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ARIZONA

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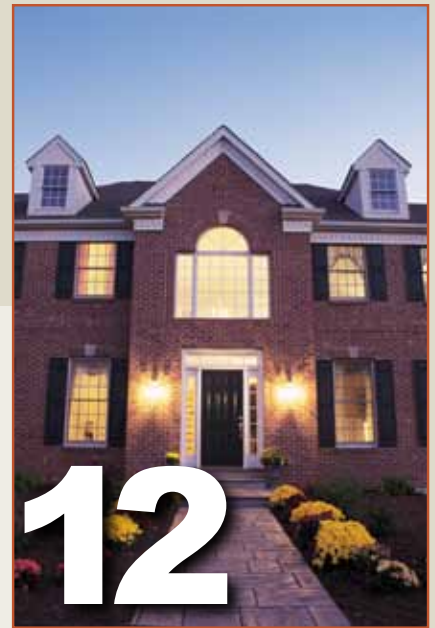
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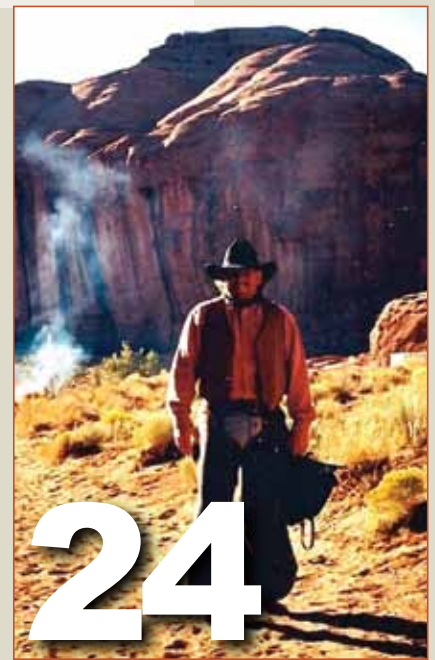
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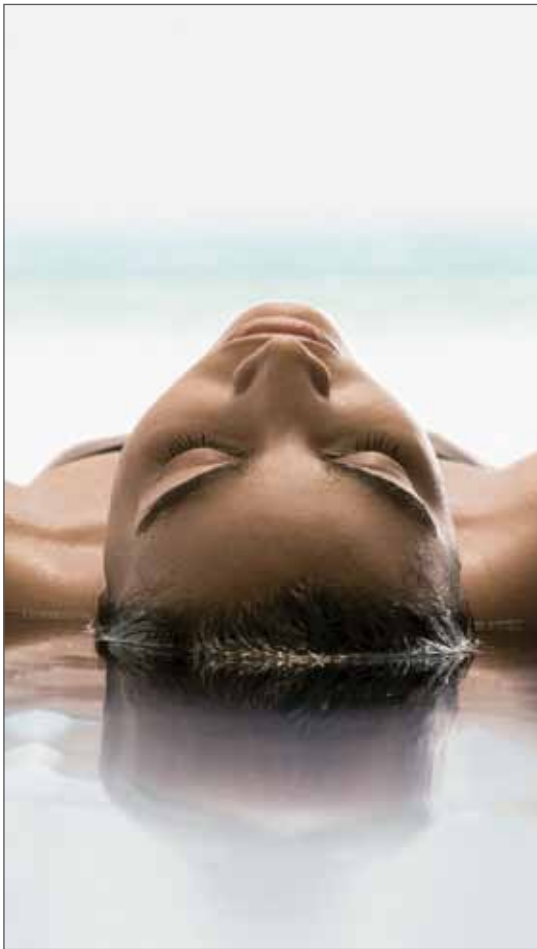
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Publishers

Robert Philip and Cindy Saltzman

Advertising and Editorial Director

Cindy Saltzman

Editor-In-Chief

Deborah Moon

Associate Editor

Janet Arnold

Advertising Sales

advertise@azjewishlife.com

602-538-2955

Art Director

Philip Nerat

Copy Editors

Susan Moon

Sally Swire

Online Content Editor

Kira Brown

Columnists

**Kira Brown, Thomas K. Brueckner, Rabbi Micah Caplan,
Ellen Gerst, Debra Rich Gettleman,
Amy Hirshberg Lederman, A. Noshman, Lucia Schnitzer,
Mylan Tanzer and Eileen R. Warshaw, Ph.D.**

Contributing Writers

**David Brown, Joni Browne-Walders, Barry Cohen,
Debra Rich Gettleman, Melissa Hirschl,
Masada Siegel, Hal Walzer and Beth Jo Zeitzer**

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How to reach us:

602-538-AZJL (2955)

Advertise@azjewishlife.com

Editor1@azjewishlife.com

Publisher@azjewishlife.com



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Editor's Letter



People and connections.

They are our focus at Arizona Jewish Life. They are what a Jewish lifestyle magazine is all about. While I think every issue is motivated by the desire to share individual stories with universal messages, this month's issue seems especially rich in personal journeys.

Instead of focusing on one individual for the December cover story, we share a series of profiles of people and families who have started over – and not just once. Families fled persecution in Europe and found some level of security in Latin America; later their descendants decided to once again start new lives – this time in the United States. Those individuals have become doctors, musicians, entrepreneurs and Jewish professionals who enrich Arizona's landscape. Our special section on real estate is likewise a focus on people – people who find motivation from very diverse areas. We talked to Realtors motivated by the desire to match the right person with the right home, to help others achieve the American Dream, to mesh all aspects of a real estate transaction for a successful result. We talked to one Realtor who even views her clients as extended family. How Jewish is that? The focus on people continues in our Senior Section with a story of the former first lady of the Anti-Defamation League, who joined her husband in a lifetime pursuit to ensure all people's rights were protected. That is what a Jewish lifestyle magazine does. We share the personal stories of our community and explore how those stories impact the community. We thank all the people who have been willing to share their stories in our first year and look forward to many more years of enriching the community through shared experiences.

Deborah

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MONEY RADIO

1510 AM

Making Waves

Ron Cohen David in the Land of Goliaths



By David M. Brown

Valley radio entrepreneur Ron Cohen, kineahora, has wielded a full sling of stones on a battlefield of 9-foot-tall mega-networks. But, defying those Philistines who doubted him, he's carefully sliced through 25 challenging years with a sword the ancient warrior king would have coveted.

The Detroit transplant is the founder and president of the Scottsdale Airpark-based CRC Broadcasting and CRC Media West, LLC. He owns the Phoenix radio station KFNN Money Radio 1510 AM, the nation's first all-financial and all-business news/talk radio format. On Sept. 16, KFNN began simulcasting on 99.3 FM as well – making Money Radio the only Phoenix-area radio format heard on both frequencies *and* the longest locally owned and operated station in Phoenix.

“Adding an FM channel provides listeners with greater access to hear Money Radio,” Cohen says. “We’ve built our reputation, a wonderful niche for ourselves, by providing more useful information than just business news. We are about money – how to make it, invest it and how to be smart spenders of it. Most importantly, we offer insights into creating the best life for yourself and your family.”

Local and national experts asserted, on mike and off, that he'd never make it: Niche radio like this didn't play rock n' roll or country western or gospel and didn't attract the ears of young folk or other significant niche consumers. So who's going to listen in – and who's going to foot the tab with ads?

But today, as more and more people, young and old, are receiving their music from many sources – satellite, Internet and traditional radio – all competing for the same ad market, Cohen is counting on niche talk and information formats doing very well in the digital age. That may be especially true as he's expanding his market by streaming his talk shows through the Internet to computers and smart phones with free downloadable apps.

“The timing is right for this format growth for other broadcasters on terrestrial radio,” Cohen explains. “Money Radio provides the broadest-appealing and most memorable brand for

a business news talk format to attract the most listeners.”

Rolling the Dice in Mesa, Vegas and the Coachella Valley

At its start-up in 1988, KFNN was KJAA, a daytime-only station based in downtown Mesa. “My partners and I bought the station on a shoestring when it was “dark,” that is, not broadcasting, and the owner had just three weeks before he was going to lose the license. I had to drive every morning, at dawn, from my home in north Phoenix to actually turn the station on,” he recalls, noting that he now solely owns the station.

“But people were interested,” he adds. By offering business, financial and investment news and information, and only that, the format provides its advertisers an opportunity to “influence the influential” – meaning doctors, lawyers, executives, business owners, avid investors and retirees. Cohen says that because of this, advertisers have a much greater chance to reach the more affluent Valley listener than with other stations.

Listeners receive Wall Street updates, national connections with NBC news each hour, CNBC, Fox Business News, Bloomberg, the Wall Street Journal and syndicated shows hosted by Ray Lucia, Gary Kaltbaum and Clark Howard, as well as local shows, news, weather and traffic reports.

“We supplement with our own programing, including shows subsidized by our advertisers,” he says. “It's a few minutes of everything, but all things business related.”

To more clearly define his niche, Cohen rebranded in 2010 from Financial Newsradio to Money Radio and has continually expanded by creating new opportunities for himself, his customers and National Talk Radio.

In 1992 he started Financial Fest, which has become an annual one-day, consumer-investment trade show. Since then it's been produced with partner radio stations in Las Vegas, San Diego, Orange County, Denver, Portland, New Orleans, New York/New Jersey and for his own KFNN station.

In 1998 he acquired news-talk KNUU 970 AM in Las Vegas. After transforming the station into a lucrative business news/talk format, he sold it eight years later. A few years later he

purchased two Palm Springs, CA, stations: Team 1010 KXPS, the area's only all-sports format, in November 2011 and Money Radio 1200 KPSP, the sister station to the Phoenix original, in March 2012.

Since then KXPS has been the only all-sports station in the booming Coachella Valley of 500,000 residents. The station features syndicated talk show hosts Dan Patrick and Jim Rome as well as local sports talk. As an NBC and Fox Sports affiliate, it's also home to the NFL, NCAA, LA Clippers, LA Angels, Oakland Raiders and USC football. Team 1010 also follows local sports including the high school game of the week.

"A little younger than our other stations, the demographic is male 35-plus," Cohen says. "They tend to be upscale and well-educated sports enthusiasts, so the sports format creates an ideal combined reach for our advertisers with Money Radio."

Mazel in Motown ...

Born and raised in a middle-class Detroit Jewish neighborhood experiencing cultural diversification, he was one of three brothers of supportive, progressive parents. They attended their Conservative synagogue, B'nai David, and taught the boys by example the basic life values central to Jewish tradition: honesty, acceptance, hard work and taking risks for success.

"I am very proud of my Jewish roots," he says, noting that he spent many hours at the Jewish Community Center in Detroit, meeting people of all faiths who gathered to participate in activities. Today his support of, and previous leadership at, the Valley of the Sun Jewish Community Center in Scottsdale, as well as his many other community and charity commitments, reflect that early experience.

"These are values that I got from my family that resonate to my children today." The children are Alie, 18, at Chapman University in California; Dylan, 20, a junior at the WP Carey School at Arizona State University; and Jordan, 22, a recent chemical engineering graduate from the University of Arizona in Tucson.

Cohen's grandfather, Sam, his father, Edward, and his two brothers began what became Sam's Auto, a successful long-standing auto parts and wrecking business outside Detroit in Hazel Park. The family no longer owns the company, but the old store has become an area landmark.

From 16 on, he had a car, earning the money from working since he was 12. They'd always be strange contraptions, though – cars that clashed because of their crashes. "I had a white station wagon with a blue door and another with the front end of a Pontiac Firebird and the back end of a Chevrolet Camaro: I called it the 'Camaro-Bird!'"

And he'd never keep these idiosyncratic rides for too long. Three to six weeks into his possession, his dad or one of his uncles would tell him to bring it in: " 'We need a part from that,' they'd say."

He had a dozen jobs by the time he attended Michigan State University, where he co-majored in marketing and geography. He first came to Arizona in 1976 to help friends move to the Valley. He enjoyed the climate – along with the climate of economic optimism and growth.

But moving here in 1981, he found what many others did: lots of sunlight and a dim job market. But he found work, in radio first, selling advertising for KOOL 960 AM.

Then an opportunity landed, and he took to the air.

... and Moxie for America

"I grew up around business owners with lots of success stories," says Cohen, a recipient of the 1996 Phoenix Chamber of Commerce Small Business Person of the Year award for Innovation and the 1997 SBA Small Business Award for Media Advocacy.

"They were entrepreneurs who wanted to own something and looked past the risks through to the success. They said, 'I am going to make this work, and if it doesn't, we'll make it the next time, or the next. My parents gave me the freedom to take risks and chances.'"

He's concerned, though, for his children, their children and on down the line, because of a widespread fear of taking chances. Young people are scared from the moment-to-moment publicity about not making it, the stigmata of unsuccess, he explains. But chance-taking made this country the great innovator of the world. So many that failed ultimately flew high: business legends who lost at first but scraped together more capital, more support and ascended peaks. This remains the opportunity of America, the Promised Land that brought Jews from the *shtetl* to success.

"The mainstream media's constant showcasing of negativity perpetuates fear and risk aversion," Cohen says. "This has the trickle-down consequence of failure in our children, teaching them not to take chances because they might not make it, they might fail, it might not work. But our concern should be: How do we bring up the next generation of entrepreneurs? Let's teach them to look at and admire not only those who succeed, but also the people who fail and rise again." ■

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

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Zorn joins Tucson JCC

Julie Zorn has joined the Tucson Jewish Community Center as the agency-wide Jewish culture specialist, a newly established position. The goal of the position is to enhance all JCC departments with Jewish culture, identity and feeling. Julie's first assignment in her new role is "Shabbat Shmoozings," a weekly blog consisting of Jewish stories from around the "J,"

event "Chappenings," and plenty of useful resources. (tucsonjcc.org/blog/)

Julie has served as music teacher and songleader teaching both secular and non-secular music for the last eight years in the Tucson community. She is a graduate from the University of Arizona and holds an early childhood education certification from UCLA. "Miss Julie," as she is affectionately called among Tucson youth in her programs, is a two-time recipient of the Gerald and Marion Gendell Excellence in Jewish Education Award and is the mother of two children. Julie and her husband, known as "Shabbat Scott," perform music throughout the Tucson Jewish community.

Richard Kasper to lead Jewish Community Foundation in Phoenix

After conducting an extensive national search, the Jewish Community Foundation Board of Directors has selected Richard Kasper as the president and chief executive officer of the Jewish Community Foundation of Greater Phoenix effective Nov. 25.

He replaces Stuart Turgel who retired in June after leading the foundation for seven years.

Kasper brings more than 20 years of experience in law, non-profit governance, community building and philanthropy. Most recently he was a partner with Ryan Rapp & Underwood PLC, where he provided legal counsel to numerous secular and Jewish nonprofit organizations, individuals and companies.

Previously he worked as the Arizona regional director for the Anti-Defamation League, vice president of professional services at the Arizona Community Foundation and as an attorney at Fennemore Craig P.C.

Kasper began his lay involvement in the Jewish community with the Wexner Heritage Program, a two-



year intensive adult education program for Jewish volunteer leaders. He has served on the boards of the Jewish Community Foundation, Jewish Federation and Valley of the Sun Jewish Community Center, and he was involved in the JCC/Federation merger. Kasper also served on the foundation's Professional Advisory and Grants committees.

"It was exciting to find a local individual that understands our community and has a vision and passion for its future. Rich's professional experience combined with his extensive volunteer leadership roles position him to transition to this role seamlessly," says Foundation Chair W. David Weiner.

The foundation is the largest resource for Jewish philanthropy in the Greater Phoenix area with more than \$40 million in endowment assets. Last year it awarded 954 grants totaling more than \$3.8 million to 381 charitable organizations.



Beth Olson joins Tempe's Temple Emanuel as executive director

In at Temple Emanuel of Tempe is Beth Olson, long-time resident of the East Valley. Beth joins the staff as their executive director after serving as education director for Childsplay, an award-winning, Tempe-based professional theater for young audiences. As executive director of the temple, she will

interface with all aspects of temple life, working with the staff, clergy and members.

Beth moved to the East Valley with her family shortly before her own bat mitzvah, which was held at Temple Beth Sholom of the East Valley. Her daughters, who are now 16 and 22, attended day camp at the East Valley JCC and also became b'not mitzvah through Temple Beth Sholom.

Beth says she is excited to find a position that enables her to use her skills in communications, promotions and expansion within the Jewish community. She adds, laughing, "The office is even closer to my home than Childsplay!"

During her nine years at Childsplay, Beth developed new programming that increased participation threefold to 1,500 students per year. She managed educational programs including field trips, school tours and Childsplay Academy, which reaches hundreds of children each year. Prior to working at Childsplay, Beth was a staff writer at the Jewish News of Greater Phoenix. She received her B.A. in secondary education with an emphasis in English and an M.B.A. with an emphasis in leadership from Arizona State University.



Alison Johnston joins Valley of Sun JCC as COO

When Alison Johnston joined the Valley of the Sun Jewish Community Center as its new chief operating officer, she brought with her years of executive-level expertise and a strong reputation and talent for turning around organizations. She works in partnership and under the guidance of President and CEO Stuart Wachs.

Prior to accepting this new role July 29, Johnston worked in both for-profit and nonprofit arenas. Most recently, Johnston was the executive director of Ballet Arizona, where she successfully raised more than \$2 million to complete the organization's new facility. Johnston also was COO of PetSmart Charities and chief administrative officer for the Wildflower Bread Company. She spent 12 years with Citigroup Latin America and the Caribbean, holding various senior-level positions and also held marketing and operations positions with Banco de Venezuela International, Chemical Bank, Lane Bryant and Anne Taylor. She holds an M.B.A. in marketing and a B.A. in journalism.

"It's a great honor for me to join the VOSJCC as the new chief operating officer," says Johnston. "This is a unique opportunity to use my business skills and my passion for fitness, education and programming to make a valuable and positive impact in our community. Additionally, having been raised in a Jewish home, I am inspired by the work and focus of the JCC as well as the opportunity to reinforce and return to my roots."

Johnston resides in Scottsdale with her husband James, son Trevor and two rescue dogs, Josie and Day-Z.

The VOSJCC (vosjcc.org) is located at 12701 N Scottsdale Road in Scottsdale.



Tucson JCC set to expand

With commitments of \$3.9 million bringing the Tucson Jewish Community Center to 85% of its capital campaign goal, the center will begin phase one construction in the first quarter of 2014, announced JCC CEO Todd Rockoff.

The 2013/2014 "Growing with Southern Arizona" capital campaign is raising funds to renovate and expand the JCC facility for underserved families, specifically children and older adults.

"We are excited to reach the 85% mark," says Rockoff. "This accomplishment allows the JCC Board to authorize construction of the first phase of the project, which will renovate and expand our sports and wellness facilities and increase our programming options with more classes and healthy living activities."

The 100,000-square-foot JCC facility, located at River Road and Dodge, was built in 1989. Open to Jewish and non-Jewish residents, it serves more than 150,000 people annually.

"After 24 years of vigorous use by our members and the general public, we have reached maximum capacity for people and programs," says Rockoff. "The capital campaign will ultimately allow the JCC to meet the needs of more Southern Arizona families by providing high-quality early childhood education, after-school and summer camp programs, assistance and programs for people, including children, with special needs, health and wellness activities and arts and cultural opportunities."



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Why choose a Realtor?

By Joni Browne-Walders

Buying or selling a home can be one of the most stressful and expensive undertakings many people experience in their lifetimes.

It's like tiptoeing through a minefield. So proceed with caution, know the warning signs and find an experienced guide who knows where the dangers lie and can lead you safely through them. You'll deal with legal matters, appraisals, market values, financing options, multiple listings, marketing, home inspections, home repairs, home improvements, title searches, contracts, mortgages and, finally, the long hoped-for closing.

You'll face lengthy, anxious waiting periods, during which you'll wonder if anyone will ever buy your place and, if so, will you get your price. If you're buying, you'll worry about whether you'll qualify for a loan or whether you've picked the right house. In either case, you'll agonize about whether it will all go through – or will it all fall apart at the last minute?

So where do you start?

First things first: Do your homework.

A good place to begin is with the Internet. Search for “How do I buy a home?” or “How do I sell my house?” or “How do I find a good real estate person?” and you're on your way. You should, at least, get some basic information about how real estate works so you understand what's going on.

Some people believe they can sell their own home and choose the for-sale-by-owner route. They hope to save themselves real estate commission fees. But they usually underestimate all that is involved and can greatly regret their choice in the long run.

Others choose to buy a home without using a real estate person. This can work well if you're buying a brand-new home from a builder. But if you're buying a home from a previous owner, it's wise to have your own knowledgeable agent to represent your interests, to advise you and to hold your hand through the worst of it.

Ironically, in searching the Internet for pertinent real estate information, you may soon feel overwhelmed, because there are thousands of articles online about all aspects of real estate.

“True, it can be mind-boggling. That's where a good agent could be extremely helpful,” says Realtor Evan Fuchs, broker/owner of Bullhead Laughlin Realty, treasurer of the Arizona Association of Realtors, member of the board of directors for the National Association of Realtors and instructor in NAR's Code of Ethics. “We have an information overload today. Where the

Real Estate

Inside:

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Realtor Profiles

Commercial property – Time to buy?

Realtor comes in is to help interpret, inform and educate the lay person about all that information.” Fuchs further points out: “Real estate is local. Local Realtors know the local markets. You need an expert on the local level to help you.”

President of the Arizona Association of Realtors Sue Flucke, a certified real estate broker/manager with USA Realty and member of AAR’s Professional Standards Committee, agrees. “The most important advice I can give to buyers or sellers is that, first of all, contact a Realtor active in your neighborhood or in the neighborhood you want to buy into,” she says.

So how does one find a good representative? And what’s the difference between a real estate agent and a Realtor?

One excellent resource for the buyer or seller is the National Association of Realtors, which refers to itself as “The Voice of Real Estate.” NAR asserts that its members – Realtors – differ from real estate agents in that real estate agents need only pass a state exam to obtain a real estate license and must adhere only to state laws. NAR members, on the other hand, in addition to obtaining state licenses and obeying state laws, “must subscribe to the association’s code of ethics.” This code, which is delineated on the NAR website, is very specific. It identifies duties to clients, customers, the public and other Realtors. It seeks “to protect and promote the interests of their client [buyer/seller]” and “to treat all parties honestly.” The code forbids members from engaging in unethical behavior. If a complaint is filed against a NAR member for failure to behave ethically, NAR peer committees investigate. If found guilty, the Realtor faces fines, suspension or permanent loss of license, depending on the seriousness of the offense.

Incidentally, NAR’s code of ethics reminds one of a Biblical teaching: “Realtors can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule.” Or, in Jewish terms, to quote the great Rabbi Hillel, “That which is hateful to you, do not do unto others.”

NAR, founded in 1908, is also an enormous trade and lobbying association with more than a million members (real estate salespersons, brokers, property managers, appraisers). Members are required to continue their education, and NAR offers courses, seminars and conferences on all matters dealing with real estate issues and laws, along with required classes for realtors to regularly review its code of ethics.

Why would a licensed real estate agent choose not to join NAR? Since NAR exists primarily for residential home sales, many commercial real estate agents may not join. Or agents who work in a builder’s office selling new subdivision homes only need a state license. Ongoing dues and continuing education requirements also dissuade some real estate agents who are not pursuing real estate as a full-time career.

So if you’re facing the minefield of home buying and/or selling, it’s up to you to decide how you want to get through it. Of course, you can choose to do it on your own but, remember, it’s very risky. As for me, I’ll get by with a little help from my experienced, qualified, Realtor friends. ■

Joni Browne-Walders is a produced playwright, editor and freelance writer. She can be reached at jonibw@hotmail.com.

Madeline

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Oleg Bortman finds American Dream in real estate

By Deborah Moon

While working for a large pharmaceutical company in the 1990s, Phoenix Realtor Oleg Bortman read the book *Rich Dad, Poor Dad* about people who work for their money versus people who let their money work for them. At age 23 he bought his first investment property in New Jersey. He kept buying and moved to Arizona to live the “true American dream ... and transition from working for big corporations to working for myself.”

Matchmaking (people and homes) is a passion for Tucson Realtor

By Deborah Moon

Tucson Realtor Madeline Friedman has a passion for matchmaking – finding the right home for the right family.

When working with a buyer, Madeline says, “I listen very, very carefully. Then if I do my job well, I turn the key, open the door and let the home sell itself. You can’t sell a home, all you can do is listen carefully and open the right door.”

She must be opening a lot of the right doors, because for more than a decade Madeline has been one of the top five Realtors in Tucson, where she specializes in residential, vacation, resort communities and luxury homes – from condos to castles.

She uses a similar mindset when she lists homes. “I try to think what kind person would like the home, then I target my advertising to the person who I think would really enjoy living there.”

Madeline says being Jewish plays a role in both her business and her life. “I do not work on Shabbat, a true blessing,” she says, adding “I always strive to do the right thing.”

She has been involved in the Tucson Jewish community since moving there when her daughter, Gabrielle, was just 1. Now

Gabrielle and her husband, Andy Burgess, whom she met on JDate, have a nearly 3-year-old son, Jonathan. Jonathan attends Anshei Israel’s preschool, the same synagogue preschool his mother attended, which Madeline says would be any grandmother’s dream come true.

Her son, Zev, also lives in Tucson and comes over for Shabbat dinner regularly, as does Madeline’s 98-year-old father, Murray Rosenbaum, who “lives independently, drives ... and can still play a wicked game of poker.”

Madeline is immediate past president of Congregation Anshei Israel, a vice president of the Jewish Federation of Southern Arizona and a member of Hadassah. Her husband, Barry Friedman, is a retired physician and president of the Jewish History Museum and the new Holocaust History Center, the first in Arizona.

Madeline says she volunteers in the Jewish community because “I want to be sure it is there for my kids and because the Jewish community has been very supportive of me and I love giving back.”

She also gives back to the real estate community. A Realtor since 1980, she twice served on the board of directors of the Tucson Association of Realtors, chaired the association’s Professional Standards Committee and served on the Rules and Regulations Committee.



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That dream has special meaning to Oleg, who was born in the Ukraine. In 1979 when he was 3, his family emigrated to the United States – a year before the Soviet Union closed its borders for nearly a decade.

When Oleg moved West, he realized he didn't just want to be an investor, he wanted to give other people the same opportunity he has had. He loves working not only with buyers, but with sellers and investors as well. Oleg has been in real estate for more than 10 years, as it continues to be his dream career.

Now Oleg helps others enjoy the American dream of home and property ownership. He works at a very specialized boutique real estate firm located in the lobby of the Arizona Biltmore Hotel called Biltmore Lifestyles Real Estate, where he is part of a team called "The Suits."

His team specializes in residential re-sales and resort properties, including selling a villa on the grounds of the Biltmore on the rare occasion one comes on the market. This location in the lobby of the Biltmore gives the firm close contact with people who have vacationed in Arizona for years.

His team specializes in residential re-sales and resort properties, including selling a villa on the grounds of the Biltmore on the rare occasion one comes on the market.

"It's a great niche," Oleg says. "From October through April the Biltmore is sold out. That means people from 700 rooms walk past us every day. We have access to international and vacation buyers seven days a week. It's a huge advantage. Every day we talk to people who have been visiting for years and have decided they want to buy a second home or relocate."

Oleg says his Jewish values for fairness come into play when he works with clients: "I have a fiduciary responsibility to make sure everybody gets true value for the property."

Oleg and his wife, Jenny, have two children, Levi, 2, and Lily, almost 1. The family belongs to Temple Solel, where Levi attends preschool.

Oleg Bortman/"The Suits"

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By Deborah Moon

An Arizona native, I. Jay Bernstein launched Evolve Realty in 2002. Evolve Realty, a "one-stop source for buying, selling, loans and refinancing," now has more than 30 agents.

At age 42, I. Jay has expert knowledge in all areas of real estate. He has a dynamic 20-year sales career and record-breaking performances.

Also a mortgage loan officer, I. Jay has vast financing resources, which he says "affords me the ability to provide lower costs and better options for my clients. My expertise in both the mortgage and real estate industries also allows me the ability to give my clients a step-by-step understanding of the buying and financing process and what to expect in both sides of the deal."

As a mortgage loan officer, he can search out the best rates

I. Jay Bernstein knows every aspect of home buying and financing

with different lenders. Being both a real estate broker and a loan officer, he says, "I know what to expect, red flags, solutions on every aspect from the initial looking for a home, offer, negotiations, inspections, to qualifying for a loan, to closing."

I. Jay became a bar mitzvah in Israel at the Western Wall in Jerusalem. He spent significant time in Hebrew school and with private home lessons to prepare for his bar mitzvah. The preparation culminated with a family trip to Israel specifically for the simcha.

Family continues to be important to I. Jay, whose son, Avery, is autistic. I. Jay says, "It amazes me to see the progress he has been making despite his disability. He is my hero and my life."

Though not active in any particular synagogue now, I. Jay says he retains the ethics of his heritage. "I can tell you that I am extremely honest, candid and tell it like it is. I have never had any client, friend or family member say otherwise. I am to the point, and will tell you good and bad," he says.

I. Jay Bernstein/Evolve Realty

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Realtor Cari Dandy in front of her North Scottsdale home with husband, Ron Feigen, and the couple's two standard poodles, James Brown and Barry White. Photo courtesy of Cari Dandy

Tenets of Judaism help drive Realtor's business

By Barry Cohen

If you're looking for a real estate agent to buy or sell a home in the Valley, consider Cari Dandy of Russ Lyon Sotheby's International Realty in Scottsdale. Taking liberty with an idiom that was popularized in the Southwest, Cari is "All hat *and* plenty of cattle."

The lithe, blonde convert to Judaism has an enviable record. Since 2005, Cari has been among the top 10% of real estate agents in the Valley, as measured by sales volume. The North Scottsdale resident attributes her success to a passion for the job, the ability to work with all types of clients, long hours – sometimes 60-70 a week – and using the latest technologies to help market properties.

Judaism has also played a role in her accomplishments. "I love that the Jewish religion stresses the importance of family and

the caring and concern people have for each other," she explains. "In many respects, clients are an extension of my family, and I want to make certain that when a transaction is completed, they feel good about me and the outcome."

Ironically, the least favorite part of her job is when a deal is concluded. "I truly miss seeing my clients," she says, comparing it to the last day of high school before summer vacation, when she would no longer see her friends on a daily basis. To help fill that void, Cari and her husband, Ron Feigen, frequently socialize with the people she helped buy or sell a home, and many have become friends for life.

Ron grew up in the Chicago suburb of Skokie as the son of Harry and Lillian Feigen, who met in a concentration camp. He works out of the couple's North Scottsdale home, serving as director of information security for Oracle, the multinational

computer technology corporation based in California.

So why the different last names? Quite simply, Cari met and married a man with the last name of Dandy soon after coming to the Valley in 1983. She used that name in several advertising businesses and decided to keep it, even after divorcing and later marrying Ron in 1995. After all, everyone knew her by the name Dandy. Moreover, it's an unforgettable surname that describes her to a T.

Cari converted in 1993. "I grew to adore Ron's parents, and it was important to them that Ron had a Jewish wife," she explains. "Just as important, after some studying, I fell in love with the Jewish religion. I don't know of any other faith that is so rich in history and tradition."

"In many respects, clients are an extension of my family, and I want to make certain that when a transaction is completed, they feel good about me and the outcome."

Cari was raised Methodist in Newton, KS, where her father, John Cavassa, sold farm machinery for some 40 years. He and Cari's mother, Marilyn, still reside in the town of about 20,000 about 25 miles north of Wichita. Even though Newton could be described as a small, insular community, neither parent blinked an eye when Cari told them about her plans to convert. "They're both very open-minded and don't judge anyone or any religion or race. What's more, whatever makes me happy makes them happy," she says.

Although Cari and Ron don't belong to a synagogue, they attend High Holiday services at Temple Kol Ami in Scottsdale. One thing Cari has come to enjoy is Jewish cooking. She claims to make a mean mushroom barley soup, and a few years ago hosted a Hanukkah party that taught her a lesson: figure out how much food you need and then double it. "I ordered a lot of fish – smoked, white, salmon and lox – but it didn't turn out to be enough," she laughs. "Next time I'll know better." ■

Barry Cohen is a freelance writer who moved to Arizona 20 years ago from Chicago, where he was born and raised. Barry has worked in senior corporate communications for several international pharmaceutical companies, including Abbott Laboratories. One of his fondest dreams is to see the Cubs win the World Series in his lifetime.



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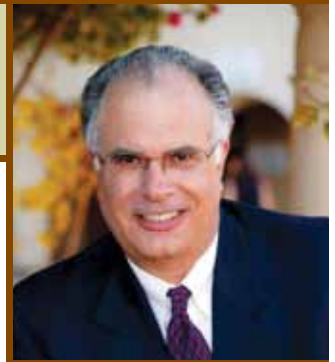
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Business Owners: Time to own instead of rent?

By Beth Jo Zeitzer

As our market is recovering, with historically low pricing and interest rates, many business owners ask themselves whether it is better to own their own building instead of leasing.

From a pricing perspective, in 2008 owner-occupied office, industrial and retail product averaged \$252 per square foot.¹ Pricing steadily declined, and the average owner-occupied building is now \$125/sq. ft. in Q3 2013,¹ with plenty of opportunities below this price range as well. This current pricing is discounted 50% from 2008. Interestingly, current average lease rates are only 30% less than 2008 averages.

The economics of owning versus buying should always be at the forefront of this decision, along with several other factors including cash outlay, fixed costs, growth considerations, control and management of the property, investment potential through other tenants, potential appreciation and tax factors.

Cash Outlay: If you purchase a building, you typically can expect to make a down payment of between 10 and 25% depending on the lender and your credit. There are numerous options for Small Business Administration loans as well as

conventional loans these days. SBA loans require as little as 10% down. With historically low interest rates, a business owner/building owner generally ends up paying less in monthly payment/maintenance costs versus leasing a facility.

Fixed vs. Variable Cost: Property owners with fixed-rate mortgages and a good understanding of their management costs have a solid understanding of their long-term costs. Tenants are susceptible to market fluctuations when their lease term expires.

Control of the Property: Property owners have control over decision-making for additions and/or renovations. This includes operating factors, as well, including hours of operation and other essential decisions related to the needs of the business owner's customer base.

Additional Income: Businesses with long-term growth plans may consider buying buildings with income stream potential through third-party tenant leasing. Buying a larger property than what the business needs at this time allows a business owner/building owner to capitalize on future growth considerations by subsidizing current vacant space with tenants, gaining lease income in the interim.

• Own •		
PURCHASE ASSUMPTIONS:		
Project Cost		\$400,000
START-UP COSTS		
Cash down payment (10.00%) (includes financed fees)		\$40,502
MONTHLY COSTS	Per Sq. Ft.	Amount
Mortgage payment	\$0.54	\$2,693
Operating costs	0.42	2,083
Association Dues	0.00	0
Total Monthly Costs	0.96	4,776
MONTHLY OWNERSHIP BENEFITS		
Monthly Depreciation estimate ⁽¹⁾		684
Tenant income		0
Monthly appreciation estimate: (3.00% annualized)		1,000
Total Ownership Benefits		1,684
TOTAL EFFECTIVE MONTHLY COST		\$3,092

• Lease •		
LEASE ASSUMPTIONS:		
Rent per square foot per month		\$1.25
Rent per month		\$6,250
START-UP COSTS		
Prepaid rent and security deposit (Equal to 2 months rent)		\$12,500
MONTHLY COSTS	Per Sq. Ft.	Amount
Rent payment	\$1.25	\$6,250
Operating costs	0.00	\$0
Association Dues	0.00	0
Total Monthly Costs	\$1.25	\$6,250
MONTHLY OWNERSHIP BENEFITS		
Monthly depreciation estimate:		N/A
Tenant income		N/A
Monthly appreciation estimate:		N/A
Total Ownership Benefits		N/A
TOTAL EFFECTIVE MONTHLY COST		\$6,250

• Property Value and Owner's Equity ⁽²⁾ •			
Time Period	Property Value	Loan Balance	EQUITY
Year 5	\$463,710	\$310,704	\$153,006
Year 10	\$537,567	\$229,726	\$307,841
Year 15	\$623,187	\$126,012	\$497,175
Year 20	\$722,444	(\$0)	\$722,444

Tax Factors: Property owners can capitalize on additional tax benefits including deducting loan interest, property taxes and other qualifying expenses. Additional tax strategies may be considered, including forming an LLC to act as property owner and leasing space to the operating business.

Appreciation: One of the primary goals of buying a building is to generate a long-term increase in value through market appreciation. Tenants do not see the benefit of appreciation, as their monthly rent expenditure does not go toward ownership/building equity.


The chart at left shows an own versus lease scenario: This example assumes the acquisition of a 5,000-sq.-ft. building at \$80/sq. ft., 10% down payment and an SBA loan amortized over 20 years at 4.5%. This is compared to the lease of a building of the same size at \$15/sq. ft., full service.

The monthly effective cost, if purchased, is approximately \$3,000, versus a \$6,000 effective cost if leased. Under this scenario, a property owner could save 43% in monthly cost by owning his or her office/facility versus leasing. In addition, a building owner has the extra added benefit of building equity (29% in equity, assuming an annual appreciation of 3% per year). ■

¹Co-Star Data



Beth Jo Zeitzer 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 management, marketing and sale of commercial and residential properties, including office, industrial, retail, multi-family, hospitality and land assets. She can be reached at 602-319-1326 or bjz@roiproperties.com.

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This New Year's Eve it's time to go glam again

By Kira Brown

Since the economy took a nosedive, I have witnessed and experienced a cooling-off period in fashion. Prior to 2008 when the economy was hot, dressing chic, accessorizing to the max and frivolous shopping spending were the norm. Since then, spending and dressing have become largely more practical as well as more creative, as we have found ways to stretch our shopping dollar to maintain a sense of style and freshness in our wardrobes.

This year, unlike the most recent years, I'm ready to go glam again – especially for New Year's Eve! I'm ready to spend a little, dress up a little and celebrate me and my style a little. Most importantly, I'm ready to have fun with fashion again. I hope you are too!

Here are my top picks for a glamorous New Year's Eve:

Extensions – There are so many fun, fashionable hair extensions available now that look amazing and make you feel amazing. In the past, they have been expensive and time-consuming to put in. However, new products like Platinum Seamless are affordable, last for weeks and take just one hour to complete. (Scottsdale has one of the first certified Platinum Seamless extension experts – Hair by Michelle at Boujis Salon. Call her! They are amazing!)

Dangly earrings – Nothing says glamour like brightly colored chandelier or long earrings. So bright and bold – a must for New Year's Eve! I love Kendra Scott's jewelry, which you can customize by color and more.

Dresses – Go black, go bold or stay home! An old standby and wardrobe staple is the little black dress. Pair a fab new black cocktail dress with your hot new hair and long earrings and you're instantly glamorous. Or this year go bold with bright colors in orange, red and more. You'll instantly feel like the life of the party in a brightly colored party dress. And the more color, the fewer accessories you need; opt for a black patent shoe and bag and you're done!



Ann Taylor dresses





Style Tip of the Month:

Going out this New Year's Eve? Make sure to take a coat or wrap and a small bag with a stash of emergency necessities. Pack cash and a credit card for last-minute cab fare, a keychain flashlight, a compact, lipstick, makeup wipes, tester of your favorite moisturizer, Emergen-C packs and mints. You'll be set for whatever the night/early morning may bring!

ABOUT AURORA – To crown Kendra Scott's year of globe-trotting, she entices you with one last world excursion, this time to the majestic land of snow-capped mountains and a skyline lit by the beautiful aurora borealis. Inspired by the northern lights, a breathtaking rainbow in the night sky, glimmering, iridescent stones like iridescent drusy, gunmetal drusy and iridescent agate come to life in this brilliant collection. These dazzling gems from Kendra Scott's Aurora Collection epitomize the enchantment of the holiday season. kendrascott.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.



Platinum Seamless hair extensions

NBC correspondent turned novelist Martin Fletcher speaks out

By Masada Siegel



Masada Siegel and Martin Fletcher at a beachside café in Israel.

A couple of years ago, at a Herzliya beachside café in Israel, I shared a coffee with NBC correspondent Martin Fletcher. I had interviewed him via Skype earlier in the year for a story, and when I said I was going to be in Israel, he suggested we meet for coffee.

During our conversation, he mentioned he was going to write his first novel, but was searching for the story that compelled him. He tossed around ideas but clearly had not found the one.

I recently asked him how he chose the topic for his gripping new book, *Jacob's Oath*. He says a friend asked him: "Why would a German Jewish Holocaust survivor decide to stay in Germany?" Fletcher thought that was a great question. And that is how his new book came to life.

Fletcher, an NBC News special correspondent, has won five Emmy awards, a Columbia University du Pont Award, five Overseas Press Club awards and a National Jewish Book Award. He served as the NBC News bureau chief in Tel Aviv for many years.

He is a masterful storyteller whether he is on the front lines of a war with a camera crew or sitting in front of a computer creating a cast of characters from his imagination.

Jacob's Oath is set in Germany at the conclusion of World War II. The book's characters jump off the page directly into the reader's heart with their emotions and struggles to return to the lives they lived prior to the war.

Fletcher explains, "Not much has been written about the aftermath of World War II. Novels are usually about the more dramatic periods of the build-up to war, the war itself and then the new world after the war. What fascinates me about the first few months after the end of the war in May 1945 is the period of anarchy, the transition, the bewilderment of 20 million refugees clogging the roads of Europe trying to go home, yet ultimately, there is no home. Refugees can't go home because there is no home. Everything has changed. What was that like? That's what interests me, partly maybe because my reporting career was so much about that, in wars and disaster zones across the globe for 35 years.

Fletcher understands the emotions of people experiencing war and devastation; in his news stories, he often focuses on the

human suffering. In *Jacob's Oath* he's applied real life emotions to his characters. One of the most powerful aspects is their will to survive despite enormous tragedies. He explains that often in life the human spirit survives tragedy not by great achievements, but rather by taking one step at a time forward into the future.

While *Jacob's Oath* touches on a similar topic to his last book, *The List*, this is his first foray into historical fiction.

"My family is from Austria, although my mother was born in Germany and moved to Vienna when she was 9. They were dominant as I wrote my last book, *The List*, about the experience of Jewish refugees in London," Fletcher says. "In this book, *Jacob's Oath*, I researched the period and the place, but my own family history was not part of it. But coming from the kind of background I come from, the Holocaust is always present, and as I wrote in the acknowledgements, the story sort of wrote itself – it sprang from somewhere deep inside me – especially the development of the characters. I felt I had been there."

Fletcher also brings to light the little known but important actions of the Jewish Brigade's unit called the Tilhas Tizig Gesheften (commonly known by its acronym TTG). The TTG was formed immediately following World War II. Under the guise of British military activity, this group of the Jewish Brigade engaged in the assassination of Nazis and facilitated the illegal emigration of Holocaust survivors to Palestine. These assassination squads killed former SS and Nazi officers who had participated in atrocities against European Jews.

Jacob's Oath is a thriller filled with twists and turns telling a story of love and revenge as two Holocaust survivors try to find their futures while dealing with the destruction of their past lives. The characters tug at your heartstrings while shedding light on a time period that was filled with chaos and uncertainty.

"It's my first venture into pure fiction, but fiction based on a very authentic story, time and place, based on massive research," says Fletcher.

Masada Siegel, author of *Window Dressings*, can be reached at masadasiegelauthor.com

For more information: martinfletcher.net

The Abysmal Failure of Bernanke's QE3

MONEY MATTERS

By Thomas K. Brueckner



Consider the following staggering statistic: Since 2008, Ben Bernanke has increased the Fed's balance sheet from \$480 billion to \$3.5 trillion, a 730% increase in five years. So what did we get for all of those asset purchases? Predictably, it depends on who you ask.

If you ask Wall Street, clearly they're happy. Since March 9, 2009, after a 57% sell-off of the S&P 500, that index has posted a gain of 144% to now find itself fully recovered and in the black by almost 5% above the previous market high in October of 2007. Bottom Line: After contributing substantively to the Subprime Mortgage Crisis and the resulting 2008 Market Meltdown, Ben Bernanke's "fix" has caused the markets to "fully recover" over the five years since, and even gain 4.92% – or a gain of less than 1% per year at a cost of \$3,020,000,000 in "printed" dollars – to buy assets the Fed will likely be unable to sell for a profit any time soon. Since Americans won't pay for this for at least a generation or two, and since their 401(k) plans at work are finally back in the black, most remain oblivious to the ultimate cost of this folly.

What about the Fed's own standard for success? When Bernanke and the Federal Open Market Committee recently met to decide against tapering their \$85 billion in monthly purchases of mortgage-backed securities, one metric they cited to define "success" was getting unemployment back down under 6.5%. In fact, their announced reason for a third round of quantitative easing ("QE3") last year was the disappointingly slow recovery of our labor markets, making it entirely appropriate to judge their success or failure by any changes in the employment arena. And here, Bernanke's feat is even more horrendous.

As Forbes columnist Louis Woodhill recently pointed out: "...If we compare the 11 months of QE3 to date with the 11-month period immediately prior to QE3, we discover that Bernanke printed an incremental \$1.05 trillion in order to prevent the creation of 1.3 million (full-time equivalent) jobs. That's right. If the Fed had *not* done QE3, and had simply continued with its previous policy, it is reasonable to expect that today the Fed's balance sheet would be \$1.05 trillion *smaller*,

and there would be 1.3 million *more* Americans working." (my emphasis)

This brings us to Obama's announced selection of Janet Yellen as Bernanke's successor. As many in the financial media and on Wall Street have giddily observed, Yellen's free-money approach is likely to be "Bernanke on steroids," continuing this madness well into next year. If she places that same job market improvement condition ahead of any eventual tapering of the Fed's \$85 billion per month in ongoing asset purchases, I wouldn't hold your breath. With ObamaCare already causing hourly cutbacks from 40 to 29 per week throughout the service sector of our economy, it is unlikely that an economy 70% dependent on consumer spending will be expanding anytime soon. When secondary bread-winners are unable to find part-time work to replace those 11 lost hours, consumers with 25% fewer dollars in their pockets won't be stimulating the economy, nor will they be adding to our jobs markets.

Prediction: Yellen will spend like (or out-spend) Bernanke, our markets will celebrate ongoing free money and crawl even farther out on a limb to the breaking point, while defying an economy that is slowing by every metric that matters. So says a Business Insider's headline, "THE BIG SLEEP: Why the Stock Market Will Crash In A Few Months, Then Go Nowhere For Years." It highlights a forecast from French banking giant Société Générale, calling for "a 15% correction in the stock market, followed by a multi-year journey back to where the index sits today," *essentially repeating segments of the market's loss-recovery pattern of the last 14 years.*

... and racking up a trillion a year in ongoing debt with no end in sight. ■

Thomas K. Brueckner, CLTC, is President/CEO of Strategic Asset Conservation in Scottsdale, a conservative wealth management firm with clients in 18 states and 6 countries. He is a 2011 Advisor of the Year national finalist, a radio talk show host, and a mentor to other advisors nationally. He may be reached for comment at go2knight.com.

The opinions expressed are those of the writer.

JOURNEYS

From Europe to Latin America to Arizona

By Deborah Moon



of Triumph



Over the centuries Latin America has been a sanctuary for Europe's Jews fleeing the Inquisition in Spain and Portugal, pogroms in Russia and Eastern Europe, and the Holocaust.

Over the tumultuous centuries since Spain discovered the New World, peaceful co-existence and intense anti-Semitism have existed (sometimes simultaneously) throughout Central and South America.

While synagogues established in the 1600s flourished in some areas (especially those that came under Dutch control), the Inquisition arrived in other parts of South and Central America forcing Jews to again flee, convert or hide their Jewish identity.

In the late 1800s, Jews fleeing pogroms in Russia and Eastern Europe again looked to Latin America as a refuge. And according to the Holocaust Encyclopedia of the U.S. Holocaust Memorial Museum, most Latin American nations were relatively open to immigrants from 1918 to 1933. Though most governments reduced immigration during the Holocaust, some 84,000 Jewish refugees arrived in Latin American countries during those years. After the war, many displaced persons also settled in Latin America.

The various waves of immigration and varied acceptance of Jews created diverse areas of rich Jewish culture and vast populations of Crypto-Jews, who outwardly converted to Christianity while continuing to practice Judaism in secret. These are the experiences of the people featured in our cover story this month – each story with a different twist but a hauntingly familiar refrain. On the following pages, we profile several individuals who share their stories of Jewish life in Latin America and the lives they have built in Arizona.





Michele Adler Cohen rehearses at the Musical Instrument Museum in Phoenix. Born in Argentina, Cohen has performed several concerts to benefit Casa Brazil of Arizona (Casabrazil.org), a nonprofit that benefits 400 orphan children of Ceara, Brazil. Photo by Matthew Strauss

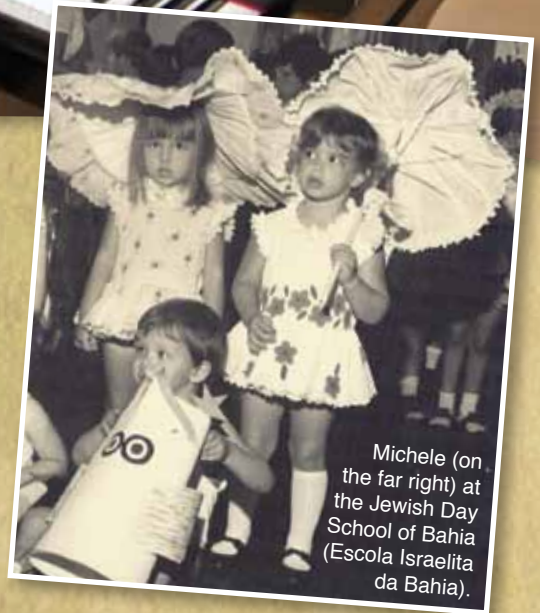
Pianist blends European and Brazilian/African rhythms

By Deborah Moon

The Brazilian/African rhythms of her birthplace and the classical European melodies of her grandfather's homeland flow from the keyboard when Michele Adler Cohen sits down at her grand piano.

She has a doctorate in piano performance from Indiana University, where she met her mentors – distinguished pianists Michel Block and Arnaldo Cohen – as well as her future husband, Yaneav Cohen.

Whether playing Carnegie Hall or at a benefit for a local Jewish organization, Michele's concerts include both classical and Brazilian repertoires. She's played at places as far away as the Brazilian Embassy in Washington, D.C., the Chicago Cultural Center and Ernen Musikdorf in Switzerland, as well as performing locally at benefit concerts for the King David School and an event at Beth Tefillah to mark the installation of Rabbi



Michele (on the far right) at the Jewish Day School of Bahia (Escola Israelita da Bahia).

Pinchas Allouche.

"When I have the chance to help the community and bring joy to the community through music, I always enjoy doing that," says Michele.

Born in Salvador, the capital of Bahia, Brazil, Michele grew up surrounded by diverse musical traditions.

"Bahia is the most African place in Brazil; there's a very African flavor in terms of music and food influenced by the slaves (an estimated 4 million Africans were brought to Brazil before the country abolished slavery in 1888)," says Michele. "I'm very influenced by the music I heard – the rhythm. Therefore my playing sometimes is not as traditional."

Her earliest traditional classical influence was in the home of her grandfather, Salomon Adler, who emigrated from Poland to Brazil about 1930. Educated in Austria, Salomon originally went to pre-state Israel as one of the early pioneers (chalutzim) to build roads and drain swamps. But when he fell ill (Michele

believes it was malaria), he returned to Poland and then emigrated to Brazil. Salomon frequently had the classical music of Europe playing in his home – perhaps in memory of his wife, Judith Adler, an accomplished pianist who died in 1957.

The richness of her Jewish environment was due largely to her mother’s grandfather, Rubin Müller, who migrated from Lodz, Poland, to Brazil in 1924. Michele says her great grandfather uprooted the family looking for “a place they could live more freely as Jews.”

“When he arrived, there were only a few Jewish families,” says Michele.

“He was instrumental, with others, in forming a community and establishing institutions to serve the community. They decided to establish a Jewish cemetery, Jewish day school and synagogue.”

“In my day, we had a JCC with Maccabiah games and a pool ...,” says Michele, fondly recalling the Jewish life available to her as a child. Michele attended the day school through fourth grade, but the school closed just a few years later. “Many Jews went to Sao Paulo or Israel ... then there was assimilation. It is a small place for Jews. As far as I know, Bahia never had more than about 200 Jewish families.”

Bahia has since had a bit of a renaissance in Jewish life. The community raised funds to establish a new community center and hired a rabbi from Sao Paulo. With the arrival of Chabad there are now two synagogues in Salvador, where Michele’s brother, Marcelo Adler, and parents, Jorge and Celia Adler, still live. Her sister, Claudia Adler, lives in Paris.

But it was a search for a bigger musical community – not a bigger Jewish community – that drew Michele to the United States. Though her focus was music, “I always wanted to keep a



Cohen family, from left: Benjamin, Michele, Ari, Yaneav and Jonathan.

connection with my Jewish roots,” she says.

Michele began formal piano lessons at age 6 with Maria Carneiro, the person Michelle still considers her main mentor. She captured first prizes in National Brazil piano competitions and began to perform around the country before winning a full scholarship to the National Academy of the Arts in Champaign, IL, at age 16. She stayed in the states for all her college years and became active in Hillel at the University of Illinois. When she moved to Indiana for her doctorate, she wasn’t as active at Hillel, but did attend some programs, where she met Yaneav Cohen, who had been born in Israel but moved to the United States at age 10.

The couple married in 1997 and soon moved to Yuma, where Yaneav was stationed as a Navy officer. Their oldest son, Ari, now 14, was born in Yuma. It was while they lived in Yuma that Michele had her Carnegie Hall debut, which she calls a highlight of her performing career. “Everyone would love to play in Carnegie Hall.”

Arizona’s weather and landscape reminded the couple of Israel, so when Yaneav finished his dental training after he got out of the service, they looked for a larger Jewish community in Arizona and made the move to Scottsdale.

Yaneav is now a pediatric dentist at North Scottsdale Pediatric Dentistry. Twins Benjamin and Jonathan, 10, and Ari all attended Har Zion Preschool, the King David School before it closed, and Pardes Jewish Day School until Ari started high school. The family attends Congregation Beth Tefillah, and Michele is active in the Women’s Philanthropy group of the Jewish Community Association.

In addition to teaching and performing, Michele is in the process of recording a CD. Indiana University has published several CDs of Michele’s performances.

Some of her work can be heard on YouTube, including a piece by Schuman that features photos of Bahia while her music plays. Search Michele Adler Cohen on YouTube to hear her play. For more information visit brazilianpianist.com. ■

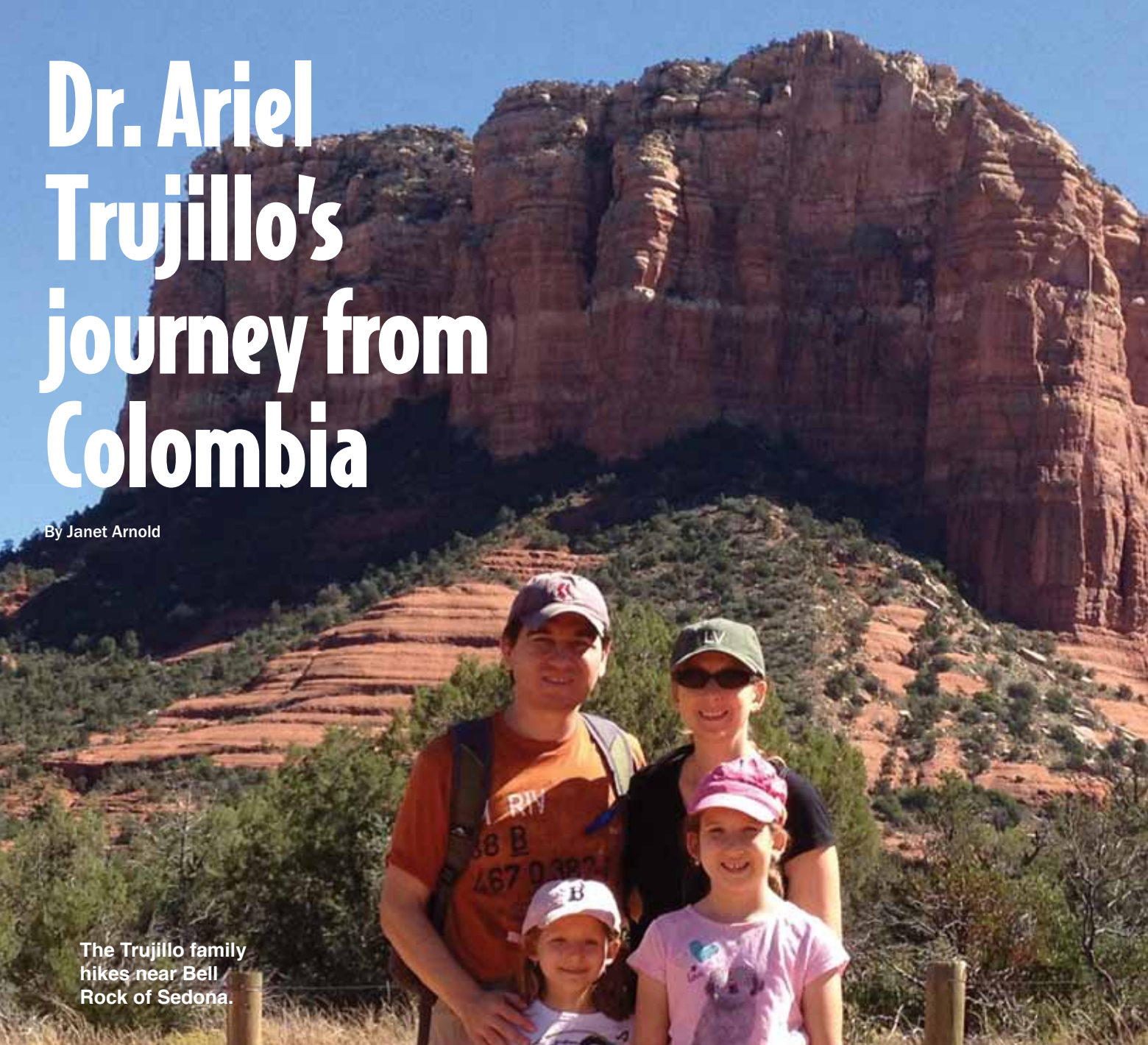


Os Itevos da Torá são trazidos de Aracaju para Salvador. Da esquerda para a direita: José Sumner, Rubin Miller e Chaim Trief

Michele’s great grandfather Rubin Muller, holding the Torah, was one of the founders of the Jewish Community of Salvador, Bahia.

Dr. Ariel Trujillo's journey from Colombia

By Janet Arnold



The Trujillo family hikes near Bell Rock of Sedona.

Even as a child, Ariel Trujillo thought it strange that his father would travel long distances to the one store in all of Colombia that carried Manischewitz wine. His father was a civilian attorney and judge attached to the military, and the family moved around quite a bit. But his father would always make certain that he could make his way back to the little store tucked away in the capital city of Bogota so that he could buy his Manichewitz. His grandmother was blue-eyed, his father was light-skinned and blond, and he himself was several shades lighter than most of his friends.

But you “just didn’t ask,” he states. “It wasn’t discussed. It never occurred to me to try to find out more.” Looking back, however, he sees more signs that things were not all they appeared to be.

He knew his father was born in the port city of Barranquilla on the Caribbean side of Colombia, where other immigrants

came in from Eastern Europe. “My father’s birth certificate does not list his religion, which again was quite unusual, because everybody else was simply Catholic.”

His father’s parents passed away, but his father still lit candles on a regular basis, drank his special wine and would sometimes yell at his children in a way that made them “think he was possessed! It was a language we had never heard before,” Ariel grins. Now, he’s pretty certain that ‘crazy’ language was Yiddish.

The family never did much to recognize the Christmas holiday. Their tree was always the smallest, and they never held a Christmas celebration in their own home. “I thought about it, I guess, but who were you going to question? It was just the way things were.”

When asked if his name “Ariel” was common in Colombia, he immediately responds, “No, not at all. In fact, I would be teased about it.” Later he learned his grandmother’s name had been

Abigail, and he is convinced that – as the first son in a Jewish family – he was named after her.

Ariel recalls his father took extensive steps to make sure that Ariel could get into a military-run school. While these schools still participated in the Catholic holidays, there were more opportunities for general education. Ariel attended mass as a requirement of the schools, but he never felt connected. “I never went to another mass after 1984 (his last day of school there),” he says.

Ariel went to dental school at Boston University where he earned his Doctorate of Dental Medicine and met his wife-to-be, Alissa. She came from a secular Jewish family; her grandparents had been devout, but her parents had rebelled, so



Hannah and Sofia Trujillo attend Camp Lubavitch, a two-week Chabad day camp in Bogota, Colombia to learn more about their heritage.

Alissa had little Jewish upbringing. When they decided to get married, they talked about what was important to them. There was no question in either of their minds that Judaism would need to play an important part in the rest of their lives. They were married in upstate New York and then moved to Boston so he could finish his schooling; Boston is also where their first daughter, Sofia, now 10, was born. With his certificate of Advanced Graduate Study in Periodontology in hand, they moved to the Phoenix area, where he took over Arizona Periodontal Group in 2004.

Their younger daughter, Hannah, now 7½, was born in Arizona. The family joined Congregation Or Chadash of the Northeast Valley, where both girls are receiving their formal Jewish education.

“I’ve never doubted for a minute that I have Jewish roots,” Ariel comments. “I believe there is a genetic memory – it’s in my bones. I feel totally comfortable in this world. I feel like I’ve done this before.” ■

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Cantor Sheila Nesis discovered Jewish music in Argentina

By Janet Arnold

Sheila Nesis didn't think about a future as a cantor as she was growing up in Buenos Aires, Argentina. Judaism just wasn't a big part of her family's life. Her grandparents had some positive influence, but Sheila didn't even attend religious school as a youngster. She was fully aware that she was part of nearly 250,000 Jews living in the country, and that



Cantor Sheila Nesis likes to use her grandmother's hand-beaded purse for Shabbat and other special occasions.

her family helped to comprise the nearly 85% of that population who were Ashkenazi. Her grandparents had immigrated from Germany, Poland and France well before World War II. Some were brought over by a wealthy uncle in the textile and tailoring business. Others came during the 1880s' wave of immigration. They knew their opportunities were limited in the old world but could see a myriad of possibilities in the new one.

They established themselves in the jewelry and clothing businesses in the capital city, where the vast majority of the Jews lived, as they still do today. (In fact, Buenos Aires "boasts" of the only kosher McDonald's outside of Israel.)

Sheila's older sister decided she wanted to become a bat mitzvah. Sheila started accompanying her sister to synagogue and immediately fell in love with the music. Not only did Sheila decide to become a bat mitzvah, too, she began substituting for the synagogue's cantor by the time she was 16. She felt the rhythm, the cadence, the beat of the Latin countries combine with the more traditional liturgy inside her, coming out in a beautiful, meaningful and spiritual manner. "Once I entered the synagogue, I never left," she explains. "The music felt like it was always there inside me."

She received her training as a cantor at the Fundacion Judaica School of Shlichei Tzibur and felt blessed to have many wonderful mentors. Most of the 50 or so synagogues in Buenos Aires are Conservative, which is where she learned her liturgy and ritual. She credits the only Reform synagogue in Buenos Aires for her background in theology and philosophy. Her decision to become a cantor "just happened. It was a natural, organic decision for me," she says. In addition to studying with



Sheila in her mother's arms and next to her sister. The photo was taken on "the piece of land that my parents bought to build our first home (they are architects). We later sold that house to a famous soap opera actor of the time," says Nesis.

learned Judaic scholars, she studied voice with the renowned voice coach and soprano, Ida Terkiel of the Teatro Colon in Buenos Aires.

The economic situation in Argentina since 2001 has led many Jews to leave the country, while others have fallen into lower economic groups. With the help of international Jewish organizations, Sheila had an opportunity to tour the United States for several years during that troubled time, giving concerts that included "liturgical Jewish music, tangos and boleros, Ladino songs, and jazz of the 1930s and '40s." (Ladino is a mixture of Spanish and Hebrew, used in the Sephardic community much as Yiddish is in the Ashkenazi world.)

From 2007-2012, she was the cantor at Temple Israel on Manhattan's upper east side in New York, where she trained with Broadway voice coach Liz Caplan, voice teacher and soprano Marguerite Krull and voice coach Ruth Rainero. When her husband received an opportunity to work on a doctorate degree in media arts and computer engineering at Arizona State University, the couple moved to Phoenix in 2012. Sheila became the cantor at Congregation Kehillah in Scottsdale in July 2013. She held her first CD release party on Nov. 8 with Kehillah. The album, "Menchua," includes six songs that exemplify her ability to combine traditional liturgy with Latin sensibilities. The album was produced by Todd Herzog, who is the cantorial soloist at Temple Solel, also in Scottsdale. It can be purchased at sheilanesis.com. ■

From Panama altar boy to Arizona rabbi: Rabbi Yosef Garcia

By Melissa Hirschl

A startling family revelation became a life-changing moment for Mesa Rabbi Yosef Garcia. A former altar boy raised in Panama, Garcia always took it for granted he and his family were Catholic. In 1987 an illuminating conversation at a family wedding turned his world upside down. "I was telling my great uncle Chi how amazed I was at the speed I was learning Hebrew, a language that always fascinated me since it was the language of the Bible," he begins. "I told him it was as if we were Jewish. He looked at me and told me, 'We are Jewish.' You could have knocked me over at this point."

His uncle went on to explain that their family has been Jewish since the time of the Inquisition, when Jews were expelled from Spain and Portugal. To save their lives, Jews outwardly assimilated but kept their religion secret. The lineage was passed on through the first-born sons. Looking back, Garcia realized he had subtle cues; they just never crystallized. For example, his grandmother, who wore a prayer shawl (mantilla), lit candles and said Hebrew prayers on Friday nights. "As a child, I assumed these were Catholic traditions, not knowing Hebrew," he relates.

As Garcia gleaned more facts of the family history, his fascination grew as each new layer of the story revealed itself. His great uncle and some of his brothers belonged to a synagogue in Panama. "My grandfather chose to stay hidden," he says. "My great uncles practiced Judaism openly even though there was still fear of prosecution. When I talked to the Orthodox rabbi in Panama, my wife and I were moved to tears."

Almost as a precursor to his later discoveries, Garcia rebelled as a teen against the church that was the nucleus of his family's life. While his mother and priests tried in vain to get him to conform to a life of Catholicism, Garcia relates the church never resonated with him. He was a spiritual maverick, full of penetrating and provocative questions for the priests and nuns. "I knew I wanted out of the church," he relates. "I never believed in the tenets of Christianity and for six months I stayed away."

Eventually he capitulated when the pressure from his mother, priests and the community became too unbearable. "The mailman and garbage man couldn't find the house; when



I returned (to church), their services miraculously resumed," he laughs. "I stayed in the church till I was 19, when I left to become a deep sea fisherman. Even though I wasn't a big fan of religion, I always believed in God and felt deeply connected to God."

Since that watershed moment of discovery at the wedding, Garcia has passionately embraced Judaism, becoming an ordained rabbi. He is currently the spiritual leader of Aveyda Torah Jayah in Mesa. He breathes new life into the Jewish community on a daily basis by bringing "hidden Jews" back into the fold through local and Internet classes.

Garcia has the distinction of being a co-founder of the Association of Crypto-Jews of the Americas, along with Rabbi Joshua Stampfer, rabbi emeritus of Congregation Neveh Shalom, Portland, OR. The two created the "Ceremony of Return," which includes a Certificate of Return that is recognized by the Ministry of Interior

of the State of Israel for purposes of making aliyah. In addition, Garcia travels to countries such as Brazil, Costa Rica, Panama, Puerto Rico, El Salvador, Guatemala, Mexico and Ecuador to connect with hidden Jews who are eager to reclaim their religion.

Steve Weitzenkorn, a Phoenix business consultant and active member of the Jewish community, lauds the success Garcia has had with the Crypto-Jew movement. "The important part of his work is the nurturing and welcoming return to Judaism for a population that has not been accepted by mainstream Judaism," he says. "Jewish affiliation is dwindling, and for that reason I feel we should encourage and embrace his mission. He is a real pioneer; he has taken on this lonely post. He has invested his own money and struggled with fundraising for this lonely mission. I have great admiration for him."

Rabbi Garcia will be traveling to Brazil in fall of 2014 with Rabbi David Rosenberg (rabbi of Beth Emeth of Sun City and a signer of the "Right of Return" certificate) to help 375 Brazilian Jews. He will also be working with Rabbis Stampfer and Rosenberg to officiate a Ceremony of Return for 30 Crypto-Jews in Phoenix in July 2014. ■

Association of Crypto-Jews of the Americas: cryptojew.org | 602-306-ACJA

Bien-Willner family flourishes wherever they land

By Deborah Moon

For the Bien-Willner family, history repeats itself.

In the 1920s, 17-year-old Asher Bien-Willner went from Austria to Argentina to work with some family members. While there he applied for and received residency papers before returning to Austria to open and run a kosher restaurant, garment store, and bed and breakfast in the Austrian Alps with his brothers and sister. Despite the business success, when the Nazis spoke of Anschluss (annexing Austria) he decided it was time to leave. With his Argentine residency papers he and his wife, Margit, were able to move to Buenos Aires and start a family.



Bien-Willner brothers, from left, George, Roberto, Ruben and Alberto in 2012.

“My father wanted a big family; as he often said, he was trying to compensate for what (he) lost during the Holocaust,” says Ruben Bien-Willner, Asher’s son and one of four brothers and one sister, all born in Argentina.

In Buenos Aires the family again flourished. Alberto and Ruben participated in youth groups at Beth El Congregation and the brothers enjoyed summer at Camp Ramah in the province of Cordoba, says Alberto Bien-Willner.

Ruben met his wife, Felisa, while both were studying architecture; as architects they worked on mechanical engineering and industrial design projects. Their children attended a Jewish day school and the family belonged to Chaim Nachman Bialik Congregation. Ruben worked on the expansion of the subway system and the elevated freeways project in Buenos Aires, while he was also a professor at Universidad Nacional de Buenos Aires.

“I was a college professor living in Buenos Aires with my wife and three children when the ‘Dirty War’ and the Falkland War took place,” says Ruben. “By 1984 I realized, like my father had before me, that it was time to leave my country.”

His brother George had moved to Phoenix in the 1970s, and Alberto and his family had followed in 1982.

“Many years of dictators ruling Argentina, the lack of security and the war with England helped me to make this grateful decision,” says Alberto, whose wife’s family had arrived in Argentina from Aleppo, Syria, about 1910.

The oldest Bien-Willner brother, Roberto, has remained in Argentina, but their sister Susy Kohan and her family made aliyah to Israel in the 1980s.

In Arizona the family is again flourishing.

From their father, who had a textile manufacturing company in Argentina, the brothers learned how to run a business. George started a furniture manufacturing business, Sterling Manufacturing, in his garage in Phoenix in 1975 and had expanded into retail by the time his brothers moved to Arizona.

Now Ruben and Alberto both own furniture manufacturing and retail operations in Tucson.

Ruben’s Furniture Creations (728 W Grant Road; 520-623-7177; furniturecreations.net) designs and builds custom furniture, cabinets, wall beds and doors, as well as repairing and reproducing furniture and parts. The company works with contractors, architects, churches, the federal government and consumers, primarily in Tucson and Phoenix, but has also made furniture and cabinets for military bases in Texas, Kansas, South Korea and Puerto Rico.

“By 1984 I realized, like my father had before me, that it was time to leave my country.”

Alberto’s Comer International, Inc., operates Furniture in the Raw (4151 E Speedway Blvd.; 520-326-2330), which sells unfinished wood furniture that is ready to finish and custom-built furniture with custom finishes, and Desert Design Center (4146 E Speedway Blvd.; 520-326-8700; ddcfurniture.com), which sells all kinds of furniture for the home or office from most brand names in the furniture industry.



The Bien-Willner family at the beach in Argentina January, 1953.

Married for 38 years, Alberto and Sara Mirta Chomer joined Congregation Anshei Israel when they moved from Phoenix to Tucson in 1989. They are still active members as are their daughter, Monica Elizabeth Bien-Willner Rudner, and her husband, Eric Rudner. Both graduates of the University of Arizona, the Rudners have two children, Rachel Sydney, 10, and Ryan Aaron, 7.

Their son, Alejandro David Bien-Willner, also graduated from UA and now lives in Los Angeles where he is a screenwriter and participates in the Jewish community.

Ruben and Felisa likewise belong to Anshei Israel. Their oldest daughter, Veronica (a human resources director),

and her husband, Eddie Lange (a businessman), helped start Congregation Or Chadash in Scottsdale, hosting many early gatherings in their kitchen. They have two daughters, Julia and Aleyna. Son Gabriel and his wife Lenne live in St. Louis, MO, where Gabriel is a physician and Lenne a virologist. They have one son, Asher Samuel, and are expecting their second child. Carina, an architect, lives in Los Angeles with her husband, Matt Reichman, a television executive. They are expecting their first child in April.

Perhaps now the Bien-Willner family has found a home where they can flourish for generations. ■



Ruben Bien-Willner and his wife, Felisa, at their youngest daughter Carina's wedding in 2011.

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Dr. Manuel Modiano's passion for oncology and ranching started in Mexico

By Deborah Moon

Born and raised in Mexico City, Dr. Manuel Modiano is at the forefront of new directions in cancer treatment.

He calls his decision to specialize in medical oncology and hematology, “One of the best decisions of my life. It’s a great field.”

“There’ve been changes in cancer medicine and cancer survival rates,” he says. “The ability to offer them (cancer patients) a productive life in spite of their cancer is something we can do now that was not always possible when I started my training.”

As medical director of Arizona Clinical Research Center and director of research for Arizona Oncology Associates, Dr. Modiano has seen research breakthroughs firsthand. “There have been enormous advances in a number of cancers such as breast, colon, lymphomas, certain forms of leukemia and others within the last few years. People now have better outcomes with the possibility of a cure or very long remissions with very good quality of life.”

While attending medical school at the Universidad Nacional Autonoma de Mexico, he volunteered with an oncologist and helped care for and transport cancer patients who needed treatment far from home – something that is seldom necessary here, where his group delivers state-of-the-art cancer care in the community, close to where their patients live.

Dr. Modiano came to the states for his postgraduate internship and residency at University of Wisconsin,

“My grandfather always dreamed of having a ranch. I wish he could be here. We inherited that love and have been very fortunate to be able to live our dreams.”



Drs. Manuel and Pat Modiano

Mount Sinai Medical Center, in Milwaukee. He moved to Arizona in 1987 for a fellowship in hematology-oncology at the University of Arizona-Arizona Cancer Center and remained on the faculty until 1993, when he joined Arizona Oncology in private practice.

Dr. Modiano was appointed to the Arizona Biomedical Research Commission by Governor Napolitano in 2006. He has received numerous research and community service awards including the Surgeon General Certificate of Merit.

On the home front, Dr. Modiano, his wife, Pat, whom he met during his fellowship, and daughters Rebecca, 19, and

Lauren, 18, enjoy family life at their ranch near Tucson. Rebecca and Lauren each became a bat mitzvah at the Stone Avenue Temple, now home to the Jewish History Museum. Both girls attend Yale, where Rebecca is in Navy ROTC, interested in Global Affairs. Lauren is a Thespian pursuing a double major in theater and political science. Pat is a doctor of pharmacy and is the president of the Arizona Clinical Research Center.



From left: Manuel, Lauren, Rebecca and Pat Modiano on the family's ranch near Tucson.

The Modiano ranch is home to horses, burros adopted from the Bureau of Land Management, dogs and cats. Pat and Manuel now ride and drive buggies for pleasure. Rebecca competed in rodeo, as did her father in years past. The girls have witnessed the birth and death of many of their animals, and share their parents' love of land, nature and animals.

"My grandfather always dreamed of having a ranch. I wish he could be here," says Dr. Modiano. We inherited that love and have been very fortunate to be able to live our dreams."

The family raises longhorn cattle as part of the movement to re-introduce the breed of hearty cattle in Arizona. Longhorns, which are extremely well adapted to arid climates, descend from cattle brought to the new world by Spanish colonists in the early 1500s.

Dr. Modiano's family arrived much later. His father, Enrique, was born in Paris and arrived in Mexico as a child before World War II. Enrique's father, Manuel, became an orphan at an early age; he moved with his sisters from Greece, where the family had lived for generations, to Mexico in search of better opportunities. He met Rebecca, his wife, in New York City.

Dr. Modiano's mother, Nitsa, was a child during World War II when her family boarded a freighter in Greece bound for America. After a mutiny on board, the ship was "lost at sea" for three months. When it finally arrived at Ellis Island, refugees were no longer being admitted. Offered the option to leave the children for adoption, her parents Elias and Irma chose instead to remain together and go to Mexico where Elias had friends.

Dr. Modiano and his two brothers grew up in Mexico City,

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which has a large Jewish community. They participated in activities at the JCC and each became a bar mitzvah at the Sephardic synagogue, where they also attended holiday and a few Shabbat services each year.

“My family was in business,” he says. “I was the first to go into a scientific field. I always knew I wanted to become a physician.”

His brother Jaime is a professor of comparative oncology and director of the Animal Cancer Care and Research program at the University of Minnesota. His other brother, Elias, is an entrepreneur and business person in Mexico City. His parents, now retired, divide their time between the United States and Mexico City. ■



Children's Book blends Jewish/ Latino traditions

Golemito, by Ilan Stavans, blends Jewish and Latino cultures in an intriguing children's book for middle schoolers. The story of how two boys confront bullying by creating a miniature Golem is both an endearing tale of courage and redemption and an enthralling fusion of the Jewish and Latino traditions. Sammy Nurko, along with the story's narrator, conjure an Aztec version of the Golem that is minute in size and responds to enchanting Nahuatl poetry. Illustrated by Teresa Villegas, *Golemito* is a captivating blend of two cultures that conveys a tale of inner strength amid its mythological whimsy. *Golemito*, trade cloth, 32 pages, \$16.95, published by NewSouth Books, newsouthbooks.com/golemito.



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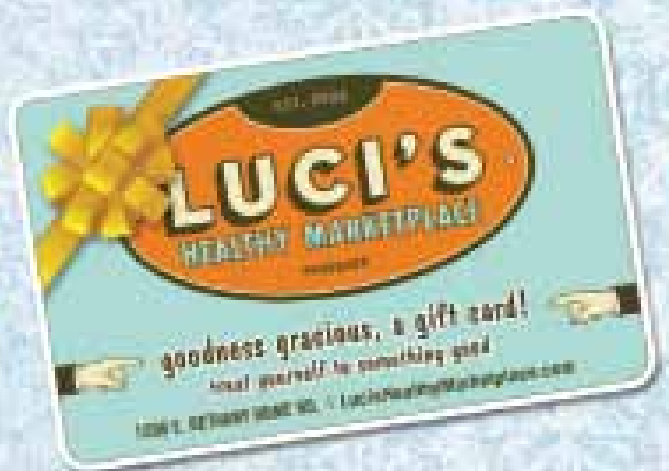
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CHEF'S CORNER

No Bake, Gluten-Free & Dairy-Free Desserts

By Lucia Schnitzer



The holidays are here! Starting with the first night of Hanukkah in November and continuing

with more holiday parties through the secular new year, the temptation to eat one delicious dessert after another seems to never end. “To eat or not to eat” is the question.

Furthermore, the rules of a kosher kitchen can put substantial restrictions on your dessert options, especially if meat is on the menu. In my house, food allergies take a further toll, leaving nothing but cut fruit on the menu – not exactly the kids’ favorite dessert. Not anymore. After toying with many variations of products trying to keep in mind the taste buds of my family, I have come up with a flexible, healthy and delicious secret ingredient that will change the way you think about desserts: coconut.

Coconut is extraordinarily versatile and serves a variety of purposes in the kitchen – and it’s vegan. It’s packed with vitamins C, E, B1, B3, B5 and B6, as well as iron, selenium, sodium, calcium, magnesium, phosphorus, potassium, electrolytes and omega-6. Coconut aids in weight loss, maintaining blood sugar levels, fighting infection, lowering cholesterol and reducing inflammation.

Coconut milk makes for an effective beauty product as well and can be used as a skin moisturizer and even a conditioner for your hair. Pretty impressive, don’t you think?

So to answer the question, I say “eat,” but make each bite count by trying these amazing healthy desserts that require no cooking and are free of both gluten and dairy.

Coconut Whipped Cream

To prepare coconut whipped cream, you need to find coconut milk that comes in a BPA-free can (such as Native Forest Organic coconut milk in a BPA-free can — it’s kosher).

Step 1: Take a “full fat” can of organic coconut milk and place it in the refrigerator overnight.

Step 2: Scoop out all the thickened coconut cream on top, leaving the coconut water in the can for drinking, a shake or to



use in the following recipes. (If it ends up frozen, let stand in room temperature until it softens up.)

Step 3: Add a little cinnamon, vanilla and sugar (or sugar substitute) to the coconut cream, and whip it in a mixing bowl until it begins to thicken. Place in refrigerator for a couple of hours or overnight to firm up.

Use your whipped coconut cream in your coffee, on pancakes, on ice cream, on mixed berries or anywhere you would use traditional whipped cream. You will use this recipe to make the chocolate mousse with avocados. (Yes, avocados. Trust me, it’s seriously delicious!)

Chocolate Coconut Cream Torte

Bottom Layer Crust

If your springform pan is smaller or larger than 9”, adjust the ingredient amounts accordingly.

- 1 cup raw almonds or pecans, soaked 2 hours, rinsed
- 1 cup fresh or dried finely shredded unsweetened coconut
- 1/2 cup pitted dates

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.

- 1/2 cup raw cacao powder
- 1/4 teaspoon cinnamon
- Dash of cayenne (optional)

In food processor fitted with the “S” blade, pulse until a crumb texture is achieved. Set aside.

Coconut Cream Filling

- 2 cups coconut whipped cream (unsweetened) or firm young coconut pulp
- 5 bananas
- 1/4 cup coconut oil
- 4-5 pitted Medjool dates
- 1/2 teaspoon vanilla extract or seeds scraped from 1 vanilla bean

Blend ingredients until creamy. Set aside and refrigerate.

Top Chocolate Layer

- 1 cup coconut whipped cream (unsweetened) or young coconut pulp
- 3 tablespoons coconut oil
- 1/2 cup raw cacao powder
- 3 pitted Medjool dates
- 3 black mission figs
- 1/2 teaspoon vanilla extract or seeds scraped from 1 vanilla bean
- 1/4 teaspoon cinnamon
- Dash of cayenne (optional)

Blend ingredients until thick and smooth, adding just enough coconut water (liquid from reserved coconut water in the can) to turn over in blender. Set aside.

Strawberries

6-8 large firm strawberries, stemmed and sliced 1/8” thick. Use them to line the inside of the springform pan, which forms the perimeter of the torte.

Garnish

- 1 cup assorted berries – raspberries, blueberries, sliced strawberries
- 1 teaspoon honey
- Mint leaves (optional)

Blend the honey with a few of the strawberries to make a glaze. Toss gently with the berries and mint and refrigerate until ready to serve.

Assembly

Press crust recipe evenly into the bottom of a 9” spring-form torte pan with a removal side: grease pan with a little coconut oil.

Stem and slice the strawberries lengthwise and press the large pieces against the inside of the torte pan. Use the smaller heels in the garnish.

Pour in and spread the coconut cream filling.

Freeze for 2 hours to firm up.

Pour on and spread the top chocolate layer mix. Refrigerate or freeze again until firm.

When ready to serve, arrange the fruit garnish on top.



Layered Chocolate Mousse with Avocados

(Serves 4)

Ingredients

- 2 ripe Haas avocados, peeled
- 1/2 to 2/3 cup of pure cacao powder (unsweetened)
- 3/4 cup almond milk or reserved coconut water (from the canned coconut milk)
- 4-5 tablespoons 100%-pure, grade-B maple syrup or honey (use 1-2 tablespoons if also using dates)
- 3 organic Medjool dates (use only if cutting down on maple syrup or honey)
- 1 tablespoon virgin coconut oil
- 1 teaspoon vanilla extract
- Shredded coconut and cacao shavings for garnish

Instructions

Slice avocado and scoop out flesh with a spoon; add avocado and all ingredients to a food processor bowl and pulse until smooth. Taste to see if you need to add more cacao powder for a deeper chocolate flavor. Adjust the sweetness if necessary. You can add liquid to the pudding if it seems too thick. Spoon the chocolate mixture into four serving glasses of approximately one cup. Top with the coconut whipped cream (see page 38). Refrigerate mousse for a couple of hours (or 20 minutes in the freezer). Add shredded coconut and cacao shavings on top and serve.

Where do JEWISH PEOPLE EAT?

By A. Noshman

Sometimes the best meals have the smallest price, and here is a great example.

I left a fancy steak house in Scottsdale, \$200 lighter, and the meal was just so-so. I skipped dessert because I had already set my mind on dessert at the Sugar Bowl to let my taste buds know I still loved and cared for them. I had to have some highlight of the evening.

My search for redemption continued the next day. Just a half mile north of the Jewish Community Center on Scottsdale Road sits Taste of Chicago, a hot dog lover's paradise, nestled among the shops of East Thunderbird Square, near Yogurt Builders (Where Jewish Kids Eat).

Brightly colored umbrellas emblazoned with Vienna Beef logos beckon to you, and the friendly staff can't wait to ask where you are from. Though they are hoping the answer is "Chicago," they are delighted to engage you in conversation whatever your reply. The food comes out quickly, but there's no rush. You order and pay at the counter, and they bring it out to you if it's not too busy, or they call your number and slide your meal in a basket through a little window along with a smile.



Jumbo Char Dog Combo (with French fries and a drink) \$6.68

I love my hot dogs slightly blackened, and to see it offered on the menu told me these babies were made by people who love their work. The manager says to me, "Chicago style?" meaning all the fixings, and I say "yes," even though I know I will probably pick off the hot peppers. I am a firm believer in trying the entrée as the chef intended and then rearranging things to my own tastes. More often than not, the chef is right. This hot dog is loaded with tomato, peppers (sweet and hot), mustard, celery salt and kosher dill slice on a fresh poppy seed bun. The hot dog's crisp skin has a snap as you bite in, which plays nicely with the softness of the bun. The condiments are a burst of fresh flavor, and you find yourself eating an entire meal with every single bite.

I ordered the French fries, and they are out of this world. Made from whole potatoes with the skin on, they come out hot, salted and golden brown. I've never had an undercooked fry here or had to ask for them to be crispy, because that's just how they are made every time. These guys do love their work. You also get a soda you can refill all you want. Don't throw away the basket!

Spicy Italian Beef Sandwich Combo (with onion rings and a drink) \$10.68

It is often said that an entire restaurant can be judged by its Italian beef sandwich, and this one is awesome. A generous portion of tender, thinly sliced roast beef (cooked well done as Italian beef is) steams inside a fresh roll

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Bratwurst

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Wanting to try one more thing on the menu, I was really torn between the hamburgers, which I have heard are good, or one of their chicken sandwiches. How I ended up ordering a bratwurst I don't really know. I guess it was the sauerkraut calling my name to this all-beef treat. This was a very good traditional presentation of the brat. Next time I order it, I think I will ask if they can char it for me a little.

If you do the math, you'll see that one could eat every day for a month at Taste of Chicago for what I paid at the trendy steak house. For me, it's not so much a financial thing as it is spiritual. For example, I once paid \$22 for a bowl of soup that turned out to be one of the best things I've ever eaten. Even though it was years ago, I still remember it being worth every penny. Taste of Chicago is a real treasure. ■

mounded with giardiniera and served with what they call gravy. I would call the "gravy" au jus, and it is the perfect enhancement to this delicious sandwich. Not only does it add flavor, it softens the whole thing so it melts in your mouth. So, where's the spice you ask? It's in the giardiniera, a blend of pickled veggies. This is one of those try or don't try options. The sandwich is great with or without it, so it's a personal preference depending on how much you like spice. My recommendation is to get it, and if you don't like it, scrape it off. You can get hooked on this stuff. This time I ordered the onion rings (\$1 extra) to see if they match up with the fries, and of course they do: beer battered and fried to a deep golden brown. I ordered the meal, so I would get the rings and the refillable drink.



Contact A. Noshman at a.noshman@azjewishlife.com

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The **SUCCESS** of failure

By Debra Rich Gettleman

Last year I volunteered at my son Eli's third-grade holiday class party. The mood was festive and fun, the kids were excited and the treats were abundant. It was everything a holiday party should be.

I was assigned to the BINGO station. Unfortunately, one of the more aggressive moms got there first and staked out her spot so that she could be the caller. I was really OK with that, even if I had been a professional radio talk show host for a good part of my adult life. Not to worry, I could happily play the supportive role of BINGO card verifier at the end of the game.

After a long 10 minutes, one of the children happily shouted, "BINGO!" I launched into action and checked her card with the efficiency of an Indy 500 pit crew. It was an authentic BINGO, and I advised the kids to clear their cards for the next game.

"What are you doing?" My mom-partner barked at me. "I'm getting the kids ready for another game." I tried not to make this sound patronizingly obvious. "Don't clear your cards!" she belted. The children froze. "We are playing for second place."

"Oh," I stammered, "I'm so sorry. I just didn't realize we were doing that. Won't happen again." I saluted, hoping the gesture

might bring a bit of levity to the awkwardness between us. "Other mom" just ignored me and began calling out numbers.

The game went on until the next child yelled, "BINGO!" I affirmed the win with a silent nod but didn't dare say a word. Other mom nodded back, pulled out another BINGO ball and announced "N33."

"Oh," I asked with surprise, "Are we playing for third place?" But other mom just continued to call numbers as if she hadn't even heard my question. As one who's not used to being ignored, I simply repeated my question at a much higher decibel. "Are we playing for third place now?"

Other mom, clearly annoyed, looked at me as if I were a visitor from the planet Idiot. "We're playing until every child gets BINGO," she declared. "Everyone has to win."

At that point, I realized how truly out of step my husband and I were with the rest of the child-rearing universe. We believe wholeheartedly in winners and losers. We believe that losing teaches valuable lessons, not the least of which is that being a winner is not automatic and the harder you work, the better your chance of becoming the victor.

I filed away this story until the other day when I was perusing the New York Times and came across an op-ed piece by Ashley

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Merryman, co-author with Po Bronson of *NurtureShock: New Thinking About Children*. Merryman has spent years analyzing the effects of praise and rewards on children. Her research clearly shows that rewards and approval are powerful motivators for kids. But constant recognition does not inspire success. In fact, it can actually cause kids to underachieve.

While being a positive and praising parent is something we all aim for, the science seems to prove that kids with unremitting positive reinforcement often collapse at the first challenging experience. Then, feeling demoralized by defeat, these kids would rather cheat to win so that they won't have to repeat the miserable experience of failure.

In Merryman's op-ed piece she notes several recent studies on the increase in narcissism and entitlement among college students. She warns, "When living rooms are filled with participation trophies, it's part of a larger cultural message: to succeed, you just have to show up." Those kids who've spent childhoods receiving endless awards do only the minimal amount of work that's required in college, and they don't see the need to do it well. She postulates that once these grads hit the workforce, they continue to believe that attendance alone is all it takes to get a promotion.

How can our kids learn to rebound from loss or failure if we continue to insist that every breath they take is a staggering achievement?

The reality in life is that we fail more than we succeed. I try hard to let my kids experience failure. It's not easy, and it hurts, both them and me. But without failure, there really isn't success. I talked with Eli about the BINGO fiasco. He thought everyone winning was ridiculous. That made me feel a little better. Then I shared a favorite Michael Jordan quote with him: "I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

Eli nodded. "I get it mom," he smiled. Then he shared his favorite Wayne Gretzky quote with me: "But remember, 'You miss 100% of the shots you don't take.'" ■



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

Social Action Grants for Teens

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Legacy of Equality

Ruth Ann Perlmutter recalls years she and her husband worked for civil rights

By Melissa Hirschl



Ruth Ann Perlmutter stands in front of a painting by her late husband Nathan Perlmutter, the former director of the Anti-Defamation League. She is holding last book Nathan wrote, *The Real Anti-Semitism in America*, about rising anti-Semitism on the left and the importance of defending Israel.

Prescott resident Ruth Ann Perlmutter and her husband, Nathan, have always embodied positive passion. As the legendary former director of the Anti-Defamation League, Nathan carved out a colorful legacy of social activism that empowered Jews, blacks and other minorities struggling to achieve political leverage. Ruth Ann was always at his side, aligned with his idealism and commitment to social justice. The duo spent the majority of their lives fighting discrimination during the 1950s and '60s, a turbulent period in American history fraught with racial hatred, segregation and continually shifting battle lines. Together they tackled a society that was entrenched in discrimination but at the cusp of social evolution.

After an illustrious career, Nathan passed away in New York City at age 64 in 1987 after a battle with lung cancer. Ruth Ann, now 89, has many memories of the rich tapestry of their lives together. A former teacher, artist, welder and author (the two co-authored *The Real Anti-Semitism in America*), Ruth Ann had the honor of traveling to the White House when Nathan was given The Presidential Medal of Freedom, the highest honor bestowed on a civilian, shortly before his death. President Ronald Reagan called Nathan a "hero of the human spirit who made his life's work championing dignity."

The two started their life with humble beginnings. "We had five cents between us the day we were married," jokes Ruth Ann. "We were two poor young kids from immigrant families living in Williamsburg, Brooklyn. We shared a common goal though – we wanted to do good works." The couple's idealistic philosophy set the stage for a life of political activism, international travel and occasional danger. With the support of groups like the

Reform movement's RAC (Religious Action Committee), the Perlmutter and the Jewish community helped galvanize the world with their dream of equality.

After their marriage, the Perlmutter hit the ground running. After becoming an officer in the Navy during World War II, Nathan earned a law degree from New York University. Ruth Ann spent two years at Brooklyn College and later graduated from the University of Denver. She eventually received her master's in sociology, topping off her studies with a graduate degree from Wayne State in Michigan.

"Roger Baldwin, founder of the ACLU and also a close friend, enrolled Nathan in the possibility of working for the ADL," says Ruth Ann. When the position materialized, the couple was offered several places to live. "I really wanted to experience the West, so we went to Denver where Nathan became the community director," says Ruth Ann. "My mother-in-law told me in Yiddish, 'Don't you fight with the Indians.'"

With Nathan's career on a fast track, the couple found themselves moving around the country. After Denver, the first stop was Florida, which was openly hostile to desegregation efforts. With the court's "Separate but Equal" ruling, teachers needed to learn how to foster civil rights for their students. Ruth Ann took on the challenge, crafting integration workshops for teachers in addition to teaching sociology. This was a turbulent time and the teachers could have been fired and so could I," she relates. The couple's daughter, Nina, recalls how the ugly tentacles of prejudice spread around the state. "I remember seeing signs at hotels and restaurants saying 'no blacks, no Jews, no dogs,'" she says. "No Jews lived in Bal Harbor. My brother



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Nathan Perlmutter meets President Reagan.

“We were two poor young kids from immigrant families living in Williamsburg, Brooklyn. We shared a common goal though – we wanted to do good works.”

–Ruth Ann Perlmutter

and I would make our own statement and assertively sit in the back of the buses.”

With a move to New York, life proved to be fraught not only with tension, but with danger as well. With Nathan now the national director of the ADL, their activities cast them in the media spotlight, inflaming the Ku Klux Klan and other white supremacy groups such as The White Citizen’s Council. “They threatened to bomb our home in New York and

even had people threatening me after Nathan died,” says Ruth Ann. “Fortunately the ADL and the FBI worked together to thwart any threats, guarding the house 24 hours a day.”

Undaunted, the Perlmutter continued the mission they carved out early in their lives: to keep advancing the cause of social justice. They were active in interfaith activities as well. “Wherever we went, we talked to minorities and anyone who couldn’t help themselves, whether it was Mexicans in Colorado or blacks in Florida,” says Ruth Ann.

As vanguards in the interfaith movement, the Perlmutter traveled the world, meeting with Israeli political leaders starting with Golda Meir. They met current Prime Minister Benjamin



Ruth Ann Perlmutter meets Pope John Paul II.

Netanyahu when he was Israel’s ambassador to the United Nations in the mid-1980s. The couple visited Romania, Italy, Germany, France, Israel, England and Holland to raise awareness of the dangers of bigotry and anti-Semitism. Their calendar pages brimmed with meetings of influential and prominent people such as President Reagan, Menachem

Begin of Israel, President George H.W. Bush, President Jimmy Carter and Romanian President Ceausescu. In addition, they had dialogues with heads of state, princes and princesses, and even the pope.

While ADL was always at the forefront of her life with Nathan, Ruth Ann put her indelible stamp on the world in other ways as well. A painter for many years, her home is filled with vibrant abstract paintings done with acrylics. She honed her artistic skills at the famous Art Students League in New York years ago and studied sculpture in both Miami and Prescott. To launch the careers of young artists, she initiated the first artist-in-residence program at the prestigious Brandeis University. “Art



Nathan Perlmutter, back left, and Ruth Ann Perlmutter, second from left front row, at a meeting with Pope John Paul II.

and working with my hands has always been a part of my life,” says Ruth Ann. “No matter what else I was doing, wherever I lived, I studied and created art.”

The Perlmutter family was a true *tour de force* in the world, with each partner contributing valued talents and creative abilities to form a powerful partnership.

Bill Straus, director of the Phoenix ADL chapter for the past 13 years, says, “ADL wasn’t part of the Perlmutter family life, it was their life. I never met Nathan, but I know the tremendous

“I remember seeing signs at hotels and restaurants (in Florida) saying ‘no blacks, no Jews, no dogs.’”

– Nina Perlmutter

impact he had on the ADL. The ‘40s and ‘50s were a watershed time for civil rights issues, and Nathan helped the Jewish community find its voice. He talked about issues with complete candor in order to affect the Jewish community and others as well. The ADL’s theme this year at our centennial celebration was ‘Imagine A World Without Hate.’ I believe Nate thought about that every day.”

In addition to Ruth Ann, Nathan is survived by daughter Nina, an ordained rabbi who leads Temple Heichal Baoranim in Flagstaff, and son Dean, a mining job placement professional in the Phoenix area. ■

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Blessings bring comfort and peace

By Hal Walzer

When Hospice of the Valley patients are first admitted to a palliative care unit, they may arrive with a range of emotions. They may feel angry, afraid, disoriented and confused, or isolated, helpless and vulnerable. Caring staff members do their best to allay patients' concerns and make them feel welcome, comfortable and "at home" in their new environment. Patient rooms at palliative care units are certainly more inviting than hospital patient rooms, but understandably lack the familiarity of patients' own homes.

During the end-of-life period, patients go through a painful process of giving up control and losing autonomy. It seems as if every day one more thing is taken away from them. Some feel

For Jewish patients, the observance of Shabbat on Friday evenings is comforting. It is often referred to as a "weekly spiritual oasis from pain and suffering."

a loss of dignity and personal identity. But a person's faith and spirituality, while often put to the test, remains steadfastly theirs to keep.

For Jewish patients, the observance of Shabbat on Friday evenings is comforting. It is often referred to as a "weekly spiritual oasis from pain and suffering." The sight and warmth of glowing Shabbat candles, the taste of kosher wine, the smell of freshly baked challah, the feel of a white kippah on their head – combined with the melodious sound of familiar Hebrew blessings – fill each of the senses with joy and peace.

For many, these sacred Shabbat traditions are an integral part of their religion and spiritual practice. It can cause deep distress if these traditions are not continued, particularly when patients recognize that this Shabbat could be their last. For others who have long since gone without enjoying these Shabbat rituals, the renewed memories of their parents' observances may be personally heartwarming.

I am particularly reminded of how my observant grandmother (of blessed memory) would say she "always feels good during Shabbat."

These blessings are offered to patients as part of the Kivel-

Hospice of the Valley Partnership in End-of-Life Care. It was established several years ago by the two organizations, which have long partnered together in providing quality care. Kivel Campus of Care in Phoenix has served the Jewish community for more than 50 years. It offers residents independent and assisted-living care as well as recreational, social, cultural and religious services. Hospice of the Valley has cared for patients and families since its founding in 1977.

As a volunteer, I have been moved by patients – who otherwise seemed listless and uncommunicative – enthusiastically joining me in reciting Shabbat blessings. Often even patients with severe memory issues reminisce and describe in great detail celebrating joyous Sabbaths in their youth.

Each meaningful KHOV visit ends with patients and their families extending a warm hug, as we share the parting words of "Shabbat Shalom" – Peaceful Sabbath. ■



Hal Walzer serves as a volunteer and as an information services training and support specialist for Hospice of the Valley. For information about serving as a Shabbat Blessings volunteer, call 602-636-6336.

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Not Always a Hallmark Holiday

By Nancy Raske

When families gather for the holidays there is great anticipation of joyful reunions and the creation of happy memories. Unfortunately, all too often these hopes are disappointed and concerns are raised when families experience noticeable changes in their family members.

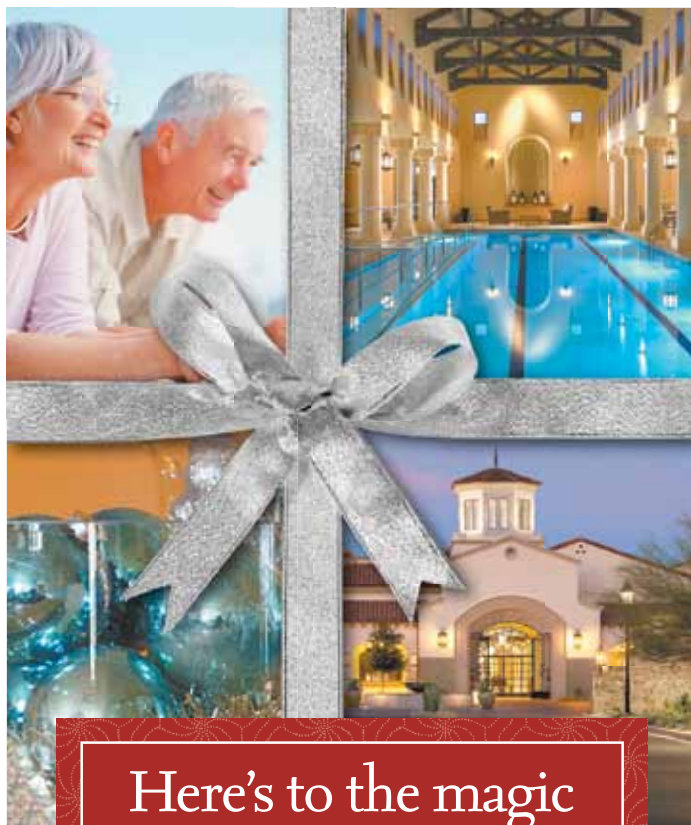
Did this holiday season raise concerns about physical and cognitive changes in your family members or friends?

Here are some frequently observed changes that should cause family members concern:

- Memory lapses – forgetting important names or events – loss of ability to follow and track in conversation. Repeating things said without remembering that the question or story has already been asked or told.
- Withdrawing from social interaction, in particular large family gatherings, as these are felt to be overwhelming or overstimulating for the senior.
- Mood changes – increased depression or moodiness.
- Unkempt appearance or notable deterioration in hygiene (frequency of bathing) or wearing of unsuitable or unwashed clothing.
- Noticeable change in housekeeping – house not kept up to the standard of customary cleanliness – dishes unwashed, floors not vacuumed, accumulation of dirty laundry and linens unclear.
- Medications not being taken correctly and on time. The importance of taking medications as prescribed cannot be emphasized enough; 68% of hospital admissions for the elderly are the result of medication mismanagement.
- Unexplained bruises or injuries.
- Hoarding of food or other items such as toiletries, newspapers and household items.
- Purchases from television vendors.
- Dents and scrapes on a senior's car that cannot be explained.
- Spouses "covering" for each other – one spouse compensating for the diminished capacity of the other – finishing sentences, answering questions asked of the other.
- Significant weight loss or gain, signifying the elder individual is not able to feed themselves in a manner that is nutritionally sound.
- Excessive television viewing to the exclusion of human interaction.

If you or other family members have observed such changes in elderly relatives during recent holiday family functions and are concerned for the well being of your parents or senior loved ones, do not discount these changes or wait until your relatives come to serious harm. In the field of senior care, we see far too many elderly individuals who have been significantly harmed or hospitalized because they were neglected by relatives who meant well and did not want to interfere – at significant risk to their loved ones.

Nancy Raske has worked in the senior industry for 13 years. During that time, she has worked with in-home care, assisted living, memory care, hospice and placement services.



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Did Arizona's pioneer Jews eat Chinese food on Christmas?

By Eileen R. Warshaw, Ph.D.

For the past eight years on Dec. 25 the Jewish History Museum in Tucson has held its annual quest for an answer to that age-old question: Did the Arizona Jewish pioneers eat Chinese food on Christmas day?

How did this very Jewish custom of gathering for Chinese cuisine on Christmas day begin?

It is actually a unique American Jewish custom that took root in the great immigration period between 1870 and 1920. There is of course nothing religious about this gathering; it is a historic sociological custom that grew out of the immigrant neighborhoods of the East where Jews, Italians and Chinese shared the same poor urban neighborhoods. Every ethnic group had its restaurants including kosher establishments for Jews. However the “American Experience” was becoming defined by a blending of the customs of the immigrant communities. Most Jewish immigrants, and their children, observed their dietary laws at home, but were more permissive with themselves outside the home. The thinking was that keeping a kosher home allowed any Jew, including parents, close family and friends, to eat there. But eating non-kosher food in restaurants was a way of fitting in, feeling more American.

Of the two restaurants, most Jews preferred Chinese trait to Italian for several reasons. The Italian communities were generally Catholic communities, so when you entered an Italian restaurant the patron would be greeted with a statue or photo of Jesus or the Virgin Mary – images that stirred memories of the

persecution by European Christians. And Italians could not hide their ingredients in the same way that the Chinese did in dishes of shellfish and pork chopped into small pieces and buried in sauce.

The Chinese did not mix meat and dairy in their dishes; as a matter of fact they did not use dairy at all. Likely one of the

The custom of eating Chinese food on Christmas day was really a custom of convenience. Almost all other restaurants of the immigrant communities were Catholic or Christian and therefore closed for the holiday. Not so the Chinese, and thus the tradition was born.

largest draws to the upwardly mobile, but far from wealthy, Jewish immigrant was the price. As late as the 1940s you could buy a plate of chow mein, fried rice and an egg roll and a fortune cookie for 25 cents. Many are the Jewish couples who courted across the tables of Brooklyn’s Chinese restaurants. As new Jewish communities developed, the Chinese communities



Jewish History Museum guests enjoy Chinese food last year at Christmas

followed. There was no inherent anti-Semitism to overcome when entering a Chinese restaurant, because Chinese owners and waiters had no history of prejudice toward Jews. Jewish patrons were just good business.

The custom of eating Chinese food on Christmas day was really a custom of convenience. Almost all other restaurants of the immigrant communities were Catholic or Christian and therefore closed for the holiday. Not so the Chinese, and thus the tradition was born.

In the Arizona Territory the custom of Chinese food on Christmas day was started with the coming of the railroad. The building of the railroad brought the majority of early Chinese immigrants to Tucson. The Chinese had been brought to Arizona for the hazardous task of extending the railroad through the desert. The railroad moguls viewed the Chinese as inexpensive, reliable workers. Their wages were \$1 a day, 50 cents lower than other workers.

When the railroad work was completed many Chinese stayed in the Tucson region. They grew vegetables for the mission and became the first truck farmers, establishing the first green grocery stores in the area. The Chinese families lived together in the old section of town side by side with the Mexican families. Early territorial records show that the Territorial Chinese became ranch hands, ran the public bath houses and were laundry owners.

Three men who shared the family name Wong left the railroad work gangs and came to Tucson, arriving in the late 1870s. They established the O.K. Restaurant on the southeast corner of Church Plaza and Mesilla Street in Tucson. The journals of the early pioneers remark on the fine food and hospitality that the Wong establishment presented. The question of whether Arizona Jewish Pioneers ate Chinese food on Christmas Day is answered in one journal notation that comments that the cuisine at the O.K. establishment was especially festive considering the operators didn't celebrate the holiday like the Catholics of the city did. ■

Eileen R. Warshaw, Ph.D., is the executive director of the Jewish History Museum in Tucson.

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Looking for Love

10 ways to have an A+ first date

By Ellen Gerst

Dating is supposed to be fun. If you don't see it that way, you're facing failure before you even begin. As with every endeavor in life, your attitude is of paramount importance.

The universe is giant mirror and whatever you project out will be reflected back to you. If you leave your house anticipating that your date will end badly, then it most certainly will. I suggest that before you leave home, set your intention to have fun. Additionally, slap a smile on your face and project a warm and welcoming aura. These three things alone will exponentially increase the chances of having a successful date.

Here are 10 more tips.

1. Be on time. This is simply a show of respect. No one likes to be kept waiting, especially if it's the first time you're meeting someone. Even if you're a couple of minutes late, feelings of insecurity can set in and your date might feel like he/she is being stood up. This can set the tone for the entire evening, and it's *not* a relaxed one.

2. Keep your alcohol consumption in check. Even though you might be nervous, and a drink could help to relax you, don't consume more than one glass of alcohol. A drunken date is not an attractive date. Additionally, alcoholic beverages are expensive, and it's not polite to have your date expend a lot of money on you, especially if this is just a get-to-know-you type of meeting.

3. Offer to share the cost. To follow up on point 2, it's also polite to share the cost of the evening. The offer doesn't have to be accepted, but it's a nice gesture and is indicative of your attitude about carrying your fair share in a relationship.

4. Leave your prior relationships at home. A first date is not the time and place to rehash your entire life and talk about how an ex has done you wrong or how a late spouse was a saint with whom no one can compete. There certainly shouldn't be any crying or ranting about past relationships.

5. Clean yourself up for your date. Again, this is a show of respect. Take time with your grooming and dress appropriately for the venue.

6. Inquiring minds want to know, but don't interrogate. A date is about having a conversation, which includes questions and answers. It's possible to show an interest in what someone is saying without having it sound like a police interrogation.

7. Be flexible and go with the flow. Try something you've never tasted. Participate in an activity new to you, even if there is a chance you might appear awkward. This is called being a good sport, and it will be noted and appreciated.

8. Keep your sense of humor. The ability to laugh with each other (and at yourself) makes for a pleasant and relaxing

atmosphere. Laughter encourages good feelings about the other person.

9. Know when to end the date. Even if it's love at first sight, don't drag the date out forever. Create an atmosphere where both parties leave with an urgency to see each other again.

10. Let your feelings be known. No one is a mind reader, and no one likes being rejected. If you like someone and want to see him/her again, leave broad enough hints without cornering your date into making an on-the-spot decision whether he/she would like to meet again. Send a text or an email the next day to thank your date and let him/her know that you're open to exploring the idea of getting to know each other.

In conclusion, the way to have an A+ first date is to make the meeting fun, easy and stress-free. Come to it sans expectations; then whatever the result, it will be a positive one.

QUESTION AND ANSWER

Question: Although I'm quite a conversationalist once I know and feel comfortable with someone, I often get tongue-tied in new social situations and encounters with strangers. This is hampering my success in the dating arena, because I'm finding it nearly impossible to get past the initial meeting. Can you offer some advice on how to overcome this?

Answer: You're not alone in your difficulty talking to new people. Here's the secret: *it lies in being able to ask a good question.* This requires you to let go of your ego that whispers in your ear that you may look foolish or uninformed if you ask questions or seem intimidated by the breadth of knowledge of others. Of course, you must ask quality questions of your date and certainly not in an interview-like manner.

The first step is to determine what your date is passionate about, or what activities he/she enjoys. You may not be familiar with these topics, so set your mind toward learning about them by asking pertinent questions. This is truly the easiest way to engage someone new in a meaningful conversation.

It also helps to be observant so that you can pick up on clues your date may be subtly offering about his/her mood, likes and dislikes, or level of comfort. Once ascertained, you have the option of sympathizing and attempting to find common ground.



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.



Looking for her prince

By Masada Siegel

The old adage you have to kiss a lot of frogs till you find your prince rings a bell. In Sedona, there is a statue at the Tlaquepaque shopping plaza of a frog, which many single women have posed with.

Tess Suchoff would be happy to find her prince, and she certainly is a catch.

Here is a little bit about Tess.

What is your full name?

Tess R. Suchoff

Where did you grow up?

Phoenix

How many places have you lived?

Seven

What makes you laugh?

The hilarity that ensues with my friends at any given moment – life is an adventure. Also, silly videos of babies trying lemons for the first time makes me laugh.

What is your dream vacation? Where would you go and for how long?

I would love to travel to a country (where) I don't speak the language for three months and simply immerse myself in the culture.

What is your favorite Jewish holiday and why?

Ironically, I really love Yom Kippur. Kol Nidre and Neilah are my two favorite services of the whole year. Purim is a pretty close second though.

Why is being Jewish meaningful to you?

It's an identity and a sense of belonging to something beyond myself. No matter where I've gone traveling, without fail, I always run into Jews and Israelis.

What is your favorite memory of your time spent in Israel?

I spent a weekend with my friend's Gareen Tzabar (a program for lone soldiers) in Nahariya. They are all lone soldiers, and it was great to simply spend a few days with them. Also, I went hiking from Netanya to Hertzalia along the Mediterranean, which was beyond phenomenal.

What are you looking for in a partner?

I'm looking for someone who is passionate about who he is, what he is doing and who he wants to be. I also am looking for someone who enjoys a balance of going out and staying in, and loves being around people. In general, I'm looking for someone who is happy, driven and enjoying life and all the twists and turns that come.

What do you do for work?

I work at a start-up technology company in Boston (but



return to Arizona several times a year) doing a bit of everything, making sure what needs to get done does!

What do you love about Arizona?

I love the beautiful landscape and the bright and bold sunsets over the mountains. I go outside whenever possible and love hiking on the reserves around Phoenix and up in Sedona. Also, the overall culture is unlike any other, which is a peaceful kind of place.

What are you passionate about?

I'm passionate about taking care of others, everything from cooking dinner for my friends to tutoring kids.

What is the most important characteristic in a person that you feel is important?

Passion

What is the last book you read?

Ordinary People

What are the top five qualities you are looking for in a person?

1. That they are happy as themselves
2. Intelligence
3. Humor
4. Desire to help others
5. Passion/drive for what they do.

What do most people realize once they spend time with you?

I'm a quirky, bubbly, creative type who always is smiling.

If you are interested in connecting with Tess, contact her on Facebook.

Masada is interested in profiling young adults or singles of any age. If you are willing to be profiled, contact Masada via masadasiegelauthor.com.



Masada Siegel, author of *Window Dressings*, can be reached via masadasiegelauthor.com

Jerusalem election shenanigans recall 1964 film "Salah Shabbati"

By Mylan Tanzer

This column is not about the Israeli skepticism of the current Iranian/American romantic interlude that I planned to write about. And despite the next few paragraphs, this column also is not about the Israeli film industry.

We are proud of the profound transformation in Israeli cinema. Over the last decade, four Israeli films have been finalists for the best foreign language feature at the Oscars, and other films have been finalists in categories such as best foreign documentary. During this time, many prestigious international awards have been won by Israeli movies, which have come a long way in a short time. As recently as the late '90s, serious Israeli movies that tried to shed light on important themes did not succeed either at the box office or in impacting the political discourse.

The Israeli movies that did succeed were made-for-the-masses fluff flicks. These so-called "Bourekas movies" are named after the inexpensive street pastry popular in areas with large concentrations of immigrants from North African and Middle Eastern countries.

Ironically the film credited with launching the Bourekas genre was actually the first Israeli film ever nominated for an Oscar. "Salah Shabbati," the 1964 comedy classic directed by the late, great satirist Ephraim Kishon, overcame significant cinematic imperfections through its relevant and biting criticism of the Israeli establishment. The protagonist, a recent immigrant portrayed by Haim Topol, overcomes his naivety, innocence and helplessness. He transforms into a true Israeli by leveraging his frustration into a power base that the politicians crave. Politicians reward him with an apartment for his large family in return for him delivering the votes of his fellow dwellers in the temporary camps for new immigrants. While we wish this practice, called "combinas," was a disappearing phenomenon, it is still alive and kicking in certain areas of Israeli politics.

Alas, to the subject of the column: The October elections in all municipalities and local authorities reminded me of "Salah Shabbati." The most dramatic election was in Jerusalem – not because it is the capital or the biggest municipality, but because one of the biggest combinas ever conceived hovered above the city like clouds of acid rain.

Since 2008 Jerusalem has been led by Nir Barkat, who in my opinion is the poster boy for what Israel can and should be and sometimes is. Born in Jerusalem in 1959 to a dance instructor and Hebrew University physics professor, he served for six years in an elite paratroop unit and was discharged as a major. After

receiving his degree in computer science, he founded a software company called BRM in 1988, which specialized in antivirus software. The company became an incubator venture firm that invested in companies such as Check Point and Backweb. He later helped found the social investment company IVN. Several successful investments made him one of the wealthiest Israelis. In 2003 he entered politics, winning a seat on the Jerusalem city council. Through his efforts in the opposition to improve services, education and infrastructure, and also due to his considerable wealth, he successfully won the next mayoral election.

Barkat's agenda has been to ensure that the unique character of the city is protected while simultaneously modernizing and establishing Jerusalem as a center for Israeli and international political, educational, cultural and artistic events. This has not only increased tourism, it has also strengthened the city's economy, helping to reduce the emigration of the young and professional secular population. The benefits that the image of a young, energetic, athletic, handsome, successful entrepreneur running a revitalized Jerusalem projects on the national and international stage is both a concrete and intangible asset that is invaluable to Jerusalem and Israel. Barkat has chosen to draw an annual salary of one shekel.

Barkat has maintained a pragmatic stance and cannot be labeled right or left wing. He has steered clear of national politics, which has helped him maintain the religious and ethnic status quo between secular, religious, Ultra-Orthodox, Muslim, Christian, etc. But this balancing act has made him vulnerable. If this doesn't create antagonism, it can create Election Day apathy that almost always hurts incumbents. His international vision for the city also created a dissonance with many residents of lower socio-economic neighborhoods, whose progress has been slower than the rest of the city. Despite this, like Yair Lapid, Barkat is another example of a successful Israeli with every life option available to him, who entered politics not for personal aggrandizement but to give something back and make our lives better.

Against this background, two national politicians, Avigdor Lieberman, the leader of Yisrael Beiteinu, and Ariele Deri, the leader of the Orthodox Sephardic party Shas, joined forces to attempt to unseat Barkat and regain the political power both men had lost since the national elections in March. Deri presided over a disappointing national election that left Shas out of the government for the first time in many years.

They put up as their candidate accountant Moshe Leon, who had been a Netanyahu chief-of-staff in the late '90s, and who has only periodically resided in Jerusalem. Lieberman was to deliver the votes of the approximately 40,000 Russian-speaking immigrants. Deri was to bring the sizable Sephardic religious vote as well as Ashkenazi or Lithuanian Ultra-Orthodox votes through his connections with the groups' leading rabbis. They calculated that the vast majority of secular voters would be apathetic, and that the nationalist religious and modern Orthodox vote would be divided. Therefore the combina, imposed from above, would unseat Barkat. They also hoped to win many other municipalities where they made similar deals and put up candidates. As Disraeli commented, "nothing in politics is contemptible."

With this political machine behind him, Leon set out to try to assert his legitimacy while trying to deny the combina hovering in the air. But this would not deter the voters who the two kingpins had supposedly lined up. Barkat, with superior finances and use of technology (his brother and business partner developed an app that allowed the campaign to locate supporters on Election Day and to encourage them to vote), used the combina as a rallying point to portray Leon as a puppet. "It shows the political hacks culture" he said. "I heard that he (Leon) didn't even want to run. He is a marionette, a tool in the hands of Lieberman and Deri. It is a combina of outside politicians trying to take Jerusalem by force. ... I feel that I need to defend Jerusalem from those that want to manipulate the city for their own goals."

Not only did Barkat use money, technology and rhetoric, after the elections it was revealed that Barkat had his own little combina going, promising a third mayoral candidate, the Orthodox Haim Epshtein, the place of deputy mayor if he remained in the race to divert some of the Ultra-Orthodox voters away from the big combina. While it might not have been savory, it's an understandably astute maneuver that took advantage of the sharp divisions in Jerusalem's Ultra-Orthodox community.

Although the results were frighteningly close, Barkat won the elections because the big combina collapsed. Neither Lieberman nor Deri could make good on all they were supposed to deliver. Veteran columnist Nahum Barnea commented that "residents who didn't necessarily support Barkat, felt the artificiality and insincerity of Lieberman-Deri alliance. While they are close personal friends, the opinions of the sectors that they represent, do not mix, especially on a municipal level." He said it was absurd to think that the Russian immigrant from Gilo, who wants a non-kosher butcher, entertainment and services on Saturday and secular education, would vote for the same candidate as the most extreme Orthodox voters from Mea Shearim. Lieberman and Deri also badly underestimated the rivalries between the Ultra-Orthodox and modern Orthodox and within the Ultra-Orthodox community itself.

But it was close and Barkat's faction lost seats on the city council, which will make his job even more challenging. Despite the welcome defeat of the combina, the results are nonetheless worrying. Barkat was issued, as blogger Nir Hasson called it, "a yellow warning card" by voters for prioritizing investment and resources for the Jerusalem of the future at the expense of the present. He would have justifiably won much more handily had Lieberman and Deri not hatched the combina. In the words

of Yossi Verter of Ha'aretz, "only a breath of a hair separated the defeat of Leon, a bland, irrelevant candidate who does not belong and lacks any public stature and has the word peon written in shining letters on his forehead, from an upheaval which would have set back Jerusalem by many years."

In the end, Lieberman and Deri were the ones who were set back. With Lieberman's not-guilty verdict handed down in November on charges of fraud and breach of trust, he and Deri (who was released from prison in 2002 after serving a three-year term on these same charges) will still play major roles in Israeli politics. I hope that their unsuccessful foray into municipal politics will deter them from future schemes like this. But from a glance at many other election results, there are more would-be Salah Shabbati's out there to ensure that municipal elections in Israel might be even more lurid than national politics. ■

Born in America, Mylan Tanzer 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.



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To Life

Make 2014 a “Shehechyanu” Year!

Amy Hirshberg Lederman

I have a confession to make: I am a “cardaholic.” Some people eat when they get stressed. Others shop. Me? I head straight to the card aisle at Walgreens or CVS and wander for hours, searching for the perfect card for my girlfriend’s deceased pet or my daughter’s half-birthday. I buy cards and stash them in secret places – behind the bills, in my nightstand under the list of movies I intend to rent, next to my computer in a file marked “Dates to Remember.” The problem is I often forget where I put “that special card for my brother” until about 2 weeks after his birthday, so that it ends up with the word “belated” scratched into the greeting.

It should come as no surprise then that I got the inspiration for writing this piece while card-surfing at Trader Joes. On the front of one was a picture of the horizon, and off in the distance was a man sailing into the sunset. But it was these words that grabbed me as I checked out my order: “When was the last time you did something for the very first time?”

Wow. What a great question. When was the last time I did something for the very first time? I couldn’t remember, although I did make a new sweet potato recipe for Thanksgiving, which I remember clearly because I had to go to the store three times for ingredients I had forgotten.

I can think of no better time to ask that question than right now as we enter the new year. So I have decided to create my own challenge by making 2014 a year of “firsts.”

I’m not thinking about outrageous “firsts” that would make my family call 911, like bungee jumping or skydiving. Nor am I referring to things that cost a fortune or would require me to update my passport. What I’m talking about is taking time each month to try something I’ve never tried before. Something as simple as eating a new food, wearing a new color or style or reading a book I wouldn’t normally choose to read.

Not only is this an exciting way to embrace the new year, it

affords a very significant Jewish opportunity as well – that of being grateful for the blessing of having new things in our life.

The Jewish tradition has a wonderful way of honoring firsts with a blessing called the Shehechyanu, which means “who has kept us in life” in Hebrew. The Shehechyanu gives thanks to God “Who has kept us alive, preserved us and brought us to this special time.” On its face, it gives us a way to thank God for new and unusual experiences – such as watching a baby take her first steps, beginning a new job, moving into a new house or tasting the first vegetables from a garden. On a deeper level, it directs our attention and awareness to our surroundings, so that we develop an ability to “see” and “feel” the spiritual significance of events in our life.

The Shehechyanu is also recited at the start of Jewish holidays, like the first night of Hanukkah and Passover, and to celebrate any long-awaited special occasion, such as the birth of a child or the retirement from a career.

Making 2014 a year of firsts is a win-win deal. It gives us a chance to grow and learn by expanding our horizons, while encouraging us to be grateful for having lived to reach this moment. The Shehechyanu is the Jewish way of acknowledging how blessed we are to be alive and witness the wonderful new things that come into our lives. ■



Amy Hirshberg Lederman (amyhirshberglederman.com) is an award-winning author and syndicated columnist, international speaker, Jewish educator and attorney. Her stories appear in the Chicken Soup series and her book *One God, Many Paths: Finding Meaning and Inspiration in Jewish Teachings* won the 2009 Best Book Award from the Arizona Book Publishing Association.

SOUNDBITES



What is the **Best Advice** you ever received?



Howard Grodman
Flagstaff

A judge in Flagstaff and guitarist for Friday night services at Heichal Baoranim
Judge your date not by how (s)he treats you, but by how (s)he treats the waiter/waitress.

Emlee Silverman
Tucson

As a teenager, I told my father I was giving up on religion. He said, "Find any religion and G-d, because you need to always have something bigger than yourself to believe in."



Julie Zorn
Or Chadash
Tucson

A friend from college used to quote William Purkey, "You've gotta dance like there's nobody watching, Love like you'll never be hurt, Sing like there's nobody listening, And live like it's heaven on earth." My friend, who passed on eight years ago, used this

quote as his motto, and he made sure that it stuck with everybody he knew. I have learned that if you apply these words to your career, your family, your Judaism, you will live a tireless, passionate and fulfilled life.

Debbie Yunker Kail
Executive Director of Hillel
at ASU Tempe

Leadership is a cycle: Listen. Lead. Listen. Lead. Listen. Lead. Repeat. Never stop listening to those you are leading.



Rabbi Samuel M. Cohon
Senior Rabbi of Temple Emanu-El
Host of Too Jewish Radio Show (KVOI AM)
Tucson

When my I was a student rabbi in Montana in 1993, we experienced anti-Semitic activity. Half the congregation wanted the issue on the front page of the newspaper; the other half wanted to pretend it wasn't happening. Rabbi Michel Zedek, my mentor at Hebrew Union College, said, "Do they think this is Berlin in 1936, and it will go away if you ignore it?" That perspective allowed me to respond actively and energetically to the problem. We built relationships with the Christian community and civic leaders that helped define us as a congregation of integrity and meaning.



Chuck Wahler
Grand Canyon /Heichal Baoranim
Flagstaff, AZ

"Good thoughts, unspoken, don't mean squat." Advice from a mentor, early in my career, who was emphasizing the importance of acknowledging the good work of others.



Melanie Rogoff
Marketing student at
Arizona State University Tempe

I received a wonderful piece of advice regarding the music industry: "In this industry, people will tell you many things, but do not ever feel discouraged. Keep going no matter what anyone says, because you are doing the right things."

Gladys Hanfling
Temple Emanu-El
Tucson

In a stressful moment involving my sons and daughters-in-law, my husband whispered in my ear, "Vermacht dein pisc," keep your mouth closed, which was good advice for many years to come.



**NEXT
MONTH**

When was the last time you did something for the very first time?

To share your reply, please send your short reply, name, city and photo to editor1@azjewishlife.com by Dec. 6

Rabbinic Reflections

“One concept in Torah that has impacted the world”

“B'tzelem Elohim – Fashioned with a Godly Image: A True Impact on Others”

By Rabbi Micah Caplan



The most effective way (in my humble opinion) to express being Jewish is by taking our Jewish learning and transferring it into Jewish living.

We can learn about what it means to be charitable and make the world a better one through the values of tzedakah and tikkun olam – but then it is up to us to take the texts that teach us such values and bring them to life through being charitable and just, doing what we can to transform our surroundings for the good.

There are many Jewish values rooted in the Torah (including tzedakah) that have had a tremendous impact on the world. And it is rather difficult to choose only one that has had and continues to have a deep impact. Each of us might have our own Torah “bumper sticker,” which is the phrase or text that we feel has had the greatest impact on the world.

I have one of those bumper sticker messages that I hold onto and think about all the time. The text is found in the first book of the Torah, the Book of Genesis (Sefer Bereisheet). In the first chapter, a human being is created B'tzelem Elohim, which some translate as “in God’s image.” I like to translate this text to read “fashioned with a godly image.” The idea that each human being is endowed with godliness is so meaningful, so crucial and so important in defining

the way that individuals are to treat one another. The concept that each of us has a piece of God within provides tremendous power and direction as to how we are to treat one another, no matter what religion, culture or ethnicity we stem from.

When we look at others and at ourselves in a godly way, we bring sanctity and humility to our world in a very special way. The Torah teaches us “from the beginning” that each person is divine, that each individual is unique, that each soul is precious. The Torah’s phrase “B'tzelem Elohim – fashioned in a Godly way,” has had and continues to have tremendous potential on having an eternal and divine impact on us and on others.

If we enable this message to have such an impact, then all of the other texts that we treasure and value will fall into place and have their own and equal impact on the world too!

Rabbi Micah Caplan is the spiritual leader of Congregation Or Chadash, a Conservative synagogue in Scottsdale.

Brandeis Authors' series hosts Alfredo Gutierrez Dec. 16

Brandeis National Committee is known throughout the country for sponsoring intriguing study groups for its members. The Phoenix area chapter annually hosts a five-month Arizona Author Speaker Series that is open to all. The Dec. 16 session features former state senator Alfredo Gutierrez, a major force in the immigration debate today. His book, *To Sin Against Hope*, recounts his family's struggles and triumphs in Arizona.

The Jan. 20 author will be Suzanne Handler, who has worked in the mental health field for more than 20 years. Her book, *The Secrets They Kept*, deals with "the true story of a mercy killing ... and how it shamed a family." On Feb. 17, Maggie Anton, author of the *Rashi's Daughters* trilogy, will speak.

Merrill Kalman started the group five years ago to spotlight local authors, who generally aren't included in Brandeis' major March fundraiser that highlights nationally recognized authors.

When Merrill started the group, 40 people signed up. There are now 116 members. Cost is free for Brandeis study group members and \$5 for nonmembers. The group meets at the Valley of the Sun JCC, 12701 N Scottsdale Road in Scottsdale at 12:30 pm. Outside food is not allowed in the facility, but participants can come early and purchase lunch at the JCC. RSVPs required: mskbflo@aol.com

Torah Dedication Dec. 8

Congregation Anshei Israel will dedicate a new Torah on Sunday, Dec. 8, as the culmination of a year-long celebration of the synagogue's 83rd anniversary. The Mitzvah 613 Torah Project began Dec. 16, 2012, to allow everyone to fulfill the 613th Commandment

of sharing with others in the creation of a new Torah. The public is invited to the 9 am program to include learning stations (a lesson in calligraphy, a "Make a Yad" art project, a display of an unrolled Torah, and a Q & A with our scribe, Israeli Zerach Greenfield), and a special moment as he completes the last letters of the new Torah. A musical presentation by CAI's adult and youth choirs – led by Cantorial Soloists Nichole Chorny and Emily Ellentuck – will follow as the new Torah is escorted in. Refreshments will be served. There is no charge to attend. Congregation Anshei Israel is located at 5550 E 5th St. at Craycroft, Tucson. For more information, contact Michelle Ollanik at 745-5550, ext. 225.

Korts to receive Tree of Life Award Jan. 11

The Jewish National Fund Tree of Life award dinner will honor father and son Ted and Bryan Kort on Jan. 11, 2014. The annual dinner begins at 7 pm at the Arizona Biltmore Resort, 2400 E Missouri Ave., Phoenix.

Lifetime achievement award honorees Monroe and Peggy Wingate will also be honored at the dinner. Entertainment for the evening will be provided by the popular band Affinity and a special Jewish music set by Emily Kaye.

Proceeds from the Tree of Life Dinner will benefit the Central Arava Medical Center, a 3,200-square-foot facility in Israel's Negev Desert. The center will replace the 40-year-old outdated clinic currently serving the area.

For more information, contact Karin Ventura at kventura@jnf.org or 602-277-4800 ext. 962.

Prepare yourself to talk to your child about intimacy

Your child is pre-pubescent, starting to ask questions and you know it's time for THE talk. But how do you talk to your child about something that makes you uncomfortable? What words do you use? How much information do you impart? And how does this all fit within the context of Jewish living?

Jewish Family and Children's Services

is offering a workshop to answer these types of questions and more. "Talking to your Children about Intimacy from a Traditional Jewish Perspective," will be 7 pm, Monday, Dec. 16 at the Scottsdale Hilton, 6333 N Scottsdale Road in Scottsdale. The program is offered through the Aleinu division of the agency and features Dr. Yocheved Debow, a renowned lecturer from Israel who has advanced degrees in both education and child psychology and has authored a book on this topic.

"Torah gives us very specific concepts and values regarding honoring our bodies and the bodies of others, of how to deal with sexuality and intimacy," says Dvora Entin, who leads the Aleinu programs geared toward the Orthodox and traditional Jewish segment of our population. "While Dr. Debow talks about the issues from an Orthodox point of view, the information can easily and readily be applied to anyone within the Jewish community. We know parents are grasping and grappling with these important issues. We are glad to be able to provide a program which can help."

RSVP to jfcfaz.org/Dec16 or 602-567-8306. Cost is \$12 and includes a light dessert.

Reform Biennial Dec. 11-15 in San Diego

For the first time, a sitting Israeli Prime Minister, Benjamin Netanyahu, will address the gathering. Netanyahu is one of a long list of motivating and exciting speakers on the agenda. Programs run the gamut from synagogue inclusion and strengthening to board development to youth engagement to comedy and music. On Thursday night, the Biennial will take over San Diego's famed Gaslamp District with many nationally known Jewish music groups performing at various venues.

With the proximity of San Diego making this an easy trip, most of the local Reform congregations will be sending several members to the event.

The Biennial will also celebrate the Women of Reform Judaism Centennial Anniversary. urjbiennial.zerista.com

1 HOLOCAUST CENTER OPENING – MC Joanna Broder directs survivors and their immediate families, as well as dignitaries, to the ribbon cutting opening the Holocaust History Center at the Jewish History Museum in Tucson Oct. 20. Arizona Attorney General Tom Horne, the child of a Holocaust survivor, spoke at the opening.



2 THEATRICAL FUNDRAISER – Arizona Jewish Life columnist Debra Rich Gettleman, left, and Karen Burns perform their play “...and the chihuahua” Oct. 24 for more than 200 people at Temple Chai. The fundraiser brought in \$10,000 for the Real World Job Development Center at Jewish Family and Children’s Services to provide services to at-risk youth between the ages of 14 and 21.



3 SOS – More than 100 people supported Smile On Seniors of Arizona (sosaz.org) Oct. 23 when Dr. Roy Yaari of Banner Alzheimer’s Institute spoke about Alzheimer’s disease and dementia. Since 2009 seniors have had easy access to Jewish programming, thanks to Rabbi Levi and Chani Levertov, shown here with the evening’s hosts: from left, back row: Rabbi Levi Levertov, Brad Levy and Saville Levy; front: Chani Levertov, Leslie Levy and Saville Levy. The highlight of the evening was when SOS recipient Dolly Dworkin told the crowd how the SOS community has become part of her family, and brought comfort to a 90-year-old couple.



4 SHALOM TUCSON – Young Tucson newcomer Michele Joel receives a Shalom Tucson gift bag, complete with Shabbat candles and a mezuzah cover, from Shalom Tucson Chair Barbara Esmond. Shalom Tucson’s free Bagel Brunch for newcomers was held at the Tucson Jewish Community Center on Oct. 20. Synagogues, Jewish agencies and organizations offered “one-stop shopping for the Jewish community” for new residents and those interested in getting connected with Tucson’s vibrant Jewish community. Eighteen newcomers attended the event sponsored by the Tucson JCC and the Jewish Federation of Southern Arizona’s Outreach Connections. Another newcomer brunch will be held Jan. 12, 2014.



5 PHOENIX COLLEGE ALUMNI HISTORY MAKERS – On Nov. 7, 11 honorees were inducted into the Phoenix College Alumni Hall of Fame at the Hilton Garden Inn Downtown. Song-and-acting legend Joe Bousard, who received the Legends Award, and longtime Maricopa Community College Governing Board member Linda Rosenthal, who received the Champion Award, were among those honored. Honorees are from left, top row: Coach Scooter Molander, Garry Rogers, Randy Schiller, Joe Bousard; bottom: Leon Grant, Marian Tadano Shee, Delia Escalante, Linda Rosenthal, Angela Hughey, Arthur Othon, Bryan Jeffries and PC President Anna Solley.



6 ZOO VISIT – Phoenix Zoo President and CEO Bert Castro, right, with Zoo Director Yehuda Bar of The Zoological Center Tel Aviv, Ramat Gan, Israel. Bar toured the Phoenix Zoo for an inside look into its operations, education and conservation programs. This visit is part of a continuing effort to build upon international relationships established in May 2012 when Phoenix Vice Mayor Michael Johnson led a delegation of 25 representatives from Phoenix to Israel to celebrate the 90th anniversary of the city of Ramat Gan.



7 CAMPUS VISIT – Congresswoman Kyrsten Sinema (in orange top) visits with students at Hillel at Arizona State University in Tempe Nov. 3. She was on campus to share highlights from her recent trip to Israel.

8 PHOTO AWARD – Journalist and photo journalist Masada Siegel, who is a regular contributor to Arizona Jewish Life, was awarded an Honorable Mention in the 2014 SATW Bill Muster Competition for this photo from her series “Reflections of Rome.” The Society of American Travel Writers hosts this prestigious competition where the finest travel photographers in the world compete.



9 CASINO – Temple Kol Ami in Scottsdale’s Casino Night on Oct. 12 attracted approximately 150 people for an evening of fun for adults to benefit kids. Entertainment for the evening: On The Go Casino Company, music by Mary Hoffman and food from Kona Grill. All proceeds benefit Kol Ami’s Early Childhood Center. Photo Courtesy of Avi Levy



10 PLAY BUSINESS – Jewish Free Loan kicked-off the 2013-

2014 season of the Business Leaders Forum on Oct. 16, with Simon Kreisberger, entrepreneur and owner of The Play Factory. Kreisberger shows JFL Board President Barrett Silver around the play area before speaking to attendees. More than 40 people came together at The Play Factory, located in “The District” at Desert Ridge Marketplace to learn about JFL’s interest-free loan program for small business creation and expansion and to hear from Kreisberger, whose passion for entrepreneurship and innovative approach to his business endeavors inspired everyone in attendance. The next Business Leaders Forum will be Jan. 8, 2014, and feature Steve Hilton, CEO of Meritage Homes. BLF events are free and there is no solicitation. For more information or to RSVP (required), contact Jewish Free Loan at 602-230-7983 or info@jewishfreeloan.org. Photo by Joel Zolondek

DECEMBER CALENDAR

Hanukkah continues through Dec. 5, with the last candle lit the evening of Dec. 4.

Through Dec. 15

"Cabaret" by Kander and Ebb, in concert version at Theatre Artists Studio. Fridays & Saturdays 7:30 pm; Sundays 2 pm. \$10-\$20. 4848 E Cactus Road, #406, Scottsdale. 602-765-0120 or thestudio.org

Through Dec. 21 in Tucson

Dec. 31-Jan. 19, 2014 in Phoenix

"Xanadu," an award-winning musical comedy set in the 1980s. 330 S Scott Ave, Tucson, 520-622-2823; 222 E Monroe, Phoenix, 602-256-6995. arizonatheatre.org

Dec. 1

Grand Public Menorah Lighting in Gilbert at 6 pm at San Tan Village Mall, west end of Harkins Courtyard, 2218 E Williams Field Road in Gilbert. Chabad of Gilbert Jewish Center. 480-269-6680, jewishgilbert.com

Dec. 2

Hanukkah at the Zoo at 5 pm at the Reid Park Zoo, 900 S Randolph Way, Tucson. Giant menorah lighting, holiday food, Jewish music, arts and crafts booths. \$15 (under 2 free). 520-881-7956 or chabadtucson.com

The Binding of Isaac-Akeidat Yitzhak, Rabbinic discussion with Rabbi Mari Chernow, Temple Chai; Rabbi Michael Wasserman, The New Shul; Rabbi Dr. Shmuly Yanklowitz, Valley Beit Midrash. 7 pm at the VOSJCC, 12701 N Scottsdale Road, Scottsdale. Bring a can of food for food drive. 602-402-4173, womenlearning.org

Dec. 4

Hanukkah Story Time with Ms. Pam at 4 pm in the Cloud Room at Downtown Chandler Library, 22 S Delaware St., Chandler. Presented by East Valley JCC. Free. pam@evjcc.org

Dec. 4 & 18

Truths & Myths: What Do We Really Believe In? Delve into some of Judaism's most surprising facts, myths and mysteries with Rabbi Pinchas Allouche, at 7 pm at Temple Chai, 4645 E Marilyn Road, Phoenix. Valley Beit Midrash. \$18/session. 602-971-1234 ext. 205, valleybeitmidrash.org

Dec. 4

The Klezematics take a wild approach to klezmer. \$37.50-\$42.50 at 7 pm at the Musical Instrument Museum, 4725 E Mayo Blvd., Phoenix. 480-478-6000, mim.org

Dec. 5

Jewish Baby University for expectant parents continues at Temple Beth Sholom of the East Valley: Dec. 5, 12 and 19. 6:30 pm at 3400 N Dobson Road in Chandler. Full five-week session at Temple Chai in northeast Phoenix starts Jan. 16. 480-634-8050 or lindaf@bjephoenix.org

Dec. 5-8

"Shtick," a comedy by Henry Meyerson, by Readers' Theatre of Prescott Performing Arts Center. Adult Content. 7 pm, Dec. 5-7 at Stage Too of Prescott Center for the Arts, 208 N Marina in Prescott; 1 pm, Dec. 7 at Prescott Valley Library, 7401 E Civic Circle in Prescott Valley; and 3 pm, Dec. 8 at Chino Valley Senior Center, 1021 W Butterfield Road in Chino Valley. \$5 suggested donation. 928-445-3286, pca-az.net

Dec. 7-8

Green Day's "American Idiot," the Tony-award winning musical. Adult content and strong language. Presented by UA Presents and Broadway in Tucson at Centennial Hall, 1020 E University Blvd., Tucson. 520-621-3341, uapresents.org

Dec. 8

Mitzvah 613 Torah Project culminates with dedication of new Torah. (see page 59)

On Both Sides of the Wall: Memoirs from the Warsaw Ghetto, by Vladka Meed, Generations After's Book Talk. Facilitator Sheryl Bonkesh, with Dr. Anna Meed Scherzer, the author's daughter. 2 pm at the Ina Levine Jewish Community Campus, 12701 N Scottsdale Road. Free but RSVP: phx2g3g@gmail.com, Phoenixphsa.org

Religion Isn't True: A Defense of Religion, by Valley Beit Midrash at 5 pm at Temple Kol Ami, 15030 N 64th St., Scottsdale. Free. Register: 602-971-1234 ext. 205, valleybeitmidrash.org

Mind in Control: Behind Enemy Lines. Dr. Gill Heart discusses Kaballah-based stress management techniques at 7 pm at the Pollack Chabad Center for Jewish Life, 875 McClintock Dr. in Chandler. Chabad of the East Valley. Suggested \$10 donation, babysitting available. RSVP: 480-855-4333, chabadcenter.com

Dec. 11

Re-defining Discipline: the strategies to embrace with your preschoolers, is offered by Aleph Bet Institute and Jewish Family and Children's Services' Aleinu program at 7:30 pm at Chabad of Phoenix at 2110 E Lincoln Dr. in Phoenix. \$10. RSVP: alephbet.com/reserve

"Beaufort," an Israeli film, tells the story of a group of Israeli soldiers attempting to keep themselves safe as they are ordered to abandon their post. Israel Center at 7 pm at the VOSJCC, 12701 N Scottsdale Road, Scottsdale. \$5/JCC members; \$8/nonmembers. 480-483-7121, ext. 1109, or shahare@vosjcc.org

Dec. 12-15

Har Zion Sisterhood Rummage Sale. Accepting donations Dec. 8-11 at Har Zion Social Hall, 6140 E Thunderbird Road, Scottsdale. Sale hours 7 am-5 pm Thursday, 7 am-3 pm Friday and 8 am-3 pm Sunday. To volunteer, contact Sandra Trepper-Finkelstein at dtrepper@yahoo.com. 480-991-0720, harzion.org

Dec. 13-22

"Legally Blonde, the Musical," performed by Greasepaint Youtheatre at Stagebrush Theatre, 7020 E 2nd St., Scottsdale. 480-949-7529, greasepaint.org

Dec. 14

Latkes and Vodkas Adult Hanukkah Party at Congregation Anshei Israel. All those 21+ welcome! \$18 with paid RSVP by Dec. 11; \$25 after at 8 pm at 5550 E. 5th St, Tucson. 520-745-5550, caiaz.org

Dec. 16

Brandeis' Arizona Author Speaker Series presents former Senate leader Alfredo Gutierrez at the VOSJCC. (see page 59)

The Shaol Pozez Memorial Lecture Series of University of Arizona Judaic Studies presents "Walkers in the City: Young Jewish Women with Cameras." 7 pm at Tucson JCC, 3800 E River Road, Tucson. 520-626-5758, Judaic.arizona.edu

Dec. 17

"Among the Righteous - Lost Stories of the Holocaust from Arab Lands" screens at 7 pm at the Cutler-Plotkin Jewish Heritage Center, 122 E Culver St., Phoenix. Free. RSVP: 602-241-7870 or azjhs@aol.com

Talking to your child about intimacy. (See page 59).

Dec. 19

The Sons of Pigs and Apes by Neil Kressel will be discussed at 7 pm at the Cutler-Plotkin Jewish Heritage Center, 122 E. Culver St., Phoenix. Free. Led by Lawrence Bell. RSVP: 602-241-7870, azjhs@aol.com

Dec. 23-27 and Dec.30-Jan. 3 (no camp on Wednesdays for all)

Winter Break Camps at East Valley JCC, Preschool and elementary school camps at 908 E Alma School Road, Chandler. 480-897-0588, evjcc.org

Winter Break Camps at Tucson JCC, Various age groups including field trips; at the JCC, 3800 E River Road in Tucson. 520-299-3000, ext.192, tucsonjcc.org

Winter Break Camps at VOSJCC, Cooking and Sports camps both weeks. 12701 N Scottsdale Road, Scottsdale. 480-483-7121, vosjcc.org

Dec. 25-Feb. 2

"My Son the Waiter: a Jewish Tragedy," at the Herberger Theater Center, 222 E. Monroe, Phoenix. Times vary, \$39.50-\$49.50. 602-252-8497, herbergertheater.org

Dec. 27-29

"Mamma Mia!" presented by UA Presents and Broadway in Tucson at Centennial Hall, 1020 E University Blvd., Tucson. 520-621-3341, uapresents.org

EVENT LISTINGS:

Add your event to our online calendar: Go to azjewishlife.com; at bottom right of home page, click on "add an event" and fill out the form. Be sure to click submit. For inclusion in the print calendar, email event listings to Janet.arnold@azjewishlife.com.

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