



Featuring Judaic Artists Candace Luke-Bless, Fay Miller and Joy Stember



original art custom framing Ava I Mamphia TN 28112 L001 222 ARTS (2787) LTO lift an Ava

2571 Broad Ave. | Memphis, TN 38112 | 901-323-ARTS (2787) | TCliftonArt.com specializing in bar/bat mitzvah keepsake shadowboxes and ketubah framing











LEOPARD BUBLACK



SIZES 4 to 13 WIDTHS SLIM - WIDE

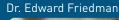
Born Before 1965?

then it's
time for your
screening
colonoscopy



Dr. Paul Bierman



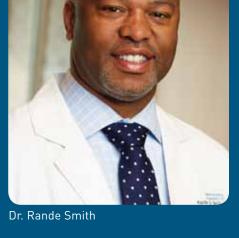




Dr. Gerald Lieberman



Dr. Ken Fields



Colon cancer is the second leading cause of cancer death for both men and women in the U.S. but it doesn't have to be — its highly preventable and treatable through screening. If you are 50 or older, you should have a colonoscopy every 10 years. GI Specialists have been at the forefront of digestive disease care for over 20 years, from IBS and liver disorders to esophageal, pancreatic and all forms of gastrointestinal cancers. Call us and schedule your screening today.

BEAT COLON CANCER BEFORE IT STARTS WITH EARLY SCREENING!

BMG | GI SPECIALISTS FOUNDATION **E**

901.201.6200 www.colonscreening.com

MEMPHIS BRIGHTON COLLIERVILLE COVINGTON MILLINGTON WEST MEMPHIS



Contents

05 From the Editor

Moving to Memphis

06 Travel

Explore Alaska on Celebrity Solstice Get up close and personal aboard Celebrity Solstice. Expert naturalists and seasoned tour guides will ensure your vacation lives up to your expectations.



07 L'Chayim

Behind the Scenes of Whiskey Statements

Older whiskey always means a higher price, but high price doesn't guarantee a higher quality.

08 Hot Spots

East Memphis Hotel Celebrates Renovations

Doubletree by Hilton at Sanderlin in Memphis is ready to host you and your guests for your next simcha, meeting or vacation.

9 – 12 Guide to Jewish Memphis Listings and Descriptions of Agencies

14 From the Kitchen of Josh Steiner

Share your Italian Braised Beef Brisket dinner with Jewish Scene Magazine Facebook readers.

16 Feature

The Connection Point

This initiative is bringing together young Jewish adults for Shabbat, networking and social gatherings.

18 Feature

Memphis Barbecue...What's Your Favorite Style?

Our vote is still out. We'll just have to keep taste testing.



20 Feature

On the Move to Memphis Memphis Southern hospitality has won over quite a few Jewish families this year.

22 Agency Highlight

Jewish Family Service Joins MJCC **Exceeding Expectations** Many lives have been touched through JFS services.

23 Agency Highlight

Jewish Community Partners, Inc. **Streamlines Operations** Memphis Jewish Federation and the Jewish Foundation of Memphis join forces to achieve greater operating efficiencies.

24 Health, Body & Soul

Healthy Hearts: Survival of the Fittest Dr. Himmelstein challenges you to get off the couch!

26 Senior Living

Comfort Keepers brings "The Dementia Whisperer" to Memphis Laura Wayman will make multiple trips to the Memphis area to facilitate workshops, training and teaching sessions.

27 Senior Living

Faces of Grief

Norman Mitchell offers suggestions about healing with time.



28 Scenes

Belmont Village Plough Towers

29 Scenes Bluff City Bash

♣ On The Cover

ASBEE celebrates 27 years of Kosher BBQ... Stuart Lazarov and Rabbi Joel Finkelstein Photo thanks to Stuart Lazarov

Jewish Scene is dedicated to creating awareness among the Jewish community; and promoting and supporting the religious, educational, social and fundraising efforts of Jewish agencies and organizations.



Publisher/Editor

Susan C. Nieman

Art Director

Dustin Green

Art Assistant

Laura Ehrhardt Rebecca Miller

Social Media Director

Anna N. Whittington

Photography Contributors

Celebrity Cruises Cooper Companies Stuart Lazarov

Editorial Contributors

Debbie Rosenthal Josie Ballin Gary Burhop Cary Rotter Cara Greenstein Linda Schlesinger Mark Hayden Anna Shabtay Josh Steiner Terry Hendrix Dr. Stevan Himmelstein Dr. Lawrence Wruble Norman Mitchell, Jr.

Advertising Sales Director

Larry Nieman

Distribution Director

Alan Whittington

Chief Financial Officer

Donald Heitner

Volume 10 Number 1 October 2015 Tishrei/Cheshvan 5776

Jewish Scene magazine must give permission for any material contained herein to be copied or reproduced in any manner. Manuscripts and photographs submitted for publication are welcome by Jewish Scene, but no responsibility can be taken for them while in transit or in the office of the publication. Editorial content does not necessarily reflect the publisher's opinion, nor can the publisher be held responsible for errors. The publication of any advertisement in this issue does not constitute an endorsement of the advertiser's product or services by this publication.

Jewish Scene is published by Jewish Living of the South, Inc. Subscription rates for the U.S.: single issues \$5, annual \$18. Canada and foreign: single issues \$10, annual \$36.

Send name and address with check to:

Jewish Scene Magazine

1703 Tamhaven Court Cordova, TN 38016 901.624.4896 susan@jewishscenemagazine.com jewishscenemagazine.com

Dear JSM Readers,

A lot has happened in the past year...even more has happened in the past few weeks.



Almost four years ago, Larry and I upped and moved our home to South Florida for a job transfer. Four weeks ago we packed everything up and moved back to Memphis. I learned a couple of things in the past few years running Jewish Scene Magazine from 1,100 miles away was a big challenge; and, I will never be a landlord again, if I can help it.

As I gathered the information for our 2015 Guide to Jewish Memphis, I found that not only are many of the Jewish communal leaders new, but there have also been agency name changes, mergers and more. There are initiatives to bring more Jewish people to Memphis, events to connect young adults to Jewish life and areas of town popping up to cater to young and old.

Read about ConnecTI on page 16, the Memphis Jewish Recruitment Committee on page 20, Jewish Family Service at the Memphis Jewish Community Center on page 22 and Jewish Community Partners on page 23.

In the months to come, we will be featuring New Faces, while we continue to highlight Meet Young Jewish Professionals.

With the 27th Annual ASBEE World Kosher Barbecue Championship around the corner, I thought, what better time than to feature some Memphis barbecue hot spots, especially those Jewish-owned favorites like Central, Corky's and One & Only - three great eateries with their own unique style. Read more about them on page 18.

In our Senior Living section, Cary Rotter of Comfort Keepers shares the company's new exclusive arrangement with Laura Wayman, known as "The Dementia Whisperer"™. Read about these programs on page 26. Dr. Stevan Himmelstein shares the benefits of exercise in Survival of the Fittest on page 24, and chaplain and bereavement counselor Norman E. Mitchell, Jr., at Crossroads Hospice shares his suggestions of dealing with grief on page 27.

Check out Debbie Rosenthal's latest Alaskan Travel special on page 6, Gary Burhop's L'Chayim on page 7, and Josh Steiner's Italian Brisket recipe on page 14. Stop by Doubletree on Sanderlin to check out their renovations, (page 8). You'll be excited to book your next stay, meeting or simcha in their new digs.

Please continue to support our advertisers and tell them you saw their ad in Jewish Scene Magazine.

I am excited about being back in Memphis and bringing you our 9th Anniversary issue. May you have a happy, healthy and successful New Year! See you soon.

Ausan C. Nienan

Susan C. Nieman - Publisher/Editor



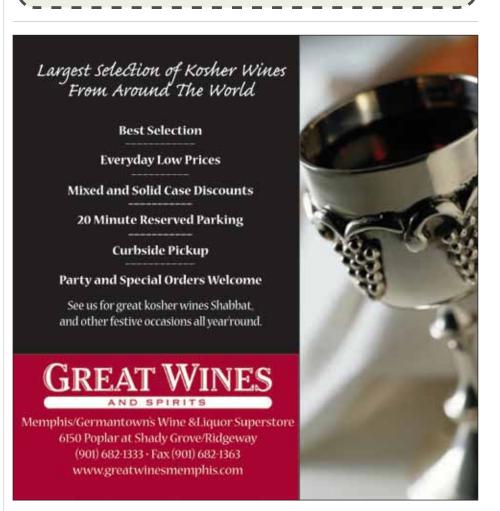
From the Editor

Yes! I would like to continue receiving lewish Scene Magazine at my home.

Enclosed is my annual subscription.

\$18	\$Additional Donation
Name	
Address	
 Email	

Mail to: Jewish Scene Magazine 1703 Tamhaven Court Cordova, TN 38016





EXPLORE ALASKA ON CELEBRITY SOLSTICE!

BY DEBBIE ROSENTHAL

Take the adventure you've always dreamed of. Witness dramatic displays of ice-shelves breaking off into icebergs. Visit cultures that have lived and loved the land for thousands of years. Marvel at moose and bear on the land, bald eagles soaring above, and humpback whales peacefully rolling with the sea. Aboard the award-winning Celebrity Solstice you'll be immersed in Alaska's diverse beauty and culture with visits to a variety of ports, cities and villages. View the Inside Passage with a knowledgeable onboard naturalist. Seasoned custom tour experts will ensure you see all the sights with unmatched experience for vacationers' precious time.

Industry-defining service and culinary experiences are at the heart of Celebrity Cruises' modern luxury vacations. Relish Celebrity Solstice's cool, contemporary design, warm spaces and dining experiences – where the venue design is as important as the cuisine.

Celebrity's new "Suite Class" experience offers more luxurious benefits and services including an exclusive suites-only restaurant offering breakfast, lunch and dinner; a VIP lounge – Michael's Club – with personalized service from a dedicated concierge; and premium "all-in" benefits with unlimited complimentary Internet access and specialty dining.

Seattle, Washington

The Emerald City is a fusion of American, Asian and Native American culture, set against a backdrop of Puget Sound and the Olympic Mountains. Sample the freshest seafood found along the Pacific Rim, as well as a cup of Seattle's famous coffee.

Alaska Inside Passage

Sail beyond the Inside Passage into the more protected Alaska Inside Passage, a complex labyrinth of fjords and bays where whales and sea lions find refuge during the summer months.

Ketchikan, Alaska

Known as the "Salmon Capital of the World," Ketchikan is also the ancestral home of the Tlingit people, who have carved the world's largest collection of totem poles. Adventurists may take a canoe and nature trail excursion through the rain forest, or a wilderness exploration followed by a sumptuous crab feast you can't resist.

Tracy Arm Fjord, Alaska (Sawyer Glacier)

Book-ended by two of Alaska's most dramatic glaciers, the North and South Sawyer, and surrounded by granite walls that rise 3,000 feet from the emerald-colored seas, this area has everything you've come to Alaska to experience.

Juneau, Alaska

Experience a glacial dogsled adventure via helicopter in Alaska's capital. Juneau gracefully balances frontier ruggedness with cosmopolitan flair. Mendenhall Glacier, a river of ice measuring 1.5 miles wide and over 6 miles long, is part of Juneau's Icefield – 1,500 square miles of ice feeds 38 glaciers and is ready for you to take a float trip on it.

Skagway, Alaska

Uncovering authentic local finds and having experiences that really connect you with a place are important elements in ensuring an extraordinary vacation. We're taking advantage of our partnership with "Travel + Leisure" to get their editors' recommendations and insider tips on the places you will want to visit.

Victoria, British Columbia

This capital city is also its largest island. The one-time British colony has retained much of its colonial splendor. Victoria is a seaside enclave with a temperate climate that is perfect to explore all of its museums, parks and golf courses.





We really wanted to do this Alaska trip the right way. We researched various options for Alaskan cruises, and with Debbie's extensive insights, we selected the Celebrity Solstice. Between Debbie's input and this ship's high ratings it was an easy choice. This ship and excursions we selected lived up to all of its hype. Onboard we were so lucky to have the most entertaining naturalist, Brent Nixon, and a cruise director who was also a comedian at the infamous Second City in Chicago. The food at the specialty restaurants was delicious and the service impeccable. Our neighbors onboard had been to Alaska 13 times but wanted to try Celebrity Solstice, which they labeled the best cruise ship they had taken to Alaska! We are so glad we chose it for our first trip! - Jeri and Mitch Moskovitz

"Go Big, Go Better, Go Best" lebrity Cruises' new fare structure bundle:

Book an ocean-view stateroom category or up, and choose from four amenities: prepaid gratuities, \$150 onboard credit, a Classic Beverage Package, or unlimited Internet. (Inside cabins will still have cruise-only pricing.) Those who choose to "Go Big" get one amenity while "Go Better" would bundle in two extras at a slightly higher price. And "Go Best" guests receive all four for a higher price,

Call Debbie at 901.682.5600 to book your Alaskan Cruise by Oct. 31, 2015 and

pay on board for the same things," the

company says.

receive up to \$100 onboard credit.

Debbie Rosenthal, independent CruiseOne Specialist, is your "one-stop shop" in Memphis for the best in leisure, corporate and incentive cruises and specialized land vacations.

901.682.5600 • www.cruiseone.com/drosenthal • www.facebook.com/DebbieRosenthalCruiseOne



BEHIND THE SCENES OF WHISKEY AGE STATEMENTS...

THE BOURBON LAKE STARTED IT ALL

By Gary Burhop



The Bourbon Lake described the state of the whiskey industry about 50 years ago.

A more expansive history can be found in the "Bourbon Empire" by Reid Mitenuler. So, with a tip of the hat to Paul Harvey, this is "the rest of the story."

Lewis Rosensteil was head of Schenley Distillers, which in the 1950s was one of the largest liquor companies in the world. With industry experience during World War II, Rosensteil feared the Korean conflict would create whiskey shortages again.

Anticipating a rationing program like WWII, Rosensteil ramped up production creating enough spirit to meet national demand for at least eight years. Only a ration program and a shortage did not materialize.

Over supply is a problem for certain, but Rosenstiel faced a bigger and much different challenge – the Feds. Federal collection of taxes on distilled spirits has always been an issue. Even today, aged spirits basically are created and barreled only to have the Excise tax paid at a later date or upon sale. For Rosensteil and Schenley, Federal law at the time only allowed whiskey to be aged eight years at which time taxes were due and the whiskey was either sold or destroyed.

With supply in excess of demand, and his stock amounting to 60% of the country's whiskey stock, Rosenstiel feared selling his stock of bourbon could only be done at a huge loss. But, if he could change the law, Rosenstiel hoped to avoid economic disaster and sell what he saw as a premium product – older, barrelaged whiskey.

Congress did finally act, making whiskey taxes due at 20 years. That allowed a market to be created that had not before existed. To offset the costs of aging whiskey for so long, Rosensteil marketed these new extraaged whiskies as luxury goods and charged higher prices.

Older whiskies are expensive. They have to be, for many reasons – storage and warehousing, and 'The Angel's Share' where evaporation from the barrel reduces the fill to less than half after a decade or so of aging – are the most obvious. Today, with a growing population and more drinkers, demand outstrips supply.

Shortage causes prices to rise, but a high price does not necessarily mean higher quality, only that the law of supply and demand does exist. Many factors determine how long a specific whiskey must spend in the barrel. Smaller barrels require less time. Texas whiskey ages faster than those in Kentucky due to climate. The quality of the cuts off the still, the char level of the barrel, the final desired flavors and other factors all have an influence.

You can take this to the bank, however, that older whiskey always means a higher price. But, great whiskey comes in all ages, so don't necessarily let one man's mistake in the 1950s dictate your taste today.

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



Leco Realty, Inc.

Property Management. Real Estate Sales.

30 years experience managing rental homes



WE'VE MOVED!

New Address: 3707 Macon Road Memphis, TN 38122

Finalist for the "Small Business of the Year Award" presented by Fogelman Business College at the University of Memphis.

After 24 years at our original location, we have moved to:
3707 Macon Road • Memphis, Tennessee 38122
901.272.9028 • 901.272.7316
www.LecoRealty.com



BERT A. LESS

President





901.969.0121

Jackson

601.899.9206



www.firstclasslinen.com

Owned and Operated by the Rubinsky Family



East Memphis Hotel Celebrates Completion of a \$5 Million Renovation

By Terry Hendrix

DoubleTree by Hilton Memphis on Sanderlin Avenue in East Memphis offers guests convenience comfort and style. The newly renovated hotel is perfect for business, pleasure, simchas and more.

The hotel is one of 20 in the Cooper Hotels portfolio, consisting primarily of Hilton brand hotels including five DoubleTree Hotels across Tennessee and one in Decatur, Alabama. Cooper Hotels, owned by the Cooper family of Memphis, and operated by family executives Pace Cooper, David Cooper and Laurie Cooper, is excited about the opportunities that the renovations offer.

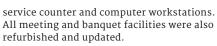
"We have reinvented DoubleTree by Hilton Memphis to provide the most modern and comfortable accommodations in the heart of East Memphis," said David Cooper, Cooper Hotels executive vice president. "The ownership and the hotel team are committed to complete guest satisfaction in our hotel product and our services."

The lobby renovation includes new flooring,

furnishings, lighting and contemporary artwork, updated wall coverings and window treatments. Corridors, public areas and meeting rooms were refurbished along with the indoor/outdoor swimming pool and fitness center by Precor®.

Guest rooms and suites were totally renovated. New wall coverings and window treatments complement stylish upholstered headboards, plush lounge chairs, ottomans and sofa sleepers in suites. Rooms received updated lighting throughout and new in-room safes. All bathrooms received new flooring, shower surrounds, backlit mirrors, makeup mirrors and quartz-topped vanities.

The hotel's executive/concierge lounge was enlarged and updated with new carpet, window treatment, furnishings, lighting, a new buffet

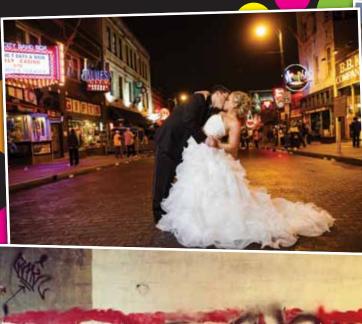


With 266 guest rooms, nine suites and over 5,500 square feet of meeting and banquet space, DoubleTree by Hilton Memphis also features Lynchburg Legends Bar & Grill. In addition to updated, luxurious accommodations, the hotel offers complimentary amenities including a 24-hour business center, 24-hour fitness center, complimentary Wi-Fi throughout the hotel and complimentary airport and area transportation.

For reservations or information, visit www. memphis.doubletree.com or call the hotel at 901-767-6666.



Jewish Memphis











2015

PARTICIPATING SPONSORS



Baron Hirsch Congregation (O) 400 S. Yates Rd., 38120 901.683.7485 Rabbi Shai Finkelstein Cantor Ricky Kampf Teen Rabbi & Outreach Director Mordechai Harris Director: David Fleischhacker President: Pace Cooper general@baronhirsch.org baronhirsch.org

Baron Hirsch is a vibrant, modern Orthodox Zionist congregation that seeks to engage its membership in experiencing all aspects of Jewish life with a strong commitment to the Jewish people, the State of Israel and our Torah. Our Educational Institute offers learning opportunities for all backgrounds in a comfortable setting. Our Youth Department offers programs from toddler to collegiate. Our Building Relationships initiative to create stronger bonds focuses on both major events for everyone as well as small clubs for people with similar interests. Everyone has a place at Baron Hirsch. Religious services form the core of synagogue life. Our services are warm and spirited, and everyone is made to feel welcome. NCSY holds monthly events and Shabbatonim for Teens, Kol Rena So-Shuls holds monthly luncheons with entertainment for seniors.





Beth Sholom Synagogue (C) 6675 Humphreys Blvd., 38120 901.683.3591 Rabbi Ilan Glazer Executive Director: Geo Poor Director of Congregational Learning: Penina Hoffnung bsholom.org

Beth Sholom, the only Conservative synagogue in the Memphis area affiliated with United Synagogue of Conservative Judaism, is widely known as a warm and inviting place to pray and to celebrate Jewish life. Whether at Shabbat services, daily minyan, adult education events, youth and holiday programs, or social activities, the members (and guests) of our kehillah are made to feel that they are an integral part of the Beth Sholom community. Beth Sholom Synagogue is committed to be the vibrant, spiritual home of Conservative Judaism in the Mid-South, where we nurture, transmit and celebrate our rich heritage and values.



Morris S. Fogelman Jewish Student Center at Hillel of Memphis

3581 Midland Ave., 38111 901.452.2453 | Director: Sherry Weinblatt hillelofmemphis@bellsouth.net | hillelmemphis.org



Hillel of Memphis exists to serve the academic, social and spiritual needs of Jewish college students and students interested in Judaism in the greater Memphis area by engaging them in Jewish activities,

events, programs and projects. Hillel is a special gathering place for all Jewish students, faculty and administrators on all area campuses (Christian Brothers University, Rhodes College, Southern College of Optometry, University of Memphis and The University of Tennessee Health Science Center). We also serve as the eyes and ears for the Jewish community on these campuses. In doing so, we help to ensure the continuity of the Memphis Jewish community and the vitality of the Jewish people.

Anshei Sphard Beth El Emeth Congregation (O)

120 E. Yates Rd. N., 38120 901.682.1611 Rabbi Joel Finkelstein Cantor Aryeh Samberg exec@asbee.org asbee.org

Event:

Oct. 18, 27th Annual Kosher BBQ Contest

Barbara K. Lipman Early Learning Center at Temple Israel

1376 East Massey Rd., 38120 901.937.2784 Director: Jamie Baer jamieb@timemphis.org templepreschoolmemphis.com

Baron Hirsch Congregation (O)

400 S. Yates Rd., 38120
901.683.7485
Rabbi Shai Finkelstein
Cantor Ricky Kampf
Teen Rabbi & Outreach Director:
Mordechai Harris
Director: David Fleischhacker
President: Pace Cooper
general@baronhirsch.org
baronhirsch.org

Events:

Family Sukkah Party: Oct. 1 Simchat Torah Dinner & Lunch: Oct. 5 - 6 Chanukah Dinner: Dec. 7 Annual Membership Meeting: Jan. 19 100 Man Minyan: Jan. 24

Purim Seudah: March 24

Beth Sholom Synagogue (C)

6675 Humphreys Blvd., 38120 901.683.3591 Rabbi Ilan Glazer Executive Director: Geo Poor Director of Congregational Learning: Penina Hoffnung bsholom.org

B'nai B'rith Youth Organization (BBYO)

6560 Poplar Ave., 38138 901.761.0810 cottonstatesbbyo.org

Bornblum Judaic Studies University of Memphis

301 Mitchell Hall, The University of Memphis, 38152 901.678.2919 memphis.edu/jdst

Bornblum Jewish Community School (K-8)

6641 Humphreys Blvd., 38120 901.747.2665 Executive Director/Headmaster: Rabbi Brett Oxman bornblum.org

Chabad Lubavitch of Tennessee

2570 Kirby Parkway, 38119 901.754.0404 Rabbi Levi Klein rabbi@JewishMemphis.com JewishMemphis.com

Hadassah, Memphis Chapter

Memphishadassah@att.net

Jewish Family Service at the Memphis Jewish Community Center

6560 Poplar Ave., 38138 901.767.8511 Director Social Services: Janet Watson jwatson@jccmemphis.org jccmemphis.org

Jewish Community Partners

6560 Poplar Ave., 38138 901.767.7100 President/CEO: Laura K. Linder jcp@jcpmemphis.org jcpmemphis.org

JGrads+

jgradmemphis@gmail.com jgrads.webs.com

Jewish Student Organization at Rhodes College

Adviser: Robert Shankman Shankman@rhodes.edu

(R) Reform, (C) Conservative, (O) Orthodox, (U) Unaffiliated

Margolin Hebrew Academy/ Feinstone Yeshiva of the South

390 S. White Station Rd., 38117 901.682.2400 Head of School: Rabbi Benjy Owen President: Joel Siegel mhafyos.org

Events:

MHA Auction and Sweepstakes Sale: Feb. 2016 MHA Scholarship Banquet and Ad Journal: June 2016

Memphis Friends of Israel

director@memphisfoi.org memphisfoi.org

Memphis Jewish Community Center

6560 Poplar Ave., 38138 901.761.0810 President/CEO Larry Skolnick membership@jccmemphis.org jccmemphis.org

Jewish Literary and Cultural Arts Festival: Oct. - Nov. 2015 Health and Wellness Expo: Jan. 17, 2016 Morris and Mollye Fogelman Jewish Film Festival: Feb. - March 2016 Celebrate Our Past as We Build For Our Future Event: April 3, 2016

Memphis JCC Early Childhood Center

6560 Poplar Ave., 38138 901.761.0810 Director: Lindsey Chase lchase@jccmemphis.org jccmemphis.org

Memphis Jewish Home & Rehab

36 Bazeberry Rd., Cordova, 38018-7756 901.758.0036 **Executive Director:** Bobby G. Meadows III President: Minton Mayer jashner@memphisjewishhome.org memphisjewishhome.org

Events:

Sun., March 20, 2016 - 3rd Annual Home Is Where the Art Is Sept. 2016 Annual Golf Tournament

Morris S. Fogelman Jewish Student Center at Hillel of Memphis

3581 Midland Ave., 38111 901.452.2453 Director: Sherry Weinblatt hillelofmemphis@bellsouth.net hillelmemphis.org

Events:

Sun., Oct. 25, 2015: Daniel Pearl 'Harmony for Humanity' concert plus Daniel Pearl Legacy Award Presentation Sun., April 17, 2016: Yiddishe Cup Mini-Golf Tournament and Fundraiser

New Jewish Neighborhood House Serving Midtown/Downtown Jews

newjewishneighborhoodhouse.org

Or Chadash, New Conservative Synagogue (C)

6629 Massey Ln., 38120 901.435.6353 Rabbi Cantor David Julian RabbiCDJ@gmail.com sites.google.com/site/ newconservativesynagogue

Plough Towers Senior Housing

6580 Poplar Ave., 38138 901.767.1910 Director: Leigh A. Hendry info@ploughtowers.org ploughtowers.org

Sam Schloss Lodge # 35 of B'nai B'rith

P.O. Box 17616, 38187-0616 901.754.9208

PARTICIPATING SPONSORS

Margolin Hebrew Academy/ **Feinstone Yeshiva of the South** 390 S. White Station Rd., 38117 901.682.2400 Head of School: Rabbi Benjy Owen President: Joel Siegel mhafyos.org



Located in the heart of the vibrant Jewish community of Memphis, TN, the Margolin Hebrew Academy/Feinstone Yeshiva of the South is a warm, community-centered Orthodox Day School committed to instilling within its students a love of Judaism, the State of Israel, and the Jewish people in the context of an academically rigorous educational environment. Since its inception in 1949, MHA/FYOS has fostered passion and commitment for Torah learning and for a Torah lifestyle, while imbuing its students with derech eretz communal responsibility, and the tools for a lifetime of success.

Memphis Jewish Community Center 6560 Poplar Ave., 38138 901.761.0810 President/CEO Larry Skolnick

membership@jccmemphis.org jccmemphis.org



The Memphis Jewish Community Center (MJCC) is an inclusive and compassionate community built on Jewish values, heritage, and culture, where people of all ages, lifestyles, ethnicities and levels of observance come together to pursue personal fitness, team sports, the arts, youth programming, and early childhood education. You'll find state-of-the-art facilities and equipment, and trained, certified staff in all areas. We offer a range of activities, classes, and schedule options to fit your personal needs, interests, and goals. MJCC is a place for everyone, with nearly everything you need, near you. The MJCC is committed to enhancing the lives of each and every person we touch. As a non-profit organization, the MJCC works with the United Way of the Mid-South and the Memphis Jewish Federation to build and maintain a strong, vibrant, and caring community.

Jewish Community Partners

6560 Poplar Ave., 38138 901.767.7100 President/CEO: Laura K. Linder jcp@jcpmemphis.org jcpmemphis.org



Jewish Community Partners (JCP) is the operating umbrella for Memphis Jewish Federation (MJF) and the Jewish Foundation of Memphis (JFOM). JCP works to develop a vibrant and sustained Jewish community that is cared for, connected and engaged in Memphis, Israel and throughout the world. Both MJF and the JFOM work to meet our community's current and future financial needs through an annual campaign, endowment fundraising and charitable legacy planning. MJF serves as the central coordinating, fundraising, strategic planning and budgeting agency for the Memphis Jewish community while the JFOM works with nine partner agencies to secure their financial future through endowment. The Foundation also works with families to assist in attaining personal charitable goals through Donor Advised Philanthropic Funds. Both organizations engage the next generation of Jewish Memphians from birth thru high school graduation through the PJ Library monthly book program (birth to age 8) and Memphis B'nai Tzedek teen philanthropy program and the Young Adult Division (YAD).

PARTICIPATING SPONSORS



Memphis Jewish Home & Rehab 36 Bazeberry Rd., Cordova, 38018-7756 901.758.0036

Executive Director: Bobby G. Meadows III President: Minton Mayer jashner@memphisjewishhome.org memphisjewishhome.org

Memphis Jewish Home & Rehab provides quality care for seniors seeking rehabilitation services or long-term care. With 88 years of experience serving seniors in the Memphis community, our professionally trained staff provides compassionate care to people of all faiths in a beautiful, warm and supportive environment. During a patient's rehab stay from initial evaluation to regular assessments to a personalized transition plan, our goal is to restore a patient's confidence in his or her ability to live as independently as possible. For our residents who are no longer able to care for themselves, we provide the care they need in a comfortable home-like setting.



Nosh-A-Rye Deli

36 Bazeberry Road, Cordova, 38018 901.756.3220

Deli Manager: Bobbie Yarbrough Food Service and Dining Liaison: Kurt Abisch kabisch@memphisjewishhome.org thenoshmemphis.com

The Nosh-A-Rye Deli is located inside Memphis Jewish Home & Rehab. When it comes to kosher goodness, there's nothing fresher or friendlier than The Nosh in Memphis. Enjoy delicious soups, salads, sandwiches, daily specials, and desserts. Open to the public for breakfast, Monday through Friday: 7-9:30 a.m. and lunch Sunday through Friday: 10:45 a.m. - 4:00 p.m. The Nosh serves delicious certified kosher Southern cooking at very reasonable prices and is under the kosher supervision of the Vaad Hakehilloth of Memphis. Periodically, we host by-reservation-only dinners featuring a multiple-course set menu. We also offer catering services. See our website or Facebook page for updates on special events and special catering menus.



Plough Towers Senior Housing

6580 Poplar Ave., 38138 901.767.1910 Director: Leigh A. Hendry info@ploughtowers.org www.ploughtowers.org

Plough Towers is a 150-unit apartment community, which provides safe, HUD subsidized, independent housing and services for seniors. Nestled in the heart of east Memphis, Plough Towers is convenient to shopping malls, grocery stores, the Jewish Community Center, movie theaters and doctors' offices.



Temple Israel (R)

1376 East Massey Rd., 38120 901.761.3130 Senior Rabbi Micah D. Greenstein Associate Rabbi Katie Bauman Assistant Rabbi Bess Wohlner Director: Stacy Canales President: Jonathan Frisch timemphis@gmail.com | timemphis.org

Temple Israel is a sanctuary for prayer and inspiration, a vibrant center for Jewish learning, and a congregational home for living Torah. We are a source of strength and a force for good for Reform Jews, the greater community, and the world. Temple Israel is ever evolving to provide Jews of all ages with a Jewish identity and serves as a source of strength for its members and the community, providing support during lifecycle events, times of need and searching, and times of blessing and joy. Temple Israel members can pursue numerous paths to Judaism through various worship experiences, informal and formal learning opportunities, community service, and social relationships.

Temple Israel (R)

1376 East Massey Rd., 38120
901.761.3130
Senior Rabbi Micah D. Greenstein
Associate Rabbi Katie Bauman
Assistant Rabbi Bess Wohlner
Director: Stacy Canales
President: Jonathan Frisch
timemphis@gmail.com
timemphis.org
Twitter: @TIMemphis

Instagram: templeisrael
Facebook.com/templeisrael

Junior Congregation Memphis, Temple Prime Timers, Brotherhood, Sisterhood, Wendy and Avron Fogelman Religious School, Barbara K. Lipman Early Learning Center, ConnecTI.

Torah Mitzion of Memphis (O)

David Cooper 901.322.1420 dcooper@cooperhotels.com torahmitzion.org/communities/ memphis-tennessee-2-2

Young Israel of Memphis (O)

531 S. Yates, 38120 901.761.6060 Rabbi Aaron Feigenbaum Director: Eileen Segal youngisraelmemphis@gmail.com YIOM.org

Jewish Eateries

Holy Cow

6560 Poplar Ave, Germantown, 38138 901.598.1152 info@holycownow.com holycownow.com

Nosh-A-Rye Deli

36 Bazeberry Road, Cordova, 38018 901.756.3220 Deli Manager: Bobbie Yarbrough Food Service and Dining Liaison: Kurt Abisch kabisch@memphisjewishhome.org thenoshmemphis.com

Events:

Periodic special dinners by reservation only throughout the year.

Ricki's Cookie Corner

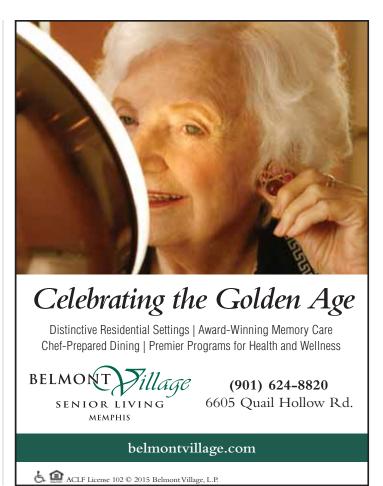
under the supervision of the VM. 5068 Park Avenue, 38117 901.866-CHIP(2447) rickiscookies.com

Kroger's

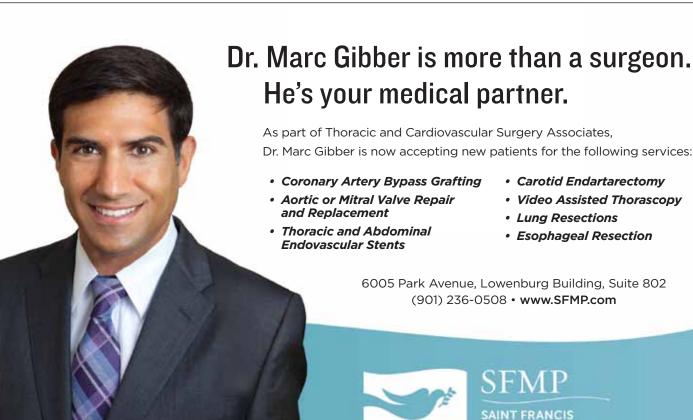
of the VM
540 Mendenhall Road S.,
(near Sanderelin)
901.683.8846.
Fresh deli, sushi, meat, chicken and baked goods.
799 Truse Parkway (off Poplar near Mendenhall,) 901.682.2989
Fresh deli, meat, chicken and kosher bakery
6660 Poplar Ave, Germantown, TN
Meat & chicken

Glatt kosher under the supervision





MEDICAL PARTNERS





EXPECT MORE FROM US. WE DO.

Our difference? Quite simply it is the idea of MORE. Whether our services are provided in your home, hospital, or long-term care facility, we are 100% dedicated to helping you access more of what you need.

MORE time with you and your family
MORE visits and insight about your condition
MORE individuality with care plans
MORE help with bathing and comfort care



1669 Shelby Oaks Drive, #106, Memphis, TN 38134

(901) 382-9292 • 888-603-6673 www.CrossroadsHospice.com

Life is even better with the peace of mind that comes with good vision.



Make your eye examination appointment today.



901-722-3250

vww.eyecentermemphis.com

Italian braised beef brisket



Ingredients:

One flat beef brisket 3–3 1/2 pounds Kosher salt and freshly ground pepper to taste

- 3 tablespoons extra virgin olive oil
- 12 ounces shredded carrots or peeled and thinly sliced carrots
- 10 ounces Spanish red onions diced
- 5 ounces diced green or red or yellow peppers
- 2 cups of a hearty red wine
- 2 cups tomato sauce
- 8 ounces sliced mushrooms



Directions:

Preheat oven to 300°. In a Dutch oven over medium-high heat, warm the olive oil. Sear brisket until well browned on both sides, 8 to 10 minutes total. Reduce the heat to medium and add the onions, peppers, mushrooms and carrots and cook until slightly tender. Next add the red wine and tomato sauce and bring to a simmer. Cover the pot tightly with foil, place the lid on and transfer to the oven. Bake until the brisket is tender or about four hours. Transfer the brisket to a carving board. Skim excess fat off of the sauce. Cut

the brisket into quarter-inch slices and arrange on a platter. Spoon sauce over the top of the brisket and save remaining sauce to serve on the side. Garnish the platter with oven-roasted peeled rainbow baby carrots and tricolor small tomatoes.

Chef's secret: prepare the entire recipe a day ahead and let it marinate in the refrigerator overnight. This meal is even better on the second day.





Open for brunch, lunch, dinner Available for catering and private events

948 South Cooper Street Memphis, TN 38104 • 901.275.8986 Tuesday-Sunday 10:30 a.m.-1:30 p.m. & 5 p.m.-12 a.m. ChefJosh@stranoskitchen.com • stranoskitchen.com



MEMPHIS SLOW SMOKED BRISKET, TURKEY BREAST, BBQ CHICKEN AND MILLIE'S HOMEMADE BANANA PUDDING



oneandonlybbq.com

901.751.3615

901.249.4227



CONNECTION POINT

By Cara Greenstein

If you have yet to hear, let me fill you in:
Memphis is the place to live right now.
Downtown redevelopment is booming,
employment opportunities are rising, and the
social and cultural offerings are at their purest
and most empowering. Our city is unlike any
other, and it's something to be proud of.

Upon moving back to Memphis from Austin a little over one year ago, I sought a reenergizing Jewish connection point that fulfilled my independent, young professional routine. I sought the opportunity to build upon our cherished upbringings in this community rather than relying on those previous experiences. I sought to create a connection point built for my demographic, by my demographic. Luckily, Temple Israel provided me the floor.

ConnecTI, a Temple Israel initiative, launched last October with a mission to provide a fulfilling Jewish experience for Memphians in their 20s and 30s. With a balanced focus of social, communal, spiritual, recreational, and hospitable resources, our group is growing and our culture is thriving.

Unknown to native Memphians is the resurgence of Jewish life among young adults forming a new model for genuine community under the auspices of Temple Israel. Open to anyone in the Jewish community, ConnecTI exists to connect hundreds of Jewish young adults and professionals who live and work in Memphis today by invigorating and empowering meaningful interactions.

We also exist to connect to Temple Israel, which I believe is poised to be the laboratory for this new model and the global entry point for the majority of young Jews in Memphis. Last month, for instance, at our Underground Shabbat service led by ConnecTI leaders and attended by Temple's new Rabbi Bess Wohlner, over 2/3 of the crowd had moved to Memphis from other cities. These are not seasonal folks. These are new Jewish Memphians looking for passion and



purpose more than anything else. We engage by focusing less on programs and more on community building. We meet in Midtown homes, downtown rooftops, public places, and under the stars in the Temple Sukkah. What distinguishes our efforts is our commitment to support innovative Jewish journeys as recommended by young Jews themselves rather than dictating or conforming to tired models.

The ConnecTI leadership team of myself, Sarah Fenderon, Spencer Glaser, Jami Karren Lazarov, and Kevin Padawer, comprises members from this demographic, and the peer-to-peer engagement agenda is single-fold: to build a collective community of support as we create and strengthen our own individual Jewish lives.

Such support flagship offerings such as the aforementioned Underground Shabbat, a transdenominational Shabbat evening service, are designed for and led by ConnecTI members. Spearheaded by Jeff Dreifus, Adam Saslawsky, and Hannah Zachary, the Friday evening worship experience provides an opportunity to come together on a spiritual level, especially for those who live far away from the synagogues in East Memphis. Taking place in locations such as living rooms, rooftops, and the Center for

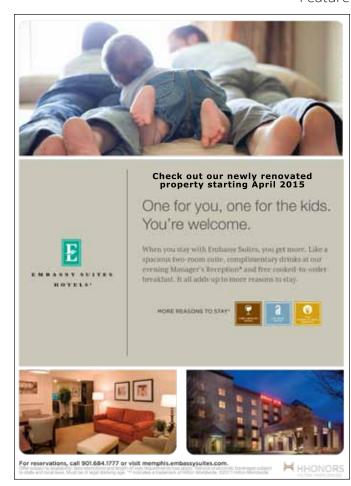
Southern Folklore, this grassroots approach to prayer has proven to be fulfilling and inspiring. At each Underground Shabbat gathering, friends share the highlights of their week over loaves of Ricki's challah and deliver serious messages, which relate directly to the lives of this affinity group.

Various ConnecTI participants also plan monthly networking events at restaurants and bars around town. Redbirds games, potluck Levitt Shell picnics, and Cooper Young patios compliment the fabric of our energized worklife balance here in Memphis.

The future looks bright for ConnecTI and our 200-plus participants this fall.

A born and raised Memphian, Cara is the engagement associate of ConnecTI, Temple Israel's young adult initiative. She works full-time in public relations at doug carpenter & associates, a Downtown advertising, public relations and creative marketing firm. Her food blog, Caramelized, was recently named Best Blog in the Commercial Appeal Memphis Most Awards. Cara is the daughter of Sheril and Rabbi Micah Greenstein.

cara.greenstein@gmail.com 901.485.5253 Caramelized | Creator & Contributor







MEMPHIS BARBECUE... What's Your Favorite Style? By Mark Hayden

In many ways Memphis' identity hinges on its barbecue and blues. Out-of-towners crave both and can't seem to get enough. The blues title is reportedly 100 years old – our love affair with barbecue isn't nearly that long but is undeniable, nonetheless.

As for the Jewish community, barbecue fits neatly into the overall scheme of things. While the first week in May features the World Championship Barbecue Cooking Contest in Downtown Memphis, a similar competition occurs each fall on the grounds of Anshei Sphard Beth El Emeth. The 27th Annual ASBEE World Kosher Barbeque Championship (Oct. 18, 11 a.m.-3 p.m.) started in 1988 with 13 teams. Organizers hope this year's contest continues as one of the top events on the Memphis Jewish calendar.

We still find it ironic that three of the top barbecue restaurants – pardon us for judging – are owned by Jewish folks. One & Only Barbecue, owned by Joel Banes and Alan Katzen; Central Barbecue with principle owners Craig and Elizabeth Blondis; and Corky's – the veteran group of the three – owned by husband and wife teams Barry and Billie Pelts and Andy and Tricia Woodman and Linda Pelts, have been Memphis favorites for quite a while now.

It began with Don Pelts, father to Barry and Tricia, who opened Corky's in 1984 on Poplar Avenue. After opening and later selling The Public Eye in Overton Square, Don opened the iconic East Memphis eatery. "He had an idea to bring great authentic Memphis barbecue to East Memphis with waiter service and adding a drive-through, which had never been done," Barry said.

"Dad always said that restaurants were doomed to be failures and that he just got lucky. But, we knew that wasn't true," Tricia added. "It was much more than a restaurant. It was an experience being there. The music was good, the servers were happy, the paintings on the wall were fun, and it just had that Memphis feeling to it."

Corky's customers still enjoy that same experience today. And that original store still leads the way as the most successful restaurant in the Corky's chain. "It's really incredible." Andy said. "The restaurant business is centralized around customer service and great food, two items we are continuously striving to maintain and improve."

An event that's ingratiated Corky's to the Orthodox Jewish community is as caterer to the community-wide men's club event







that is always supervised kosher. "We always enjoy providing Corky's BBQ to the men's club event," said Barry. "Our families are very active in the Jewish community. The city and the Jewish community have been very good to us, and we are always ready to give back."

If Corky's is the veteran of the three, then One & Only is the newcomer. Acquired by Joel Banes and Alan Katzen from a Miami businessman, One & Only has two locations – one on Kirby Parkway and another on Perkins Extended. "There's another one in the works," Alan said.

For Alan and Joel, their interest in barbecue started four years ago around a card game. Eight people were seated at the table and the subject for the night was who had the best barbecue restaurant in Memphis. The group came up with seven different answers, but Joel and Alan agreed that the upstart of the bunch was their favorite. "I was convinced it was the best barbecue in the city, and after we discussed it, we knew that One & Only had a special product," Joel said. "Alan brought in a team that was super in delivering great food and brought a personable and friendly atmosphere to the restaurant."

During the negotiations to buy the Kirby Parkway site they tweaked some areas that needed changing. Chief among the drawbacks: the store was closed entirely on the weekends and at 6 nightly. "I never really thought about the barbecue business, or even considered it," said Alan. "Joel had the vision behind all this and was excited about the possibilities. But, a lot of people probably thought we were crazy to get into the business."

Along with the other two restaurants, Central BBQ has its loyal fans. And Craig and Elizabeth know there's more than enough room for these three restaurants and the dozens more that make Memphis home. "There's plenty of room for all of us," said Craig. "The fact is that all those other restaurants paved the way for us. After all, we are the barbecue capital of America. It's just part of our culture. It's just a Southern thing." Central BBQ has been his contribution to the South since 2002 with three locations - Central Avenue, Summer Avenue and most recently in Downtown; all which keep him very busy. "My office is my truck," he said. "By the time the restaurants have opened, I've usually been to all three locations at least once."

All three eateries are a bit different. But, one thing they do have in common; all of the owners are hands on and very involved. "That's the only way to keep consistency in your food," Craig said.

Mark Hayden is a freelance writer and has written for Jewish Scene for more than 8 years. If you know of any untold stories, please contact him at marktn67@gmail.













ON THE MOVE TO MEMPHIS

Recruitment Efforts Yield New Families and Boost Orthodox Day School Enrollment

By Linda Ostrow Schlesinger with Dr. Lawrence D. Wruble

The first day of school is always exhilarating, but teachers and returning students at Memphis' Margolin Hebrew Academy/ Feinstone Yeshiva of the South (MHA/FYOS) were especially excited this year to welcome 28 new students! The majority of these newcomers represent an influx of 14 new Orthodox families into the community from coast to coast.

In order to understand what stimulated this increase in enrollment, it is important to understand what necessitated it.

MHA/FYOS' day school (Pre K3-12th) is open to any Jewish child with no demands on the level of family observance. The rigorous general studies program is on par with its outstanding Judaic studies curriculum. Students have won many honors in humanities, STEM (science, technology, engineering, math), Torah studies and athletics and compete successfully against the finest private and public schools throughout the State of Tennessee and nationally.

Like many other Orthodox schools outside the New York area, at MHA/FYOS tuition pays for less than 50% of the cost to maintain the educational program. Unfortunately, the recent economic recession caused many of the school's parents to struggle to pay tuition. To increase tuition revenues, the only sensible solution was to increase the number of students in the school

Since its founding in 1949, MHA/FYOS has always been fortunate to attract most of its students from local families committed to a Jewish education. That being said, in the late 1960s, in order to increase its high school enrollment and fill a regional void, the Yeshiva of the South (as it was formerly called) established the infrastructure for a boarding school to attract students from other Southern and Midwestern cities that don't have a Jewish high school. The school has nurtured



and graduated hundreds of these adopted Memphians and currently boards nearly 20 students in separate housing facilities.

After the departure in 2014 of its former dean, Rabbi Dr. Gil Perl, the school recruited an outstanding educator from Seattle, Rabbi Benjy Owen, who began his tenure as dean this summer. The school also hired a chief operating officer, Dr. Brad Karasik.

Everyone has gone out of their way to make sure we're settled and comfortable. That's not something you get every place.

Memphis Jewish Recruitment Committee Is Born

While the search was on for new leadership, a grassroots committee was formed to tackle the difficult task of increasing enrollment to augment the school's income. Its mission was to attract new Orthodox families to Memphis

and assist them in their employment search. In June 2014, Dr. Lawrence Wruble, a past MHA/FYOS president and unwavering school supporter and fundraiser, convened a small group of people who were committed to helping the community to grow. "The idea was not original," said Dr. Wruble, but was based on reading the results of other Jewish communities who have had success in recruiting new families to relocate. "When we analyzed the assets we have for attracting new families and compared them with the other communities that have been successful luring new families, it became apparent we can match their assets and in many ways, exceed them."

From the economic standpoint, Memphis has one of the lowest costs of living in the United States. "In addition, and not insignificant, there is also no state income tax in Tennessee and minimal estate tax," he remarked.

The Memphis Jewish Recruitment Committee (MJRC) held its first "A Taste of Jewish Memphis" Shabbaton weekend in November 2014. Seven families from five cities enjoyed Southern home hospitality, a communal Shabbat dinner, lunch with host families and a Saturday night party. They had multiple opportunities to interact with local Orthodox families and speak with employment and real estate experts. They toured MHA/FYOS, the newly renovated Memphis Jewish Community Center and the city's historic sights.

With the support of private donors and Orthodox congregations, Baron Hirsch, Anshei Sphard-Beth El Emeth (ASBEE) and Young Israel of Memphis, MJRC has raised nearly \$20,000 to market the community in national Jewish publications, provide transportation subsidies to Shabbaton participants and cover Shabbaton expenses. MJRC also sent committee members, Jessica Baum Sukhodolsky and Dr. Joel Siegel, to host a table at the OU Jewish Communities







New students, Gavi Peiser (5th), and his brother, Hershel Peiser (7th)

Fair in April, where they handed out information packets and some Memphis' world-renowned treats – Ricki's Cookies and Dinstuhl's chocolates. Jessica's father, Lee Baum, also welcomed visitors to the Memphis booth in an Elvis costume with a big smile and a deep Southern Elvis drawl.

The second recruitment Shabbaton, May 29-31, drew a few more families, and shortly thereafter, families who attended the first Shabbaton started rolling into town just in time to spend their summer afternoons cooling off at the MJCC's water park. By mid-August, most of the new families had arrived and settled in East Memphis, the heart of the Jewish community. While they were busy unpacking, they received a week of homecooked meals from community members who were anxious to welcome their new neighbors. Continuous invitations to Shabbat and Yom Tov meals followed. They were overwhelmed with the Southern hospitality for which Memphis is famous.

Meet Two New Families

"Everyone has gone out of their way to make sure we're settled and comfortable. That's not something you get every place," said Chana Dina Goldblatt, who moved to Memphis from Teaneck, N.J., Aug. 16, with her husband, Yoel, and their four children, ages 7-16. Yoel was born and raised in England and Chana has spent most of her life in Teaneck. The children attend local schools including MHA/FYOS, where they are making friends easily while adjusting to smaller class sizes than they are used to. Yoel is an audit partner with the Deloitte & Touche LLC, which asked him in June of this year to consider transferring to Memphis to serve one of their large global accounts. After a quick July 4th weekend visit to the community to explore housing options and make sure they felt comfortable with the school, the family decided to take the plunge South. Although only here a short time, Yoel has already seen the number of available opportunities for accounting and finance professionals in Memphis and hopes to help recruit some. "There are a lot of opportunities here for suitably qualified candidates at a number of companies covering a broad range of industries," he said.

There is also a wealth of opportunities in Memphis for medical professionals. Yehoshua Levine, a cardiac electrophysiologist, and his wife, Danielle, a dermatologist, relocated to Memphis with their three young sons this summer from Brookline, Mass. The Levines, who were raised in New York and New Jersey, had been searching for a smaller, more affordable community with a strong Jewish infrastructure, away from the Northeast corridor, where they could make a difference. "We didn't want to be one of the masses in the crowded New York area," said Yehoshua. "We like to be an important part of the community." Ultimately they traded their 1,300-sq.-ft. cramped apartment in Brookline for a 6,000-sq.-ft. house in Memphis with a mortgage that is significantly less than what they were paying in rent! For the Levines, Memphis "seemed like the perfect blend of a wonderful community and great professional opportunities," a familiar sentiment even among new families who are not in the medical field. "We felt a sense of warmth [in Memphis] that we hadn't felt in any other place in the New York area," Yehoshua continued. He praised the efforts of the recruitment committee, which organized a dessert reception, hosted by Chana and Michael Nelson, "on a random weekday night just for us to meet the community. People were so interested in talking to us. In one night we made 25-30 friends. That really clinched it for us," he said.

During their mid-April visit the Levines were also impressed by MHA/FYOS. "We visited several other schools in communities around the country that don't have a strong K-12 school," said Yehoshua. The Levines observed "a love for learning, Judaism, Israel and an emphasis on middot," good character. "We saw a lot of mentschlikite [integrity] here from all the people we met, parents and children. We certainly expect that it will be great for our family here. The only downside is being away from our family," he admitted, but insisted that it's not a "quantitative issue" for them. Living far away "doesn't mean that you won't be connected to your family. That's the main thing that people have to overcome," he stressed. "People who are used to having family close by need to understand that when you live in a great community your friends become like family. Memphis epitomizes this because of how friendly people are here."

Both the Goldblatts and the Levines are already committed to being a resource for others who are considering moving to Memphis, and they hope they can help attract more new families to join them in Memphis.

A Warm Welcome

In August Baron Hirsch Congregation hosted a BBQ dinner with fun activities for children and adults to welcome the new families. Young Israel of Memphis welcomed them with hospitality bags and a Kiddush in their honor on Aug. 22. These congregations and ASBEE will give each family a year of free membership. The MJCC will give them three months free.

The next "A Taste of Jewish Memphis" Shabbaton will be held Oct. 16-18, to coincide with the 27th annual ASBEE World Kosher BBQ Championship (asbeekosherbbq.com). Transportation subsidies are available. For more information, visit 100newfamilies.com, the Jewish Memphis Facebook page, or email movetojewishmemphis@gmail.com.

MJRC is a finalist for a \$25,000 "Fedovation" grant from the Memphis Jewish Federation. If received, the money will be used to collaborate with the community's Conservative and Reform congregations on a citywide recruitment weekend next spring.

Jewish Family Service Joins MJCC Exceeding Expectations

By Anna Shabtay

When in need of help, Jewish families and individuals have always turned to Memphis Jewish Family Service for assistance. Since January 2015, with the creation of Jewish Family Service (JFS) at the Memphis Jewish Community Center (MJCC), JFS remains that first point of contact providing an array of compassionate social services and a connection to any additional services needed. JFS forms collaborative relationships with clients to enhance their wellbeing and help them thrive.

A joint committee of almost 20 professional and lay leaders from Jewish Family Service, the Memphis Jewish Community Center and the Memphis Jewish Federation, spent many months discussing the merger and the new model for JFS. At its meeting in October 2014, the JFS board of directors voted to dissolve the agency with the intent that the MJCC would take over operations of JFS and begin offering programs and services on January 1, 2015.

Steve Libby, JFS president before the dissolution said, "We (JFS) sacrificed our autonomy for the good of the community with the intent and belief that this will improve the services to Jews in need. I do not look at the dissolution as a failure but as a transition to greater things to come. I really believe that we did the right thing. I trust in the MJCC and Federation's commitment to JFS' mission and hope that history will look back at our actions

and efforts as being courageous and doing what we think is in the best interests of our community."

> With the infrastructure of the MJCC supporting them, JFS has been able to focus on what is most important: client satisfaction. "When JFS became a department of the MJCC we set some lofty goals to accomplish in the first year," explained social services director Janet Watson.

anet Watson.
"In the first
eight months,
we had already
exceeded all
of our goals.

We are ecstatic about the differences that we have been able to make in people's lives."As of August, JFS at the MJCC has served more than 240 unduplicated clients through its services including transportation, counseling, Special Needs programming, Friendly Visitors, Senior Case Management and more.

Special needs coordinator Bill Monroe has assisted 66 clients. JFS has taken more than 252 phone calls and guided them through the intake and referral service.

An extensive volunteer workforce is participating in ongoing training and development. These volunteers help seniors with home chores, connect with them through the friendly visitor program and telephone assurance program, and also help in the office with administrative work. "The volunteers are dedicated individuals who are interacting with our community on a daily basis," said volunteer coordinator Janet Light. "We are thrilled to have such a large number of people who are interested in volunteering."

The Shalom Shuttle program has exceeded the initial projections and has given more than 600 rides in the first eight months. The Shalom Shuttle driver has driven clients to and from doctors' appointments, hair salons, the MJCC and many other places. "Every client who has taken advantage of the shuttle program has been extremely happy with the customer service and dedication that Dale, our driver, provides," said Janet Watson.

JFS at the MJCC has also provided more than 1200 kosher meals, emergency assistance to 12 people, assisted 33 holocaust survivors with paperwork for both the Claims Conference and Blue Card and provided counseling to 39 individuals and families.

"The collaboration of JFS and the MJCC has exceeded the expectations of the leadership that instituted the merger," said Larry Skolnick, MJCC CEO and president. "We couldn't be more thrilled with the amount of touches that JFS has made on people's lives."

If you are interested in volunteering, please contact JFS at 901.767.8511.

Anna Shabtay is the marketing director at the Memphis Jewish Community Center.

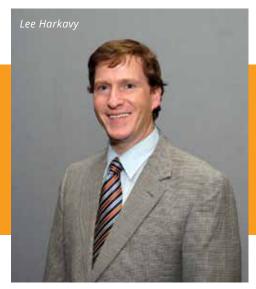


Janet Watson is the Social

Services Director at Jewish

Jewish Community Center

Family Service at the Memphis







Jewish Community Partners, Inc. Streamlines Operations By Josie Ballin

Building on the strengths of two pillar community organizations, Memphis Jewish Federation and the Jewish Foundation of Memphis have combined to operate under Jewish Community Partners, Inc. (JCP) a Tennessee non-profit. This new structure enables the two philanthropic organizations to jointly address the long-term needs of the Jewish community locally, in Israel, and across the globe as a single streamlined and efficient operation.

JCP will operate all programs and activities of both organizations including the management of annual grant distributions of \$5 million and oversight of nearly \$80 million in assets with long-time Jewish communal leader Gary Kaplan elected as Chair and Laura Linder as President/ Chief Executive Officer.



Laura Linder

Jewish Community
Partners, Inc.'s professional
and lay leadership is
structured to carry out the
activities of Federation and
Foundation and support
a more donor-centered,
coordinated fundraising
approach. This new model
aims to achieve greater
operating efficiencies in
areas such as finance,

investment and marketing and will lead a datadriven collaborative approach to communal problem solving.

Several factors led to the decision to create a shared operating and leadership structure. According to Gary Kaplan, "the changing demographics of our Jewish community and the need to address the long-term sustainability of our institutions led to conversations about how the Federation and Foundation could better work together."

"After extensive research and discussion, leadership teams from both boards determined the community should have one organization that can efficiently address the short and long-term needs of our Jewish community," said Memphis Jewish Federation chair Lee Harkavy. "There were many people who devoted hours to determining the ideal structure of JCP."

Jewish Foundation of Memphis chair Sandy Blockman echoed Mr. Harkavy's sentiments reporting "this is a true community effort - some of the most creative leaders in the community worked to solidify the vision of a unified operating organization."

The outcomes of Federation's comprehensive Community Needs Assessment also helped drive the new structure. According to Ms. Linder, "The assessment brought to light challenges that our community is facing and called for greater coordination among organizations. This will be a key role fulfilled by the leadership and staff of JCP."

In addition to Mr. Kaplan, Pace Cooper will serve as secretary, Michael Greenberg will serve as treasurer and Michael D. Kaplan will serve as counsel. A diverse leadership team was elected to support five operational areas: Ken Steinberg and Molly Wexler will serve as vice chairs of Financial Resource Development, Charles Jalenak and Michael Greenberg will serve as vice chairs of Finance and Operations, David Cooper and Scott Vogel will serve as vice chairs of Israel and Overseas, Adam Groveman and Jill Shanker will serve as vice chairs of Community Leadership and Programs and Cindy Finestone and Scott Notowich will serve as vice chairs of Needs Assessment and Community Impact. Lee Harkavy will continue to lead Memphis Jewish Federation and Sandy Blockman will continue to lead the Jewish Foundation of Memphis. Other key chairmanships include chair appointees to the executive committee, Anthony Morrison and Billy Orgel, campaign co-chairs Anthony

Morrison and Alla Olswanger Lubin and Endowment chairman Diane Mendelson.

Board members were elected to one-, twoand three-year terms. Serving one-year terms
are Sam Chafetz, Marty Kelman, Jolie Kisber,
Harry Loewenberg, Alla Olswanger Lubin, Hal
Newburger, Cary Rotter, Lisa Silver, Susan
Adler Thorp and Craig Weiss. Serving two-year
terms are David Cooper, Cindy Finestone, Mark
Fogelman, Mimi Grossman, Adam Groveman,
Charles Jalenak, Michael D. Kaplan, Scott
Notowich, Billie Pierce, Ken Steinberg and
Molly Wexler. Serving three-year terms are Lisa
Barden, Sandy Blockman, Pace Cooper, Michael
Greenberg, Lee Harkavy, Gary Kaplan, Ira
Lipsey, Diane Mendelson, Anthony Morrison, Jill
Shanker and Scott Vogel.

"Both of these organization have a long history of donor support and involvement with community agencies and synagogues," said Ms. Linder, who served as executive director of the Jewish Foundation of Memphis for 14 years and since mid-2013 has led both the Foundation and Memphis Jewish Federation.

The corporate entities of Federation and Foundation will be maintained and the by-laws of both were amended to change the board structure and to enable them to enter into agreements with JCP to handle substantially all their operating needs.

"Our vision for the new organization is to serve as the lead Memphis Jewish community agency that inspires collaboration to build and sustain a vibrant Jewish community locally, in Israel and across the globe," said Ms. Linder.

Josie Ballin is the director of marketing and communications at Jewish Community Partners.





SURVIVAL OF THE FITTEST

By Dr. Stevan Himmelstein

The term "survival of the fittest," is more applicable today than when Herbert Spencer coined the phrase in 1864. How do we achieve this fitness goal? In the health world, diet and exercise are at the pinnacle. In this column, I will focus on exercise, while my next installment will take on the controversial role of diet in health.

In prehistoric times, fitness meant survival. If an individual was not in "shape," he or she succumbed to the elements (and lions and tigers and bears). We have since evolved into a species of inactive creatures. Our athletic prowess reaches new heights with video game consoles; foraging for food and supplies means parking in the closest spot at the grocery and traveling to our doorsteps for FedEx deliveries.

Are there rewards for breaking these habits? A whole host of positive effects are derived from exercise:

- · Reduction in cardiovascular disease, high blood pressure, and stroke
- Improvement in the risk of various cancers
- · Decreased risk of diabetes
- · Reduction in osteoporosis and fractures
- · Decrease incidence of depression and dementia
- · Improvement in our sense of well-being

No one is too old to participate in an exercise regime. How do you start? The first step is to begin gradually. For individuals with pre-existing health issues, heart rate response is probably the best first goal.

Maximum and target heart rates are helpful when we first start an exercise routine. Both are age dependent and easily calculated. Maximum heart rate is 220 minus your age, while target heart rate is about 75-85% of your maximum calculated heart rate. The longer you exercise over time, the higher you may let your target heart rate trend upward. Many fitness devices easily track heart rate response. Fit Bit and Apple Watch are just a couple of examples.

What's the evidence?

Active individuals have: a 45% lower risk of developing heart disease as compared to sedentary folks, a 35% lower risk of developing high blood pressure, and a 58% reduction in the incidence of diabetes. If these statistics are not important to you, then go back to your video games and television sets. For the rest of us, let's dig a bit deeper:

What about the heart and the circulatory system?

Exercise has a number of positive actions on the heart and the blood vessels of the body. These benefits include improving cholesterol, which helps to reduce inflammation and plaque within the arteries. Improving the pumping capacity of the heart and decreasing the risk of congestive heart failure, reduction in the incidence of high blood pressure and the effect of high blood pressure on the heart and a decrease in the chance of stroke and improved outcome following stroke.

How do we achieve the goal?

The American Heart Association, the CDC, and the American College of Sports Medicine all suggest a minimum of 30 minutes of moderate exercise per day for at least five days per week. When we reach this degree of activity, we can expect a significant reduction in LDL (bad) cholesterol and a modest improvement in HDL (good) cholesterol. More intense exercise may be required to achieve a significant increased in HDL and thereby a reduction in cholesterol medication. No doubt this degree of exercise will also help to improve our weight!

Running or jogging two miles per day may be enough to help us make an impact in blood pressure control. Then we might be able to reduce our BP medicines!

Similarly, improved blood sugar control is achieved by at least moderate exercise. Just imagine a 50% reduction in your chances of contracting diabetes and a reduction in our pill count!

How do we get going?

It's difficult to get started when our loved ones and health care professionals tell us to exercise. If we apply a few simple techniques to the routine, we are more likely to achieve success.

Think of exercise as a menu – choose different types of activities that are personally appealing.

- Prepare a schedule and record your progress
- · Develop an interest that incorporates physical activity
- · Join friends in an exercise routine
- Walk your dog he or she can become your personal trainer!

I have no doubt that exercise will make you feel good about yourself, reduce your risk of lots of different illnesses, and help you decrease the number of medicines that you take. Jump on board!

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.



Jou can't predict when your loved one will suffer from a stroke, heart attack, or other debilitating condition. But you can be prepared once that person has received immediate care and is ready for rehabilitation. Find peace of mind at Memphis Jewish Home & Rehab — a warm, welcoming setting with state-ofthe-art rehabilitation facilities. Our individualized plans will restore your loved one's strength and quality of life, so you can return to enjoying your lives together.

Go to **memphisjewishhome.org** or call for a tour.



36 Bazeberry Road | Cordova, TN 38018 901-758-0036 | memphisjewishhome.org

©2012 Memphis Jewish Home & Rehab. All rights reserved.



Beth Shearea affi

Beth Sholom, the only Conservative synagogue in the Memphis area affiliated with United Synagogue of Conservative Judaism, is widely known as a warm and inviting place to pray and to celebrate

Jewish life. Whether at Shabbat services, daily minyan, adult education events, youth and Holiday programs, or social activities, the members (and guests) of our kehillah are made to feel that they are an integral part of the Beth Sholom community. Beth Sholom Synagogue is committed to be the vibrant, spiritual home of Conservative Judaism in the Mid-South, where we nurture, transmit, and celebrate our rich heritage and values.

6675 Humphreys Blvd • Memphis, TN 38120 Phone: 901-683-3591 • Fax: 901-683-3592

bsholom.org

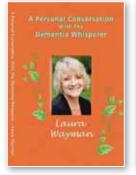


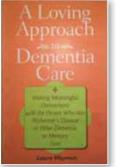
Comfort Keepers brings

"The Dementia Whisperer" to Memphis

Cary Rotter, President, WeCare Services, Inc. d/b/a Comfort Keepers (Memphis, TN)







Comfort Keepers of Memphis and northwest Mississippi has entered into an exclusive arrangement with Laura Wayman, known as "The Dementia Whisperer". Ms. Wayman is an internationally renowned expert, teacher and advocate for dementia care, including Alzheimer's. Her best-selling book, "A Loving Approach to Dementia Care", is published by Johns Hopkins University Press. Ms. Wayman will make multiple trips to the Memphis area to facilitate workshops, training and teaching sessions for senior communities, families dealing with dementia and the staff of Comfort Keepers.

Ms. Wayman has been a gerontologist for 16 years. She has worked at multiple levels in the senior care industry, from non-medical in-home care to administrator in a dementia care facility. Her approach to dementia care is unique, liberating and remarkably effective. Listed below are some of the ways Ms. Wayman will positively impact the Memphis area.

Public seminars. Through public forums the community at large can gain valuable insights into dementia and Alzheimer's care. With our aging population and the fact that the incidence of dementia increases with advancing years, our society is facing a pandemic. (By the time we reach 70 years of age we have a 50% chance of having some form of dementia.) Current medicine cannot prevent Alzheimer's disease or slow its progression to its inevitable outcome. The best we can do is learn to manage the symptoms that dementia and Alzheimer's present. Family caregivers are desperate for help and for tools that they simply cannot locate or access. We hope to focus more attention on the problem and provide the tools of coping to as many in our community as possible.

Family caregiver training. Good caregiving always recognizes the inclusion of family as part of its service equation. This is never more essential than when dealing with Alzheimer's, which is the leading cause of dementia. In Alzheimer's case studies, the primary caregiver is 68% more likely to die before the patient does; this perhaps best illustrates how devastating the implications of the disease are. We will offer Ms. Wayman's training to families whose loved ones reside in dementia-care communities.

Assisted living/dementia care staff training. Everyone can benefit from Dementia Whisperer™ training, even those already trained at dementia care communities. As Ms. Wayman relates, both teacher and student learn from each other, regardless of experience or circumstance. Dementia is akin to a fingerprint in that each case is unique. There are more than 70 causes of dementia, and in most situations the symptoms grow progressively worse. Accordingly, we can all benefit from ongoing training and relating shared circumstances and care methodologies.

Education with user-friendly tools. Ms. Wayman speaks all over the country and is authorized to deliver continuing education credits that nurses and social workers need annually. Her book and DVD are wonderful tools, but they cannot replace the incredible value of face-to-face training sessions with her. Comfort Keepers hopes to offer Dementia Whisperer™ accredited training to as many professionals in the senior health care arena in the Memphis area as possible.

Professional caregiver training. Ms. Wayman is actively training Comfort Keepers' caregivers on her regularly scheduled trips to Memphis. Significantly, we are explaining to our caregivers that dementia training is a process and is multi-dimensional. As each client-family has unique and evolving challenges, training must be ongoing to best address these challenges. Comfort Keepers plans to make Dementia Whisperer™ caregiver training available at no charge to select dementia care communities.

Cooperative impact. Ideally, those charged with caring for dementia clients—whether family caregivers, formal caregivers (e.g., Comfort Keepers), or professional staff in facilities/senior communities—should have a common understanding of how to deal with the many faces of dementia. The cooperative impact of uniformly trained caregivers will lessen the frustrations of dementia clients and diminish the stress that families deal with. This is why community education and broad-scale training that Comfort Keepers is advocating via Ms. Wayman are critically important.

Cary Rotter, along with his wife Wendy, is the owner of Comfort Keepers in Shelby County, Tennessee, and northwest Mississippi. Comfort Keepers provides non-medical in-home care for seniors.



"We are not necessarily doubting that God will do the best for us; we are wondering how painful the best will turn out to be." C.S. Lewis (Letters of C.S. Lewis)

Grief by experiential definition is unexpected and an uninvited intrusion into how we interpret and try to predict life's routine. The transforming challenges, pain and disorientation of sudden life losses can leave us questioning and bewildered. The sense of aloneness and God-when-will-the-pain-stop can be overpowering. Grief usually is painful! We have known people or experienced ourselves the devastation of a terminal diagnosis or a profound loss. It is a reality that grief is a "normal" part of life. Yet when the grief is directed our way, it does not feel normal, or we do not feel normal. Grief is usually experienced as an uninvited intrusion, which grips our minds and hearts, "ready-or-not here it comes." For many the emotional pain of grief begins before the loss occurs, while for others the onset is sudden following an unexpected loss, and for some, both. What is true for all is that although grief is universally spoken in every language it is a uniquely personal experience. This is best illustrated through the following words of those who painfully experienced the uniqueness of grief.

"Grief is a forced renovation that was not planned. Grief compels you to renovate the entire house when only the kitchen needed work."

"I am attempting to 're-invent / re-create' myself. The re-inventing is a double-edged sword as you move forward. There are good things and progress that happens during the day and at the same time after an achievement I go home to a dark empty house that reminds me of the reality that things have changed dramatically."

"In life a loving relationship represents a net under the tight rope of life so that when the stress causes you to fall you have a safe place to land. When you lose that relationship you are still on the tight rope but the net is gone."

- 1. Be kind to yourself take the time you need to grieve
- 2. Strive for balance it is okay to take a break from the grieving
- 3. Expect sudden emotional shifts small things can be emotional landmines
- 4. Avoid making major decisions consult someone you trust before making big changes
- 5. Tell people what you need and what you do not need people want to provide assistance but while grieving you need the support to be helpful
- 6. Find a safe place to grieve find safe people to share your grief with
- 7. Be aware that your senses can trigger emotional rushes smell, sight and sound can sneak up on you out of nowhere
- 8. Examine yourself spiritually grief can cause you to question your faith
- 9. Talk to someone you trust express your grief and the emotions you feel
- 10. Remember: Love does not have a time span, pain does

Suggested Reading List

- "Don't Take My Grief Away" by Doug Manning
- "How To Go On Living When Someone You Love Dies" by Therese Rando
- "A Grief Observed" by C.S. Lewis
- "The Grief Recovery Handbook" by John W. James and Russell Friedman $\,$
- "Stories From the Edge/A Theology of Grief" by Greg Garrett

Norman E. Mitchell, Jr., M.Div., GRS, CCFP, is a chaplain and bereavement counselor with Crossroads Hospice in Memphis, Tenn. He received his BA in Social Science Education at the University of Maryland, attended Southeastern Baptist Theological Seminary, M.Div. for Pastoral Counseling, and Post Graduate studies at Loyola University in Baltimore.





OUGH TOWERS

www.ploughtowers.org





- Safe, affordable housing
- Next door to the Jewish Community Center
- Close to Memphisarea synagogues
- Kosher noon meal
 5 days a week
- Activities program
- 16-passenger accessible bus with a lift
- Housekeeping grant
- Exercise room
- Beauty shop
- Computer center
- Library
- Convenience store
- Volunteer program

PLOUGH TOWERS

901.767.1910

6580 Poplar Ave., 38138



Developing a vibrant and sustained Jewish community in Memphis, Israel and throughout the world that is

CARED for, CONNECTED and ENGAGED



Belmont Village

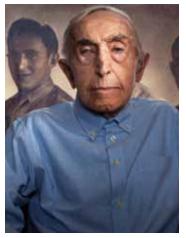
American Heroes: Portraits of Service Recognizes Memphis Veterans

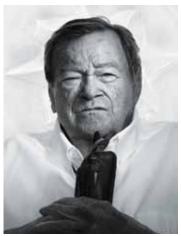
Belmont Village Senior Living and nationally-recognized photographer Thomas Sanders have teamed again to recognize veterans who served in WWII and beyond, a revisit of the 2009 American Heroes: Portraits of Service project. This year, Sanders, known for his award-winning book, The Last Good War: The Faces and Voices of WWII, was commissioned by Belmont Village to visit the company's 24 communities to photograph their resident veterans. The compelling portraits hang alongside the veterans' service histories in a permanent gallery at Belmont Village Memphis. Please call Belmont Village Memphis, 901.624.8820 to schedule a visit.

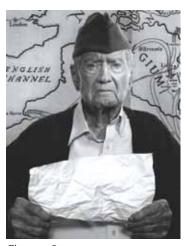


Thomas Sanders photographs Frank Lansky

American Heroes Portraits:









Bert Bornblum Edward Clark Thomas Greer Sara Windland



Residents Enjoy Monthly Activities





Conrad Snyder enjoying a Mosaic Activity

Ruth Diamond, Barbara Ostrow and Annie Prager at Bingo hosted by the

Bluff City Bash

More than 175 young Jewish adults descended upon Memphis during the weekend of Aug. 28. The group visited local eateries and tourist locations while meeting, mingling and networking. The committee hopes to make this an annual event.

















Phone: (901) 260-9640 THESPAMIDTOWN.com

THE SPA

1314 Peabody Avenue Memphis, TN 38104

- MIDTOWN

The #1 Spa Deal in Midtown is the Platinum Spa Club Membership

Each month, enjoy a relaxing 90 min. Swedish Massage 0R your choice of a refreshing 60 min. Customized Facial

ONLY \$99 / MONTH



Special Members Only Pricing Members Only Private Events 10% off All Retail Purchases Added Discounts on Select Beauty Services... and Much More!

Services can be Rolled Over . No Long-Term Contract / Cancellation Fees



25% off Signature Facial (60 minute)

Hit "refresh" and reveal your face's best skin possible with a steam cleansing, deep exfoliating, custom mask and relaxing massage.

THESPA

FREE \$250

EXILIS
Eye Treatment
— with purchase of —
any \$250 worth of
Aesthetics Services

THE SPA



Urgent Orthopaedic Care

Now with two convenient Mid-South locations, it's easier than ever to skip the ER and save time and money. For sprains, muscle, bone, or joint injuries, Think O. OrthoStat provides fast, urgent care and you'll always be seen by an orthopaedic specialist. For more information visit orthomemphis.com or call 901.261.STAT.

hand | elbow | shoulder | knee | hip | foot & ankle | spine

MEMPHIS

901.261.STAT (7828) 6286 Briarcrest Ave. | Memphis, TN

SOUTHAVEN

901.261.STAT (7828) 7580 Clarington Cove | Southaven, MS

OrthoStat® WALK-IN HOURS

MEMPHIS

M-Th: 8a - 8p Fri: 8a - 5p

SOUTHAVEN

M-Fri: 8a - 5p

ORTHOMEMPHIS**

A division of MSK Group, P.C

orthomemphis.com