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ARIZONA

THE JEWISH LIFESTYLE MAGAZINE FOR ARIZONA

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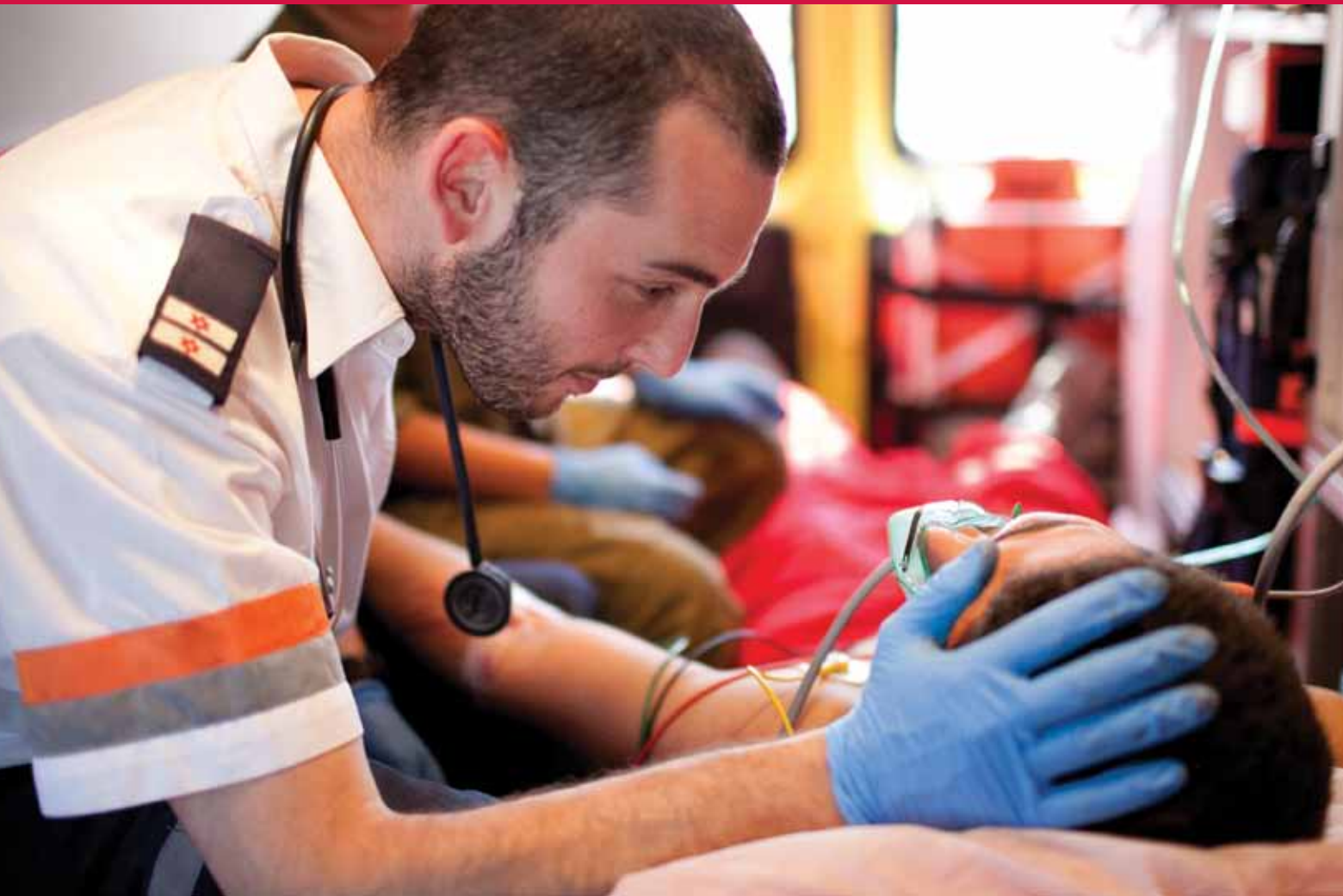
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Cover photo: Morris Callaman at the Montelucia Resort & Spa. Photo by Matthew Strauss



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Editor's Letter



During the past two months, Israel has been at the forefront of our minds. Citizens endangered by rocket fire from Gaza and soldiers killed attempting to ensure the security of their nation tear at our heartstrings, as do the deaths of Palestinian civilians put into danger by the Hamas

leadership who wage war hiding among civilians.

As Operation Defensive Edge winds down (hopefully the latest ceasefire will continue to hold), I've been impressed by reports that show Israelis continuing to live life as normally as possible. Undoubtedly the effectiveness of the Iron Dome Defensive Shield in intercepting rockets before they reach their targets has helped them maintain some sense of normalcy. If one waited for terrorism to end, one would never live life.

So as we head into the High Holy Days and reflect on our lives of the past year, perhaps it's time to remember to live the New Year more fully. Embrace the small moments of life and remember to treasure each day.

Our cover story this month reminds us that living a fulfilling life also means thinking of, and acting for, others. Morris Callaman knows the hardship of life as a street kid and now focuses his entrepreneurial efforts on helping others avoid lives of "quiet desperation." Nothing lifts your soul like seeing someone else

Wishing you all a happy, healthy and sweet New Year.

Thank you for being the best part of Arizona Jewish Life and Jewish life in Arizona.

What a wonderful community we live in!

Shana Tovah u'Metukah

From Publishers Robert Philip and Cindy Saltzman, Deborah, Janet, Kira, Leni and all the Arizona Jewish Life team

benefit from your actions.

As we head into the Days of Awe, check out our High Holy Days section. The feature about the Judaism in the Desert exhibit just might give you some thoughts on where you want to spend your time worshipping. For memorable moments of a lighter variety, check out our Arts & Entertainment section; with the end of summer, theaters and musical venues are ramping up to provide enjoyable experiences for everyone. Wherever and however you spend the New Year, remember to relish every moment and treasure everything good in your life. Shana Tova,

Deborah



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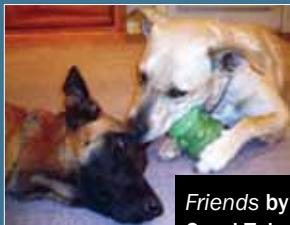


Lois Engelman of Flagstaff won the Arizona Jewish Life Pet Photo contest with this photograph of her dog Iris with her favorite chew toy. In our June/July issue, Arizona Jewish Life invited readers to submit photos of their pets or animals. We posted the entries on our Facebook page and Iris got the most likes to earn her people a year's family membership to the Phoenix Zoo.

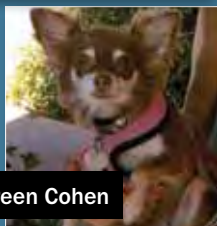
Some of the other entries that garnered many likes included:



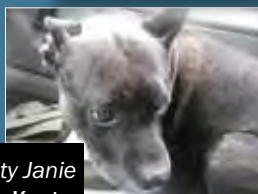
Leopards by Carol Talmon



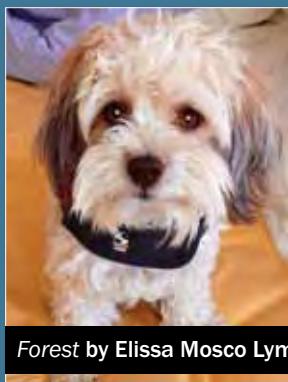
Friends by Carol Talmon



Mia by Noreen Cohen



Celebrity Janie by Sara Kent



Forest by Elissa Mosco Lyman

Reader's letters

Dear Editor:

My (June/July) copy of Arizona Jewish Life arrived and, as you said it would be, the article (Cancer? Waste of time!) is there! And photos, including one of my Vickie for her Bark Mitzvah. This is something to treasure.

While I was, and still am, amazed that you find my life interesting, it does mean a lot to me that you went to all this trouble. It touches my heart, truly it does. The article will be shared, as I'm sure you know, with family and friends all over the world.

Brooke Andrws
Phoenix

Dear Editor:

We were quite surprised and delighted to see that our "Miracle" Saguaro Hanukkah Menorah was one of the photos chosen for the cover of your AZ Jewish Life Resource Guide 2014-15.

Your fine monthly publication and guide makes our community that much more cohesive and knowledgeable of life here in Arizona, Israel, and the world.

We hope ... life for all in Israel will be moving towards an everlasting peace soon.

EllenBett & Mel Kline
Paradise Valley

WAYS TO HELP ISRAEL:

- The Jewish Federation of Southern Arizona and the Jewish Community Association of Greater Phoenix are partnering with the Jewish Federations of North America to raise \$10 million in critically needed funds for humanitarian needs through an Israel Emergency Fund, which will help the men, women, and especially children of Israel to live their day-to-day lives as securely as possible.

jewishtucson.org | jewishphoenix.org

- To ensure that its students do not have to pay an academic or financial price for serving their country, Tel Aviv University has established a scholarship fund to help provide tuition assistance for student reservists called up for combat duty in the Israel-Gaza crisis. In addition to subsidizing tuition, the TAU Scholarship Fund for Reserve Combat Soldiers will provide comprehensive tutoring to help make up for missed classes and exams and fund professional psychological services if necessary. aftau.aftau.org/pages/donate/donate---donation-to-combat-soldiers-scholarship-fund.

- Magen David Adom, Israel's national emergency medical response organization, activated its entire 13,000 volunteer corps and manned all of its 1,000 ambulances in response to sustained rocket fire from Gaza. MDA, which does not receive Israeli government funding for its operations, also remains dedicated to standard, day-to-day emergencies throughout Israel. afmda.org/protective-edge/

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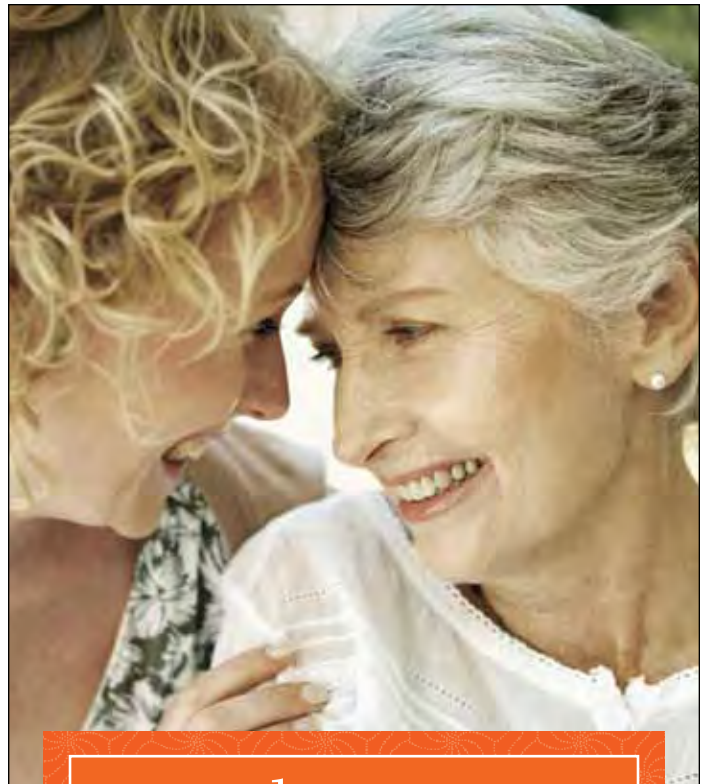
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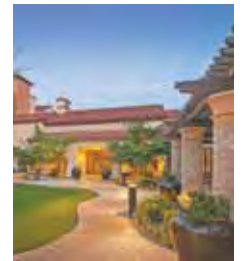
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Dr. Goofy GettWell's mobile pediatric practice rolls into the Valley

By Debra Rich Gettleman

Imagine a cross between George Jetson and Norman Rockwell, and you'd be close to describing Dr. Mark Gettleman's revolutionary new medical practice, Dr. Goofy GettWell Pediatrics. Dr. Gettleman, a well-respected Valley pediatrician who ran one of the nation's top pediatric practices* for the past 15 years, has gone solo to bring together the high-tech advancements of the Internet with the personalized service and home health visits from the good ol' days.

Full disclosure, I find the good doctor to be rather good looking, and his maverick spirit is more than a little appealing to this journalist. But read on, dear friends, because he's not only my warm and affable hubby, he's also a man on a mission to reform the medical industry and put the healthcare reins back into the hands of parents and patients.

Dr. Gettleman can diagnose and treat your kids' rashes over his HIPPA-compliant Internet connection, E-RID (E-Rash Identification), he can observe your child's developmental progress via video conference, he can even identify a case of pink eye or eczema with a photo from your smart phone. "We have the tools and technology to treat patients without having to drag them across town," explains Gettleman. "Why load your entire family into the car, rush to an appointment and wait in a germ-infested waiting room with 10 other infectious kids when we can take care of you right from the comfort of your own home?"

There are plenty of times when Gettleman needs to see your child in person to figure out what's ailing. In those instances, he pulls up to your doorstep in his colorful polka-dotted mobile exam room known as the Goofy GettWell Go-Go Mobile. "I'm all about spending time with kids and really getting to know them and their families," he says. "In a traditional pediatric practice, we had to see six kids an hour just to cover the overhead. Now I can spend as much time as parents need to answer questions and discuss a variety of healthcare and behavioral issues." For even more convenience, Gettleman stocks most of the standard prescription medications, so you don't have to make the trip to the local pharmacy.

"The nature of healthcare in this country has fundamentally changed," explains Gettleman. Government and insurance company regulations now mandate how a physician can interact with his patients, what he can and cannot discuss, how much he's allowed to charge for his services, even which diagnoses he's allowed to make. "I have to practice the best medicine I can for my patients," asserts Gettleman. "Instead of spending all of my non-patient time filling out forms and doing insurance paperwork, I can use my time to read journals and update my medical knowledge so I can find new and better treatment options for my patients."

So why wouldn't all doctors be adopting Gettleman's high-

tech, high-convenience, high-service approach to pediatrics? The answer is simple. Insurance contracts limit doctors' options. "Whether it's explicitly stated in the contract or simply by refusing to reimburse for certain treatment modalities, once you sign on the bottom line, your hands are tied," offers Gettleman. Dr. Goofy GettWell Pediatrics isn't bound by any limiting insurance contracts. It is a strictly a fee-for-service business.

With skyrocketing insurance premiums, deductibles averaging \$5,000 to \$6,000 per person and co-pays for sick



visits hovering around \$100, it just makes sense to offer patients better service and more convenience for a slightly higher out-of-pocket fee. Gettleman's approach differs from a typical concierge practice where annual fees can run in the thousands of dollars. While you don't have to be a member to see Gettleman, Goofy GettWell Club members pay only \$20/month and get access to Gettleman's popular "Mommy Medical School" articles, podcasts and video seminars on his colorful interactive website. Members also enjoy reduced fees for home visits and Internet and phone appointments for as little as \$25. "It's not only easier for parents, it's actually cost efficient," says Gettleman, who has spent years creating this new model of medical practice.

"Consumers are smart," proffers Gettleman. "They're seeing insurance costs soar while service, attention and patient satisfaction are plummeting. Medicine is a commodity like anything else. You should get what you pay for and not have to settle for what some bureaucrat at an insurance company declares appropriate. "It's not going to be for everyone," concedes Gettleman. "But for parents who are frustrated with long waits, mediocre medical standards and rushed practitioners who have to see as many patients as possible to make ends meet, Dr. Goofy GettWell Pediatrics offers you a choice in how you take care of your kids."

Visit the website at drgoofygettwell.com

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Rabbi Don Bacharach dean of Kollel

Rabbi Don Bacharach has been the Rosh Kollel, dean of the Phoenix Community Kollel, since he and his family moved to Phoenix from the Chicago area in December 2013. He studied at Ner Israel Rabbinical College in Baltimore, where he received his master's degree in Talmud law. He received his rabbinic ordination in

Jerusalem. His wife, Dina, has a master's degree in education and over 10 years experience in elementary through college-age and adult education. They have four children.

Rabbi Bacharach has recruited four new full-time rabbis and their families to join the kollel team this year. Dina has established monthly "TLC" programming for women, with TLC standing for Torah, Learning and Creativity. The Phoenix Community Kollel's center is located at 6516 N Seventh St. in Phoenix.

602-433-0300 | aztorah.com | dbacharach@aztorah.com



Allie London joins Jewish Community Foundation

Allie London has been appointed program officer for the Jewish Community Foundation of Southern Arizona. She is responsible for overseeing and managing the foundation's grants program.

"The foundation is committed to our community and works closely with community agencies and donors to move towards a stronger tomorrow," says JCF Chief Executive Officer Tracy Salkowitz.

"We are delighted to have found someone with Allie's skill set. She will be a tremendous

addition not only to the foundation but to our entire community."

A native New Yorker, London recently relocated to Tucson from Chicago. "I am passionate about nonprofit causes and excited to use my experience and skills gathered over two decades in marketing, copywriting and client engagement to benefit JCF and the Jewish community," says Allie, who received her B.A. in politics and journalism from New York University.

520-577-0388 | allie@jcftucson.org



Stuart Shatken elected president of JCFSA

Stuart Shatken has been elected president of the Board of Trustees of the Jewish Community Foundation of Southern Arizona. Shatken has served as a JCF trustee since 2010.

"Stuart brings years of legal, marketing and Jewish community experience to the foundation," says JCF CEO Tracy Salkowitz. "His knowledge of and enthusiasm for our work makes him a great partner in helping people understand the importance of remembering the community now and always. No one understands legacy the way

Stuart does."

Board members Jane Ash and Andra Karnofsky were elected vice presidents. New board members are Myles Beck, Aaron Rottenstein and Linda Tumarkin. Founded in 1975, JFC is an independent organization that is an affiliated agency of the Jewish Federation of Southern Arizona. The foundation's legacy team provides expert support for individuals and families (and their professional advisors) interested in supporting what they care about through donor-advised funds and endowment funds, and organizations interested in establishing custodial funds for long-term support.

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David T. Eastman attends national law conference

David T. Eastman of Morris, Hall and Kinghorn, P.L.L.C., in Phoenix attended the National Academy of Elder Law Attorneys Annual Conference held May 15-17, 2014, in Scottsdale. NAELA members and speakers have helped define this area of law, and at this year's annual conference, attendees from across the country participated in interactive sessions led by experts in the field to sharpen their skills and knowledge on these topics. The conference included the following general and breakout sessions: Ending Alzheimer's; Middle Class Estate Planning; The

Effect of the Affordable Care Act on the Future of Special Needs Planning; Financial Services - Long-Term Care Insurance; and Planning for Clients with Multiple Sclerosis and other Neurological Disorders.

David is a partner at MHK.

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U of A Hillel Foundation welcomes staff

Deborah Jassem has been named development director for the Hillel Foundation at the University of Arizona. She will oversee all fundraising activities and special events for Hillel. Deborah joins Hillel after serving as a consultant for several nonprofits throughout the country including the Esalen Institute in Big Sur, CA, and as director of philanthropy for Tohono Chul. Prior to joining Tohono Chul, she held several development positions with the U of A and the U of A Foundation. Deborah holds a master's degree from Trinity College in Hartford, CT, and a bachelor of arts from Central Connecticut State University. dljassem@email.arizona.edu

Amalia Mark has been named director of Jewish student life. Amalia will be building relationships with Jewish students all over campus as well as collaborating with Jewish student leaders to enhance the quality and integrity of Jewish campus life. Amalia will also be supporting the programming that takes place year round at the U of A Hillel, from biweekly Shabbat celebrations to

the annual 24-hour Holocaust vigil. A 2013 graduate of the University of Maryland, Baltimore County, with a major in theater, Amalia spent this past year as a fellow for Repair the World, where she was a community organizer and volunteer mobilizer in Baltimore City.

520-624-6561 | arizona.hillel.org



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



Anshei Israel taps Sarah Artzi for school post

Congregation Anshei Israel announced the appointment of Sarah Artzi as interim religious school administrator. A lifelong member of CAI, Sarah brings to the position a love of learning and teaching, as well as her experience as a religious school teacher and active member of many Tucson local institutions and organizations.

Born and raised in Tucson, Sarah is the daughter of Sue and the late Saul Tobin.

A graduate of Brandeis University with a B.A. in Judaic studies, Sarah's involvement in Jewish life began by attending CAI's then-nursery/ kindergarten, religious school and USY. She attended and worked at Camp Ramah and worked at several Jewish agencies in New York and San Diego following college, returning to Tucson after marrying. Sarah and her husband, Jeff, have three children who all attended CAI's Preschool, where Sarah was very active in its Parent Action Committee. She and her children all became b'nai mitzvot at CAI as well.

Sarah will work with Rabbi Robert Eisen and CAI's new Cantorial Soloist Nichole Chorny to ensure CAI's religious school will continue to thrive. Congregation Anshei Israel is the largest Conservative synagogue in Tucson, serving Southern Arizona since 1930.

520-745-5550 | caiaz.org



Lisa Owens takes post at health club

Born and raised in Southern California, Lisa Owens considered herself a "Valley Girl." After completing her studies at the University of California, Berkeley, however, she made the transition to become an "Arizona Valley Woman."

Lisa came to the Valley because her husband, David, was transferred, but she was happy to uproot their family, including their two sons, to the desert. For seven years, Lisa was director of membership at the Valley of the Sun JCC, where she enjoyed working within her roots of the Jewish community. In June she was named director of membership at the DC Ranch Village Health Club and Spa. The 81,000-square-foot health club is located at 18501 N Thompson Peak Pkwy. in Scottsdale.

480-515-4056 | lowens@dmbclubs.com | villageclubs.com



Tucson JCC names new board, chair

The Tucson Jewish Community Center announced the 2014-15 board of directors at its annual meeting held May 13. Five individuals were elected and installed, including new board chair, Barney Holtzman, managing director of the Tucson law office of Fennemore Craig. He has been a member of the JCC for 15 years and served on the board since 2000. Holtzman is also a board member for Ben's Bells, a local

Tucson charity.

Other incoming board members are Gabby Levy, Noah Pensak, Rachel Green and Barry Baker. The Tucson JCC is currently undergoing major renovations to many of its areas to expand and better meet the needs of the community. tucsonjcc.org



Frank Jacobson elected to national board

Jewish Family & Children's Service announced Frank Jacobson, VP of marketing & development of JFCS, has been elected to the board of directors of The Association of Jewish Family & Children's Agencies at its annual conference held in May in Montreal, Canada.

For the last two years Frank has served on the National Conference Planning Committee and the Communications Committee for AJFCA. He

also served as co-chair for the Marketing and Development Conference Task Force.

Frank has more than 40 years' experience working with nonprofits and municipalities in the areas of management, fundraising, strategic planning and public affairs, as well as working with boards and public officials. He has been VP of marketing and development for JFCS since 2009.

The AJFCA is a membership organization with approximately 125 Jewish human service agencies in the United States and Canada.

ajfca.org | jfc saz.org



Development leader Kathleen Norton joins Tesseract School

Tesseract School appointed Kathleen Norton as the new executive director of advancement effective Aug. 4. Tesseract is an independent school with campuses in Paradise Valley and Phoenix that inspires students from preschool through 12th grade to realize their individual potential by preparing them for the 21st century.

Norton brings broad experience and a proven track record of development results to Tesseract. As vice president-fund development and community relations at St. Joseph's Foundation/Barrow Neurological Foundation, Norton secured multi-million dollar gifts and raised a total in excess of \$10 million for key initiatives.

Norton began her career in education and is dedicated to advancing learning. She also has a long-standing connection to Tesseract having served as director of admissions in 2001.

"We are extremely excited to have Kathleen Norton join our team," says Tesseract Head of School Mark Bistricky.

Norton returns to Tesseract at an important time. The school has plans to grow and expand to keep pace with market demands, starting with facility growth and enhancement.

tesseractschool.org



BBYO Mountain Region hires Laura Charnofsky

BBYO has hired Laura Charnofsky as the new senior regional director for the Mountain Region based in Scottsdale and Brett Richman as associate regional director for Las Vegas.

An Arizona native and Mountain Region BBG alumna, Laura Charnofsky graduated from Arizona State University in 2010 with a bachelor's degree in nonprofit leadership and management. For the past five years, she has

worked in nonprofit fundraising, most recently as a special events manager for a large, local nonprofit. The scope of her experience with BBYO is broad, from active member throughout high school, to former administrative employee to current chapter advisor. Laura also sits on the board of directors for Desert Jewish Academy and owns a small health and wellness company. Laura will continue in her chapter advisor role and assumes her full-time director role the first week of September.

BBYO is the largest pluralistic organization for tweens and teens. The Mountain Region includes greater Phoenix, Tucson, Salt Lake City, Las Vegas and the beginnings of a chapter in the Tahoe/Reno area.

mlemchen@bbyo.org | bbyo.org

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Temple Kol Ami
Welcome

Let There Be Light!

By David M. Brown

Mark Morganstein looks upward for his salvation and sings Hoshana to low-e glass.

He saw the light early in life.

Born in Washington, D.C., he grew up near Silver Spring, MD, where he became a bar mitzvah at Har Tzeon, a Conservative congregation. Traditional Jewish values such as acquiring a good education, hard work and self-motivation have always been significant to him. "I come from a middle-class family that was very close, and my mother ingrained in me at an early age to go to college. ... I was always motivated to achieve," he says.

After earning a degree in economics at the University of Maryland Baltimore County, he went into the solar heating and cooling industry with certification in active and passive solar energy from George Washington University. It was 1979 and Earth Day was only a few years old. People were looking a bit more closely at their energy bills and not laughing at those tiny foreign cars that got great gas mileage.

"I had a change in life plan back in 1977," he says. "Rising energy costs were in the news, and there were long lines at the gas pumps. I wanted to make a career in something a little more hands on than economics, and I saw the energy business as a growth industry."

In 1982 he was recruited by a Phoenix-based solar energy manufacturer, Ramada Energy Systems (Temtech), to coordinate its national solar water heater sales. Relocating to the Valley, he purchased a home in Tempe, and his family attended Temple Emanuel. He and his wife of 22 years, Kathleen, have two girls and two boys.

He opened his Sky Design Concepts, a full-service daylighting company



Mark Morganstein checks out one of his skylights. Photo by David Brown

in early 1985. Located at 4656 S 33rd St., Phoenix, Sky Design has been designing and supplying skylights for commercial projects and custom luxury homes throughout the Southwest for almost three decades.

Now with five employees, Sky Design Concepts provides high-performance glazing for both rooftop skylight applications and translucent glazing for walls.

The biggest difference between skylights is the glazing, he explains. Plastic glazing, typically made with acrylic and polycarbonate, is used in residential and low-cost commercial applications.

For customers interested in high performance and longevity, polymers, special coatings and dual-pane, low-e glass are the better choices, albeit at higher prices.

At first as Sky Design Concepts, Morganstein sold products and personalized service and subcontracted the installation. His first large job, in fact, was the glass dome at the Mirage in Las Vegas.

Then all the components came together. On a Thursday night in 1986, a year after he opened, he received a call from his installer subcontractor saying he was "hung up on a job" and couldn't receive a shipment scheduled for the following Monday. But the load was already in transit, and the job had to be done.

"Who walks into my office the following morning but two installers from my biggest competitor looking for work," he recalls. "I hired them on the spot, and they became my first in-house installation crew."

In managing Sky Designs to success through fat years and lean, he has always been careful to control growth and spending and to save his money "for rainy days," as his Depression-bred parents taught him.

"I always saw Sky Design as a service company that just so happens to sell skylights," Morganstein says.

skydesignconcepts.com | 602-276-5001

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

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Factors to consider when buying commercial real estate

By Stephen A. Cross, CCIM

Once your business has established itself as a viable going concern (at least three years of profitable existence), and providing you can *clearly* anticipate your space requirements over the next three to five years, you should consider owning the property that houses your business.

With that said, there are several critical decisions and factors that warrant careful consideration before proceeding with a purchase of commercial property.

Decision #1: *Have you saved enough cash for a down payment?* Most conventional lenders will finance 90% of the purchase price for commercial real estate to be used in your business. That means you can control a property for as little as 10% of the purchase price. In many instances, you can also borrow money to make necessary renovations to the property.

Financial institutions will also require an appraisal of the property, which is generally done by one of their approved appraisers. This appraisal will confirm that the purchase price is reasonable when compared to recent sales of comparable properties. All purchase contracts should contain a contingency provision that makes the appraisal a material element of the purchase.

Decision #2: *What is the likelihood that your business may need the down payment amount as future working capital?* Many business owners and corporate decision-makers choose to lease space because they reason that money tied up in an illiquid investment (such a real property) can be better utilized to grow their businesses.

Decision #3: *What type of image do you wish your business to project?* Most of America's businesses do not require prime locations and typically need less than 10,000 square feet of operating space. Thanks to the availability of business condos, small- to medium-sized office users, medical practitioners and businesses requiring warehouse and/or showroom space can now readily locate affordable properties.

If prime locations, large floor plates and views of the city are important, leasing suitable space will probably be your best alternative.

Decision #4: *Should you buy a building to suit your current needs or invest in a multi-tenant property?* If your business is in a growth mode and likely to expand, you can benefit from property ownership by acquiring a building larger than initially required and leasing the unneeded portion to others. Lease excess space for either short terms or stagger expiration dates to provide flexibility. Rental payments your tenant(s) make may contribute significantly to your mortgage payment.

(Seldom Discussed) Factors that Affect Price

The adage "*price is determined by supply and demand*" oversimplifies the dynamics in today's marketplace.

This is because the owners or users of property are competing with investors for the same *limited number* of properties. To further stack the deck against well-meaning but under-informed buyers, property owners hire real estate agents (aka brokers) to maximize the value of their property.

Listing agents strive to increase value by quoting "market" rates or "comparable" sales without fully disclosing factors that, if known, could serve to lower the asking price.

For example, the selling price of existing buildings has been greatly affected by investors making "1031 exchanges." Section 1031 of the IRS code provides for the deferral of taxes on the appreciated value of a property when exchanged for a like-kind, more expensive property. To avoid current taxation, and because of time limitations in completing the exchange transaction, many property buyers have been willing to pay top dollar for the limited supply of commercial property, thus inflating the "comps."

Another tactic used by property owners to increase value is to write leases with significant up-front rental concessions (free rent, tenant improvement allowance and the like) in order to attract tenants willing to pay the highest rental rates. Unlike selling prices, which are part of the public record, rental concessions are proprietary and are seldom disclosed. All too often, unsuspecting buyers pay inflated prices based on the capitalized value of an inflated rental schedule, which then become comps used by future buyers and appraisers to help determine and/or confirm value.

To make fully informed decisions, savvy buyers and investors obtain objective information about the market from unbiased, experienced commercial real estate advisors and refrain from representing themselves in *any* commercial real estate transaction. Reputable advisors avoid undisclosed conflicts of interest by never listing properties and are typically compensated on either a fee-for-services or contingency basis, sharing commissions with the listing agent(s) that result from the transaction.

I have leased space for my business and, as soon as it was practical and economically feasible, invested in an office building (actually, an office condo). In the long run, commercial real estate should be viewed as a significant source of retirement revenue for you and your family or, if you lease space, for your landlord's family.



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

HIGH Holy Days

Congregations around the state hold services throughout the High Holiday season. Check our online calendar (azjewishlife.com/calendar) for services near you.

5775

Erev Rosh Hashanah: Sept. 24

Rosh Hashanah: Sept. 25-26

The Jewish New Year begins at sundown Sept. 24 and continues for the next two days. The holiday celebrates the creation of the world and is the time to review our deeds of the past year during a period of repentance that culminates in Yom Kippur.

Yom Kippur: Oct. 3-4

The Day of Atonement begins with the chanting of the Kol Nidre service on the evening of Oct. 3. During the solemn fast day we repent sincerely for our sins of the past year and pray for forgiveness. The day concludes after sundown with a break-the-fast meal, usually prepared in advance.

Erev Sukkot Oct. 8

Sukkot: Oct. 9-16

This harvest festival, which lasts for seven days in Israel and eight days in the Diaspora, celebrates the bounty with which G-d has blessed us. Many eat their meals in a sukkah, a hut reminiscent of the temporary dwellings used by ancient Israelites during the harvest and of the booths in which the Jewish people dwelt during the 40 years they wandered in the desert after their Exodus from slavery in Egypt.

Shemini Atzeret and Simchat Torah:

Oct. 15-17

These two holidays formally end the season of the High Holy Days. Shemini Atzeret, the eighth day of the Sukkot festival, begins at nightfall on Oct. 15. Simchat Torah, a joyous celebration of the conclusion and renewal of the annual cycle of Torah readings, begins the evening of Oct. 16 and continues through Oct. 17.

Judaism

By Janet Arnold

Just in time for the High Holidays, a new exhibit has arrived to give everyone the chance to explore the diversity of opportunities available for celebrating Judaism in the Valley.

Persuading 24 different synagogues to buy in to the same concept is no easy feat. But Jeffrey Sches nol, projects manager at the Arizona Jewish Historical Society, was determined to bring as many of the local congregations as possible into an informative and interactive exhibit, Judaism in the Desert, at the Cutler-Plotkin Jewish Heritage Center.

Judaism in the Desert

Opening Reception

WHEN: 1-4 pm, Sept. 14

WHERE: Cutler-Plotkin Jewish Heritage Center, 122 E Culver St., Phoenix

FEATURING: Refreshments, music by Rural Street Klezmer Band, and an announcement of upcoming films, discussions and celebrations

FREE ! MORE INFORMATION: 602-241-7870

Participating congregations:

Congregations participating: Avde Torah Jayah; AVIV of Arizona; Beth Ami Temple; Beth El Congregation; Beth Emeth Congregation of the West Valley; Temple Beth Sholom of the East Valley; Temple B'rith Shalom (Prescott); Chabad of the East Valley; Congregation Beth Israel; Congregation Kehillah; Congregation Merkaz Ha'Iyr; Congregation Or Tzion; Desert Foothills Jewish Community, Hillel Jewish Student Center at ASU; Jewish Community of Sedona and the Verde Valley; Or Adam Congregation for Humanistic Judaism; Temple Beth Emeth; Temple Beth Shalom and JCC of the Northwest Valley; Temple Chai; Temple Emanuel of Tempe; Temple Solel; Temple Kol Ami; The New Shul; Young Israel of Phoenix.

n in the Desert



These photos are from the exhibit panel devoted to the Valley's oldest synagogue. Visit the exhibit to see photo and information panels from all 24 participating congregations.

Education is an important part of CBI. Numerous Youth programs run through the Congregation include: Chanan Pre-School, Haberkorn Religious School, the summer resident Camp Daisy and Harry Stein, and for preschoolers, Camp Simcha.

Mitzvah Day, Interfaith Cooperative Ministry food drive on Yom Kippur, and the Kahn Golf Classic are all efforts to give back to the community through Tikkun Olam.

With a sizeable grant received from the Jewish Community Foundation, as well as support from the Jewish Community Association and some individuals, Jeffrey and Executive Director Larry Bell felt confident they could move forward with the exhibit concept. Jeffrey set about convincing the synagogues that they should be a part of this ambitious project showing the diversity and range of Judaic congregations within the Valley and northern Arizona.

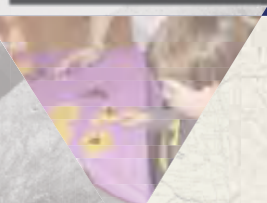
They were thrilled with the response. A wide variety of congregations agreed to participate. Each congregation will be represented by a 6-by-2½-foot, full-color display board with photographs and verbiage unique to each. In addition, there will be rotating displays of artifacts and objects from the synagogues and individual members.

The groups included range from the newest, Or Tzion in Scottsdale, to the oldest, Congregation Beth Israel, now in Scottsdale. They represent Orthodox, Conservative and Reform but also include Humanistic, Crypto-Judaism and LGBT congregations. Larry explains that the exhibit is not a comprehensive history but “an exhibit on Jewish life as reflected in the participating congregations.” Larry encourages community members to take advantage of the opening September date as they contemplate their options for High Holy Day worship.

“I can’t say enough wonderful things about Caitlin Dichter, our creative curator and exhibit designer,” says Jeffrey.



There is both a women’s group called Kol Isha, and a men’s group called Mensch Night Out.



Congregation Beth Israel

Date Founded:
April 8, 1920

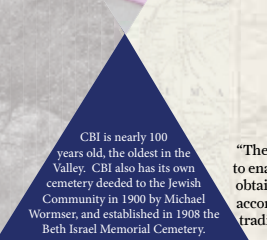
App. Members:
700 Families

Branch Judaism Practiced:
Reform

Rabbi and Cantor:
Rabbi Stephen Kahn
Rabbi Ronny Kettler
Cantor James Sheppell

Contact Information:
10460 N. 56th Street
Scottsdale, AZ 85253
480-951-0323

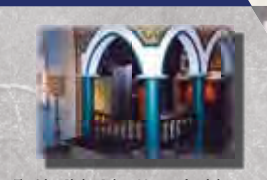
Website:
<http://www.cbiaz.org/>



CBI is nearly 100 years old, the oldest in the Valley. CBI also has its own cemetery deeded to the Jewish Community in 1900 by Michael Wormser, and established in 1908 the Beth Israel Memorial Cemetery.

“The purpose of the Congregation shall be to enable its Congregants to worship and to obtain spiritual guidance and education in accordance with the beliefs, practices, and traditions of American Reform Judaism.”

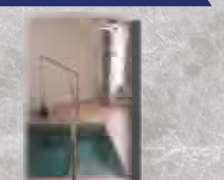
New mothers are given a basket full of treats for the baby, such as a handmade blanket, onesie, Jewish children’s book and stuffed toy.



The Sylvia Plotkin Judaica Museum, founded in 1967, houses Judaica objects and a fine arts collection. In addition to their extensive collection, the Museum features rotating exhibits yearly. The museum is named after the Plotkin family. Rabbi Albert Plotkin led CBI from 1955 until assuming an emeritus role in 1990. He was active with the congregation until his death in 2010.



The Stein Family Community Mikveh at Congregation Beth Israel is the first Mikveh in the State of Arizona which can be used by all members of the Jewish community regardless of affiliation with any particular movement or Synagogue.





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In addition to panels with photographs and information from each of the 24 participating congregations, the Judaism in the Desert exhibit also includes artifacts on loan from the congregations including shofarot from Or Tzion, Beth Emeth of Scottsdale, Beth El Congregation and Temple Kol Ami.

And Larry echoes those sentiments. “Caitlin has been invaluable to us. She designed our stamp exhibit as well. We’ll miss her as she moves on to further her education and career,” says Larry, who has been envisioning this exhibit for a number of years. He feels equally fortunate to have Jeffrey on board to oversee the project.

“The project has morphed into something even bigger and better than we anticipated,” Jeffrey reports. “We will have a number of electronic tablets that will allow visitors to participate by taking the recent Pew Research Center’s Survey on the State of Judaism. We know that not everyone is even aware of the latest report, and we would like to see how close the greater Phoenix area does or doesn’t fit into the numbers and conclusions derived by the Pew researchers.” (pewforum.org/2013/10/01/jewish-american-beliefs-attitudes-culture-survey/)

The exhibit opens with a special event on Sept. 14 and will be on display for a year. Pam Levin, who is on the Board of AzJHS and was director of the Plotkin Judaica Museum, will be leading docent training. Those interested should contact 602-241-7870 or email jschesnol@azjhs.org. The Heritage Center is located at 122 E Culver St., near downtown Phoenix, housed in the restored building that was built in 1921 as the original Temple Beth Israel.

SOUND BITES

What would you like to cast off (personally or societally) for tashlich?



Rachel Rush, 18

*Congregation Anshei Israel
Tucson*

"I want to cast off the fact that I interrupt people when they are speaking. I've learned that letting others fully express themselves allows me to learn, and improves my relationships."

**Helen
Freedman**

Tempe

"I'd get rid of my frizzy hair! It takes too much time to make it look good."



Jennifer Greenberg

*Temple Emanu-El
Strauss ECE teacher
Tucson*

"I would throw out anti-Semitism and hatred in the world, especially now."



**Nancy Sacks
Goldberg**

Scottsdale

"I'd like to get rid of half the stuff in my closet!"



Alan Rush

Scottsdale

"If I had the power I'd eliminate the discord in Congress."



Elisabeth Laufer

Phoenix

"I'd like to cast off a lot of physical pain – and all the stress and fighting worldwide."

NEXT



OCTOBER ISSUE:

What made your bar/bat mitzvah meaningful?

To share your reply, please send your short answer, name, congregation/organization (if desired), city and photo to editor1@azjewishlife.com by Sept. 4.

This year's services at Kivel will be a family affair



The Scharf family

By Janet Arnold

When Rabbi Marty Scharf announced last year to the High Holy Day crowd at Kivel Campus of Care that he would not be able to continue doing services for them after 20 years, a low rumble could be heard throughout. At the Yom Kippur break, Kivel residents and family members were visibly shaken by the announcement. "Say it isn't so!" seemed to be the general sentiment.

It was during the break in prayers that the Scharf children, Raquel Scharf-Anderson and Philip Scharf, came up with an idea. Their father always put all his strength and energy into making the services meaningful – to the point of near emotional and physical exhaustion. But, if they could take over portions of the service, maybe they could convince Marty to continue to lead services for the Kivel community, who had become so dependent upon him and his inspiration.

They approached Marty and made their proposition: If Marty would do the Torah readings, they would handle the rest of the services. Touched by their sensitivity and caring, he had little choice but to agree.

When services reconvened, the crowd was still muttering in dismay. When Rabbi Scharf announced the new concept, the entire room burst into applause!

The Scharf family is now preparing for the 2014 High Holy Days Services at Kivel Campus of Care. Raquel, who is five years older than Phillip and the assistant head of school at Pardes Jewish Day School, has performed at Kivel as the cantorial soloist for 11 years. Since Phillip's freshman year in

high school, he has carried the Torah through the aisles, being careful to ensure that the holy scrolls were available to each congregant. Phillip is now the senior director of retention and advisement for the College of Arts and Sciences at ASU. Raquel's husband, Eric Anderson, and their children, Sam, a Pardes graduate and now a sophomore at Tesseract, and Tziporah, a Pardes fifth-grader, have always attended and helped out as well. They all will be in full assistance mode this month.



Dor l'dor, generation to generation, is a very apt license plate on Rabbi Scharf's car.

Phillip plays the guitar and the two siblings have often sung together. Plus they've been a part of synagogue life since birth. Rabbi Scharf and his wife of 45 years, Roberta, have led congregations in several states. Often times Roberta would serve as the religious school director, and the kids would know they could always find their parents at the synagogue. The family still retains decades-long friendships with families from their first congregations. This kind of devotion

and camaraderie was not lost on the younger Scharfs.

Kivel president and CEO Ira Shulman emphasized just how meaningful Rabbi Scharf's presence has been to the residents and their families: "Over the years Rabbi Scharf served thousands of residents, both Jewish and non-Jewish. He was not only an employee of Kivel but a piece of Kivel. His caring and dedication made him an invaluable part of what Kivel stands for in the Jewish community. His weekly services with

Kivel Campus of Care: 3040 N 36 St.,
Phoenix | 602-443-8020 | kivelpcare.org



Rabbi Scharf with Kivel crowd

Rosh Hashanah Services:

Wednesday, Sept. 24, 7 pm
 Thursday, Sept. 25, 10 am
 Friday, Sept. 26, 10 am

Yom Kippur Services:

Friday, Oct. 3, 7 pm
 Saturday, Oct. 4, 10 am and 4 pm: Yizkor
 (followed by a break the fast)



Rabbi Scharf and Kivel resident

the Kivel residents were always a happy and memorable time. His services on the High Holidays were very special occasions. Not only did he serve the Kivel residents, but it was a time when a large number of community people came to Kivel not only to celebrate the holiday but also to be with Rabbi Scharf. These services were even more special because many members of Rabbi Scharf's family participated. This is especially true of his daughter Raquel Scharf-Anderson, whose beautiful voice made every holiday service extra special. We are extremely happy that his family has decided to continue the Scharf tradition and lead the services at Kivel Campus of Care."

Ira also mentioned that the community is invited to share in their services. There is no cost, but donations are appreciated.

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Havurah movement re-envisioning Judaism outside the synagogue

By Janet Arnold • Photos courtesy of NefeshSoul

To the 'outside' world, Judaism is Judaism. But to those in the community, there is an awareness that Judaism covers a wide spectrum of ideas and beliefs. Labels abound: Orthodox, Conservative and Reform are joined by Renewal, Humanistic, Reconstructionist and so on. Each denomination has its own interpretation of Torah and tradition, and each manifests its beliefs in unique ways.

The National Havurah Committee is a relatively new movement, having begun just over 30 years ago. The NHC is a network of diverse individuals and communities dedicated to Jewish living and learning, community building and tikkun olam (repairing the world). According to its website, the NHC has helped Jews across North America envision a joyful grassroots Judaism and has provided the tools to help people create empowered Jewish lives and communities. The NHC is nondenominational, multigenerational, egalitarian and volunteer-run.

Locally, NefeshSoul was formed in the East Valley in October 2013, with the Havurah model in mind. According to Rabbi Susan Schanerman, "A small group of friends wanted to create a welcoming, nonbureaucratic, spiritually oriented Jewish community. We felt there was an unfilled niche we might fill."

She and her good friend, Robin Manelis, set about creating a website, incorporated as a charitable organization, designed a siddur, rented space and started to spread the word.

With a group of 30 attending their first service, they realized they had indeed created something whose time had come. "We had no idea what would develop," says Rabbi Susan, "but we knew that not trying was not acceptable to either of us."

Rabbi Susan's father, Irv Fellner z"l, had fought in the Haganah, so Jewish identity and support for Israel were always important in their home. They didn't attend synagogue often, but her father held regular Sunday evening Hebrew classes for Susan and her siblings. Later, Susan was active at Hillel.

"Rabbi Barton Lee inspired me to sing at Hillel services and become involved in committee work," she recalls. But Judaism

actually became central to her life when her son was born. She traveled to Israel and joined Temple Emanuel of Tempe, where she enrolled her son in Sunday school once he was old enough. At the temple, Susan served on committees, became the religious school music teacher, then cantorial soloist and finally director of education.

Her thirst for knowledge and understanding continued. Rabbi

Susan enrolled at Spertus College, where she spent eight years earning both master's and doctoral degrees in Jewish studies. Along the way, she studied for ordination through a program for midcareer individuals with synagogue experience and a strong Judaic educational background.

"I found that my soul resonated in the history, theology and practice of Judaism – that my personal and professional needs finally melded once I came to serve the Jewish community." In addition to her role with NefeshSoul, Susan is a chaplain for Hospice of the Valley and performs weddings (Jewish and interfaith) as well as funerals and baby-namings for the general Jewish community.

Creating NefeshSoul was the natural outreach of Susan's training and beliefs. The group defines itself as a warm and welcoming Jewish community, staffed and supported completely by volunteers, that engages in worship, holiday and lifecycle celebrations, learning, social justice and social activities. They are one of hundreds of nonsynagogue-affiliated havurot around the country that invites Jews and their families to re-envision

what Jewish community and practice mean. NefeshSoul does not have membership dues but relies on contributions. They meet at Valley Unitarian Universalist, 6400 W Del Rio St., in Chandler.

Rabbi Susan is looking forward to the upcoming High Holy Day Services. "I cannot imagine not being involved in a Jewish community. I feel a responsibility to teach, to inspire and to do what I can to provide a Jewish connection to those who seek, as I do, a fully Jewish life. NefeshSoul is the vehicle through which I hope to make a difference. It has been a true gift."



Rabbi Susan and guitar







Passover Seder

NefeshSoul offers all High Holiday services for just \$50 per adult. There is no charge for children through college students to age 25. Information is available at nefeshsoul.com

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HIGH Holy Days

New Year is a good time for real estate review

By Beth Jo Zeitzer

For many of us, the new year is a time to look back at what went well during the previous 12 months, look forward to what opportunities may arise in the next 12 and reflect on how we can improve, overall. While we as individuals are testing ourselves spiritually, the new year can also be a good time to look at other aspects of our lives, including financial and investment performance.

Commercial real estate, whether for occupancy or investment, may be a component in your investment portfolio, and the Arizona commercial real estate market has been strong and steady so far in 2014. While multifamily was the first segment to improve, industrial, office and retail are also seeing increased sales activity, improving vacancy rates, greater absorption and rising asking rents. With that in mind, let's take a look at the current environment within the various segments of the national and state commercial real estate markets.

Multifamily Market

According to the National Association of Realtors, "The multifamily sector continues to be the top performer in commercial real estate with the lowest vacancy rates," and that holds true in Arizona, as well. Multifamily transactions have been on the rise, and new development continues in high-demand areas where new household formation had been stunted, as well as in urban areas where younger generations choose to reside.

Office/Industrial Markets

Local and out-of-state investors have returned to the market, paying closer attention to A and B Class assets. In the metro Phoenix area, urban infill areas along the Camelback corridor and the Central Avenue corridor have been in high demand. Additionally, large employers such as State Farm and Apple have been focusing on the East Valley, which is known for a younger and "techie" employment base. Vacancy rates have continued to improve steadily, and, as office-using employment increases, asking rents are also beginning to rise. The Greater Phoenix area as well as Casa Grande/Eloy are increasingly securing or being short-listed for large manufacturing and distribution projects/facilities such as Tesla.

Retail Market

Transaction activity among retail assets has been up, with many small and mid-sized retail centers being gobbled up by local and out-of-state investors. Activity has spread to suburban markets such as Buckeye and the East Valley as available centers in urban areas have diminished. New retail construction has slowed, allowing for greater absorption in the beginning of 2014. With a combined increase in demand and fewer additions to the market, vacancy rates have dipped accordingly.

The Impact of the Big Picture

Successful investment in commercial real estate doesn't exist in a vacuum but instead depends on a variety of overarching economic factors. Real gross domestic product – the output of goods and services produced by labor and property located in the United States – has remained mostly flat according to the Bureau of Economic Analysis. Nonetheless, the National Association of Realtors is projecting that gross domestic product should expand closer to 3 percent for the remainder of the year. "The improved lending for commercial loans and continuing job gains we've seen this spring bode well for modest progress in commercial real estate leases and purchases of properties," says Lawrence Yun, Ph.D., the organization's chief economist.

Moreover, consumer optimism about current economic conditions and expectations for continued improvement in the coming months has strengthened. Indeed, earlier this year consumer confidence in our state reached its highest level since January 2008 according to the Behavior Research Center of Arizona.

An improving jobs picture equals more demand, but what are the challenges that could have a negative impact on commercial real estate? Rising long-term interest rates and a lack of

While we as individuals are testing ourselves spiritually, the new year can also be a good time to look at other aspects of our lives, including financial and investment performance.

consistent economic growth are among the primary culprits. Conversely, an improving economy could result in higher acquisition and development costs. Finally, from an investment perspective, there simply isn't the surplus of bargains we experienced during the worst of the downturn – so you need to be a prudent buyer and sharp negotiator.

"We have seen steady if slow progress since the commercial real estate market collapsed in second quarter 2008, and as the future unfolds, we expect that the positive returns for commercial real estate will continue," concludes Kenneth Riggs, Jr., president and CEO of Real Estate Research Corporation. "The value increase from the trough is now about 30 percent, just slightly less than the value lost during the past 6 years. Although returns are likely to be positive in 2014, we forecast them to be a little lower than in 2013, but still a very reasonable approximate average of 8.75 percent."

L'Shana Tova!



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

How is your spiritual portfolio doing?

Amy Hirshberg Lederman

I grew up in a home where money was talked about openly and often. Not about how much money my dad made, but about how he invested it so that it would grow for the future.

“Most people make money with their hands, but if you’re smart, you’ll learn how to make money with your head,” Dad counseled me over chicken and green beans. The net results of his financial coaching was that, unlike other girls my age, I knew as much about stocks, bonds and price/earning ratios as I did about lip gloss, cheerleading and the Beatles.

I followed Dad’s advice and began investing in the stock market as soon as I received my first paycheck, back when the Dow was well under 1,000!

I check my portfolio regularly, rebalancing our investments so that they fit our evolving financial strategies and goals at each stage of life. I take pride in the fact that I actually enjoy using my “keppie” to make money, once again proving “father knows best!”

I think about how vigilant I am about overseeing my financial portfolio and wonder, as the Jewish New Year approaches, if I have given the same kind of attention to my “spiritual portfolio” throughout my life.

One of the things I love most about the Jewish calendar is that inherent in each holiday are lessons and challenges that can inspire and advance personal growth. Nowhere is that more apparent than during the Jewish holidays of Rosh Hashanah and Yom Kippur. The High Holidays beckon us to take a hard look at our life: at our relationships, commitments, goals, successes and failings – to honestly assess how our spiritual portfolio is doing.

At Rosh Hashanah, we ask ourselves questions like: What am I doing with my life? Am I satisfied with my relationships, goals and commitments? Do I give enough of myself? Where am I in my relationship with God? What do I want to change in the coming year? Can I be better person, a more compassionate friend, a more caring daughter, a more supportive spouse? This type of hard questioning is called a Heshbon Nefesh, which in Hebrew literally means “an accounting of the soul.”

In financial matters, it takes knowledge, discipline and personal awareness to properly manage a portfolio. These are the same qualities needed to create and maintain a healthy spiritual life.

We need knowledge – what it means to be Jewish and how we want to engage in Jewish living. To become “Jewishly literate,” we can turn to the ample resources we have as Jews including our rabbis, teachers, family members, friends, community and the Internet.

We need discipline – to make choices that will further our personal and spiritual aspirations and to follow a course that will help us fulfill them. We can do this by setting goals for the year, such as studying Hebrew or joining a Jewish book group, or we can do it by embracing new family traditions, like celebrating Shabbat dinner with family and friends.

But knowledge and discipline will not get us what we want

unless they are paired with cultivating personal awareness – who we are today and who we want to become in the months and years ahead, as people and as Jews.

We are each unique in our efforts to create spiritual lives. As with investing, each person begins with varying degrees of knowledge, confidence and tolerance for risk and failure. Rosh Hashanah levels the spiritual playing field in that it gives each of us an annual opportunity to engage in important introspection, the type that can help us craft a more meaningful spiritual life.

Amy Hirshberg Lederman is an author, Jewish educator, public speaker and attorney. Her first book, *To Life: Jewish Reflections on Everyday Living*, goes into its second printing this fall. Visit her website at amyhirshberglederman.com.



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HIGH Holy Days



CHEF'S CORNER

BREAK THE FAST WITH EASE

By Lucia Schnitzer

Dishes prepared with Luci's
Executive Chef Stephen Nakashian
Photos by Matthew Strauss

Yom Kippur, the highest of the High Holidays, is celebrated by Jews throughout the world and is precious to us all for many reasons. The memories of childhood,

the special feeling of detachment from the world through prayer and reflection, the closeness of the family praying together – all these unite to form the “specialness” of this day.

This year Yom Kippur falls on Shabbat, and typically we are forbidden to fast on Shabbat except for the fast of Yom Kippur. This coincidence of holy days makes for a very special and heightened spiritual experience. The soul is “full” and takes on all the pleasures the body lacks through the closeness we experience with G-d.

Make breaking the fast this year an easy transition by preparing your meal ahead of time. Have all your food on trays wrapped and stowed in the refrigerator for immediate serving. After fasting for more than 24 hours, no one wants to wait around for the food to be prepared. Have the table set, so all that has to be done when you get home after Neilah is to bring out the platters of food and enjoy a stress-free, delicious meal. Remember it's important to fill up on foods that are high in salt content to replenish the lost nutrients and rehydrate on juices and water. Take this opportunity and elevate this moment to share memorable and delicious food with your family and friends.



Smoked Salmon and Dill Quiche

Ingredients

- 2 cups whole milk
- 4 eggs
- ¾ cup biscuit baking mix

- ¼ cup butter, softened
- 1 cup grated Parmesan cheese
- 4 to 6 ounces cubed soft cream cheese
- ¾ cup diced smoked salmon (about 4 oz.)
- ¼ cup diced red onion
- ¼ cup chopped fresh dill
- ¼ teaspoon freshly grated nutmeg
- Kosher salt and freshly ground black pepper

Directions

Preheat oven to 375°F. Lightly grease a 10-inch quiche dish. In a large bowl beat together milk, eggs, baking mix, butter and Parmesan cheese. Batter will be lumpy. Stir in cream cheese, salmon, red onions, dill and nutmeg and season with salt and pepper. Pour into prepared quiche dish.

Bake in preheated oven for 50 minutes, until eggs are set and top is golden brown. Refrigerate when cool and serve cold.



Dragon Fruit Salsa

Ingredients

- 1 cup dragon fruit, cubed (about 1 large or 2 small)
- 1 green onion, chopped
- 5 stems cilantro, chopped
- 1 tablespoon lemon or lime juice

Directions

Combine all ingredients and mix gently. Serve with hummus and pita or chips.

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.



Tarragon-Fava Bean and Green Pea Tartine

Ingredients

Sea salt and pepper
 ¼ teaspoon ground cumin
 1 garlic clove, peeled and halved
 ¾ cup cooked green peas*
 ¾ cup cooked fava beans*
 1 to 2 tablespoons lime juice
 3 tablespoons olive oil
 2 teaspoons finely chopped tarragon
 1 teaspoon finely chopped chives (plus more for garnish)
 4 slices of bread
 3.5 ounces good-quality soft goat cheese
 12 multicolored cherry tomatoes, halved
 Shaved Parmesan, to taste
 Dry-toasted chia seeds**

**Blanch uncooked green peas for 1 minute before transferring to an ice water bath. Same for the fava beans. Then peel them.*

***Toast chia in a frying pan (no oil) for 1 minute. They become crunchy.*

Directions

In a mortar combine the sea salt, pepper, cumin and garlic and crush into a paste.

Add one third of the fava beans and peas and add a little of the lime juice. Crush into a coarse paste. Continue with adding 1 tablespoon of oil. Then add the rest of the vegetables and lime juice and oil. Crush until you have a texture you like (it is not perfect looking, but it is good). Stir in the fresh herbs.

Toast the slices of bread.

Spread the goat cheese and then top with the mashed greens.

Add the cherry tomatoes and top with shaved Parmesan and chia seeds and more chives.



Roasted Radishes

Ingredients

2 bunches radishes, cleaned, trimmed and cut in half lengthwise
 2½ tablespoons extra virgin olive oil
 2-3 tablespoons lemon juice
 Salt and pepper to taste

Directions

Preheat oven to 375°F. Place all ingredients into a large mixing bowl and toss together. Season with salt and pepper. Spread seasoned radishes onto a baking sheet and roast for 20 to 25 minutes or until radishes have crisped and browned around the edges and have become almost fork tender. Lightly adjust seasonings and finish with lemon zest, if desired.

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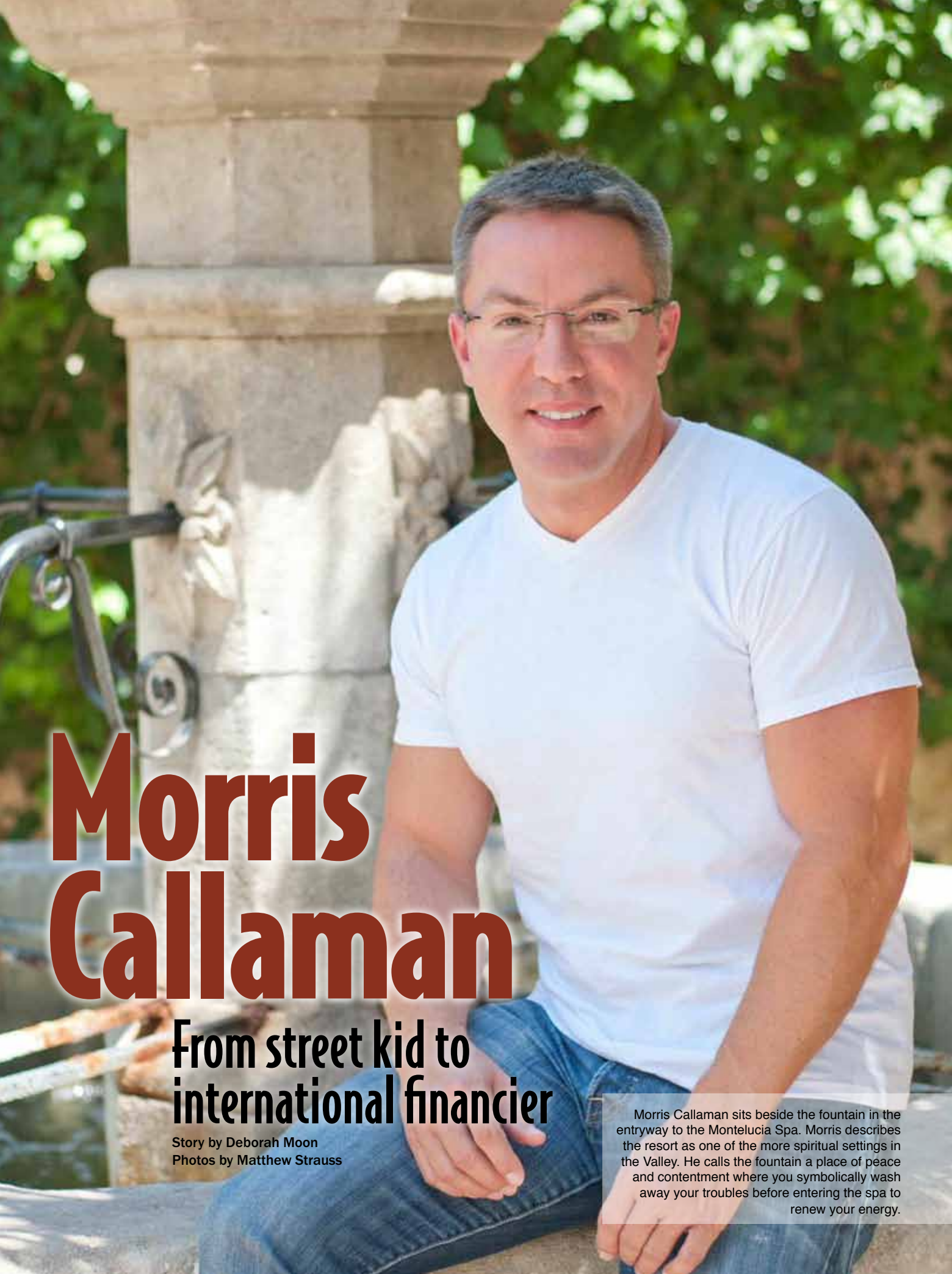
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Morris Callaman

From street kid to international financier

Story by Deborah Moon
Photos by Matthew Strauss

Morris Callaman sits beside the fountain in the entryway to the Montelucia Spa. Morris describes the resort as one of the more spiritual settings in the Valley. He calls the fountain a place of peace and contentment where you symbolically wash away your troubles before entering the spa to renew your energy.

In his journey from street kid to multimillionaire financier, Morris Callaman has come to believe there is a natural partnership between real capitalism and tikkun olam (repair of the world).

“Tikkun olam is who I am. ... I want to move society, human beings forward,” says the 44-year-old Morris.

Morris says he believes the term capitalism has been misappropriated. He believes true capitalism means that you “figure out what people want or need” and then find or create a “progressively sustainable model” that will meet those needs while generating the funds to loop back to keep meeting people’s needs.

When he was 2, his parents gave him up for adoption. He spent the next decade in 26 different living situations in the foster care system and couch surfing. He survived abuse. He attended 13 different schools from kindergarten through eighth grade, when he ran away to find his biological father.

“I had success finding him, but it was not a fortunate experience,” Morris says, noting while his mother was Jewish his father was Mormon. “He told me there was no place for me there.”

Heaped on the back of 13 years of rejection, it’s perhaps not surprising that Morris says, “I don’t like to talk about family.”

He spent the next year living on the streets in Arizona. Then some construction workers took him under their wings and gave him a variety of jobs on work sites.

Honeywell while he attended night school. He earned an engineering degree and an MBA from Arizona State University. At age 33 he became a principal of Ernst and Young. Feeling burnt out after his rapid rise in the business world, he took a nine-month sabbatical and went to law school, attending Temple University in Tokyo with his credits transferring to ASU to earn his Juris Doctorate.

“It was therapeutic,” he says of law school, where he read cases that were full of emotion and where he first really learned about society. “It was the first time anyone tried to explain to me the rules of the game.”

It was during law school that he began to explore his Jewish roots. Armed with his birth certificate, he used the Mormons’ extensive genealogy resources to learn about his mother’s family, including the fact that his grandmother had fled Germany during World War II. Since then he has delved into his Jewish heritage with the help of his “dear friend Ken Schnitzer.”

He now celebrates the holidays at various synagogues, often enjoys Shabbat and holiday meals with the Schnitzer family and especially appreciates Yom Kippur. The themes of “making right with one’s self and one’s neighbors” resonate strongly with Morris. But he also appreciates that the community comes together and says to God, “We all want to be forgiven. If that’s OK with you, we have a deal.”

After Morris passed the bar, Sam Sacks, on the Board of Governors of the Arizona Bar Association, told him that while many states had vibrant groups for Jewish attorneys, Arizona did not. So he helped launch the Arizona Jewish Lawyers Association, serving as president for a time. He says the current

“The hardship of my life was the gift of my youth. ... It was hard, but no one was swinging a machete at me.”

“I realized that picking up trash for \$5 an hour, whatever problems I had were clearly solved,” he says of the step up from homelessness. Soon he was wielding a shovel and then moved on to more and more skilled jobs, ultimately becoming an electrician’s apprentice.

But one long day “encrusted with sweat as only a teenage boy can be,” he says he decided he wanted to work inside. So he walked into Glendale Community College and asked to learn about computers. When he told them he hadn’t attended high school, he was told he’d need to get a GED first. So he paid \$11 to take the General Educational Development test and, without studying, passed.

He modestly says he thinks the test was easier in the 1980s than it is now, but does admit that he’s “a bright fellow.”

“It didn’t occur to me till much later that I can learn things that take other people a long time.”

Since the day he walked into the community college, he has made good use of his ability to learn. He earned an associate’s degree and spent five years as a computer programmer for

president, Ben Himmelstein, leads a now vibrant organization providing social, educational and networking opportunities.

Now he says he doesn’t identify as an attorney any more than as an engineer, computer programmer or construction worker. “I’m an entrepreneur, a financier,” he explains. “I buy companies and I finance companies. ... Most of the ways to make money have no appeal to me. I’m trying to make change for the world.”

He says he relies on “my gut and backstop it with the analytical. I have a high track record.”

That claim is supported by comments from business associates on Linked In.

Harold Richter, COO of ALIVE Experience, LLC, calls Morris “an entrepreneurial genius. ... He is simply brilliant at building businesses and value, yet uncharacteristically fair. His ability to understand people is uncanny. ... The reality is that Morris is the best of everything, with the IQ of a genius and the heart of an angel.”

Richter concludes, “His inspiration to make the world a better

place through his compassion, patience, positivity and intellect are stunning. Yes, he does all that in the business world.”

Entrepreneur Brian Barnett notes, “Clearly Morris is unparalleled in the business world, as watching how he operates is an education all in its own. It’s not by coincidence that everyone and every business he works with flourishes. ... He has selflessly spent hours upon hours helping me become the best version of me and has bestowed the knowledge necessary to prepare for the next chapter in my life.”

After 10 years of financing other people’s companies through his firm Callaman Ventures, Morris says he’s spent the past year buying major interests in four companies, where he now serves as CEO and/or chairman. He has more purchases in the works.

“I’m collaborative, but I’m looking to use my 44 years of experience,” he says of the leadership he takes in each company. “Most of the problems in the world are because people are not able to collaborate.”

His latest acquisition, ALIVE Experience, has planned events for the last three presidents, vice presidents and first ladies; coordinated speaking engagements for luminaries such as Jane Goodall; and organized two Olympic torch relays.

“I don’t want people to live lives of quiet desperation.”

“I don’t want people to live lives of quiet desperation,” he says of the new company. “I want people to feel alive. ... I’m a social liberal, I want people to experience life.”

“I am building the vehicles to create events to increase the likelihood for people to be in touch with whatever reason they want to live. ... It’s a think tank disguised as a party.”

For many years he thought he would be happy when he finished pursuing the next goal – another degree, making a million dollars – until he finally realized he needed a reason for life. “I want to bring about as much change as people want,” he says. “I used to help one starfish. Now my goal is to help millions of starfish.”

While many might look on his turbulent past as something he had to overcome, Morris says, “The hardship of my life was the gift of my youth. ... It was hard, but no one was swinging a machete at me.”

Not having any one adult to shape his views of the world, he says “I have a bit of everybody’s perspective.”

The varied perspectives have been further enhanced by his own experiences, which span being the homeless boy wielding the towel at the end of the car wash to being a senior executive meeting with CEOs of major corporations around the planet. “I remember what it’s like to be cold or dirty.” He says those diverse experiences help him understand the people he meets.

He says he gained additional perspective when he himself became a father. David, 16, lives with his mother in Phoenix. He is “half me and half his mother. He has the emotional sensitivity of his father and the good looks of his mother.”

Morris believes people are fundamentally good, but often they are suffering from their own challenges.

“I always treat people like human beings,” he says. “I think about who people are and what they want for themselves.”

And then he acts to help them.





Morris Callaman's Cove Family Fun Center

Morris Callaman is currently developing The Cove Family Fun Center – one of the largest and most technologically advanced indoor family entertainment centers of its kind in Arizona. The building size, based on the architectural renderings is just less than 67,000 square feet on approximately six acres of land in the North East Valley. The Cove is a hybrid of the most successful large scale family entertainment centers. The Cove's multi-attraction facility will offer a tropically themed fun center and attractions that include four VIP Bowling Lanes, 16 Rolling Reef Bowling Lanes, Go-Karts on the Desert Dunes Race Track and the Tadpole Track, Monkey Vines



Sky Trail, The Typhoon, Ship Wrecked Laser Tag, Coconut Climb, Ferris Wheel, Bumper Cars, Game Room (featuring 100 games), Nest (Ballocity), Treasure Chest Prize Wall, Cove Café, Castaway Lounge and 19 themed birthday party rooms. The building was also designed to be a destination location for family friendly companies to host their corporate events and team building conferences in the 7,000-square-foot banquet mezzanine. The Cove is expected to open for grand opening activities in October of 2015.



Dr. Lauri Grossman visits with a child in Haiti after the 2010 earthquake.

Dr. Lauri Grossman uses homeopathy to “heal the world”

By Deborah Moon

For homeopath Dr. Lauri Grossman, *tikkun olam* (healing the world) is more than a Jewish value she learned growing up in the heart of the Jewish community of Brighton Beach in Brooklyn and later the suburbs of New York.

Her position as chair of the Department of International Affairs for the American Medical College of Homeopathy in Phoenix draws on her years of practicing and promoting homeopathy to help people in need around the world. For instance, she was in Haiti just two weeks after the 2010 earthquake helping disaster victims. In 2013 she helped treat people in underserved communities in Afghanistan. She participates in meetings at the United Nations, where she helped obtain NGO status for AMCH. Dr. Grossman also taught a program on homeopathy at the medical school at Israel’s Ben Gurion University; the course included best practices for working with diverse cultures.

While many people confuse homeopathic medicine with Eastern medicine and with herbology, Dr. Grossman says homeopathy is actually a highly regulated system of medicine that relies on natural medications developed over the past two centuries. All homeopathic remedies are approved by the FDA as over-the-counter medications. Not all homeopaths are doctors, but Dr. Grossman also holds a doctor of chiropractic degree.

“Homeopathy is a complete system of medicine that involves

Homeopathy was founded by German physician Dr. Samuel Hahnemann (1755-1843), who was so appalled by many of the side effects of his era’s popular medical treatments using heavy metals and bleeding that he retired from medicine and became an editor and translator of medical papers.

treating the individual with highly diluted substances, given mainly in tablet form, with the aim of triggering the body’s natural system of healing,” explains Dr. Grossman. “Based on an individual’s specific symptoms, a homeopath will match the most appropriate medicine to each patient.”

To truly understand homeopathy, Dr. Grossman says you need to hear the story of its origin.

Homeopathy was founded by German physician Dr. Samuel Hahnemann (1755-1843), who was so appalled by many of the side effects of his era’s popular medical treatments using heavy metals and bleeding that he retired from medicine and became an editor and translator of medical papers. Translating a paper about treating malaria with quinine (made from cinchona bark), he contacted the researcher to ask why quinine reduced the fever, chills and diarrhea caused by malaria. The author didn’t know why it worked, so Hahnemann decided to see what the substance would do in low doses for people without the disease. Surprisingly, when given to healthy people, it caused the same

symptoms it cured in malaria victims.

Dr. Grossman says that made the doctor wonder if he could find other natural substances that caused specific symptoms in healthy people, and in turn would improve conditions in people suffering from those symptoms. For his tests he asked medical students to take small doses of substances and carefully record their symptoms in exacting detail. Knowing people experience watery eyes when slicing onions, he experimented with allium cepa, a low-dose onion extract. He found that the substance caused allergy symptoms in healthy people and could alleviate symptoms in people suffering from allergies.

"There are now 4,000 substances proven with homeopathy," says Dr. Grossman, adding that this phenomenon is called the Law of Similars and is the basis of homeopathy.

As someone with professional ties to both conventional medical schools and homeopathic institutions, Dr. Grossman is well equipped to discuss the symbiosis of homeopathy and western medicine.

"Homeopathy is extremely effective in the treatment of chronic disease," she explains. "Therefore, a homeopath can offer promise to patients who have suffered from disorders that have not responded to conventional care or that can only be managed

Homeopathy Conference and Fundraising Dinner

Sept. 20 and 21

American Medical College of Homeopathy's Annual Conference
Scottsdale

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Includes wine tastings, silent auction, cash raffle and more.

Register for one or both events at amcofh.org/2014-conference.

(not cured) with conventional treatment."

For instance, she notes that when treating allergies with allium cepa, patients' symptoms decline in severity and duration each allergy season as the immune system strengthens.

"Many physicians are happy to know a well-trained homeopath to whom they can refer their more stubborn cases," says Dr. Grossman. "I work with gynecologists who want help with menopausal women suffering from hot flashes, mood swings and loss of sex drive. There are pediatricians who want help with children who get repeated ear infections or recurrent asthma attacks for whom medications are only keeping emergent crises from worsening, but for whom medications are not curing the underlying problem."

Since homeopathic medicines do not have harmful side effects, a homeopath can treat patients who are sensitive to or allergic to conventional medications or to patients who wish to explore a natural approach that enhances the immune system before turning to medications that may depress the immune

function, explains Dr. Grossman.

Coming from a family of philanthropists, Dr. Grossman says she wanted to help people and so became a pre-med student at Cornell in the 1970s. "The climate at large East Coast universities at the time was one of questioning and exploring," she says, noting she heard speakers from "an infinite number of healing methods from all different cultures ... I was impressed by many, but when I saw the profound way that homeopathy heals, I found my calling and could practice nothing else."

She says the closeness of homeopathy to Jewish views on health is highlighted by the fact that the Prayer of Maimonides (the 12th century Jewish physician and Torah scholar) is recited in its entirety by homeopathic college graduates at their commencement ceremony. "As chair of the Dept. of Humanism at AMCH, I review this prayer in detail with all graduating students. The ties between homeopathy and Judaism abound and are seen in each and every line."

Her ties to Israel extend beyond lecturing there. She says both her sons lived in Israel after college, though both have since returned to New York.

"My older son, David, married an Israeli woman, and my younger son, Asher, did his medical training at Ben Gurion University's Medical School for International Health in Be'er Sheva."

She says her boyfriend, Howard Levy, is a poet, who, after experiencing the benefits of homeopathy firsthand, describes homeopathy as metaphorical medicine.

"I want to bring to people what will heal them most deeply so that they live creatively, pursue their passions joyfully and live a fulfilling life," she concludes.

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Arts & Entertainment

Arizona arts season

By Janet Arnold

September brings the beginning of the performing arts season to Arizona. Most groups are quiet during the hot summer months, though this past summer a few brave companies offered summer programming and were pleased with the results.

Actors Theatre is one that experimented with summer programming and according to Matthew Wiener, their Producing Artistic Director, both their shows and their new location met with rave reviews. The company will continue using the Black Theatre Troupe facility, 1333 E Washington St. in downtown Phoenix, for the upcoming season of 4 contemporary shows. Their first show, Seminar, by Theresa Rebeck opens in October. actorstheatrephx.org

Theater League has been bringing shows to the Valley for well over 25 years. This year they will have three blockbuster musicals at the beautiful downtown Orpheum Theatre, 203 W Adams: Beauty and the Beast, Nov. 28-30; Guys and Dolls, Feb. 20-22, 2015 and Buddy: The Buddy Holly Story, Mar. 20-22, 2015. They will be staging Camelot, Jan. 23-25, 2015 at the Mesa Arts Center, 1 E Main St. in Mesa. And you won't want to miss their special engagement: Old Jews Telling Jokes, at the Herberger Theater Center, March 17-29, 2015. The show is inspired by the website OldJewsTellingJokes.com and features both brand new and satisfyingly hilarious old songs and jokes. Tickets are now on sale. theaterleague.com



From the 2000 American Southwest Theatre Co. production of Tommy J & Sally. Produced at New Mexico State University, where playwright Mark Medoff has taught for nearly 50 years.



Hilary Maiberger as Belle and Paul Crane as Maurice in Disney's Beauty and the Beast. Photo by Amy Boyle

The Black Theatre Troupe has been around since 1970, bringing the Valley some of its most eclectic and multi-cultural shows. The company's 4-show line-up includes Radio Golf, the final in August Wilson's epic ten-play cycle, from Sept. 26-Oct. 12. Their second play premiered at Theatre J, the Jewish Theatre of Washington, DC. Tommy J. & Sally runs Nov. 26-Dec. 14. Written by Mark Medoff (Children of a Lesser God), the play includes an African-American young man and a Jewish female pop singer, and "looks at race from both sides of the color line." It is being directed by Arizona Jewish Life's own Janet Arnold. More info at: blacktheatretroupe.org

Arizona Theatre Company has the distinction of being the only theatre in the country with a two-city base of operations and is the largest locally-produced theatre in the state. The shows open in Tucson, playing at the Temple of Music and Art, 330 S Scott Avenue, then transfer to Phoenix to the Herberger Theater Center, 222 E Monroe. ATC is touting its upcoming six-show season as having "something for everyone." They're opening with the new Christopher Durang comedy, Vanya and Sonia and Masha and Spike, winner of the 2013 TONY Award for Best Play, in Tucson Sept. 13-Oct. 4 and in Phoenix Oct. 9-26. Closing out their season will be A Weekend with Pablo Picasso, written by and starring Herbert Siguenza, based on the writings of Pablo Picasso. This play will be directed by Todd Salovey, who also runs the San Diego Jewish Cultural Arts Festival each summer. Tucson: April 4-26, 2015; Phoenix: April 30-May 17, 2015. arizonatheatre.org



Musical Instrument Museum

Invisible Theatre in Tucson also did some summer programming to help fill its coffers and entertain those who dwell in the Old Pueblo year round. With Susan Claassen as its leader, IT opens its 44th Anniversary season with *A Kid like Jake*, by Daniel Pearle, a “keenly perceptive look at the gender issue in children,” Sept. 2-14. The southwest premier of *Handle with Care* by Jason Odell Williams runs Nov. 11-23. This romantic comedy tells the story of a young Israeli woman who reluctantly travels with her grandmother to America. They also offer some fun special programs, particularly *Cannoli, Latkes & Guilt-The Therapy Continues!* with Steve Solomon, on March 7-8, 2015 at the Berger Performing Arts Center. invisibletheatre.com

Theater Works in the West Valley, headed by Daniel Schay, offers both main stage adults programming as well as polished children’s shows. Mainstage opens in Sept. with *I Get a Kick Out of Cole*, exploring the music of Cole Porter (Sept. 5-28). That’s followed by *How to Succeed in Business without Really Trying* with music by the great Frank Loesser; Stephen

Sondheim’s classic musical *Follies* Feb. 20-March 15, 2015 and they’ll close with a 50th anniversary production of *One Flew Over the Cuckoo’s Nest* by Dale Wasserman, March 27-April 19, 2015. Of particular note among their YouthWorks shows is the musical *13*, with music and lyrics by Jason Robert Brown. “Following a move from New York City to small-town Indiana, young Evan Goldman grapples with his parents’ divorce, prepares for his impending Bar Mitzvah, and navigates the complicated social circles of a new school.” *13* plays from Jan. 16-Feb. 1, 2015. theaterworks.org

The Prescott Fine Arts Center, celebrating its 45th season, is run by Jon Meyer, who moved from Florida where he had run a Jewish theatre in Sarasota. Their current musical, *Pump Boys & Dinettes* runs through Sept. 13. Next is Neil Simon’s *The Odd Couple*, Nov. 20-30. pfaa.net (A fun fact is that with the exception of Black Theatre Troupe, each of these theatres has someone who is Jewish as their Artistic Director!)

There are many other theatres throughout the state of course. ASU Gammage is the Valley’s Broadway touring house. They’ve got *Kinky Boots* (Harvey Fierstein, Cyndi Lauper) Sept. 16-21; the fanciful Stephen Schwartz musical *Pippin* Dec. 2-7; *Joseph and the Amazing Technicolor Dreamcoat* in Jan. 13-18 and many more throughout the spring. asugammage.com

The Jewish community has always been at the forefront of supporting the arts. Be sure to check out all the options Arizona has to offer. And for discounted tickets to most events, try goldstar.com.

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MORE INFO: theaterleague.com
 Date, times & shows are subject to change.

Arts & Entertainment

Arizona is alive with the sound of music

By Janet Arnold

Every kind of music under the sun can be found here in sunny Arizona. We have the Phoenix Symphony, the Tucson Symphony, many smaller chamber music groups, choral groups, jazz venues, clubs and more.

The Musical Instrument Museum has a wide variety of offerings in northeast Phoenix. They have a beautiful, tuneful state-of-the-art concert hall, in which they present a wide range of talented performers. The MIM, as it is known, is located at 4725 E Mayo Blvd., off Tatum and just south of the Loop 101. Their fall line-up of concerts is a cornucopia of musical styles and rhythms.

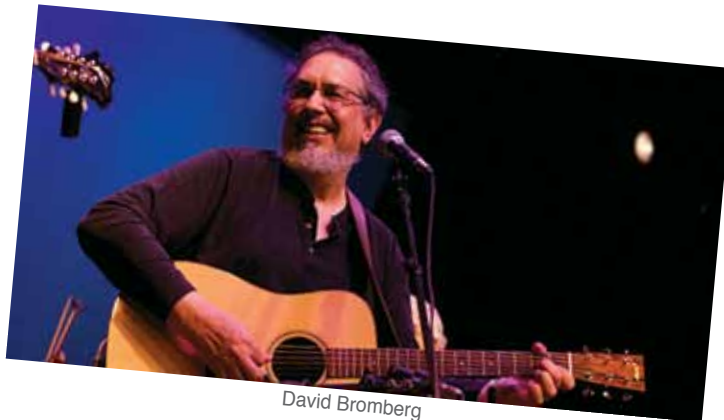
In their American Legacy grouping, September brings Sarah Jarosz, who sings and plays a variety of instruments on Sept. 14; the great guitarist David Bromberg on Sept. 17; and the legendary Blind Boys of Alabama on Sept. 27. In the Global Focus area, they're presenting Salif Keita from Africa on Sept. 10; Gaby Moreno from Guatemala on Sept. 18; and Lo'Jo, a group from France, on Sept. 21. If you're looking for jazz, come to the MIM on Sept. 29 to hear Larry Coryell, Victor Bailey and Lenny White. And that's only September. For a complete lineup of fall concerts at the MIM, go to mim.org.

There are a variety of music fests throughout the year as well.



Todd Herzog

The Desert Gathering Jewish Music Fest is perhaps the most exciting one for the Valley Jewish community. The 2nd annual fest will be held at Steele Indian School Park on Nov. 2 from 3 to 7 pm. Organizer Todd Herzog is busy planning this year's fest. Check it out at desertgatheringaz.com.



David Bromberg

The Rural Street Klezmer Band will be playing at the opening of the Arizona Jewish Historical Society's new Judaism in the Desert exhibit opening on Sept. 14. azjhs.org

UA Presents in Tucson offers great concerts for all. They are already selling tickets like crazy for the March 15, 2015, performance of Broadway and opera great Audra McDonald at Centennial Hall. On Dec. 5, they're presenting A Sondheim Evening, with Broadway Music Director Ted Sperling directing. uapresents.org

Listen up Arizona!

Jewish History Museum

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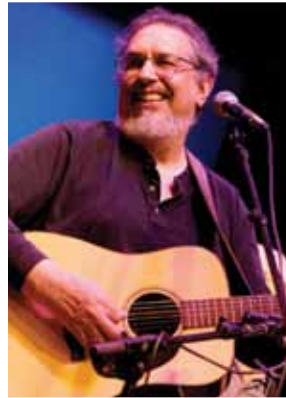


Light on Shadows
by Abigail Gumbiner

Almost 20 years in the making, and never before shown to the public, this set of 15 prints shows our Museum before its renovation in black and white and afterwards infused with color. Professional photographers Abigail Gumbiner, Annu Palakunnathu Matthew, and David H. Wells collaborated over the years to capture the 1910 "Stone Avenue Temple" as you have never seen it before. Limited edition prints will be on sale to benefit the JHM.

Jewish History Museum
564 South Stone Avenue Tucson, Arizona 85701
520-670-9073
www.jewishhistorymuseum.org

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David Bromberg
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Arts & Entertainment



Crafting the OFFBEAT, THE UNUSUAL, THE BEAUTIFUL

By Leni Reiss

Florie Amster suffers from more than what the typical hostess experiences when preparing for dinner company. In addition to concerns about the menu, Florie has to deal with clearing just about every surface in the living and dining rooms of the Central Phoenix home she shares with her husband, Dave. Tabletops – and walls as well – are filled to overflowing with a treasure trove of Florie-designed and crafted necklaces, bracelets and more.

Florie, who creates mostly one-of-a-kind pieces of wearable art, was originally inspired by her friend, Risa Mallin. “Risa had seen a version of a ‘treasure necklace’ at a gallery in New Mexico,” Florie explains. “She purchased beads to make one for herself and gave me the ones she didn’t use.”

Florie made one for herself and was wearing it one day while shopping in a local boutique. “The owner wanted to buy it right there and then,” she recalls. “It had never occurred to me to market the necklaces. What a concept! That’s how my business

was born.” Until that time she was a mom to daughters Mindy and Robin and a housewife – and doing a lot of volunteering.

Florie’s parents had owned a jewelry store where she grew up in St. Joseph, MO. “I learned at an early age to handle the tools of the trade – and to appreciate beautiful things,” she says. She is comfortable and adept at wielding buffers to polish silver, drills for (foreign) coins, grinders to file off the backs of miniature pins, needle-nose pliers and more. She does do repair work but says that creating treasure necklaces continues to provide her with the greatest job satisfaction.

“I get to work with my customers’ true treasures – from charms to medallions, to vintage pins, silverware and medals – all of which represent milestones and memories. And they get an heirloom to wear and enjoy.” Among the more unique items she has incorporated into finished products are the bowl of a meerschaum pipe, a collection of (small) car parts and, for a cousin who led African tours, a collection of animal teeth, bullets, feathers and beads.

After concentrating exclusively on treasure necklaces for



several years, with “one piece completed, out the door and onto the next,” Florie realized she had the basis to expand. “I needed product,” she says. “So I starting shopping at antique and resale outlets and jewelry wholesale shows, always on the lookout for the offbeat, the unusual, the beautiful.” Friends joined the hunt, bringing home items for her from all over the country and all over the world. She added bracelets to her line and, more recently, a group of “blessings for the home” wall plaques that can be personalized and customized for simchas such as

I get to work with my customers’ true treasures – from charms to medallions, to vintage pins, silverware and medals – all of which represent milestones and memories. And they get an heirloom to wear and enjoy.

birthdays, new babies and Mother’s Day. They also can be hobby and profession-themed.

Florie, who regularly attends services at Beth El Congregation, says when she is home she loves and gets lost in the creative process, which is both her business and her hobby. “My husband calls it a very expensive hobby,” she says with a laugh, “because my prices are reasonable and my profits are minimal.”

Florie offers treasure necklace classes at her home for small groups. Participants bring their own items and incorporate them with the beads and accessories she provides, enabling them to take home a one-of-a-kind true treasure.

To reach Florie for more information or to make an appointment, call 602-943-2859.

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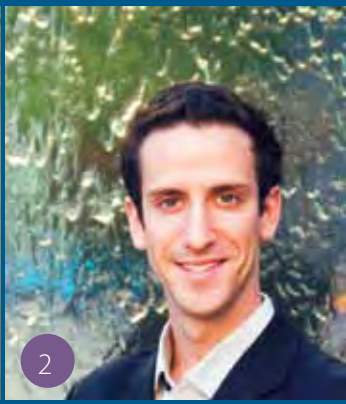
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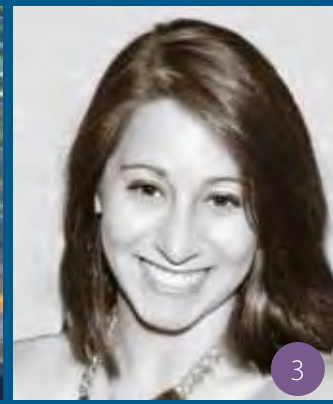
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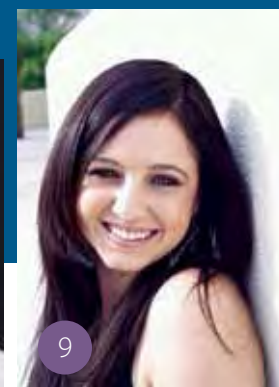
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Jewish Leadership Corps

- 1 Joel Taubman
- 2 Blaine Light
- 3 Joelle Fox
- 4 Chelsey Keller
- 5 Allison Gusdorff
- 6 Gabrielle Rozio
- 7 A.J. Frost
- 8 Zachary Jaburg
- 9 Shauna Stein

Grants offer bright future for new year

By Janet Arnold

Over the summer local Jewish funding agencies announced their allocations for the coming year. The grant process has become quite competitive as more agencies and organizations apply for assistance to continue their programming for the community. Amounts granted are dependent upon the amounts received from campaigns and funds held by community foundations.

TUCSON

The 2014 Community Impact Grants program combined multiple grant-making programs of two Jewish funding organizations into one, resulting in a simplified grants application process for agencies and greater insight for the funders into the Tucson Jewish community's priorities.

Through the new aligned grants program, the Jewish Community Foundation of Southern Arizona and the Jewish Federation of Southern Arizona awarded more than \$410,000, which includes \$268,472 to 11 Jewish organizations in greater Tucson and \$100,000 for seven projects in Tucson's sister city, Kirvat Malachi, and other organizations in Israel. Projects range from those serving the elderly to college students to day school education.

In addition, JCF awarded \$42,500 to three nonprofit organizations in the general Tucson community.

"Our grants committee volunteers and staff worked very hard

over the past year to create a process that better serves both our Jewish and general communities," says JCF CEO Tracy Salkowitz. "Together we were able to simplify two complicated grant cycles into one streamlined effort, resulting in a greater impact for our community."

"This Federation and Foundation grants alignment is a wise use of resources, and we're pleased with the results," says JFSA President and CEO Stuart Mellan. "We are better serving our community, and the result is much more strategic funding."

The Community Impact Grants program unites JCF's annual competitive grants program and JFSA's Compelling Needs and Senior & Disabled Task Force funding programs.

jcftucson.org and jewishtucson.org

VALLEY

Jewish Community Foundation

In May, the Jewish Community Foundation of Greater Phoenix awarded \$259,591 in grants to benefit the Jewish community locally and in Israel, through the Fund for Jewish Philanthropy, Jewish Women's Endowment Fund, field of interest funds and a grant from the Arthur M. Blank Family Foundation for its Economic Crisis Response program.

This year's committee noted the importance of supporting local programs and voted to direct a minimum of 65% toward local requests. The Fund for Jewish Philanthropy enables the Jewish Community Foundation to support new programs designed to address unmet needs in the Jewish community or that offer a unique approach to enhancing the Jewish community, or capacity-building programs for local Jewish communal organizations. The Foundation defines capacity building as "improving the overall performance, effectiveness and financial stability of an organization," according to Robert Roos, Grants Committee chair.

Among the local community organizations receiving grants are the Arizona Jewish Historical Society, East Valley JCC, the Phoenix Holocaust Survivors, Jewish Family and Children's Services, Hillel and Jewish Free Loan. Pardes Jewish Day School and the Phoenix Hebrew Academy received a joint grant to provide self-contained and inclusion-model special education services in both general and Judaic classes. One of the larger grants went to Valley Beit Midrash to establish a Jewish Leadership Corps.

Money to Israel will assist education and social services programs there. In response to the Gaza crisis in July, the JCF awarded an additional \$21,600 directly to Israel for emergency purposes to the Stop the Sirens campaign and to the Jewish National Fund.

The largest discretionary reserve fund grant was given to Limmud, a gathering of Jews from all walks of life, offering a full schedule of workshops, discussions, arts, music and text study sessions. The Women's Jewish Learning Center is the fiscal sponsor for the program, which is scheduled for Sunday, Feb. 8, 2015.

jcfphoenix.org

Valley Beit Midrash

The second group of Start Me Up! grant recipients was named in May. These entrepreneurial individuals were granted seed money to help improve the Jewish community in creative and unique ways. Last year's Start Me Up! projects included The Blooming Plate, Desert Gathering Jewish Music Fest, Jewish Legal Aid, Leadership Adventure Program and the online Learning Shuk.

Rabbi Shmuly Yankowitz, executive director of VBM, is enthusiastic about the coming year. "Our new cohort of Start Me Up! fellows is full of diverse talent, passionate commitment, broad vision and powerful leadership. Together, we will dream about our

Jewish future and put down sustainable roots to turn our ideals into transformative effective realities."

This second cohort of Start Me Up! fellows includes Iris Feinstein, Daniil Gunitskiy, Jeremiah Kaplan, Nicki Kaplan, Ari Mandel and Lana Monashkin, Erin Searle, Talyah Sands, Avi Wolf and Rebecca Wolf. Beginning this fall, the two-year program will include a mentorship program as well as training in management, social entrepreneurship and adaptive leadership.

Utilizing the JCF Grant, VBM has recently announced its first Jewish Leadership Corps. Rabbi Shmuly explains: "We chose the best Jewish leaders in their 20's that we could find in the city. They have to be committed to an immersive learning experience and to serving in the Jewish community in community leadership roles."

Nine enthusiastic young Jewish individuals were selected to participate in this inaugural year: Shauna Stein, a law student at Sandra Day O'Connor College of Law at Arizona State University; Gabrielle Rozio, a University of Arizona grad beginning her graduate studies at ASU; AJ Frost, a graduate of ASU and Columbia University; Allison Gusdorff, a graduate from the W.P. Carey School of Business at ASU; Chelsey Keller, who has a degree from ASU in Tourism; Joel Taubman, a new Valley resident who graduated from the University of Virginia; Joelle Fox, who recently received her Doctorate in Naturopathic Medicine from The Southwest College of Naturopathic Medicine; Blaine Light, a graduate from the U of A College of Engineering; and Zack Jaburg, an ASU student with four years of military experience.

valleybeitmidrash.org

GRANTS STILL AVAILABLE

Young Jewish Funders

The mission of Young Jewish Funders of Arizona is to identify and support initiatives that strengthen the metro Phoenix Jewish community. The group is dedicated to leveraging their shared resources to build a better and more engaging Jewish community in the Valley of the Sun. The group will be awarding five to seven grants totaling approximately \$100,000 this year.

The Young Jewish Funders of AZ will consider projects that:

- Are impactful, community-building events
- Engage those who are not yet connected with the Jewish community
- Address acute needs of people in our local community.

To be considered:

- Projects must be scheduled to take place during the 2015 calendar year
- The online application must be completed by Sept. 19.

Please note, YJFAZ is open to new projects that do not yet have 501(c)3 status. If the project is selected as a finalist, YJFAZ will work with you to try to find a partnering organization or another solution.

Finalists will be notified by the week of Oct. 6 and will be required to meet with the group on the evening of Oct. 28. Grantees will be notified by Nov. 15.

The application deadline is Sept. 19, 2014. Applications are available at:

jfunders.wufoo.com/forms/young-jewish-funders-of-arizona-grant-application

For questions, contact YJFAZ@jfunders.org.



Fashionista Kira Brown, left, shows off a dress she rented for a special occasion from Rent The Runway.

Style

On Borrowed Time

By Kira Brown

My mother will tell you that since I was a little girl, I have loved rummaging through her closet, casually borrowing tops, bottoms, bags – anything I can find. I still do.

Similarly, when I think back to my college years living in a home with two roommates, suffering late nights and long days in school, nothing was more fun than the weekend and primping, prepping and borrowing each other's latest fashion finds to stretch our college-budget closets for a night out on the town.

Since those days of borrowing the best of 5-7-9 from my friends and my mother's best, borrowing or renting the latest in fashion, handbags and accessories has become today's fashion "do." Like ransacking your best friend's latest luxury buys, the fashion powerhouse, RenttheRunway.com, makes your best

friend's enviable closet just a click away.

I started using RenttheRunway.com for event wear, and since have made it a practice to rent a power suit for work or for just date night with my sweetie. Shopping is simple and searchable, and real renter reviews and pictures are included to help with fit and style inspiration and questions. Each dress page includes a "Size and Fit" tab that provides fit and measurement details for that style; they even offer a free second size with every rental.

The convenience of a perfectly cleaned and pressed stylish outfit makes it a no-brainer, with no buyer's remorse, since the outfit goes back worn and wrinkled to the fashion heaven from which it came.

And on a Target budget or to avoid a double-wear scenario, it's easy and affordable to splurge on a Vera Wang, Herve Leger or Halston Heritage for special occasions or no occasion at all at Runway or other like sites. And, for the commitment-phobe or fashion fiend, a try and not buy scenario is a fashion-lovers dream!

Check out Runway for the latest styles and trends with the promise of no sticker shock on your credit card statement!

Also, if you're particular about your handbags, check out bagborrowsteal.com.

Age and obstacles can't slow down this author

By Deborah Moon

When Sydney Gould bent down to pick up a golf ball 10 years ago, his life changed forever.

A former New York City public school principal and special education consultant in New Mexico, Gould had moved to Phoenix after his divorce and enjoyed 10 years in his “beautiful condo on the golf course” playing golf twice a week. But one day when he tried to pick up his golf ball out of the cup, he couldn’t stand up alone. Tingling, pain and weakness in his hands and legs have been with him ever since. After several doctor visits, he was diagnosed with neuropathy in May 2005. Soon he couldn’t get around without a cane or a scooter; he began twice monthly IVIG (intravenous immunoglobulin) treatments to stabilize his neuropathy. Living alone became a challenge.

But Gould isn’t one to just sit around and feel sorry for himself.

He moved into a “lovely” two-bedroom apartment at Sierra Pointe Retirement Community. He says he was fortunate to meet Arlene Blake, a wonderful woman just a day older than he is. “She is my partner at Sierra Pointe. We share a lot of things and those help our life become enriched.”

He also decided to stay active mentally.

“Perseverance is an important word for me,” he says. “You work for what you get. If you love your work, you’ll keep doing it and enjoy it.”

So he decided to write a novel. Inspired by world oil conditions, he spent two years writing a political action thriller, *Hijack at Malacca*.

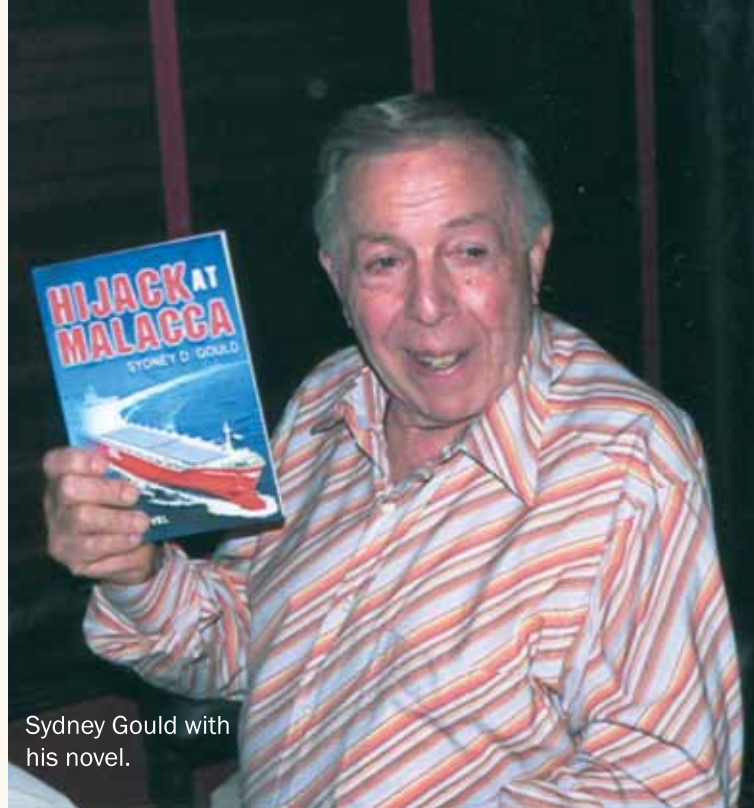
“It’s an exciting book,” says Gould. “It’s about much more than the hijacking of an oil tanker.”

An editor at Simon and Schuster suggested he try and get the book done as a movie, because “The storyline is interesting and it reads more like a screenplay. You’ve done a good job with the progression of the story, and your dialogue is realistic.”

He published his book through Sydney Gould Publishing and began looking for a screenwriter.

Though his son, Eric Gould, is a screenwriter, actor and acting teacher in Los Angeles, Gould says “he is too close to me, so I found Kathy Stewart, an excellent screenwriter.”

Stewart has completed the screenplay and the two are now trying to find a studio to produce the movie, which Gould says he’s been told could be a blockbuster. However, he says without an agent, most studios won’t even read screenplays. Still he is



Sydney Gould with his novel.

optimistic and has launched a website, hijackatmalacca.org, to promote the project.

Meanwhile he has written another book, *Stop Sending E-Mail: My Boss is Watching*, a compilation of funny stories and jokes and advice on email etiquette.

Both books are available on Amazon.com.

“I’m on the computer quite a lot,” he says.

Based on his experiences as a senior moving into a retirement community, he’s now working on another book. The book will feature advice for seniors on things to do when you move to a retirement community.

“Most seniors don’t want to leave their homes,” he says. “But it is the wise thing to do in certain circumstances. We all get to be seniors and if you want to live well, you have to persevere.”

“Perseverance has helped me overcome conditions that could have been so limiting.”

He and Arlene enjoy many of the activities at Sierra Pointe, including a recent trip to see the musical “Cabaret.” The luxury resort-style living there provides a huge array of activities and outings he says. Sierra Pointe provides transportation to Shabbat and holiday services, which Gould enjoys. When he lived in New York, he served a term as president of his Conservative synagogue.

“My Jewish upbringing factors in my views,” he says. The most joyous times he recalls were visiting his grandparents in Montreal for the summer or holidays.

Now he enjoys sharing special times with his son, daughter and grandchild. His daughter, Stacy Zangoor, is an attorney in San Diego. She and her husband, Fred Zangoor, have a 5-year-old son Noah, whom Gould adores.

Facing the limitations of age doesn’t mean the fun in life has ended.

“A lot of people here have to use walkers, but they overcome the limitations by working at things they love to do,” says Gould.

Last will or revocable living trust – Which is better for my family?

By Wendy W. Harn

Life is full of choices, right? The same is true when it comes to estate planning. The two most popular options traditionally chosen are a Last Will & Testament (will) or a Revocable Living Trust (trust). There are many factors that must be taken into consideration when deciding which option is the best for you and your family.

One of the main factors in formulating an estate plan is the size of your estate. If the estate value is over the state's statutory limit, a probate proceeding may occur after you pass away. An estate consists of your real property, personal possessions, cash, brokerage accounts, retirement and life insurance. Each state has its own threshold that triggers a probate. In Arizona, if you meet one of the following two triggers, a probate can occur: (1) if your property's equity is over \$100,000; or (2) if your personal possessions, cash, brokerage accounts, retirement and life insurance are over \$75,000.

Another important factor is determining what is important

to you as it relates to your beneficiaries. What if your kids aren't in the best of marriages? Do you want the inheritance you leave your beneficiaries to have asset protection against creditors or divorce? Long-term care expenses are on the rise – would you like to prevent the government from making your beneficiaries spend down the inheritance you leave them? These are just some of the factors that must be considered when formulating the best estate plan.

There are many differences between wills and trusts. For example, unlike a trust, an estate plan consisting of a will can entail possibly two probates – a living probate and a death probate. The living probate is often forgotten when one is considering estate planning. The will is considered a death instrument, that is, it springs up only when you die. However, if you become incapacitated, the will does not handle that situation. All too often, a living probate would have to occur to legally put someone in place to make your financial and

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healthcare decisions. This court process is called a guardianship and conservatorship. The death probate occurs when you pass away with assets in your name exceeding the probate threshold. A court proceeding would have to occur to legally transfer your assets after you pass away.

Can a living probate be avoided? Yes, a living probate (guardianship) can be avoided if you have properly drafted healthcare documents. Every individual over 18 years of age needs the following documents:

Healthcare Power of Attorney

Mental Healthcare Power of Attorney

Living Will

Authorization to Disclose Information (HIPAA)

Can a death probate be avoided? Yes, and if your estate exceeds the probate threshold an option to consider is a trust. A trust allows for your assets to be titled (funded) in the name of your trust, allowing your estate to bypass a probate proceeding. With a properly funded trust, there are no assets titled in your name when you pass away. It is important to continue to title your assets to the trust after the creation of the trust.

Another difference between a will and a trust is there is no asset protection afforded to your beneficiaries with a will. A beneficiary under a will receives an outright distribution. For example, if Sally receives \$50,000 under her mother's will, Sally must take her inheritance and combine it with her own personal funds. Unfortunately, this distribution is subject to all of Sally's potential creditors. If Sally is in the middle of a divorce or a lawsuit ensues, this distribution can be subject to creditors. However, with a properly drafted trust, Sally's distribution would be protected from divorce, creditors and Medicaid spend-down.

To determine which estate planning option should be chosen for you and your family, it's important to see an experienced estate-planning attorney to discuss the many factors that must go into this decision, because estate planning is definitely not a one size fits all plan.



Wendy W. Harn is a native of Tucson. Wendy understands the value of family and how important it is to protect them through estate planning. She is married to her college sweetheart and is the mother of four children. She understands that estate planning is about protecting the ones you love. Upon graduating from Tucson's Santa Rita High School, Wendy went on to receive majors in both Finance and Real Estate from the University of Arizona. She received her Juris Doctor from the University of Oklahoma in May of 1995.

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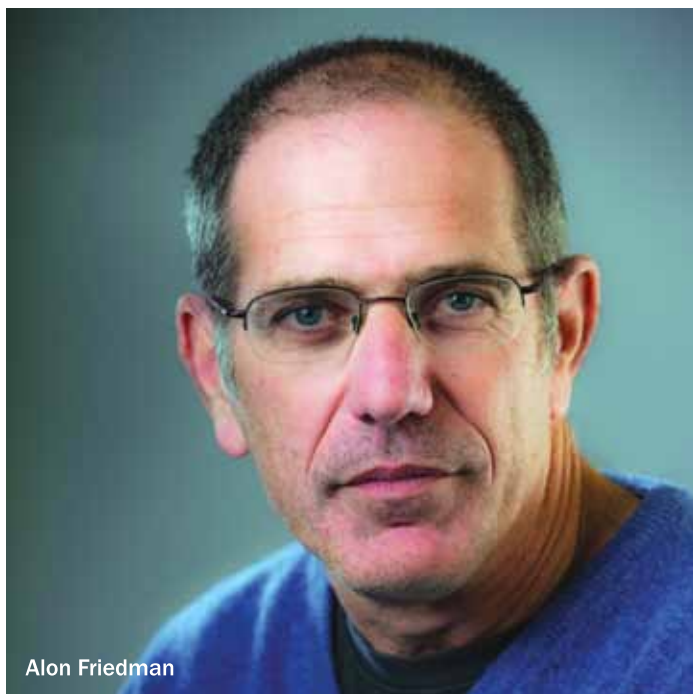
Israeli researchers unravel secrets about the aging brain

By Ilene Schneider

Life expectancy has increased to more than 80 years in many parts of the world, according to professor Alon Friedman, a neurophysiologist and neurosurgeon. Friedman is chairman of the Zlotowski Center for Neuroscience, a center of excellence at Ben-Gurion University of the Negev in Beersheva, Israel. Many neurological disorders increase with age, and Friedman and his team are trying to understand the mechanisms behind them.

Friedman predicts an 85% increase in the cost to treat Alzheimer's disease by 2030, describing it as a huge cost and a global problem for which there is no cure. While it is important to try to find a way to treat the disease in its early stages and prevent further damage, there are currently no biomarkers, no proper animal models, no in-depth understanding of damaged mechanisms and no preventative treatments.

"Perhaps research and science are going the wrong way," he says. "If you study football by looking at the fans in the stadium, you won't understand football. You have to understand the



Alon Friedman

interactions – player to player or player to crowd."

Along with their research on the effects of Alzheimer's, Friedman and his colleagues have studied a disease with similar symptoms. Chronic traumatic encephalopathy is a form of encephalopathy that is a progressive degenerative disease, which currently can be definitively diagnosed only postmortem, in individuals with a history of multiple concussions and other forms of head injury.

Ten million people are affected by traumatic brain injury. Even if a football player who suffered one or more concussions has not played for 30 years, he could be a candidate for CTE. "If the damage doesn't repair itself quickly, it could be permanent," Friedman says. "If we can diagnose the condition or the potential for the condition early enough, we can tell people not to play football or to protect themselves when they do. Some of us are more sensitive because of genetics."

Similarly, in the case of ischemic stroke, a blood clot stops the flow of blood to an area of the brain. If not treated immediately, there can be permanent damage. "Two people with exactly the same symptoms can have very different outcomes," Friedman says.

For instance, Friedman and his colleagues performed MRI scans on the brain of former Israeli Prime Minister Ariel Sharon, who was incapacitated by a brain hemorrhage about eight years ago. They proved that Sharon could hear, but not that he understood what was happening around him.

Brain injury caused by a blow to the head, stroke or infection can lead to epilepsy, according to research conducted by Friedman's team and others. Ten to 20% of all cases of epilepsy result from severe head trauma, and epilepsy affects 50 million people worldwide, according to Friedman.

The key to all of these injuries and diseases, Friedman explains, is the blood-brain barrier, which is composed of a network of vessels that forms a structural and chemical barrier between the brain and systemic circulation, keeping certain substances from entering the brain. Limited permeability protects the brain from exposure to molecules that are harmless to peripheral organs but toxic to neurons in the brain. It is influenced by neurons,

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The blood-brain barrier can be breached after trauma, which results in degenerative brain disease. When certain chemicals get into the brain, they make it behave differently, resulting in neurodegeneration and faster aging, Friedman explains. Researchers have learned that blood-brain barrier functions are often impaired in common neurological disorders including stroke, traumatic injuries, intracerebral hemorrhage, tumors, epilepsy and neurodegenerative disorders.

Using dynamic contrast enhanced imaging, Friedman and his colleagues are investigating the possibility that diseases and injuries that affect the brain could be treated through the blood-brain barrier. They believe that some kinds of brain disease are vascular in origin and might be treated early before symptoms appear or before massive cellular death begins.

Recently, a team of researchers from Ben-Gurion University of the Negev, the University of California, Berkeley, and Charité-University Medicine in Germany reported that a hypertension drug already on the market prevents a majority of cases of post-traumatic epilepsy in rats. Friedman hopes the drug eventually will work on humans to reduce inflammation and repair the blood-brain barrier after traumatic injury.

“Once we block the leakage, we hope we can block the damage,” he concludes.



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Operation Defensive Edge

By Mylan Tanzer

When Anwar Sadat made his dramatic and historic trip to Israel in late 1977, I was a sophomore at Tel Aviv University on hiatus from the University of Washington. At that time, there was only one Israeli television channel, the state-owned Israel Broadcast Authority, and it broadcasted only a few hours each evening. But the impact of Sadat's visit and the local excitement was so profound that it was on air throughout most of the three-day visit.

One of the most memorable events of the trip was the meeting between Sadat and Golda Meir, who had been bitter adversaries four years earlier when she was the prime minister during the Yom Kippur War. The most memorable moment was when she turned to him and said, "We can forgive you for killing our sons. But we will never forgive you for making us kill yours." This simple statement in my opinion summed up the ethos of Israeli survival in an astonishingly succinct and powerful manner. Israel fights because it has no choice. Israelis die so that their homes and families will live. Israelis are forced to kill in battle and are never the same because of it.

Sadly, Meir's words have come to my mind often since I first heard them, most recently in the past few weeks in Gaza. But in the late '70s, most Israelis believed that Begin's famous "No more war, no more bloodshed" would be the sound bite that would be eternally associated with the Sadat visit. In a sense, this event did mark the end of formal hostilities of the conventional warfare between Israel and the standing armies of the Arab world, who realized that their defeat in 1973 despite a profound advantage meant they would never defeat Israel conventionally.

But optimism began to disappear with Sadat's brutal assassination, which illustrated that Arab hostility to Israel was far from over. The fundamental refusal of the Arab world to reconcile with Israel, which is what cut down Sadat, also put terrorism on center stage. Although it began in the late '60s as a supplemental tool in the fight to destroy Israel, terrorism became the primary method for killing Israelis and Jews around the world, and today is employed masterfully by Hamas in Gaza.

I write this column during yet another ceasefire in Operation Defensive Edge. In the 29 days of the active military campaign, the IDF has dealt a crushing military blow to Hamas, intentionally (and increasingly controversially from an internal standpoint) choosing not to vanquish Hamas once and for all, but only to cripple them to the point where they will accept the terms of the Egyptian-brokered ceasefire. The terms are not favorable to Hamas, which is what happens to the losing side at the end of a war. When the sixth ceasefire was agreed to, there was a certainty here, reinforced by statements of Netanyahu as well as the defense minister and IDF chief of staff, that the missiles, sirens, tunnels and fatalities were over for now – that war had moved to the diplomatic arena to formalize the achievements of the battle, which would be cemented by the encouraging common interests shared by Egypt, Jordan, Saudi Arabia, the Palestinian Authority and Israel. The hope for all Middle-East moderates (and what should be the hope

of the Western nations) is that by strengthening this bond, Gaza could be rebuilt this time for the benefit of Gazans by circumventing Hamas – who have exploited the previous aid to rebuild tunnels, restock missile arsenals and strengthen their grip on power rather than for the welfare of Gazans. The hope raised by this confluence of regional interests is that a process of demilitarization of the Strip with Hamas sidelined could constitute the breakthrough so badly needed in two-state negotiations between Israel and the PA.

And although daily life has been fairly normal for the vast majority of us since the ceasefire of Aug. 4, as I write this, there still is no resolution. The settlements close to Gaza have continued to be hit by mortar fire, and a renewed Hamas offensive firing missiles at urban centers remains a distinct possibility. In other words, normality in Israel (as well as Gaza) is currently in the hands of a handful of terrorists from different factions in Gaza and Qatar with outrageous and impossible demands.

How did we get to this sad situation? We are fighting an extremely asymmetrical battle. Hamas benefits directly from the death of civilians on both sides. The increasing death toll among the civilians Hamas is supposed to protect, but instead hides behind and under, works to prevent Israel from waging all-out war. When inevitable civilian casualties occur, the international backlash against Israel also immensely helps Hamas achieve its military and political aims. As a tool in Hamas hands, the civilian death toll from Israeli strikes has been greatly exaggerated. The majority of Western media unquestioningly report the figures provided by the aggressively anti-Israel UN Human Rights Organization, which gets figures from the Hamas-controlled Gaza Health Ministry.

But the New York Times, the BBC and others took notice of the low numbers of female casualties, which seemed to prove that Israel, as it claims, does not strike indiscriminately, because if this were the case, the numbers of male and female casualties would be similar. These data also helped verify the Israeli claim that more than half of the dead are combatants from Hamas and the other factions. It is also still unknown how many of these civilian deaths have been caused by misfired Hamas missiles, cases of which have been confirmed. But the damage to Israel for now has been done.

Even with the civilian death toll being significantly lower than reported, as Golda told Sadat, the vast majority of Israelis are profoundly saddened by civilian deaths. But in an ever escalating war of survival against radical Islam, of which Hamas is a charter member, and with Hamas choosing to fight from crowded urban areas of the population who voted it to power in 2005, our choices are limited. Just as my parents and grandparents and their contemporaries were probably not happy with the millions of German and Japanese civilians killed by allied bombing in World War II, they understood this was part of the price that needed to be paid to save the world from the evil threatening to conquer it.

Unlike Israel, the Allies did not warn civilian populations ahead of bombing to give them time to leave the area. Nor did

they allow hundreds of truckloads per day of food, medicines and other supplies (did someone say blockade?) to German or Japanese cities; they did not ferry wounded civilians to be treated in Allied hospitals, or continue to supply electricity to the enemy who would use it against them. Israel does all these things in an effort to limit civilian suffering.

Israel is on the front line against radical Islam, which like a cancer is running rampant from Western Africa to Afghanistan, and if successful, will soon threaten Western Europe and the United States. The violently anti-Semitic protests witnessed in Paris and London should be a wake-up call. When the thousands of Western nationals fighting with Jihadists in Syria and Iraq return, terrorism will threaten the fabric of all democratic, liberal societies. Most Americans now understand the threat posed to all non-Muslims by ISIS as they slaughter Christians, Yazidis and Shia Muslims. They would also overwhelm and slaughter the Kurds if not for American airstrikes and western support. All of us in Israel have learned from painful experience that if Hamas gains the upper hand, it is a triumph for radical Islam.

This is the source of Israelis' frustrations. The unequivocal and massive support from right and left given to the government and IDF to resolve the 14-year plague of rocket fire on Israeli civilians was unprecedented. This became even stronger with the attempted tunnel attacks and the realization of the brutal and frightening threat posed; the problem was well known but had not been given sufficient attention, a potentially lethal oversight that could be investigated by a committee of inquiry in the near future. As opposed to previous operations, today the international community has a greater awareness of the threat of radical Islam and more understanding of the intolerable situation that Israeli civilians live with. We are all convinced that if American, English, French, Chinese, Russian or German cities and towns were faced with a similar threat, the reaction would be swift, uncompromising and result in higher civilian casualties than witnessed in Gaza.

To some extent, there was a degree of initial understanding as long as missiles were fired on Israelis, and our response was limited to air strikes. But air strikes have never fully resolved a conflict, especially in an asymmetrical conflict against a guerilla organization that only exists to fight its enemy. International support disappeared with the media coverage from Gaza. The Western media's coverage overall lacked any context of the 14 years of constant missile and rocket attacks and of Israeli efforts to minimize civilian casualties or the radical Islamic threat. It was disappointing to see news reports influenced by Hamas intimidation. Little was seen of the rocket launching sites in or near schools, hospitals and civilian housing.

But we expected Western leaders who understand the threat that Israel is fighting to not be so influenced by this biased media coverage. What we have received instead is as Ben-Dror Yemini wrote in Y-Net: "In France, it's the president and foreign minister who are using the word 'massacre,' thereby not only helping Hamas score points but also encouraging the jihadists on Paris' streets. British Prime Minister David Cameron announced that every arms deal with Israel would be reviewed thoroughly. Another achievement for Hamas. When it comes to Israel, the West supports Israel's right to defend itself, as long as it goes to war with its hands tied."

Then there is the issue of the White House stopping the

shipment of Hellfire helicopter rockets. I cannot include this example with the other cases, because the U.S. has been very supportive. John Kerry's horrendous error of judgment by trying to bring in Turkey and Qatar, the only countries that support Hamas, as ceasefire brokers at the expense of Egypt has been well documented and the mistake realized.

But the Hellfire case does prove something else. Over the last 30 years, Israel has been forced to fight terror with its hands tied due to international hypocrisy. But there is a new element. I have written about the U.S. administration's well-intentioned but intensely flawed attempt to resolve the Israeli-Palestinian conflict. It was handled clumsily and planned poorly and doomed to fail. In an Obama White House, Israel was perceived to be the obstacle, and this caused the administration to be less supportive than it should be – especially at a time when the U.S. military is bombing in Iraq and should also be doing everything possible to encourage the alliance of common interests in the region against radical Islam.

As I look back on the last six weeks, I am thankful for the U.S. support in the Iron Dome system. I can only imagine what the toll would have been on my family and my friends with the 3,500 missiles that fired into Israel without Iron Dome. Life is anything but normal with missiles being fired at you. You feel powerless, but with the batteries strategically deployed to prevent civilian damage, my wife and I feel that the daily control of our lives that we normally take for granted was largely restored. Iron Dome is a testament to the value that Israel places on protecting life, which is unique to this region. But it is also part of our problem. The international hypocrisy surrounding our right to defend ourselves is more pronounced because more Israeli civilians are not being killed or maimed, which is due in a large part to Iron Dome. I guess the world would like to see a more even score.

If Iron Dome were not as successful and more missiles were hitting our cities, it is guaranteed that the civilian death toll in Gaza would not be between 900 to 1,000, but five to ten times that amount, because Israel would not have the luxury of capitulating to international opinion and fighting with its hands tied. And this is the mixed blessing of Iron Dome; it negates for now one of the two main Hamas threats, but it does not solve the core problem. That will only be resolved when we have the liberty of destroying the Hamas military wing – not difficult militarily, but the diplomatic cost in a hypocritical world is too high. So while Iron Dome saves Israelis as well as Gazans, it is a defensive weapon only and prevents us from taking the necessary decision to decisively alter the reality in Gaza and bring an end to Hamas terror against Israel.

Looking at Israel and the Middle East today, the optimism of the Sadat visit seems taken from a fantasy story. See you in a year or two down the road with Gaza operation number 9.



Mylan Tanzer is an American native who moved to Israel in 1981. He was the founding CEO of the first Israeli cable and satellite sports channel. Since 2005, he has launched, managed and consulted for channels and companies in Israel and Europe. Tanzer lives in Tel Aviv with his wife and five children. He can be reached at mylantanz@gmail.com.

Seeing the Jewish state through a journalistic lens

By Leni Reiss

My 15th trip to Israel could best be described as a once in a professional-lifetime opportunity. I was invited as a delegate to the Jerusalem-based international Jewish Media Summit in late June, along with some 100 fellow reporters who came from regions as diverse as Brazil and Belgium; the United



Erica Lyons, New Jersey-born and Hong Kong-based editor-in-chief, Asian Jewish Life with Arizona Jewish Life contributing editor Leni Reiss

States, United Kingdom and Ukraine; and Chile, Costa Rica and Canada. A cadre of Israeli journalists joined us at most sessions. While many colleagues did speak English, it was challenging at times to communicate effectively. Only the Russian contingent had occasional interpreters.

Following are some highlights:

At a press conference with Shimon Peres in one of his last appearances as Israel's president, he told us he had "no regrets, in retrospect," of his time in office. He called Pope Francis "the best pope for the Jews," lauding the prelate for "proper values, trust, sincerity and courage." In response to a concern vocalized by a French newsmen about increasing anti-Semitism in France, Peres responded, "Making aliyah is the best solution. Our job is to make Israel the best place to come to. I love to be here. I invite everybody."

Regarding Reuven Rivlin, his successor and Israel's 10th president: "He doesn't need advice. He's a grown-up person. He is blessed with all the necessary qualities for the job."



Shimon Peres

"Anti-Semitism, anti-Zionism or Paranoia" was the topic for Abe Foxman, the longtime national director of the Anti-Defamation League. He said that "by every measure anti-Semitism is at a level as high as (during) World War II. In 1965 we thought it was a fact of history. We never thought it would be pernicious.

"If I didn't believe we could change people's minds and hearts," he said, "I couldn't go to work each day."

Foxman said the Internet "is not a blessing for us." Instead, "it destroys respect and civility and Jews are number one on the negative hit parade."

Newly elected Knesset member Orit Strock, who lives in Hebron with her husband and 11 children, confirmed that Palestinian terrorists,

captured and jailed by Israelis, are referred to in Palestinian parlance as "political prisoners" and as such get monthly stipends



Reuven Rivlin



Orit Strock

from the Palestinian Authority. These stipends come mostly from the United States, Strock said, “and are supposed to go for educational and social services. But PA law demands that these ‘prisoners’ get paid while they are in custody,” she reported, insisting that Mahmoud Abbas should be pressured to stop paying terrorists.

Major General (ret.) Amos Yadlin, director of The Institute for National Security Studies, called Iran’s nuclear capability “only an existential threat to Israel – not yet an actual threat – and Israel has strong deterrents.” U.S.-led sanctions on Iran are effective and painful, he said. He recommended “cautious paranoia,” adding that “All options, including military options, are on the table.”



Micha Goodman

On one foray from meeting rooms into the Judean Hills, a group of us visited with Micha Goodman, 39, energetic, enthusiastic and charismatic. He is the guiding light at Ein Prat – The Midrasha, a pluralistic house of study. The text-based programming for students, who typically have completed military and national service, aims to “cultivate the Zionist character of Israel, foster connections between Israelis of different backgrounds and strengthen the bridge between Israeli young adults and their

Diaspora peers.” Goodman noted that that this cohort’s Zionism “typically has been focused on secularism, on liberating the Jew. Now this demographic is so confident in its secular identity that they are coming back to learn about Jewish identity as a source of inspiration.”

Goodman is crafting a national movement of young people who are fervently Jewish without necessarily being ritually observant.” With more than 1,500 alumni and some 300-plus new participants each year, he is on his way to accomplishing that goal.

One of the overriding themes of the Summit, raised at several sessions at various venues, was the lack in the Israeli press of coverage of world Jewry. At the same time, participants were urged to continue to make Israel’s case worldwide. A new and ambitious Israeli plan to bolster Jewish identity in the diaspora is a major step in that direction.

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Looking for Love

Overcoming the Fear of Rejection

By Ellen Gerst

By Ellen Gerst

Is the fear of rejection holding you back from jumping into the dating arena?

Did you ever consider that the people with whom you will interact are also afraid of rejection? There's probably a good chance that they are either faking it until they make it or have discovered ways to quiet that little voice in their head that says, "You're not good enough."

When the dating pool is entered, especially after a long hiatus, there is a tendency for both men and women to revert to teenage behavioral patterns. A fear of rejection is probably number 1 on that list. Taking into consideration that it's much easier to be the rejecter than the rejected, daters protect themselves in various ways. In truth, many reject everyone they meet in a subconscious effort to cut off the possibility of ever being rejected.

How is this fear usually manifested?

1. Some are too aggressive in their attitude toward others. This is usually bravado rearing its ugly head; a person barrels forward in an attempt to avoid thinking about the situation that is causing fear to arise.

2. Others wear an unapproachable countenance and strike a "stay away from me" stance. In essence, this is daring anyone to cross over the line into the imaginary protective circle.

As an aside, keep in mind that sometimes this behavior is simply indicative of shyness. Shy people often appear aloof and not interested in others. However, underneath their cool exterior, they are hoping someone will strike up a conversation with them and put them at ease.

As you can see from these two illustrations, if you exhibit these behaviors, *you* are the one who is doing the rejecting – or, at least, so it seems!

How can you overcome the fear of rejection?

Here are five suggestions.

1. First, you need to determine your goal. If it's to have a happy and busy social life, then you need to change your behavioral patterns so you don't negate your efforts.

2. Keep in mind that it is not always about you! In these stressful times, each person has a lot of issues to deal with. Upon meeting a stranger, it's impossible to know what is going on in his/her life at the moment you interact. Behavior

that seems like a rejection may have nothing to do with you, although it's very likely you will take it personally. It's imperative that you not tie your self-worth to whether you're accepted or rejected by others.

3. Move slowly as you develop new relationships. People become scared for a variety of reasons and may retreat – again, not because of you but because of their own issues. When you take baby steps and incorporate a non-demanding attitude, you're establishing a safe environment in which to explore possible deeper feelings.

4. Be on the lookout for encouraging remarks and actions that let you know the other person is interested. If you ascertain that a person is receptive to your advances, there is less of a chance of rejection. And if you're the one giving the encouraging hints, sometimes you have to be less than subtle!

5. If you don't have any expectations, then it is difficult to be disappointed or hurt by rejection. This is the best way to approach the dating arena.

When you experience the loss of a partner from death, divorce or breakup, it could be regarded as a form of rejection. Naturally, you want to protect yourself from more loss, so you may hide your vulnerability under many layers. Unfortunately, this has the opposite effect. When you opt to be closed off from others and the world (or, in other words, reject life

and/or love), you are making the probability of being rejected a self-fulfilling prophecy.

The prescription to overcome this situation is simple. If you want to love, love more. If you want to be accepted, be accepting. If you don't want to be rejected, don't reject others based on preconceived notions. Open your heart, even if there is a chance of experiencing pain, for as the saying goes: *No Pain, No Gain!*

When the dating pool is entered, especially after a long hiatus, there is a tendency for both men and women to revert to teenage behavioral patterns. A fear of rejection is probably number 1 on that list.

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.



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High Holiday Haplessness

By Debra Rich Gettleman

High Holidays are upon us and so is my eternal maternal angst. My oldest son, Levi, loves the High Holidays. He's 14, loves Judaism and his biggest joy is being able to receive an aliyah on the bimah now that he's crossed into Jewish adulthood. You'd think I'd done something right on the parenting side of things to raise such a mensch.

Then there's my youngest, Eli, age 10. Also a mensch, so please don't misunderstand. He's good and he's kind and he has a heart of gold, much like his brother. Only Eli's golden heart exists deep within his playful exterior and often requires extensive excavation to access it. As for Judaism, it's "not really his thing," he likes to tell me.

As much as High Holiday services captivate Levi, they stultify his brother. "How much longer are we gonna be here?" is the constant drone I hear coming from Eli's direction. "This is soooooo boring. Can I pleeceaaaase use your iPhone?" Where have I gone wrong?

In my saner moments, I'm pretty sure that both boys' varying reactions to High Holy Day services have nothing to do with me, my parenting skills or how delightfully captivating my rabbi is (and she truly is both delightful and captivating). Some kids just seem to have a Jewish "neshamah," or soul, as my grandparents used to say. It's beyond obvious in my older son. But what do you do when your child doesn't seem at all interested in Judaism, prayer or sitting still for more than three seconds?

Eli insists that he has to be excused from services to go to the bathroom at least once every 10 minutes. At first I seriously worried about his incessant need to urinate. Isn't that an early warning sign of diabetes? Luckily I figured out rather swiftly that the only relief gained by those frequent trips to the restroom was one of stretching his legs and getting to briefly join his friends playing outside in the courtyard. (I deduced this early on when I noticed that he would always return out of breath, sweaty and without his kippah and necktie.)

"All my friends' parents let them play outside," he would moan as he begrudgingly reseated himself in the sanctuary. "Well," I would counter, "I'm not like all your friends' parents." Boy that was an impressive comeback; quick-witted and thoughtfully opined ... or NOT. I don't know what to say or do, and it seems painfully obvious to both Eli and myself that I am waffling on this issue.

If I let him play outside, I think maybe he'll have fun and have positive associations with coming to services on High Holidays. Can it be good to force him to sit here in misery listening to prayer after prayer, none of which seem to resonate at all with who he is? Then again, if he sits here year after year, he'll subconsciously learn the nigguns and might actually find comfort in their tunes a decade from now when he finds himself

struggling and alone at Hillel on some college campus 2,000 miles from home. On the other hand, as my good friend Tevya says, "There is no other hand."

I want Eli to sit quietly, soak in the goodness of holiday prayer and allow the messages of wisdom to infuse his growing soul. But I must confess that I shared his sentiments as a child. My frequent trips to the bathroom at Lincolnwood Jewish Congregation in Chicago were legendary. I must've rebraided my hair in that bathroom 7,000 times during one particularly grueling Rosh Hashanah sermon.

If I were to be perfectly candid, I'd also tell you that I still find it challenging to sit through services at times. But as an adult, I know better than to say that out loud. Oops. I guess putting it in print sort of serves as an audible pronouncement.

Rabbi Mari Chernow, senior rabbi at Temple Chai in Phoenix, has great insight into this dilemma. "First of all," she tells me, "kids of all ages and personalities are crucially important members of our community. I love having them at the synagogue wherever they are – in the sanctuary, the courtyard, the lobby, crawling underneath their chairs, wherever. It's cliché but entirely true – there is no Jewish future without our children."

Rabbi Chernow also believes that kids get a lot out of being at synagogue, whether or not they're praying in a traditional manner. "I often see kids who have been in and out of the sanctuary humming the tunes when they leave." She tells me. "I also see those who appear to be paying attention to something else, for example a book, look up from time to time and tune into a powerful prayerful moment."

Rabbi Chernow acknowledges that kids often have short attention spans, and she recommends compromises like having them stay in the service until a certain prayer. Or if they are studying certain tunes in religious school, make sure they are present when those prayers are sung. Another option Rabbi Chernow cites is "Pick a few of your favorite prayers and make sure that they are present with you to share those moments (or, alternatively, excuse them for those prayers so that you can have the time to yourself)."

"As always," Rabbi Chernow reminds, "the most important thing parents can do to influence their children is to act as a role model. What they hear from you about why prayer is meaningful and important will stay with them for the rest of their lives, even if they don't agree at this moment."



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

Kids & Teen EVENTS SEPTEMBER



On-Going:

MIMKids in September: Featuring Europe Musical Instrument Museum, 4725 E Mayo Blvd., Phoenix. Contact Katherine Palmer at programs@MIM.org or 480-245-6962 with any questions. Space is limited; reservations are required. \$12 per class, or 4 for \$40. For children from birth to 5 years on Wednesdays, Thursdays and Saturdays and for kids 6-10 on Saturdays; various times.

Explore a variety of European countries, their music, rhythms and instruments.

Sept. 6 – Italy, friction drum

Sept. 13 – Ireland, Celtic harp

Sept. 20 – Lithuania, puslinė lute

Sept. 27 – Scandinavia, Sami frame drum

The Musical Instrument Museum is one of the premier museums in the country. Find more info on classes, tours and concerts at mim.org

Club J at the Valley of the Sun JCC

Provides afterschool programming ranging from sports to cooking and crafts to Israeli culture and more for those in K-8. Transportation from nearby schools available. 12701 N Scottsdale Road. Check out the wide range of classes at: vosjcc.org or contact youth@vosjcc.org

J-Care Afterschool Program at the Tucson JCC

Includes activities, help with homework or teens can hang in the Youth lounge. Bus transportation from schools available for K-12. 3800 E River Road, 520-299-3000, tucsonjcc.org

Sept. 7

BBYO Pool Party Kickoff Event for grades 9-12. Come meet the members of BBYO, learn what the organization is all about, get some free food and enjoy a fun afternoon in the pool! Free to new members. 1 pm at the Tucson JCC, 3800 E River Road in Tucson. Contact Lindsay Migdal at 520-299-3000, ext. 175, or lmigdal@tucsonjcc.org

Sept. 13

Parents' Night Out Party at the Tucson JCC. Parents can relax and enjoy a night to themselves while the incredible J-Care staff provides a fun-filled evening for their children. PNOPs include special programs focused around a theme, dinner, snack, games, dessert, field trip for ages 8+ and a movie with popcorn! September theme: Luau Party! Members \$20 for first child, siblings \$15. Nonmembers add \$5. Contact Aimee Gillard 520-299-3000, ext. 256, or agillard@tucsonjcc.org

Sept. 19

Teshuvah and Tapas, part of the new Cups & Candles Shabbat Series at the Tucson JCC. Get ready for the High Holy Days and embrace the Days of Awe with traditional activities. Throw bread crumbs in the water, sing songs with Scott and Julie, create beeswax Shabbat candles and say Shabbat blessings. Bring a vegetarian/dairy dish (our tapas) for 10 to share. A family event at 6 pm in the Jewish Heritage Center at the JCC, 3800 E River Road. \$3 per person pre-paid, \$5 at the door. 520-299-3000, ext. 236, jzorn@tucsonjcc.org

Sept. 20

Save the Rainforest: Kids Night Out at the VOS JCC from 6 to 11 pm. For ages 4-12. Activities include a rock wall, Reptile Man, vine tug-o-war, swimming, dinner and more. Members: \$35 first child, \$30 each sibling; Nonmembers: \$50; Overnight Option: additional \$25 per child, with 8 am pickup. At the Valley of the Sun JCC, 12701 N Scottsdale Road. RSVP to 480-483-7121, ext. 1275, or youth@vosjcc.org 480-483-7121, ext. 1275



1 **BOOK TALK** – Nearly 100 people attended a discussion about the New York Times bestseller *Rebbe: The Most Influential Rabbi in Modern History* from HarperCollins on June 11, at Barnes & Noble Eastside in Tucson. Speakers were Rabbi Yossie Shemtov, Bruce Ash and Rabbi Yehuda Ceitlin. "It was a well anticipated book release that has been flying off the shelves," said Eva Stokas of Barnes & Noble.



2 **FOR GENERATIONS TO COME** – Co-chairs Florie Amster, left, and Risa Mallin flank Helen Handler at a June 1 book signing and program at Beth El Congregation in Phoenix. Handler and biographer, Valerie Foster, discussed their new book, *The Risk of Sorrow*, which provides an account of Handler's life in Europe prior to World War II and how her experiences can be a lesson for generations to come. Photo by Leni Reiss



3 **HEBREW HIGH CARE-A-VAN** – Hebrew High Care-a-van is a 17-day summer excursion that brought together Jewish high school students from across the Valley of the Sun for meaningful Jewish education, community service, socialization, spirituality and travel. The 13th annual trip took students up the west coast all the way to Seattle, with volunteer stops in communities along the way. Clockwise from left: Abrie Berkowitz, Jasmine Reiss and Mara Weinstein work on a Habitat for Humanity project in Medford, OR; Jasmine Reiss and Amy Indech bag rice at the San Francisco Food Bank; The teens pose at a park improvement program with Boise Parks and Rec Department.



4 PRO-ISRAEL RALLY – Close to 1,000 valley residents gather at the Valley of the Sun Jewish Community Center for a rally on July 13 in support of Israel.



4

5 SHAVUOT FLOWERS – The Phoenix Community Kollel Women's Division hosted a TLC Shavout Flower Workshop. Twenty women got together and made beautiful flower centerpieces with florist Jeremiah, discussed the Beauty of Torah with Dina Bacharach, and enjoyed delicious cheesecake on May 27.

6 LOBBYING IN D.C. – Debbie Berkowitz, left, and her daughter, Abrie, visit with basketball star Isaiah Austin during advocacy day on Capitol Hill. Debbie shared her family's personal experiences with Marfan and related disorders to an audience of government officials, doctors and Marfan Foundation members. Austin found out he had Marfan syndrome just prior to the recent NBA draft, and will not be able to play professional basketball. Photo by Leni Reiss

7 SCHOLARSHIP DONATION – Nelson Lerner, director of private banking at Mutual of Omaha Bank, presents the bank's \$25,000 donation to the Jewish Tuition Organization to JTO Executive Director Linda Zell. The donation from Mutual of Omaha Bank to help provide scholarships to students qualifying for the Low-Income Corporate Income Tax Credit Program. As a student tuition organization, JTO raises funds through the dollar-for-dollar Arizona Private School Tax Credit for individuals and corporations. Since its founding in 1999, JTO has awarded more than 4,000 need-based scholarships to students at seven partner schools.



5

"Thanks to this generous donation from Mutual of Omaha Bank, we will be able to help fund need-based scholarships to Phoenix-area students to receive a quality education from schools like Desert Jewish Academy, Pardes Jewish Day School, Phoenix Hebrew Academy, Shalom Montessori, Shearim Torah High School, Torah Day School of Phoenix and the Yeshiva High School," said Zell. Pardes Jewish Day School has moved to the Ina Levine Jewish Community Campus for the 2014-2015 school year and Mutual of Omaha Bank recently provided a loan to the Jewish Community Association to finance the school campus. mutualofomahabank.com | jtophoenix.org



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7

ariZoni Theatre Awards of Excellence

Each year in September the local theater community comes together for a celebration of local theater. It's like the local TONY awards. This year the 24th annual ariZoni Theatre Awards of Excellence ceremony takes place Sept. 15 at the Tempe Center for the Arts. The youth division event begins at 5:30 pm, followed by the adult program at 8 pm. This year's ceremony director is Rebecca Weinstein, and her husband, Josh, is the music director for both ceremonies.



Josh and Rebecca Weinstein

Rebecca has worked as a professional stage manager for the Kingsmen Shakespeare Festival, Arizona Broadway Theatre, Ballet Arizona and VEE Corporation on their national tours of "Barney Live!" and "Curious George Live!" She has also performed on stage, most recently appearing in Mesa Encore Theatre's The Full Monty, with her husband backing her up on the drums Rebecca spends her days as the membership specialist of Temple Emanuel of Tempe and volunteers as a board member for the ariZoni Theatre Awards of Excellence.

Josh was last heard in MET's production of Big River and recently performed with Mario Cantone. Working as a professional musician since the age of 15, Josh has performed for dozens of productions throughout the valley as well as San Diego, and most notably can be heard playing drums on the official cast recording of Menopause the Musical.

The ariZoni Theatre Awards are open to the public. Tempe Center for the Arts is located at 700 W Rio Salado Pkwy. in Tempe. arizoniawards.com

Beth El Congregation hosts cooking class

Beth El Congregation will host a Kosher Cooking around the World class beginning on Sunday, Sept. 7 from 9:30 to 11:30 am. The cost for the class is \$15 per class or \$48 prepaid for four classes (Sept. 7, Oct. 19, Nov. 9 and Dec. 7). The fee includes supplies, a recipe book, tasting samples and meals to be finished at home. Space is limited; open to all skill levels. The class will be held in the meat kitchen at Beth El Congregation located at 1118 W Glendale Ave., Phoenix.

Students will learn how to prepare gourmet kosher meals including cashew stir fry chicken, chicken fajitas, Caribbean seasoned salmon with mango salsa and Italian simmered chicken. Participants can request tofu as an alternative prior to the class.

The instructor will be Suzanne Fuchs from Gourmet Touch Catering. Originally from London, Suzanne has been catering weddings, parties, corporate events, bar mitzvahs and Beth El Congregation events since 1988.

The classes are an extension of the mission of Beth El Congregation which is dedicated to cultivating, nurturing, enhancing and passing on Judaism and Jewish living in harmony with the ideals of the Conservative Movement.

bethelphoenix.com | 602-944-3359

BJE classes begin Sept. 8

Fall classes from the Bureau of Jewish Education in the Valley

begin the week of Sept. 8 for the 25th year. Classes meet in BJE's classrooms at the Ina Levine Jewish Community Campus, 12701 N Scottsdale Road, Mondays through Thursdays between 10 am and 3 pm. Daytime classes cover topics including Israel, several books of the Bible, history, politics and culture. Classes are generally an hour long and are taught by Aaron Scholar, the long-time executive director of BJE, and Rabbi Laibel Blotner.



There is also a class on Broadway

and Hollywood music offered on Monday evenings from 6:30 to 8 pm taught by Cantor Baruch Koritan, which repeats 2-3:30 pm Tuesdays.

Fees range from \$100-\$160; lunch is included with some of the classes. BJE has scholarships available for those interested.

480-634-8050 | bjephoenix.org

Generations After speaker training set

Generations After is forming a Speakers Bureau comprised of children and grandchildren of Holocaust survivors. Trained speakers will be dispatched to schools, universities, civic organizations, religious congregations and other venues as requests for speakers are received. Participation in both speaker training sessions is required to become a member of the GA Speakers Bureau.

Founded in spring 2013, Generations After is the only Phoenix area group for children and grandchildren of Holocaust survivors. Operating under the auspices of the Phoenix Holocaust Survivors' Association, GA's mission is "to embrace our legacy as descendants of Holocaust survivors, to support one another and to contribute to tikkun olam, repair of the world."

Session 1, Sept. 7, 9:30 am-12:30 pm, will cover the fundamentals of public speaking; best practices for preparing and delivering presentations to a variety of audiences. Session 2, Sept. 14, 9:30 am-12:30 pm will include information, best practices and resources for telling one's own story (as the child or grandchild of Holocaust survivors), the general story of being descendants of survivors and telling the stories of our parents and grandparents.

Both sessions will be held at the Ina Levine Jewish Community Campus, 12701 N Scottsdale Road in Scottsdale. Cost is \$20/session; continental breakfast will be provided.

To reserve your spot, send an email to: Phx2G3G@gmail.com and mail your check for \$40 made out to PHSAGA/GA to: PO Box 28694, Scottsdale, AZ 85255. PHSAGA.com





Sally Oscherwitz



East Valley Expo Sept. 7

The Jewish Community Association of Greater Phoenix is sponsoring the East Valley Jewish Expo on Sept. 7 from 1 to 4 pm at Tempe Center for the Arts, 700 W Rio Salado Pkwy., Tempe. The concept for the expo, which showcases more than 40 organizations, came out of the East Valley Jewish Community Building Initiative held in May. The organizers hope the event will serve as a

catalyst to greater engagement in the myriad offerings in the East Valley by the local Jewish population. The East Valley applies to Tempe, Mesa, Chandler, Gilbert, Sun Lakes, etc. Exhibitors in the Expo must have an East Valley

presence.

Among those participating are the Chabads of the East Valley, Gilbert and Mesa; the East Valley JCC; Desert Jewish Academy; and the Greater Phoenix Jewish Film Festival.

"We want affiliated and unaffiliated to see what is Jewishly available in the East Valley, regardless of where people live," states Sally Oscherwitz, chair of the East Valley Jewish task force. Sally has been active in the East Valley Jewish community since moving here 22 years ago. She is a past-president of Temple Emanuel and has been instrumental in creating leadership development programs. She has also served on the East Valley JCC steering committee to help create the Holocaust and Tolerance Museum. Sally is passionate about raising awareness and participation in the East Valley and grateful to Stuart Wachs and the JCA for their commitment.

Lisa Kaplan, the planning and organization relations director of the JCA, looks forward to the event as well. "The Association is so grateful to Sally Oscherwitz and the EV Task force for all of their hard work and leadership," Lisa says. "The East Valley Jewish community is an important part of the overall greater Phoenix Jewish community. There are some wonderful synagogues and organizations trying hard to engage and provide services. As we look to build relationships in order to enrich the lives of the communities we serve, this is a critical step. This is one of many tiny steps to build a thriving and supportive community."

There is no charge to attend the event, but the organizers request that people bring non-perishable food items to be donated to local food banks. The Board of Rabbis of Greater Phoenix will be hosting an "Ask the Rabbi" table, staffed by three local rabbis, to answer Jewish questions. The new Community Quilt, highlighting 80 local organizations, will also be on display.

Much of the cost of the Expo has been generously underwritten by Wattel & York, a personal-injury law firm based in Chandler. At 4 pm, Childsplay, a nationally recognized theater for children and families, is presenting "Charlotte's Web," suggested for children 5 and up. Tickets range from \$12-\$25 and are available at 480-350-2822 or childisplayaz.org.

480-634-4900, ext. 1129 | jewishphoenix.org

Rabbi Telushkin in Tucson Sept. 15

Rabbi Joseph Telushkin, one of the most prolific interpreters of contemporary Judaism, will present his New York Times bestselling book *Rebbe* at 7 pm on Monday, Sept. 15, at the Tucson JCC, 3800 E River Road in Tucson.

The new book from HarperCollins Publishers explores the private life, achievements and teachings of the late Lubavitcher Rebbe, Menachem Mendel Schneerson, whom Telushkin describes as "the most influential rabbi in modern history."

Narrowly escaping the Nazis in World War II, the Rebbe became a global ambassador for Judaism, influencing American and Israeli policies, leading clandestine operations to rescue Jews in the Soviet Union, and pioneering the most dynamic and widespread Jewish outreach organization today.

Explaining the Rebbe's continued presence in the Jewish world some 20 years after his passing, Telushkin explains that the Rebbe left behind a collection of teachings. "Some of those teachings can be deduced from the Rebbe's behavior. For example, 'Anything worth doing is worth doing now.' How many great ideas has almost everyone not followed up on because they were set aside, because we promised ourselves we would do them tomorrow? The Rebbe said rather, 'Do it now,'" Telushkin says.

Dara Horn of the Wall Street Journal described the book as mesmerizing and accessible even "for the non-Jewish or nonreligious reader." Telushkin will be signing copies, available for purchase following a multimedia presentation and his lecture.

"This will be an upbeat event that will surely leave its participants both inspired and empowered by the Rebbe's enduring love and universal message as we enter the new Jewish year," says JCC President and CEO Todd Rockoff.

The event is organized by the Tucson JCC in cooperation with Chabad of Tucson and the Jewish Community Foundation of Southern Arizona.

Admission is \$10 per person; VIP reception: \$180 per couple. RSVP: tucsonjcc.org or 520-299-3000.



Rabbi Joseph Telushkin

SEPTEMBER CALENDAR

Sept. 2

Hope for Today is a spiritual program of recovery for those who suffer from the debilitating effects of chronic pain and illness, based on the 12 steps of AA. Offered by the Deutsch Family Shalom Center every Tuesday in September at 3:30 pm at the House at Temple Chai, 4645 E Marilyn Road in Phoenix. (House is off south parking lot). Free. 602-971-1234, ext. 211, cpa-az@cox.net

Sept. 3

Bureau of Jewish Education Fall Classes begin for the 25th year at the Valley of the Sun JCC. See page 60

Valley of the Sun JCC Fall Classes begin this week. A variety of classes for all ages at 12701 N Scottsdale Road. 480-483-7121, vosjcc.org

Tucson JCC Fall Classes begin this week. Something for everyone at 3800 E River Road in Tucson. 520-299-3000, tucsonjcc.org

Sept. 7

East Valley Jewish Expo. Learn what is available in Tempe, Mesa, Chandler and beyond. See page 61

Sept. 8

Food and your Mood. Brunch and talk by integrative health therapist Lisa Schmidt sponsored by Jewish Family and Children's Services. 10 am at the JFCS Real World Job Development, 9014 N 23rd Ave., Bldg. 2-Ste. 3. \$18. 602-567-8313, carrol.gottfried@jfcfaz.org

Sept. 9

The Family, book signing by author David Ziskin at 7 pm at Changing Hands Bookstore, 300 W Camelback Road in Phoenix. *The Family* tells of three branches of David's family: one came to the US and started Maidenform Bras, one went to Palestine and became Zionist pioneers and one remained in Poland and perished in the Holocaust. 602-274-0067, changinghands.com

Sept. 11

Joyce Bermudez, certified herbalist from Sprouts, will speak on the many benefits of herbs at 1 pm at Beth Emeth Congregation of the West Valley, 13702 W Meeker Blvd., Sun City West. Free. RSVP: Lori, 623-584-7210

Making David into Goliath: How the World Turned Against Israel by Joshua Muravchik. Book discussion led by AZJHS Executive Director, Lawrence Bell, Ph.D, at 7 pm at the Arizona Jewish Historical Society, 122 E Culver St. in Phoenix. Free. Call 602-241-7870 or email lbell@azjhs.org to RSVP.

Sept 12

Beth Ami Temple Open House. Wine and cheese reception at 6:30 pm, services at 7:30 pm. 3535 E Lincoln Dr. in Paradise Valley. A small temple with a big heart welcoming all adult couples and singles. 602-956-0805 or bethamitemple.org

Sept. 14

Get Screened. One in four individuals of Ashkenazi/Eastern European Jewish descent is a carrier for one or more Jewish genetic diseases. Know your genetic risks and options by being screened through Jewish Genetic Diseases Center of Greater Phoenix. If you were tested prior to 2012, you need to be re-screened for more diseases. 10 am at VOSJCC, 12701 N Scottsdale Road. Preregistration required. 480-668-3347, jewishgeneticsphx

Buffalo Soldiers of the Indian Wars, 1866-1890, will be the topic discussed by JJ Jones, whose father served as a Buffalo Soldier. Hosted by Beth Emeth Congregations Men's Club at 10 am at 13702 W Meeker Blvd., Sun City West. \$7 includes brunch. RSVP to the Beth Emeth Congregation office, 623-584-7210.

Parent Info Session for Jewish Student Union (JSU) and NCSY. For parents of incoming 6-12 graders. 11 am at 5129 E Orchid Lane in Paradise Valley. contact:shmulidojsu.org or 201-362-2074

Sept. 15

Rabbi Joseph Telushkin speaks about his best-selling book *Rebbe* at the Tucson JCC. See page 61

Sept. 16

The Last Klezmer, documentary film screening. Includes discussion with film-maker Yale Strom. At 7 pm at the Arizona Jewish Historical Society, 122 E Culver St. in Phoenix. Free. Call 602-241-7870 or email lbell@azjhs.org to RSVP

Sept. 17

Experience Queen Creek Olive Mill with Valley of the Sun JCC Active Adults. Tasting and tour plus gourmet lunch from the Queen Creek Olive Mill Eatery. \$65 includes transportation, lunch with beverage, tax and service charges. Must register by Sept. 5: 480-483-7121, ext. 1213, vosjcc.org

Rabbi Charles Sherman, author of *The Broken and the Whole: Discovering Joy after Heartbreak* will talk about his book about his journey dealing with a severely disabled son and the faith that sustained him. Free. Books available for purchase and signing. 7 pm at Congregation Anshei Israel, 5550 E Fifth Street, Tucson. For more information, call Rabbi Robert Eisen at 520-745-5550.

Sept. 19

Desert Foothills Jewish Community Association Shabbat Services followed by a talk by Arline Salbe, a docent at the Scottsdale Museum of Contemporary Art, on

renowned architect Frank Gehry. First attendance is free. Membership is \$60 per year. 7:30 pm. Call for location: Arlene 480-585-4437, dfjca.org

Sept. 21

Cycles: New Work by the Southern Arizona Encaustic Wax Artists; Artists' reception 2-4 pm. Exhibit continues through Oct. 14. Members of the SAZWAX create beautiful works with beeswax, using it either as a pigmented medium or as a means of collaging multi-media elements on a prepared surface. The artists will be on hand to explain and demonstrate this fascinating technique. Free. At the Tucson JCC, 3800 E River Road, Tucson. 520-618-5026, ldavis@tucsonjcc.org

Queen of the Sun, a documentary examining the world of bees. We couldn't have a sweet New Year without honey, and we couldn't have honey (or most fruits and vegetables) without bees! Bees are crucially important to our health, our happiness and our ecosystem. 4:30 pm in the Jewish Heritage Center of the Tucson JCC, 3800 E River Road, Co-presented with Congregation Chaverim. 520-618-5026, ldavis@tucsonjcc.org

End of Summer Party sponsored by the Valley Israel Center. Israeli goodies and frozen smoothies, Israeli live music, and Rosh Hashanah songs plus apples and honey to celebrate the New Year. At 7 pm at the swimming pool area of the VOS JCC. Free. 480-634-4900, ext. 1109, jewishphoenix.org

Sept. 22

Caring for our Loved Ones, a Jewish support and resource group for families and caregivers. Offered by the Deutsch Family Shalom Center at 7 pm at the House at Temple Chai, 4645 E Marilyn Road in Phoenix (off south parking lot). No charge. Donations welcome. 602-971-1234 ext. 211, mbeliak@templechai.com

Sept. 25-26

Rosh Hashana, the Jewish New Year of 5775 begins at sundown on Sept. 24. Find holiday services on our online calendar at azjewishlife.com/calendar.

Sept. 27

Fifth Annual Secular Humanist Jewish Circle High Holiday "Celebration of Community and Connection" at St. Francis in the Foothills, 4625 E River Road, Tucson. Doors open at 9:30 am, Program begins at 10 am. Catered lunch at noon, followed by an optional afternoon discussion. Tickets \$25 for members, \$40 for non-members. Seating is limited. RSVP to Marty at 520-296-3762, martinschulman30@gmail.com; secularhumanistjewishcircle.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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