby compounding their family's wealth tax free inside of the IRA. Second, they want protection of their IRA, once inherited, from their beneficiaries' creditors, ex-spouse, lawsuits and other third-party attacks. If structured properly within a comprehensive estate plan, the retirement account can become one of the most dynamic assets left to a loved one.

The Supreme Court of the United States heard oral arguments on March 24, 2014, in the case of *Clark v. Rameker* (13-229, 03/24/2014). The key issue is whether a beneficiary's inherited IRA is subject to creditor claims in the beneficiary's bankruptcy. With the Baby Boomer generation reaching retirement age, these accounts will soon be passing to beneficiaries in the form of inherited IRAs in never before seen numbers. The Court's decision on whether an inherited IRA has creditor protection will have long-reaching effects on the millions of people who have billions of dollars in their IRAs.

Clark addresses whether an inherited IRA is considered a "retirement account" and thus afforded the protections under the bankruptcy code. On one side, the argument is once a retirement account, always a retirement account. And on the other side, the argument is when an IRA is transferred to the beneficiary,

the basic characteristics of an IRA are changed such that they should be considered an inheritance, and therefore subject to the claims of creditors of the beneficiary.

Proper estate planning mitigates the risks of ever-changing laws and interpretations. With proper estate planning, a person's IRA can be passed to a beneficiary without worrying that the money will be subject to the creditors of that beneficiary.

By naming a properly structured trust as the beneficiary of an IRA, we can ensure that each individual beneficiary will be able to stretch out the IRA over his or her own life expectancy and maximize the income tax stretch-out. This allows the family wealth to continue to grow inside of the IRA and to be passed from generation to generation. By having the trust as the beneficiary of the IRA, we can enhance the protections against

loss to an ex-spouse in a divorce, or in lawsuits or from the beneficiary's own poor spending habits. In addition, by having the trust as the beneficiary, needs-based government assistance for a disabled loved one can be preserved.

When a properly structured trust is named as the beneficiary of an IRA, the decision in *Clark* will be moot. The trust will provide the mechanism necessary to be able to shield the inherited IRA from the reach of trust beneficiary's creditors.

As the Supreme Court deliberates the *Clark* decision, remember that with proper retirement account planning, anyone could avoid the issues that befell the Clark family. Proper estate planning for IRAs is imperative to mitigate the whims of Congress or the interpretations of the Supreme Court. The benefits of naming a qualified trust as the beneficiary of your retirement accounts instead of an individual can be summarized in two words: stretch-out and protection. The trust will ensure the maximum stretch-out, thereby maximizing family wealth accumulation, potentially for generations, and will ensure the maximum amount of protection you can offer to your beneficiaries.

David T. Eastman is partner at Morris, Hall and Kinghorn, PLLC. MHK focuses entirely on estate planning and the areas that complement it. David is an accredited attorney with the Department of Veterans Affairs and is a member of the American Academy of Estate Planning Attorneys.

James Plitz is an associate attorney at Morris, Hall & Kinghorn, PLLC. He is licensed to practice in both Arizona and New Mexico. Before earning his Juris Doctor and transitioning to estate planning, James earned a Bachelor of Science in accounting and an MBA concentrating in finance. morristrust.com



David T. Eastman



James Plitz

Save a life with Hands-Only CPR



Arizona Jewish Life Associate Editor Janet Arnold stars in a public service announcement about Hands-Only CPR.
Photo by Chris Minnick, Arizona Dept. of Health Services

Sudden cardiac arrest can happen to anyone, anywhere, anytime. So can Hands-Only CPR.

The Save Hearts in Arizona Registry and Education Program at the Arizona Department of Health Services wants everyone to know that CPR saves lives.

As part of a continuing information campaign, SHARE launched a new public service announcement in April outlining three steps to take to help someone who has collapsed from sudden cardiac arrest.

- Call 9-1-1 (or have someone else call). Dispatchers are trained to identify what's happening and to guide you through CPR until trained rescuers arrive.
- Put the heel of your hand in the center of the victim's chest and put your other hand on top of that hand.
- Press hard and fast at least 100 times per minute.

Hands-Only CPR (also called "compression-only CPR") can be administered by the closest bystander, even without formal CPR training. No mouth-to-mouth contact is involved. One hundred compressions per minute is pretty fast, but thinking of a song like "Stayin' Alive" by the BeeGees can help you keep time.

The commercial is running on TV and Internet. Arizona Jewish Life magazine is proud to mention that Associate Editor Janet Arnold is the actress in the commercial, demonstrating the appropriate Hands-Only CPR technique.

Dr. Ben Bobrow, EMS medical director at the department, emphasizes the following:

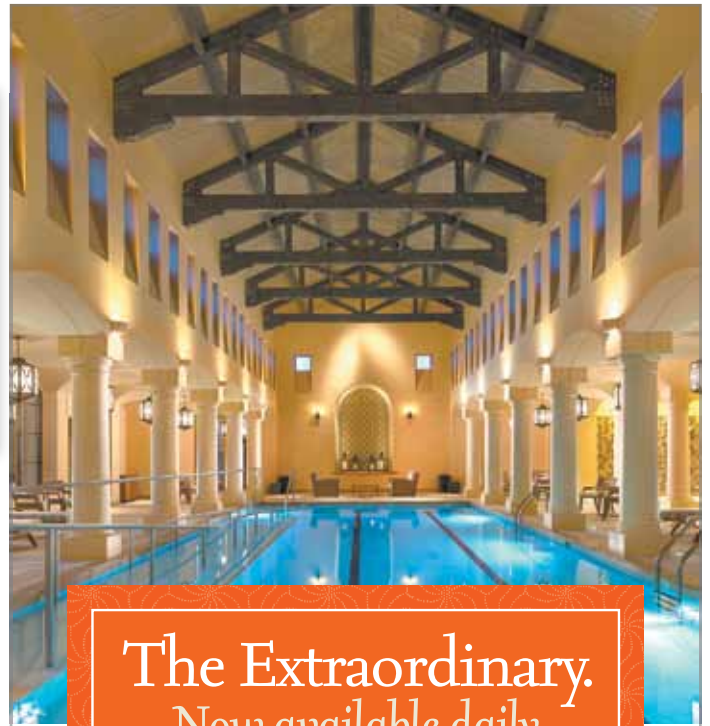
Telephone-assisted CPR can have a major impact on rates of bystander CPR and survival from cardiac arrest.

The American Heart Association recommends that bystanders perform Hands-Only CPR on adults who are not conscious and not breathing normally.

The likelihood that CPR hurts anyone is very small – but the impact on survival is profound. Studies show that patients receiving bystander CPR before the arrival of EMS are about two and a half times more likely to survive than patients who do not receive that CPR.

Bobrow points out that if everyone would call 9-1-1 when they see someone collapse or encounter an adult not conscious and not breathing normally, we could change the future in Arizona. By "working together with a dispatcher, they could help SHARE reach its goal: for Arizona to have the best survival rate from cardiac emergencies in the world."

For additional information, visit the SHARE website at azshare.gov.



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Pioneer cemeteries offer window to past

By Barry Friedman

Pioneers, those who migrated from the East to settle and develop new areas of the West, had ample cause to create cemeteries; life on the frontier was harsh.

Tucson's city council in 1907 voted to prohibit burials within the city limits, and the Evergreen Cemetery was opened about 3 miles north of the city limits. The ordinance also required that all of those previously buried in the city cemeteries be moved to Evergreen by 1926, and that there be no new burials in old cemetery grounds in the city. All "pioneers" would then be buried in Evergreen by 1926.

Tours of the Evergreen Cemetery can provide insights into that era. The pioneers' individual stories told in the presence of their graves can bring them "back to life." Their collective stories paint a picture of the life and times during which they lived.

To pass from the present to the past, we enter Evergreen in our vehicle, moving through a gate into a tree-shaded expanse with watered grass in the middle of our desert. We immediately see hundreds of monuments, some of which mark the graves of our pioneers. Different sizes, shapes and colors, and words are seemingly everywhere. Most of the exhumed are here, but not all who were supposed to be were exhumed; others were placed accidentally in the wrong plots. These visits go on during occasional spells of cold or rain but mostly in our comfortable Arizona sun.

We arrive in our vehicles. Remember that early arrivals for funerals in pioneer days came in buckboards following horse-drawn hearses. What a difference!

At the initial stop, approximately 100 feet from the front gate, we see two 5-foot monuments that are identical in shape and size but with different wording. These Jacob and Eva Mansfeld stones would, if they could, tell of people of intelligence, leadership, civic responsibility and entrepreneurial skills.

Jacob moved here in the late 1860s and opened his Pioneer News Depot, where he sold magazines, books, dated newspapers



Jewish History Museum President Barry Friedman, MD, dresses the part when he talks about pioneer cemeteries.

and probably cigars. This was also the home of the first lending library in Arizona. Jacob helped write the city charter and became a member of the City Council and later of the Territorial Legislature. Along with Charles Strauss (Tucson's first Jewish mayor) and Selim Franklin, Jacob negotiated with the legislature and brought the University of Arizona to Tucson.

Eva married Jacob at Temple Emanuel in New York City in 1877. Prior to her arrival there was very little culture in Tucson. She brought culture to town in the form of opera, parlor events for women and music recitals. Initially she focused her efforts on the non-Jewish community. But as more Jewish women arrived, Eva formed the Ladies Jewish Hebrew Benevolent Society and established Jewish culture, too. By 1900 there were approximately 100 Jewish people in Tucson. Eva and her friend, Therese Ferrin, who is buried nearby in a mausoleum, decided to start fundraising so a synagogue could be built. The building was completed in 1910 on Rosh Hashanah, and the first service was conducted on the first night of the Jewish New Year.

A story was told by Eva's grandchildren that when they were attending their mother's funeral, one noted that there were Hebrew letters on Eva's and Jacob's tombstones and said to the other sibling "Are those Hebrew letters on those tombstones?" The sibling confirmed the observation and added, "Do you think there is something our mother didn't tell us?"

About 50 steps to the south are the remains of the Mansfelds' good friends, the Steinfelds. Albert relocated to Tucson as a 17-year-old from the East Coast via Denver and worked in his cousins' mercantile stores. He rapidly became manager and eventually purchased their stores from them. By 1873 he had married Bettina Donau, who was raised in Denver by a wealthy

Jewish family that had moved back to Tucson, where they lived in a small two-bedroom house. As a successful store owner and entrepreneur, Albert eventually expanded tremendously and moved into mining, agriculture and banking. He built the Pioneer Hotel in downtown Tucson. His success was mirrored by his new house called the Steinfeld Mansion, which even had indoor plumbing.

A 180-degree turn directs us northward toward a large, flat, thin tombstone that marks the resting place of both Sam Drachman and his wife, Jenny. After coming to America, Sam and his brother, Phillip, went different ways. Sam eventually went south and Phillip west. During the Civil War, Sam became a colonel (possibly purchasing his rank), but after the Confederate loss, he too moved to Arizona. He married Jenny Migel in 1875. Colonel Sam, as he was known, quickly became a successful businessman. He worked for the U.S. government, had a bar and cigar store, and was well known for his humor. He served as the rabbi (untrained) of the Jewish community, performed weddings and funerals, and served as the religious leader for nearly all the Jewish holidays. He became the first president of Temple Emanuel. He was a Mason, a founding member of the Jewish Cemetery Association and had many civic responsibilities.

To the north, under two trees, is a flat, semicircular headstone engraved with the name Strauss. This is where the first Jewish mayor of Tucson rests. After growing up on the East Coast and getting a law degree, Charles moved to Memphis, where he married Julia Kaufman in 1868. He worked in a large dry goods firm, became active in local politics and became an actor and playwright. In 1880 he and his wife and children moved to Tucson for his health. While he was working for the Zeckendorfs, he got the political urge again and was elected mayor. One year later he resigned that position and began the rest of his career. He became the superintendent of public instruction for the Territory. He was also appointed to the Board of Regents and participated in peace arrangements with Geronimo. Julia, like Eva Mansfeld, was active in music in the community. Strauss' death in 1892 was mourned by the entire community, and flags were lowered to half staff.

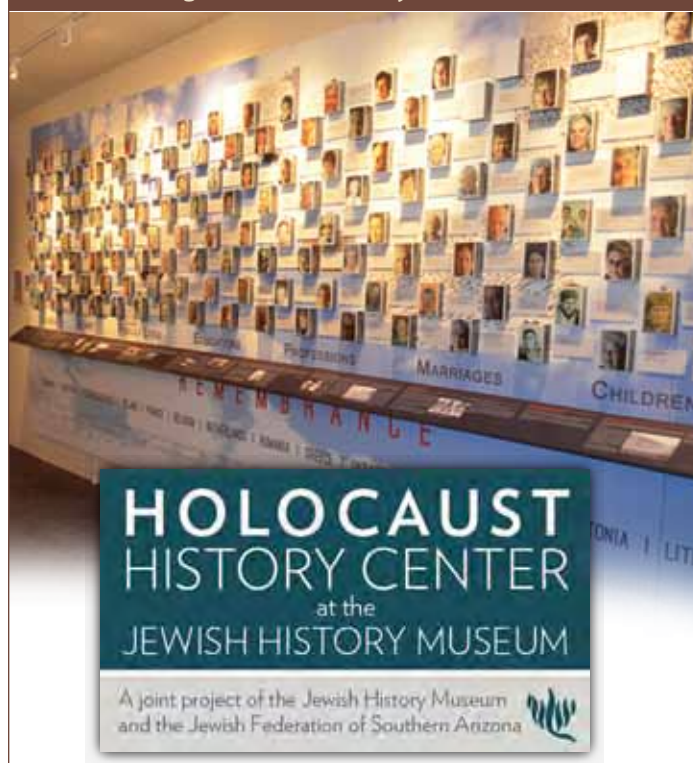
There are many more grave markers on the tour, all having similar stories: business successes and failures, civic participation, religion important to them but not their offspring, social leaders and group memberships. All could be summed up by "l'chaim!" – to life. And what about those important and seemingly unimportant people known to have lived in the community, but who are not buried here? Often and quietly, they moved elsewhere, not to be heard from again – another type of passing.

And then there was Douglas, AZ. It was and still is a small town along the Mexican border and has a dedicated Jewish cemetery. This cemetery is believed to have had 17 burials and is currently in a deplorable condition. The Jewish History Museum has been offered a deed to the property and some funding to restore it to its normal condition and back to a living cemetery like Evergreen – back to "life." It is a daunting task, but one under serious consideration for its historical background and our Jewish responsibility.

Barry Friedman, M.D., retired, is the president of the Jewish History Museum in Tucson.

Jewish History Museum

Celebrating the Jewish History of Southern Arizona



By placing survivors front and center, this exhibit takes a micro-historical approach to a presentation of the vast and complex history of the Holocaust. Here, history is narrated by those who were its subjects not its victors. This is an exceptional approach to History in that survival was an exception in the Jewish experience of the so-called "Final Solution."

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www.jewishhistorymuseum.org



Young adults gather at Moishe House for a Tu B'Shvat Wine Tasting event to celebrate the birth of trees in the new season.

Moishe House fills gap with activities for young adults

By Melissa Hirsch

For college graduates, there is often a gripping “what now” moment the minute the ink on their diploma is dry. The endless possibilities lying ahead can be dizzying but also fraught with endless questions regarding careers, networking and housing. For Jewish graduates, there can be additional soul-searching thoughts to ponder: “How do I keep my connection to Jewish life and learning? How do I make new Jewish friends who share my values?”

Many graduates find themselves gravitating to a dynamic organization that targets young professionals poised to take the first leap into the professional world – Moishe House. This nonprofit international organization has a unique model dedicated to enriching the lives of post-college Jewish youth. Launched in June 2013, MH puts a strong emphasis on both fun and religious life; its four overarching themes are social, cultural, religious and repairing the world (tikkun olam). The Moishe House in North Scottsdale is one of 61 houses worldwide that provides subsidized housing for residents and a programming budget based on the number of young-adult events planned each month. Scottsdale MH leaders Avi Wolf, Blaine Light, Jonny Basha and Adam Bobrusin collaborate with an eight-member board to create 10 “across the spectrum” events each month.

“I am so amazed at how eclectic our members are,” says Avi. “They have such diverse backgrounds religiously, geographically

and spiritually. By hosting such a unique group, we are all able to grow and learn from one another. I am honored and proud we are able to host such a special crowd and build this strong young Jewish professional community together. A unique feature of our organization is that we charge no dues, and members can come to as ... many events as they want.”

Events that build camaraderie and illuminate Jewish values and traditions include Shabbat dinners, social gatherings, ski trips, learning retreats, holiday and religious events, Talmudic study, wine tasting, sporting events, religious forums and women’s empowerment events. News spreads through the young Jewish community via the MH Facebook page, word of mouth, newsletter and website. The house itself is the hub of activities. Replete with a swimming pool, basketball courts, playground, games and ping pong tables, it’s the perfect place to forge long-lasting friendships while playing hard and working hard.

“Moishe House fills a gap between college and family life,” says Adam. “There is a real need for an organization like ours.”

While in high school young people typically have a myriad of opportunities in organizations such as the JCC, BBYO, USY (United Synagogue Youth) and other teen groups. Colleges have Hillel and Jewish Student Unions, and many students take free Birthright trips to Israel (available until age 26), notes Adam. “But a lot of graduates ‘fall off a cliff’ afterward. We bring them back on track and give opportunities and introductions – things that strengthen the community,” he adds.

Moishe House: moishehouse.org/houses/phoenix | moishehousephoenix@gmail.com

Started on a whim, the first Moishe House became a “eureka flash” practically overnight in 2006. CEO and founder David Cygielman relates how a suggestion became the catalyst for the original MH concept. “I had some Jewish friends who were college graduates and lived together in a house. One day I asked them what it would look like if their home was something more than for just eating and sleeping. They decided to have a Shabbat dinner and invite some friends – 73 people showed up. It was really eye opening to see the demand. From there, the concept totally caught fire. Moishe House is now the largest organization in the world serving young Jewish adults after college, with tens of thousands of participants each year.”

The Scottsdale MH emulates the successful track record of the original house and others that have blossomed all around the country. Members and the board point with pride to the fact they won the “Moishe House of the Month” award last November. MH leaders and board members are also eager to tout the 1,800-square-foot sukkah they built last year, which housed a dinner party for more than 100 people. According to the leaders, it was the largest sukkah in Arizona, fully decorated with a wide variety of colorful objects found in nature.

The Sukkot dinner is just one of the many enticing and friendship-building events held at MH. Member Taryn Lachter shared her reasons for involvement with the organization. “I love being a part of MH because of the feeling of family as soon as I walk in the door. It doesn’t matter who you are, where you came from or who you know, you’re welcome in the Moishe House. We’re creating a true Jewish community here, and it’s a beautiful thing,” she says.



Residents of Arizona’s Moishe House (from left) Avi Wolf, Jonny Basha, Blaine Light and Adam Dobrusin show off the huge menorah they made for Hanukkah last year.

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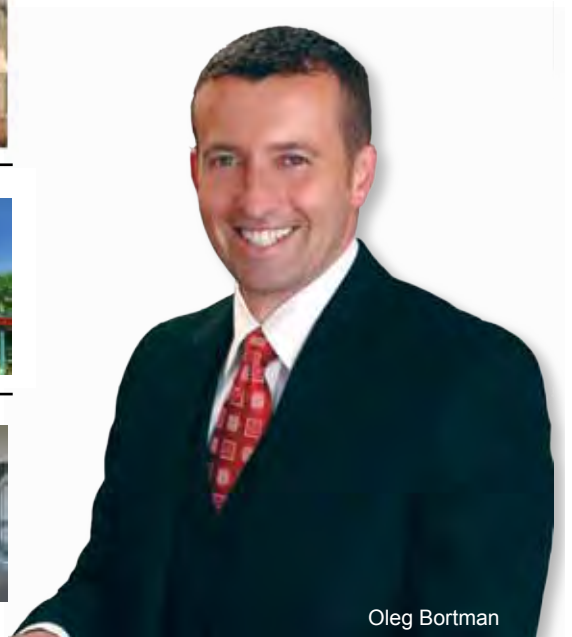
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Looking for Love

Do You Conceal or Reveal?

By Ellen Gerst

Upon meeting new people, or on an initial date, do you speak to *conceal* or to *reveal*? When deciding how you'll proceed, remember there is a big difference between concealing who you are and how you approach life and withholding every exhaustive detail of your life to protect your personal safety. If an emotionally intimate bond is forged, there will be plenty of time to reveal the facts of your life.

Generally speaking, if you instinctively feel comfortable with a person, I advocate for the open book technique. This can save you an enormous amount of time, for it avoids game playing and helps to weed out those with whom you don't have a meeting of the minds. To me, it seems like too much work to feign to be someone you're not – and to worry about saying only what you think your date wants to hear in the hope that he/she will like you.

If you're concealing, here's a question to ask yourself: "How can I expect my date to respond to me authentically, if I don't present my authentic self to him/her?" Thus, if you "pretend" to be someone other than your true self, and this false persona is liked by another, you should have reservations about the validity of the budding relationship.

This dilemma seems to be part of the dance of dating, especially for Internet dating, which is a venue where you're essentially meeting strangers. This makes it very easy to conceal your true nature, at least at the outset. I believe that it is possible to strike an appropriate balance between revealing all and concealing pertinent facts by tempering your honesty and disclosures with kindness and a genuine interest in discovering more about your date.

One of the most exciting parts of the dating process is the deliciousness of unraveling the mystery of a prospective partner. Why not consider each person you meet as a gift and treat him or her accordingly? For example, compare this situation to how children approach the mounds of presents they receive at a celebratory event. With curiosity and bated breath, they might shake each one, turn the box over, lift it up to determine the weight, and stand back and admire the shiny packaging. As much as they harbor a desire to rip open the goodies, they must wait for the appropriate time to do so. The anticipation, the dreaming of the possibilities – these simply add to the excitement of the moment when the gift is finally unwrapped.

Extrapolating this to dating, during the get-to-know-you phase, why not try reveling in the unknowns of each other's story? It will make you want to come back to hear the next chapter! This is the true magic of chemistry. It ignites a need to know more about someone you find fascinating.

QUESTION AND ANSWER

I'm not having much success with my dating endeavors. If you could tell me one thing that could help me the most, what would it be?

You may be surprised by my simplistic answer, for I believe wearing a smile on your face will exponentially increase your dating success. If dating is all about connecting with others, then the word SMILE is even an acronym for that activity: So Many Interactions Linking Everyone. In fact, a smile is the light in the window of your face that tells people you're at home and to come on in.

Dumbledore, the headmaster of Hogwarts, tells Harry Potter that he doesn't need a cloak to be invisible. He's 100% correct; you don't need any magic to "disappear" into the sea of humanity. It's simple; if you walk through life with your head down and a sour look on your face, no one will notice you. Furthermore, they might consciously avoid you because they're afraid to get caught under the dark cloud that surrounds you. Smiling will make you visible to others. You will radiate sunshine, which draws people to you because they want to bask in the warmth you're exuding.

Three additional benefits may be derived from adopting a smiley demeanor:

- You will appear to be more attractive than a person who wears a dour expression.
- Smiling at others, and having them smile back at you, feels good. Simply put, isn't "feeling good" versus "feeling bad" a more desirable state of mind?
- Think about the old adage, "You can catch more flies with honey than with vinegar." The same can be said of wearing a smile versus a frown.

To that point, here's a fun exercise for you to try. Put a mirror next to your phone. The next time you're talking to a prospective date, check the mirror to make sure you're smiling. The person on the other end of the line will be able to detect it and will react in a more responsive manner.

In conclusion, consider the idea that by wearing a smiling countenance versus harboring a sad sack demeanor, you have the ability to light up the lives of those with whom you come in contact. In essence, by smiling at the world, you bestow a gift upon it. However, don't only smile for others; smile for yourself because it can lighten your own mood and subsequently ignite feelings of hope and positivity.

Ellen Gerst is a relationship coach, author and workshop leader. Visit LNGerst.com. To ask Ellen a question to be answered in a future column, email her at LNGerst@LNGerst.com.





Handwritten note nice way to ease back into dating world

A Nosh of Jewish Wisdom: Love is the best success.

Dear Helen:

I met someone I like at a dinner party of a mutual friend. I'm mid-50s, employed, a decent-looking nice guy with varied interests. But I'm not yet divorced, and I am 15 years older than she is, though our mutual friend says that shouldn't be a problem. She told me Sarah is recently divorced and not yet ready for a steady. Should I risk getting shot down and ask her out? How can I let her know I'm interested without putting her on the spot? I'd like her to say yes, but if she says no, I still want invitations to the friend's house. It's been 30 years since I've dated, so I'm kinda rusty.

Would-Be Suitor

Dear Suitor:

Few things inflate one's ego more quickly than knowing someone is interested. That's especially true if the would-be suitor is decent looking, employed and nice. But it's equally true that turning someone down can be awkward and stressful.

Ask your mutual friend for Sarah's address. Then send a friendly note that says roughly, I enjoyed meeting you. I'd like to connect again one on one for an activity you think might be interesting to do together. My range includes going out for food, a movie, going for a hike or a concert, or taking dance lessons. Here's my contact info. Please let me know if any of this sounds like fun. By giving her time to think about if and how she'd like to begin knowing you better, you'll demonstrate your nice-guy-ness. By including dance lessons in the range, you're demonstrating interest in something more intimate than a hike, but not in a sleazy way. A handwritten note is more personal, but email is more modern and faster, assuming you don't land in her spam bin.

One cautionary P.S. – Don't say anything you wouldn't want your mutual friend to read. Your notes and any possible future romance is very likely going to be shared by the gal pals.

Dear Helen:

I just moved my winter clothes to the back of the closet and got out my spring and summer duds. I cried after I tried on my favorites from last year. I don't want to buy a larger size

but going naked is not an option. I need to lose 20-30 pounds. Note: That same sentence with 10-20 has been true of my life and body for almost as many years as pounds. I'm what we used to call politely "zaftig," which in my fractured Yiddish memory banks means something like juicy. I don't expect to ever be skinny again. But I would like to be a size smaller, to wear the nice clothes I already own and to be able to walk in a 5-mile race this summer with my friends.

Hellppp!!!!

Dear Help:

You're describing a long-run problem, so don't embrace the false promises of a mythical short-run solution. Many diets promise lots of quick weight loss, but there's only one healthy way to take and keep it off: Eat less. Move more. Start with those and you'll be your slimmer self again soon enough. My mother would always tell me, "I'll pay for Weight Watchers." I wish she were around now so I could say "Thanks." You don't have to join a specific organization, follow a specific food program or even join a gym. But studies show that tracking what you eat will help you make better choices. Ditto moving and sweating.

Find a buddy who is sincere about teaming up with you. Not just a kvetch-and-do-nothing buddy, but someone with similar needs and goals, preferably motivated to exercise with you or connect regularly on progress. Ask if your health plan offers weight-loss coaching. Find a few outfits to tide you over for a month or two. Even a few pounds lost will help your old clothes to fit. Set reasonable goals, and see how achieving them inspires you to make real and lasting progress. Reward yourself with things other than food.

A resident of Eugene since 1981, Helen is a member of Temple Beth Israel, where she studies and speaks on Torah. She claims to have black belts in schmoozing, problem solving and chutzpah. She's a writer and an artist (kabbalahglass.com). Please email your questions to helen@yourjewishfairygoddmother.com and subscribe to the blog at kabbalahglass.com/blog



SOUNDBITES

If you could get paid for doing what you love, what would it be?



Sara Leopold

Scottsdale

"If I had it to do over, I would have been an English literature professor – and lead book clubs on the side."

Sue Adatto

Or Chadash

Scottsdale

"I'd be an effective political lobbyist."



David L. Graizbord

Associate Professor

Arizona Center for Judaic Studies

University of Arizona, Tucson

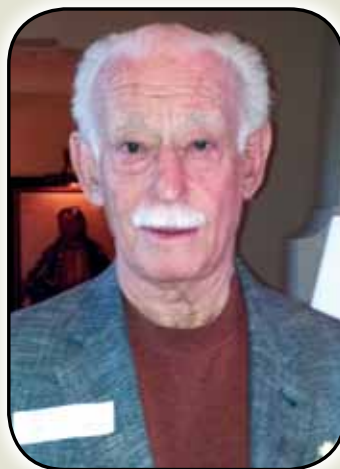
"I'm already doing it! Reading, writing and teaching Jewish history."



Mark Itkowitz

Scottsdale

"I wish I was talented enough to score sound tracks for motion pictures."



Janie Kuznitzky

Cave Creek

Temple Chai

"My dream job would be to plan and execute other people's happy events and create beautiful and meaningful décor."



Jay Goodfarb

Congregation Beth Israel

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"I'd love to be a food critic for a publication. I love to eat good food."

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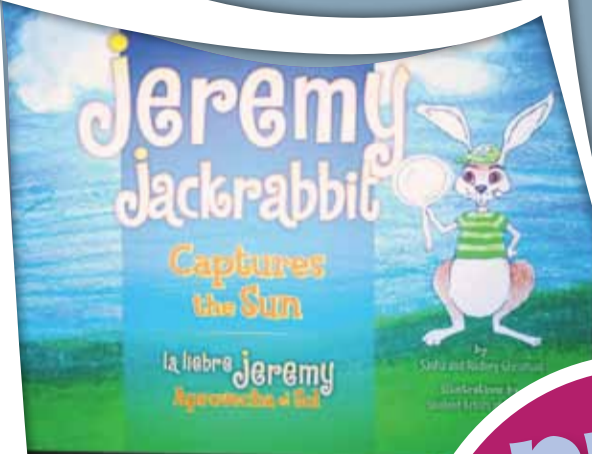
Where do you take out-of-town visitors?

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J Kids

& Teens too

A child friendly resource for parents



Rodney and Sasha Glassman, authors of the Jeremy Jackrabbit series, take the stage with Phoenix Councilwomen Laura Pastor and Kate Gallego, and Bob Fox and his owl from Wild At Heart riparian rescue program to introduce *Jeremy Jackrabbit Captures the Sun*. More than 300 student artists and their families attended the April 12 book launch in the IMAX theater at the Arizona Science Center.

Though the Glassmans write the Jeremy Jackrabbit books, the books are illustrated by Arizona students in kindergarten through eighth grade. More than 52,000 free copies of the third book in the Jeremy Jackrabbit series of kid-friendly environmental books will be distributed across Arizona to kindergartners this spring.

Photos by Jay Mann, director for communications and marketing for the Madison School District

NEW
Jeremy Jackrabbit
release

The Glassmans sign copies of the new release.

Third grade artist Savannah Nordvold signs her artwork at the book launch.



From Brisket to BookPALS

By Leni Reiss

Her degree in anthropology from the prestigious University of California at Berkeley didn't exactly prepare Ellen Dean for her ultimate professional path: from first running Miracle Mile, the popular Valley delicatessen founded by her father, Jack Grodzinsky, to serving as Arizona coordinator of BookPALS, a program in which performing artists and trained volunteers read to children in public schools. It operates under the umbrella of the Screen Actors Guild Foundation based in Los Angeles.

So how did she come to segue from latkes to literature, from brisket to BookPALS? Ellen and her husband, Craig, bought the deli at Park Central from her father in the early 1980s.

"I grew up in the business, but it was a real learning experience for Craig, who came from a Midwestern farming family," she says. "But he was a quick study, learned a new language, 'Deli Yiddish,' and was slicing pastrami before long."

She recalls that during its heyday at the Park Central location, lines literally were out the door as customers waited to place their orders. "We typically could serve around 1,000 lunches on a weekday," Ellen says of that flagship deli. Nowadays Miracle Mile's two delis are on Camelback and in Scottsdale.

She never thought she would join the family business, but wound up eating her words. And her family ended up eating her deli cuisine. "I brought food home most of the time," she says, noting it was a definite plus not to have to do too much cooking.

The deli meals delighted the two now-grown Dean children, Jonathan, a professional golfer, and Molly, a psychotherapist.

Now the Miracle Mile Delis are owned by Ellen's sister and brother-in-law, Jill and George Garcia.

Both Jill and Ellen's husband Craig are BookPALS. Craig is a community activist and serves as president of Sunnyslope Kiwanis.

Nedda Shafir, a family friend and educational consultant, had told Ellen about BookPALS, suggesting it to her as a great part-time volunteer outlet. Ellen researched the project and says, "It spoke to my heart." She was named the paid coordinator for Arizona in 1998, which became a full-time responsibility when she and Craig sold their deli after 26 years.

Originally Arizona BookPALS operated primarily in the Valley, but in 2008 Tucson BookPALS launched.

We are always looking for performing artists to fill our ranks since BookPALS is a program of the Screen Actors Guild Foundation. It's a wonderful way for actors to give back to their community!"

—Ellen Dean

BookPALS: 602-750-2923 | edean@bookpals.net | bookpals.net

"We do have nine Tucson schools currently participating in the program," says Ellen. "We are always looking for performing artists to fill our ranks since BookPALS is a program of the Screen Actors Guild Foundation. It's a wonderful way for actors to give back to their community!"

BookPALS (Performing Artists for Literacy in Schools) was founded in 1993 by Barbara Bain, the actress who was one of the stars of television's "Mission Impossible." Volunteers were, and still are, professional performing artists, who, along with community volunteers, donate their time and talents on a weekly basis to read aloud to children in public primary schools.

On a national level, the program reaches more than 100,000 children a week in locations including Los Angeles, San Francisco, New York, Florida and New England. Volunteers have the opportunity to participate in special events such as

Read Across America and additional literacy events in schools, libraries and bookstores.

Ellen says her job is to recruit, train and support local volunteers. Performing artists and theater students are the primary source, but they are joined by community volunteers, most of whom are teachers, retirees, grandparents and educators who miss the classroom experience and like kids. She conducts training sessions, hosts end of the school year BookPALS luncheons, distributes donated

books for volunteers to give out in classrooms and supplies recommended reading lists for all grades. (Full disclosure: I am a BookPAL at Madison Heights Elementary School.)

Always on the lookout for new BookPALS, "People who, you should excuse the expression, are 'hams,' who can make a story come to life," Ellen finds that volunteers typically are nervous at first. "I tell them to call me when they get home, and they always are happy. The kids hug them, they get applause. They tell me it is the best time of their week, and they can't wait to go back to their classrooms."



Ellen Dean has been the coordinator for Arizona BookPALS since 1998.



Lois Lederman reads at Davidson Elementary School in Tucson on Tuesdays each week.



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Mother's Day

ANGST

By Debra Rich Gettleman

Ah, it's Mother's Day. The day when all of us hard working, perpetually stressed out moms deserve a little TLC. My Mother's Day usually starts with a delectable array of fresh berries, an egg white omelet, pink grapefruit slices and a specially prepared cappuccino that my 13- and 10-year-old sons, Levi and Eli, have managed to whip together over several hours, much arguing and complete kitchen chaos. Of course they'll "clean up" the mess their thoughtful gesture has created; unfortunately it won't be anywhere near my standards, and I'll end up spending an hour and a half scrubbing dried egg white off the burners and scraping caked-on grapefruit pulp off the granite countertops.

What is wrong with me? Why is my focus always on the negative? Hello? They made me breakfast. They still want to show me how much I mean to them. What faulty maternal gene makes me so worried about the mess in the kitchen that I can't even enjoy the overcooked omelet and coffee?

For years I've attributed this type of thinking to the "Nudelman negativity." That's the hereditary "glass is half empty" mentality inherited from my mom's side. We joke about it a lot. But the truth is, that kind of thought process is hard to erase. It's like it's programmed into one's DNA, and without some seriously heavy cognitive attention it simply doesn't go away.

My therapist likes to work in metaphors that are meaningful specifically to the patient she is seeing. For me, a lot of cinematic and stage metaphors come into our therapy sessions. "Where do you want to shine the spotlight in this story?" she might ask. Or "Where is the camera lens going to focus in this situation?" I find it slightly irritating when something as simple as this actually works to improve my attitude and make my life better. But it's about as effective a technique as I've ever tried.

When I keep the spotlight on the thoughtfulness of my boys' genuine desire to show me they love and appreciate me, the mess in the kitchen seems a lot less troublesome. When I abandon my petty cleanliness concerns, I can enjoy the few remaining delights of my kids' preadolescent years. No doubt I will soon be inundated with boys who think everything I do is idiotic, trivial and completely out of step with what's important to them. This breakfast-in-bed moment, with two nearly grown boys, a loving husband, food trays, plates of fruit, coffee mugs and two large dogs all crammed into the bed, is one of the special moments of life that may not stick with me as time goes on. And time always goes on.



That's the sad part. In some ways I want to hold onto this moment so tightly because I'm all too aware of how fleeting it really is. I still remember my first Mother's Day. My husband stayed up all night filling the entire house with helium balloons and Happy Mother's Day signs. Of course after I cried with joy at the sight and the love that went into creating it, I panicked that our 8-month-old baby might mouth one of the balloons and end up choking himself to death. There it was again, the Nudelman negativity. It just doesn't quit. After I made him pop every last balloon and rid the house of all remaining latex scraps, I felt a lot safer – and a lot less special.

On the bright side, maybe that's what being a mother is all about. It's so easy to fault ourselves for everything. But maybe being the harbinger of all potential accidents and injuries is just what we're destined to be. After all, how do you keep your kids safe, your family functional and your house in some kind of order if you aren't always thinking three steps ahead and worrying about every tangential negative outcome. Maybe it's my job to be a maternal troubleshooter. Without my sniffing out each and every potential pitfall in life, maybe we would fall prey to any number of unexpected and unforeseen disasters.

Perhaps my hard-wired Nudelman negativity is really an innate, self-protective, "survival of the fittest" gene that enables my children to live safely, keeps my spouse loyal and protected, and maintains my house in a somewhat orderly manner that contributes to a sense of harmony within the family. Yup, that's the story I'm shining my spotlight upon. You see it differently, write your own story.



Debra Rich Gettleman is a mother and blogger based in the Phoenix area. For more of her work, visit unmotherlyinsights.com.

PINEWOOD DERBY

TEEN VOLUNTEERS



The 9th Annual J-Serve Day was held on March 30 with over 150 Valley teens participating. They joined with 10,000 Jewish teens from across the United States, Europe and Israel in a day of community service and improvement projects to mark this International Day of Jewish Youth Service. Locally BBYO hosted Phoenix J-Serve, and partnered with B'nai Tzedek, BJE, Congregation Or Chadash, JSU, NCSY, NFTY, Temple Chai, Temple Emanuel of Tempe, USY, and Valley of the Sun JCC. The teens participated in projects benefitting UMOM, Camp Swift, Ben's Bells, Phoenix Children's Hospital, Just 3 Things, and Ryan's House. Pictured from left are BBYO members who helped to welcome others to the event: Avery Polster, Elliot McVeigh, Arielle Atkinson, Adam Davidson, and Blair Davis. Photo courtesy of BBYO



Completing their first year as Scouts,

10-year-old twins Austin and Blake Raben participated in Cub Scout Pack 40's Pinewood Derby on March 19 in Scottsdale. Blake (left) earned 4th place in Pack 40 and Austin won 2nd place among the Webelos. They continued on to the District race and tied for 7th Place. The boys are in 4th grade at Pardes Jewish Day School. Proud parents are Jeff and Lisa Raben.



My Grandmother's Candlesticks: Lighting the way for others

Amy Hirshberg Lederman

I entered the classroom of 32 seventh graders at the worst time imaginable – seventh period on a Friday afternoon, the weekend before winter break. I knew the deck was stacked against me. I had been warned by the very enthusiastic teacher who asked me to read my short story as part of her unit on ethnic literature that this class was a “rowdy” group.

I came prepared with two grocery bags, one filled with boxes of donuts and soda and the other with my copy of *Chicken Soup for the Jewish Soul* and my grandmother's candlesticks. I knew one thing for certain: even if the students didn't understand my story, they would appreciate the Jewish tradition that learning should be a sweet experience. Munching on donuts while listening to me read would capture their stomachs, if not their hearts.

I scanned the overcrowded classroom: typical adolescents sporting pimples, nose rings, hair gel and Attitude. When the teacher introduced me as the local Tucson author who wrote a short story called “Grandmother's Candlesticks,” eyes rolled, chairs tilted back and notebooks opened in preparation for some serious doodling.

I would have given anything for my grandmother to be able to see what transpired in the classroom that day. For during a period of less than an hour, a multicultural group of boisterous teens came together in a rare moment of understanding, compassion and kinship.

How did the story about a pair of brass candlesticks secretly brought over from Russia in the lining of a coat capture the minds and hearts of children who had never heard of a pogrom or of the Jewish Sabbath? Why did the image of my aging grandmother struggling to remain central in the lives of her children touch their imaginations and their souls? And who would have imagined that as I read about my grandmother handing me the candlesticks with her blessing before she died, students would break down sobbing, remembering their own grandmothers, aunts, uncles and parents who had died too soon,

leaving them with too little.

When I finished reading, I passed the heavy brass candlesticks, covered in years of wax, up and down the rows of students. They seemed to feel the weight of tradition in their hands as they gently handed the candlesticks to one another. I asked if anyone wanted to share their feelings or ask me questions about what I wrote.

At first no one spoke. Then a pale-looking girl stood and walked to the front of the room, sniffing and wiping her nose with the back of her sleeve. She asked if she could read a poem she had written for her father, who had died in the hospital less than three months before. She had been carrying it around with her since he died, but had never read it to anyone. In a child's whisper, she spoke directly to her father in couplet form, without hesitation or fear. As she walked back to her seat, friends crowded around her hugging her small frame, handing her a Kleenex, offering her support.

Then a tough-looking young man who had scribbled throughout my reading stood up and told his story. He didn't have a grandmother or a grandfather, he said, or even a mother. They had all been killed by a drunk driver when he was 4. He wished he had something like the brass candlesticks, something they had shared together with old wax or fingerprints on it, because it was like having a piece of them with you forever.

As child after child told of a “tia,” “abuela” or “nana” with whom they had lived, loved and lost, the classroom became a sanctuary for years of unspoken grief. The bell rang, but no one wanted to leave.

I gathered my things, hugged a few of the students and said goodbye. I had almost reached my car when I heard someone call



How did the story about a pair of brass candlesticks secretly brought over from Russia in the lining of a coat capture the minds and hearts of children who had never heard of a pogrom or of the Jewish Sabbath?

how much it would mean to his daughter if she could visit her grandfather's grave to have the chance to tell him what was on her mind and in her heart.

He grunted, said he'd think about it and revved the engine, which was my signal that the conversation had ended. I felt bad, thinking that I hadn't helped the situation much and that Celeste would never have the closure she so desperately needed with her grandfather.

Weeks later I received a letter on notebook paper from Celeste. Tears filled my eyes when I read her words. Her father had taken her to Phoenix to visit her grandfather. She was lucky, she said, because now she could visit him whenever they went there. She had written me the letter so that I would have something permanent to keep by which to remember her. Not as nice as those candlesticks, she wrote, but something special just the same.

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.



my name.

Turning toward the voice, I stared into the face of Celeste, one of the students in the class who hadn't said a word.

"Would you please talk to my father?" she implored. "I really want to go to Phoenix ... to the cemetery to see my grandpa ... he died a while ago. I can't get there by myself. I have to go, but he won't take me."

Her words came out like choked staccato notes: short, sharp and pointed.

"Well, honey, I could call him if you want but ..."

"You don't have to," she interrupted, "he's sitting right over there in that pickup truck."

I slowly turned my head and saw a very big truck across the parking lot. I walked toward it and awkwardly looked into the face of a man I had never met and told him

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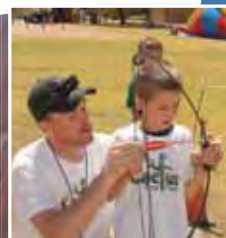
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480-836-CAMP(2267)



JKids

Tivnu builds on

Social Justice

U.S. gap year program allows teens to connect with tikkun olam

By Susan Jacobs

Last summer J-Build participants pose in front of a Habitat for Humanity home that they were working on. Tivnu partnered with the American Jewish Society for Service and Camp Tel Yehudah for this J-Build project.

Many Jewish youths seeking a gap year experience between high school and college head to Israel. Steve Eisenbach-Budner has no qualms about that – as a teen, he participated in a Young Judea program in Israel before the term “gap year” was even invented. Yet he recognizes that not every young adult has the desire to travel that far.

In response, the 50-year-old social activist has launched Tivnu: Building Justice, a comprehensive Jewish gap year experience based in Portland, OR. He is recruiting students ages 17-20 for the nine-month program, which begins Aug. 26.

Tivnu (Hebrew for build) participants will work on construction sites with representatives from Habitat for Humanity, creating affordable housing structures in greater Portland. When they put down their hammers and saws, they will study social justice issues – learning what Jewish tradition has to say about poverty, charity, communal obligation and collective responsibility.

Guided by professional educators and guest speakers, students will examine rabbinic texts, Yiddish poetry, modern American-Jewish literature and film – looking at food, housing and health care issues through a Jewish lens. In addition, they will volunteer at local nonprofits, working with people currently experiencing homelessness.

“A big piece of the program is learning tangible life skills, such as budgeting, cooking and working communally as a group,” Eisenbach-Budner says. In addition, he promises ample time for group camping, hiking, rafting and exploration of the beautiful Pacific Northwest.

To date, six young adults are registered for the pluralistic program, with many more considering it. He hopes to attract 15 to 20. Eisenbach-Budner wants a broad spectrum of the Jewish community to participate. In an effort to facilitate this, the food will be kosher, and the program will be Shabbat observant.

The cost is \$26,000, which includes full room and board. Tivnu has done private fund-raising and has received a significant matching grant from the Jewish Social Change Matching Fund. Much of the money will go toward financial aid and scholarships.

For Eisenbach-Budner, founding a nonprofit like Tivnu represents a culmination of his life work. A native New Yorker, he grew up in a middle class housing project cooperative, originally built for garment workers. He describes it as “a super-charged political atmosphere, populated by Jewish anarchists, democratic socialists, unionists, communists and members of the Workmen’s Circle.”

In his early years at the coop, he learned about civic engagement and Jewish values, all while gaining a respect for physical labor. “It gave me firsthand experience in knowing how important affordable housing is to a family. I didn’t realize what a special place it was until after I left,” Eisenbach-Budner says.

After college, Eisenbach-Budner moved to Israel, where he did construction work alongside Palestinian laborers. When he returned to the States, he worked as a carpenter in Boston while his wife, Deborah, pursued graduate work in Jewish education and Judaic studies at Brandeis University. A dozen years ago,

the couple relocated to Portland, his wife’s hometown. “I had worked as a carpenter and contractor for 15 years. I did nice kitchens for people who had nice houses. It was all fine, but it wasn’t answering my soul’s purpose,” Eisenbach-Budner says.

He began volunteering with Portland YouthBuilders, a nonprofit alternative high school/job training program for at-risk youth. This turned into a decade-long, paid position that changed the course of his life.

“I trained young people how to build houses, and also taught them soft skills such as how to get along with your boss and the importance of showing up to a job site on time. It was very inspiring, and I felt like I was doing something useful,” Eisenbach-Budner says.

“But around five years ago, I decided that I wanted to wrap in the Jewish and social justice piece in a more direct way. I gave some workshops and then ran a weeklong program. Then I got the idea of a Jewish gap year program in the U.S.,” he says. In September 2012, Eisenbach-Budner received a \$100,000 fellowship from the Joshua Venture Group, which funds Jewish start-ups. He left his job at YouthBuilders to focus on Tivnu.

Tivnu partnered with Camp Tel Yehudah and the American Jewish Society for Service to offer two Jewish-based, service learning programs for high schoolers in the summer of 2013. He is repeating that in 2014, this time working in partnership with USY and the Reform movement. Summer programs cost \$2,600 and accommodate 20 to 30 teens per session.

Tivnu Community Outreach Coordinator Marissa Block stresses that youths don’t need to know about construction in order to participate.

“They will teach you,” says Block, 28, who is pursuing a master’s degree in Leadership for Sustainability Education at Portland State University. She is a dedicated volunteer at Tivnu.

Block, who holds an undergraduate degree from Skidmore College, did a gap year program in Israel at age 25.

“Through Eco-Israel, I spent five months living and working on a mostly sustainable, educational farm that has compost toilets and solar ovens and showers. It was a transformative experience. But a crucial piece that was missing was social justice. My understanding of sustainability has expanded to include spirituality and social justice. This is addressed in Tivnu,” Block says.

For more about Tivnu: Building Justice, visit tivnu.org.

“A big piece of the program is learning tangible life skills, such as budgeting, cooking and working communally as a group.”

—Steve Eisenbach-Budner



Tivnu Community Outreach Coordinator Marissa Block

Susan Jacobs is on the staff of the Jewish Journal MA. This story originally appeared in the Jewish Journal MA and is reprinted with permission.



jKids

Kids & Teen EVENTS MAY



Recurring Children's Programs

Congregation Or Chadash of the Northeast Valley: Young Family Shabbat. *Third Friday at 5:45 pm. Geared to families with kids up to age 6. Lots of ruach, stories, singing and pizza!* 9096 E Bahia Dr., #106, Scottsdale, 480-342-8858, congregationorchadash.org

East Valley JCC Story Time. Mondays at 3 pm. Stories, songs and learning for children 3 and up. EVJCC, 908 N Alma School Road, Chandler, 480-897-0588, evjcc.org

East Valley JCC Parents Night Out. One Saturday evening each month (call for date), 6-11 pm. For infants through 8th grade. \$24 for the first child and \$12 for each additional child. East Valley JCC, 908 N Alma School Road, Chandler. 480-897-0588 or contact pam@evjcc.org, evjcc.org

Tot Shabbat

Generally for infants through 5 years – check with congregation. Parents or caregivers required to attend. Free. Include stories, singing and prayer, with challah and juice following.

Congregation Anshei Israel. First Fridays at 5:45 pm, optional dinner at 6:15. Reservations required for dinner only, \$25 per family, due the prior Monday. Also, K'Ton Time, third Saturdays at 10:30 am. Geared to families with kids ages 1 to 6, but everyone is welcome! 5550 E 5th St. in Tucson. Contact Kim at 520-745-5550 or edasst@caiaz.org

Congregation Beth Israel. One Friday/month at 5:30 pm; call for date. 10460 N 56th St., Scottsdale. Reservations required, call Chanan Preschool: 480-951-3398, cbiaz.org

Congregation Chaverim: Tot to Ten Shabbat. First Friday of most months, 5901 E 2nd St., Tucson, 520-320-1015, chaverim.net

Congregation Or Chadash of the Northeast Valley. Second Friday of each month, 10-11 am, 9096 E Bahia Dr., #106, Scottsdale. 480-342-8858, congregationorchadash.org

Congregation Or Chadash-Tucson. Second Friday, September-May. 3939 N Alvernon Way, Tucson, 520-512-8500, orchadash-tucson.org

The New Shul: Munchkin Minyan. Every other Shabbat morning, 11-11:30 am. 7825 E Paradise Lane, Scottsdale. Call 480-515-2272 for dates; thenewshul.org

Infant/Toddler Programs

Congregation Anshei Israel. Parent-tot class every Tuesday, 9-11 am. For children 9 to 24 months and their parents. No RSVP. 5550 E 5th St. in Tucson. edasst@caiaz.org, caiaz.org

Congregation Beth Israel. Weekly Shabbat club for infants to 2½ years old. 480-951-3398, cbiaz.org
East Valley JCC. Play group Fridays, 9:30-11am. Afterward join preschool for Kabbalat Shabbat, EVJCC, 908 N Alma School Road, ^o

MIMKids in May-Featuring Asia

Musical Instrument Museum, 4725 E Mayo Blvd, Phoenix
Contact Katherine Palmer at programs@MIM.org or 480-245-6962

with any questions. Space is limited; reservations are required. \$12 per class, or 4 for \$40.

Mini Music-Makers Series

Wednesdays: May 7, 14, 21

Saturdays: May 3, 10, 17, 24

9:30-10 am for children ages 0-18 months

10:15-10:50 am for children 18 months-3 years

11-11:45 am for children ages 3-5

Mini Music-Makers Series

Thursdays, May 1, 8, 15, 22

11-11:45 am for children 12 months-4 years

MIMkids Musical Adventures Series

Saturdays, May 3, 10, 17, 24

1:30-2:30 p.m. for children ages 6-10

Experience Polynesia:

May 31, 9 am-5 pm and June 1, 10 am-5 pm

Tickets: Included with paid museum admission; free for Circle of Friends donors.

Celebrate Pacific Island music and culture with music, dancing, hands-on activities, face painting and photo booth. Culminates with The Sandwich Isle Ukulele Band: Ukulele Jam Session at 3 pm each day. Bring your uke and join in the fun.



**Coming Up
for summer**

Kyrene School District programs – fees vary

480- 541-1500 – kyrene.org/communityed

Summer Academy offers fun classes including STEM Squad, Creative Writing, Flag Football, Guitar & Screen Writing Grades K-8, Session 1: June 2-26. Grades K-5 Session 2: June 30-July 17 (Colina Only). Monday-Thursday.

Kids' Club offers fun, enriching clubs & other choices including field trips, on-site events, play based learning centers, cooperative games, art, sports and science activities. Grades K-5 plus 3- and 4-year-olds at the Colina and Paloma sites. May 27- July 25. Monday-Friday.

New-Adventure Tours. Mondays feature an on-site event like Minute to Win It Challenges, Obstacle Courses and Computer Lab projects. Tuesdays through Fridays kids take the bus for destinations such as MIM, Mystery Castle, Butterfly Wonderland, Tonto Natural Bridge, Main Event Entertainment! Grades 3-6. May 27-July 25. Monday-Friday.

After Hours Summer Camp is full of friends, fun and field trips! Each week includes two or three field trips to exciting destinations. Grades 6-8. May 27-July 25. Monday-Friday.

Through May 4

Romeo and Juliet plays at Greasepaint Youtheatre in a modern setting with a cast of children and teens, 7020 E 2nd St in Scottsdale, Friday and Saturday at 7 pm, Sunday at 2 pm, \$12-15, 480-949-7529, greasepaint.org

May 19

East Valley JCC pre-camp summer program is May 19-23: First week of "official camp" is May 27-30, with the theme: The J's got Talent! Continues through end of July. 908 N Alma School Road in Chandler, 480-897-0588, evjcc.org

May 22

Tucson JCC summer camp begins with a 2-day pre-camp session on May 22 and 23, and continues through the first week in August on a weekly theme-basis. 3800 E River Road in Tucson, 520-299-3000, ext. 192, tucsonjcc.org

May 27

Valley of the Sun JCC summer camps begin at 12701 N Scottsdale Road and runs through July. New this year, a one-week special needs camp for ages 5-13 May 26-30, 480-483-7121, vosjcc.org



1 SIGNING THE BOOK OF LIFE — The Jewish Community Foundation of Greater Phoenix welcomed 11 new signers to their Endowment Book of Life during a March 23 ceremony at a dessert reception at the Ina Levine Jewish Community Campus in Scottsdale. Those signing their names, pledging a permanent gift to the Foundation, were Paula and Stuart Biliack, Randi and Alan Jablin, Prina Levine and Alan Gold, Mary and David Tessler and Constance Wolf, in addition to an anonymous couple. Speaker at the event was the esteemed Gerda Weissman Klein, humanitarian, author, Holocaust survivor and Presidential Medal of Freedom recipient, who spoke of her hopes for the future. Nancy Moffitt and Julie Landau Shahon were co-chairs of this year's event which was sponsored by Flader Wealth Consulting Group and Weiner Insurance. Photos by Mark Gluckman



2 ATHEISM AND BELIEF — A panel discussion on Atheism, Agnosticism and Perfect Belief: The Parameters of Jewish Conceptions of G-d was held on March 26 in Scottsdale at Congregation Beth Tefillah with an eclectic panel that included (from left) Jeffrey Schnesol, Rabbi Mari Chernow, Rabbi Dr. Shmuly Yanklowitz, Joel Gereboff and Rabbi Pinchas Allouche.



3 ACTOR COLUMNIST — Debra Rich-Gettleman, (right) family life columnist for Arizona Jewish Life, shares a moment with Maureen Dias in "And Miss Reardon Drinks a Little," produced by Theatre Artists Studio in April. Debra is a member of Actors Equity, the actors' professional union, and performs across the Valley as well as in commercial film projects. Theatre Artists Studio (602-765-0120, thestudiophx.org) is an intimate 100-seat theatre near Tatum and Cactus in Scottsdale with year-round theater programming. Coming in May are two musicals: Words for Music: Hart to Heart, which explores the music of Lorenz Hart, May 9-18; and An Old Fashioned Love Song, the music of Paul Williams May 22-June 1. Photo by Mark Gluckman



4 AUTHORS IN TUCSON — Tucson Chapter/Brandeis National Committee celebrated its 18th Annual Book & Author events March 12 and 13, with the appearance of four award-winning authors —Pulitzer Prize winner Philip Caputo (pictured with Catalina Foothills High School students at the luncheon), Agatha Award winner Jacqueline Winspear (pictured), Edgar Award winner Thomas Perry, and National Book Award Finalist Tom McNeal. A Soiree dinner at Skyline Country Club began the festivities honoring the authors. The Tucson Boys Jazz Band provided lively toe-tapping entertainment. The Book & Author Luncheon the following day was highlighted by book sales and autograph signing. The two-day event was a fundraiser for Brandeis University's neurological research program, "Sustaining the Mind."



5 THEATER EXPANSION – Phoenix Theatre was proud to have revealed the most significant expansion of an arts facility in the Southwest this past season. The expansion included the addition of a black box theatre, soaring atrium lobby, and a brand new full service bar. Pictured are Ira and Cheryl Gaines in front of the Ira J. Gaines and Cheryl J. Hintzen-Gaines Grand Staircase leading to additional rehearsal and meeting space as well as a VIP Donor Lounge. Cheryl and Ira have been patrons and supporters for years and Ira is a former board member of Phoenix Theatre. Most of the expansion was funded through City of Phoenix Bonds, but there are still naming opportunities available. Phoenix Theatre, located at 100 E McDowell near downtown Phoenix, has recently announced its 2014-15 season. Visit phoenixtheatre.com



6 TREATY AGAINST GENOCIDE – More than 50 people gathered March 25 at the Cutler-Plotkin Jewish Heritage Center in downtown Phoenix to hear a reading of the play “If the Whole Body Dies: Raphael Lemkin and the Treaty Against Genocide,” written by Robert Skloot, professor emeritus of theatre and drama and Jewish studies at the University of Wisconsin-Madison. Dr. Skloot (left) reunites with Frank Jacobson, vice president of marketing and development for Jewish Family and Children’s Services, who was one of Dr. Skloot’s students at the U of W-Madison from 1968 to 1970. The program was presented by the Arizona State University Center for Jewish Studies and The Herberger Institute for Design and the Arts: School of Film, Dance and Theatre. Joining Dr. Skloot in the cast were five ASU theater students.



7 JEWISH LATINO SEDER – Rabbi Maynard Bell, center, receives an appreciation award for his advocacy, support and participation in the Latino-Jewish Seder for the last 10 years. He is flanked by, American Jewish Committee Phoenix Chapter President Tim Eckstein, left, and Valle del Sol President and CEO Kurt Sheppard, right. Seated (from left) are a representative from the Hispanic Leadership Institute; Mary Rose Wilcox, who recently resigned from her Maricopa County Board of Supervisors post to run for U.S. Congress; and JoEllen Lynn, community and public affairs director for Fry’s Food Stores and a member of the board of Valle del Sol. The Jewish-Latino seder was hosted by the American Jewish Committee and Valle del Sol. Held for the fourth year at the Cutler-Plotkin Jewish Heritage Center in Phoenix on April 10, it brought together nearly 150 participants from both the Jewish and Latino communities. This year the seder was led by Rabbi Dean Shapiro of Temple Emanuel in Tempe.



8 MY BUDDY – Sharing a nosh at the post-performance party of “My Buddy” on March 8 in Tucson at Shlomo & Vito’s Deli are Mel Greenberg (owner of Shlomo & Vito’s), Sandy Hackett, Susan Claassen, artistic director of Invisible Theatre, Lisa Dawn Miller (director of “My Buddy”) and Sandy Kahn Del Casale. The show, a tribute to the iconic comic Buddy Hackett, was performed twice as a fundraiser at the Berger Performing Arts Center by his son Sandy, with proceeds going to Invisible Theatre. Suz Claassen reports, “Sandy was a dream to work with and the event exceeded our expectations both artistically and financially!”



9 PARDES GALA – The Pardes Gala held March 30 at the Phoenix Art Museum drew more than 250 guests for a private

viewing of the museum's premier exhibit, "Hollywood Costume." From left are Gala Co-Chair Dahlia Maskin, Head of School Jill Kessler and Gala Chair Suzy Berkowitz. Tobee Waxenberg (center) was honored for her 20 years of dedication to Pardes; She is flanked by four Pardes alumni from the class of 2010 (from left) Sarah Wax, Assistant Head of School for Student Life Leah Kaplan, Alex Meilech and Jenny Swift. The event raised more than \$100,000.



9

10 BBYO GENERATIONS – More than 150 people came to honor Tina and Irwin Sheinbein at the Celebrate BBYO 2014 brunch held at the Valley of the Sun JCC on March 23. The Sheinbeins were BBYO Sweethearts and Tina served as regional director 1988-92. Both acknowledged the tremendous influence BBYO had on their lives and the life-building skills they gained. Attendees included Alison Feinberg, Jennifer Schwarz, Michelle Caplan and Toby Fox; Jennifer is a former BBYO advisor and the other three were all active members of the organization in the Valley in the early 1990s. Current Kiviat BBYO members Arielle Atkinson and Blair Davis are flanked by their moms, Simone Atkinson (far left) and Dawn Lamberg (far right.) Photos by Janet Arnold



10



11

11 SNOWBIRD SHABBAT – Michigan natives who live here now or have second homes in the Valley of the Sun attended Shabbat services Friday evening, March 21, led by Rabbi Paul Yedwab and Cantor Neil Michaels of Temple Israel in West Bloomfield, MI. Transplanted Michiganders and friends who filled the sanctuary to near capacity for the annual reunion heard Rabbi Yedwab note that just about "everything good that happens in the Bible happens in the desert." Sharing Shabbat in Phoenix, he said, was especially wonderful after awful winter weather at home. He got a big laugh when he referred to Detroit as Motown, and suggested it had been named for Moses, our forefather. Pictured are (from left) Gary Levitt, Rabbi Paul Yedwab and Jimmy Gottfurcht; and Richard and Carol Monash, Susie and Harold Gayer. Photos by Leni Reiss



12



12 PURIM – Beth Tefillah's Purim event with the Council for Jews with Special Needs included hamantashen baking, Mishloach Manot basket decorating and costumes such as Mordechai and Queen Esther.

13 100th BIRTHDAY – Phoenix Holocaust survivor Henry Sontag, celebrates his 100th birthday with his wife, Lisette, at the March Cafe Europa at Beth El on March 23, two days before his birthday.

13



BJE class series begins

A new session of Tuesday classes begins at the Bureau of Jewish Education in Scottsdale on May 6. The Jewish Life and Learning Courses are taught by Marcie Lee, MSW and run for six weeks. Included are The Tanach, Mark, Matthew and You: Jewish Origins of the Christian Bible at 9:30 am; Biblical Brains and Bombshells at 10:50 am; Deceiving, Deceived and Trapped-Jacob, Leah, Rachel and Dina at 12:20 pm; Wisdom, Humility and the Jewish Senior Citizen at 1:45 pm; Medicine and Miracles at 3 pm; Revealed – The Apocrypha, the Amazing Stories Left out of the Hebrew Bible at 4:10 pm; and The Israel Defense Forces, text and stories at 5:30 pm. Each class is \$60 and all are held at the Ina Levine Jewish Community Campus, 12701 N Scottsdale Road in Scottsdale. Inquire about CEU's offered for select classes.

For expectant parents, BJE'S spring Jewish Baby University began April 29 and runs for six Tuesday evenings at Temple Solel, 6805 E McDonald Dr. in Paradise Valley. Learn preparation for childbirth, care of the newborn, etc. along with Jewish rituals and traditions such as naming, Brit Milah and raising a child in a Jewish home. Interfaith couples are encouraged to attend.

Payment plans available and no one turned away because of inability to pay.

480-634-8050, jewished@bjephoenix.org.



Jewish Free Loan Annual Meeting May 8

The Jewish Free Loan Annual Meeting begins at 7 pm, May 8 at the Ina Levine Jewish Community Campus, 12701 N Scottsdale Road. Dr. Steven Windmueller, an internationally recognized scholar on Jewish cultural and political affairs and former dean of Hebrew Union College, Los Angeles, will be the evening's keynote speaker.

Prior to his tenure at HUC-LA, Windmueller served as executive director of the Community Relations Committee of the Jewish Federation of LA as well as 12 years as a federation director in upstate New York. A specialist on political issues and American Jewish affairs, Windmueller holds a doctorate in International Relations from the University of Pennsylvania. His most recent book is *In This Time and In This Place: American Jewry 3.0*, published in January 2014.

In addition to Dr. Windmueller's presentation, attendees will hear from individuals who have been positively impacted by the work of Jewish Free Loan; recognize donors who have established named loan funds during the past year including Dr. Steven and Stephanie Cohen, Jean Grossman, Debbie and Jay Schechter, Ira and Karla Shapiro, Marcia and Max Weisberg, and Randy and Steve Weiss; and meet the 2014- 2015 Board of Directors, led by returning Board Chair Barrett Silver. New board members elected for the year are Allan Bulman, Simon Kreisberger, Adam Nach, Rachel Rabinovich, Harriet Rosen, Lois Zeidman and Joel Zolondek.

Jewish Free Loan was established in Phoenix in the 1940s to provide interest-free loans to those in need in the Jewish community. Tickets are \$18, which includes a dairy dessert reception (dietary laws observed). Register online at jewishfreeloan.org or call the JFL office at 602-230-7983.

Holocaust exhibit and programs continue at Phoenix Library

The U.S. Holocaust Memorial Museum's traveling exhibit "State of Deception: The Power of Nazi Propaganda" is at the Burton Barr Branch of the Phoenix Public Library through June 1. The exhibit is open the hours of the library. Tours are available Tuesdays and Thursdays; call 602-262-7939 to schedule.

These free May programs take place in the library's Pulliam Auditorium, 1221 N Central Ave. Register at: ushmm.org/events/propagandaspeakerseries.

May 7, 6:30 pm: Do Words Kill? Hate Speech, Propaganda and Incitement to Genocide: Mike Abramowitz (director, Center for the Prevention of Genocide, USHMM), Elizabeth White (director of research and projects, Center for the Prevention of Genocide, USHMM), and veteran journalist Len Downie Jr., will discuss what makes hate speech dangerous and when it crosses the line to incitement and violence. Reservations are requested.

May 8, 6:30 pm: Reporting the Message: Media and Propaganda: ASU Cronkite School of Journalism and Mass Communication faculty will examine the relationship between the media and propaganda. Panelists include Mike Abramowitz (director, Center for the Prevention of Genocide, USHMM), Dr. Dawn Gilpin (panel moderator), Dr. Joseph Russomanno and Dr. Craig Allen.

May 17, 11 am-3 pm: State of Deception: Human Library Experience: Check out a "human book" for 15 minutes for a one-on-one conversation to learn a personal and unique story as it relates to propaganda. Examples of "books" include: a Holocaust survivor, a former internee of a Japanese internment camp, a member of the media, an advertising agency employee or a community activist.

21st Annual Lipinsky Family San Diego Jewish Arts Festival

Folks from Arizona are so well-known in San Diego we've earned the affectionate nickname of "Zonies." Every summer we flood the southern California city, escaping from our desert dry heat to the cooler climes of the coast. Only an hour's flight or 5-6 hour drive away, San Diego can provide a great little get away. The thriving Jewish community there is celebrating the arts with its 21st annual Lipinsky Family San Diego Jewish Arts Festival from May 20 to June 18. Headlining the festival is a special one night only performance of selections from upcoming world premiere "Hershey Felder as Irving Berlin." Along with a full slate of performances at San Diego and North County venues, the festival is rich in culture, talent and Jewish soul. The Lipinsky Family San Diego Jewish Arts Festival is curated, organized and directed by Todd Salovey, associate artistic director for San Diego REP.

"One of the things I've found most extraordinary about the San Diego Jewish community is how international we are," says Salovey. "Festival attendees have always been interested in the art, music, poetry, dance and drama that has spawned from our people's rich travels. The festival will allow guests to enjoy the exotic dance of traditional Jewish history, ideas and creative expression as they travel the corners of the world."

Festival performances are staged at various venues throughout San Diego County including San Diego REPeritory Theatre, Encinitas Library and the AVO Playhouse. Highlights include "The Dybuk (for Hannah and Sam's wedding)," a new adaptation of the classic play; the 13th annual Klezmer Summit; Una Nocha Yidishe, featuring a stylish fusion of Jewish melodies with a Latin beat, Yiddish Tangos and favorite Israeli and klezmer songs; a Pete Seeger Tribute; the popular contemporary band Moshav, "The Divas of Klezmer;" and a performance by violinist Asi Matathias with pianist Victor Stanislawsky to celebrate the 75th anniversary of the America-Israel Cultural Foundation.

To find out more about the festival offerings, go to: sdrep.org

MAY CALENDAR

Through May 11

Good People, produced by Actors Theatre Phoenix plays Wednesday through Sundays at Arizona Opera Center, 1636 N Central Ave. in Phoenix. By David Lindsay-Abaire, directed by Matthew Wiener. Times and prices vary. 602-888-0368, actorstheatrephx.org

Through May 18

Venus in Fur, "one of the sexiest, most intelligent, acclaimed new plays in recent Broadway history," is presented by Arizona Theatre Company at the Herberger Theater Center 222 E Monroe in Phoenix. Times and prices vary. 602-265-6995, arizonatheatre.org

May 4

Yom Hazikaron, a ceremony for Israel's Memorial Day to honor the Israeli IDF and the victims of terror attacks who gave their lives to protect the State of Israel. 7 pm at the Valley of the Sun JCC, 12701 N Scottsdale Road. Free. 480-7121, ext. 1109, vosjcc.org

Temple B'rith Shalom in Prescott dedicates the new Northern Arizona Israel Center. See page 30

Annual Curtain Up Gala for Arizona Theatre Company at 5 pm at the Herberger Theater Center, 222 E Monroe in Phoenix. Cocktails, followed by cabaret performance, live auction and dinner. Honoring Linda "Mac" Perlich. Tickets \$300, 602-810-0918, arizonatheatre.org

May 4-14

Israel at 66 Celebrations in Tucson. See story page 30

May 6

Bela Fleck, internationally acclaimed banjo player, and Abigail Washburn perform at 7 and 9 pm at the Musical Instrument Museum, 4725 E Mayo Blvd. in Phoenix. \$47.50-\$62.50, 480-478-6000 or MIM.org

Bureau of Jewish Education begins new classes for May. See page 69

Israeli Dancing every Tuesday evening through June 30. Come learn to dance with beginners through experts. Instructor: Lisa Goldberg. ongoing sessions, 7:30-8:15 pm beginners; 8:15-9 pm intermediate; 9-9:45 pm advanced; at the JCC 3800 E River Road in Tucson. \$4 for members, \$5 for non-members. 520-299-3000, ext. 147, tucsonjcc.org

May 7

Generations After holds a monthly discussion group for children and grandchildren of Holocaust survivors. 7 pm at VOSJCC, 12701 N Scottsdale Road. RSVP to hgold52@aol.com.

Valley Beit Midrash presents Rabbi Dov Lipman: Dynamic young American-born Israeli Knesset member at 7 pm at Temple Chai, 4645 E Marilyn Road in Phoenix. Facilitated by Rabbi Dr. Shmuly Yanklowitz. Dessert reception follows. No charge. 602-445-3112, valleybeitmidrash.org

Jewish Student Union of Arizona celebrates four years of engaging Jewish teens and developing the next leaders of the Valley Jewish community at its Community Dinner at 6 pm at a private home in the Biltmore area. Dietary laws observed. Contact shmuli@dojsu.org or 201-62-2074

May 8

Jewish Free Loan Annual Meeting. See story page 69

May 9

Honoring Bill Straus, Arizona regional director of ADL for more than nine years. Noon at Sheraton Phoenix Downtown Hotel, 340 N 3rd St. Tickets \$100 and up. RSVP by May 2 to Arizona.adl.org/celebrating-bill-straus/ or 602-274-1222

May 10

Yom Ha'atzmaut, Israel's Independence Day Celebration at the Valley of the Sun JCC. see story page 31

May 11

Israel Route 66 Celebration in the Valley. See story page 31

MOTHER'S DAY — Check our advertisers for the perfect place for brunch!

May 12

Paradigm Shift: Transformational life teachings of the Lubavitcher Rebbe, is a six-week course offering a "revolutionary outlook on life." 7:30 pm Mondays at the Pollack Chabad Center for Jewish Life, 875 N McClintock Dr., Chandler, \$99 includes textbook. 480-855-4333, chabadcenter.com

May 13

Moral Conundrum Ahead with Rabbi Sharon Brous from Los Angeles. Rabbi Brous was named #1 US Rabbi by Newsweek. Presented by Valley Beit Midrash at 7 pm at Ina Levine Jewish Community Campus, 12701 N Scottsdale Road. Co-sponsored by Congregation Or Chadash of the NE Valley. Dessert reception follows. Free. RSVP 602-445-3112, valleybeitmidrash.org

Making Trouble: Three Generations of Funny Jewish Women, a documentary film, tells the story of six of the greatest female comic performers of the last century: Molly Picon, Fanny Brice, Sophie Tucker, Joan Rivers, Gilda Radner and Wendy Wasserstein. Hosted by four of today's funniest women: Judy Gold, Jackie Hoffman, Cory Kahaney and Jessica Kirson. At 7 pm at the Cutler-Plotkin Jewish Heritage Center, 122 E Culver in Phoenix. Free but RSVP to 602-241-7870 or email lbell@azjhs.org

Tucson JCC Annual Meeting celebrating 25 years. Includes update on capital campaign, honoring of local volunteers. At 5:30 pm at the JCC, 3800 E River Road in Tucson. 18. RSVP by May 2 to Lori at 520-299-3000 ext. 212, tucsonjcc.org

FDR and the Holocaust: A Breach of Faith by Raphael Medoff. FDR's share of the responsibility of the West, and the United States in particular, for the failure to help rescue the Jewish victims of Nazism, has long been controversial. Join the discussion, led by Arizona Jewish Historical Society President Mark Sendrow. 7 pm at the Cutler-Plotkin Jewish Heritage Center, 122 E Culver in Phoenix. Free but RSVP to 602-241-7870 or email lbell@azjhs.org

May 18 Lag B'Omer

The counting of the omer (measure of barley), which starts the second night of Passover and continues for 49 days concludes on Shavuot, is a semi-mourning period interrupted on the 33rd day with the Lag B'Omer festival. Lag B'Omer celebrates the unity of the Jewish people and is commonly celebrated with bonfires and games. During the time of the Mishnah, some 24,000 of Rabbi Akiva's students died between Passover and Lag B'Omer. The deaths are said to have ended that day with the restoration of unity and respect between one another.

Lag B'Omer Talent Show includes a dazzling showcase of talented young people. Music, dance, magic, juggling, theatre and more. At 3 pm at the VOS JCC, 12701 N Scottsdale Road, Presented by Congregation Beth Tefillah. Feast and show for \$8. RSVP 480-580-5685 or esther@bethtefillahaz.org

Lag B'Omer Family Picnic of Congregation Anshei Israel. Noon at Brandi Fenton Park, Ramada A4 (River/Dodge) in Tucson. Bring the family and your own dairy lunch. CAI will provide drinks, watermelon, dessert and games. Free; however, reservations requested by May 15. Barb at 520-745-5550, ext. 242, caiaz.org

May 21

Business Leaders' Forum featuring Amram Knishinsky, owner of Butterfly Wonderland. View the butterfly atrium, hear from one of the Valley's most innovative business leaders and learn about Jewish Free Loan's small business loans. At 5 pm at 9500 E Via de Ventura in Scottsdale. Networking and heavy appetizers (dietary laws observed). Free; no solicitation. Adults only. Reservations required. 602-230-7983 or jewishfreeloan.org

May 27

Hunting Elephants, a comedic film written and directed by Israeli Reshef Levi, for Yom Yerushalayim, celebrating the 47th Anniversary of the reunification of Jerusalem. 7 pm at Congregation Anshei Israel, 5550 E 5th St. in Tucson. Includes refreshments and social time. Free, but RSVP by May 23. 520-745-5550, ext. 225, or caiaz.org

EVENT LISTINGS:

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