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From the Editor/Publisher

Dear JSM Readers,

Jewish Scene Magazine is all about connections.

Through stories, photos, advertising and conversation, we share the lives, good deeds and accomplishments of our readers in Memphis and around the world. Although our print issue focuses mainly on the local Jewish Scene, check out jewishscenemagazine.com where we share these stories and others across the globe to encourage and spark ideas.

SIMCHA SCENE highlights meaningful occasions – weddings, bar/bat mitzvahs and other lifecycle events. When we showcase these beautiful celebrations, such as Justin and Benjamin Katz's Winter Wonderland Wedding (page 4), we work with event planners, photographers, brides, grooms, in-laws and others, to share special moments that bring so much joy in our lives.

If you are looking ways to connect with family members this summer, or throughout the year, check out TRAVEL (page 8), where Debbie Rosenthal tells us all about the benefits of multi-generational cruising aboard one of Royal Caribbean many cruise ships. These massive cities at sea have something for everyone, no matter how young or old.

In YOUNG PROFESSIONALS (page 10) you'll meet recent graduates and young adults, such as Emily Shipman Lennon, who are entering their professional careers and taking on leadership roles within their Jewish and general communities. We hope their journey paves the way for others to follow in their footsteps.

There are many trendy places to check out in Memphis. In each issue will feature a Memphis HOT SPOT – with a little Jewish connection. On page 12, meet Tom Clifton and Pat Brown, whose T. Clifton Art Gallery introduces its first Judaic line with glass artist Fay Miller. There aren't many places left in Memphis to find original Judaic art, and this Broad Avenue Arts District location is convenient whether you live in East Memphis, Germantown or Downtown.

Dr. Stevan Himmelstein continues our HEART HEALTH series on page 14. Knowing your numbers – blood pressure, cholesterol and blood sugar – can have an effect on your quality of life.

Memphis BBYO Teen, Deena Notowich is following in her family footsteps and taking it to the next level. Congrats to Deena, (TEEN SCENE page 17) on being elected to the BBYO International Board.

Connections – Jewish Scene Magazine is all about connections. Whether you've lived in Memphis all of your life, have moved away or are just returning, we hope you continue to connect and share your journeys with us. If you would like to continue receiving Jewish Scene Magazine in the mail, please fill out the subscription form on the opposite page and send with your check. Otherwise you may pick up Jewish Scene Magazine at more than 50 locations in Memphis.

Shalom,

Susan C. Nieman – Publisher/Editor



From the Editor

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A Winter Wonderland

By Susan C. Nieman | Photos by Kevin Barré Photography: KevinBarrePhoto.com

While thousands of brides scrambled to find an available venue during December 2014, Justin Goldring and Benjamin Katz chose their wedding date out of the blue, never giving a thought to the unique 12/13/14 date.

“I was never a girl who dreamed about planning her wedding,” said Justin. “The only thing we requested was that it be simple and elegant, and if possible, to become a Winter Wonderland with hints of blue.”

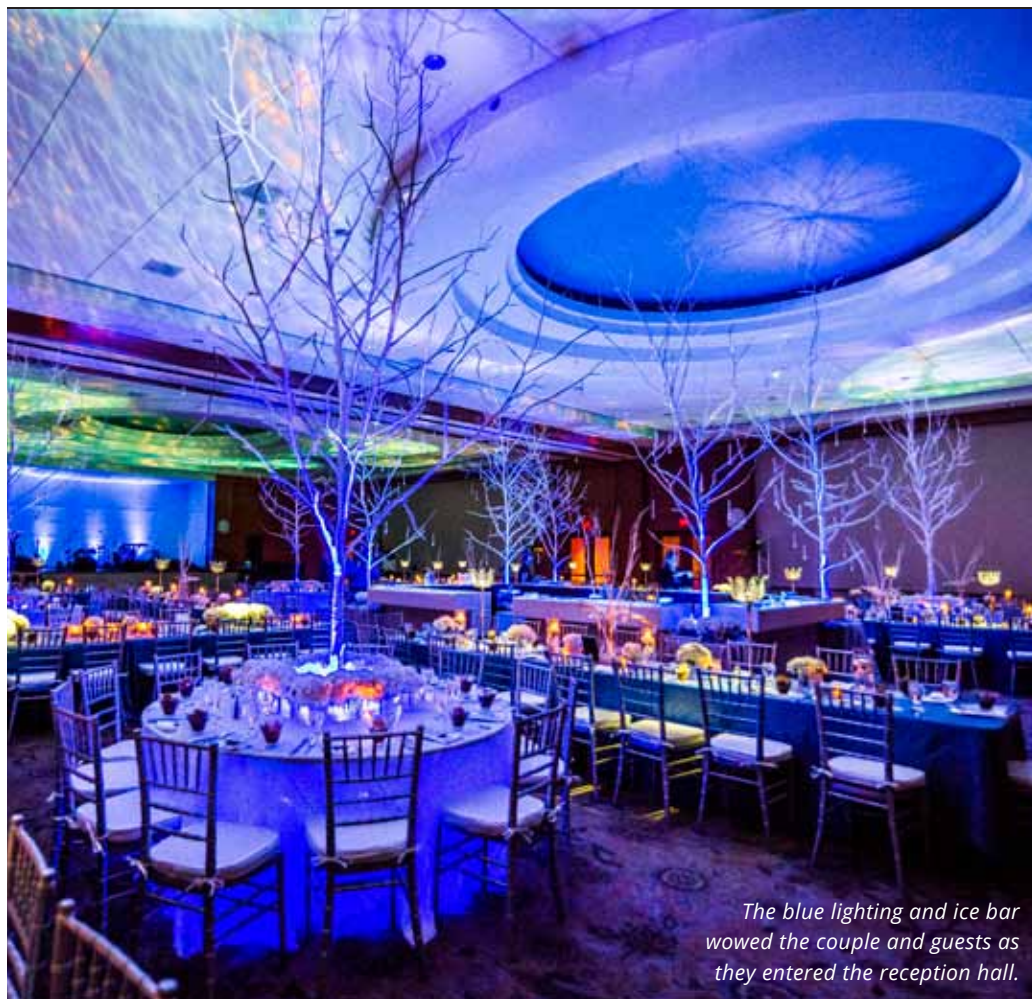
The couple, who have known each other their entire lives, throughout preschool, high school, Sunday school, BBYO and reconnecting after college, shared the same laidback attitude, giving mother-of-the-bride Jamie Goldring and wedding planner Janis Kiel free reign to turn the couple’s idea into reality.

“Holliday Flowers designer Gina Stowinsky outdid herself by transforming



Temple Israel was transformed into a white winter forest for Justin Goldring's and Benjamin Katz's enchanted wedding.





The blue lighting and ice bar wowed the couple and guests as they entered the reception hall.

Temple Israel's reception hall into a winter forest with white-painted trees surrounded at the base with white hydrangeas," said Janis. "Brent Long was the blue-lighting guru. The Blue Ice Bar in the center of the reception hall took everyone's breath away."

The night before the wedding, Janis was reassuring Justin that the blue light would be enough to make a difference. "She became a believer once she saw it," said Janis. "In fact, when Justin's 6-year-old flower girl walked in and saw the room, she thought the theme was 'Frozen,' from the popular movie."

Justin shared her relaxed attitude throughout the entire planning process. "I told my bridesmaids pick a long black dress, whatever you want is fine with me," she said. She thought that finding her own dress would be easy. "After about 100 dresses I was ready to give up, and my mom said 'try this first.' We all knew it was the one."

Mother-of-the-groom Cindy Katz offered the veil she wore at her own wedding. It was a perfect match. "My sister also wore the veil," said Cindy. "We hope someday her daughters will wear them and continue a family tradition."

As a Pilate's instructor, Justin lives in and loves her workout clothes, but she has a

Continued on 6



Justin and Benjamin's First Look





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passion for shoes. The blue suede shoes, a tribute to her Memphis roots, were a must.

Surprises, laughter and love abounded – from the beautifully landscaped wedding and reception halls, to Benjamin's groom's cake, to the artist that parents-of-the-bride, Glen and Jamie, and parents-of-the-groom, Cindy and Buz, hired to paint the wedding and reception.

When the couple's faces were smothered in cake, "everyone thought that Benjamin started it," said Justin, "but it was me." And when Benjamin stomped the glass, "I rattled the entire stage," he said. The glass pieces will be made into a mezuzah, a gift from a family friend. They now laugh about Benjamin placing the ring on Justin's right hand. (Both rings used during the ceremony belonged to grandparents and great-grandparents and will be passed along as family traditions.) Groomsman, Greg Gaston, one of Benjamin's many college friends from around the country, surprised the couple with a funny rap song he created that weekend based on a different bachelor party. "He sent the lyrics to all the groomsmen's phones so they could all sing it together on the stage," said Benjamin.

"It was an exciting year, and we couldn't have done it without Janis," said Jamie. "She is an artist who knows how to take a vision and make it a reality. She creates and completes the whole picture down to the tiniest detail. Planning the wedding became a fun and exciting journey, which culminated into a magical evening."

"After 13 months of planning it all seemed to happen so fast," said Benjamin, who knew Justin was the girl for him when she stuck by his side through law school before he joined the firm Ballin, Ballin & Fishman. "The whole weekend was perfect, and we enjoyed every minute of it."

Janis had "an absolute ball working with these ladies," she said. "We worked as a team. I listen to their requests and they listened to my advice, which is the formula for a perfect wedding."

"The sweetest comment I ever heard from any bride I've worked with is the one Justin repeated over and over again," said Janis. "When asked her opinion on anything, her answer was always, 'I don't really care; whatever you think is best. All I care about is that I will be marrying Benjamin!'"



Debra Califf of Something So Write created the invitations, and paper products that included napkins and menus wrapped around silverware.



After cutting the cake, Justin playfully smeared Benjamin's face. He reciprocated.



An artist painted scenes during the wedding and reception.

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MULTI-GENERATIONAL CRUISING ON ROYAL CARIBBEAN

BY DEBBIE ROSENTHAL :: PHOTOS COURTESY ROYAL CARIBBEAN



Forget leaving the kids at home or telling your parents you'll see them next Thanksgiving. Today, more extended families are taking trips together. In fact, 35% take multi-generational trips once a year. So what is behind this growing trend of families jet-setting together? As everyone goes along for the ride, to wherever it might be, kids, parents and grandparents are forging stronger bonds, creating more lasting memories and redefining what is meant by "family vacation."

Welcome to multi-generational cruising, a vacation that promises endless options for family members, whether the group has more 7-year-olds or 70-year-olds. In fact so many multi-generational families are booking cruises that Royal Caribbean®, in particular, has created "Family Connected" staterooms giving multi-generational groups more space and flexibility in sharing a home base on board.

Cruises are ideal in other ways, too. During some vacations where families travel together, it can be tough to balance personalities, age-appropriate activities and, frankly, stamina. Not so on a cruise. Only Royal Caribbean offers families a collection of complimentary first-at-sea experiences that challenge all limitations, along with signature favorites that delight all ages. Their unique approach to vacations resulted in recognition by *Travel + Leisure* readers as one of the world's best vacation options for families.

When you compare what Royal Caribbean offers with a land-based vacation, nothing else beats the wide variety

of family-friendly activities, dining venues and incredible entertainment – and it's all included in your cruise fare! Where else can you learn how to fly on the first skydiving simulator at sea? Or cruise with Shrek, the Penguins from Madagascar and other DreamWorks® characters? And where else are there supervised activities for the kids giving the adults the chance to relax and catch up?

The wonderful thing about a cruise is that you don't have to do everything together. If you're a grandma, you might want to relax on a deck chair and read. If you're a grandchild, you might want to ride a WaveRunner® [personal watercraft]. You can share space and both have fun, and then come together for dinner to share stories of what you did all day.

Royal Caribbean has responded to the demand from multi-generational families by crafting experiences for all ages. Children and teens will be busy from morning until night with pools, water slides, complimentary kids clubs, character "meet and greets," coloring and drawing contests, mini golf, and more. Plus, they haven't forgotten that parents need their space too, with adults-only zones and quiet pool areas.

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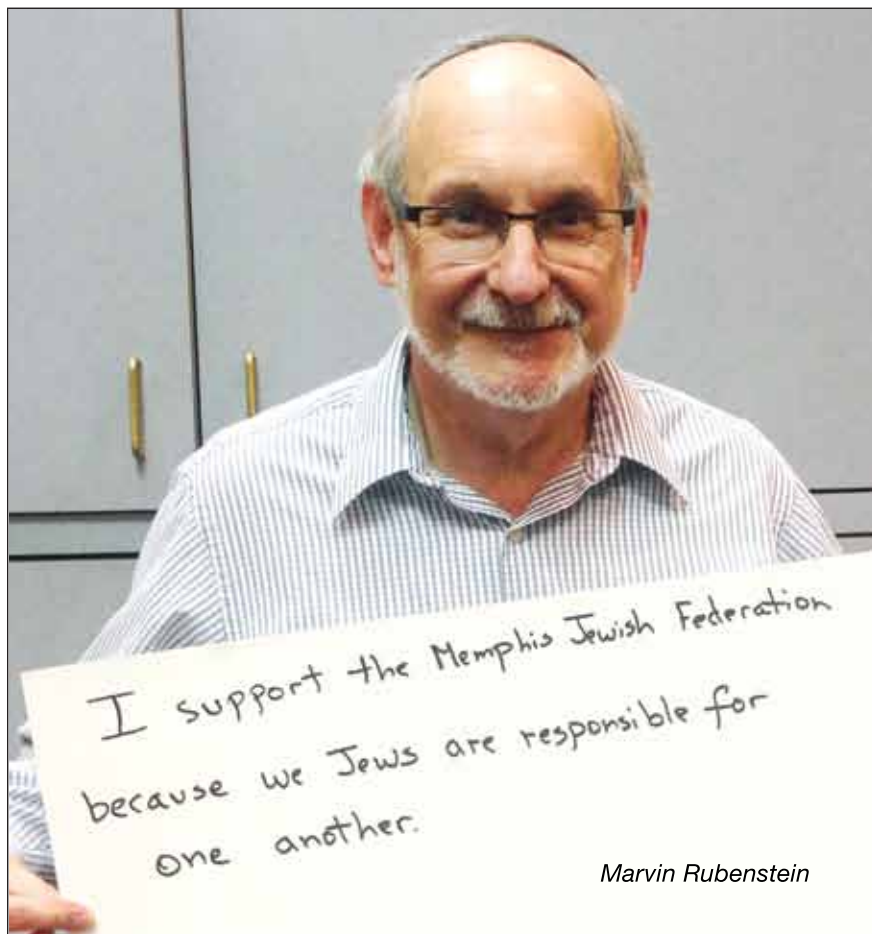
With My Family Time DiningSM, an expedited dining service, kids (ages 3 - 11) are served their meals and then picked up by the Adventure Ocean® staff so you can enjoy the rest of the dinner. With dine-around options, there's plenty to choose from for the little ones, including casual restaurants with fun kids' menus and others that serve burgers and fries poolside.

Call Debbie Rosenthal at 901.682.5600 and book your Royal Caribbean Cruise by June 30, 2105 to receive an exclusive onboard credit up to \$200 and onboard coupon booklet.

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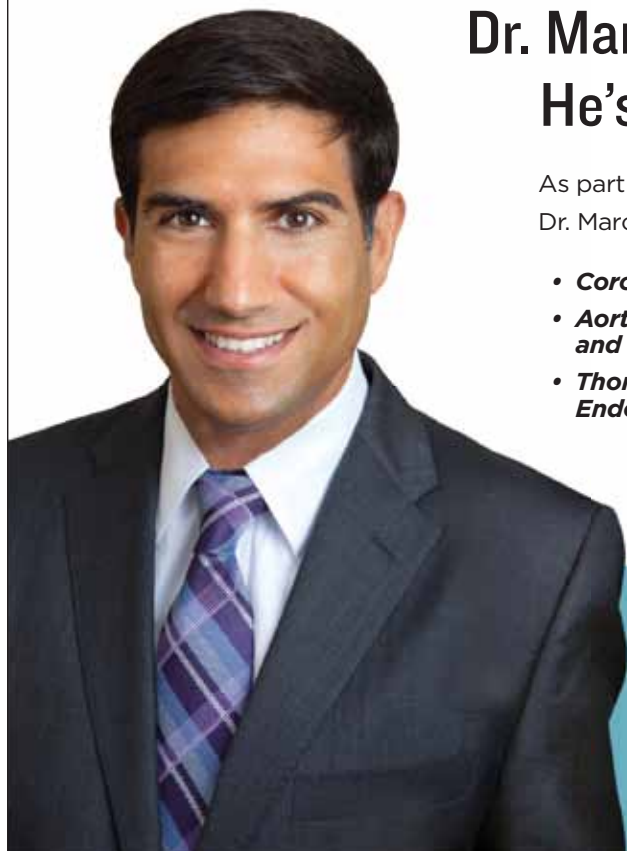
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MEET

EMILY LENNON

Emily Shipman Lennon, a 4th generation Memphian, met her husband, Marc, while they were students at the University of Maryland. They began their life together living in Israel, but decided to move to Memphis to be closer to her family.

Emily's passion for Memphis and Judaism drives her to make a difference in our community.

..... By Stacy Wagerman :: Photo by Zanone Studios

What do you do professionally and where do you work?

I will be graduating this May from Christian Brothers University's Physician Assistant masters' program. And I look forward to searching for the right job once I obtain certification and licensure.

Why did you decide to move to Memphis?

We were living our dream in Israel but were expecting our first child and wanted to be near family during that time. We also wanted to live in a community where we could make an impact Jewishly. We didn't expect to be here nearly seven years later, but we have fallen in love with our life here and feel so blessed to be raising our children in Memphis.



in a variety of thriving industries and a 20-minute commute to nearly anywhere in the metropolitan area; a city where you can work hard and play harder; a city where you work to make a living that gives you a good quality of life that you actually have the time to enjoy. It is also a city where you can make an impact, in the Jewish community, in your professional field, and if you're interested, on a greater municipal level.

Why did you want to be involved in the Jewish community and with Memphis Jewish Federation?

I have appreciated and continuously benefited from being a part of the Jewish community. My Jewish

Tell us a little about your family.

Marc and I have been married for nine years and have a son, Ilan (6), and a daughter, Adina (3). They are the light of our lives and bring so much joy and "nachat" to us every day. My parents, Janet and Doug Shipman, sister and brother-in-law, Abby and David Cooley, and grandparents, Beth and Alvin Lansky, are an incredible support system. We are so grateful to see them all on a weekly, if not, daily basis.

What is your view of Jewish Memphis?

Memphis is a large town where everyone is somehow connected to everyone. Within the Jewish community, not only do we know each other, but we're somehow related, too! Jewish Memphis is unusual in comparison to other sizeable Jewish communities because of our overall sense of "achdut" – unity, which makes it feel like one big family. While growing up here, I felt that I knew or at least recognized most Memphis Jews. There has been a tremendous and beneficial influx of new faces so that I no longer recognize the majority of Jews in our community. While we don't all know one another by face or by name, the overall feelings of belonging and camaraderie are palpable. In addition, the majority of Jewish Memphians are affiliated. Our affiliations here do not breed discord or intolerance. Rather the synagogues and organizations are instinctively respectful and receptive of one another and genuinely want to see each other succeed in their individual missions, while working to enhance cooperation and "ahavat yisrael" – love of our fellow Jews.

What would you tell people thinking about making the move to Memphis?

There might be some culture shock with the Southern Hospitality and slower pace, but Memphis is the best of both worlds... professional opportunities

experiences have all been touched in some way by Federation's reach. I have seen my parents take leadership roles within the Jewish community and always expected that I would do the same for my children and future generations.

How long have you been a part of Federation and how did you get involved?

As an adult, I have been going to YAD events since we first moved back to Memphis in 2008. My kids love going to the PJ Library activities. Stacy Wagerman, the YAD Director, is my dear friend since childhood, and when she took on her role at Federation, I was eager to become involved whenever she asked.

How do you juggle your leadership roles in your professional and community work?

I am still trying to find a balance, but I try to get involved in things that I am really passionate about. And I am learning that there are a lot of things I am really passionate about! I am grateful that Marc is also dedicated to community causes, and we are able to be involved with and support a variety of Jewish organizations.

How would you like to leave your footprint on YAD and the Memphis Jewish community?

By helping other Jews find their niche within our community. There is something for everyone, and no one should feel like an outsider here. I am especially devoted to empowering the young women of our community to becoming their best selves and to pursuing their dreams. Most of all, I want to see the community to continue to grow and remain as vibrant as it always has been. This can only happen through the gifts of

Federation, which ultimately depends on the appreciation and benevolence of our community members.

What is your favorite (Jewish) childhood memory?

I have very fond memories of Passover seders at my parents house, my kindergarten graduation at the JCC, of many years of Sunday School at Temple Israel, of BBYO dances and folds, of spending time learning as a teenager in the Baron Hirsch library on Shabbat afternoons. Most of all, I remember feeling proud to be Jewish especially when I was outside of Jewish settings.

What is your favorite Memphis memory?

My 10th birthday party at the Harlem Globetrotter's game at the Pyramid.

Favorite Places in Memphis?

The JCC, Shelby Farms, Greenline, Harbor Town, TCBY.

Favorite Activities?


Family time, yoga.... I will have to find more once I finish studying!

What do you wish that everyone knew about Memphis Jewish Federation, the Memphis Jewish community and/or Memphis in general?

Memphis is a cohesive community with warm people who take care of each other. Federation enables this by their continued support of the infrastructures that keep our community going, while giving back to the larger Memphis community and the global Jewish community, especially Israel.

Stacy Wagerman is the Director of the Young Adult Division (YAD) and PJ Library for Memphis Jewish Federation. As a native Memphian, she loves this city and being a part of the Memphis Jewish community.

If she's not at a YAD event or the MJCC you can usually find her cheering on the Memphis Tigers and Grizzlies or spending time with her dog, Barkley. To learn more about how you can get involved with YAD and the Memphis Jewish community contact Stacy at swagerman@memjfed.org




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Pat Brown and Tom Clifton

A New Broad in Town

By Susan C. Nieman :: Photos courtesy of T. Clifton Art

The Broad Avenue Arts District continues to attract an eclectic array of businesses, restaurants and residents who are drawn to the area by its energy and revitalization.

So when longtime college friends Tom Clifton and Pat Brown were scouting for a new location for Tom's 30-year-old art gallery they fell in love with the building and the neighborhood.

T. Clifton Art Gallery became the first business with regular retail hours to open back up on Broad Avenue. Now the street is home to more than a dozen retail shops along with many more artist studios, restaurants and businesses. "Within a few blocks, you can find artists painting, dancing, sculpting and carving," said Pat. "There are makers brewing beer, baking cupcakes and crafting guitars. You can shop for fashions straight from the Paris runway or bicycles or coffee. It seems like there is a new business or event happening weekly. I feel Broad Avenue is finding its niche."

Tom Clifton, a painter and framer, opened his first gallery in the early 1980s specializing primarily on custom framing and art prints. "Tom is just fabulous," said longtime client and interior designer Fran Winstock, who has

followed him from shop to shop throughout the years. He even helps Fran hang the artwork in her client's homes when needed.

In 2008 Pat had the opportunity to retire from corporate life. "Tom and I thought that I would help him relocate to Broad Avenue, build out the retail art aspect of the gallery, and then I would go into corporate consulting. I didn't leave."

The new location was convenient for both their Germantown and Harbor Town clients. They fell in love with the building and knew it was the right spot for a gallery. "Moving to Broad Avenue gave us the tremendous opportunity to feature works by other artists as well as Tom's mezzo fresco paintings," said Pat. While custom framing accounts for half of their business, the gallery exhibits works by more than 40 artists featuring contemporary paintings, ceramics and sculptures by regional and national artists, in addition to the art glass.

"The variety of items people have trusted us to



Argus the greeter

frame is very rewarding,” said Pat. “Tom has created frames for priceless paintings by some of the masters, treasured musical instruments, military medals and silverware from the Titanic.” After 30 years, they are now framing ketubahs for a second generation of married couples.

They recently introduced their first Judaic glass artist, Fay Miller, and are scouting for more original Judaic art and Jewish artists that are exclusive to the Memphis market, as well as providing options for all budgets.

“Tom recently discovered a wonderful artist in New York whose acrylic paintings are rich in color and festive in theme,” said Pat. “We welcome thoughts from ‘Jewish Scene’ readers regarding what they are interested in having available in this market. This will help guide our collection.”

Tom searches for contemporary artists who demonstrate that they have not only mastered the medium they work with, but have taken the art form to a unique level – they have established their signature through their artwork. “Fay’s art is a perfect example of this,” said Pat. “Her purity of color with her modern design is exceptional. She truly is a fine art glass blower. Fortunately, she has held her prices at a level that is approachable for all.”

Since that momentous move six years ago Tom and Pat have seen the crowds grow for the semi-annual art walks. In 2014, they even transformed the warehouse loading dock into a performance stage. “It’s now dual use – loading dock by day and performance venue on the weekends,” said Pat.

Under construction is The Hampline, a two-way bicycle and pedestrian track that will connect the Shelby Farms Greenline with Overton Park. It will run directly in front of the gallery. “Earlier this spring, ‘Momentum Magazine’ cited the Hampline as one of the seven most innovative bike lane designs worldwide,” said Pat.

While original art and custom framing are the products that T. Clifton sells, Tom and Pat want to be known for exceptional customer service. “We strive to keep the atmosphere of our gallery relaxed and approachable,” she said. “We don’t want people to be intimidated coming into an art gallery but to feel welcome and able to ask questions. When your gallery “greeter” is a jovial 160-pound Saint Bernard, it’s important to us that you feel equally as comfortable sitting on the floor and petting the dog as discussing an original painting.”



Judaic Artist Fay Miller

Fay Miller and her husband were at a cousin’s wedding when he remarked that nobody does anything with the glass from a Jewish wedding. Fay said, “we should.” Fay apprenticed with a glass blower to learn the craft. “I built my furnace from rented molds and built glory holes,” she explained. “My studio has an extensive cold shop and a full hot shop. The furnace holds 325 pounds of glass that we melt once or twice a week. I love designing and creating Judaica because of the ritual and joy it represents. I want my Judaica to be displayed all year and used at the appropriate seasons. I try to make the work speak and also be meaningful. I want it to be passed down to future generations. I have the best job in the world.”





KNOW YOUR NUMBERS

By Dr. Stevan Himmelstein

Numbers rule our existence. Dates, times, phones, bank accounts, sporting scores. How about the numbers that are truly important? Numbers that could have a major impact on our lives? Focusing on three simple numbers could change our lives and those of our loved ones by improving our heart and blood vessel health.

Blood Pressure, Cholesterol and Blood Sugar

Maintaining these three numbers could mean the difference between an excellent quality of life and a difficult time with our health. Although genetics play some part in these numbers, we have the ability to make big changes in them through a healthy lifestyle, and sometimes, medication.

1 Blood Pressure: You check your blood pressure at the pharmacy or the doctor's office. What does it mean? Our blood pressure is actually two numbers. The systolic pressure (or larger number) is the pressure of the blood when our heart contracts, while the diastolic pressure (or lower number) is the measure when our heart is at rest between heartbeats. Multiple research studies demonstrate that both numbers are of great importance.

- Normal blood pressure is below 120/80
- Pre-hypertension is 120-139/80-89
- Hypertension (high blood pressure) is 140 or greater/90 or greater.

Blood pressure issues are of such great public health concern. For example, about 80 million Americans are pre-hypertensive or have high blood pressure. Small reductions in blood pressure can have a major impact in reducing our risk of heart attack, stroke and renal failure.

Anything above 130/85 needs attention, whether that means changes in diet and weight, or more aggressive measures, such as medication. These are decisions to be made with your health care practitioner.

2 Cholesterol: Cholesterol is a group of fatty substances that are important in maintaining healthy cells. Too much of a good thing contributes plaque buildup in our blood vessels. Too much plaque could ultimately lead to a heart attack and/or a stroke. Your cholesterol is actually a measure of three major components of the fat circulating our blood. HDL (good cholesterol), LDL (bad cholesterol) and triglycerides. Collectively, these numbers are known as a lipid profile, but they need to be analyzed separately.

The higher the HDL the better. For every 5-point rise in HDL, you can reduce your risk of heart disease by about 10%. The most effective way to improve your HDL is through exercise and a healthy diet. Medications may be effective but have not been demonstrated to have a big impact in raising your HDL level.

Triglycerides should be below 150 mg/dl. The most effective mechanism to reduce triglycerides is by reducing carbohydrates in our diet.

Last but not least is the LDL cholesterol. LDL is probably the most important number to focus upon. Reductions in LDL can have a dramatic effect in improving your heart healthiness. If you have no major risk factors for heart disease, a LDL below 100 mg/dl is acceptable. Heart disease patients and/or those with diabetes should strive for a LDL of 60-70 or below. Your doctor might suggest medication such as a statin to lower your LDL. Don't be frightened, statins, when closely monitored, have far greater benefits than they have risks, if needed. You can expect about a 30% to 50% reduction in LDL with one of these medications. New cholesterol medications are on the horizon that may benefit those patients who are intolerant to statins.

3 Blood Sugar: Abnormal blood sugar increases the ability of cholesterol to leak into blood vessel walls leading to blood vessel blockages, heart attacks, strokes and kidney disease. Currently, our greatest health epidemic is the dramatic rise in Type 2 Diabetes, probably due to progression of obesity and the increase in carbohydrates in our diet. Blood sugars below 100 mg/dl are normal, while those consistently above 120 mg/dl suggest diabetes.

Don't put off checking your numbers. Take ownership of the results and be proactive with the improvement of each measurement. Although we are experiencing a revolution in new treatments for blood pressure, cholesterol and diabetes control, we should not forget that treatment is a two-way street. We must strive for a goal of exercise, diet modification and weight improvement. These three positive maneuvers will help crush the negative effects of elevated blood pressure, cholesterol and blood sugar.

Dr. Stevan Himmelstein received his undergraduate degree at Duke University. He attended medical school at the University of Tennessee Center for the Health Sciences and later completed an internship/residency at Duke University, where he also participated as a fellow and faculty member. Dr. Himmelstein sees patients at Stern Cardiovascular Foundation in Memphis, Tenn. His area of interest includes General and Interventional Cardiology with a main focus in treatment of hypertension, coronary disease and peripheral vascular disease.



A SHORT HISTORY OF WINE IN AMERICA

By Gary Burhop



Spanish explorer Ponce de Leon arrived in Florida in 1513 and was soon followed by Spanish and French Huguenot settlers who began making wine with the native American grape, Muscadine, in the 1560s.

Classic wine grapes from Europe, *Vitis vinifera*, arrived in New Mexico in 1629 when Spanish missionaries planted cuttings of the "Mission grape." Wine came to California in 1769 when the Spanish built the San Diego mission, and then continued to move north with the establishment of 20 other missions, until concluding with the Sonoma mission in 1823. Today, California produces more than 80 percent of U.S. wine.

Thomas Jefferson attempted to establish a winery and plant *Vitis vinifera* vineyards in Virginia in the late 1700s and early 1800s. He was, however, not successful due to attacks of black rot and the then unidentified root pest Phylloxera.

Phylloxera, disease and climate are still an issue for winegrowers in much of the country. Because the native American grape varieties have developed a resistance to Phylloxera, many Eastern and Midwestern wineries still use native American or hybrid grapes, such as Concord, Niagara, Norton and Catawba.

When Phylloxera invaded and destroyed most of Europe's vineyards by 1870, *Vitis vinifera* vines were grafted to native American rootstock and European vineyards were restored. Only vineyards of Argentina and areas of Chile have vines on original, pre-Phylloxera rootstock.

The geographical range of those early American wineries is wide. Brotherhood Winery in New York, established in 1839, is the oldest continually operated winery in

America. The Wollersheim Winery in Wisconsin was originally established in 1842 by Count Harazathy from Hungary, before he headed west, became the Sheriff of San Diego County, California, and went on to start California's oldest premium winery, Buena Vista, in 1857. Stone Hill Winery in Missouri dates from 1847. Meiers Winery in Ohio began in 1856, and the Renault Winery of New Jersey in 1864.

Further south, Wiederkehr Wine Cellars and Post Familie Vineyards in Arkansas both started in 1880, and the Val Verde Winery of Texas began in 1883. The oldest continually operated sparkling winery in California is Korbel Champagne Cellars founded in 1882.

Today it seems clear that wine tourism is growing across America. The most visited winery is the Biltmore Estate in North Carolina, boasting nearly 1 million tourists annually. Both Napa Valley and Sonoma County rely on wine tourism as one of their major economic drivers. In 2012 both counties earned over \$1.4 billion in tourism revenues, attracting more than 7 million tourists.

Gary Burhop owns Great Wines & Spirits located at 6150 Poplar Avenue in Regalia, Memphis, Tenn., 38119 and invites your questions and patronage. Contact him at 901.682.1333 or garyburhop@greatwinesmemphis.com



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Deena Notowich Elected to BBYO International Board

By Susan C. Nieman

Deena Notowich has BBYO in her genes. And this third-generation Memphis BBYO member is taking it to the next level during her senior year.

Deena, a member of #537 Rose Belz Kriger BBG, was elected to serve on the BBYO International Teen Board as *International Sh'lich* (Vice President of Jewish Heritage) for the 2015-16 programming year. She will serve side-by-side with international level counterpart Hunter Cohn of Columbus, Ohio. As part of a 10-member teen board, they will chart the organization's vision for the coming year and provide leadership and support to teen leaders in local communities throughout the BBYO system.

"The hands-on leadership development and international Jewish connections that BBYO offers teens is so unique," said Deena. "I feel humbled and fortunate to be able to play a role in the Judaic content we offer and collaborate with Jewish teens from 30 countries to create a welcoming environment for all high school Jewish teens no matter their affiliation. My hope for this year is to continue to affect positive change in our world."

In summer 2016, Deena will help coordinate Kallah, BBYO's annual summer experience for Jewish learning, spirituality and self-discovery attended by Jewish teens from around the world.

"We are so proud that Deena is continuing the family lineage of BBYO leaders and representing the strong Memphis BBYO program on the International Board," said dad Scott Notowich. "Deena is specifically following the footsteps of her cousin, Happie Hoffman, a former *International Sh'lich*, who inspired

her to take her leadership to the next level and serve this role now."

Deena comes from a family with deep BBYO and Memphis roots. Her great-grandfather, Herbert Shainberg, was a founding father of the Memphis JCC, home to the local BBYO program. Grandmother Suzanne Lazarov (Bubbie) was in Bluff City BBG, grandfather Paul Lazarov (Pg) in Fortas AZA and grandfather Herb Notowich (Poppy) in Harry Washer AZA. "My grandmother, Marilyn Notowich (Mimi) was not in BBYO, because they did not have it in St. Louis," said Deena. Parents, Jill (Brenner BBG) and Scott (Okeon and Peres AZA), brother and sister Joey and Samantha, and countless aunts, uncles and cousins were active BBYO members who held various leadership roles within the organization. Deena's strong connections to her relatives – the Canales, Kolker, Lazarov, Notowich and Shainberg families – have instilled in her a passion for Jewish continuity, which she champions through BBYO.

"I have had the opportunity to watch Deena grow from a 7th grader who was so excited about what her BBYO experience would be, to a leader in her chapter and the region, to now taking her talents to the International level," said Kevin Falik, senior regional director of BBYO Cotton States Region. "Deena has always had the potential to accomplish anything and everything she wants to, and I can't wait to see what she is able to do for the thousands of Jewish teens around the world. I know it will be great."

For more information on BBYO in Memphis, contact Kevin Falik at kfalik@bbyo.org or 615.354.1643 www.bbyo.org.

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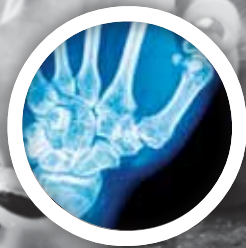
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