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On the cover: Changing Seasons Photo: Susan Nieman

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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.





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EDITORIAL

From the **Publisher/Editor**



Dear Readers,

More than 150 years ago Jewish families arrived in Memphis, formed a congregation, constructed a synagogue, and began building a strong foundation for the many community services still offered today.

As the community needs have varied from generation to generation, the need to raise funds to support those efforts continues to grow. In Memphis, fall seems to be the season when this community focuses on the needs of our growing number of senior adults.

So whether you consider yourself a senior adult, are caring for a senior adult or just want to learn more about the services offered in Memphis, then the Jewish Family Service 9th Annual Joe and Rita Green Senior Resource Fair is the place you'll want to be on Sunday, Oct. 17, at noon. The event features keynote speaker and gastrointestinal specialist Dr. Lawrence Wruble, a multitude of senior service vendor booths, flu shots and even musical entertainment. All proceeds from the fair are used exclusively for the benefit of seniors including prescription drug assistance, home delivered meals and transportation. See details on page 7.

On Oct. 1, 1980, the dream of Tillie Alprin and Ida Lipman came true when the doors to Plough Towers were finally opened. On Oct. 10, 2010, the community is invited to celebrate with Plough Towers as they mark this 30-year milestone. Read more about it on page 10.

Memphis Jewish Home and Rehabilitation Center provides quality care for seniors seeking rehabilitation services, outpatient therapy and long-term care. For more than 82 years, the Home's professionally trained staff has provided patientcentered care to people of all faiths in a beautiful, warm and supportive environment. Each September, the Home hosts its annual golf tournament to raise funds specifically for expenditures that directly affect the residents and their quality of life. Some of these items include specialized rehab equipment, spa tubs, adjustable low beds, wheelchairs and lifts. More than 250 volunteers, players and sponsors turned out for a beautiful autumn day making the 18th Annual Tournament a huge success. See photos on page 15.

I hope the articles in this issue are informative and provide you with contacts to answer other questions as they arise.

Jewish Scene Magazine will see you around town as we cover these longstanding and important events.

See you soon.

Shalom,

Ausan C. Nieman

Susan C. Nieman - Publisher/Editor

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No movie theatre would be complete without a vintage popcorn machine and custom-designed a concession area. 122

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THE ULTIMATE HOME MOVIE THEATRE

BY SUSAN C. NIEMAN

When Marty Lefkowitz embarks on a home project, he stays involved every step of the way. So much so that three years ago, when he and Becky, his wife of 35 years, built the family's second dream home on the same site as their first home, they watched the construction from the comfort of their own living room – directly across the street.

Conveniently owning investment property across the street from the site of their new home, the couple meticulously oversaw the two-year construction of their custom-built Italian Renaissance home. "What better way to watch the construction?" remarked Marty.

Before deciding to rebuild on their 220-foot frontage corner lot, Becky and Marty considered the nearby River Oaks neighborhood. "It was very important for us to be close to our synagogue, Baron Hirsch, which is only about 500 feet from our property," said Marty.

While Becky orchestrated the home's interior design including colors, art and accessories, Marty was determined to create the ultimate home movie theatre. Located on the second floor, the theatre is complete with old-world touches from movie theatre seats, carpeting and drapery, to a classic vintage popcorn machine and a candy-filled concession. "Marty's input was there from the very beginning," said Becky. "The builder Alfred Greenberg, and home designer, Lavelle Walker, put Marty's ideas into motion and made them come to life."

"I kept saying that if I even build another house, I was going to build the ultimate home movie theatre."

Marty's first endeavor with a home movie theatre utilized an 18-foot vaulted ceiling with open access to the lower level of his previous contemporary home, where a 16-millimeter projector projected onto a wall 50-feet across the house. "It was just like a real movie screen," said Marty, who often rented classic movie reels from the library featuring Laurel and Hardy, W.C. Fields and The Little Rascals. "The family really enjoyed the experience."

As technology progressed in early 1980s, so did Marty's obsession for a bigger and better home theatre system. He spent what he would later consider a small fortune to purchase a 2-piece, 6-foot diagonal screen, Nova Beam projection unit for the master bedroom. Years later, the attic and upstairs study overlooking the family room was converted into a TV room with a 35-inch big-screen JVC TV built into the wall giving it the appearance of a flat-screen television. He also built an audio cabinet and created a surround-sound system.

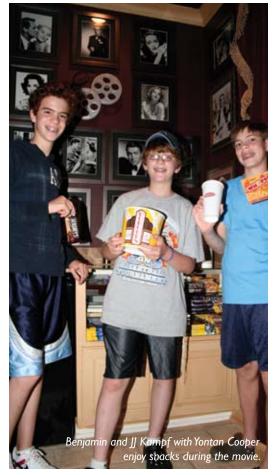
{Continued on page 6}







HOME & GARDEN



{Continued from page 5}

In 2000, he created his first real home movie theatre with ample comfortable seating. "I ordered a custom-made screen from California Daylight Screen Company and a Sony projector from New York," said Marty. "It was a blast for entertaining family and friends.

During the two-year construction, Marty realized that on the plans the new theatre appeared bigger than it would be in reality. "Even a few feet can make a big difference when it comes to picture size, quality and the amount of people who can fit into the room," he explained. So although the ceiling joists and walls had to be torn down and rebuilt, Marty decided to add another 5 feet making the room 30 feet long.

"Once the room was completed, we had to figure out where to place the projector," said Marty, who explained the serious mathematical requirements of projection length and angle – throw distance – to the screen to obtain the best light and the sharpest picture. "I wanted the projector concealed, not showing from the ceiling." The end result is a ceiling within a ceiling with the video projector for DVD concealed in the first oval open ceiling and a projection room at the opposite end of the theatre that houses a 16mm projector with a special zoom lens. "It's like having the best of both worlds."

The 16-seat Melco Theatre (a name he derived from his own – Martin Everett Lefkowitz) is complete with computerized audio and visual systems including lighting and curtains. "When I ask my friends if they have ever been to the Melco Theatre, they always say, 'Yes, of course I've been to the Malco Theatre," said Marty. "I ask the question again, slower, have you ever been to the M-e-l-c-o Theatre? And then I tell them about my home theatre."

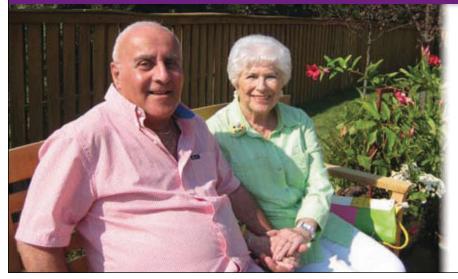
"Of course, Becky prefers the Melco Theatre above all the rest," said Marty.

To view more MELCO photos, visit www.jewishscenemagazine.com





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SENIOR LIVING

Senior Resource Fair Offers Information And Entertainment

Seniors and caregivers will have the opportunity to speak with some of the top senior service professionals across the Mid-South on Sun., Oct. 17, 2010 at noon. The parking lot at the Memphis Jewish Community Center, 6560 Poplar Avenue, will fill up quickly in anticipation of guest speaker and gastrointestinal specialist Dr. Lawrence Wruble.

From 1-4 p.m., attendees can participate in health screenings and visit a variety of vendors including medical, housing, elder law, disabilities, transportation, prescription drugs, insurance and other community resources. Health screenings include blood pressure, glucose and cholesterol. In addition, flu and pneumonia shots will be available (no charge with a Medicare Card – Part B) with a reservation by calling 901-761-0810.

In addition to an exceptional speaker and a great lineup of vendors, attendees will enjoy the sound of music throughout the day. Gene Finney and Jim Watkins, a harmonica duet known as The Memphis Reed Riders, will entertain at 12:30. The Mid-South Young People's Orchestras, an avant-garde orchestral and ensemble experience for young musicians, will present a series of solos and ensembles beginning at 2 p.m.

"All proceeds from the Senior Resource Fair are designated towards senior care needs provided by Jewish Family Service including



prescription drug assistance, home delivered meals and transportation," explained Cary Rotter, Senior Resource Fair co-chairperson.

The event is free and open to the public.

"The 9th Annual Jewish Family Service Joe & Rita Green Senior Resource Fair would not be possible without the ongoing support of Memphis businesses and foundations supporting senior causes," explained JFS executive director Bob Silver. "The Durham Foundation, Comfort Keepers, Jewish Scene Magazine and VistaCare Health Services are among our longstanding supporters."

There is a still time to become a vendor, sponsor or to donate door prizes. Please contact William Samuels, Jewish Family Service eldercare service director at 901-767-8511.

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When you've experienced a surgery, Illness, or an injury, you just want to feel better and get back to doing the things you enjoy. At Memphis Jewish Home and Rehabilitation Center we're dedicated to helping you. We can provide you with every advantage to recover quickly and get home sooner. For years Memphians have trusted us to care for their loved ones, and now they're trusting us for rehabilitation services, too.



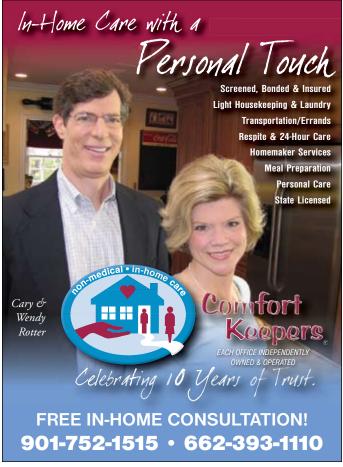
36 Bazeberry Road, Cordova, TN 38018, 901-758-0036, www.memphisjewishhome.org

THE SECRET TO GREAT CAREGIVING SERVICES IS SIMPLE, BUT EXECUTION IS ANOTHER MATTER

By Cary Rotter, Owner of Comfort Keepers--Memphis

Non-medical in-home care (a.k.a. caregiving services) is essentially a temporary staffing function, pure and simple. Agencies hire caregivers and put them to work on temporary and ongoing assignments. Even when an assignment is ongoing, it is not necessarily exclusive of other assignments, and there are no guarantees of longevity; so, in effect, every case is a temporary assignment. The biggest challenges in staffing are invariably two-fold: 1) hiring the right people; and 2) making assignments on the basis of appropriateness rather than ease. Here's a brief explanation of these challenges and why most companies find it almost impossible to master them.

1) Hiring the right people (caregivers). Every company in staffing, both temporary and non-medical in-home care, will promote their hiring standards as safeguards to end users and guarantors of quality. The reality of these claims is usually far from the truth. Most staffing companies have good intentions, but they deal with a compulsion that can be overwhelming--how to insure they have enough workers to meet



8



any need (crisis). What does a caregiving agency do when it suddenly gets a new 24/7 case, or even two? Does it have enough caregivers? No staffing company ever wants to turn away business, and therein lies the compulsion to hire indiscriminately and hope (or pray) for good results. Inevitably, cutting standards to serve urgent business opportunities will undermine quality of care and ultimately the reputation of the company. The consequences of hiring and placing the wrong workers can also have a pernicious impact on the culture of the company. Hiring the right caregivers and knowing how to manage caregiver inventory are ongoing challenges. If done properly, a caregiving agency will reject the vast majority of candidates and will have turnover significantly lower than the industry norm.

A superior agency will analyze each case thoroughly and match the best caregivers based on skills, temperament, and affinity to needs.

2) Schedule the best caregivers available. Even good staffing companies will take a shortcut to get a monkey off their back; specifically, they fill orders as quickly as they can at the expense of taking the time to get the right people to work. This problem is almost as harmful as hiring indiscriminately; in combination, it is lethal (from a business perspective). A superior agency will analyze each case thoroughly and match the best caregivers based on skills, temperament, and affinity to needs. It is simply a matter of who represents the best fit, and it is exclusive of tenure and other extraneous factors. Importantly, high-quality providers understand that scheduling the right caregivers does not preclude the fluid nature of service. Providers should routinely calibrate the quality of care and make adjustments as appropriate.

Beyond the aforementioned issues there is another significant consideration that must be addressed. Caregiving services are typically engaged on the basis of referrals, usually from health care providers, family advisors, and others who deal with older adults and their grown children. Referrals are based on trust—the referring party trusts the caregiving agency, and the family in need of services trusts the referring party. Every outcome, good or bad, can impact trust. Accordingly, the best caregiving agencies embrace all trust implications of service and work every day to validate their relationships and promises. The ultimate benchmark of quality caregiving is problem resolution. Smart agencies will always strive to correct problems expeditiously to best serve their customers and referral sources.

BESHERT: True Stories of Connection

THE DREAM

During September of last year, she thought she had detected an extremely slight change in her breast, prompting her to undergo a digital mammogram and ultrasound examination. The doctor was pleased to advise her that everything looked clean.

But from October until January, she began to experience disturbing dreams almost every night. In those dreams, a number of deceased family members kept appearing and insisting that she did have cancer and that she must have it removed. Her concerns led her to seek a second opinion; however, that physician, too, said he could find no evidence of cancer in her body. As the dreams continued, she met with a third doctor who said he believed she did have cancer. He based his belief on a slight difference in her skin appearance and the

constant dreams she was experiencing. This doctor sent her to a surgeon who planned a lumpectomy at a specific site on her breast. Neither she nor her husband had positive feelings toward that surgeon, so they sought another opinion. The last doctor who examined her selected a different spot for the biopsy from the one planned by the previous physician. Afterwards, an analysis of the tissue determined that her breast was definitely cancerous and that it required a mastectomy, chemotherapy, and radiation. When the entire tissue was examined, it was found that the only area that was cancer free was the exact spot her previous doctor had planned for a biopsy.

Though interesting and thought provoking, how does this experience relate to synchronicity? Clearly, we have special connections with those who have preceded us.

> The patient intends to write a manual based on her experiences as well as the experiences of others. It is to be written from the perspective of one who has been diagnosed with breast cancer. She intends to include information that she and others have found helpful in the hopes of assisting current and future patients.

A Monthly Selection from the

book written by Harry Samuels

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 49 years and are

the parents of Martin, William and the late David Samuels. Proceeds from the sale of his books go to charity.

"Beshert" and Mr. Samuels newest book, "Crossroads: Chance or Destiny?" are available in Davis-Kidd Booksellers, Amazon.com and Iuniverse.com and the Memphis Jewish Community Center.







Milestones and Memories Mark Plough Towers' 30-Year Anniversary

Many of our parents and grandparents would not have had the opportunity to enjoy the company of other senior Jewish neighbors if it had not been for the dedication and hard work of Tillie Alprin and Ida Lipman, who saw the need for affordable housing for Memphis-area Jewish seniors.

On October 10 (10-10-10), from 4 - 6 p.m., Plough Towers' residents will join members of the Jewish community to celebrate, with food, music and entertainment for the whole family, three decades of successfully meeting Tillie's and Ida's goal – to serve the senior community with a comfortable, caring and independent living environment.

"This is a wonderful milestone, and we are thrilled to be sharing it with the entire Memphis community," said Rena Rosenberg, executive director of Plough Towers. "It is a privilege and honor to serve such wonderful residents and to follow in the footsteps of the first executive director, Bernard Danzig."

Plough Towers is a 150-unit, HUD senior high-rise for people at least 62 years of age, and for people with a mobility impairment. The rent is subsidized by HUD and is based on individual income. Plough Towers not only provides an affordable and safe environment in which to live, but also provides its residents with planned activities, socialization, outings, volunteer opportunities, meals and more.

Ask any resident, and he or she will tell you: Plough Towers is a special place to live.

For more information about the 30th anniversary celebration or Plough Towers, please contact Rena Rosenberg. 901-767-1910.

Bernard Danzig Remembers

"They would not let the dream die," said Bernard about Tillie Alprin and Ida Lipman. They convinced Jack Lieberman, executive director of Memphis Jewish Federation and Jewish Family Service and Paul Schwartz executive director of the Memphis Jewish Community Center of the need. The Memphis Section of National Council of Jewish Women conducted a survey that in fact showed that need. Lieberman and Schwartz wrote a request for a 202 Section 8 construction loan from the U. S. Department of Housing and Urban Development."

Memphis Jewish Housing Development Corporation was formed as a nonprofit corporation with Kirk Lewis as its first president. Under Kirk's leadership the board hired a construction company out of Pittsburg and in 1979 construction begin. The story was told that the president of the construction company was once offered the job as Director of HUD. Because of his relationship with HUD, all of the activity and community rooms on the first floor were allowed to be included in the building.

The building was declared ready for occupancy on Oct. 1, 1980, and people began to move in. By Dec. 31, all 150 apartments were filled, and since then there has never been a vacancy in the building.

"The board has always tried to keep alive the spirit and philosophy of Tillie Alprin, Ida Lipman and Kirk Lewis in creating the kind of living



Plough Towers: A special place to live.



Temple Israel Boy Scouts serve hot dogs and fries at the annual cookout.



Residents Annie Prager, Katy Brevard and Ruth Diamond.

environment that supports ones' self-worth, allows one to continue to contribute to the community, and to live with dignity," said Bernard.

One of Bernard's favorite stories.

The board decided to name the building Abe Plough Towers. Kirk Lewis, another person (whose name I cannot remember) and I went to see Mr. Plough while the building was under construction to ask permission to name the building. We took a drawing of how the building would look to show him. We went into his office and made our request. He thought a minute, and said he did not want the building named after him, but that we could name it after his family. We quickly agreed. Mr. Plough then called all of his staff into his office to show them the picture of the building and said, "These folks want to name this building after me and are not asking for any money." Thus the name, Plough Towers.



Sweet Wines & Bordeaux

Are Overlooken

Gary Burhop, Owner Great Wines & Spirits -

We tend to get rut-bound in our ways, whether it be daily routines, menus or wine and food pairings, at least I know I do. Seldom do I think about pairing the wonderful sweet white wines of Bordeaux with main courses. But they can be matches made in heaven.

There are 11 appellations that produce sweet wines, some familiar, some not: Cadillac, Loupiac, Sainte Croix du Mont, Cerons, Barsac, Sauternes, Premieres Cotes de Bordeaux Blancs, Cotes de Bordeaux Saint Macaire, Graves Superieur, Sainte Foy Bordeaux, and Bordeaux Superieures.

These appellations cluster along the bank of the Garrone River and its tributary, the Ciron, south and east of the City of Bordeaux. The topography and climate contribute to the growth of a fungus known as botrytis or 'Noble Rot' on the berries. It concentrates the sugars by extracting moisture from the grapes, and rather than imparting an offtaste, it gives the wines their distinct wild honey taste.

As the botrytis does not develop all at once, the grapes are hand picked, often one-by-one, and hand sorted - an expensive process. And, if botrytis does not occur, the crop is turned into dry white wines.

The permitted grape varieties are Sauvignon Blanc, Sémillon and Muscadelle. Because these wines are high in acid and sugar content they can be long-lived, up to 35 years for most wines and, with the best wines, over 100 years.

For pairing with food, think spicy or fragrant – ginger or lemon – or with fruit sauces, especially apricots and peaches.

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.



— Sponsored by the Temple Israel Museum —

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Appraisal Fee: \$10 per object Written Appraisal: \$25 per object

All fees will be donated to the Temple Israel Museum

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ALL-AMERICAN FOOTBALL STAR REMEMBERS THE WAY IT WAS

Sports are an integral part of the fabric of Americana. Just like many things, sports owes much to its past. As today's baseball stars owe a great deal to Babe Ruth and Stan Musial, today's football players owe much to the likes of 1940s All-American Merv Pregulman.

During this era, players played both the offensive and defensive sides of the field. It was a time when some players were asked to play more than one position, and it was a time when headgear consisted of a flimsy helmet and a rubber band to keep it in place.

But while the games could be difficult at times, they were fun and quite memorable. One of Pregulman's top memories was a 65-yard touchdown run he picked off from Hall of Fame quarterback Otto Graham during the 1941 season; another was his threeyear association with Michigan Hall of Famer, Coach Fritz Crisler.

It was Crisler, Pregulman said, who was one of the true pioneers in coaching. "He started the manin-motion offense, and it was his idea to implement the two platoon systems. He was really a brilliant and innovative coach."

Through this period Pregulman's stellar career was just getting off the ground. En route to a 7-3 record, his 1942 team topped the Irish of Notre Dame, 32-20. He earned All Big Ten status that year as his Wolverines finished the year at No.7 in the AP rankings. They followed that up with a record of 8-1 that sent them to a No. 3 finish in 1943.

"Football was a much different game then," he added. "We didn't get anything from playing the game; we didn't expect anything."

One of the only perks of being an athlete was receiving two meals a day during football season. During the off-season Pregulman, an All-American in 1942 and 1943, had two jobs just to keep up with tuition and other expenses.

"There was no room and board, and we didn't get any spending money," he explained. "I sent my laundry home every week – I couldn't afford to have it laundered. Even star quarterback Tom Harmon had a job during the off-season."

But it's obvious he loved the game. "It's hard to describe fun, but I would say I had fun. I loved it, loved the camaraderie, the hitting, the excitement. Just loved everything about it," said Pregulman.

He keeps in touch with a couple of his former teammates who live on the west coast. But age is slowly thinning out their ranks. After all he played almost 70 years ago.

His All-American play has since earned him admittance to the University of Michigan Hall of Fame, the College Football Hall of Fame and the Michigan Jewish Hall of Fame.

Merv Pregulman

Pregulman went on to complete three years of active service with the navy, then four years in the NFL starting with Green Bay, Detroit and with the NY Bulldogs.

"All three teams were rather mediocre," he said. "We noticed that some of the players weren't quite committed to the team and didn't help our efforts much. Most of the players, though, were committed and quite conscientious."

But like the college game, today's pro game is better, he said. "The players are better; the game is more scientific, the pay is better," he said. "I got \$500 for signing and \$15,000 to play."

Other memories from his NFL playing days linger. He's grateful that he's a part of a Green Bay Packer history that enabled him to play for the man whose name enriches today's stadium. Curly Lambeau created the program and was still coach at age 75 when Pregulman joined the team.

Pregulman retired first to Michigan, then to Chattanooga where he served as president of Siskin Steel for 18 years. He and Helen, his wife of 60 years, have continued the work started by her father and uncle at the Siskin Foundation. Through the Foundation, they created a school for child development and special education and later, the Siskin Hospital for Rehabilitation. "We have over 100 beds," said Pregulman. "In my opinion, it is the pre-eminent rehabilitative hospital in this part of the country. It's gone way beyond anything we dreamed of. And it all started with Helen's father; we just picked up the reins."

You might just say that the whole Pregulman-Siskin family defines All-American.



Mark Hayden has written about Memphis sports for a variety of magazines. For story ideas please contact Mark at marktn58@aol.com.

DOLLARS & SENSE

ANNUAL ENROLLMENT SEASON IS HERE

Provided by Lawson Arney, Financial Advisor, Morgan Keegan

If you're currently enrolled in Medicare, you've probably begun receiving information about your coverage. That's because the annual enrollment period for Medicare runs from November 15 through December 31. During this period, you can make changes to your Medicare coverage that will be effective on January 1, 2011. Even if you like the Medicare coverage you already have, it's a good time to explore your options, especially if your health or financial circumstances have changed.

Reviewing your Medicare plan

Your Medicare plan sends you two important documents every year. The first, called the Evidence of Coverage, gives you information about what your plan covers, and its cost. The second, called the Annual Notice of Change, lists changes to your plan for the upcoming year (these will take effect in January). You can use these documents to evaluate your current plan and decide if you need different coverage. If you haven't already gotten one, you should soon receive a copy of Medicare & You 2011, the official government Medicare handbook. It contains detailed information about Medicare that should help you decide if your current plan is right for you.

Here are a few points to consider as you review your coverage:

- Will your current plan cover all the services you need and the health-care providers you need to see next year?
- Does your current plan cost more or less than other options? Make sure you consider premiums, deductibles, and other out-ofpocket costs you pay such as co-payments or coinsurance costs, and determine if any of these costs are changing.
- Do you need to join a Medicare drug plan? When comparing plans, consider the cost of drugs under each plan, and make sure the drugs you take will still be covered next year.

What's new?

This year, it's especially important to carefully review your coverage, because legislation passed in 2010 will affect your Medicare coverage next year. Some costs and coverages will be different. For example, starting in 2011, if you're enrolled in original Medicare, you'll be entitled to a free annual physical and wellness plan, and other preventive care services will be fully covered. If you have a Medicare prescription drug plan, and you have prescription costs high enough to put you into the coverage gap known as "the donut hole," you'll receive a 50% discount on brand-name drugs and a small discount on generic drugs.

Medicare Advantage plans will be affected too. The open enrollment period that used to be available each year from January 1 through March 31 is changing; starting next year, this period will run from January 1 through February 15. If you're enrolled in a Medicare Advantage plan, the only option you'll have during this period is to disenroll from your plan and switch back to original Medicare (formerly you could switch to a different Medicare Advantage plan during this time). However, if you return to original Medicare and lose drug coverage provided by your Medicare Advantage plan, you'll also be able to enroll in a Medicare prescription drug plan.

What if you want to keep your current plan?

If you're happy with your current coverage, you don't need to switch plans. You can keep the plan you have if it still meets your needs.

If you have any questions or concerns about your coverage or need help comparing your options, call 1-800-Medicare. Or, you can find a tool on the official Medicare website, www.medicare.gov, that compares Medicare plans, Medigap plans, and Medicare prescription drug plans available in your area.

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Lawson Arney is a graduate of the University of Texas at Austin and works as a financial advisor at Morgan Keegan with his uncle, Elkan Scheidt. Lawson and his team work with their clients to provide comprehensive custom solutions for their financial and investment needs.









A concert/mitzvah fair co-sponsored by Zohar Rubinstein and Aaron Binkowitz featured B'nai Mitzvah projects and other community service endeavors. Pictured - Zachary Shulkin with Rabbi Moshe Rubinstein, who was eager to offer a donation.



Jerome Magdovitz and Morris Weiss were among the first shoppers at the Sunday Corner Market, which offers produce, plants and flowers, honey and beeswax products.



MARGOLIN HEBREW ACADEMY

Elementary School Mitzvah Raffle



Kindergartener Dena Freiden with 5th Grade Buddy Chaya Klein



First and second graders picked apples at Jones Orchard to prepare for the New Year. They graphed the numbers and kinds of apples and explored the process of a planted seed to a tremendous tree.



First Grade Hebrew Teacher Judy Holzer helped lead BSSS and MJCC students in songs for the New Year.

First Grader Josh Silverstein gives a Rosh Hashanah card to his MJCC Kindergarten Pen Pal Adam Loskovitz.







"Internet Safety for Kids" speaker Phil Rosenthal (r) with event chair Allan Katz.

SEED project- Waterbury, CT yeshiva boys summer study program



Henry S. Jacobs Camp

MISSISSIPPI SCENES

Beth Israel Jackson, MS













TEMPLE ISRAEL

Memphis Jewish Home and Rehabilitation Center Annual Golf Tournament



Dorothy Hirsh, Barbara Kahn and Berta Stevens prepare Rosh Hashanah gift bags.



T t was a unanimous decision by the Hillel of Memphis advisory board to rename the building in honor of longtime Memphis philanthropist Morris S. Fogelman, who helped raise funds for the current building on Midland.

When board chair Michael Danziger made the announcement, ideas began flowing about how to mark the day with special festivities; and executive director Sherry Weinblatt encouraged the students to get involved. University of Memphis music students, Jordan Shaner and Alex Tievy, jumped onboard to coordinate a concert to kick off the day.

"Sherry had heard about the Daniel Pearl "Harmony for Humanity" concerts created by the Pearl Foundation and performed throughout the world in honor and memory of Daniel Pearl, the young American journalist who was brutally murdered by terrorists in 2002," said Jordan. "She suggested that we make it a part of the renaming ceremony. Alex and I thought that was a great idea and got to work."

"We have contacted students, area professors and community people whom we felt would want to be part of this event," explained Alex. 'We have gotten an excellent response and are very excited about the concert."

"In addition to the musical performances, there will be inspirational readings by various people, including Dean David Cox, who will be representing the University of Memphis; a Pearl BBG member and a representative from the Young Journalism Student Organization," added Jordan.

"Everyone has responded so positively to our students," said Sherry. "We will be honoring two men who made an impact on our lives."

Harry Samuels, one of Hillel's founders and longtime advocate, initiated the name change because of Mr. Fogelman's involvement in helping to securing a permanent location to build a Hillel at the University of Memphis. "Morris not only immediately made the first pledge toward its purchase, but volunteered to help obtain additional donations," said Harry.

The Morris S. Fogelman Jewish Student Center at Hillel of Memphis will be officially renamed on Sun., Oct. 24, 2010, at 1 p.m. at the 250-seat theater at the new University Center on the University of Memphis campus. Following the event, a new sign will be unveiled at a reception at the Hillel building at 3581 Midland Ave.

The concert is free and open to the public, but those who wish to attend are encouraged to make a reservation by e-mailing hillelofmemphis@bellsouth.net or calling 901.452.2453.

To learn more about Daniel Pearl Foundation and "Harmony for Humanity" concerts, visit www. danielpearlmusicdays.org

HILLEL EVENT HONORS MEMPHIAN MORRIS S. FOGELMAN



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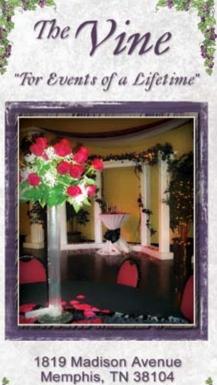
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