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September/October 2012

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MITZVAH ON TOUR
WITH *BILLY ELLIOT
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6th Anniversary
Issue





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From the
Publisher/Editor



Dear JSM Readers,

We have come a long way since the first issue of **Jewish Scene Magazine** (formerly *Jewish Living of the South*) hit mailboxes in Memphis, Tenn.; Jackson, Miss.; Little Rock and Hot Springs, Ark.; in September 2006.

I have visited those cities, met many special people who are involved with their Jewish and general communities, attended exciting events and programs and have depended on others to cover events when I couldn't be in two places at the same time.

I have made a lot of life-long friends, many of whom I consider family and have depended on people whom I have never met to help promote **Jewish Scene Magazine** in their hometowns.

As we continue to expand through print and at www.jewishscenemagazine.com, my desire – to learn more about your programs, events, fascinating people and communities – continues to grow.

This 6th anniversary issue features our **Annual Guide to Jewish Arkansas, Mississippi, Tennessee** and **Senior Living** sections. This also marks the first issue that will expand our Nashville circulation to 5,000 copies.

Arts, entertainment and cultural events have always been a part of Jewish life and something we love to cover in **Jewish Scene Magazine**. This issue features two hometown favorites who have made national and international names for them selves. Perhaps after reading about Brian Fuente's exciting opportunity to appear on NBC's "The Voice" and hearing some of his original music, you'll become a fan too. (Page 6). We will also be watching Jacob Zelonky as he extends his reach from the Broadway stage to California's studios. (Page 4).

I'd like to thank our advertisers, who make it possible to continue to print **Jewish Scene Magazine**, and to our subscribers and donors who make it possible to deliver to your mailbox. Please continue to patronize our advertisers and let them know when you see their ad or article in **Jewish Scene Magazine**.

As we enter the year 5773, and our seventh year of publication, I wish you and your family health, happiness and peace.

Thank you for your support.

Shalom

Susan C. Nieman - Publisher/Editor

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BROADWAY BAR MITZVAH

Jacob Zelonky learned his Torah portion on tour in

Billy Elliot The Musical By Linda O. Schlesinger



Kyland Hetherington (Billy) and Maximilien A. Baud (Older Billy) in "Billy Elliot the Musical." Photo by Kyle Froman

The first thing that struck me when Jacob Zelonky greeted me at the door of his family's Germantown, Tenn., home was that this was not the short, freckled- and chubby-faced, long-haired little boy I remembered from local community theater productions a few years back. He is taller and thinner; his soft brown hair is still curly but a few inches shorter, and the freckles are gone! Maybe that's because he hasn't spent much time outdoors during the last two years while touring with the Broadway hit, *Billy Elliot The Musical*.

The multi Tony and Drama Desk award winning show (including Best Musical of 2009) will be in Memphis, Sept. 18-23 at The Orpheum Theatre. Set in a small England mining town in the 1980s, the story is of a motherless boy who is determined to study dance despite his father's vehement disapproval. Jacob played Billy's free-spirited best friend, Michael, who encourages Billy to follow his dream. Jacob definitely made a name for himself in the role, receiving very positive reviews. "Jacob Zelonky is thoroughly amusing as Billy's offbeat and scrappy pal," one publication noted.

Unfortunately for us Memphians, who love to see our homegrown celebrities on stage in Memphis, Jacob recently outgrew his part in the show. "My voice changed, and I got too tall," says Jacob, smiling, but not masking his mixed feelings about having to leave the cast. Jacob played the part of Michael from August 2010 until July 2012, longer than any other actor who has had the role.

The second thing that struck me about Jacob is his charm, and how relaxed and self-assured he appears. Jacob answered my questions with candor and politeness rarely seen in a 13-year-old boy. When not sure about an answer, like the name of his new California-based manager and talent agency, he called to his mother, Barb Gelb, who popped in and out of the kitchen (she was making one of Jacob's favorite desserts, apple pie).

During this time Jacob was also studying for his bar mitzvah. In between rehearsals, stage appearances and schoolwork (private tutors traveled with the show to assist the 20 kids in the cast), he practiced his Torah portion by listening to MP3 files, which Cantor John Kaplan of Temple Israel recorded for him. In the 15 cities *Billy Elliot* played from May 2011-Nov. 2012, Jacob spent his off days visiting and performing for Jewish nursing home residents as his mitzvah project. He sang folk songs, Yiddish melodies and other tunes that he knew they would like.

Jacob celebrated his bar mitzvah on Mon., Nov. 11, 2011, at the Central



Kyland Hetherington (Billy) in "Billy Elliot the Musical." Photo by Kyle Froman

“ They liked my personality, the way I looked and how I could relate to the character by being a free spirit. ”

Reform Congregation in St. Louis, where *Billy Elliot* was playing at the time. St. Louis was close enough to home so that his family and friends from Memphis could easily come and celebrate with him and his *Billy Elliot* family could be there too. The bar mitzvah was a family production—written, produced, directed and performed by Jacob, his parents and siblings.

Jacob loves being Jewish, he says, especially because “[Judaism] has really fun holidays.” He celebrated Chanukah on tour with the few other Jewish cast members and was able to come home to celebrate some of the other holidays.

Jacob has always loved acting. He got his start at age three when he appeared with his father, Robb Zelonky, aka “Robbo” (also an actor, as well as a director, writer and children’s song composer), brother Elijah and sister Zoe, in a production of *Fiddler on the Roof* in Los Angeles, where Jacob was born. After that he was hooked and continued to appear in one community or school production after another. He has appeared in Memphis in various productions at Farmington Elementary School, Playhouse on the Square, Desoto Family Theatre, Harrell Performing Arts Theatre and Theatre Memphis.

How did Jacob get from the Bluff City to Broadway? Harrell director Amy Hanford noticed something very special about Jacob when he auditioned for *Kids Cabaret*. She introduced him to a Disney producer who secured him Broadway auditions for *The Little Mermaid*, *Mary Poppins* and *Billy Elliot*. The third one was the charm. After six callbacks, he was cast in the touring company as Michael. There were just two hurdles in his way, he had to learn how to tap dance and ride a bike (not concurrently!) for the role, neither of which he had ever done.

“Why do you think they picked you?” I asked Jacob. Surely there must have been other actors who auditioned for the role who could ride a bike and tap dance!

“They liked my personality, the way I looked and how I could relate to the character by being a free spirit,” Jacob explains.

Enter Whitney Branan of Elizabeth Anne Brown’s Performing Arts of Germantown, who became Jacob’s tap dancing coach in a two-month, five-day-a-week boot camp beginning in the spring of 2010. Undoubtedly, this was the hardest task for Jacob in preparing for the role. His experience was not unlike that of young Billy Elliot, who takes a crash course in ballet before auditioning for the Royal Academy of Dance in London.

It was tough for Jacob to be away from his friends and family in Memphis for so long. His parents, who are divorced, divided up their time, each spending about 40% of the tour with him. The other 20% of the time, Jacob had a guardian, Max Baud, who played the older Billy. Baud also became his mentor.

Jacob keeps in touch with his friends on Facebook, Skype, by texting and talking on the phone. “My friends are very important to me, and they are very supportive,” Jacob says.

Jacob enjoys watching the show as much as he loves performing in it and is looking forward to seeing it in Memphis and hanging out backstage with his friends. His favorite scenes are “Solidarity,” in which Billy dances ballet, and “Angry Dance,” in which Billy tap dances. And his big number, “Express Yourself,” where Michael sings and dances with Billy.

The best part about being in *Billy Elliot* was meeting new people, making new friends and “getting to see all of the different places all over America,” says Jacob. “Each new city brought new excitement, a new hotel, a new theatre, a new dressing room.”

If Jacob reaches his goal of becoming a professional actor, there will be many more new sites in his future. And he is on his way, headed to Los Angeles in October to audition for television shows, commercials and film opportunities. “I’ve always wanted to be on a comedy TV show where I can be funny,” says Jacob. “But drama would be fine. As long as I am performing I am happy.”

Linda Ostrow Schlesinger is a freelance writer, editor and owner of Publicity a La Carte, promotional writing services. She also edits resués, college application essays and other personal documents and correspondence. You can email her at linda@myschles.com.



Noah Parets (Billy) in “*Billy Elliot the Musical*.” Photo by Doug Blemker



Jacob’s bar mitzvah at Central Reform Congregation in St. Louis where *Billy Elliot* was playing at the time.



Jacob (lower left) and his friends clowning around backstage in St. Louis.

Brian Fuente: "The Voice" To Remember

By Susan C. Nieman

Imagine growing your Facebook page from 150 to more than 3,500 international followers in less than two hours. That's what happened this past February when Brian Fuente captured the attention of country music star Blake Shelton during Brian's blind audition on NBC's hit TV reality competition "The Voice."

"My life has not been quite the same since Blake turned his chair," said the 28-year-old singer, songwriter who has been performing since he was a young boy in Ridgeland, Miss. just outside of Jackson.

"Never in my entire life have I been more excited about music," said the outwardly excited Brian, who was taking a short break during the final mixing process of his new self-produced and engineered EP. (That's music jargon for extended play album, meaning not as many songs as a full album.) "There have been many great songs recorded here," Brian said of Blackbird Studio where I met him on a rainy July afternoon.

Even though "The Voice" aired in February Brian's TV experience began more than a year ago when he was asked to audition for the producers of the show. "It was surreal, weird and different," he said of his experience. He could not talk to ANYONE about the audition. (Jewish Scene even tried getting an interview at the time). "It took a lot out of me and it's nice, now, getting back into myself."

"I made a lot of friends on the show and connections across the country, he explained. "When I got home I decided to turn my TV fans into music fans."

Although it was awkward at first for Brian to kick-start his solo career without Newmatic, the band he formed after moving to Nashville in 2007, he is excited about his new project.

"This is the most sophisticated thing I have ever done," said Brian. "The people who have heard it say, 'Dude this is something I've never heard before.'"

"I can't wait for you to hear it," he exclaimed. "I took a chance. It's a throw back to the 80s, with hints of Michael Jackson, Luther Vandross and Pat Benatar. What I hope is that when people listen they will remember a time and place – where they were back then. The 80s are coming back."

At the time of the interview Brian had not yet titled the EP, but he had a pretty good idea for the name. "I don't want to say anything yet," he said. "Things can always change at the last minute."

Brian's unique, audience-catching raspy voice has captured the attention of people almost his entire life. As the product of a jazz-singing mother and guitar-playing father, Brian began playing at age 9 in between his mom's sets at local clubs. His mom, Lisa Palmer, learned the lyrics to many of his songs to perform with him. At 13 he began writing songs. "I have hundreds," he said. "I've written 30 new songs this year."

As a young boy, Brian sang with the Beth Israel Congregation choir, taught himself how to play guitar and performed with his mom at bar and bat mitzvahs around Mississippi.

He released a solo CD at age 17 and an EP and a few singles with Newmatic. Since his audition and joining Team Blake on "The Voice," Brian performed at the Gulfport (Mississippi) Music Festival in May, sharing the stage with Gym Class Heroes, Cobra Starship and from "The Voice", Mr. Adam Levine and Maroon 5.

Brian, who had not watched The Voice before his audition, was astounded by its impact on his career. "There were hundreds of fans waiting to get my autograph after the Festival," he said. "I had no idea about its power as a TV show."

Brian, also a graphic designer, now spends 99 percent of his time involved with his music – more than 100 hours for 14.2 minutes on this EP alone.

"No matter how successful I may become, I always hope to be able to do my own thing," said Brian. "If you don't take risks, I find it more difficult to become successful. What I am doing now makes me happy as a person and as an artist."



Taylor Christian Jones



Blake Shelton welcomes Brian to Team Blake.
Photo: Lewis Jacobs/NBC



Brian at Blackbird Studio in Nashville.



Brian's blind audition for "The Voice."
Photo: Lewis Jacobs/NBC



For more information, contact Marion Bessoff at 901-573-3042 or info@bralapaloozame Memphis.org. Registration information can be found at www.bralapaloozame Memphis.org.

Crown Winery

By Gary Burhop

For most of our adult lives, we knew wine grapes grew in California, Oregon, Washington State and the Finger Lakes region of New York State. Today, grapes are grown and wine is produced in all 50 states.

What is easily forgotten is the fact that as settlers moved west, cultivation of fruit and grapes went with them. Early on, native grapes proved to produce less than desirable wine, while European varieties so prized for fine wine proved not to be viable in most places. So it was that a search, for suitable vineyard sites and varieties that would thrive and produce good-tasting wine, was very much part of early agriculture in the New World.

Tennessee wineries initially tended to be clustered on the Cumberland Plateau and in the foothills of the Smoky Mountains. One notable exception is Crown Winery located just outside Humboldt, Tennessee, in Gibson County. West Tennessee, with torrid summer temperatures and suffocating high humidity, seems an unlikely spot for a successful winery,

growing their own grapes and making fine wine, but that is indeed the case.

The founders of Crown include Peter and Rita Howard, and Jack Hamilton of Humboldt, and Sheila and Jim Wilson of Memphis, Tenn.

The winery is a unique combination of necessity, science and renewable energy. The wine production and storage area is built into the hill, which provides natural cooling through the fierce heat of the Tennessee summers. A large solar system generates power to this building and the connecting villa.

Crown is believed to be unique to Tennessee wineries as it produces wine only from estate-grown grapes, rather than utilizing grapes or must (*grape concentrate*) from other areas. Success has been found utilizing grape varieties that may sound unfamiliar to many – Cayuga, Chambourcin, Chardonel, Traminette, Norton and Noiret for example.

Cayuga produces an off-dry white. Chardonel is a chardonnay cousin with most of the same flavor characteristics. Traminete is

a cousin of Riesling and produces a crisp and fruity white. Norton and Chamboucin yield hardy and flavorful dry reds, while Noiret is a soft, easy-drinking variety. In addition, Crown produces a 'Southern Staple' – White Muscadine and Strawberry Strut, recognition that the area has long been known for truck farming this fruit, and that Humboldt celebrates an annual Strawberry Festival.

Visit Crown Winery at 3638 East Mitchell Street in Humboldt. Hours for the tasting room are 11 a.m. to 6 p.m. Monday through Saturday and from Noon to 5 p.m. on Sunday. Call 731.784.8100 for reservations or more information.

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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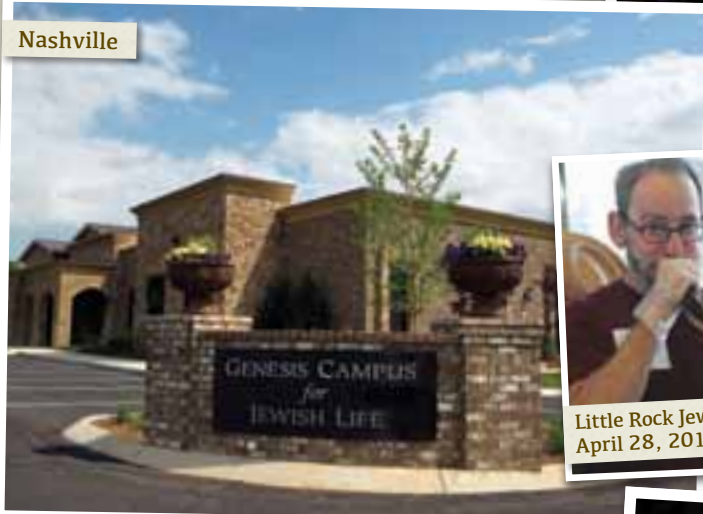
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BESHERT : True Stories of Connection

A MONTHLY SELECTION FROM THE BOOK WRITTEN BY HARRY SAMUELS



PINS ON A MAP

— By Harry Samuels —

Returning from a trip in 1986 from Portland, Oregon, to Seattle, Washington, we decided to take a scenic side jaunt around Mt. St. Helen. We became lost in a rather isolated place. Spotting an A-frame structure in the woods, we met a forest ranger and proceeded to ask him for directions. He was sitting across from a makeshift board resting across two wooden sawhorses. He said he would be happy to direct us if we would first place a colored pin on a U.S. map that hung on the wall. Its purpose was to identify the places of origin of all the visitors.

As our traveling companion was inserting his pin, he turned to another visitor and said, "I'll bet you can't guess where I'm from."

"Where is that?" the lady asked.

"Jasper, Indiana," he exclaimed.

"Why, my son Joe is the Army recruiter there," she gasped. She was visibly shaken when told that her son and this stranger had eaten lunch together the previous Tuesday, and, moreover, that they were friends.

Harry Samuels is a graduate of Washington University in St. Louis, Missouri, and has devoted many years to volunteerism in Memphis, Tennessee. He and his wife, Flora, have been married for 51 years and are the parents of Martin, William and the late David Samuels. Proceeds from the sale of his books go to charity.



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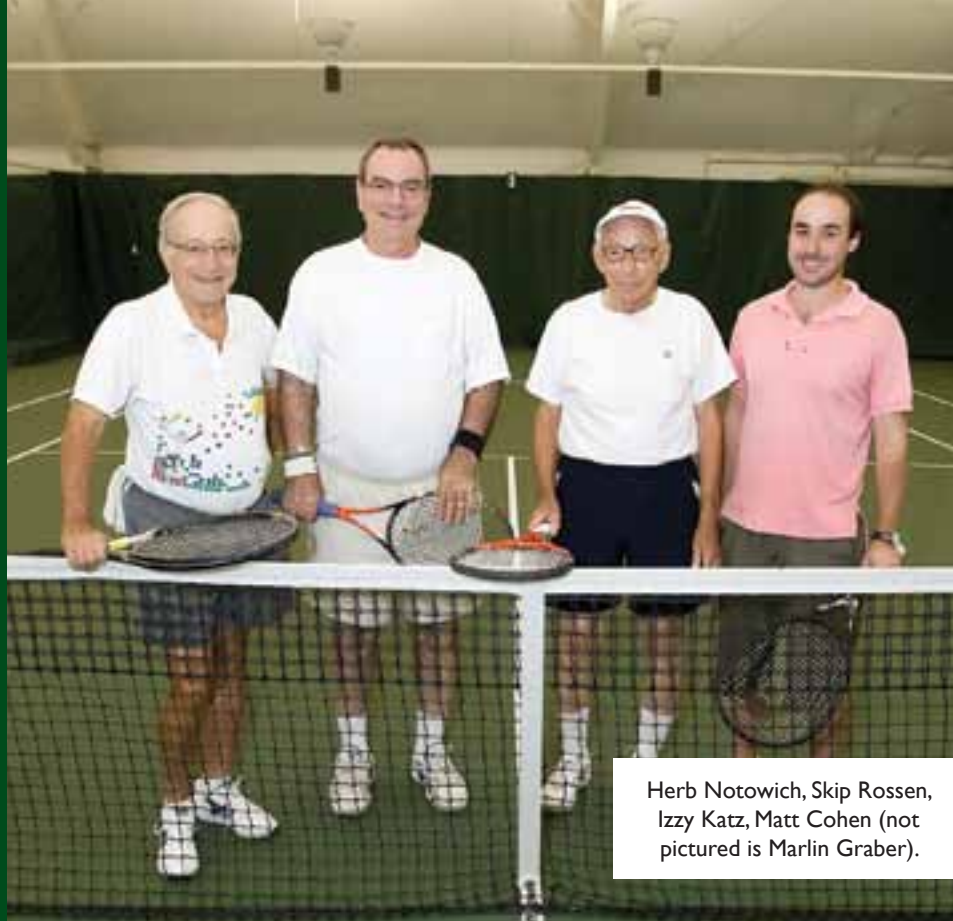
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Herb Notowich, Skip Rossen, Izzy Katz, Matt Cohen (not pictured is Marlin Graber).

WISDOM, STAMINA AND STRATEGY EQUAL A GREAT MATCH

Photos: Norman Gilbert Photography, LLC

Some men like to gather for breakfast or lunch on a daily or weekly basis, some prefer to play cards, but for this band of brothers it's a twice-weekly game of tennis that keeps their friendship alive. It's as much about camaraderie as it is about wins and losses. It's about swapping tall stories; but, primarily, it's about having fun.

They've been at it for five years – plenty of time to find substitutes if need be. But the main players in this flick remain Izzy Katz, Marlin Graber, Herb Notowich and Skip Rossen. Their years of friendship bring a party-like atmosphere to the court: Izzy and Marlin enjoy a 40-year relationship and Marlin and Herb go back even farther. As the kid on the block at 61, Skip joined the group a few years ago.

"I initially got an invitation from Herb who is, by nature, just an inclusive person," said Skip. "He asked me if I could fill in and I was able to. We all seemed to have a good time, and they've been able to include me on a regular basis. We play the game seriously and play the game the best that we can. It's very good exercise, and we have a lot of fun."

Some guys have had to stop for one reason or another, but these four have been together for quite awhile now.

For Herb, his weekly tennis game helps keep his life challenging and upbeat. "I've been playing for years," he said. "The different personalities keep changing based on their ability to play."

Herb also plays a twice-weekly golf game. By his own admission, it has suffered compared to his net play. "I really enjoy both," he said. "I'm not playing nearly as well at my golf game as I was 15 to 20 years ago, but my tennis game has gotten slightly better."

And while Izzy and Marlin ended up on the disabled list for a month or so earlier this year, finding replacements wasn't a problem. "We've all gotten hurt over the years, but we've all been able to come back," Marlin added.

"It was great to see Marlin come back as quickly as he did and enjoying it," said Skip. "That was satisfying. I have a lot of respect for that."

The group sometimes plays mixed doubles. "We'll let anybody and everybody play – it doesn't even matter their age," Izzy chimed in.

A frequent fill in for their Sunday morning game is 27-year-old Matt Cohen. "He can hit the ball all over the place," said Izzy.

"Playing with them is a lot of fun," said

Matt. "I was on the waiting list for two years, and was starting to lose hope that they'd call me. I kept dropping hints to Izzy that I was available. Finally it worked out. It's an honor to play with them."

As for playing with guys that are at least 35 years his senior, Matt wouldn't have it any other way. Although he sometimes plays in another game, he's learned a bit, laughed a lot and found the doubles play to be quite competitive.

"There's more strategy involved in doubles – doubles matches are almost like the equalizer, you end up covering so much ground," said Matt. "I always look forward to Sundays and being part of their game."

At 84, and the dean of the players, you might expect Cohen and the others to show Izzy a little mercy. "Not so," said Izzy. "They try to beat me up," he chuckled. "They know I can't move as well, so they hit the ball where I'm not. You know, we don't have any handicaps here like they do in golf."

While the group shows Izzy little mercy, they do show him respect. "Izzy is a savvy player," Skip said. "While he doesn't have the stamina or skill that he once had, his strategy gets him to the right spot at the right time. He always hits his fair share of good shots."

"I can tell that all these guys were better





Matt Cohen



Herb Notowich

tennis players when they were my age than I am right now," Skip added. "Whatever the difference, skill level or stamina, they just don't seem to be affected."

Surprisingly the group doesn't travel in the same social circles. They might see each other at a bar mitzvah or wedding, but it's the game that keeps them close.

"We were brought together because we were in different games, and eventually we all filtered over to this game," Herb said. "We're comfortable playing with each other."

And playing together makes them appreciate what professional players are able to do on a consistent basis.

"As I watch them on television, it becomes hard for me to identify with them, because they can do so many things physically that I can't see myself doing," said Skip. "I think that playing the game heightens our interest in the sport."

And it keeps them laughing, too.



Mark Hayden has been a frustrated athlete almost all his life. Folks probably say, "He's been writing for 10 years. He should be better." For story ideas please contact him at marktn58@aol.com.

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Downsizing:

Taking a Difficult Job and Making it a Little Easier By Cathy Yawn



An empty nester with a home full of memories and closets filled to the brim was the scenario for an elderly woman. She had purchased a smaller home, but could not motivate herself to start on a single closet.

"Every time I thought about cleaning out a closet, I would fix myself a cup of coffee and read a magazine," she said.

Once she knew I was coming to work with her every Monday, she became excited to tackle her closets and the rest of her home. After a lot of hard work and many laughs, she was eventually able to move into her new assisted living apartment. Due to the downsizing and de-cluttering of her home prior to moving, she put one small box in her storage closet.

People are often overwhelmed by all their possessions and furniture. They do not know where to begin. Myra hired me to help organize her home. As she walked into her closet she said, "I am not sure where I should start."

Clients need someone to encourage and walk alongside them. Their children may not be able to help because they live out of town or are too busy. They may also become the distraction. One family member recently hindered the process by distracting her parents with family

photos. Reminiscing is great, but it can cause clients to lose their main focus. That is where an objective organizer comes in handy. Clients need someone who is not attached to sentimental items to work alongside and help them make wise choices and decisions. Nothing is more frustrating, than to move too many items and not have enough room to accommodate everything. And later having to decide where the excess will go.

Many clients are elderly and do not have the stamina to work for long periods of time. They can sit in a chair and direct the organizer as to where an item should go. Using four categories, family, charity, keeping or throwing away, helps the client make quicker decisions.

Clients who have lived through the Depression often have a hard time departing with their possessions and need

someone to help them through that involved process. They need someone who can patiently help them see the reason for letting go of certain items they will not need in their new home.

On several occasions, I have been hired to de-clutter and throw away items that have blocked emergency cords or buttons in retirement communities. It assures the client and facility that there is not a hazard for a fall or a fire.

Before and after a client moves into a smaller home or apartment, an organizer can help arrange their new space. Items can be organized to the client's own preferences.

During a recent organization, Ruth, an elderly client, said that she had made a new friend. I feel the same way, Ruth.

Cathy Yawn is the owner of *Bats in the Belfry*, which she has operated for eight years. She and her husband, David Yawn have two children. Previously Cathy was a space planner and draftsman.



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Put Your Own Mask on First...

A reminder for caregivers to take care of themselves, too!

By Herbert Ann "Herbie" Krisle

Every individual who has flown a commercial airline has heard the message that if you're traveling with someone who needs assistance and the oxygen masks drop from the panel above your head, you are to "put your own mask on first." You will be of no use to the one you're caring for, if you are ill, incapacitated or heaven forbid, dead – the same principle applies to caregiving.

Caregiver stress is real. Statistics show that full-time caregivers are at a much more significant risk of debilitating illness or early death than non-caregivers. Any full-time caregiver can attest to that fact. Why is it so hard for us to ask for or seek help? I offer a few suggestions here. But even if you implement only one, it will make a difference. And if nothing more, it can be a useful tool for discussion points with other family members to let them know how you're feeling and what you need.

Individuals who are attempting to care for someone with a long-term illness such as cancer, Alzheimer's disease, stroke or Parkinson's disease, to name a few, simply can't find enough hours in the day to take care of themselves and their loved one, too. Often times, the caregiver's doctor and dentist appointments go unmade, social outings are eliminated and spiritual needs go unmet, because it is simply too much trouble. In addition

to postponing medical care, which could have serious ramifications to the caregiver's health, the caregiver essentially becomes as 'shut in' as the one they are caring for. Depression begins and the downward spiral of physical, emotional and spiritual neglect begins to take its toll.

You can 'put your own mask on first' by choosing to enlist help. Call on family members and friends. Tell them that you need someone to come and sit with and care for your loved one while you go to worship, visit your doctor, have lunch or play golf with your friends – or to simply take an uninterrupted nap. Make a schedule so you'll know in advance when you can schedule medical appointments and social engagements. It is important for other family members (even if they have families and responsibilities of their own) to be involved in their loved one's care before it is too late.

If your support network is small or other family members live out of town, utilize home health care services for homebound loved ones. Consider adult day care programs for those with memory loss or who are frail. This outlet provides the caregiver a break while providing an engaging and secure environment for your loved one. Most strong adult day care programs have daily

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opportunities for engagement through music, art, reminiscing and exercise, supplemented with many other activities where individuals are respected, can feel competent and productive, and spend quality social time with others.

Some long-term care facilities offer short-term respite care, for a weekend or a month with no long-term contract, should you need overnight care because of illness or travel – or because you simply need some uninterrupted personal time.

Allow friends to bring meals, come for coffee, grocery shop and mow your yard. They've often offered and want to help. Allow them to serve you in this way. As a caregiver, you are your loved one's most important asset. Protect and care for yourself as the very valuable treasure that you are.

Herbert Ann "Herbie" Krisle is the executive director of Page Robbins Adult Day Care Center



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Client-Caregiver Compatibility is Crucial to Quality Caregiving

By Cary Rotter, President,
WeCare Services, Inc. d/b/a Comfort Keepers

One of the essential challenges of caregiving agencies is assigning the right caregivers to each case. The temptation to fill a case quickly often supersedes the careful thought and due consideration each assignment merits. This challenge should be addressed from seven perspectives.

1 Personal care and homemaker services. Does the client need help with personal care (bathing, dressing, etc.), homemaker services (meal preparation, shopping, taking medicines, etc.) or both? Clearly the caregiver must have competence in the area or areas of need. While this is the first consideration of an assignment, there is a corollary. **A superior agency will assign its best caregiver(s) available for every case.** The best caregivers should always take precedence in client assignments.

2 Client needs relative to family needs. Caregiving agencies serve both clients (end users) and their families. Caregivers must be able to work with both and resolve issues that frequently arise. **A good agency recognizes and respects the differing sensitivities and expectations its clients may have relative to their families.** The best caregivers must be comfortable and adept at navigating the murky waters of challenging family dynamics.

3 Essential skills. There are essential skills beyond those requisite to personal care and homemaker services. How well does the caregiver communicate? Are her interpersonal skills suited to the client (and family) needing service? If cooking or transportation is of particular importance, how do the caregiver's skills measure up? Every case is unique, and elements of service in a plan of care have different values. The validity of assignment choices will quickly become manifest in the field, with adjustments made depending on client/family assessment of performance.

4 Passive vs. active approach to care. Some clients need a caregiver who will direct them (active approach), while others need one who knows how to stay in the background but still accomplish her job (passive approach). In some cases both approaches are required, depending on circumstance and time. **The best caregiving agencies consider the approach of care best suited to each client.**

5 Personality and judgment. Clients need caregivers with personalities that mesh with their own. For instance, a client who enjoys calm and limited conversation would quickly resent a caregiver who loves to talk. **Judgment in interpersonal relationships, job execution, and decision-making is critical to exemplary caregiving.** There is no scientific formula to this element of caregiver assignment. Knowing one's caregivers is of paramount importance. Agency staff must consider caregiver performance from other cases and use intuition influenced by in-home client assessments.

6 Role of provider, caregiver and family. Caregivers are accountable to three parties: clients, client families and their agency. The best caregiving agencies give their caregivers much latitude to serve their clients optimally. A caregiver's first job is to serve her clients and their families and to use her training and skills to best represent her agency. Everything a caregiver does or fails to do can impact the caregiver agency, its other caregivers and the agency's standing in the community. Caregivers ultimately determine the business viability of their agencies.

7 Site considerations. Where a caregiver delivers service influences what she can and cannot do. In a private home setting she is free to exercise the full array of her talents and skills in serving clients. In senior communities, hospitals and long-term care facilities, caregivers are restricted in what services they can deliver. In some cases caregivers may only provide companionship and alert site staff to address all personal care issues. Good agencies always consider the site of care in making caregiver assignments. Caregivers are often better in some settings than others.

Cary Rotter is the president of WeCare Services, Inc. d/b/a Comfort Keepers. He serves on the board of directors for Memphis Jewish Family Service, Memphis Jewish Federation and the Jewish Foundation of Memphis. Cary also chairs the State of Tennessee Leadership Council for NFIB. He can be reached at 901.752.1515 or at eastmemphis@comfortkeepers.com.





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Successfully Serving the Mid-South for 85 Years

By Joel Y. Ashner

In September Memphis Jewish Home & Rehab (MJHR) will commemorate its 85th anniversary. A special weekend is planned in celebration of the Memphis not-for-profit's contributions and accomplishments in rehabilitation and long-term care.

"We're extremely excited to celebrate such a significant milestone with the community that has supported us since the beginning," said executive director Mary Anna Kaplan. "This is the perfect opportunity for us to reflect on our history and honor those special people who have made this anniversary possible. And we are eager to share our excitement about what lies ahead for Memphis Jewish Home & Rehab."

The festivities begin on Sunday evening Sept. 23, with an event featuring well-known actor, author, producer and director Henry Winkler. Memphis radio personality George Klein will emcee and MJHR's past board presidents will be honored.

Winkler's portrayal of "The Fonz" on "Happy Days" made him one of the most recognized actors in the world and one of the first Jewish superstars on network television. He has dozens of film and television credits to his name and has made his mark behind the scenes as a producer and director for more than 20 television series and specials. In 2003, he began writing his series of children's novels with his writing partner, Lin Oliver, entitled "Hank Zipzer: The World's Greatest Under-Achiever." In 2011, Winkler published a collection of anecdotes and heartfelt observations he gathered while fly-fishing in Montana entitled, "I've Never Met An Idiot On The River."

The evening will conclude with a kosher dairy dessert reception. Winkler will sign copies of his books, which will be available on site for purchase with proceeds benefiting MJHR.

On Monday, Sept. 24, the 20th Annual Golf Tournament at Ridgeway Country Club begins at 11:30 a.m. with a lunch buffet and a 12:30 p.m. shotgun start. Proceeds from the four-person scramble, open to individuals and teams, will benefit MJHR.

Over the course of its 85-year history, MJHR has undergone several pivotal transformations. In 1927 the facility began as B'nai B'rith Home for the Aged. In the 1950s it became its own nonprofit organization independent of B'nai

*Guest speaker Henry Winkler
will kick off a weekend of
Memphis Jewish Home & Rehab
85th Anniversary events on
Sunday, Sept. 23.*



The original location of what was then known as the B'nai Brith Home for the Aged on Tucker Street in Memphis.



The first residents of B'nai Brith Home for the Aged, Sam and Rachel Olswing.

B'rith. In 1992 MJHR moved to its current location in Cordova and added its state-of-the-art rehab facility in 2008. Earlier this year, MJHR unveiled its new name and logo, which directly reflects the organization's mission and balances the long tradition of the Home with the importance of its rehab services.

MJHR's rehab facility serves patients seeking physical, occupational and speech therapy treatment, as well as residents seeking long-term care. MJHR offers medical, dietary, nursing, social work and therapeutic recreation services, as well as patient access to a team of professionally trained therapists and specialized medical equipment housed in the facility's warm and supportive environment.

In addition to the financial support the rehab facility has added to the nonprofit, MJHR relies on its strong relationship with the community to continue its work and fulfill its mission in the Mid-South. Memphis Jewish Federation, United Way of the Mid-South, local foundations and many individuals continue to help the facility's evolution by providing ongoing support through volunteer efforts and financial contributions.

"I think that Memphis Jewish Home & Rehab does such a wonderful job of caring for our elderly, honoring thy mother and father," said past president Steve Wishnia. "The Home has catered its services to the changing needs of our senior population over the years. Our goals have always been to make sure we have a place that offers the care our seniors need."

For more information on the anniversary celebration or golf tournament, contact Joel Ashner at 901-756-3273 or visit memphisjewishhome.org.

Joel Y. Ashner is the Community Relations Director for Memphis Jewish Home and Rehab. She is originally from New Orleans and graduated from Washington University in St. Louis. She and her husband, Dub, have three children: Matthew, Louis, and Becca.



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11:00am Silent Auction items distributed

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Temple Israel Career Transition Group - Assisting Job Seekers -

By David Silberman



Meeting attendees Paul Nathan, Barbara Hermann and Melanie Mann.



Rob Mann (left) and David Silberman (right) are co-facilitators of the Temple Israel Career Transition Group.

Memphis' unemployment rate of 9% is higher than the rest of the country.

Career Transition Groups (CT Groups) were created more than 10 years ago to help people who were looking for a job. In the Memphis area CT groups currently number 15. The groups meet periodically throughout the month at churches, restaurants and at civic organizations. Some meet weekly while others meet once or twice a month. But, there is a CT Group scheduled for every day of the week.

The goal of these free, volunteer-led groups is to offer career transition assistance. They provide meetings and seminars dealing with various aspects of job search – resume writing, networking techniques, interview practice, elevator speeches and much more. Meetings sometimes include guest speakers (human resources professionals, company executives, or past CT Group participants) who talk about their experiences in the job market.

In these trying times, the job search is not as easy as submitting a resume for a want ad in the newspaper or going online to find a job. Hundreds or thousands of job seekers are all looking for the same opportunities, so networking is required to open doors to speak with corporate insiders about possible positions within their companies.

During the fall of 2009, Rabbi Micah Greenstein of Temple Israel Memphis, met with Rob Mann and David Silberman, the group's co-facilitators, to discuss the creation of a transition group. Rob and David presented the idea and its purpose to the Temple Israel Board and received formal approval to begin the Temple Israel Career Transition Group. In March 2010, Rabbi Greenstein became the first guest speaker of the Sunday morning session that is open to the Jewish community as well as the general community.

Now two and a half years later, the meetings take place on the first and third Sundays of each month in the Adult Lounge of Temple Israel. More than 100 transitioners have participated to-date. Meetings begin with each attendee presenting a 30-second elevator speech about themselves — who they are, their contact information, what types of positions they are looking for, and any successes or roadblocks they are encountering in their job search. After the speeches, either a guest speaker is introduced or a specific topic related to job search is presented. Past topics have included interview techniques and questions, resume writing, cover letters, marketing techniques, brag books, the ups and downs of the job search, and many more. Each attendee is asked to fill out a profile form, which Rob and David keep on file. This form has their name and contact information, as well as what kind of job opportunity they are looking for. Using this form, Rob and David are able to contact the job seeker if a job is listed that might fit their experience.

This group is also fortunate to consistently have people who provide support. Retired career counselor Barbara Hermann helps transitioners perfect their resume writing by offering critiques and comments. "Although you need a good resume, there is no substitute for networking in your job search," says Barbara. Bob Brogden has a wealth of networking contacts and is an invaluable resource in utilizing these techniques.

Anyone who is interested in attending the Temple Israel Career Group – whether in job transition or those who might have a job opening in their company, can contact Rob Mann at robertgmanna@gmail.com or David Silberman at dssilberman@aol.com for more information.



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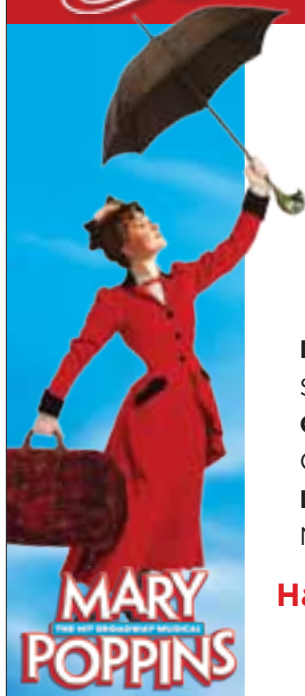
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Tennessee Governor Haslam Dedicates New Chabad Center At The Genesis Campus For Jewish Life

By Karen Schwartz

Tommy Bernard, of Nashville, Tenn., beams when he talks about the Genesis Campus for Jewish Life, which welcomed hundreds at its grand opening this spring.

"I feel really proud," said Bernard, president of Chabad of Nashville's board. "I'm proud of what people are going to feel when they walk through the doors, and of having been part of making it happen."

Bernard, who has been studying Torah, Jewish law and Chasidic thought with Rabbi Yitzchok Tiechtel and has been a supporter of the local Chabad House for the last decade, was thrilled to see the move from Yitzchok and Esther Tiechtel's basement space to a piece of property that recognizes the work they've put in to the community and its growth.

"They have built something I think is going to be quite timeless," said Bernard, "and I think they will be there for many years to come."

The property, protected on three sides by trees, feels both private and welcoming, explained Bernard. It's perfect for weddings, bar mitzvahs, social functions and more – especially given its commercial kosher kitchen.

Built with stone from local quarries, its sanctuary has floor-to-ceiling windows, a library full of shelves, Jewish ritual bath, classrooms, social hall and a wing for Sabbath guests. Only two of its nine acres of land have been developed thus far.

"You look out and all you see is trees," said Yitzchok Tiechtel. "You really feel G-dliness in the nature."

The new building was made possible thanks to a sizable donation from philanthropists Boaz and Tali Ramon, and opens up opportunities for the community including its community Passover Seder.

"This has been the collective effort of many, many people," said Tiechtel, reflecting on how far things have come since he and



Rabbi Yitzchok Tiechtel, executive director of Chabad of Nashville, with his children, Levi and Chana; Rabbi Shlomo Tiechtel from New York; Boaz Ramon from Genesis Diamonds; Tennessee Governor Bill Haslam; Rabbi Moshe Kotlarski, vice chairman of Merkos L'Inyonei Chinuch; Rabbi Levi Klein, executive director of Chabad of Tennessee, Tommy Bernard, president of Chabad of Nashville. Photo Credit: Rick Malkin

his wife welcomed a father and son to Sabbath dinner 13 years ago. They moved to a 1,500-square-foot storefront, then a 3,000-square-foot basement three years later. The road to the new building has been a long one, as they bought the land in 2006 and broke ground in 2010.

"We've had hundreds of people step up to the plate," he added. "Everyone came together."

Even the builder, Fred Yazdian, took part in the project as a gift to the Chabad House, telling the rabbi that he felt privileged to build a holy space in Nashville.

Everyone shared their joy over the building's completion, with rabbis, community members and area dignitaries in attendance for a ribbon cutting, tour and dessert reception. Gov. Bill Haslam - who received the ceremonial ribbon cutting scissors from Levi (11) and Chana Tiechtel (8) - spoke about Chabad as a light to the state of Tennessee and a link for the future. The Chabad House is one of five active centers across the state, with others in Memphis, Knoxville, Chattanooga, Chabad of Nashville, and at Vanderbilt University, all under the umbrella of Rabbi Levi Klein, director of Chabad-Lubavitch of Tennessee.

"Great communities and great states are made up of a combination of people who all bring their gifts and talents to bear on making that community a better place," said the governor. "Any time you dedicate a new, physical place of remembering, a place of study and a place of life, the community moves forward."

Simone Meyerowitz, who remembers going to services in the Tiechtels' basement more than a decade ago, said she's glad to see the center expand and is looking forward to the new building attracting new fans and members to get involved. It's a place that has always felt like an extension of her own home, she added. "We'd like to keep that same intimate

and relaxed atmosphere we've always had," she explained. "Whether it's 50 or 150 people, we want to keep it so that everyone who comes feels so warm and welcome."

At the grand opening, Chabad also hosted a circumcision for twin babies and a third circumcision for an area youngster, leading Tiechtel to note how for him the project had a deeply personal touch.

"My great-grandfather, Rabbi Yitzchok Raskin, was a very humble man, one who always remained under the radar, yet was a rabbi and a [ritual circumciser]. He started a small place of worship in his basement in St. Petersburg, Russia, back in 1938," explained Tiechtel. "He would perform the circumcisions under the evil eye of the KGB and Stalin's secret service, [and] wished to one day build a synagogue in the open, to come out from the underground."

"Unfortunately, before Passover in 1938 he was taken away by the KGB, and as he was being carried away, he turned to his young children, one of them my grandmother, and he [told them to] continue the work," continued the rabbi. "I say to my great-grandfather, who must be looking down from above [that] we've come full circle, we are fulfilling your last request."

And this is only the beginning, said Bernard, explaining that he knows others will also find the new center a quality place to take part in Jewish activities. It makes him feel even more connected to his Judaism, a sentiment he knows others will share.

"I'm excited that we have a place where people will want to come to share in the impact Chabad can have on the Jewish experience," he said.

For more information or to learn more about Chabad of Nashville go to www.chabadnashville.com, or call 615-646-5750.



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