



JEWISH REVIEW

Canada's BUSINESS & LIFESTYLE
magazine for the Jewish community

www.jewishreview.ca

ISRAELI INNOVATIONS

*SHINING STARS IN RESEARCH
& DEVELOPMENT*

PAUL MARTIN

ON EMBRACING DIVERSITY

MISBEHAVING MAYORS

TORONTO'S COLOURFUL PAST

FALL 2013 | ISSUE No. 2

YAIR LAPID

*CREATING A BETTER FUTURE
FOR ISRAEL*



ED SONSHINE

Creating Relationships

SPARKLE UP YOUR PORTFOLIO

INVESTING IN DIAMONDS

THE NOSHERY

A TRIP DOWN MEMORY LANE



Not your parents' Volvo.

THE NEW 2014 XC60 AND S60. PART OF OUR BIGGEST REDESIGN EVER.



The New 2014 S60 & XC60

EQUIPPED WITH:

- 300 HP, turbocharged, 6-cyl engine
- Cyclist Detection
- Pedestrian Detection
- Adaptive TFT Crystal Display
- Sensus Connected Touch
- Improved City Safety

Made for
Candnavia



VOLVO OF TORONTO 43 Eastern Avenue, Toronto (416) 868-1880 www.volvooftoronto.com

©2013 Volvo Cars of Canada Corp. Always remember to wear your seat belt. Visit volvocars.ca



OYSTER PERPETUAL DATEJUST

La Différence
TIME CENTRE

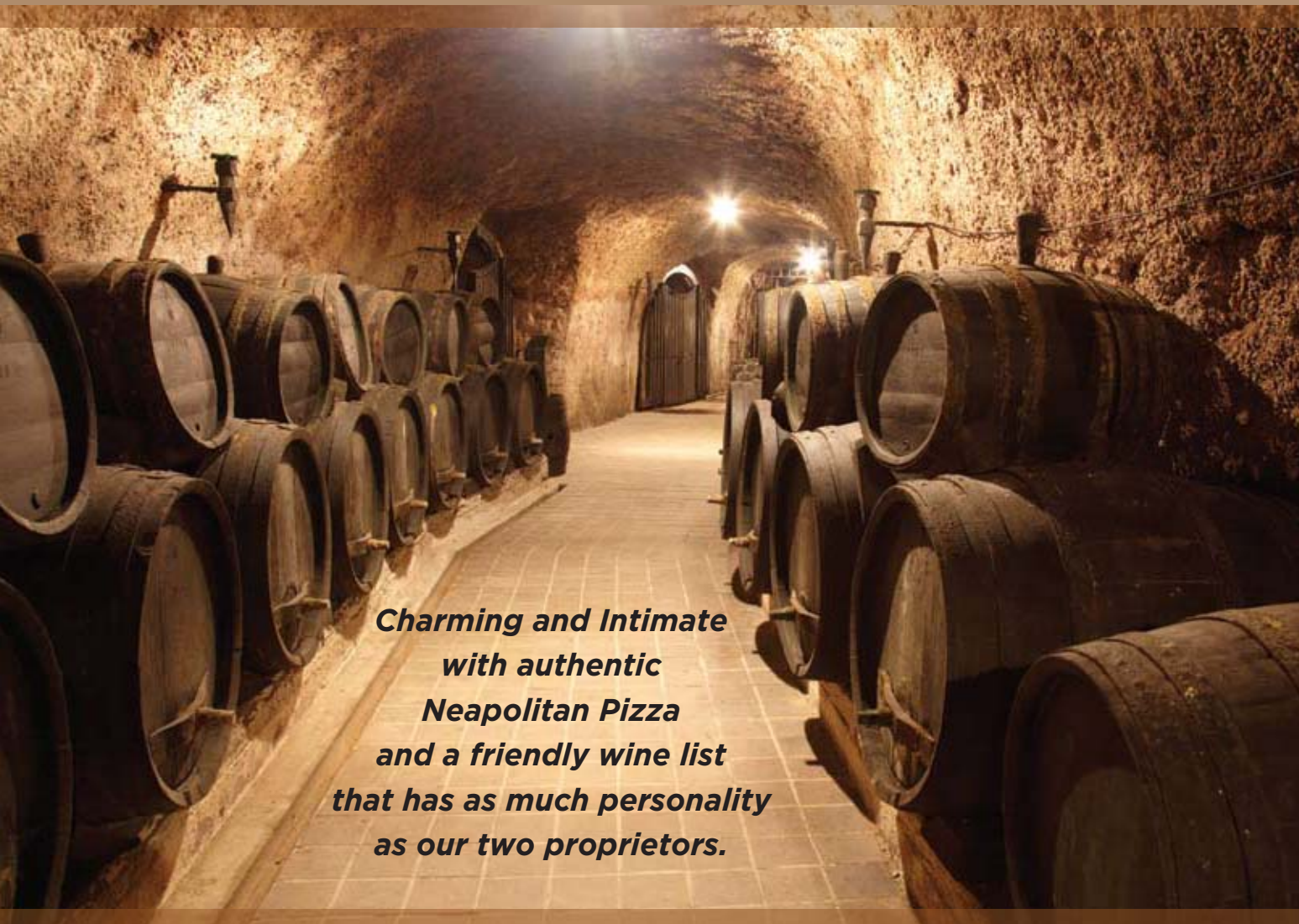
550 HIGHWAY 7 EAST, RICHMOND HILL 905-771-9111

ROLEX BOUTIQUE



SIP

Wine Bar
Authentic Neapolitan Pizza



*Charming and Intimate
with authentic
Neapolitan Pizza
and a friendly wine list
that has as much personality
as our two proprietors.*

Looking for a new venue for your upcoming events? Contact us at **SIP Wine Bar**
We will gladly look after you and make it a memorable event.

Speak to Carmine Costantino at 647-748-7101
2 Broadway Ave, at the heart of Yonge & Eglinton



ABSOLUTE LUXURY. ABSOLUTE VALUE. ABSOLUTELY KEN SHAW LEXUS



We're proud to be your Toronto Lexus Dealer.
Call us to arrange a home or office presentation.

KEN SHAW LEXUS



FAMILY RUN • CUSTOMER DRIVEN

2336 St. Clair Ave. W. Toronto KenShawLexus.ca
Sales 416-766-0055 Service 416-766-1158

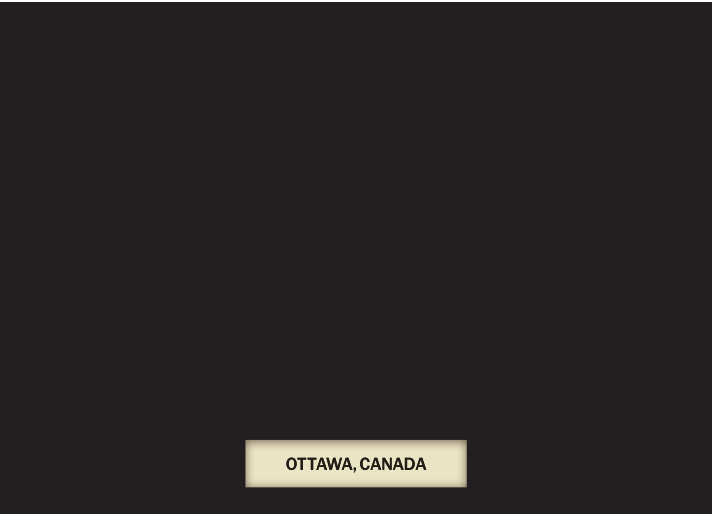


- Valet service
- No-charge Lexus loaner
- Internet café
- Complimentary meal voucher
- Complimentary car wash
- Loyalty Reward Program



VEHICLE SHOWROOM - MON to THU 9am-9pm, FRI to SAT 9am-6pm
SERVICE - THU 7:30am to 7pm, FRI 7:30am-6pm SAT 8am - 4pm

PARTS - MON to THU 7:30am - Midnight, FRI 7:30am - 6pm, SAT 8am - 4pm
COLLISION CENTRE - MON to FRI 7:30am - 6pm, SAT 8am - 4pm



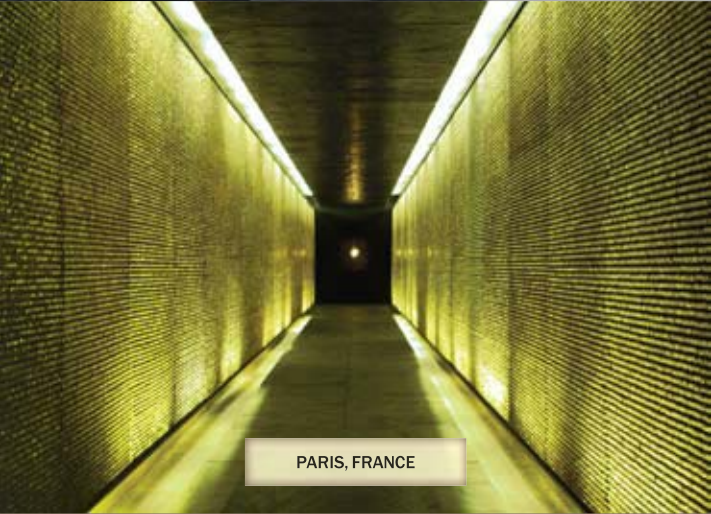
OTTAWA, CANADA



BERLIN, GERMANY



BUDAPEST, HUNGARY



PARIS, FRANCE

Canada’s Holocaust Monument looks nothing like those found in other nations.



Today, alone among Allied countries, Canada has no Holocaust memorial located in the nation’s capital. The government of Canada is helping to see that this is not the case much longer.

The National Holocaust Monument will honour the memory of the millions of innocent victims of the Holocaust, and remind and educate people of all faiths of the causes and dangers of hatred and intolerance.

Please join the individuals, families and corporations who believe in this important project. Seize this unrivalled opportunity to honour the victims, celebrate the contributions of survivors and educate future generations by making your donation today to the National Holocaust Monument by calling 416 636 5225 or visiting holocaustmonument.ca



Be an Architect of Remembrance.

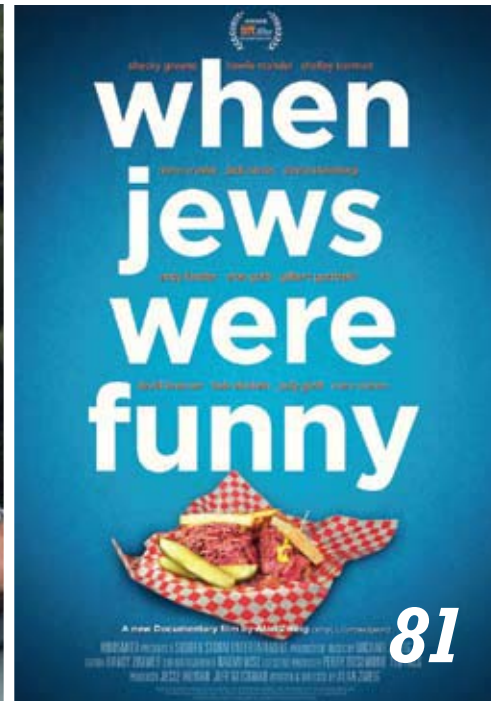
Partner	Founders			Visionaries	Newspaper Sponsor
	Adams Family Foundation Aldo Bensadoun Azrieli Foundation BMO Samuel J. & Rita Bresler Rita & Charles Bronfman, Ellen Bronfman Hauptman & Andrew Hauptman, Claudine & Stephen Bronfman Joseph Burnett Peter & Ricky Cohen Family Foundation Tony & Elizabeth Comper Jeremy Freedman & Judith Finer-Freedman Rick & Lillian Ekstein	Dr. Max & Ginna Glassman Senator Linda Frum & Howard Sokolowski Senator Gerry & Carole Grafstein Roger Greenberg, Marion Greenberg, Alan Greenberg & Robert Greenberg Families Riva and Thomas O. Hecht Richard L. & Donna Holbrook Warren & Debbie Kimel David Kosoy & Family Fred A. & Mary Litwin Jon & Nancy Love Power Corporation of Canada Jonas & Lynda Prince	RBC John & Jennifer Ruddy Seymour & Tanna Schulich The Gerald Schwartz & Heather Reisman Foundation Alvin Segal, O.C., O.Q. & Family Honey & Barry Sherman Lawrence Soloway Edward & Fran Sonshine TD Lawrence & Judy Tanenbaum Thomas & Sasha Weisz	Bensimon Partners CIBC Leslie Gales & Keith Ray, Joy & Barry Gales, Brenlee Gurvey Gales & Allen Gales Dr. Robert Krell & Family Rob & Barb Kumer Pertman Family Toby & Solomon Reichert Scotiabank In memory of Lazar, Freidel & Shimshon Kaplan by Anne Kaplan Mandell Margo, David, Aaron & Gail Kardish	



186, RUE PEEL, MONTRÉAL 514.932.3306 CELADONCOLLECTION.COM



24



81



36



73



68

COVER STORY

46 You Have to Create Relationships
Profiling Ed Sonshine

FEATURES

12 Shining Stars
Israeli innovation in research and development

24 The Honourable Paul Martin
On embracing diversity

50 And the Winner is...
Jewish Nobel Laureates

54 Lessons I Learned from Bow
Exploring language with a chimp

68 Making His Mark
An interview with York Centre's MP Mark Adler

73 Na'amat Pioneer Women
A look at the legacy and future of the organization

76 Mayors Behaving Badly
A look at Rob Ford's predecessors

94 Fancy Colour Diamonds
Beautiful AND smart

118 In Herzl's Footsteps
Toronto lawyer David Matlow's quest



46



30



76



54

LIFESTYLE

36 Memory Lane: The Noshery
Remembering a Toronto institution

44 How to Shop for Rugs & Carpets
Home decor tips

86 Neighbourhood Watch
Oakwood-Vaughan: a diamond in the rough

88 Making Waves in Style
Luxury cruises

92 Think Green in 2014
Little things make a big difference

98 Putting the "Smart" in "Smartphone"
Protecting yourself online

104 Committing to Change
Dr. Joey Shulman's Metabolism Boosting Diet

CULTURE

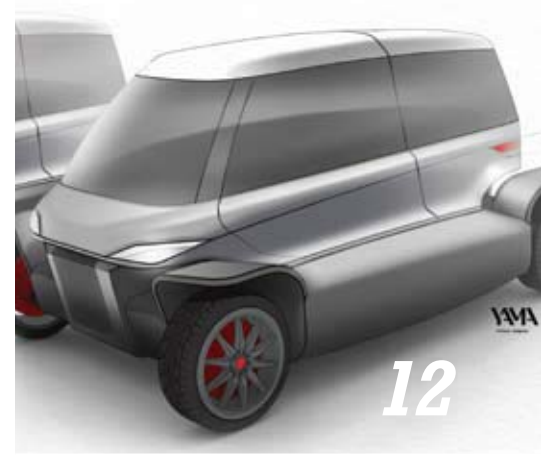
30 Young Jazz Chanteuse
A new chapter for Nikki Yanofsky

33 Ashkenazi Festival
Set your Ashkenazi Free

81 When Jews Were Funny
Director Alan Zweig's new film

106 Toronto Event Scene
Winter/Spring 2014

108 Theatre Listings
Playing soon at a theatre near you



12



94



86

FOR A FREE COPY OF OUR NEXT EDITION
SIGN UP AT WWW.JEWISHREVIEW.CA.

WELCOME



MICHELE MICHAELOV
editor@jewishreview.ca



FOR A FREE COPY OF OUR
NEXT EDITION SIGN UP AT
WWW.JEWISHREVIEW.CA.

We are delighted to bring you the fall edition of the Jewish Review, Business and Lifestyle Magazine. This new and exciting magazine covers issues and topics relevant to Canadian Jewish life in both business and lifestyle.

In Canada, we have so much to celebrate. Our Jewish life not only blends effortlessly with the metropolitan scene but also stands out for its unique and exceptional contributions. The Jewish Review showcases these exceptional contributions and shines a spotlight on issues near and dear to our community.

Our cover story is Ed Sonshine, chief executive of RioCan Real Estate Investment Trust. Widely admired for his skills in business and building relationships, Sonshine was named Canada's CEO of the year. We also present an interview with the Right Honourable Paul Martin who was recently honoured by Haifa University for "his steadfast position against Anti-Semitism, racism and intolerance, and his solidarity with the State of Israel."

In continuing our tribute to philanthropy, we present the story of Na'amat Toronto and its important work as a leader in women's issues. Na'amat was one of the early organizations that advocated for children's daycare and provided scholarships for women to attend higher education.

And, as avid supporters of Israel, we are delighted to celebrate Israel's strengths in science and technology with a look at Israeli Innovation in Research and Development. We also have an insider's viewpoint on Israel's newest party Yesh Atid and its promises to improve Israeli's future.

We have worked very hard to create a magazine that will reflect the vibrancy and successes of our community.

Enjoy the Jewish Review, and let us know how we can serve you better.
Contact me at editor@jewishreview.ca

Sincerely Yours,

Stop Hiding Your Teeth!

- Replace and repair missing or damaged teeth
- Rebuild oral function and comfort
- Traumatic injuries, teeth related birth anomalies, oral cancer reconstruction, sleep disorders & more
- Minimal downtime
- Same day implant surgery and crowns for suitable candidates
- In-house, full service dental laboratory

We are recognized dental specialists in either Prosthodontics, Periodontics and Endodontics.

PROSTHODONTIC ASSOCIATES
2300 Yonge St. #905 Toronto, ON M4P 1E4 416.322.6862 • www.buildyoursmile.com

**Your Smile.
Our Specialty.**



Indulge yourself with the beauty of Schonbek Chandeliers
On Sale now at;

ROYAL LIGHTING

1549 Avenue Road (North of Lawrence) 416 • 782 • 1129 • royallighting.com

JEWISH REVIEW

EDITOR-IN-CHIEF: Michele Michaelov
ART DIRECTOR: Miriam Paz Maor
CONTRIBUTING EDITOR: April Laufer
COPY EDITOR: Christine Hogenkamp
LAYOUT ARTIST: Ronitte Levine
DESIGNERS: Vanessa Dhanbeer, Christine Hogenkamp, Ronitte Levine, Kat O'Donnell, Miriam Paz Maor
CONTRIBUTORS: David K. Aaron, Norma Barkin, Cheryl Berger, Dave Gordon, Daniel Horowitz, David Kates, Aya Katz, April Laufer, Dov Lipman, Lori Nusbaum, Nicole Snitman, Eric Stein
PUBLISHER: Index Media Inc.

VICE PRESIDENT, ADMIN, FINANCE & PRODUCTION: Michele Michaelov
MANAGER, PRINT DIVISION: Arik Kehat
MANAGER, DIGITAL DIVISION: Ofir Yaacov
SALES MANAGER: Nir Heler
ACCOUNT MANAGERS: Naomi Adler, Niko Diamant, Cheryl C. Fraser, Efrat Ravitz, Jenya Savtchenko, Valerie Toledano, Cristina Zampiero, Jennifer Zito

SALES REPRESENTATIVES: Sargon Awdishu, Gary Goldstein, Deserae Thomas Clarke

ADMINISTRATION: Lynn Purto

Jewish Review and www.jewishreview.ca are trademarks of Index Media Inc. All rights reserved. Reproduction in whole or in parts is strictly prohibited. Articles do not necessarily reflect the opinions of the publisher or the editors. The opinions of the authors, promises and claims made by the advertisers herein do not state nor reflect those of Index Media. Index Media Inc. takes no responsibility for such content, and cannot be held responsible for any consequences arising from errors or omissions. All content in this magazine has been compiled to the best of our knowledge, but no guarantee is given.

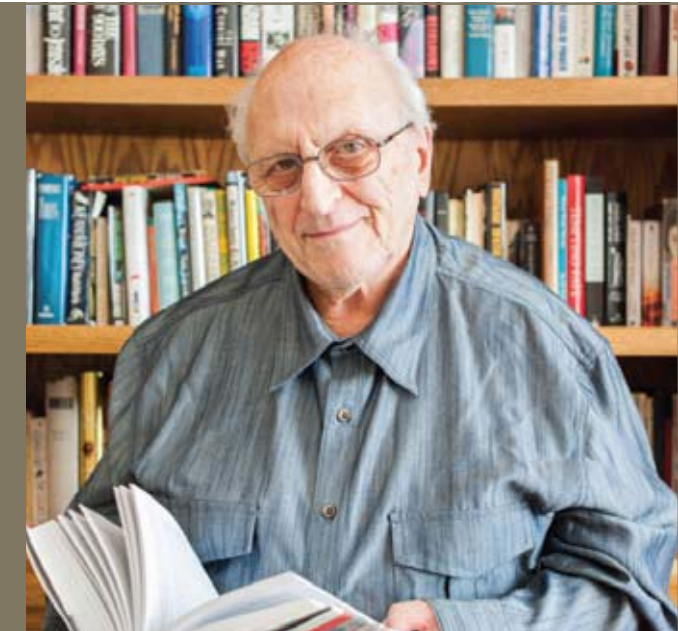
JEWISH REVIEW MAGAZINE IS PUBLISHED BY INDEX MEDIA INC.
8600 Keele St. Unit 32
Concord, Ontario L4K 4H8
www.indexmedia.ca
info@indexmedia.ca
905-695-8800

FOR A FREE COPY OF OUR
NEXT EDITION SIGN UP AT
WWW.JEWISHREVIEW.CA.

Who would have
thought it?

There's a common misconception about losing independence when moving into a retirement residence. Nothing could be further from the truth—as Dr. Sam Guslits learned. Sam moved into Kensington Place in 2012.

"I've become more independent since I moved here and I'm much happier."



Kensington Place
Toronto's Finest Kosher
RETIREMENT RESIDENCE

866 Sheppard Ave West
Toronto, ON M3H 2T5
416.636.9555
www.TheKensingtonPlace.com

A BAYBRIDGE SENIOR LIVING COMMUNITY

Maintain or regain your
independence! Call
Kensington Place today at
416.636.9555 to book a tour.

Leslay-Robin
Fine Jewellery



- Design
- Appraise
- Repair
- Estate
- Consignment



Hotel-Intercontinental, 220 Bloor St W
416-920-7676 lrfjewels@yahoo.ca



Living Life
RETIREMENT RESIDENCES
Your Lifestyle Your Way™

A BAYBRIDGE SENIOR LIVING COMMUNITY

In this case, familiarity
breeds contentment

"Those of us who live here are treated as guests, in the full sense of that word, and individual dignity is treasured in ways that are transparent and contagious."

"Fortunately, there is a wonderful little oasis in the heart of mid-town Toronto called Living Life on the Avenue: opened just two years ago, it has been acknowledged as the premier retirement residence in Toronto."

See for yourself the lifestyle that Living Life on the Avenue residents are raving about. Call 416.483.9900 to book your personal visit.

1066 Avenue Road, Toronto, ON M5N 0A3
416.483.9900 • www.LivingLifeOnTheAvenue.com

ON THE INTERNATIONAL STAGE:

Israeli Innovation

“SHINING STARS” IN RESEARCH & DEVELOPMENT



BY APRIL LAUFER

Israel stands out as a leader in some of the most important scientific discoveries of the past several years; against a backdrop that has included war, terrorist attacks, and a barrage of rockets, Israel has continued to focus on the future and move forward.

The Weizmann Institute of Science in Rehovot is one of the world's leading multidisciplinary research centers producing such 'stars' as Chaim Weizman, a chemist and the first President of the State of Israel; Ephraim Katzir, a biophysicist and

the fourth President of the State of Israel; and Ada Yonath, Nobel prize winner in Chemistry (2009). The Technion—Israel Institute of Technology in Haifa, is equally well known; among its faculty are three Nobel laureates in Chemistry, Dan Schechtman (1982), Avram Hershko and Aaron Ciechanover (2004).

If you google the words Israel and Innovation there is nothing but acclaim for Israel's contributions in such diverse areas as agriculture, technology and medicine. *Israeli Innovations that*

Changed the World was the title of the Israel Pavilion at the World Expo 2010 in Shanghai. Such boasts are in fact modest. According to a report by the World Economic Forum (2013) Israel ranked 3rd in the world for innovation.

And the world is offering its praises to Israel's scientists and researchers. In the 1960s, the prediction of quarks by Tel Aviv University physicist Professor Yuval Ne'eman laid the foundation of the Murray Gell-Mann quark model. In 2001, MIT News announced that after more than a decade of discussion and

doubt, there was finally agreement in the scientific community that the quark was to be “accepted as a basic building block of nature.”

The formulation of “Black Hole Entropy” by Jacob Bekenstein of the Hebrew University of Jerusalem (1973) continues to reverberate in the world of astrophysics. Astrophysicist, Mario Livio, writing for the Huffington Post (2013) noted: “Bekenstein's idea led to Stephen Hawking's prediction of what is now known as ‘Hawking radiation’—the suggestion that in the quantum realm, black holes are not entirely black, they can emit radiation.”

The answer to why Israel has been so remarkable in innovation lies deeply rooted in Israel's history: “The foundation of Israel itself could be seen as an entrepreneurial project,” suggests Meir Bran, Google Regional Director, Israel, Greece & South Africa. “The pioneers who came to build Israel from scratch, they were real entrepreneurs.” There is also no doubt that Israel's R & D was impacted by the influx of almost one million ex-Soviet Jewish immigrants in the 1990s. Many of these immigrants brought with them noteworthy scientific and IT skills.

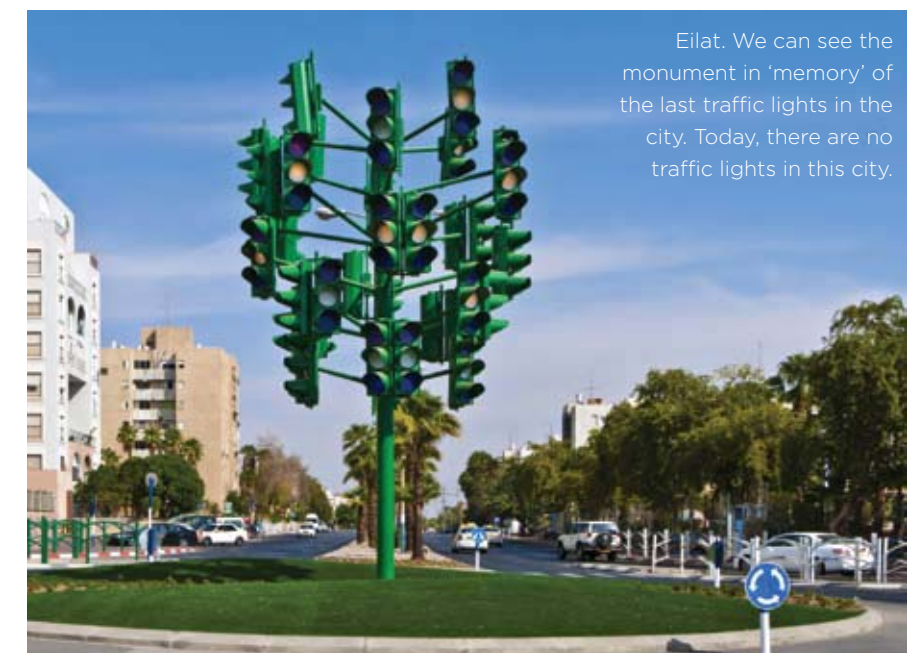
The Organization for Economic Cooperation and Development, whose mission is “to promote policies that will improve economic and social well-being of people around the

world,” noted the role of Israel's government in supporting commercial R&D. The government matched grants and covered more than half of research costs. This was a prudent and important investment, as Israel's high-tech industries represent close to 50% of total industrial exports. In the article in the OECD Observer (2011), Dr. Orna Berry, an Israeli venture capitalist says, “Government policy was instrumental in unleashing the potential of this abundant human capital” by providing funding and help with entrepreneurial projects.

According to Dan Senor, co-author with Saul Singer, *Start-up Nation, The Story of Israel's Economic Miracle—how Israel has become a leader of business innovation* (2009), Israel is one of the

most dynamic entrepreneurial and innovation-based economies on the planet. Senor comments that Israel has a lot to teach the world “especially at a time when there is so much yearning for innovation-based economic strategy.” In a discussion on CNBC, Senor pointed to the fact that Israel spends more as a percentage of their economy on research and development (R & D) than any other country in the world. “And they have interesting ways in making that R & D funding matter.” Even in the midst of katyusha rockets and uncertain security concerns, there is more global venture capital going into Israel each year on a per capita basis than the United States.

In 2011, the Bernard M. Bloomfield Science Museum in Jerusalem ▶



Eilat. We can see the monument in ‘memory’ of the last traffic lights in the city. Today, there are no traffic lights in this city.



Drip irrigation system.

celebrated Israeli innovation and achievement with a display of some of Israel's amazing accomplishments. Located on the Givat Ram campus of Hebrew University, the museum opened in 1992 and it was through a generous donation from the Bloomfield family in Canada that the museum was made possible. Working in close collaboration with the Hebrew University of Jerusalem and the Jerusalem Foundation, the museum is an independent non-profit institution whose goal is to promote excellence in science and technology among young people.

Museum director Varda Gur Ben Shitrit spoke about the different factors that contribute to Israel's innovation, pointing out that though "Israel's compulsory military service is generally considered an unfortunate national security necessity; in the context of innovation, it has some positive outcomes. Many of those who serve in elite units end up in hi-tech."

In the spring of 2013, on the occasion of President Obama's visit to Israel, P.M. Benjamin Netanyahu invited the president to a special exhibit that showcased some of Israel's high-tech innovations which included: **Phinergy**, the company that developed an aluminum-air battery designed for electric vehicles, and **ReWalk**,

which gives persons with lower limb disabilities (such as paraplegia) an experience that is as close to natural walking as possible.

Israel's innovations from just this past year have got the whole world talking:

» *Netafin, a pioneer in drip irrigation, was named the 2013 Stockholm Water Award Laureate. The award "recognizes the business sector's contribution to sustainable water management."*

» *Israel's PointGrab wins 2013 European Technology Innovation Award for taking a leading role "in gesture control solutions which enhance the functional capability of consumer electronic devices."*

» *CCTV (China) noted that Israeli technology company TaKaDu was the winner of the Sustainia Award 2013 "for the world's best sustainability innovation, for its solution on water distribution losses."*

Israel, which has confronted so many challenges in its 65 years, is a country fuelled by "steady determination and imagination." Those are the words of the inventor of the cardboard bicycle, Izhar Gafni. It took him four years and six different prototypes to come up with his final product. After "lots of testing and failure...I got it right."

His words were echoed at the Conference on Economy and Society that took place this past November (2013) in Caesarea. Minister of

"Relative to its population Israel has done the most to contribute to the technology revolution." - BILL GATES.

» *The Economic Times India (November 8, 2013) noted that Israel has more engineers per capita than anywhere in the world (Which makes Israel, with just eight million people, an innovation hub).*

Economy, Naftali Bennett talked about Israel's "obligation to initiate and innovate," to keep trying even when there are mistakes, to learn from those failures and find the determination to keep moving forward. ▶



Your Vision, Our Expertise

COLUMNS ■ EXTERIOR TRIM ■ SIDING ■ RAILING ■ FENCING

FREE ESTIMATE (905) 793 1300

8 Automatic Rd Unit 2A, Brampton, ON L6S 5N4 | FAX 905.793.1980 | EMAIL info@burtonexteriors.com

WWW.BURTONEXTERIORS.COM

“ISRAEL’S INNOVATION LAURELS ARE SEVERAL-HIGHEST GROSS EXPENDITURE ON R&D, LARGEST AMOUNT OF COMPANIES LISTED ON NASDAQ OUTSIDE OF NORTH AMERICA...” - OECD OBSERVER, 2011

A LOOK AT SOME OF ISRAEL’S NEWEST START-UPS:

CARDBOARD TECHNOLOGIES

produces a bicycle made of recycled cardboard, plastic and rubber which is durable, fire and water resistant and able to carry up to 180 kilograms.

www.haaretz.com/business/premium-1.532326

CITY TRANSFORMER, recently unveiled at an Ecomotion Investor Conference, is a personal transportation solution to city traffic; the folding car parks like a motorcycle and drives like a car. www.citytransformer.com/#/page2/cjg9

GIVEN IMAGING’S PILL CAM is a non-invasive method of detecting problems within the GI tract. With

the aid of PillCam, doctors are able to detect abnormalities and diseases. Though patients have to fast before the procedure, they “are able to resume most daily activities.” www.givenimaging.com

ICECURE is a minimally invasive treatment that freezes benign and small malignant breast tumors and is now FDA approved. It has just begun clinical trials to expand its technology to the treatment of lung cancer. <http://nocamels.com/2013/10/israeli-company-that-turns-tumors-into-ice-balls-now-sets-its-sight-on-lung-cancer/>

GREENFEED, BEN GURION UNIVERSITY is an alternative fuel made from water and carbon dioxide

that should be commercially viable within 10 years. http://lin.bgu.ac.il/en/Pages/news/oil_greenalternative.aspx

NIGHT-SENSE (founded 2012) is a young medical device start-up that is developing a sleep hypoglycemia alert system. It is a wrist watch-like device that monitors physiological parameters during sleep time and is personalized for each patient. www.night-sense.com

ORCAM (launched in 2010) is a device that can be clipped onto spectacles, making it possible for a blind person to read and carry on daily activities like catching a bus or crossing the road. It also identifies objects and will recognize faces and places. www.orcam.com

APPS:

GETTAXI is an application that connects customers and taxi drivers. Using its proprietary GPS system, users can order a cab either with their smartphone or through the company's website. Simultaneously, users receive information about their driver, including a picture, name, license number and ratings by other GetTaxi users.

INTELLICON: The smart traffic light system (founded 2011) increases traffic intersection efficiency based on encoded signals transmitted from in-vehicle devices such as ▶

TEVA Factory Jerusalem.



So beautiful, you may never leave the room again.

Since 1963, Binns kitchen + bath design has been creating rooms of distinction and functionality that are a seamless blend of high style and world-renowned quality featuring the world’s leading brands. And now that we’re celebrating our 50th Anniversary that commitment has never been stronger. From design to completed construction, and everything in between, a Binns kitchen and bath is a better kitchen and bath.



Binns
kitchen + bath design

Toronto 1055 Bay Street, 416.286.2222
Pickering 333 Kingston Road, 905.509.5555

CELEBRATING
50 YEARS

www.binns.net

SieMatic



Bio-Bee Biological System.

smartphones and vehicle-to-vehicle communication. <http://nocamels.com>

SOME OF ISRAEL'S INNOVATION STARS

NETAFIM DRIP IRRIGATION

Israeli company Netafim was a pioneer in drip and micro irrigation, a method that saves water and saves on the use of fertilizers. Drip irrigation which allows water to drip through pipes at a uniform rate is seen as one of most important innovations that has happened in the agriculture sector. Netafim continues its commitment to the development of reliable and affordable products the help growers "maximize food production with the lowest environment impact." It is in 112 countries and has 13 factories throughout the world. www.netafim.com

COPAXONE

Developed by Professors Michael Sela and Ruth Arnon and Dr. Deborah Teitelbaum of the Weizmann Institute of Science, this was one of the first drugs available to patients with Multiple Sclerosis. The discovery began with a theoretical study in 1967 and the first clinical trial some ten years later. And ten years after that, Teva assumed development of the product. The drug was approved in the U.S. in 1996. A March 2013 GLOBES (Israel's Business Arena)

business report said that the "discovery became the drug with the biggest sales by an Israeli pharmaceutical company." www.globes.co.il/serveen/globes/docview.asp?did=1000832876

TECHSAT-GURWIN MICROSATELLITE

Launched into space in July 1998, the microsatellite was designed by students from the Faculty of Aerospace Engineering at the Technion—Israel Institute of Technology. It was one of the smallest satellites in the world: The cube-shaped satellite had 45 centimeter sides and weighed 48 kilograms and had extremely low power consumption. A Jerusalem post article (January 24, 2012) noted that Technion was planning "to build and dispatch into space a fixed formation of three nano-satellites weighing up to 6 kilograms each." The expected launch

is 2015. <http://asri.technion.ac.il/techsat/>

BIO-BEE BIOLOGICAL SYSTEM LTD.

Operating since the early 1980's Bio-Bee Biological System is an integrated pest management system. Bio-bee breeds beneficial insects and mites for biological pest control and bumblebees for natural pollination in greenhouses and open field crops. With increasing concerns over the dangers of pesticides and residual chemicals, Bio-bee develops and manufactures three main product lines: natural pollination (bumblebees); biological pest control (predatory mites, bugs, lady beetles and wasps); and biological control via sterile insect technique (sterile male bio-flies). The company's products are sold in more than 50 countries worldwide. www.biobee.com ■



GetTaxi App



— ANTIQUES & DECORATIVE ARTS —

WHERE
FINE ANTIQUE
FURNITURE
MEETS
MODERN
HOME DECOR



3328 YONGE ST.
TORONTO, ON
647.748.3837
WWW.EVEGALLERY.CA

Wintering in Florida, Arizona or California?

We Deliver! By Individual Driver
Door to Door or Truck

We pick up your vehicle from your doorstep and deliver it to your winter destination... and get it safely back home when you're ready.

Toronto Drive-Away Service
Nationwide Inc.

TRUSTED Since 1959

For more information about our services call: **416-225-7754**

5803 Yonge St. #101, North York ON, M2M 3V5

www.torontodriveaway.com
The Premier Driveaway Service in North America!

RM
**OFFICE & CONDOMINIUM
CLEANING GROUP**
INSURED • BONDED



416.650.6050

REGAL MAINTENANCE INC.
8707 DUFFERIN ST., SUITE 386, VAUGHAN ON, L4J 0A6

Canada-Israel

INDUSTRIAL RESEARCH & DEVELOPMENT FOUNDATION



WHY CANADA AND ISRAEL?

Canada and Israel enjoy a strong diplomatic relationship that spans more than 60 years, and builds on complementary strengths that create a solid foundation for R&D partnerships. These include:

- A world-class science, technology and research base

- A highly educated workforce and multilingual population with political, economic, cultural, historical and business ties to many nations around the world

- Well established people-to-people linkages; there are approximately 20,000 Canadian citizens living in Israel and many Canadians have family in Israel; the Canadian Jewish community,

which stands at around 350,000, acts as an important bridge between Canada and Israel

- A strong and long-standing trade relationship, with the 1997 Canada-Israel Free Trade Agreement (CIFTA) propelling bilateral merchandise trade between the two countries to \$1.38 billion in 2011

- Many common values as developed, modern and democratic nations, including a commitment to knowledge creation and a strategic approach to innovation. *sourced from www.ciirdf.ca/who_we_are/Why_Canada_and_Israel/index.php*

BUSINESS OPPORTUNITIES

Canada-Israel Industrial Research & Development Foundation brings

together two or more companies that have complementary Research and Development aims. These business partnerships provide additional opportunities for new innovations. Such collaborations have to-date included brain research and neuro-technology development, bio-economy and clean technologies as well as other fields such as pharmaceutical research and manufacturing. These are partnerships

between private sector companies in Israel and in Canada where each are seeking R&D partners. In addition to the development of new products or processes, the partnership objective of Canada-Israel Research & Development is to “make significant enhancements to existing products that open up new market opportunity.”

www.ciirdf.ca/international_programs/forOntarioIsrael/TechMatchMaking/index.php ▶

"THE PROJECT BRINGS TOGETHER TWO RESEARCH AND TECHNOLOGY COMPANIES THAT ARE BOTH WORKING TOWARD THE DISCOVERY AND DEVELOPMENT OF MORE EFFECTIVE DRUG COMPOUNDS"

THE ROAD TO SUCCESS IS ENHANCED BY PARTNERING

The studies and projects include feasibility studies to which the Canada-Israel Research & Development Foundation helps with a contribution of up to \$20,000(Canadian).

Collaborative projects of up to three years are funded up to 50 percent of joint project costs up to a maximum of \$800,000 (Canadian).

A Key Goal of Canada-Israel Industrial Research & Development Foundation is technology commercialization. www.ciirdf.ca/what_we_do/funding/index.php

FROM CIIRDF PROJECT SHOWCASE:

Accelerating the Development of Novel Drugs to Combat Lung Cancer: A Collaborative Project by Matrix Pharma Inc. of Canada and BioLinRx Ltd of Israel

The commitment to new technology and business between Canada and Israel is an important part of the world of collaborative research. One of the

projects in this category is the development of new drugs to help fight lung cancer: "The Novel Receptor Targeted Anti-Cancer Therapy project aims to develop a new chemical inhibitor that is highly effective, has low toxicity, and can be taken orally by a patient."

Non-small cell lung cancer is responsible for more deaths in Western countries than many other cancers and the five year survival rate for patients with non-small cell lung cancer is only 10-15%, making new discoveries in the treatment of lung cancer all the more urgent.

In 2009, the Canada-Israel Industrial Research & Development Foundation funded a project between Matrix Pharma Inc. of Canada and BioLinRx

Ltd of Israel. The project brings together two research and technology companies that are both working toward the discovery and development of more effective drug compounds:

"In the novel drug discovery process proposed by this Canada-Israel team, computer-controlled feedback mechanisms will enable the simultaneous assessment of many potential compounds against multiple criteria. This approach aims to consistently identify high-quality drug candidates in a much shorter period of time than in the traditional 'one-at-a-time' technique."

As with many projects that are based on the hope of discovery, there are risks, but the possibility of finding a new treatment means that the longevity and quality of life for many patients could be improved: "Due to the rising number of non-small cell lung cancer cases and the failure to adequately address the needs of these patients, there is a significant market for the proposed treatment ... If successful, a novel, effective and safe lung cancer drug could generate annual revenues in the billions of dollars and improve the length and quality of life for many patients." www.ciirdf.ca/_files/file.php?fileid=f1lelgKjtpYrdb&filename=file_12_Accelerating_the_Development_of_Novel_Drugs_to_Combat_Lung_Cancer_Updated_October13_2009.pdf ■



LUNG CANCER



905.789.WOOD(9663)
56 Bramalea Rd
Brampton.Ontario
L6T 2W8



WE ALWAYS PROMISE

- PERSONALIZED SERVICE
- QUALITY PRODUCTS
- COMPETITIVE PRICES
- EXPERIENCE

CALL TODAY FOR A FREE ESTIMATE

- | | |
|------------------------|-----------------------|
| • PREFINISHED HARDWOOD | • UNFINISHED HARDWOOD |
| • ENGINEERED HARDWOOD | • LAMINATE FLOOR |
| • BAMBOO FLOOR | • ACCESSORIES |
| • BACKSPLASH | • TILES |

Visit us at

www.thehardwoodoutlet.ca



Custom Wine Cellars
 Modular Racking System • Wine Cabinet
 Cooling System • Free Onsite Consultation

Showroom (By Appointment ONLY):
 32 Cathedral High St, Markham **416.388.9388**
 info@h2o2winecellardesign.com
 www.h2o2winecellardesign.com



GK PICTURE FRAME WAREHOUSE

UP TO **60% OFF**
 ON CUSTOM FRAMING

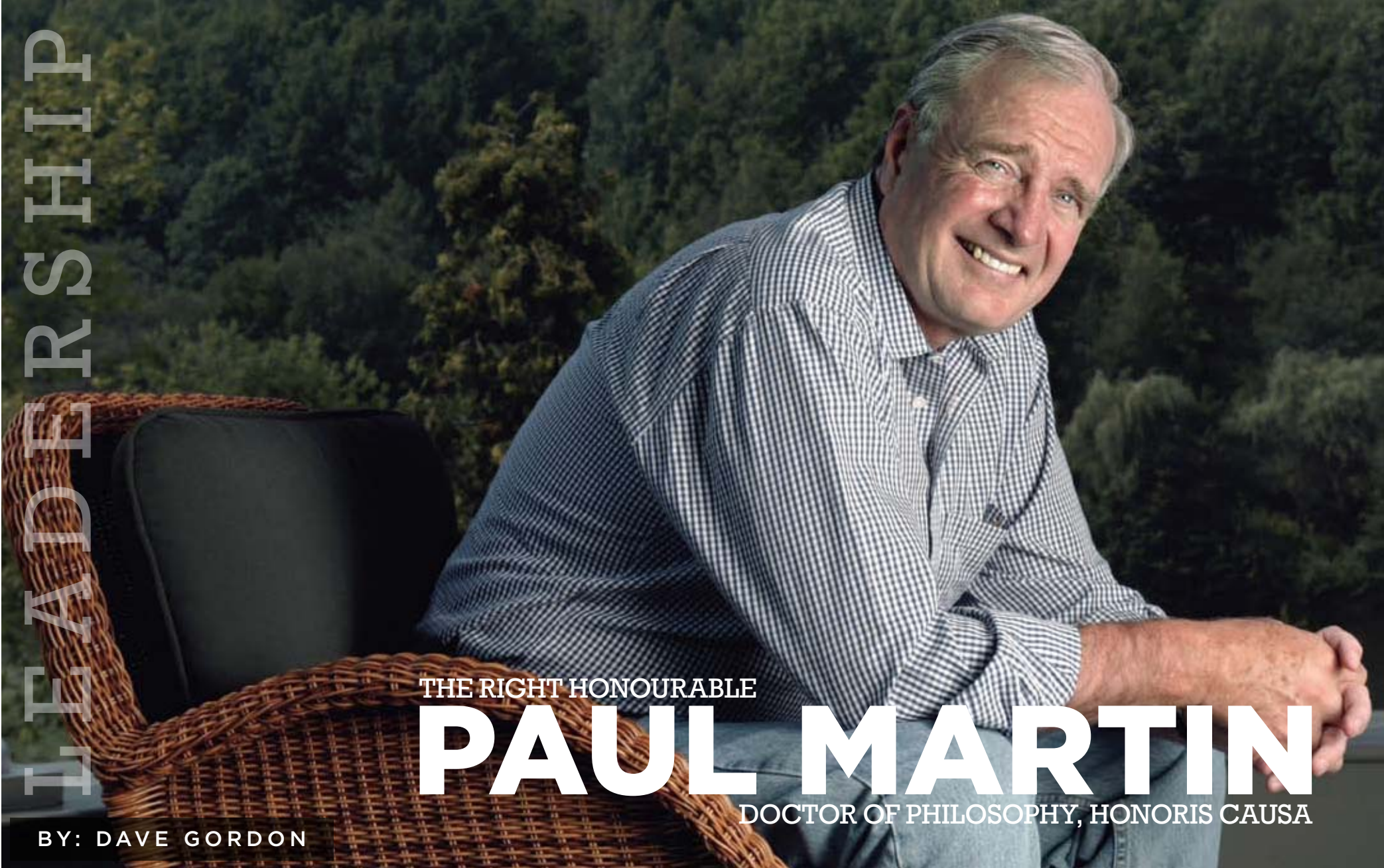
Diploma/Awards • License/Certificate
 Sport Jerseys • ANY Memorabilia
 Posters • Prints • Photos • Oil Paintings

20% OFF
 Large Format Printing
 On Canvas and Paper

SAME DAY SERVICE AVAILABLE

Making Your Home A
 Better Place Since 1966!
416.246.0908
 gkpfw@hotmail.com

2625C Weston Rd., Unit 24 North York M9N 3V8
WE BEAT ANYBODY'S BEST PRICE



THE RIGHT HONOURABLE
PAUL MARTIN
 DOCTOR OF PHILOSOPHY, HONORIS CAUSA

BY: DAVE GORDON



אוניברסיטת חיפה

HAIFA UNIVERSITY

*“In recognition of his
 commitment to social
 responsibility; his steadfast
 position against anti-
 semitism; racism and
 intolerance, and his
 solidarity with the
 State of Israel”*

A good Prime Minister “should be
 measured on how well they’ve brought
 the country together,” exclaimed

former Prime Minister Paul Martin.
 It was in this spirit of a pluralistic
 and inclusive commitment to social
 responsibility and mutual respect that
 the Rt. Hon. Paul Martin was given an
 honorary Doctorate of Philosophy by
 Haifa University, on October 20, 2013
 at the Fairmont Royal York in Toronto.

The event marked the creation
 of The Paul Martin Scholarship
 Fund for Bright, Disadvantaged
 Students at the University of Haifa.

The University of Haifa prides itself
 not only as the largest research
 university in Israel’s north but it also
 boasts a multicultural student body
 that encourages and promotes equal
 opportunities for everyone. As Yona
 Yahav, the Mayor of Haifa noted in
 his comments in the Martin Tribute
 book, “Haifa is home to more than
 250,000 residents where Jews, Muslims,
 Christians, Druze and Baha’i live side-
 by-side in harmony, peace and mutual
 respect. The University of Haifa not only
 reflects the demographics and diversity ▶

“IN RECOGNITION OF HIS COMMITMENT TO SOCIAL RESPONSIBILITY; HIS STEADFAST POSITION AGAINST ANTISEMITISM, RACISM AND INTOLERANCE; AND HIS SOLIDARITY WITH THE STATE OF ISRAEL”

of the City of Haifa but also encourages and promotes equal opportunities for all.” In thoughtful reflection, Martin remarked that Canadians can learn much from this example.

The Martin family has served Canada in elected office for 50 years. Before entering politics, Martin had a distinguished business career at Power Corporation and the CSL Group. His financial management skills as Minister of Finance (1993-2002) brought about the largest tax cuts in Canadian history. He was a founding Chair for the G-20. As Prime Minister, Martin's commitment to improving the lives of Aboriginal Canadians was particularly noteworthy.

The development of the Kelowna Accord was the first time a Canadian government sought out an agreement with Aboriginal leadership to work with First Nations people, the Metis and Inuit to improve the conditions of Aboriginal people in education, employment and education; it was not endorsed by the subsequent government. Nonetheless, the unprecedented accord was a commitment that Martin would not abandon.

After stepping down from politics or as Martin laughingly said, “in other words I lost the election,” Martin continued to work on behalf of First Nations. The Martin Aboriginal Initiative is committed to improving

literacy and numeracy skills, decreasing the dropout rate, and increasing the numbers of those entering post-secondary education in reserves across the country.

As one might expect, Martin reflected comfortably about his own relationship with Israel as he spoke to the Royal York audience. He noted that it was under his leadership (2003-2006) that Canada shifted its votes at the UN on anti-Israel resolutions.

Jewish Review met with former Prime Minister Paul Martin while he was in Toronto.

He graciously agreed to sit down in discussion with me about a number of different topics including Israel and remembering Ben Gurion. Though we mostly spoke about general topics including his 75th birthday, we did briefly look at the question of multiculturalism in Canada today; Martin was shocked that instead of celebrating diversity, Quebec is contradicting its own charter of rights.

JR: Why stand behind the University of Haifa, why lend your support?

PM: What I think is unique is that it's the university that recognizes diversity, perhaps better than any others: its outreach, its ability to touch the full ▶



CITY OF HAIFA

Forest Hill Woodworking

For All Your Woodworking Needs

- Kitchen Refacing
- New Kitchen
- Smart Storage Solutions
- New Additions
- Granite, Quartz and Laminate Countertops

905.770.3637

www.foresthillwoodworking.com

**DESIGN
BUILD
INSTALL**

Giovanni of Italy

Bespoke Custom Tailoring

SPECIALIST IN
MEN'S AND LADIES' ALTERATIONS

Alterations & Remodeling • Custom Made Suits & Dresses
Suede & Leather • Formal Wear Tailoring • Quick Service & Fast Turn-a-Round

416.967.6695

106 Scollard Street, Toronto On M5R 1G2

AUTO + HOME = SAVINGS

Mark Shwarzman, Agent
16700 Bayview Ave Unit 5, Newmarket
905 898-3228
Toll Free 1-866-224-2271
We speak Russian and Hebrew.

State Farm™

PO2603CN statefarm.ca™ State Farm • Canadian Head Offices: Aurora, Ontario

range of the population of Israel, I think is very important in terms of the role of the university. I think in the example of Aboriginal Canada, it's an example that we can all follow.

One of the most important issues is that Aboriginal Canadians are the fastest growing segment of our population.

JR: Of multiculturalism, of integration?

PM: Exactly. Here's a university that reaches out to its neighbours. I'm touched by that. Quite strongly.

The measure of a good prime minister is the ability to reach out. Never give up on your convictions, but help bring



AMOS SHAPIRA & PAUL MARTIN AT THE MOUNT CARMEL TRIBUTE DINNER

the country together. I'm trying to tear down these silos that separate Aboriginals from other Canadians.

What is the contrary of everything I believe, and what Haifa U believes is the 'Quebec charter of values.' I mean how, in God's name, can a government attempt to pass a law to contradict its own charter of rights.

As long as we've measured time, people have identified themselves by their ethnicities and by religions, by their yarmulkes, turbans and veils. And now you're saying people can't do that?

It is contrary to the very notion of what our country ought to be.

JR: Back to Israel. Have you ever visited?

PM: Oh yes. First time I was there was twenty-five or thirty years ago. My father was a very strong supporter of Israel so I grew up with that. I met David Ben-Gurion with my father.



PAUL MARTIN SPEAKING AT THE 2004 WORLD ECONOMIC FORUM

When I was Prime Minister I was first to start talking about the legitimacy of the Jewish State of Israel.

I was very active in pushing for compensation for Jewish refugees of Arab lands, from which they were expunged.

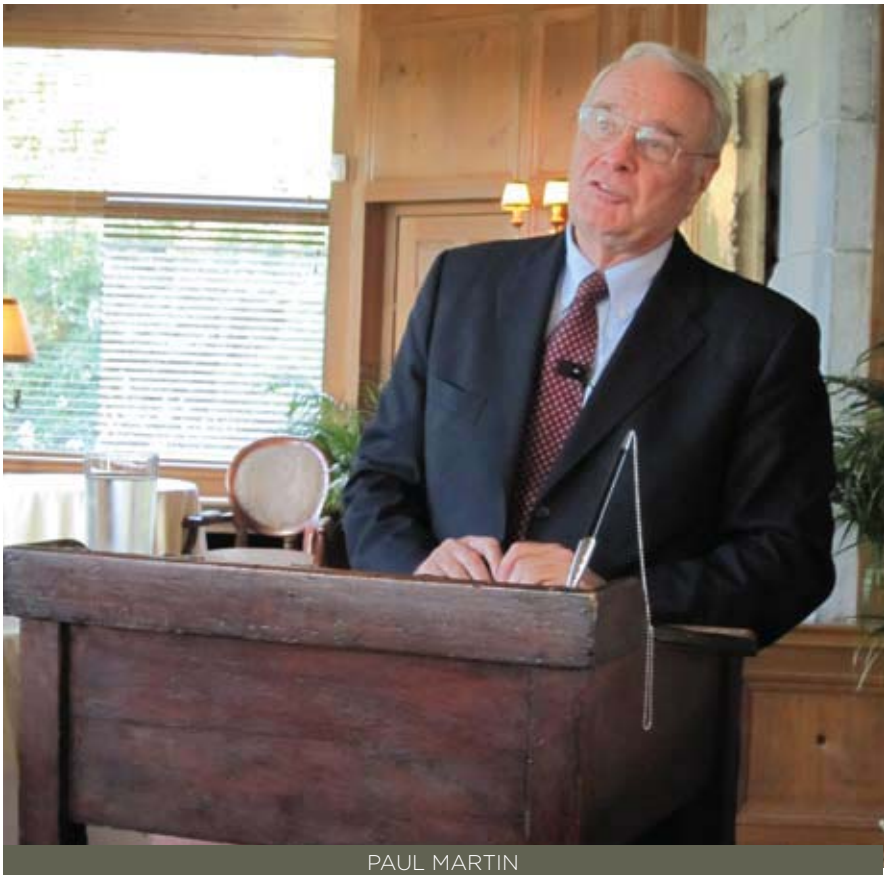
I was first to begin changing the resolution of the United Nations, the absurd resolutions by human rights violators who single out Israel.

JR: Can you reflect on what it was like to meet Ben-Gurion?

PM: I was very young. I can remember my father [Paul Sr.] telling me who I was meeting, and that he was a very great man. I really don't think, that if Ben Gurion were alive [today] that he'd remember me.

JR: In Canada, what do you think needs the most 'fixing?'

PM: One of the most important issues is that Aboriginal Canadians are the fastest growing segment



PAUL MARTIN

People said that a low loonie it would help our exports. But when the loonie is so low it's hard to turn the economy around.

of our population. Yet, the federal government continues to underfund their education and health care.

That's one of the reasons we passed with a majority in the House of Commons the Kelowna Accords, an

agreement with all of the provinces, territories and Indian leaders.

JR: You're also a longtime sheep farmer, I understand. What life lessons are there to learn from being a sheep farmer?

PM: Watch where you step. Haha! It's a tough life being a farmer. Not for me, though. My mother's family were farmers. Things have changed though. One of my uncles had 160 acre farm in Southwestern Ontario and sent four daughters to college. Don't think you can do that today.

JR: Under your tenure the loonie was at about 63 cents. Now it's at about par. Which is better?

PM: We have a floating exchange rate. The advantage is that you can

allow your currency to seek its own value. When the loonie was over par, clearly that was overvalued and it had its own problems. Many economists believe the loonie's value is in the low 90s. When I took office, the loonie was in the very low sixties. People felt at the time – because Canada was so heavily in deficit when I took office – that it was an acceptable valuation. I did not. I was very worried about the loonie. People said that a low loonie it would help our exports. But when the loonie is so low it's hard to turn the economy around. The fact is, the loonie was too low at the time. We actually publicly said the loonie was too low.

JR: What advice would you, could you give to the current Liberal leader, Justin Trudeau?

PM: I'm not going to give him political advice nor talk to him about how to handle the media. He's got a lot of good people around him and good political instincts.

I will talk to him and have talked to him about the issues of the day. Certainly the economy, which he has a clear idea. He has a thorough understanding of foreign policy issues and on Aboriginal issues.

JR: You turned 75 in August. What thoughts did you have when you reached this milestone?

PM: I played golf with my sons and grandson, who is six years old. I mostly had to take a beating. I decided I have to practice at it. I'll be darned if I'm going to let my six year old grandson beat me, easily. ■





Young Jazz Chanteuse

“IT’S A NEW CHAPTER”

BY DAVE GORDON

It's been nearly three years since Nikki Yanofsky recorded music, and now the chart-topping chanteuse returns with new tunes that again fuse the new with the old.

Her last project was a live album in 2010, the same year billions of people watching the Olympics saw her belt out its anthem, *I Believe*, for the Winter Games in Vancouver.

This summer, the Montreal native's recent album, *Little Secret*, was released. She describes it as “a combination of pop, jazz, and pulsing beats.”

“I feel like I've really honed into my sound, influenced by Ella Fitzgerald and Louis Armstrong, with my own little twist.”

Music legend Quincy Jones produces the new disc, whom she adds “has become a mentor and a great friend.”

Yanofsky has released three albums prior: *Ella...Of Thee I Swing* (2008), *Nikki* (2010) and *Live in Montreal* (2010). Her first album gained much acclaim, earning her two June award nominations. Since these recordings, she says she's grown much as a songwriter.

“Musically, I think I've really learned what my niche is in terms of my genre, set list and repertoire. I've learned a lot about songwriting, it's a long journey. I've written sixty songs, since for every ten [kept] you've got to write fifty,” she says, adding that she wants to make older music relevant to a new generation.

“It's almost a dying art, these standards from the 40s. The originals are so good; the only way to keep it going is to add contemporary sounds, its own little flair.”

Though the 19-year-old has been in the music business only a few years, ▶



she has been invited to a myriad number of star-studded tributes of musical veterans. Most recently, a year ago December she was a guest performer honouring music legend Carole King. Other performers there included Katy Perry, Alicia Keys, Vince Gill; the event was hosted by actors Jack Nicholson and Danny DeVito.

"Carole King is one of the top three favourite songwriters of all time for me," she says.

A huge thrill for Yanofsky occurred during rehearsal, as King looked on.

"At the end of it she bowed at me, instead of clapping. I thought 'oh my God, I'm not worthy.'"

She's no stranger to rubbing elbows with high caliber acts. Since age 14, she had already performed with

several renowned orchestras, sold out concerts across the globe, and has sung alongside Stevie Wonder, Celine Dion, and the late famed composer Marvin Hamlisch, with whom she had a multi-city tour.

*I remember one
show singing
a-Tisket a-Tasket....
and he was
singing a-Brisket
a-Basket.*

"He was so funny. He took us an hour out of D.C. to a pizza place, that was amazing," she recalled of Hamlisch.

"He had such a love of life. He was really a genius. I remember one show singing a-Tisket a-Tasket. And as you know, he's a fellow member of the tribe, and he was singing a-Brisket a-Basket."

The real highlight, however, was on her 14th birthday, when Hamlisch arranged for the orchestra to play Happy Birthday to her during their Carnegie Hall performance. "That was incredible."

February will mark her twentieth birthday, a milestone she takes in stride. "I think I'll just keep my room as messy as possible," she jests.

"Though I'm kind of excited for my 20th in a way. It's a new chapter. I took these past two years to find myself, and it's all a journey and I'm excited to grow with my music, and as a person." ■



Parade at Ashkenaz Festival September 6, 2010

SET YOUR *Ashkenazi Free*

**ERIC STEIN, EXECUTIVE
DIRECTOR OF THE
ASHKENAZ FOUNDATION,
ON WHAT MAKES THE
FESTIVAL TICK**

JR: Can you tell us a little bit about the Ashkenaz Foundation?

ES: The Ashkenaz Foundation was founded in 1995 with a mission to foster an increased awareness and appreciation of Yiddish and Jewish culture through the arts. The

Foundation has presented 9 biennial festivals at Harbourfront Centre, reaching an audience of over a half million people since its inception.

Ashkenaz presents work by world-class international and local artists working in all artistic disciplines, with a strong emphasis in music. We welcome everyone to our festival and year-round events and offer programs to satisfy audiences of all ages and backgrounds.

JR: How would you describe the Ashkenaz Festival? ▶



Father & daughter at the Ashkenaz Parade, 2008 (Krista Horbatiuk)



The 1997 Ashkenaz Parade on Spadina Ave (credit unknown)



Multicultural faces at the 2012 Ashkenaz Festival (Morris Miller)



Finale of the 2010 Ashkenaz Festival (David Kaufman)



2010 Ashkenaz Parade on Queen's Quay (David Kaufman)



Sofia Rei Koutsovitis of the female Jewish vocal quartet Mycale, 2010 Ashkenaz Festival (David Kaufman)



A member of Shye Ben Tzur's Indian-Jewish ensemble, 2012 Ashkenaz Festival (Avital Zemer)

ES: Ashkenaz has really evolved into an incredibly diverse, pan-Jewish cultural festival, representing aspects of the entire Jewish world and relating them to the broader multicultural world. Ashkenaz programs are as much about cutting-edge art and music created by and for younger generations as they are about honouring older artistic traditions.

The Ashkenaz Festival is the largest single gathering of Toronto's Jewish community, the largest festival in Harbourfront's summer season, and the largest event of its kind in North America.

JR: What makes the Toronto Ashkenaz Festival unique?

ES: Toronto's multicultural character and strong arts community make it a natural place for Ashkenaz to have flourished. As a non-sectarian event accessible to people of all ages, ethnicity, religious persuasion and political affiliation, Ashkenaz fits perfectly into the cultural ethos of Toronto.

As a non-profit organization that presents the vast majority of its programs for free, we also rely

on the extreme generosity of the Toronto community in supporting our efforts. It is only through private contributions, public support from all levels of government, and numerous partnerships with other community organizations that we are able to

Ashkenaz has put Jewish music and art on the map for the mainstream

produce our festival and year-round events. There are few cities in North America that would be able to support an event of similar scope.

JR: What impact do you think the festival has on Toronto's arts community, as well as the Jewish arts community?

ES: Ashkenaz has put Jewish music and art on the map for the mainstream arts community in Toronto. The festival reaches a multicultural and multigenerational audience and serves as a bridge to share the brilliance

of contemporary Jewish music and culture with the non-Jewish community, and to celebrate diversity within the Jewish cultural world with all facets of Toronto's Jewish community.

We are always on the lookout for forms of Jewish music and art that are not well-known

Ashkenaz has also been largely responsible for a great flowering of creation among Toronto and Canadian-based artists, for whom the presence of the Festival has provided both exposure to cutting edge work from around the world, as well as a forum to present their own iterations of Jewish music and art.

JR: When is the 2014 Ashkenaz Festival and what can we expect from this year's edition?

ES: It takes place August 26 to September 1, 2014. Having the festival every two years gives us the opportunity to fully refresh the program

and bring new artists and artistic traditions to Toronto audiences. We are always on the lookout for forms of Jewish music and art that are not well-known or have not been presented in Toronto previously, especially "fusion" projects that combine Jewish and non-Jewish influences. Given how eclectic our approach has become over the last number of years, expect the unexpected! ■

For more information visit www.ashkenazfestival.com



Children captivated by performance of Sharon and Bram at 2012 Ashkenaz Festival (Morris Miller)

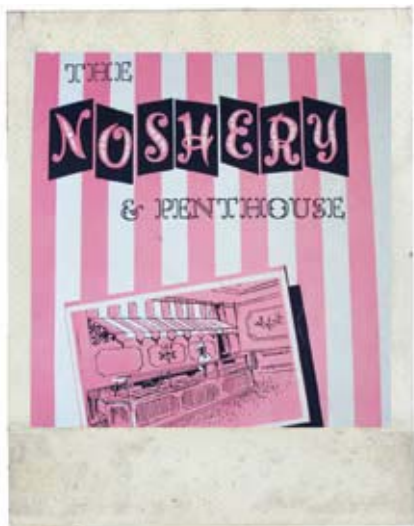


Flamenco dancer Ilse Gudiño with the group Ventanas, 2012 Ashkenaz Festival (Abe Gitalis)

Memory Lane: The Noshery

REMEMBERING A TORONTO INSTITUTION

BY DAVID KATES



“FIND SOMETHING YOU LOVE TO DO AND GO FOR IT.”

Everything comes back to that menu.

It is amazing that photos of the Noshery’s legendary six-page menu can be found on the internet as part of an important chapter in Toronto’s history. The Noshery was a one-of-a-kind restaurant. It was a popular destination for the Toronto community and for Toronto’s Jewish families

from the early 1950s to the late 1970s. There was something so attractive about the Noshery’s Jewish-style menu at a time when there were few such restaurants anywhere in the city. And more than anything else, the menu is what people remember.

“It was a family restaurant,” says Harold Martin, a partner in the business from 1958 to 1978. “But you also had kinds of foods that you didn’t have anywhere else. People brought their children in. I mean, why wouldn’t you, when you saw the kind of menu? There was something for everybody.”

EARLY DAYS

The Noshery started small. Founded by Tom Brown and Max Crystal, the Noshery opened in 1953 as a 28-seat restaurant at 488 Eglinton Avenue West in North Toronto. Its core concept was a Jewish-style restaurant but it was its 150 menu items that attracted so many customers. The restaurant’s vast menu was Brown’s idea. Brown, who spent time living and working in Miami Beach, enjoyed his experiences eating

at the famous Wolfie Cohen restaurants (Wolfie’s, Pumpernik’s and Rascal House, to name three). He decided that he wanted to bring a similar-style dining experience to Toronto. In fact, much of the early Noshery offerings were pulled from the pages of those Wolfie Cohen menus he so admired. The Noshery’s menu did, however, quickly evolve into something entirely its own.

Kishka a la Tony. Barbeque Heaven. The Congo Latke. Adam’s Ribs.



If you lived in North Toronto in those years, you may still lovingly recall these items.

“[Tom and Max] started with Wolfie Cohen’s restaurants as a basis,” Martin recalls. “Except that Wolfie’s restaurants were only Jewish-style food. The first Noshery [in Toronto] had Chinese food, Italian food, Jewish food, delicatessen and Jewish cooking. And, of course, all the desserts. “

The menu items were a new experience for Toronto’s community, the selection, the variety, the tastes.



“When you came into the Noshery you could have Chinese food – barbeque spare ribs,” remembers Martin. “Nobody ever had it [the barbeque spare ribs], especially in a Jewish area. They went crazy for it.”

Martin was the restaurant’s supplier through those early years. He became a partner in 1958, and took charge of catering, purchasing, personnel and production. At the time, the restaurant was undergoing yet another expansion



Photo courtesy of John Chuckman

of its Eglinton location. Martin played a key role in the restaurant’s expansion throughout the 1960s and 70s.

EXPANSION

The business took a huge step forward when it opened a second location, The Noshery Encore, at Yorkdale in 1964. At 500 seats, it was the anchor restaurant for the newly-opened shopping mall.

Once again, the Noshery established itself in a unique position.

The Noshery was a popular family destination in each of its locales. It was the place to go to

that could satisfy everyone’s “nosh” desires. If one person wanted Chinese food, two wanted Jewish comfort food and one wanted Italian, everyone could get what they wanted.

But what was the key to the Noshery’s success? From a modest, 28-seat restaurant in North Toronto, the Noshery grew and grew. By the mid 1970s it included three Noshery locations, two steakhouses, a catering mini-empire and banquet hall. “The success,”

reflects Martin, “all comes back to the menu. That and the fact that it had a reputation for consistently good value.”

“The reputation, as I see it, was its uniqueness,” says Martin. “The fact that it was different; the fact that you could go in and have anything you want. And everything was consistently good and the value was there.”

“THE NOSHERY HAD A REPUTATION FOR CONSISTENTLY GOOD VALUE.”

Indeed, consistency was another key factor in the Noshery’s success. All catering operations were run out of the commissary at Yorkdale. And roles in the kitchen were highly specialized. One chef, for instance, made the soups, while another made the coleslaw and potato chips. These items were provided to the Noshery’s different locations. You walked into a Noshery and you knew what to expect and you weren’t disappointed. ▶

“THAT’S WHAT I ALWAYS SAY: FIND SOMETHING YOU LOVE TO DO AND GO FOR IT. AND IF YOU’RE LUCKY ENOUGH TO MAKE SOME MONEY ON IT, THAT’S EVEN BETTER” - HAROLD MARTIN

“We made our own cheesecake,” Martin recalls. “We baked everything on the premises. Our baker won first prize at the Culinary Arts of Canada and he went to Frankfurt one year to compete internationally.”

Those desserts were hard to beat. In addition to their renowned cheese cakes, you could indulge in ice cream roly polys, deep-fried “paradise apples,” eclairs and Swiss Bombaninos.



LATER YEARS

As time passed, the business changed. While the early 1970s saw further expansion with the opening of a second Encore restaurant at Scarborough Town Centre, the mid-to-late 1970s

proved a more demanding time. A recession, coupled with unprecedented inflation, drove the cost of supplies skyward, and with reluctance, the Noshery had to trim its famous menu.

At the same time, the owners found that they had to raise the prices on their pared-down menu items.

Toronto itself changed, too, over the ensuing decades. What had once been demographically a mainly European, Anglo-Saxon city transformed into a truly multicultural, cosmopolitan metropolis – and with that came a proliferation of multi-ethnic cuisine and dining options. Customers had different expectations when they went out to eat, and restaurateurs found it preferable and more cost-effective to stick to smaller, more specialized menus. The Noshery, consequently, gradually became less a dining destination than a last stop after a movie; a place people might go to grab coffee and dessert before heading home. It still had a wonderful reputation, especially for its cheesecakes.

By the late 1970s, Tom Brown and the surviving partners (Max Crystal died in 1973) agreed that it was time to close up shop. The catering business continued into the 1980s but there never would be another Noshery with its extensive and alluring menu items that so enticed



Toronto's Jewish community and that offered something for everyone.

The original Noshery carried on for a few more years under different owners, but eventually was forced to close for good; the cost of supplying a restaurant with a 150-item menu became too prohibitive even for the Noshery itself.

Martin, for his part, looks back fondly on those days. “I was proud of the restaurant from the day I joined them. I was very taken with them [Brown and Crystal], and what they were trying to do. And I was very grateful to be part of it.”

There is no question that the Noshery was an “original” in every way. If you wanted to go out to dinner, the



something you love to do and go for it. And if you're lucky enough to make some money on it, that's even better.” ■

great-grandmother even introduced my mother to the family by telling them that my father had “married the Noshery” – a remark that hints at the considerable reputation the restaurant enjoyed at the time.

Full disclosure: Harold Martin is my grandfather. And while I was born a few years after the Noshery closed, my family's history is closely connected to that restaurant. Whenever someone had a birthday or special occasion, the Noshery provided the catering. Even my family's Passover seders, I'm told, were held at the restaurant.

When my parents were married, they held their wedding reception at the Golden Doors of Yorkdale, a dining hall downstairs from the Noshery Encore at Yorkdale Shopping Centre. My



Noshery on Eglinton was the place to go. “It was a wonderful ride,” smiles Martin. “That's what I always say: find



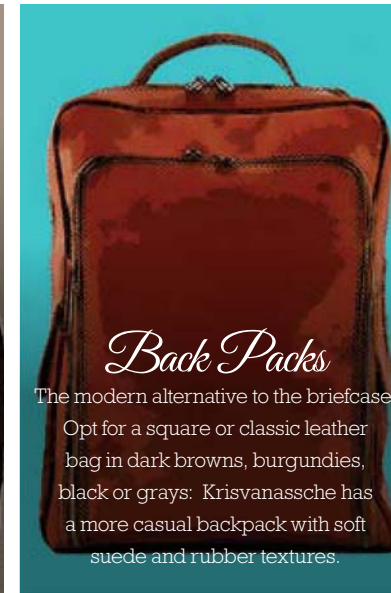
Men's FASHION

ESSENTIALS FOR THE CHILLY SEASON



Fall Jacket

Whether it's a bomber jacket in leather or denim, be sure there is enough room for layered tees or sweaters: Burberry's Prorsum's quilted leather jacket combines both style and warmth.



Back Packs

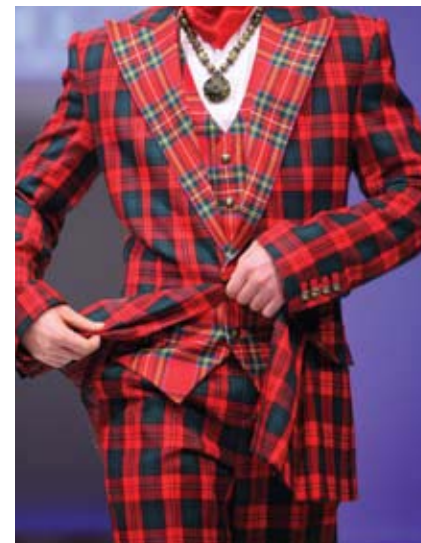
The modern alternative to the briefcase.

Opt for a square or classic leather bag in dark browns, burgundies, black or grays: Krisvanassche has a more casual backpack with soft suede and rubber textures.



Overcoats

Single breasted overcoats were the popular style in fall shows: Paul Smith and Kenneth Cole both carry designs with a classic overcoat look, and the gorgeous new tweed overcoats by John Varvatos add a twist to the traditional overcoat look.



Blazers

The traditional single breasted blazer is a must-have this fall, this year's colour options included variations of blue from pastel to cobalt. And Malan Breton, Billy Reid and Ovaida & Sons are set to bring out double-breasted blazers this coming spring.



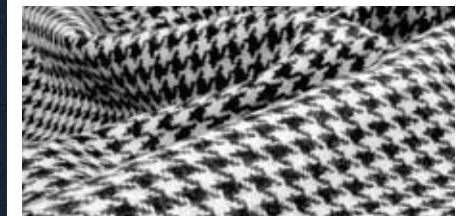
Ankle Boots

Smooth, soft, leather or suede styles by Grenson, Salvatore Ferragamo or Brunello Cucinelli work nicely with your suit; brown tones or burgundies can add extra dimension to a wardrobe.



Sweaters

Whether it's solids or graphic prints, men's sweaters include more bold colours this year as well: Brooks Brothers and Sunspel offer classic sweater choices in cashmere or lambs wool.



Scarves

Big and warm, even blanket style are being shown by fashion houses like Louis Vuitton and Kenzo: oversize style works best with fall jackets or overcoats. Italian designer, Domenico Vacca says the scarf is like a tie; invest in a great cashmere or even pashmina scarf that you can wear over and over again.



PLATINUM CARS

MEETING CEO & PRESIDENT SHAUN JALILI

Platinum Cars specializes in leasing luxury cars that range from a BMW, Mercedes or Porsche to a Maserati. While most of the cars on the lot are used, Platinum Cars will also source out the right car for you.

CEO and President Shaun Jalili, has an entrepreneur's spirit that evolved from his years in business with his father and their Double Double Pizza & Chicken (started in 1986) that grew to 130 locations.

His personal experience in leasing cars led him to open his own Platinum Cars dealership; Jalili felt that customers leasing higher end cars should have a positive customer experience.

When Jalili opened Platinum Cars in 2004 he decided he would provide his clients with "white glove service."

Platinum Cars is available to help their customers with any and all aspects of their cars—from sourcing the right car for their customers, to dealing with servicing the car, to detailing needs or the storage or transportation of cars. "If it has to do with your car, we'll look after you," promises Jalili.

When clients walk into Platinum Cars, they find knowledgeable staff who can help them find the right car. With 80 - 100 cars in the showroom, there are a lot of choices. Jalili says 50% of his business comes from the cars in stock and the other 50% are clients who want Platinum Cars to source out cars for them. This is where staff can be particularly helpful.



Their clients have usually done their research and they know what they would like, whether it's a BMW, SUV or Sedan.

Sometimes, however, clients ask Platinum

With 80 - 100 cars in the showroom, there are a lot of choices.

Cars to source a specific car in terms of colour, make and model. Staff will spend time with clients determining the best car for their needs:

"If a client comes in and says he has to have a

'green car' we are going to explain to him that that particular choice is going to have an impact on the resale value of the car." It is important to make sure that customers understand their best options. This means discussing with them such things as how the car fits in with their lifestyle, how much travelling they do, how they will use the car such as whether they need the car for their weekends in Muskoka or even

taking into consideration the number of people in the family. Most of Platinum's clients-- about 60% --are families.

Among the advantages in leasing one of Platinum's luxury cars:

- › It can be claimed as a business expense
- › Wide range of financing and custom tailored leasing plans
- › Open end leasing
- › "White glove customer service"

"80% of our customers are returning clients," explains Jalili. Their high customer retention rate speaks to the success of Platinum Cars in providing superior service for their customers.

And of course, if you're a customer who is looking for something a bit more exotic such as a Maserati or even a Lamborghini, you can find that as well. ■



We are located at 60 Martin Ross Ave. Toronto - 416.510.3333
www.platimuncars.ca

HOW TO SHOP FOR RUGS AND CARPETS

Ben Baum, owner of *Dominion Rug & Home* still loves being on the floor of his new showroom with clients. “We are big believers in learning what your dream for the room is, sifting through the room particulars, your lifestyle and coming up with exciting solutions”.

SHOPPING TIPS FOR RUGS AND CARPETING

Keep floor plans, fabrics and paint colors you’re working with in your car so you are ready for shopping at any time.

Take pictures of your room with your phone or iPad. It’s great to be able to see the actual room or rooms you are working on. A picture is worth a 1000 words.

Know the room dimensions, and locations of doors, fireplaces and flooring vents. Study the traffic pattern and convey it to your rug and carpet professional. Knowing what size rug may have previously been in the room is helpful as well.

Research different rug types to hone in on your personal style. Today, rugs range from antique, tribal, formal, to transitional and contemporary and everything in between. The web is a great place to look for photos of rugs, carpets, and room settings.

Rugs and carpeting are likely to be the biggest investment you’ll make in the room. For rugs, look for quality natural materials such as wool, mohair and silk. For carpeting, look for wool, sisal, and high quality nylons. You will be living with your floor covering for a long time - you should love it in now and in 10 years. If you spend \$1000 over your budget, and you love it for all those years, the extra expense is worth it.

Choose your flooring source wisely. Having regrets is never enjoyable. Use a firm that stands by its products and service and has its own in-house carpet installers vs. contracted ones and. Choose professional salespeople that listen and learn about your needs and then guide you in the right direction. It’s wise to choose a company that also can service your floor covering. ■



QUALITY SUSTAINABLE
HARDWOOD

Dominion Rug & Home
52 Samor Road | Tel: 416-485-9488
email: info@dominionrug.com
www.dominionrug.com

since 1940
dr
dominion rug
& home

YOU HAVE TO CREATE RELATIONSHIPS

Ed Sonshine Founder & CEO of RioCan REIT
Canada's Outstanding CEO of the Year

BY DANIEL HOROWITZ



Ed Sonshine poses for a portrait at the company's office, September 20, 2013.
Photograph by: Tyler Anderson

The Chief Executive Officer of RioCan Real Estate Investment, and a renowned leader of Toronto's Jewish community, had just received an unexpected phone call in his Toronto office at the intersection of Yonge Street and Eglinton Avenue.

The fateful call was from Gord Nixon, President and CEO, Royal Bank of Canada, informing Mr. Sonshine that he had just been named Canada's CEO of the Year.

"I knew that I had been nominated by somebody, but I quite frankly paid no further attention to it, because this award usually goes to some giant company," says Mr. Sonshine.

Some would argue that RioCan REIT, which under Mr. Sonshine's consummate leadership owns and manages Canada's largest collection of shopping centres and has evolved into the country's largest real estate investment trust with an enterprise value of approximately \$14-billion, qualifies as "giant".

"I didn't take it seriously that I had a chance; I just thought it was nice to have been nominated," says Mr. Sonshine. "And then, after I forgot about it, Gord called me with the news and there I was, sitting in my office, quickly going into shock."

Unlike Mr. Sonshine, Fred Waks, RioCan's President and Chief Operating Officer, was not surprised by the honour bestowed on his friend and partner.

"Ed is a great mentor who leads by example; and everything he does, I

and others at RioCan aspire to do," says Mr. Waks. "Being Eddie's wingman for 18 years, I can say that this honour is well deserved. Think about it; Ed's in the real estate business, he's Jewish, he's an immigrant, yet, in the entire country, he's the number one guy right now. Sometimes people don't get what they deserve, but in this case, nobody deserves it more than Ed."

For those counting, Mr. Sonshine is the second Jewish CEO to be awarded with this prestigious honour, following in the footsteps of The Four Seasons Founder, Isadore "Issy" Sharp, who was named in 1992.

"Ed was chosen because he has done a remarkable job building, growing and leading one of Canada's largest and most successful real-estate companies and because he is universally admired and respected as an individual and community builder," says Mr. Nixon. "The fact that he is so well liked by everyone is just icing on the cake."

And despite the acclaim, Sonshine is quick to point out that he is only as good as his employees.

"This is very much a team award," says Mr. Sonshine. "You can be the greatest leader you want, if I didn't have the right people getting the job done, it's not going to work. So, to me, the award is about recognition of our whole team. And the fact that I'm being recognized as the outstanding CEO is a validation of something I started 20 years ago."

And as proud as Mr. Sonshine is of receiving this prestigious award, his greatest sense of pride comes from the fact that RioCan, which started in October 1993 before the company

Mr. Sonshine is the second Jewish CEO to be awarded with this prestigious honour, following in the footsteps of The Four Seasons Founder, Isadore "Issy" Sharp, who was named in 1992

went public January 1994, continues to make shareholders happy.

In fact, with an annualized total return of more than 15% over the past 20 years, he's made shareholders very happy.

"I have to tell you two things that are most gratifying about the last 20 years at RioCan," says Mr. Sonshine. "Number one is that we have created a wealth for the shareholders. I can't tell you how many people have come to me over the years and, it's funny, but it's happened several times when I was in Israel. Where complete strangers will come over to me and say are you Ed Sonshine? So my back kind of goes up and I ask 'why'. And the one I remember particularly was a retired doctor from Montreal who recognized ▶



Ed Sonshine and wife Fran.

me, and came up to me to tell me, 'I just want you to know that you made my retirement a lot more comfortable. And it's because of you that the money I've made you know it's reliable income I get every month that I'm able to come on a trip to Israel like this'. That makes it very gratifying to me.

"And the second one is about the employees that we've taken on here at RioCan over the year," says Mr. Sonshine. "It's so gratifying to see people with goals, and, as the company grows, so too do their positions here. It's great to see good, hard-working people have good careers here, and live nice lives. I've really enjoyed seeing that."

So, did the man at the helm of this Canadian success story ever - in his wildest dreams - foresee RioCan become what it is today?

Mr. Sonshine has a surprisingly simple philosophy when it comes to what breeds that success.

"To be completely honest with you, no, absolutely not," Mr. Sonshine says without hesitation. "You have to appreciate that when I started RioCan, we were coming out of the worst real estate recession. It was like the great depression in the early 90's, and I was just looking for a way to make a living. We had this vehicle and I thought it could work and we worked very hard and structured it correctly, and then I spent the first 3 years of RioCan's existence, I basically spent trying to educate the world about what a real estate investment trust was.

"A REIT is a structured vehicle and why they are successful, and why I always thought it would work, is because from

“MY BASIC PHILOSOPHY IS THAT YOU HAVE TO COME UP WITH A PROPOSITION THAT ULTIMATELY WILL MAKE AS MANY PEOPLE WINNERS AS POSSIBLE” - ED SONSHINE

a tax perspective, it gives an investor virtually the same benefit as owning the real estate directly, but it comes with 3 big advantages over owning your real estate directly. The biggest advantage is that you've got diversification: instead of owning one piece of real estate, you own a piece of 350 pieces of real estate that we open today. And we know that one piece of real estate

can be very adversely impacted by things that are totally beyond your control. For example, when you have a shopping centre on one side of the street and suddenly the city decides to put a median in the centre of the street and people can no longer make a left-hand turn into your shopping centre, and you lose 25 % of your customers which not only affects your tenants and

a sale closed in 6 months - if you're fortunate. But, if it's a bad time like the early 90's, there's no market. With stock, you can always sell it and have the money immediately. Those are the big advantages of a REIT, and it's worked."

As a tremendous successfully businessman, Mr. Sonshine has a surprisingly simple philosophy when it comes to what breeds that success.

"My basic philosophy is that you have to come up with a proposition that ultimately will make as many people winners as possible," he says. "It can't be an 'I win, you lose,' relationship. You have to create relationships - whether it's with your investors, your bankers, your customers, or all of them, where everybody comes out ahead at the end of the process. If there are people who don't, you won't have a long term success. You come up with a plan and a process and do it in a consistent way and, really, the key word is integrity. At the end of any business relationship you have to believe that you are going to be able to deliver what you say you're going to, or you won't succeed in the long-term."

Despite his success, as a Jew born to Holocaust survivors in a Displaced Persons Camp in Bergen Belsen,



Empress Walk complex, North York.

your ability to rent, but also how much you can charge for rent. So, by owning a piece of 350, you get diversification. "Secondly, hopefully, you get very good, professional management that have relationships that are in retail and in the financial world, far beyond what any individual can do. And last but not least, I probably should have said it first, is liquidity. You own a piece of real estate and you say, 'Well, I need the money now.' Good luck with that. You may be able to get

..... continued on page 116



2013 NOBEL LAUREATES

The Israeli town of Rishon Lezion has a street dedicated to honouring all Jewish Nobel Laureates.

THIS YEAR IT IS ADDING THE FOLLOWING NAMES:

CHEMISTRY



ARIEH WARSHEL



MICHAEL LEVITT



MARTIN KARPLUS

Arie Warshel, born and educated in Israel and Michael Levitt who studied at the Weizmann Institute and Jewish American scientist Martin Karplus *"for the development of multiscale models of complex chemical systems"*

PHYSIOLOGY OR MEDICINE



JAMES ROTHMAN



RANDY SCHEKMAN



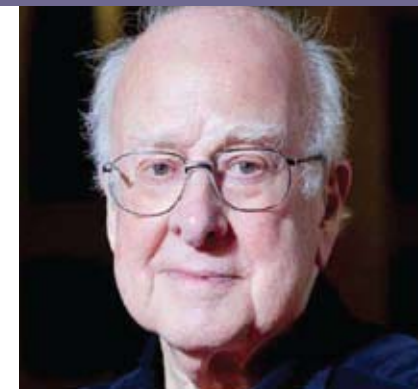
THOMAS SUEDHOF

James Rothman of Yale University and Randy Schekman of the University of California Berkeley, with Thomas Suedhoff of Stanford University *"for their discoveries of machinery regulating vesicle traffic, a major transport system in our cells"*

PHYSICS



FRANCOIS ENGLERT



PETER HIGGS

Francois Englert, Belgian Jewish professor at Tel Aviv University shared prize with Peter Higgs of Britain *"for the theoretical discovery of a mechanism that contributes to our understanding of the origin of mass subatomic particles..."* ▶

A LOOK AT SOME JEWISH NOBEL PRIZE LAUREATES THROUGH THE YEARS:

LEGEND

Chemistry

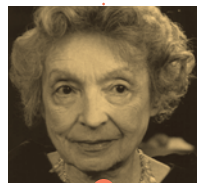
Economic
Sciences

Literature

Peace

Physiology
or Medicine

Nelly Sachs, first woman to win Nobel Prize in Literature. *"for her outstanding lyrical and dramatic writing which interprets Israel's destiny with touching strength."*



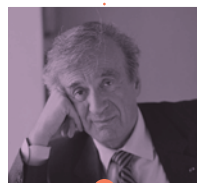
1966

Isaac Bashevis Singer, author, emigrated to U.S. in 1935. *"for his impassioned narrative art which, with roots in a Polish-Jewish cultural tradition, brings universal human conditions to life."*



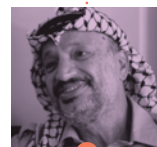
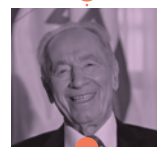
1978

Elie Wiesel, American professor, writer. *"Chairman of 'The President's Commission on the Holocaust'"*



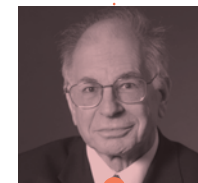
1986

Israeli Prime Minister Yitzhak Rabin and Foreign Minister Shimon Peres shared the prize with Yasser Arafat. *"to honour a political act which called for great courage on both sides..."*



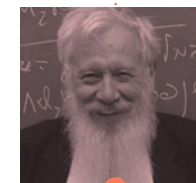
1994

Daniel Kahneman, born in Tel Aviv, Israeli American psychologist. *"for having integrated insights from psychological research into economic science..."*



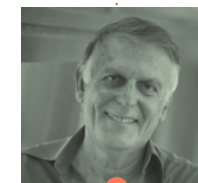
2002

Robert Aumann, Professor Hebrew University. *"for having enhanced our understanding of conflict and cooperation through game-theory analysis"*



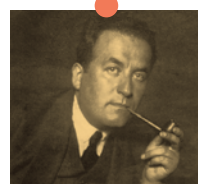
2005

Dan Shechtman, born in Tel Aviv, Israeli Professor, Institute of Technology *"for the discovery of quasicrystals"*



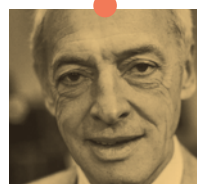
2011

1958



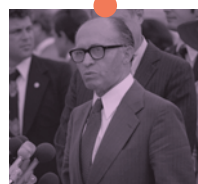
Shmuel Yosef Agnon, Israel's first Nobel Prize in Literature. *"for his profoundly characteristic narrative art with motifs from the life of the Jewish people."*

1976



Saul Bellow, born in Lachine Quebec. *"for the human understanding and subtle analysis of contemporary culture that are combined in his work."*

1978



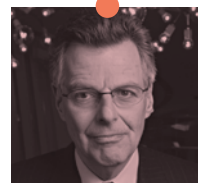
Prime Minister of Israel, Menachem Begin. *"for the Camp David Agreement, which brought about a negotiated peace between Egypt and Israel"*

1989



Sidney Altman, Montreal born molecular Biologist, Prof. Yale University, with Thomas R. Cech *"for their discovery of catalytic properties of RNA"*

1997



Myron Scholes, born in Timmins, Professor Stanford University with Robert C. Merton. *"for a new method to determine the value of derivatives"*

2004



Avram Hershko, Israeli biochemist, and Aaron Ciechanover, Israeli biologist, and Irwin Rose of the U.S. *"for the discovery of ubiquitin-mediated protein degradation"*

2009



Ada Yonath, first Israeli woman to be awarded Nobel Prize, with Thomas Steitz & Venkatraman Ramakrishnan *"for studies of the structure and function of the ribosome"*

2011



Ralph M. Steinman, Montreal born, Canadian immunologist and cell biologist, Professor Rockefeller University. *"for his discovery of the dendritic cell and its role in adaptive immunity"*

LESSONS

I Learned From Bow

Have you ever found yourself in a foreign country where you do not speak the language? Have you noticed what people do to try to accommodate you? Often they will say everything again a second time, only much slower. Of course, if you don't speak the language, that does not help at all. They will bend down a little to put themselves at your level, even if you are the same height. They will assume that you are slow if you cannot speak their language, and that slowing themselves down for you is going to make it easier for you to understand.

That's what we do when we talk to foreigners; it's what we do with very small children; we sometimes even do it with the hearing impaired. And we tend to do the same with non-verbal autistics and perfectly healthy, normal chimpanzees.

Yes, even chimpanzees get that treatment sometimes from well-meaning researchers who are trying to communicate with them. It's instinctive. If he is not responding,

They pick up on social cues much more quickly than humans. They communicate much faster, too, and if you are not paying very close attention all the time, you are probably going to miss most of the things they have to say.

he must be slow. Let's slow down so he can understand better.

The problem with this assumption is that chimpanzees are not slow at all. In fact, they are much faster than we are. If you've ever tried to chase a chimpanzee around a room, you have probably experienced just how fast they are. But their speed does not extend only to locomotion. They pick up on social cues much more quickly than humans. They communicate much faster, too, and if you are not paying very close attention all the time, you are probably going to miss most of the things they have to say.

three languages: Hebrew at home with me and my daughter as well as some extended family, English with local people outside the home and volunteer interns and Chinese with Chinese-speaking guests in our home. While the Chinese was phased out by the time Bow was three years old, Hebrew and English were the languages Bow became grounded in. Bow was spoken to orally, but he was given menus of lexigrams to point at in order to communicate his wishes. The lexigrams were in the common orthography of the language that Bow was using at the time. For instance, here is what the lexigram for "banana" looked like when the language in question was English: (Illustration 2)

Illustration 1: Bow in car seat at three months old



Project Bow is a cross-fostering ape language experiment that began in March of 2002, when I adopted Bow, (Illustration 1) a one month old male chimpanzee into my household, to raise along with my daughter Sword. Although I moved to Missouri from Taiwan to start Project Bow, the language we speak at home is Hebrew. Bow grew up exposed to

BANANA

Illus. 2: English Lexigram for Banana

The Hebrew lexigram for "banana" looked this: (Illustration 3) ▶

בננה

Illus. 3: Hebrew Lexigram for Banana

- BY AYA KATZ -

“BOW GREW UP EXPOSED TO THREE LANGUAGES:
HEBREW AT HOME WITH ME... ENGLISH WITH LOCAL
PEOPLE... VOLUNTEER INTERNS AND CHINESE WITH
CHINESE-SPEAKING GUESTS”

The fonts and the colors and the sizes of the letters varied, but each lexigram stood for the word in that language that it spelled out. Bow did not need to be able to understand how to sound out a word in order to recognize the lexigram. He did not need to be literate. For him, at the beginning of our experiment, it was just a picture that stood for a word. But because he could recognize the same picture in different colors, shapes and sizes, and in slightly different styles, he was subconsciously getting used to our different writing systems.

The words were sometimes seen separately, and sometimes they were arranged in menus, so that Bow could have easy access to semantically linked concepts. Bow would point to the menus in order to select what he wanted, whether it was a hug, to play chase, or simply choosing what he wanted to have for lunch.

Did Bow use the lexigrams? Yes, he did, but only when he wanted to. He did not seem to initiate a lot of conversations on his own, and concern about his rate of progress made us implement an enrichment program called Floortime, pioneered by Dr. Stanley Greenspan, in which we would entice Bow to play with us using language. Outside interns often spent three hours at a time with Bow in Floortime enrichment. (Illustration 4)

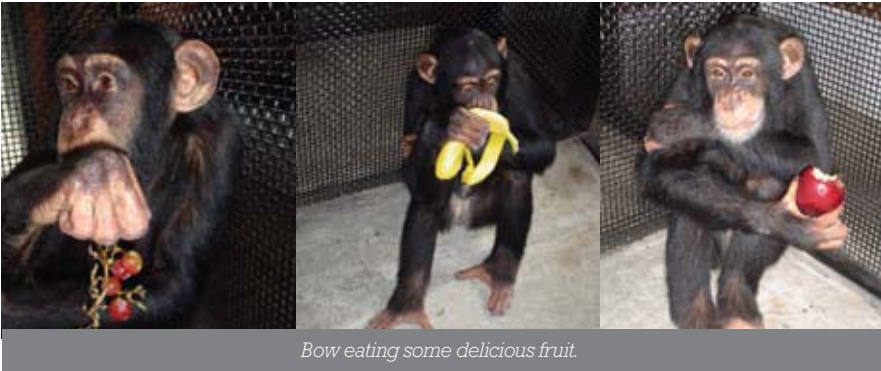
By the time he was three years old, Bow had an extensive vocabulary in both languages, and we thought it would be a good idea to proceed with testing, in order to prove what he knew. The problem was that Bow would not cooperate with the testing. We would show him pictures of items and he was asked to name them. The person in with him did not see the pictures. Bow was to point at the name of the item or person in the picture to prove that he knew the corresponding lexigram. But Bow was not interested. He did not answer correctly on any of the tries. He seemed to be answering wrong on purpose, because a random

outcome would have included some right answers. He did not care whether he got a treat or not, as he was always well fed and never hungry. He was completely indifferent to praise or censure. He was not playing our game.

At the same time, we also tried to entice him in play to prove what he knew. As just one example of an experiment gone wrong, I will tell you about the hide-the-toy game. At the time, the intern working with Bow was Carrie Stengel. Carrie hid a blue scrub toy, one of Bow’s favorites, under one of three colored bowls. She wanted Bow to tell her experimental partner, Philip,

who was out of the room, under which bowl the blue toy was to be found. She told Bow he should pay close attention so he would know where the toy was so he could tell Philip. The whole time she was doing this, Bow was also pointing at things, but Carrie was not paying much attention to that, as she was intent on the task of playing the game by the rules. By all accounts, Bow had failed to answer the question, and the experiment was a failure. But when Carrie went over the footage a week or more later, in order to transcribe what was being said, she saw that Bow had been frantically saying, by pointing at the words, “Blue Toy” and “Toy Blue.”

Bow was just as engaged as Carrie was by the drama of the game. He did want the blue toy. But everything he had said was being ignored. He was pointing at the words so fast that



Carrie did not notice what he was saying. And since she was not able to respond to him in real time, there was no meaningful conversation.

This was not an isolated incident. It was happening to all of us who worked with Bow. He was speaking to us by pointing at lexigrams, but we could not see what he said, because it happened too fast.

In order for communication to take place, both sides must be

able to receive messages in real time. We were often slowing down and trying to talk down to Bow, assuming that he was slower than we were, but in fact he was much faster and therein lay the problem.

Bow must have found it so frustrating to have everything he said ignored! And having to listen to us ask him questions this slowly must have been maddening. At about this time, Bow found an expedient to gain our attention and slow ▶

Illustration 4: Menus were used



CLEAN & Professional

INSURED • BONDED



IDEAL JANITORIAL SERVICES

CUSTOM
CORPORATE
CLEANING
SYSTEMS



416 569-9089

800 Steeles Ave. West
Suite B10 • 184
Thornhill, ON L4J 7L2



Groundheat

80 Bass Pro Mills Dr. Concord, ON
T: 416.410.0586 • F: 416.410.0856
www.groundheat.com

Renewable Energy Systems

**Save 30-60% on HEATING,
COOLING & HOT WATER!**

**Snow melting technology for
driveways. NEVER SHOVEL AGAIN!**



**Residential,
Commercial
&
Institutional
projects.**

**GEO THERMAL
PIONEERS... SINCE
1985**

“BOW WAS ABLE TO DO THIS IN BOTH HEBREW AND ENGLISH, PROVING THAT HE NO LONGER NEEDED THE LEXIGRAMS,”

himself down to our level. He started using our hands as pointing devices, so that we would see what he was saying.

In scientific circles, this is not acceptable. It brings up the issue of Clever Hans, the horse who answered math questions by picking up non-verbal cues from the people who were asking the questions. Clever Hans was able to answer any math question correctly, as long as the person asking the question knew the answer. But if the asker did not know, he failed. He was simply reading the mind of the humans around him, not doing math.

Mind-reading is in fact a very a highly social skill, one that many autistics lack, despite being quite intelligent, but it was not the skill we wanted to prove that Bow had. We wanted to prove that he was using language. How could we do that if he would not point at the letters anymore unless he held our hands?

There were some other changes in the offing. Up until he was five years old, Bow was living among us without any special confinement or restriction. He sat in his car seat in the back of the car along with my daughter when we went on trips. He was to be found in every room in the house, and there was no separation between him and us. We went in and out together. (Illustration 5)

However, shortly after Bow turned five,

it became necessary to confine him to a series of pens in our house, and he began to settle down a little. His potty training, which had been erratic before, finally became a success. He settled down to work, and he also had a brand new intern in the summer of 2007 who spoke both Hebrew and English.

While Bow was fluent in comprehension of both English and Hebrew, he was a little suspicious of people who did not speak Hebrew, as that was our home language. Eden Stein, who came from Canada and had learned Hebrew well enough to speak it on visits to Israel, was someone Bow immediately bonded with. And it

was during Eden's internship that we had our greatest breakthrough with Project Bow: Bow began to spell.

We noticed it first when we introduced new lexigrams. This was usually done in groups of three new words. Bow was not told which lexigram represented which word, so the normal expectation was that he would need to guess and there would be some trial and error before he used the right lexigram to label the correct item. But when we introduced a tent into the play area and put up three new lexigrams, Bow immediately went for the correct lexigram for tent in both English and Hebrew. Since he had never seen

these words written before, and yet he did know the spoken sounds corresponding to them, the only logical explanation was that he had somehow sounded them out. Other clues that reinforced us in this hunch were that he confused lexigrams for words that were spelled similarly, though they meant completely different things. If he was not paying attention to the subcomponents of the lexigram, he would not do this.

Eden was the first to test the reading hypothesis. She took down all the menus with the lexigrams on them and she replaced them with letters. Bow was then asked what he would like to eat. With almost no hesitation, he spelled out, letter by letter, the words he normally would have pointed at. Bow was able to do this in both Hebrew and English, proving that he no longer needed the lexigrams, and that he

could spell out any word he knew, even those he had never seen a lexigram for. Of course, he spelled better in Hebrew than in English, as English spelling is less predictable. Bow sometimes rebelled against using silent e's such as in the word "blue" even though he knew they were there because he had used that lexigram for years. In Hebrew, a mistake he sometimes made was forgetting to use a final letter at the end of word. He was spelling phonetically! All that was extremely exciting. There was just one problem: proof. As long as Bow was using our hands as pointing devices, we could not show to the satisfaction of the scientific community that Bow was not simply reading our body language to decide how to spell what he wanted to say.

We tried experiments involving hiding objects from one another where only

Eden Stein, who came from Canada and had learned Hebrew well enough to speak it on visits to Israel, was someone Bow immediately bonded with.

Bow would know where they were, but Bow was not willing to cooperate by spelling the correct answer. He saw right through our contrived tests and would not cooperate. ▶

Illustration 5: Bow and Sword in the Car together December 2006



SPECIALIZING IN:

HEATING & COOLING
SNOW MELT
FLOOR WARMING SYSTEMS
HYDRONIC SYSTEMS
VENTILATION
AIR FILTRATION
HUMIDIFICATION
INDOOR AIR QUALITY
CUSTOM HOMES
MAINTENANCE CONTRACTS

905.669.7070
WWW.ELITECLIMATESERVICES.CA

30 MACINTOSH BLVD, UNIT 2
CONCORD, ON L4K 4P 1

RICKSHER
AUTO ENTERPRISE INC.



Auto Body Repair | Body Shop | Collision Auto Repair

AUTO BODY PAINT | AUTO GLASS REPAIR / REPLACE
FRAME STRAIGHTENING | SUSPENSION REPAIR
INSURANCE CLAIMS | REFINISHING

471 Jevlan Dr., Unit 10, Woodbridge, ON L4L 8A1
(Weston Rd. & Hwy 7)

905.856.8708
1.800.233.9842

www.ricksherautoenterprise.com

There was however, one occasion when Eden was able to get Bow to tell her something she did not already know. It was the Chinese name of a little girl who had stayed at our house. Eden had heard us refer to her by her English name, Delight Wang, but Bow knew her by her Chinese name, 忻之 [fɪnzɪ]. (Illustration 6)



EDEN: I want to know something. I saw this picture. Who is this girl? What is she called? That's Bow, right? Who is holding Bow here? Who is holding him? This is Sword. Who is this?

BOW: (spells) shin nun.

EDEN: I don't know. I don't know her. What is her name? Do you know her? This is Sword; who is this? Tell me!

BOW: (spells) shin nun gimmel.

EDEN: (Tried to sound it out.) Shanag? What are you doing? Tell me! What is her name?

BOW: (spells) shin nun.

It is not easy to spell a Chinese name in Hebrew characters. But when you look at the letters Bow selected, you will have to agree he was pretty close.

IPA for Delight Wang's Chinese given name: [fɪnzɪ]

Consonants in the Chinese name: [ʃnɜ]

IPA for consonants chosen by Bow: [ʃng]

The answer Bow gave was statistically unlikely to have come from a random guess. He knew the name and supplied the answer. The only reason Bow was

“INSTEAD, HE WAS TRYING TO ACQUIRE DOMINANCE BY DISPLAYING GREATER MASTERY OVER THE LANGUAGE THAN SHE HAD.”

willing to cooperate was because he genuinely believed that Eden did not know Delight's name, and he wanted to tell her. He would not have answered the question if he had believed it was a contrived test. It also helped that Bow felt very close to Eden, in part because she was a speaker of Hebrew.

When we are testing someone who does not seem to communicate well, another assumption that we often make is that the person wants to communicate, but simply can't. This assumption is not always true about Bow, and I would imagine it is not always true about high functioning individuals who communicate poorly. Sometimes they toy with us, savoring their own superior knowledge.

This is something that happened when Bow met a new intern who did not speak Hebrew. Not only that, but Katie Thirston had a British accent, so she did not sound like the American English speakers Bow was used to. In one of a series of hazing incidents, Bow told Katie that he was full by using the number 7, which when spelled out in Hebrew consists of the same letters as the word for sated or full. Not only was Katie not a Hebrew speaker, but it would also take a little time for anyone to get this play on words or linguistic pun based on the spelling שבע.

KATIE: Okay, come on.

BOW: 7-7 א-מ-א-נ-א-ד-ו-ד-ה

KATIE: What's seven got to do with anything? Mommy's not Aunt. Seven. That doesn't make sense.

BOW: 7-1-7 א-נ-מ

KATIE: לא! לא! Bow would you like to ask for something more to eat? Boy you've only had an apple and I've put out all this food for you and I don't know why you don't want any. Why don't you want any food Bow? Hmm? Why don't you want any food? Come one, tell me!

BOW: B-E-C-A-U-S-E-I-A-M-F-U-L-L G-A-P-P-A-P (drops Katie's hand)

KATIE: Do you want to say what you want to say properly? Do you

want to concentrate and do it? Come on, come on, come on!

BOW: B-E-C-A-U-S-E-I-A-M-F-U-L-L

KATIE: After one apple you're full?

BOW: Y-E-S

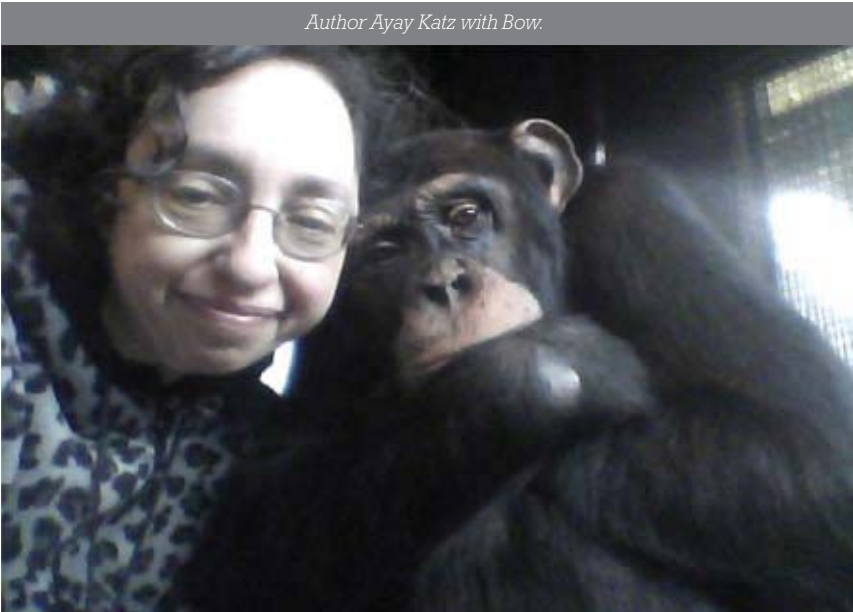
KATIE: Are you sure?

BOW: Y-E-S

KATIE: So shall I clear the food?

BOW: Y-E-S

Though Katie had tried to learn some Hebrew while working with Bow, she had no idea what the number seven had to do with being full. Bow was not trying to make it easy for her to understand him. He was not using Gricean ▶



INTERIOR & EXTERIOR PAINTING
WALLPAPER ~ FAUX FINISH

416.418.3402
www.gkirschnerpainting.com

KWAN
Dental Centre
General Dentist - Practices Limited to Dental Implants

Dental Implant Solutions For Substantially Less!

Extra fees for extractions and transitional denture

Single Implant and Crown	\$1,800
Multi-root Molar 2 Implants 1 Crown	\$3,600
Full lower or Upper arch minimum 8-10 implants	\$1,800 EACH IMPLANT

309 Sheppard Ave E, North York, Tel: 647-352-2020

Info line: 905-766-1810 www.kwanimplant.com



Bow enjoying a healthy snack.

just because you cannot see someone communicating, this does not mean that the person is slow. It could be that you are slow, and

and riddles, and you are not going to understand the answer if you assume he is slow and dense and without a sense of humor. Some people are very bad at communicating, but very good with language. ■

Aya Katz has a Ph.D. in linguistics from Rice University. She is the head of Project Bow, an ape language experiment conducted in the Missouri Ozarks. She has also written several books for both adults and children. These include When Sword Met Bow, a picture book about how Bow was adopted into the Katz family.

Reference:
http://www.lacus.org/volumes/34/208_katz_a.pdf
http://www.lacus.org/volumes/34/208_katz_a.pdf

maxims of cooperation. Instead, he was trying to acquire dominance by displaying greater mastery over the language than she had.

What can we learn from Project Bow that might be of help in general, for anyone who might be dealing with a non-verbal autistic or otherwise uncommunicative person of high intelligence?

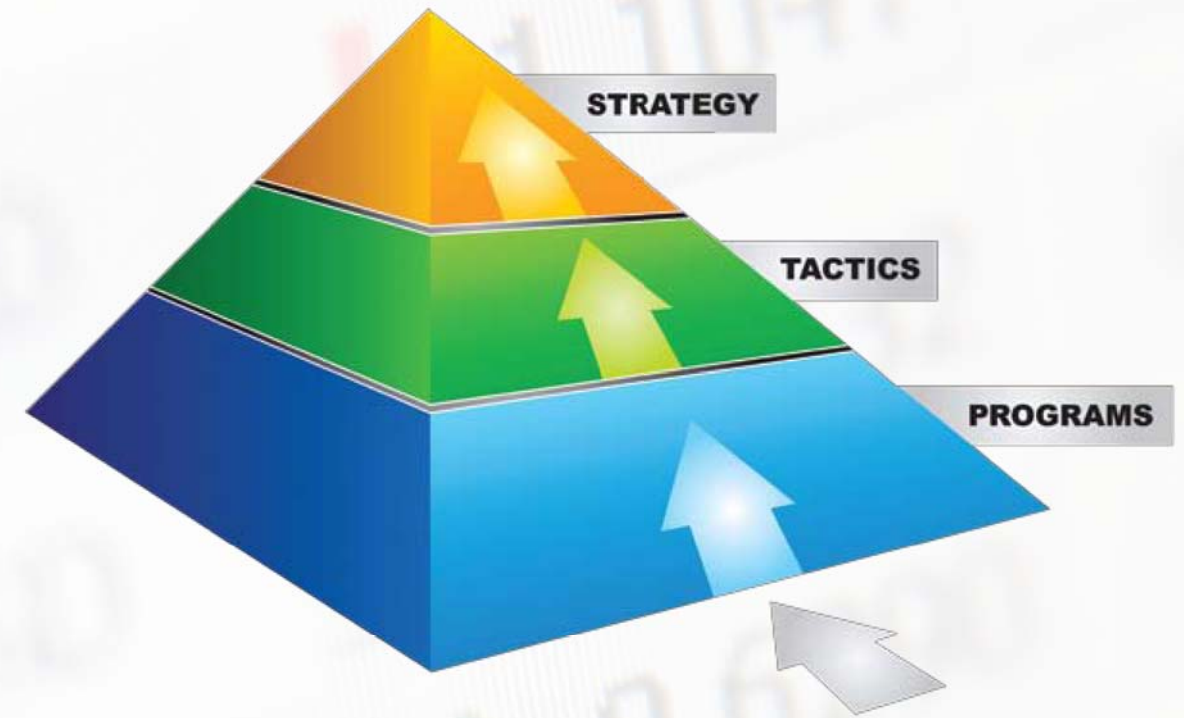
1) From my research I learned that

they are too fast for you. That happened with Bow early on.

2) I learned from Bow that just because a test taker does not answer a question does not mean he does not know the answer. He just may not be motivated by a grade, a reward or a treat. Sometimes the question is not too hard. It may be "too stupid."

3) I learned from Bow that a difficult communicator makes jokes, puns

INVESTMENT FUNDS: CHOICE - FLEXIBILITY - CONTROL



As an investor who has accumulated wealth, you may ask, why should I invest in investment funds over choosing individual stocks? You may think the transactional costs associated with managing individual stocks are more effective than paying the fees of a professional money manager. You may also believe owning individual securities gives you greater choice, flexibility and control.

As an investor, you want to grow wealth and reduce risk to ensure you achieve your long- term financial goals. Consider some of the differences and opportunities of investment funds compared to individual securities.

Investment Funds
 How do they provide value?

1. THE BENEFITS OF PROFESSIONAL MANAGEMENT

The portfolio management process is a continuous approach to design your investment plan that sets investment objectives, develops and implements an asset mix, monitors the economy and markets, adjusts the portfolio and measures performance.

Investment funds provide diversification within asset classes. While you could structure a balanced portfolio on your own by purchasing shares, this approach can require your full-time attention. Professional investment managers may turn over 65 per cent of the assets in a portfolio in any given year. This means purchase and sell decisions in a portfolio could be made on 65 of 100 stocks of equal value. Does your broker devote enough

time and resources for the management of your securities portfolio?

Qualified and experienced individuals or groups continuously monitor investment funds. They have access to internal and external research and resources unavailable to most individual investors and they expertly monitor economic conditions to determine their effect on a fund's holdings. Money managers ▶



STYLEGARAGE

**CUSTOM-SIZED
MADE-TO-ORDER
& IN STOCK**

**Modern
FURNITURE**

STYLEGARAGE
MADE-TO-ORDER MODERN

TORONTO | 938 QUEEN STREET WEST | 416.534.4343
 VANCOUVER | 124 WEST HASTINGS STREET | 604.558.4343
STYLEGARAGE.COM

your Prestige salon

add. **125 Sheppard Ave E, North York, ON**
 tel. **647-352-2620**
 web. **bobbysbeauty.com**

Simply mention this ad
FOR 20% OFF*
 all hair & spa services.

*applies to regularly priced services only. Valid once per customer.



incorporate virtually all available information about capital markets into the decision-making process. This material includes: expected activities in the national and international private and public sectors, government policies, corporate earnings, economic analysis, existing market conditions and forecasters' interpretations of the data. Managers of public companies also want to ensure investment managers who control significant amounts of capital understand their business plan and market position.

These experienced professionals make educated investment decisions and work to pursue the fund's objectives in the best interest of every unit holder.

2. ACCESSIBILITY

Investment funds give you access to global markets and provide the opportunity to participate in almost any asset class around the world. The average investor would find it difficult to access certain foreign exchanges and certain funds on their own. For example, real estate funds provide access to a diversified portfolio of real property. They hold billions of dollars worth of real estate in commercial, industrial and residential properties. The average investor simply cannot reap the rewards of these types of products.

Also, many investors do not have access to certain types of bonds as the purchase amount minimums could be prohibitive. You can purchase some bonds in blocks for as little as \$1,000,

but to create a diversified portfolio of bonds ranging in type (government, global, provincial and corporate) and durations, you need a very sizeable account. Professionally managed portfolios invest in at least 25 distinct holdings of various weightings to construct a diversified portfolio.

3. LIQUIDITY

One key to consider when selling individual stock is price and commission. Selling securities requires a buyer. Selling investment funds means units are bought back by the issuer. Most investment funds can be sold at any time to provide access to your money. You have the option to set up an automatic monthly transfer from one or more investment funds. You can't always sell your bonds without loss or penalty, and in some cases they must be held until maturity. With an investment fund, you liquidate when you choose.

4. DIVERSIFICATION

If your goal is to grow and protect your wealth, few investment options can provide the level of diversification of investment funds. Investment experts recommend investors hold at least 30 to 40 different stocks in a well-diversified portfolio. Investment funds typically invest in at least this amount of securities.

Investors must also consider the need to invest in markets across the globe for the maximum amount of diversification. Investment funds also provide easy access to foreign markets. With a mutual fund or segregated fund, you can tap into foreign markets across the globe at a fraction of the cost of owning individual foreign securities.

5. CONVENIENCE

Investment funds offer many conveniences not possible through owning individual stock. With a mutual fund, you are able to easily customize your portfolio as your needs change. For investors drawing an income, there is no need to worry about how withdrawals will affect individual security holdings. Portfolio managers continually monitor the amount of cash available for withdrawals and the remaining amount is invested in securities. Tax reporting is simplified and saves you time with consolidated tax slips.

A QUESTION OF CONTROL

You may want to maintain control over each investment decision by owning individual stocks. After all, control over your finances has brought you to where you are today. But have you considered the time needed to maintain a balanced portfolio and conduct appropriate research? What about the limits placed on your access to certain funds and markets as well as the costs associated with individual transactions? You may find the responsibility of this control too costly in terms of time as well as fees. With investment funds, you benefit from professional guidance while you maintain control of the big investment decisions.

HOLDING INDIVIDUAL SECURITIES

Often people pick stocks based on hot companies or tips. Yet strategic portfolio management stresses selecting securities based on their contribution to the portfolio as a whole. The interactions among the securities contribute to the overall success of the portfolio. It's important to consider how different asset classes perform with each other, to select a combination so each generates returns in different types of markets.

The return on a portfolio is the average returns of the securities it holds. The portfolio approach is more strategic than a series of uncoordinated decisions.

David K Aaron
Director - Business Development
Freedom 55 Financial
David.Aaron@F55F.com
416-602-3533
www.DavidKAaron.com

ECLECTICHOME DECOR

Inspired by Nature

Captured by Design

Genuine Area Rug

416.322.0080 1.888.322.0080
www.eclectichomedecor.ca
3275 Yonge St. Toronto, Ont. M4N 2L8

1993
SINCE

Design by www.merazore.ca

Crowe Soberman™

MEET CROWE SOBERMAN'S
NEWEST PARTNER

Joel Podbere, CPA, CA
– Audit & Advisory

Crowe Soberman LLP is pleased to announce that Joel Podbere has been admitted to the partnership, effective January 1, 2014. As an Audit & Advisory partner, Joel works with clients on assurance and taxation issues in various industries including: professional services, manufacturing, real estate, wholesale and distribution and investment companies.

Connect with Joel today:
Direct: 416.963.7155
joel.podbere@crowesoberman.com

Audit | Tax | Advisory

Member Crowe Horwath International
2 St. Clair Avenue East, Suite 1100, Toronto, ON M4T 2T5



HOME IS WHERE THE HEART IS

FOUR ELMS
RETIREMENT RESIDENCE



**SUITES
STARTING AT
\$2850**
SOME CONDITIONS APPLY*

WINNER OF THE 2013 TOP CHOICE AWARD

Professionals who have distinguished themselves amongst their competitors and earned the people's trust.

SERVICES INCLUDED:

- ❖ Well-appointed studios, one and two bedroom suites
- ❖ Freshly prepared meals & snacks daily
- ❖ 24 hour health care supervision
- ❖ 24 hour health care supervision
- ❖ Exceptional amenities at affordable prices
- ❖ Assisted Living Secure Floor

Call us today to book a personal tour and stay for a complimentary lunch.



905-738-0905
1500 Steeles Ave. West, Thornhill ON

www.fourelms.ca

Four Elms Retirement Residence is owned and operated by Diversicare, four time winner of the Governor General's Award for Excellence.

Situated in Thornhill at Dufferin and Steeles, this residence is just three years old. Four Elms Retirement Residence offers a variety of suite layouts, from Studio to Two Bedroom plus Den. All suites have kitchens, but no stoves, as breakfast, lunch and dinner are provided daily. It also has a lovely outdoor space with easy walking paths that are part of a treed and garden area that includes benches and gazebo for relaxing.

There is a true feeling of community at Four Elms. There are daily activities for residents including exercise classes which focus on strength and balance. And, if just two friends feel like getting together, they go to the bistro and bar. Helping to make sure that residents feel both a sense of community and a sense that Four Elms is their 'home,' there are furnished guest suites available to residents to host out-of-town guests. Of course, there is also a beauty salon and spa to take care of all of the residents' needs.

Recreational activities happen throughout the week with many different programs to choose from. In addition to scheduled activities, there is a computer lounge, billiards room, as well as a games room. The wellness centre and fitness room provide additional opportunities for residents to stay active



services. Independent living suites include three meals a day, laundry services, weekly housekeeping, and daily activities. For residents with memory impairment there is a secure living area with enhanced supervision and care.

There is a true feeling of community at Four Elms. There are daily activities for residents and a bistro and bar for meeting friends

Residents can bring their own furniture to their new home, as well as a beloved pet, as long as the resident can look after the pet on his or her own.

Four Elms also offers temporary post-hospital/respite stays starting at \$90 per day. A respite stay includes three meals and snacks daily, registered nursing staff available 24 hours each day, medication management and administration, assistance with personal care, weekly housekeeping and personal laundry, and all recreational activities.

Ensuring residents' safety and ensuring that residents and families do not have to worry, is "the heart" of Four Elms. All residents are equipped with an emergency response system.

Call today to book your personal tour. ■

FOUR ELMS
RETIREMENT RESIDENCE

and fit. Programming includes all the Jewish holidays.

Since Four Elms has its own bus, residents have opportunities to be involved in community outings and events.

Four Elms Retirement Residence accommodates both independent seniors and those who require daily supervision and offers assisted living





Mark Adler with Prime Minister Harper and Benjamin Netanyahu during Netanyahu's official visit to Canada in 2012

MAKING HIS MARK

Mark Adler is the Member of Parliament for the federal riding of York Centre. Born and raised in the riding, Mark is the first ever child of a Holocaust survivor to be elected to the Parliament of Canada. He knows firsthand the effects of intolerance, discrimination and anti-Semitism. As a result, he has committed himself to greater understanding between

religious, ethnic and national groups in York Centre and in Canada. Before entering politics, Mark owned and operated his own business. He founded the Economic Club of Canada, which quickly became Canada's podium of record across the country. Holding about 150 events a year, the Economic Club has hosted some of the

world's leading figures from business, politics, sports and more: Prime Minister Stephen Harper, Senator John McCain, Arnold Schwarzenegger and Wayne Gretzky, just to name a few. Mark was elected on May 2, 2011, the first Conservative elected in York Centre since 1957. Since his election to the House of Commons, Mark has

proven himself as a strident supporter of Jewish issues in Parliament. As a member of the International Council of Jewish Parliamentarians (ICJP), a partner organization of the World Jewish Congress, Mark is also active on the international scene promoting issues of importance to Israel and the Jewish people.

In the Canadian Parliament, Mark serves as the Vice-Chair of the Canada-Israel Parliamentary Friendship Group which organizes numerous events on Parliament Hill, including Chanukah and Sukkot celebrations and "lunch and learn" sessions in conjunction with the local Chabad chapter. He has also hosted a number of events honouring Holocaust survivors.

Mark is a regular speaker at events hosted by Jewish organizations in Ottawa, Toronto and around the country. He is particularly interested in working with youth and university students active in Hillel.

Mark and his wife, Alison, are active members of the Beth Emeth Bais Yehudah Synagogue and the Bathurst Jewish Community Centre in Toronto.

I had the opportunity to sit down with Mark and ask him a few questions on his family, community and life as a Jewish-Canadian Parliamentarian.

JR: *Thanks so much for doing this Mark. Why did you decide to enter politics?*

MA: Thank you for your kind words. Let me first say, that I am a big fan of Jewish Review Magazine so it is a real thrill to sit down with you today. I was first drawn to the Conservative Party because of Prime Minister Stephen Harper's strong and unprecedented support for Israel. I was really angered by the positions taken time and time again by the Liberal Party which never seemed to miss an opportunity to criticize Israel, not support the only democracy in the Middle East at the United Nations, and not stand up for Jewish causes and issues in Canada. I was also disappointed in how neglected our community was for decades under previous MPs. They seemed to be absentee Members. Growing up in the riding and now raising my family there, I thought this was unacceptable. So rather than complain about it, I decided to run.

JR: *How has the support of your family helped you* ▶

BATHURST MANOR... WAS A VERY DIFFERENT PLACE BACK THEN. I REMEMBER WE WOULD PLAY ROAD HOCKEY [OUTSIDE] UNTIL IT WAS SO DARK THAT YOU COULD NOT SEE THE BALL



MP Adler at the unveiling of the Flames of Memory Monument for Jewish War Veterans in Toronto

with your transition from business to politics?

MA: I would not be able to do this without the support of my family. My wife has been incredibly supportive and my kids are proud to see their dad as a Member of Parliament. They often come out to events with me in the community. My family motivates me to do the best possible job I can for York Centre. We have a deep connection to our community and my number one priority is making the place where my kids grow up the best it can possibly be.

JR: Have you lived in the area long?

MA: All of my life! I grew up in Bathurst Manor – it was a very different place back then. As kids we spent most of our time outside. I remember we

would play road hockey until it was so dark that you could not see the ball any longer. It was a very special place to grow up. I remember going to the Bathurst Manor Plaza which was a magnet for local kids and we'd be their on our bikes talking for hours while eating ice cream or popsicles from the variety store. I went to Hebrew

school at Adath Israel, and attended Dufferin Heights Junior High and William Lyon Mackenzie Collegiate Institute. One bit of information I would like to add about Bathurst Manor is that at one time it had the largest per capita number of Holocaust survivors outside of Israel. Our community really represented hope.

JR: Would you like your children to be MPs one day?

MA: If that was the career path they choose, of course I would support them. But most important to me is public service, working to make your community and the world a better place. Whenever I speak to young people on university campuses or high schools in the riding, I tell them the importance of getting involved. And it does not have to be politics. You can



MP Adler at the launch of the York Centre Typhoon Haiyan Donation Drive

do public service through business or charity. No matter what career path my kids choose for themselves, I am confident that public service will be a major part of what they do.

JR: You were elected as the first child of Holocaust survivors to become a Member of Parliament. How does that make you feel, and how has that affected the way you do your job?

MA: I feel incredibly fortunate. I wake up every morning and remind myself how lucky I am to be here – how blessed my family has been. When my dad came to Canada at the age of twenty, he had no family, no money no anything. All he had was the shirt on his back a number on his arm but most importantly – hope in his heart. Like most survivors who came to Canada to start a new life, he worked hard and rebuilt his life. My dad has been gone now for thirty years. I only wish he had lived to see his youngest become a Member of Parliament in this great land of opportunity and part of a government which is the strongest supporter of Israel in the world.

JR: As a Jewish-Canadian, do you think the government is on the right track with regard to their stance on Israel?

MA: Absolutely. I am an active participant in our Government's continued support of the only democratic state in the Middle East – I speak out regularly in the House of Commons in defense and support of our friends in Israel. Our relationship with Israel is based on the shared values of freedom, democracy, human



Adler with Speaker of the House of Commons, the Honourable Andrew Scheer

rights and the rule of law. I am so proud to stand alongside Prime Minister Harper who has made strong support for Israel a key piece of our country's principled foreign policy. No longer does Canada go along just to get along.

JR: Before entering politics, you were an entrepreneur. How did that prepare you for your current role as a Member of Parliament?

MA: I think in many ways, my prior experience in the business world has instilled in me a commitment to sound economic policies. I know what

it takes to run a business and I am happy to bring that experience to the table in government. I sit on Finance Committee – a job which I really enjoy. I understand the importance of jobs and economic growth. Moreover, I hold a clear vision of the proper role the Government should play in fostering economic prosperity and global competitiveness. I work closely with our Finance Minister, Jim Flaherty, to make sure Canada remains the best performing economy in the G-7.

JR: As a member of the Finance Committee, how do you think the government has

When my dad came to Canada all he had was the shirt on his back and a number on his arm. I only wish he had lived to see [me] become ... part of a government which is the strongest supporter of Israel in the world.

NO MATTER WHAT CAREER PATH MY KIDS CHOOSE
FOR THEMSELVES, I AM CONFIDENT THAT PUBLIC
SERVICE WILL BE A MAJOR PART OF WHAT THEY DO.

done managing the economy in post-recession Canada?

MA: Since 2006 the Government has prioritized the creation of policies aimed at driving the economy to its full potential. Our resilience through the recession was universally recognized. Our labour force is highly educated and highly skilled. Canada is widely credited as one of the safest places to invest in the world. Since the end of the recession in July 2009, our government has helped create over 1 million net new jobs in this country. This is far and away the best job creation record in the G-7 and the only country which has maintained a stable "AAA" credit rating. I am proud of our government's economic record.

JR: *What do you think you need to do in the future in order to maintain economic stability?*

MA: Its important to keep in mind that the global economy is still fragile. There is uncertainly in Europe and the United States and as a result we are not immune from global downturns. Since 2006, even before the recession hit, our government has had a plan. We began by paying down about \$38 billion in debt. This gave us the flexibility we needed when the global economy turned down in 2008. As a result, we currently have the lowest



MP Adler at a 2012 Chanukah party at 24 Sussex Drive
hosted by Stephen & Laureen Harper

debt to GDP ration of any G-7 country at roughly 25%. Our government is committed to keeping on track to balance the budget in 2015-2016. In fact, Minister Flaherty just announced recently that we will have a surplus in 2015. This is great news for our economy. More good news is that we have negotiated a record number of free trade agreements. In particular, we just completed the largest free trade deal in Canadian history with the European Union. Trade means jobs and our government, since day one, has remained focused on what matters most to Canadians and that is jobs, growth and long term prosperity.

JR: *Mark, it has been a
pleasure talking with you
today. I have one final
question for you. How*

do you synthesize your role as a father, husband, Jewish-Canadian, and Member of Parliament?

MA: Like so many of us nowadays, my life is a balancing act. I am a father and a husband of course. I am an active member of the York Centre community, which is incredibly diverse. I am Jewish, and a proud supporter of Jewish issues. All of these roles inform my work as a Member of Parliament. I have the honour and privilege of representing all of York Centre; every ethnicity, every occupation, from young to old. The first thing I think about when I go to sleep at night are my constituents and the first thing I think about when I wake up in the morning are my constituents. I am committed to helping people and that is my focus day in and day out. ■

Na'amat

A 'PIONEER' IN THE HEALTH AND WELFARE OF WOMEN

By Norma Barkin, with Lori Nusbaum and April Laufer



Graffiti that was done in Tel Aviv on Hayarkon St. by a well-known artist, special for NA'AMAT, to commemorate International Women's Day.

DEVOTION AND DETERMINATION

There was never any doubt for those early pioneers about what had to happen: Eretz Yisrael was a country that needed nurturing. The pioneers came as individuals, families or members of Zionist, labour or other organizations. They came to Israel to help build the country's future.

In the early settlement years of the 1900s, this meant being involved in

a variety of projects from working the land to educating new settlers about agricultural sciences. Against the background of early nationalist movements and socialist ideologies that advocated for equal opportunity, early pioneer women took their beliefs and turned them into actions.

Rachel Yanait Ben Zvi was an early pioneer leader who came to Israel in 1908. She decided to study agricultural engineering in France, and then returned to Israel (Palestine).

When a well was desperately needed for her tree nursery, she appealed to friends in the U.S. who raised the necessary money. And in this small act of reaching out to friends, The Women's Organization for the Pioneer Women of Palestine (1925) began (today's Na'amat).

Na'amat has an impressive history. As early as the 1940s Na'amat was lobbying for more daycare centres and equal pay for equal work. In the 1950s they organized International ▶

AS EARLY AS THE 1940'S NA'AMAT WAS LOBBYING FOR MORE DAYCARE CENTRES AND EQUAL PAY FOR EQUAL WORK

Women's Day events that brought together women from different

Na'amat continues to be the single largest provider of child care in Israel

cultural backgrounds to "share their thoughts about some of the key issues of the day." In the 1960s they started a scholarship fund to send financially-disadvantaged Israeli women to college or university.

Na'amat's commitment to the future of Israel has included reaching out to Arab women and youth. Newspaper articles from the Globe and Mail and Toronto Telegram (November 4, 1969) describe the work that Na'amat was doing with Arab women in a number of villages; training them to become nurses, social workers and teachers. The articles also describe educational programs that were being offered to Muslims; up to age 14 the programs were co-educational and after that age they offered parallel classes for young boys and women.

Today's activities are no less impressive than those early years of the Yishuv. Na'amat provides a "broad spectrum of social, educational and advocacy services in Israel and Canada." Na'amat offers assistance to women living in Toronto; they operate the free Ruth Rotman Legal Aid Referral Service for Women and they help some 1400 children in the city's shelters by distributing backpacks with the necessary school supplies. Na'amat also lends a helping hand to mothers in these shelters by providing them with such basic items as toothpaste, shampoo and soap.

In 1993 Na'amat opened the Glickman Centre for Family Violence Prevention (Tel Aviv) which provides shelter to women and children. There are also 30 Legal Aid Bureaus throughout the country and four Women's Rights Centres which address issues related to work and family.

Na'amat continues to be the single largest provider of child care

in Israel. Every day, over 18,000 children, toddlers and babies arrive at more than 230 Na'amat centres that accommodate the extended working schedules of parents. The Centres also provide for children who come from under-privileged families and for those with special needs. Specially-trained psychologists and social workers deal with such problems as abuse in the home, unemployment and post-traumatic stress.

Without a doubt, education remains a shining star in Na'amat's programming. More than 4,000 youngsters attend Na'amat Technological High Schools and Agricultural Boarding High



NA'AMAT Scholarship Ceremony, Israel 2013: 180 female students studying for their Bachelor & Master degrees were given scholarships of 2,000 Shekels each. Close to 70% of the recipients were studying engineering, computers, medicine or other sciences

Schools. The special needs of at-risk teenagers are answered in smaller classes. Their technological high schools and agricultural schools are committed to youth who have not had the advantages of a stable home life or have faced other challenges.

Na'amat also helps women to further their careers by providing scholarships so that they can continue their education, especially in the fields of science and technology. The Perpetual Scholarship program, which awards approximately 200 university scholarships to Israeli women each year, helps to empower and advance the future of women in Israeli society.

At the 2013 Na'amat Scholarship and Research Award Ceremony, Shirli Shavit, Director of Na'amat, International Department, gave her thanks to Na'amat with the following words: "I would like to thank



Club One 1948

heartily all our "chaverot" in the Diaspora and express our sincere appreciation [for] their ongoing voluntary work and their dedication for the sake of our movement, our children and future generations."

"You make a difference for so many students in helping us to shape our

The first club that was formed in Toronto was unambiguously named "Club One"

future" said Rina Bibar, a B.A. student at Technion in Haifa and award recipient." I hope your commitment will be a guiding light for others."

The legacy of Na'amat to inspire and motivate women has touched the lives of generations of women. Speaking at a Na'amat event in 2009, Markham city Councilor, Erin Shapero, the first Jewish woman to sit on Markham Council had these words of praise for Na'amat:

"When you know you've made a difference in someone else's life, those are moments when you feel you've done something really meaningful. I, also, want to say thank you from my generation to yours for opening doors for us and for allowing us to shine

in the way that you imagined." www.jewishtribune.ca/uncategorized/2009/03/17/inspiring-women-inspire-at-na

THE TORONTO NA'AMAT STORY

They were tough and they meant

business. Among the original members of Na'amat, and an inspiration to our Canadian volunteers, was someone who was destined to become Israel's first woman Prime Minister, Golda Meir. And so the early Na'amat members were "Golda's Girls." They were our mothers, grandmothers and great aunts on a mission. There was a need- they filled it. Simple things: well water to drink, water for the trees. Their ground-breaking achievements built the solid foundation of Pioneer Women/ Na'amat; what they accomplished continues to impact throughout Canada and Israel today. (Golda Meir served as National Secretary in the 1930s.)

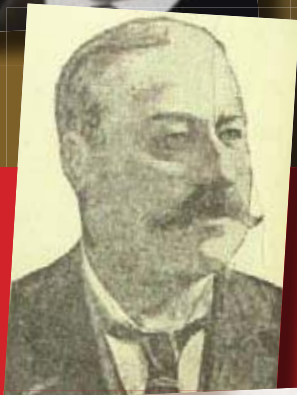
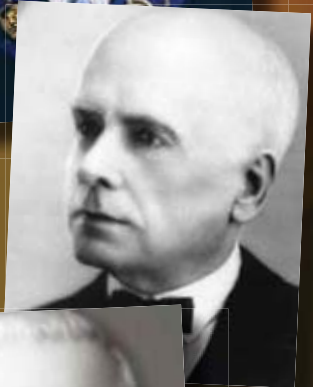
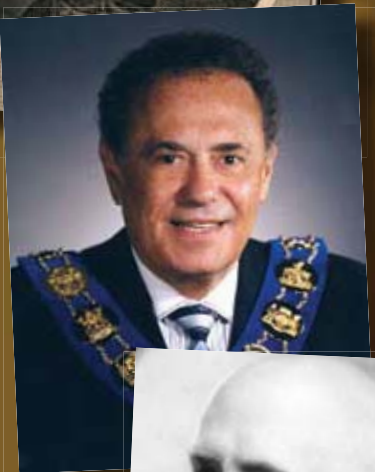


Club One: GOLDA MEIR second row, fifth person from left

The first club that was formed in Toronto was unambiguously named "Club One." Its members began raising money by selling light bulbs and oranges on street corners.

Soon fund-raising "parlour meetings" were introduced. Tiny living rooms were filled with sweet-smelling treats. The women did not second-guess themselves about what they might accomplish: they shared the dream of a self-sustaining Jewish homeland and more than that, they shared a

..... continued on page 112



MAYORS BEHAVING BADLY

Although Rob Ford has made Toronto infamous the world over, many of his predecessors engaged in equally scandalous behavior. Surely these gentlemen would have garnered an international headline or two, or three, if they were in office today. Here's a look back at some of the colourful characters who have served as mayor of "Toronto the Good".



GEORGE GURNETT
(1837, 1848-1850)

The most brutal incident of violence is attributed to

Toronto's 4th mayor, George Gurnett (he later served an additional term as 8th mayor). Gurnett had a reform opposition candidate tarred and feathered in 1828. The poor man was stripped, after which boiling tar was poured all over his body. He was then rolled in chicken feathers. The tar stayed on the skin for a week and when the victim tried to peel off the feathers he inevitably and excruciatingly peeled off his own skin.



JOHN POWELL
(1838-1841)

On December 4 1837, a month before taking office as Toronto's

fifth mayor, John Powell shot and killed Captain Anthony Anderson as part of an attempt to suppress William Lyon MacKenzie's rebellion against the Compact and Governor Sir Francis Bond Head. After killing Andersen, Powell turned his weapon

on Toronto's first mayor, MacKenzie, but the gun misfired, leaving MacKenzie unharmed. Powell escaped and was lauded as a hero for his actions. He was unanimously elected as mayor by the city council at the end of the year.



HENRY SHERWOOD
(1842-1845)

Apparently the 7th mayor of

Toronto also had it in for MacKenzie. He carried out a home invasion in 1826, breaking into MacKenzie's home and newspaper offices. Along with his drunken mob, he destroyed the printing press and dumped it into Toronto harbor. In 1828, Judge John Walpole Willis accused Sherwood of threatening his life and being drunk in the streets.



JOHN GEORGE BOWES
(1851-1853)

During his term as Toronto's 9th mayor, Bowes was involved in "The £10,000 Job", a scandal related to profit made on stock for the Toronto, Simcoe & Lake Huron Union Railroad (later the Northern Railway). Five aldermen and three councilmen resigned in protest. Although he was cleared of any charges, Bowes was forced to pay the city £4,000 in profit that he had made, and he withdrew temporarily from public life.



ERNEST MACDONALD
(1900)

Toronto's 30th mayor, Ernest Macdonald, had already lost a real estate

fortune worth approximately \$200 million (in today's dollars) and had run unsuccessfully for Mayor three times before winning. After only one year in office (the standard term at the time), he lost his bid for re-election and suffered a crushing nervous breakdown. Bedridden for months, he suffered a long, slow, agonizingly painful death from an acute third stage of syphilis in 1902 at the young age of 43.



THOMAS FOSTER
(1925-1927)

Wealthy realtor Thomas Foster served as Toronto's 40th mayor. The

eccentric Foster was so stingy he required his driver to pay for the matches he carried in his limousine and, rather than hiring more police officers to fight crime, suggested it would be cheaper to simply reimburse robbery victims for their losses. His penny pinching was reported to have saved the city two million dollars, but it was to be his eventual undoing as he was defeated after refusing to raise police salaries. His will designated funds to sponsor a contest devoted to rewarding the woman who could bear the most children in 10 years, and included bequests for Toronto's wild birds, office cleaning ladies and newsboys. ▶



SAM MCBRIDE

(1928-1929,
1936)

Toronto's 41st
mayor, Sam
McBride, was
known for

his fiery temper. He once got into a
fistfight with a fellow alderman and
threw a can of beans at another,
leaving a dent in the paneling of
the council chamber. He also beat
up city councilors he didn't like,
swatting them with council agendas.



ALLAN LAMPOR

(1952-1954)

Toronto's 50th
mayor, Allan
Lamport, was
known for living
it up. Over two

years, he spent \$370,000 on liquor,
cigars, gourmet dinners and room
service in Suite 1735 of the Royal York
Hotel, all paid for by city taxpayers
without any council authorization or
knowledge. It was later the subject
of a judicial inquiry. Was this the
maiden voyage of the gravy train?



MEL LASTMAN

(1998-2003)

Toronto's 62nd
mayor is the most
recent character
to grace our list.
His embarrassing

antics were many and varied.
Some examples:

Days before travelling to Kenya to
lobby African IOC delegates to hold
the 2012 summer games in Toronto,
he jokingly said: "I'm sort of scared
about going there, but the wife is
really nervous. I just see myself in
a pot of boiling water with all these
natives dancing around me." Lastman
later apologized, but some said it
hurt Toronto's Olympic chances. The
games were held in Beijing instead.

He wrote to British pop star Ginger
Spice (Geri Halliwell), begging the
redheaded singer to reconsider her
decision to leave the hugely popular
"Spice Girls" and prevent thousands
of fans from having "their hearts
broken again", should the band
appear in Toronto without her.

And who can forget when he called in
the Canadian army to battle snow drifts
and liberate buried bus stops after
Toronto was hit by a particularly heavy
winter storm in January of 1999? The
next day, some 400 soldiers from CFB
Petawawa, Ontario arrived, driving
colossal armoured vehicles known as
Bisons-plough-trucks. In addition, 100
trucks and volunteers came in from
Prince Edward Island to dig out the city.

Of Rob Ford, Lastman said: "I'm
not a genius, obviously, but he
makes me look like one."

In conclusion, it's plain to see that City
Hall has had its fair share of scoundrels
and scallywags. Rob Ford is just
the most recent and most notorious
resident. Only time will tell if he's the
last.... But we wouldn't bet on it. ■

**ROB FORD IS JUST THE MOST
RECENT HEIR TO A LONG LINE OF
SCOUNDRELS AND SCALLYWAGS
THAT HAVE OCCUPIED
TORONTO'S CITY HALL**



**"Yesh Atid" ("There is a
Future") was founded in
2012 by journalist and talk
show host Yair Lapid, son of
late politician Yosef "Tomi"
Lapid. With its emphasis on
improving the middle class
situation in Israel, as well
as working towards greater
religious pluralism, the party
promised to fight for changes
to improve the future of Israel.**

**In the summer of 2012,
protests against exorbitant
housing prices turned
central Tel Aviv into a tent
city (left). Many believe
Lapid was voted into office
on the wave of this crisis.**

**With the second highest
number of Knesset seats (19)
in the January 2013 election,
Yair Lapid was named Finance
Minister. Since taking office,
Lapid has disappointed
and enraged his voters
by slashing middle class
benefits and raising taxes.**

**The following essay, by
Yesh Atid Knesset Member
Dov Lipman, attempts to
quell the controversy.**

Viewpoint on Israel

by Dov Lipman, MK Yesh Atid

Yesh Atid MK's and ministers have
brought a fresh point of view to Israeli
politics. We don't make decisions
based on what might be seen as
the most popular or what will get
us re-elected. We are doing what
we believe is right for Israel. The
Yesh Atid ("There is a future") party
is changing the face of Israel. The

following are some of our commitments
that will show Israel and the world
that Israel has a very bright future.

Create Equality In National Service

Yesh Atid promised potential voters
that it would create equality in national
service which means that the ultra-
Orthodox sector will no longer receive
blanket exemptions from military
service. The party's law for equality in

national service, written with sensitivity
to the religious community, passed
its first reading in parliament and is
now in the final stages in committee
before coming to the Knesset floor
for a second and third reading.

Overhaul Education

The party also wants to see change that
would overhaul education. Education
Minister Rabbi Shai Piron has been
hard at work enacting reforms in the ▶

education system including reducing the number of standardized matriculation exams; establishing technology-based vocational high schools; providing general studies for ultra-Orthodox institutions; programs for Jewish identity in the secular schools; and instituting creative programming that will be offered during summer vacation.

Israel’s Middle Class

Of particular concern for the party is the current situation regarding Israel’s middle class and recognizing how difficult it is for young couples to afford a home. Finance Minister Yair Lapid chairs a housing cabinet which, for the first time, brings the relevant ministers together for long-term planning and coordination. Plans to release government land for 150,000 low cost rentals are already under way and many other reforms will soon follow.

Balance The Budget

On the economic front, Yesh Atid came to power and found a shekel deficit of nearly 40 billion. Finance Minister Lapid made difficult and even painful cuts in the budget in order to balance the budget. This decision, which included decreasing child stipends and increasing the value-added tax, will ultimately strengthen the economy and lead to growth, especially in the middle class. The Yesh Atid efforts to bring the ultra-Orthodox into the workforce will also create a boon for the economy with a large percentage of the population ceasing to live off government handouts and contributing to its tax revenue.

Two States For Two People

Yesh Atid also promised to pursue the solution of two states for two people to bring the Palestinian conflict to an end. The party is center when it comes

to this issue – committed to exploring peace--but not at any cost. The lands which Israel will have to evacuate in an agreement with the Palestinians are very dear to us – both in biblical and historical terms. We will do so, however, for the sake of peace but with great pain and difficulty. We believe that Jerusalem is more than just



Lapid, once the media’s darling, has come under heavy fire for going back on his sweeping campaign promises to middle class voters

a city but it is an idea and, therefore, we are against dividing Jerusalem. And, of course, a final deal must take into account all of Israel’s security needs. In order to move forward with negotiations, Yesh Atid ministers voted for the release of over 100 Palestinian terrorist murderers. This was a painful and difficult decision but one which demonstrates our commitment to the process and resolving this conflict. We certainly hope that the current negotiations will bear fruit and that we will take part in a historic resolution to this never ending saga.

The Law For Civil Unions

Aside from following through on all these campaign promises in a relatively short period of time, Yesh Atid has made progress in the contentious

issue of religion and state in Israel.

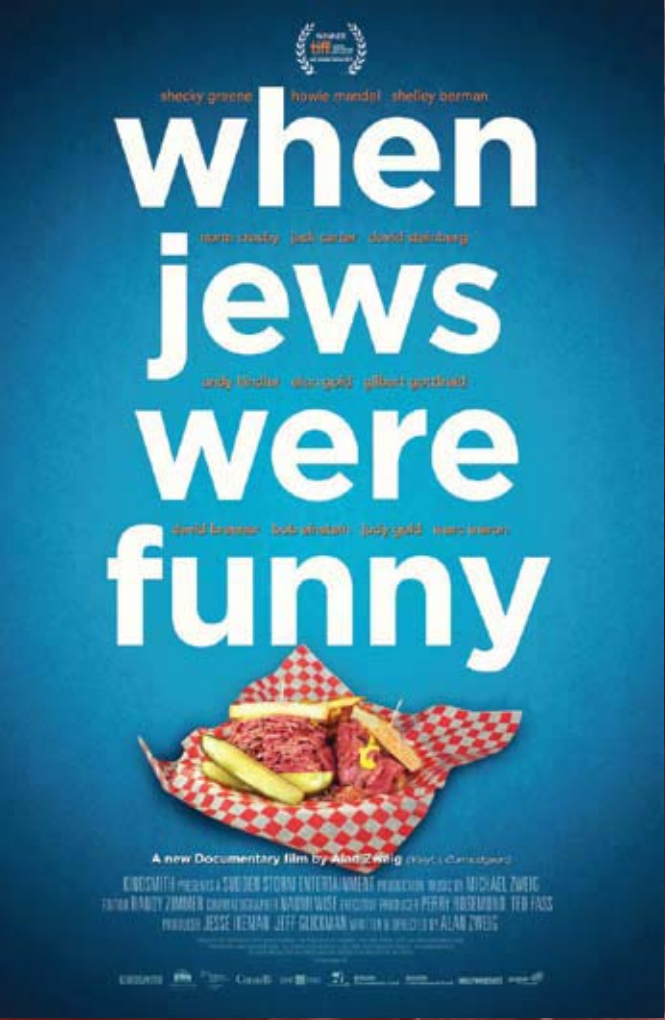
Israel defines itself as both a Jewish and Democratic state and for decades has relied on a tenuous “status quo” rather than try to find a proper balance between these two terms. Yesh Atid is tackling the issue straight on. A classic example of how the party has done so is the law for civil unions. The current law in Israel enables Jews to marry but only according to Orthodox standards in an Orthodox ceremony. The secular population sees this as religious coercion and thousands of couples leave the country to marry in civil ceremonies elsewhere, marriages which are then recognized by the state’s Interior Ministry. The religious side believes that marriage in a Jewish state must be done in a “Jewish way” and Jews have traditionally married in a religious ceremony according to Orthodox rules.

Yesh Atid, with its blend of secular and religious MK’s, came to a compromise. There will be two paths for couples to live together and be granted their full rights. The “marriage” track will continue to be a religious ceremony. This preserves the message that “marriage” in a Jewish country should be done the way it has always been done in Judaism. However, as a democracy, all people must have their rights protected. Therefore, there will be a civil union track in which couples can be granted their full rights as a union.

Yesh Atid will continue this type of creative legislation for all issues – balancing the importance of Judaism and a Jewish state and never forcing anyone to violate traditional Jewish law, while also protecting the basic civil rights of all citizens. ■

IN HIS NEW AWARD-WINNING DOCUMENTARY, FILMMAKER ALAN ZWEIG EXPLORES THE CONNECTION BETWEEN KVETCHING AND COMEDY

By Dave Gordon



“The history of twentieth century comedy is Jewish,” comedy club impresario Mark Breslin exclaimed in the recent documentary film “When Jews Were Funny.”

Featuring opinions from a cross-section of the “Borscht-belt generation” of Jewish comedians, as well as modern comedians, director Alan Zweig explores what exactly makes their humour Jewish. And how did so many comedians all happen to be Jews?

Breslin describes Jewish comedy as “the jazz of melancholy” – while comedian David Steinberg tells the viewer that oppression helps Jewish humour; whereas assimilation harms it.

The film was the surprise winner of the Best Canadian Feature prize at the 2013 Toronto International Film Festival. With it, Zweig earned a \$30,000 prize.

The film includes “Borscht-belt” era comedians such as Shelley Berman, Norm Crosby, Jack Carter and Sheeky Greene – and those relatively newer to the scene, such as Howie Mandel, Gilbert Gottfried, and Bob Einstein.

Jewish Review interviewed Alan Zweig about the film, Jews, and comedy.

JR: What was the impetus for putting together a film about Jewish humour?

AZ: I had a series of experiences where I realized that I missed something from my childhood... the idea of making a film about being Jewish was something that floated around in my head for some time. I know a lot of Jews that are 'kinda' ambivalent about being culturally Jewish. They're asking about their Jewish identity while eating a bacon sandwich. It's not about the bacon. It's about the sensibility.

I wanted to make a film about cultural Jews. ►

FUNNY JEWS UNDER 50

Hank Azaria, 49

Jewish roots: Sephardic Greek

Best known for: the voice of many of “The Simpsons” characters; gay houseboy in “The Birdcage” (1996); the evil Gargamel in “The Smurfs” (2011);

You may not know: He based the gay houseboy character on his grandmother

Adam Sandler, 47

Jewish roots: Russian Jewish

Best known for: beloved SNL cast member ; numerous movies that have grossed a combined \$2 billion; copious musical talent (“The Wedding Singer”, “The Chanukah Song”); CEO of “Happy Madison Productions”

You may not know: His third romantic comedy opposite Drew Barrymore is slated for release in Spring 2014

Ben Stiller, 47

Jewish roots: His father, actor Jerry Stiller (Frank Costanza on Seinfeld), hails from Polish Jews. His Irish Catholic mother converted to Reform Judaism

Best known for: director and star of the definitive Gen X film “Reality Bites” (1994); cult classics “Something About Mary” (1998), “Zoolander” (2001), “DodgeBall” (2004) and “Meet the Parents” (2000)

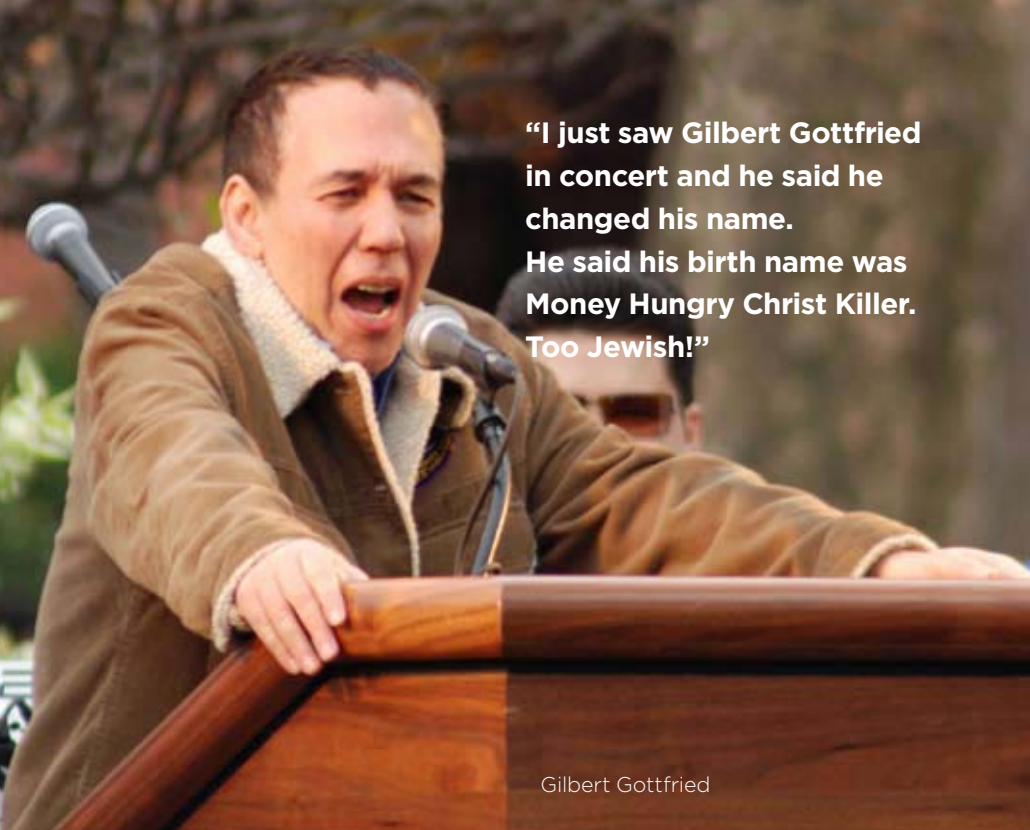
You may not know: Zoolander 2 is in pre-production

Jack Black, 44

Jewish roots: His mother’s maiden name is Cohen. His English/ Scots-Irish/ German father converted to Judaism

Best known for: his break-out role in “High Fidelity (2000)”;; leading roles in “Shallow Hal” (2001), “School of Rock” (2003) and “Gulliver’s Travels” (2010); the voice of Po in the “Kung Fu Panda” movies; lead singer of the rock comedy band Tenacious D

You may not know: He reportedly discovered he could act when he played a game of Freeze after a Passover seder



“I just saw Gilbert Gottfried in concert and he said he changed his name. He said his birth name was Money Hungry Christ Killer. Too Jewish!”

Gilbert Gottfried

What would be the best way to talk about being Jewish? I'm not going to talk about religion, food, so to me when I think about my relatives and what I miss, it's about humour.

And I thought... I'd like to meet some of those old comedians.

JR: When you won the TIFF prize, what was your reaction?

AZ: I was shocked. It was not on the radar for me. I had hoped the film would be well-received... There was one critic who called me clueless. Clueless? Because they think I had a thesis that I was trying to prove and I didn't prove it. But people argue with the thesis in the film. I'm such a dummy to not include these people in the film?

I understand that if you know the title of the film, hear a tiny bit about it, hear that Shecky Green is in it, and you're set up to believe – as the Hollywood Reporter said – it'd 'promise to be

a comprehensive history of Jewish humour, that soon evaporates.'

I never made that promise. That wasn't what the film was supposed to be. It's not a history lesson.

JR: They're critics. They criticize.

AZ: They're seldom like regular audiences. That prize almost never goes to a documentary. The jury at TIFF saw the film I intended; a film where humour is an important element.

JR: And that's the fact of the film. Jews and humour, humour and Jews. Do what you want with it.

AZ: Right. You know, if you wanted to know about Jews and humour, there's a ton of books out there on the topic.

I don't know what else you'd do with a history of humour other than a bunch of archival footage and name a bunch of people.

JR: What led you to interview guys like Bob Einstein and Gilbert Gottfried? They're not the first names that come to mind when people think of Jews and humour.

AZ: In general, I had a list of everybody I could think of that was alive. Ideally we'd have liked to make the film with older people. Don Rickles, Joan Rivers, Elliot Gould... they said no. We made the film with who we could get.

As for Bob Einstein, we had a connection with him. If he'd only been Super Dave Osbourne, that's one thing. But he'd been on Curb Your Enthusiasm, where he is Jewish. His Jewishness comes out there.

Some of them, like David Brenner... did it out of the sweetness of his heart.

JR: What did you learn from the experience?

AZ: I never read a book about Jewish humour. I know it's old when people say ▶



Howie Mandel

Bob Einstein

“In general, I had a list of everybody I could think of that was alive. Ideally we’d have liked to make the film with older people. Don Rickles, Joan Rivers, Elliot Gould... they said no.”

Judah Friedlander, 44

Jewish roots: Russian Jewish father

Best known for: the role of Frank Rossitano on the NBC sitcom “30 Rock”; his distinctive look, which includes large glasses, shaggy hair, a trucker hat and a t-shirt, often sporting slogans such as “World Champion”

You may not know: Currently touring his stand-up show “The World Champion”

Rain Pryor, 44

Jewish roots: Her father was famed African-American comedian Richard Pryor, her mother is a Jewish astronomer/writer

Best known for: award-winning solo show “Fried Chicken and Latkes”, based on her life; starred in the ABC series “Head of the Class” ; starred for several years as Jackie, the lipstick lesbian drug addict on the Showtime series “Rude Awakening”; Jazz/Blues vocalist

You may not know: She is the author of the critically acclaimed book “Jokes My Father Never Taught Me: Life, Love and Loss with Richard Pryor”

Sacha Baron Cohen, 42

Jewish roots: Israeli mother, Jewish father from Wales

Best known for: the inventor of Ali G, Borat Sagdiyev, Brüno Gehard, and Admiral General Aladeen; portrayed Thénardier in the 2012 film version of the musical “Les Misérables”

You may not know: Completed filming “Anchorman 2: The Legend Continues”

Paul Rudd, 44

Jewish roots: Russian/Polish Jewish. The family’s original surname, “Rudnitzky”, was changed by his grandfather to “Rudd”

Best known for: Celebrated roles in “Anchorman: The Legend of Ron Burgundy” (2004), “The 40 Year Old Virgin” (2005) and “Knocked Up” (2007)

You may not know: He used to DJ at Bar Mitzvahs before his career took off ▶

Sarah Silverman, 42

Jewish roots: Polish/Russian Jewish. Her sister Susan is a Rabbi.

Best known for: deadpan delivery of explicitly racist and/or sexual material resulting in public outcry; “The Sarah Silverman Show”; the voice of Vanellope von Schweetz in “Wreck It Ralph” (2012)

You may not know: She is a tee-totaling vegan

Chelsea Handler, 38

Jewish roots: Raised Reform by her Jewish father & Mormon mother

Best known for: “Chelsea Lately”, her talk show on E!; four books on the “New York Times” Best Seller List, three of which have been number one; hosted the 2010 MTV Music Awards; correspondent on “The Tonight Show”

You may not know: Her “Chelsea Chelsea Bang Bang” comedy tour was one of the highest grossing of 2010

Andy Samberg, 35

Jewish roots: Jewish parents. His maternal grandfather served as the executive chair of the American Jewish Congress

Best known for: cast member on SNL (2005–2012); His “Lazy Sunday” hip-hop parody video with Chris Parnell was downloaded over a million times the day after it aired; starred in “Hot Rod” (2007) and “That’s My Boy” (2012); voiced characters in “Hotel Transylvania” (2012) and “Cloudy with a Chance of Meatballs” (2009)

You may not know: Before joining “Saturday Night Live”, Samberg was an internet and YouTube star



“They’re asking about their Jewish identity while eating a bacon sandwich. It’s not about the bacon. It’s about the sensibility. “

Director Alan Zweig

that pain causes humour. That had never completely stuck with me. I might know that all these comedians were Jewish, but did it make sense to me that Jewish and comedy came together? Never.

Now it totally makes sense to me the connection with my whiny, kvetchy grandparents.

I thought they were funny, but the connection to professional comedy was lost on me.

So if you said to me ‘today I went to the Ministry of Transportation and it took five minutes to get my license’ there’s nothing funny about that. It’s only if something went wrong.

The people I interviewed gave me the thing I was missing.

JR: Why do you think so many of your interview subjects were identity-shy, not wanting to be identified as Jewish comics?

AZ: That’s almost completely limited to

the old guys. They come from an era [where] they felt like they had to hide it. That’s why they had to change their names. Very few people now change their names. Except for Jon Stewart.

I just saw Gilbert Gottfried in concert and he said he changed his name. He said his birth name was Money Hungry Christ Killer. Too Jewish!

(The older guys) thought that if you reduce their comedy to being Jewish, they found that offensive.

But the attitude that you draw on so easily is Jewish. ■



Shecky Greene

“I know it’s old when people say that pain causes humour. That had never completely stuck with me. I might know that all these comedians were Jewish, but did it make sense to me that Jewish and comedy came together? Never.”



Mark Breslin

Amy Schumer, 32

Jewish roots: Raised Jewish by her Jewish father & Protestant mother

Best known for: “Inside Amy Schumer” TV series on Comedy Central; small role in “Seeking a Friend for the End of the World” (2012); one hour stand-up comedy TV special “Amy Schumer: Mostly Sex Stuff” (2012)

You may not know: She placed fourth on the fifth season of NBC’s “Last Comic Standing”, and placed second on Comedy Central’s “Reality Bites Back”

Seth Rogen, 31

Jewish roots: His parents, whom he described as “radical Jewish socialists,” met on a kibbutz in Israel

Best known for: supporting roles in “The 40-Year-Old Virgin” (2005) and “Superbad” (2007) which he also co-wrote; starring roles in “Knocked Up” (2007) and “50/50” (2011); the voice of Mantis in the “Kung Fu Panda” movies

You may not know: He is the co-writer, co-director and star of the film “Interview”, slated for release in 2014

Jonah Hill, 29

Jewish roots: born Jonah Hill Feldstein to Jewish parents

Best known for: his roles in “Superbad” (2007), “Knocked Up” (2007), “Funny People” (2009), “Get Him to the Greek” (2010), “Moneyball” (2011), “21 Jump Street” (2012), and “This Is the End” (2013); the voice of Snotlout in “How to Train Your Dragon” (2010) and the upcoming sequel; the voice of Hal Stewart / Titan in “Megamind” (2010)

You may not know: His father Richard Feldstein was a tour accountant for “Guns N’ Roses” and his brother Jordan Feldstein manages the band “Maroon 5” ■

NEIGHBOURHOOD WATCH

Oakwood-Vaughan - A Diamond in the Rough.

Once well-known as a vibrant and eclectic neighborhood, Oakwood-Vaughan spans from Eglinton Avenue West to St. Clair Avenue West and from Dufferin Street to Winnett Avenue and Arlington Avenue. Despite the diverse and welcoming sense of community found in the area as a whole, and the fact that Oakwood-Vaughan is officially designated as an

arts district, the area seemed to have been forgotten and even neglected for some time. Recently, however, many real estate investors have turned their attention back to the area.

From a real estate perspective, Oakwood-Vaughan may well have been one of Toronto's best kept secrets but the word is now out. In particular,

in the second half of 2013, realtors have witnessed numerous new sales in the area, and the new 16 storey condo development scheduled for completion in 2015 will certainly serve to further enrich and bring new life into the area.

There are several reasons why Oakwood-Vaughan is so attractive to investors as well as first time



home buyers. Proximity to transportation is one key reason: Oakwood-Vaughan is minutes from the Allen Road Expressway and a mere 15 minute drive to downtown Toronto, yet without all of the congestion of transportation routes to the east. The area is also steps away from the subway and – the icing on the cake – the new home of the LRT at Eglinton and Oakwood.

While there may not be any bargain-basement prices when it comes to real estate in the GTA, there is value to be had in Oakwood-Vaughan. Properties in this neighbourhood are still very much reasonably priced – especially compared to similar properties just east of the area. There is still a tremendous opportunity to pick up mixed commercial/residential properties, and many are in need of TLC which is, of course, reflected in the purchase price.

Now is a great time to invest in the area.

To Oakwood and Beyond... ■

384 QUEEN STREET EAST, TORONTO, ON M5A 1T1
www.ForestHillDowntown.com

<p>Meir Gluzberg Managing Partner, Real Estate Broker</p>	<p>Vicky Tal Managing Partner, Sales Representative</p>	<p>Cheryl Berger Managing Partner, Real Estate Broker</p>
<p>Alyssa Weale Sales Representative</p>	<p>Ami Herscu Sales Representative</p>	<p>Charles Saba Sales Representative</p>
<p>Ela Mazur Sales Representative</p>	<p>Roman Tsekman Sales Representative</p>	<p>Galia Feiler Sales Representative</p>
<p>Arisa Moreau Sales Representative</p>	<p>Marina Shev Sales Representative</p>	<p>Stav Adivi Sales Representative</p>
<p>Shaneka Taylor Sales Representative</p>	<p>Yael Gluzberg Business Development</p>	

DOWNTOWN IS THE NEW FOREST HILL

MAKING WAVES

in Style



Do you yearn to soak up some sun on a pristine beach amidst gorgeous scenery or explore exciting new locales and cultures? Do you want to relax, surrounded by beautiful furnishings, and indulge in being pampered? Then consider taking a trip on one of the many luxury cruise ships that offer unique vacation experiences all over the world.

LUXURY CRUISE LINES

From the panoramic views on the ship's open decks to the exquisite details found in every suite, luxury cruises offer unmatched decadence paired with superior service, including superb dining with complimentary wine and 24 hour specialty coffee and tea bars.

Oceania's lalique grand staircase is a perfect reflection of the kind of elegance and sophistication that guests will experience during their time onboard. Sitting under the jeweled chandelier in the Grand Dining Room is part of a 5 star dining experience that includes suggested wine pairing for appetizer, main course and dessert. *Oceania's Marina* and *Riviera* also offer multiple dining menus in their open-seating gourmet restaurants.

Catering to the needs of their guests is a priority with luxury cruise lines like *Regent Seven Seas* and *Oceania*; their mid-size ships, which can accommodate 300-600 guests, offer suites with private balconies, marble

bathrooms, sitting areas and king-size beds. In addition, the cruise lines include special excursions: *Regent Seven Seas* offers access to world class golf courses including VIP tee times, as well as offering on-board golf clinics.

For those looking for a more lengthy adventure, *Oceania Cruises* offers Around the World Touring: 180 days that includes visits to 5 different continents, 44 countries, 89 ports of call and 19 overnight stays!

Smaller size luxury ships, some with as few as 60 guests, offer exclusive access to smaller harbours or quaint seaside villages. The cruise ship *Sea Cloud Cruises*, with its 64 passenger

OCEANIA CRUISES OFFERS AROUND THE WORLD
TOURING: 180 DAYS THAT INCLUDES VISITS TO
5 DIFFERENT CONTINENTS, 44 COUNTRIES, 89
PORTS OF CALL AND 19 OVERNIGHT STAYS!

capacity and 60 person crew, is a statement to the impeccable service and attention you can expect from a luxury cruise. The Carrara marble and solid brass and antique furnishings found inside each ship are elegance defined. Sailing along Europe's major riverways or on one of their voyages in the Caribbean, prices range from \$8,000 to \$ 19,000 and promise to be an absolutely memorable experience.

SMALL CRUISING YACHTS, SAILING SHIPS OR PRIVATE YACHT CHARTERS

If you don't feel like sharing your luxury with others, there are all-inclusive private cruises and private yachts. Boutique ships, like *SeaDream Yacht Club*, include 7 ports of call on their Caribbean Sea voyages. The stops



include Isla de Cona, a small island in Costa Rica with beautiful beaches and stunning coral beds, and the secluded Drake Bay, a tropical paradise of pristine beaches and spectacular lagoons. With a 95 person crew for just

56 couples, small yacht charters are all about personalized attention and fully customized customer service.

The *Campagnie du Ponant's Le Ponant* invites you to an even more intimate experience; their masted ships sail very close to shore for picture perfect experiences in the Mediterranean. *Compagnie due Ponant* also offers northern adventures on the *Le Boreale* that sails from Greenland to Baffin Bay. Prices range from \$2,300 to \$13,000. For cruising the Gulf Islands on British Columbia's beautiful coastline, *Pacific Yellowfin* offers charters for three-night stays starting at \$3,750 or you can consider the 54 foot *Great Bear II (Ocean Adventures)* and visit the Great Bear Rainforest: a 5 night wilderness adventure starts at \$3,300. ▶





With just 10 to 12 guests, *Paradise Yacht Charters* offers luxury charters and private charters in the Adriatic, Aegean and Caribbean and, beginning in mid-summer 2014, the *S/Y France* will sail to Tahiti and Bora Bora. Though

some charters are available for just \$5,000 per person per week, a price of \$150,000 is not unheard of, for charters that seek to offer only the best in quality and service.

For those who want a completely private get-away with a small group, whether it's family and friends or guests that need impressing, chartering a luxury private yacht such as the *Melina C* offers the freedom to pick your own adventure while enjoying all the comforts of an attentive 7 person staff. This fully air-conditioned, 6 cabin yacht is impeccably outfitted with the latest entertainment units and upscale furnishings for up to 12 guests, and includes complimentary use of watercraft and equipment for



fun activities such as waterskiing, snorkeling and scuba diving. With its homebase in Athens, the *Melina C* offers an ideal opportunity to explore the rich history of the Greek isles at your own pace and with the local expertise and guidance of its dedicated and professional crew. Weekly rates start at \$170,000 for these tailor-made vacations.

Whatever your budget, luxury cruises offer a unique opportunity to travel the world and experience exclusive natural and cultural wonders while enjoying the height of decadent service and surroundings. ■

Enjoy complimentary use of watercraft and equipment for fun activities such as waterskiing, snorkeling and scuba diving

STARTING YOUR OWN BUSINESS

FINANCING & RESOURCES

THE CANADIAN YOUTH BUSINESS FOUNDATION

(CYBF) www.cybf.ca/programs/

The Canadian Youth Business Foundation (CYBF) supports entrepreneurs throughout every stage of their businesses by providing expertise, financing, mentoring and business resources.

CYBF PROGRAMS

Start up Program

Young entrepreneurs, ages 18 – 39; Start-up resources for perfecting business plan; Mentoring with individual in your community; Financing up to \$45,000; Expertise and Resources that provide you with support and guidance.

Spin Master Innovation Fund

Financing, mentoring; Up to \$50,000 start-up financing provided by CYBF and The Business Development Bank of Canada (BDC); Hand-matched mentor; Access to key business leaders for expert advice; Attendance at two-day Innovation Launch Pad Workshop.

Expansion Program

Eligibility: businesses that have been operating for 36-60 months and which had received financing and support from CYBF in early stages; Up to \$10,000 in additional financing from CYBF; Eligible businesses could receive up to \$30,000 from BDC in expansion funding.

ADDITIONAL PROGRAMS

Newcomer Program

Start up resources, Mentoring, Financing, Expertise and Resources

CYBF moMENTum program

Advice from a business mentor

The Prince's Operation Entrepreneur

Canadian Forces to small business transition program. Start up resources, Mentoring, Financing, Expertise and Resources.

BDC (BUSINESS DEVELOPMENT BANK OF CANADA) VENTURE CAPITAL:

www.bdc.ca

- Exclusively dedicated to entrepreneurs.
- Helps create and develop Canadian businesses through financing, venture capital and consulting services.
- Focuses on small and medium-sized enterprises (SMEs).
- Subordinate financing (hybrid debt and equity financing).
- Venture capital (direct and indirect investments in high technology companies).

Flexible Financing

Long-term loans for projects and working capital; Flexible financing solutions; Technology financing loan up to \$50,000; Commercial financing including purchase of commercial real estate, equipment, business buyout, expansion. ■

Canada Israel Chamber of Commerce

Increasing investment and trade between Canada and Israel.

The Canada-Israel Chamber of Commerce promotes Canada-Israel economic relations by bringing together individuals and businesses from a variety of fields such as Real Estate, Development and Pharmaceuticals, all committed to enhancing business ties between Canada and Israel.

Since 1997, the Canada-Israel Free Trade Agreement has been a significant factor in increasing bilateral trade between the two countries; in that time, trade has more than doubled from \$507M to \$1.4B. The organization's databases allow Israeli and Canadian businesses to identify and approach each other regarding investment or trade, and the Canada-Israel Chamber of Commerce frequently organizes business delegations to Israel.

The Canada-Israel Chamber of Commerce convenes regularly to stay current with the Israeli market and scout potential opportunities with Israeli companies and businesses. Corporate events and private CEO meetings are held in order to acquaint businesses with the Israeli market. ■

For more information, visit:
canadaisraelchamber.com



Every business can do its part to benefit the environment. Whether it's remembering to turn off the lights or turn up the thermostat, there are numerous little things that can make a big difference. **Here are 30 things you can do in the new year that will do the environment, and your conscience, good.**

THINK GREEN IN 2014

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>Use refillable pens and only stock refills in the supply cabinet</i>	2 <i>Keep the office supply cabinet under the direct supervision of one person</i>	3 <i>Eliminate wasted space in documents before printing</i>	4 <i>Post employee manuals online instead of distributing</i>
5 <i>Use chlorine-free paper, with high amounts of post-consumer recycled content</i>	6 <i>Keep your mailing lists up to date to avoid unnecessary printing</i>	7 <i>Set the photocopier to default back to single copies after use</i>	8 <i>Use a smaller, but still legible, font in documents to save paper</i>	9 <i>Set a business casual policy for the office to reduce dry cleaning</i>	10 <i>Telecommute, even if only for a few days per month</i>	11 <i>Reduce standby power with programs that automatically power down computers</i>
12 <i>Eliminate screen savers. Instead, set monitors to power off</i>	13 <i>Consider solar power and reap long-term savings</i>	14 <i>Open the blinds and use natural daylight whenever possible, to save electricity</i>	15 <i>Install motion-activated light switches</i>	16 <i>Decorate walls with light colors and high-gloss sheens that reflect daylight</i>	17 <i>Use compact fluorescent bulbs - they use less electricity and last longer</i>	18 <i>Buy remanufactured ink and toner cartridges</i>
19 <i>Buy energy-friendly items</i>	20 <i>Consider LED desk lamps, they use even less power than compact fluorescent bulbs</i>	21 <i>Use multi-purpose machines that handle copying, scanning, faxing, and printing, etc</i>	22 <i>Buy something for the office that's second-hand, to reduce production waste</i>	23 <i>Raise the thermostat a couple degrees in summer</i>	24 <i>Use portable air conditioners instead of using central air conditioning</i>	25 <i>Use cloth towels or hand dryers instead of paper towels</i>
26 <i>Reduce the amount of water used per flush by putting a brick in the toilet tank</i>	27 <i>Make sure all taps have low-flow aerators installed to reduce water wastage</i>	28 <i>Buy coffee, creamer, sugar, pepper, salt, jam, and other consumables in bulk</i>	29 <i>Use environmentally friendly cleaning products</i>	30 <i>Make your office green with plants! They absorb airborne pollutants</i>		



Fancy

Colour Diamonds

The smart investor's best kept secret!

BY NICOLE SNITMAN, GUILDHALL DIAMONDS INC., GIA, DIAMONDS GRADUATE

Natural Fancy Color Diamonds are enjoying unprecedented gains. This well-kept investment secret has become a go-to asset for the financially-savvy for generations. With help from companies like Guildhall Diamonds Inc., this asset class is now available to

discerning investors as an alternative to traditional investing markets that have let many investors down.

With an impeccable track record, natural fancy color diamonds have not only remained stable for the past

forty years, but they have experienced unprecedented growth. Natural fancy color diamonds have withstood economic upheaval and continue to gain value: while 2008 saw global economic chaos, color diamonds were breaking records at premiere auction



houses like Christie's and Sotheby's. Auction records are the leading measure for color diamonds' value and have repeatedly demonstrated that demand for color diamonds continues to reach new heights. As investment sentiment, particularly with emerging economies, continues to flourish, so do auction prices for these rare diamonds.

"We've seen the wealthy Chinese turning from traditional paper investments like stocks and bonds to color diamonds, particularly pinks, for their portfolios" says Paul Wiseman, President of Guildhall Diamonds Inc.

"And this isn't just in Asia. We see a global shift from paper currencies and investments to hard assets like color diamonds because of the financial gains and ease of investment that these hard assets offer."

Natural fancy color diamonds were created billions of years ago and are extremely rare and difficult to procure. To put this into perspective, of all the diamonds mined each year only .001% will be considered a natural fancy color diamond, and only a fraction will be considered investment quality.

The earth's temperature today simply can't facilitate the type of pressure and intense heat necessary to produce natural diamonds so we only have what is currently below ground. However, instead of mining for diamonds, many established mines are closing their operations: the Argyle Mine in Western Australia, which produces 90% of the world's pink diamonds (which translates into one full teacup of diamonds over 1 carat per year), is scheduled to close in 2020. With just a few short years of production left, prices for these

Whether it is a pink, yellow or blue diamond, investors love owning natural fancy color diamonds largely due to the fundamentals that this asset offers:

REMARKABLE RETURN ON INVESTMENT

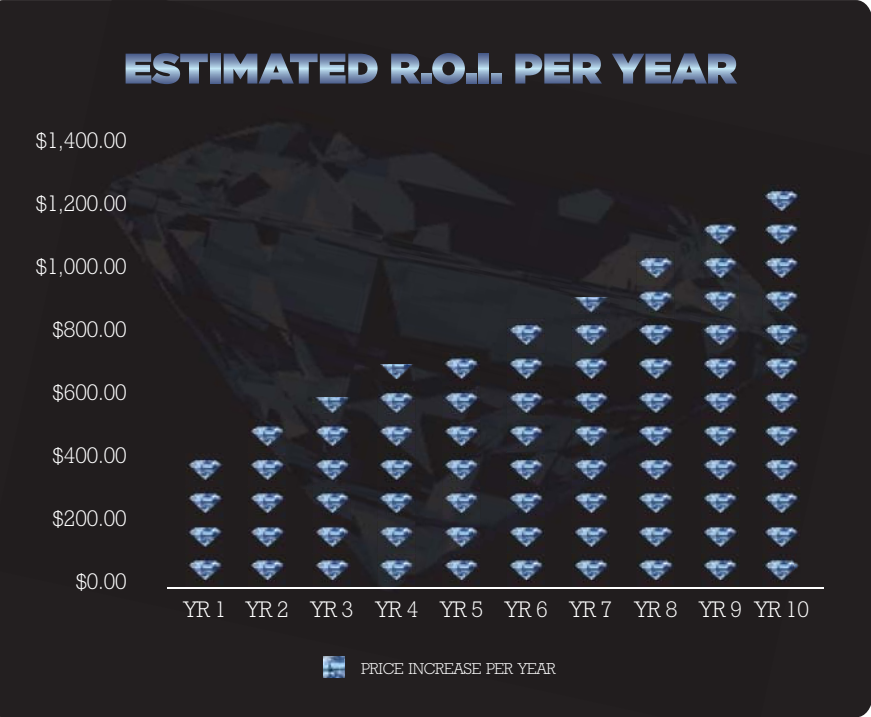
Color diamonds of high quality that are considered "investment-grade" will tend to double in value every 4-5 years, and the more rare diamonds like reds, oranges, greens and blues can double every 2-3 years in most cases.

"Whether it is a pink, yellow or blue diamond, investors love owning natural fancy color diamonds largely due to the fundamentals that this asset offers"

rare diamonds continue to soar, with investors and collectors clamouring to own Argyle pink diamonds as a source of wealth and a piece of history.

"Look at color diamonds like real estate. The larger the initial investment and the better the location, the more the property is likely to increase in value. With color diamonds, the rarer ▶

MEANWHILE, A 1.07 CARAT FANCY BLUE INTERNALLY FLAWLESS DIAMOND AT \$380,000 CAN EXPECT TO FETCH \$1,235,000 AT 10 YEARS AND \$2,185,000 IF IT IS HELD ON TO FOR A 20 YEAR PERIOD



GRAPH A

the color, the more saturated it is and the higher the clarity and carat weight, the more likely the diamond is to increase in value," says Wiseman.

Wiseman comments on the market saying "We're seeing yellow diamonds increasing on average 12.5% per annum, pinks are going up about 20% per annum, blues at 22.5% and reds, the rarest color of them all, are increasing by approximately 25% per annum."*

Today, a 1 Carat Intense Yellow, Internally Flawless diamond will cost approximately \$21,000. Over a 10 year period, this diamond can fetch approximately \$53,150 and at 20 years \$88,830.

Meanwhile, a 1.07 Carat Fancy Blue Internally Flawless diamond at \$380,000 can expect to fetch \$1,235,000 at 10 years and \$2,185,000 if it is held on to for a 20 year period. (See Graph A and B)

OWNERSHIP IS EASY

Navigating investment strategies in the face of the current economic climate has become increasingly frustrating and confusing for the public, leaving investors to seek out alternatives on their own. Natural fancy color diamonds answer this challenge with an investment that has very strong fundamentals for



GRAPH B



Nicole Snitman is Vice President of Guildhall Diamonds Inc. and a GIA Diamond Grading Graduate. Nicole is responsible for the internal diamond grading and stone selection process at Guildhall. She often reports on industry news, insights and general color diamond education. Snitman is a guest speaker on the weekly radio show "The Real Money Show", on 640AM and 740AM in Toronto, Canada, and is also the author of the blog "The Queen of Color Diamonds" queenofcolordiamonds.wordpress.com/

To view the Guild Color Diamond Collection contact 1.866.274.9570 www.guildhalldiamonds.com or email investing@guildhallwealth.com



success. Natural fancy color diamonds are reliable, portable and offer a rich history of financial achievement besides their unparalleled beauty.

*Note: These are forward looking statements. Rates are based on

collected data from auction houses, dealers, wholesalers and independent appraisals. These R.O.I. prices are based on the carat weight, cut, color and clarity of the stones. The content of this article is proprietary information of Guildhall Diamonds Inc. ■

DIAMOND CUTS

MARQUISE	CUSHION	PRINCESS	BRILLIANT	PEAR
EMERALD	RADIANT	HEART	ASSCHER	OVAL

FANCY COLOUR DIAMOND SCALE

FAINT	VERY LIGHT	LIGHT	FANCY LIGHT	FANCY	FANCY INTENSE	FANCY VIVID	FANCY DEEP



PUTTING THE “SMART” IN “SMARTPHONE”

Protecting Yourself Online

No longer just about being able to reach someone or have them reach you, smartphones are used for everything from purchasing items to bank transfers and online payments.

Their use in daily life means that they have become a target of malicious software as criminals try to steal identifying information and gain access to personal or business account information.

According to a Fall 2013 CTV News report, 7 million Canadians have been victims of cyber crime.

Cyber crime: using a computer or network in order to gain access to sensitive data, personal information, or confidential account information which can include identity theft, theft or manipulation of data, banking or e-commerce fraud.

Tools of the Trade in Cybercrime

Viruses: a program that can copy itself and infect a computer, often harming the computer's operating system, deleting data or otherwise interfering with programs.

Malware: software created to maliciously cause harm to the computer, installed by the user by accident or by presenting itself fraudulently as legitimate software.

Spyware: malware that runs on the infected computer and allows the attacker to collect or have access to sensitive information like passwords, account numbers, credit card information and more.

Browser exploits: web pages which contain malicious code or programs that install secretly on the user's computer in a way that compromises the user's security. These pages are

often sent as part of spam email or come up during online searches.

Fakeflash malware: computer virus that poses as Adobe's Flash Player, and can allow the attacker to gain remote access to the infected computer, and to compromise sensitive identity information of the victim user. Flash and Flash updates should always be installed only from Adobe's official web page.

Rogue mobile apps: smartphone applications that impersonate legitimate apps or use names of known brands without permission, but are often malware.

Bot network (robot/network): computers which have been compromised by malicious software, and are remotely controlled by the attacker who uses them to attack other computers. ▶

According to a Fall 2013 CTV News report, 7 million Canadians have been victims of cyber crime



Rootkits: software tools that enable an unauthorized user to gain complete control of computer system without being detected.

Trojan virus: A virus that disguises itself or hides within a legitimate file, allowing “backdoor” access to a computer much like the Trojan horse from Greek myth.

FinFisher: spyware that takes “over” your phone and allows it to be controlled and monitored remotely; *Loozfan:* captures images from the phone’s screen, records what is being typed and listens to phone calls.

Digital Criminals in Action

Bluesnarfing: stealing information through a Bluetooth connection between phones, computers or PDAs.

Keystroke logging: installing malware that can record keystrokes to capture sensitive information such as passwords, credit card numbers and more.

Phishing: use of misleading e-mails or pop-up messages displaying an enticing fraudulent opportunity to get people to disclose sensitive information.

Vishing: identity theft attacks carried out over phone systems (land lines and Voice over IP, Skype and other voice systems). Vishing is often used for credit card or banking fraud, or

stealing identity by getting the victim to reveal credit card or personal identifying information, often by posing as legitimate employees of credit card companies or banks. ■

HOW TO PROTECT YOURSELF

- Never install software from unverified sources. Always install software from its official source/vendor.
- Keep software updated, but ensure you update only from verified sources.
- Use anti-malware software to scan new applications for malware before downloading them from application stores.
- Check out reviews and developer’s name before downloading new apps.
- Don’t respond to requests that alert you to a problem with your device and request personal information.
- Keep password information protected.
- Change your passwords frequently.
- Keep record of mobile device make, serial number, etc.
- Use device’s power-on password feature.
- Enable automatic screen locking device with password protection.
- Use only secure Wi-Fi networks.
- Keep Bluetooth switched off when not in use.
- Beware of sites asking for direct money transfers.
- Never click on a link in an email – especially if it comes from an unknown source.
- Never provide sensitive information by phone if you did not initiate the call. Always insist on calling the company yourself instead, and only to a number that you can verify (ie your bank’s official customer service number, etc.)

FIT FOR LIFE BODY LANGUAGE FITNESS

Opened a little more than a year ago, Body Language Fitness is a 10,000 square foot fitness facility, located on Orfus Road, opposite Yorkdale Shopping Centre.

With classes that include various boot camps consisting of kettle bell work, wall climbing, and a variety of weighted exercises, Body Language Fitness provides an up-to-date and totally modern fitness facility to enhance members’ workout experiences.

Owner Joey Benitah describes Body Language Fitness as a place that has “an incredible atmosphere for members to work out, relax, and enjoy each others’ company.” “Fitness is the fountain of youth,” enthuses Benitah and Body Language Fitness is committed to providing high quality training, top-end amenities and 5 star customer service. With specialized programming for

individuals 40+, each and every member is monitored on a regular basis to ensure they are on course to achieve their goals.

From battle ropes to agility ladders, Body Language Fitness offers its members the opportunity to explore a range of fitness options so that its members can find the right program that works for them. Whether it is the weighted cable machines, Kettle bells, or TRX, Body Language Fitness offers its members the opportunity to maximize their fitness experiences in order to get the best results.

With so many options to choose from, members can find the type of equipment

that meets their individual needs-and explore fitness options that are not only challenging but also rewarding.

In addition to the studio rooms where members can take advantage of the latest equipment, BLF offers a Hockey Training program which focuses on developing power, speed, and endurance.

For further convenience, BLF has a full-service snack bar, complete with a variety of nutritional energy bars, electrolyte hydrating beverages, coffee and tea, and freshly made protein shakes.

Individuals working in nearby corporate offices within 5 km of Body Language Fitness receive special corporate rates. ■



WWW.BODYLANGUAGEFITNESS.CA

107 ORFUS ROAD, TORONTO ON, M6A 1M4 Tel. 416.785.9882

WHY IS BODY LANGUAGE FITNESS A DESTINATION?

- Toronto’s Most Exclusive Training Club
- Located in the heart of the Orfus Road Fashion District
- Internationally Recognized Certified Trainers:
 - Weight Loss & Kinesiology Specialists
 - Professional Self-Defence & Krav Maga Instructors
 - Dance Conditioning Specialists
 - Medical Exercise Specialists
 - Canfitpro Certification Centre
- **FREE** Parking

Visit www.bodylanguagefitness.ca for our **Group Training Schedule**.



THINK FITNESS. THINK LIFE

RUN FOR YOUR Life

High-Intensity Interval Training (HIIT) is the Latest Hit

What Is High-Intensity Interval Training (HIIT)?

Interval training or Aerobic Interval Training is alternating short intense bursts of higher intensity activity with lighter recovery activity repeated during an exercise session of 10 minutes or longer.

The Appeal Of HIIT

- High Intensity Interval Training has been shown to be effective in routines as short as 3-5 minutes.
- High Intensity Interval Training is something that you can fit into your regular exercise routine.
- Adapts to a variety of workout preferences whether it is running, biking or other cardio activity:
 - Walking/jogging
 - Walking/speed walking

- Treadmill/increasing angle OR speed
- Biking/increasing speed OR resistance
- Jump rope workouts/increasing speed
- It can be managed without additional equipment.
- Burns more calories than slow endurance exercises.
- Intervals of just 30 seconds can be beneficial.
- Helps heart, arteries and muscles work more efficiently.
- Improves overall fitness and aerobic capacity.
- Exercise routines can vary in length and speed of high-intensity interval.

Walk Don't Run

If you are not ready to push yourself to that higher intensity level you can work towards it.

- Start at a level that is comfortable and build from there.
- Begin each routine with a warm up.
- Start with one or two higher intensity intervals and evaluate how you feel.
- As stamina improves, increase duration and pace.
- Start with higher intensity for just 30 seconds and increase up to 2 minutes.
- Aim for 15 minutes, three times a week.

Like any new fitness programme, especially if exercise has not been a regular part of your routine, consult with your doctor before starting interval training.

HEALTHY CARBOHYDRATES

If your goal is to lose weight, it can be confusing trying to understand what you should do—the low carb diet ? the no carb diet?

But our bodies need carbohydrates which provide the body with glucose which gives us energy.

The key is CHOOSING which carbohydrates you are going to include in your diet.

Carbohydrates that contain fibre, such as fruit, vegetables and whole grains are healthy choices and an important part of healthy diet.

Here's a look at the recommended 4-6 fruits or vegetables a day:

"An apple a day." Fruit is a higher carbohydrate choice than many vegetables but it is a healthy choice for fibre and other essential nutrients that your body needs. It is an important choice in your diet.

Serving size for a single fruit option:

- 1 small apple
- 1 small banana
- 12 cherries
- 1 kiwi
- ½ large pear
- 1 cup of raspberries
- ½ cup strawberries

"Eat your vegetables." Choices in vegetables require you to distinguish

between starchy vegetables and non-starchy vegetables. There is room for both in a healthy diet.

Serving size for a single vegetable option, starchy vegetables (tend to be higher calories and higher glycemic index) :

- ½ cup cooked peas
- ½ cup sliced beets
- ½ cup corn kernels
- ½ cup acorn squash
- 1 small white potato
- ½ cup sweet potato

Serving size for single vegetable option, non-starchy:

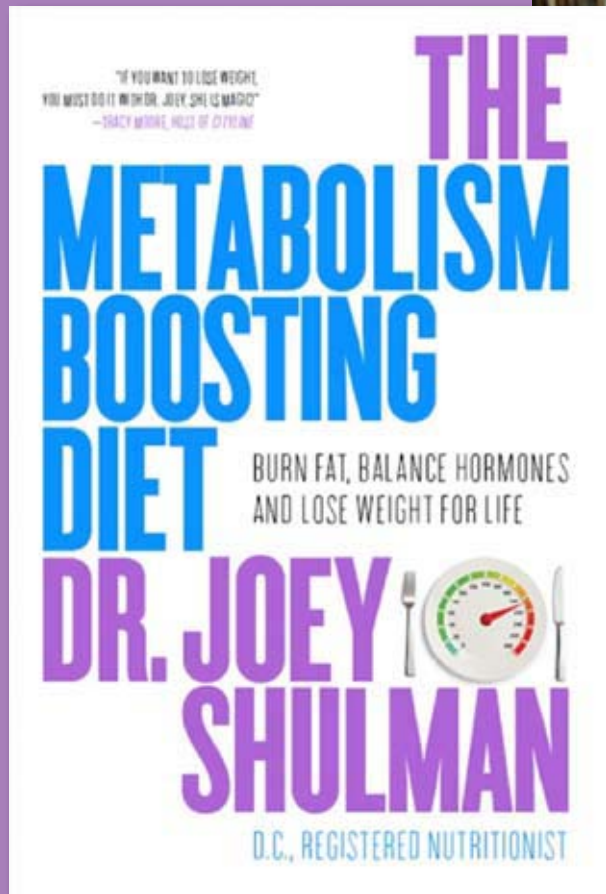
- 1 cup raw leafy vegetables
- ½ cup broccoli
- ½ cup chopped bok choy, cooked or 1 cup raw
- ½ cup peppers
- 5 medium spears asparagus
- 5-10 cherry tomatoes

What about those other carbohydrates?

Healthier Grains: breads, rice, cereals contain varying amounts of carbohydrates.

Serving size for single grain option:

- 1 slice whole grain or whole wheat bread
- 1 6-inch tortilla
- ½ English muffin
- 1/3 cup couscous
- 1/3 cup quinoa
- 1/3 cup brown rice ■



COMMITTING TO *Change*

If losing weight is on your to-do list, have a look at The Metabolism Boosting Diet , Burn Fat, Balance Hormones and Lose Weight for Life (2012) by Toronto nutritionist, Dr. Joey Shulman. Shulman is Founder and CEO of Shulman Weight Loss Clinics and the author of five books.

Based on years of experience in helping thousands of clients gain control over their diet, Dr. Shulman writes that helping people improve their health and succeed in their personal weight loss “has been the most rewarding work of my life.”

There are many different reasons why people gain weight, but Shulman offers a simple explanation as well. For some people gaining weight is “simply because life got busy and took over.” No blame, no self-recrimination, no complicated explanations.

Of course, she does talk about the emotional and physical journey involved in making changes, recognizing that the required changes are indeed both emotional and physical. But she lends a helping hand with her advice and counsel.

And that is what is so interesting about this book. Shulman takes the very complicated weight loss challenge and makes it simple: If you want to lose weight, it is time “to shift to a dietary approach that promotes health, balance and long-term sustainable results.”

On the journey to a healthier and more balanced eating behaviour, she advises that it is important to be aware of your eating patterns, like the 3 p.m. slump or night time eating.

And as you take the journey “be compassionate with yourself.”

The steps to a healthier weight and healthier eating behaviour do include getting rid of the unhealthy foods in your home. She describes this as the beginning of the “decluttering process” that will help you move onto another important step and that is finding the “why”—asking yourself why you gained the weight and why you want to lose the weight.

Dropping all processed and refined foods can be a challenge. Especially because we tend to eat in a rush or on the run and grab what's convenient. But in addressing the issues that affect weight gain—emotional eating, food binging, night time eating, Shulman's book not only explains the reasons behind cravings, it gives you the tools to address your “faulty eating pattern” and become healthy.

This book isn't about a quick fix or magic bullet; it is about making change. And Shulman wants to help her clients “be empowered by the knowledge to create permanent change.”

As Shulman notes, “you can't break up with food” so it is certainly in your best interest to discover a healthier food behaviour.

As part of her counsel about what a healthy diet looks like, she provides a 7 day eating plan. Included in her menu planning are carbohydrates such as whole grain tortilla, whole grain breads, other whole grain products as well as fruit.

In order to follow Shulman's recommendations you do have to commit to making changes. Her discussion about emotional eating and the cyclical nature of

cravings which leads to overeating and blood sugar crashes explains how cravings upset the balance of hormones and blood sugars.

And if you “fall off the health wagon,” like for that special birthday party or holiday, “simply jump back on at any time. “

Taking something out of a person's diet completely is a recipe for disaster - I will most likely lose them down the road to a binge. Everything in moderation!

This isn't about being perfect, counting calories, or even carbs. It is about making those healthy choices a natural part of your eating habits.

Jewish Review sat down with Dr. Shulman to discuss her dieting philosophy.

JR: When we use the word diet, we think of the list of things we aren't going to be allowed to eat. Why does this idea seem so scary?

Dr. Shulman: When we think of the word 'diet', it is true that many people automatically think of the list of things they aren't going to be allowed to eat... this is mostly because many popular weight loss programs restrict a whole slew of foods. Whether it's a comfort food or sweets, I have found that taking something

out of a person's diet completely is a recipe for disaster - I will most likely lose them down the road to a binge. Everything in moderation!

JR: There was a recent report that said “sugar is toxic.” What do you think?

Dr. Shulman: Consuming too much of anything can lead to problems, and sugar is no exception. In my opinion, refined white sugar is one of the biggest health robbers of our time. It contributes to excess belly fat storage, fatigue, cravings - and more seriously to type II Diabetes, cancer, heart disease and stroke.

JR: Why do so many people find it hard to follow a healthy diet plan?

Dr. Shulman: When I first meet with clients, I always ask them if they can see themselves following a plan for more than 5 years. If they can't, they are just simply not ready to start. Many people find it hard to follow a healthy diet plan because they get freaked out at the idea of having to make such a drastic life change and fear that they will feel deprived and hungry. I like to look at healthy diet plans as more of a 'lifestyle change' - a permanent shift if you will. When people hear the word 'diet', it immediately throws them off. A weight loss plan does not need to be such as scary concept. ■





EVENTS SCENE

Winter/Spring 2014



ICE SKATING AT THE NATREL® RINK UNTIL APR 1, 2014

Harbourfront Centre's Natrell® Rink - Skate to music and take in the beautiful surroundings of Lake Ontario and the Toronto Islands.



THE GREAT UPHEAVAL: MODERN MASTERPIECES FROM THE GUGGENHEIM COLLECTION UNTIL MAR 2, 2014

The AGO - A focus on the years 1910 to 1918 represents an intense chapter in European and world history.



STANLEY'S GAME SEVEN 3D 'PLAYING' UNTIL DEC. 31, 2014

Hockey Hall of Fame - 30 Yonge Street.
Mix of original live action, computer generated 3D animation and archival footage.



TORONTO'S ULTIMATE TRAVEL SHOW JANUARY 25-26

Direct Energy Centre, Exhibition Place
100 Princes' Blvd. - Exhibitors; seminars; entertainment from around the world.



TORONTO TEA FESTIVAL FEBRUARY 1-2

Toronto Reference Library - Sample hundreds of teas and learn from experts in the industry at one of the complimentary presentations.



TORONTO SPORTSMEN'S SHOW FEBRUARY 6-9

Direct Energy Centre: Exhibition Place
Latest tips and techniques from pros; latest new products.



INTERNATIONAL AUTO SHOW FEBRUARY 14-23

Metro Convention Centre - 255 Front Street West
Displays; prize giveaways; exhibits include clean fuel efficient vehicles as well as Hot Rod Builders showcase.



THE ARTIST PROJECT FEBRUARY 20-23

Better Living Centre, Exhibition Place.
Artists from a variety of geographic and creative backgrounds.



TORONTO GOLF & TRAVEL SHOW FEBRUARY 28 - MARCH 2

Metro Toronto Convention Centre, North Building - 255 Front Street West
Exhibits include equipment; golf courses; travel options; demonstrations and onsite lessons.



TORONTO MAPLE LEAFS SKATE FOR EASTER SEALS KIDS JANUARY 5

MasterCard Centre for Hockey Excellence.
Fundraiser that allows fans to skate with members of the Toronto Maple Leafs in support of Ontario's kids with physical disabilities.



T.O. INTERNATIONAL BOAT SHOW JANUARY 11-19

Direct Energy Centre, Exhibition Place
100 Princes' Blvd - Tips about buying; boating safety; information seminars; exhibitors; silent auction.



WINTERLICIOUS JANUARY - FEBRUARY

Hosted by more than 100 of Toronto's top restaurants. A chance to indulge in creative cuisines from around the world.



CANADIAN SCREEN WEEK MARCH 3-9

Multiple locations. - Celebrating the best in film, television and digital media.



GIRLS LEARNING CODE: MARCH BREAK WEBMAKERS CAMP MARCH 10-14

Ladies Learning Code Workshop Space - This year is all about creating a website about a cause that you care about!



MASTERCARD TORONTO FASHION WEEK MARCH 18-22

David Pecaut Square - 55 John Street
Fashion designers showcase their collections.



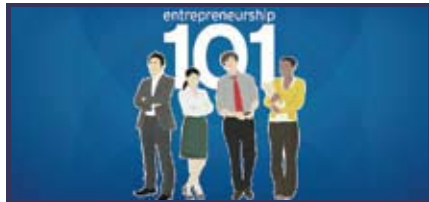
ROM MESOPOTAMIA UNTIL JAN. 5

100 Queen's Park, Toronto Mesopotamia- international touring exhibition from the British Museum. Chinese Portraits of The Ming & Qing Dynasties until February 12, 2014.



TORONTO RV EXPO JANUARY 16-19

Toronto Congress Centre - 650 Dixon Road
Exhibitors with latest RVs; RV accessories and services; on 10 acres of show space.



ENTREPRENEURSHIP 101 WEDNESDAYS UNTIL MAY 7 6:00 TO 7:00 P.M.

MaRS Discovery District - 101 College Street
Range of introductory business topics including funding your business; marketing; recruiting; intellectual property and more.



ONE OF A KIND SPRING SHOW MARCH 26-30

Queen Elizabeth Building - 25 000 square feet and everything sold at the show is made by hand in North America by Canadian and/or American artisans



GOOD FOOD FESTIVAL & MARKET APRIL 4-6

Direct Energy Centre, Exhibition Place, Hall D
100 Princes' Bld. - A celebration of local food and home cooking. Hundreds of exhibitors explore ethnic cuisine and gourmet fare.



HOT DOCS INTERNATIONAL DOCUMENTARY FESTIVAL APRIL 24-MAY 4

Various venues. - Presentation of cutting edge documentaries from Canada and around the Globe.

LIFE IS A Cabaret

TORONTO THEATRE LISTINGS | WINTER-SPRING 2014

ED MIRVISH THEATRE

Jan-Feb 2014: Heartbeat of Home

Apr-May 2014: We Will Rock You

PRINCESS of WALES THEATRE

Mar 2014: Chicago

Apr-Jun 2014: The Last Confession

May-Jun 2014: The Lion King

ROYAL ALEXANDRA THEATRE

Feb 2014: Metamorphosis

Mar 2014: American Idiot



BLUMA APPEL THEATRE

Jan-Feb 2014: London Road

May 2014: The Tempest Replica

FOUR SEASONS CENTRE for the PERFORMING ARTS

Jan-Feb 2014: Così Fan Tutte

Feb 2014: A Masked Ball

Apr 2014: Hercules

May 2014: Don Quichotte

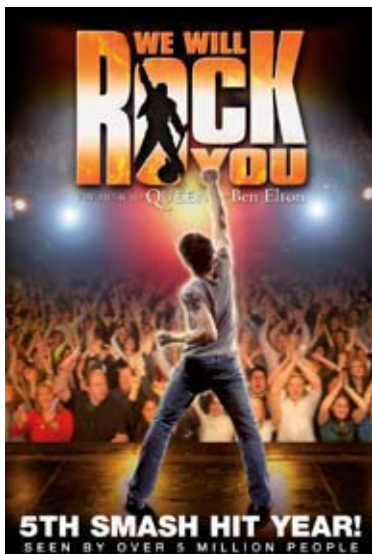
SONY CENTRE for the PERFORMING ARTS

Jan 2014: Shen Yun Performing Arts

Apr 2014: Tango Legends

May 2014: Romeo and Juliet: Eternal Love

May 2014: Il Divo



TORONTO CENTRE for the ARTS

Jan 2014: Seven Days, Li Delun New Year's Concert 2014,

TSO - Mozart Symphony 39

Feb 2014: The Children's Hour, Orchestra Toronto - Crown Jewels, The Life is Sweet Project, An Israeli Love Story, Handle With Care

Mar 2014: Sinfonia Toronto - The Emperor, Tafelmusik Baroque Orchestra - Four Seasons, New Jerusalem

Apr 2014: Toronto Youth Wind Orchestra - The Torq Effect, Orchestra Toronto - Diamonds Are Forever, Bingo

May 2014: Sinfonia Toronto - Russian Serenade, Stars of David, Tafelmusik Baroque Orchestra - A Celebration of Jeanne Lamon, TSO - Shostakovich Piano Concerto 1, Orchestra Toronto - The Diamonds of Brahms

Jun 2014: Resa's Pieces Concert Band

YOUNG CENTRE

for the PERFORMING ARTS

Jan-Feb 2014: Idiot's Delight

Mar 2014: The Norman Conquests - Table Manners, The Norman Conquests - Living Together

Apr 2014: The Gigli Concert, Trudeau and the FLQ

May 2014: Of Human Bondage, The Road To Mecca

Jun 2014: Twelve Angry Men

PASSE MURAILLE

Jan 2014: Why We Are Here, Pith, Way Back to Thursday, Body Brake, Band Camp

Feb 2014: Same Same But Different, Crapshoot

Mar 2014: The Songbook Series

Apr 2014: Vitals

May 2014: Vitals, Crapshoot, Band Camp

TARRAGON THEATRE

Jan-Feb 2014: Flesh and Other Fragments of Love, The Ugly One

Feb-Mar 2014: Lungs, Marry Me

a Little

Apr-May 2014: Soliciting, Temptation

A God in Need of Help:

Jun 2014

The God That Comes



AIR CANADA CENTRE CONCERT SCHEDULE



January 27



February 13-14



March 1



March 31



April 7



June 28

DANFORTH AND THE BEACH



Queen Street East

With a population of about 5,000 Jews, the neighbourhood of Danforth and the Beach has been growing over the last several years, and it is attracting young Jewish singles and couples. The area is also undergoing some major changes as industrial buildings have been transformed into loft style studios and condominiums. This has made it even more attractive to a younger population.

As you walk along Queen St. East, there is no doubt that this is an 'artsy' neighborhood with its trendy restaurants, coffee shops and variety of convenience stores. And it is right next to beautiful Lake Ontario. The beach boardwalk offers up sand, family parks and volleyball nets.

Just minutes from downtown Toronto, the Danforth and Beach neighborhood

offers a wide choice of homes from three storey Victorian style houses to newly renovated condos. According to the Toronto Real Estate Board 2013, prices for single home properties ranged from \$370,000 up to \$899,000.

The Jewish population in this neighborhood has actually grown over the last 10 years by about a thousand people. Fortunately, there

are lots of opportunities to get involved in community programs and events. Danforth and the Beach have both egalitarian as well as more traditional services.

The Danforth Jewish Circle (310 Danforth Avenue) is an inclusive Jewish community centred in downtown Riverdale. It offers High Holiday services, children's Jewish education, adult programming as well as Oneg Shabbat celebrations. Activities are held at the synagogue as well as other downtown locations such as the Miles Nadal JCC and some of their programs take place at members' homes.

The Beach Hebrew Institute/Toronto Beach Synagogue (109 Kenilworth Avenue) founded in 1920, is one of the oldest synagogues in Toronto. In 1982 the building was declared an historic site. A Conservative egalitarian synagogue, services are held on Shabbat and on holidays. The Beach Hebrew Institute also has a Hebrew School program for children 7-11 that runs Sunday mornings through the school year.

And of course, there is Chabad of Danforth-Beaches (2273 Queen Street East) which offers Shabbat and Yom Tov services, a Hebrew school for grades



Front façade of the Beach Hebrew Institute 1979

K-8 as well as adult education classes.

From the pleasure of a stroll along the beach to simply watching the waves of Lake Ontario crash against the giant boulders jutting into the lake, the area offers up heady entertainment. There is the Beaches International Jazz Festival, which showcases Big Band, Swing, Fusion Funk and other Soul sounds and The Taste of the Danforth, an annual street festival the celebrates Greek food and culture. And at Chanukah time, you can wander over to Kew Gardens and participate in the annual Menorah candle lighting. ■

JEWISH REVIEW RECOMMENDS

PANTHEON
ON THE DANFORTH

407 Danforth Avenue
416.778.1929
www.pantheonrestaurant.com

Pappas
Grill

440 Danforth Avenue
416.469.9595
www.pappasgrill.com

PAN
Mediterranean Cuisine

516 Danforth Avenue
416.778.1929
www.pantheonrestaurant.com

IT CAUGHT THE HEARTS & IMAGINATION OF THE TORONTO COMMUNITY & THE ADOPT-A-CHILD PROGRAM SPREAD TO OTHER CHAPTERS ACROSS CANADA

continued from page 75

commitment to help make that dream come true. So while these women may have been sharing tea in someone's home in Toronto, their hearts and spirits lay with their sisters in Israel.

prospect of enjoying the latest popular attraction –a live television show.

In 1948, Sylvia Mirsky of Club Chadera, a founding member of Toronto's Pioneer Women/Na'amat,

was in Israel to witness the first boatload of legal immigrants disembarking in the port of Haifa. Shocked by the number of poor, ragged children, many of them orphans, she wondered who would feed, shelter and "love them" and at what cost.

At the same time, Ruth Leroy, a member of Pioneer Women/

Na'amat's Club Masada, had initiated a "self-assessment" campaign that asked members to donate as much as they could afford and make a personal pledge to benefit the children in Pioneer Women's daycares and orphanages.

Sylvia and Ruth expanded the "self assessment" program to include all of the Na'amat's Toronto clubs and Adopt-a-Child was born. In its early years, this program supported children in what were called "day/night homes." Even as early as the 1940s, Pioneer Women/ Na'amat was sensitive to the

nuance of language as it impacted on women and children, creating a world that was comforting and not threatening; a world where children were not 'orphaned' but cared for.

Each "adoption" in the Adopt-a-Child program, provided enough money to subsidize a child for one year. Every participant was sent a photo of the young person and correspondence ensued. It caught the hearts and imagination of the Toronto community and the Adopt-a-Child program spread to other chapters across Canada.

The funds collected through this fundraiser would grow to be a vital source of revenue for Israel's neediest children--"adopted in

spirit by good people far away." The program increased a kind of intimacy between Na'amat Canada and Israel.

It reinforced a sense of commitment and urgency because clearly, the needs were immediate and growing.

In those days, a strong dose of "chutzpah" could gain a worthy charity access to the media and, at the time, the Adopt-a-Child campaign was a new idea. Na'amat was successful in impressing Time Magazine and Newsweek (Canada) and the magazines agreed to carry full-page Adopt-a-Child ads as a free public service. In each, the bold heading "**LOVE ME**" appeared above the face of a beautiful child, with a brief story and "the plea." It was not only a plea for children in Israel. Na'amat's Adopt-a-Child ad campaign included the following appeal: "If you don't choose our agency, please, open your heart to a child in need somewhere."

Adopt-a-Child expanded over the years to include an annual dinner that paid tribute to Adopt-a-Child donors and honoured "our Spiritual Mother or Father of the Year." The recipients of that title were selected for their demonstrable support of the

Club One members, well into their eighties, grated potatoes by hand for freshly fried latkes. In addition to traditional Jewish fare, the Bazaar offered hot dogs, sandwiches, soup, chili and a variety of home-baked goods.

State of Israel and children in need. At the same time, their prominence resulted in press coverage of the events and kept Na'amat's activities in the public eye. Among the celebrities who were honoured were Monty Hall, Al Waxman, June Callwood, broadcaster Tom Cherrington, and cartoonist Ben Wickes.

Another pivotal undertaking, challenging all our muscle and brain power, grit and determination, was the decision to try our first Pioneer Women Bazaar. This was a huge effort and Na'amat looked to the help of every

available family member, friend, neighbour and business associate. With a very limited budget, and a mammoth competitor, Na'amat hoped there was room in the hearts of Torontonians to come out and support their efforts.

Club One members, well into their eighties, grated potatoes by hand for freshly fried latkes. In addition to traditional Jewish fare, the Bazaar offered hot dogs, sandwiches, soup, chili and a variety of home-baked goods. Club Tamar members rented trucks and made their way to the Ontario Food Terminal at four in the morning to pick up donations of fruit and vegetables to be prepared for their hot dishes, as well as for sale in the fresh produce section of their "Kensington Market." New and used wearing apparel was snapped up by bargain hunters. More than one recruited husband went home in the cold November air without a coat, because his was accidentally sold while his back was turned.

Bringing out good crowds year after year tested the members' ingenuity. With a limited advertising budget, and more and more competition from a variety of organizations all appealing for help, Na'amat looked for ways of getting free publicity to reinforce what they could afford to pay for newspaper ads. Each year, they had to try to come up with "a new gimmick."

When Mollie Rothman had a new- ▶



Club One: Closing meeting 1930's

They casually addressed each other by their family names, sometimes preceded by "chavera" (friend). They took advantage of every fund-raising opportunity, no matter how menial. Although women of modest means, they routinely wore fashionable hats for every possible occasion.

When every penny counted, early fundraising relied on the creative imaginations and the resourcefulness of Pioneer Women/Na'amat members. In the 1940's, long before televisions were to be found in almost every household, Pearl Mekler of Club Masada conceived of her own winning project: twenty-five cents per person covered the entry fee to her parents' home, and the



Club One: convention, Toronto 1940's



Adopt a Child Dinner: (left to right) Etty Danzig, Norma Barkin, Pearl Mekler, Irma Ziskin, Monty Hall, Louise Cornblum

EACH GENERATION HAS BEEN BLESSED WITH A VIRTUAL SECOND FAMILY OF SISTERS, BONDED FOR LIFE: WORKING, LEARNING, WEEPING AND LAUGHING TOGETHER

on-the-market “Hot Tub” installed in her backyard, Na’amat decided that it would be a great place to hold their



Borochoy Cultural Centre: from left, Orit Tobe, National President, Na’amat Canada; Laurel Wiseman, President Na’amat Canada Toronto; Prince Hermann of Leiningen; Toronto Na’amat Event Chair Roni Maderer

next press conference. Refreshments were laid out, the hot tub was operating properly and they were in their bathing suits ready to step in. They waited and waited and waited. . . Nobody showed up. The Na’amat ladies quickly procured a camera, took some shots, wrote up all the features they wanted relayed and sent them to each major daily along with a note: “We missed you at our press conference. Thought you’d like to know what happened.” The detailed story, along with photos, appeared in both the Toronto Star and the Toronto Telegram in 1981.

Today, Na’amat is still able to grab headlines. In October, 2013, they held a membership event where the guest speaker was Prince Hermann Friedrich Fernando Roland of Leiningen. When Nazi officials requested that Bulgaria deport its Jewish population to German-occupied Poland, his grandfather, King Boris III of Bulgaria, refused to comply with the deportation of Bulgaria’s 50,000 Jews. In his remarks, Prince Hermann spoke of his

father’s special love of Israel.”My father loved the beauty of Israel, and it was the kindness of the people [that] kept him there.” The event at the Borochoy Cultural Centre attracted a capacity crowd of more than 250 guests.

Na’amat’s amazing history of commitment and dedication continues to have a profound influence on the path of the younger generation of Na’amat women. Miriam Kamin Zysman was a member of Club Avodah in the 1930s. At 104 years old,

she proudly recalls that one of the first fundraisers her club was involved in was a “snowbird” luncheon event in Florida which raised \$800 (U.S.). She describes Na’amat women as having “a little bit of idealism and lot of spunk.”

This past year, Na’amat launched a campaign to honour their founding mothers. The funds raised will build a daycare centre in Karmiel, Israel, in the names of these true “Pioneer Women”. These “founding mothers” and their legacy continue to inspire and motivate generations of “c haverot” that follow them.

The ability to adapt to unpredictable circumstances, to ever-changing needs and to rapidly advancing technology,



Miriam Kamin Zysman with Lori Nusbaum

is Na’amat’s strength. Today, Club Rimon invites their friends and the public to lectures on “Parenting” and “Cyber Bullying,” and club Beersheba integrates art exhibits, music, fashion shows and shopping indulgences with their signature afternoon teas.

From our youngest members in their twenties, whose fundraising is achieved through social media, to our senior members in their nineties and more, who contribute their special talents and the wisdom of experience, the mission never changes: to protect Israel’s most important resource, a promising new generation.

Each generation has been blessed with a virtual second family of sisters, bonded for life: working, learning, weeping and laughing together. It’s

more than believing in the same cause and sharing similar interests. Perhaps, something unique in their character draws these particular women to our organization. But nowhere can you make better use of your time or find truer friends. ■

Norma Barkin is a member of Na’amat Club Beersheba since 1957

Loris Nusbaum is Senior Fundraising and Development Officer, Na’amat Canada Toronto

April Laufer is Contributing Editor JR



(Left to Right) Sylvie Wiseman, life member, her grandmother Mrs. Price, whose mother was a founding member, Na’amat Toronto President Laurel Wiseman.



(Left to Right) grandmother Erika Burger, mother Sarah Burger Mann, daughter Adina Mann Child



**LAUREDEN
H O M E S**

DESIGN | BUILD
RESIDENTIAL | COMMERCIAL

*Building & Renovating
Fine Homes in the GTA
for over 30 Years*

Lauredenhomes.com
416.543.1500





From the left: Issadore Sharp, Larry Tanenbaum, Ed Sonshine, Fran Sonshine and Joe Lebovic at the official launch of Phase 2 of the Joseph and Wolf Lebovic Jewish Community Campus which opened in October 2012.

continued from page 49

Mr. Sonshine - whose real surname was Zonenszajn - often felt like an outsider in the business world.

“That was my father’s birth name, which is actually sort of a German/ Polish spelling of Sunshine, but when he came to this country, there was already a prominent family here named Sunshine, so we changed it to Sonshine,” says Mr. Sonshine. “I just felt like I didn’t really belong. Part of it was being a Jew in Toronto; part of it was being a child of survivors. My background has affected me over the years in many, many ways, some good, some bad, but my experiences growing up have certainly had a strong impact.”

And Mr. Sonshine has also had a strong impact, not only in business, but on Toronto’s Jewish community. He, like wife Fran, is a Past Chair of UJA of

Greater Toronto’s Annual Campaign, and he continues to play an important role with UJA and other important Jewish charities across the GTA as a generous philanthropist and volunteer.

“There are a lot of vital Jewish organizations in this community, but there is only one that encompasses 100 partner agencies, and that is UJA,” says Mr. Sonshine. “It is the only one that can galvanize the entire community in the case of extraordinary events. Whether it was the Yom Kippur War in 1973, when I made my

first donation to UJA, or the Lebanon war in 2006, it’s UJA Federation that the community gathers around. It’s the only organization that can

truly take on a leadership role. It’s also UJA Federation that takes on the responsibility of maintaining, improving and operating the infrastructure of the Jewish community.”

“Ed’s leadership inside and outside the Boardroom has inspired a new generation of community builders to dream more and do more,” said Ted Sokolsky, President & CEO, UJA Federation of Greater Toronto.



UJA Federation
OF GREATER TORONTO

And, as strange as it sounds, being a leading philanthropist and a dedicated and passionate Jewish community leader has its business advantages, too.

“Philanthropy helps in my business career, it makes me work harder,” says Mr. Sonshine. “I have to afford to keep it up. I found that the year I was Chair of the UJA Campaign in 2001, one of the things it helped me do was to meet a lot of interesting people without me having to ask them for anything for myself. It was not, for example, ‘Hey Larry Tanenbaum, I want you to know who I am, and I want to do business with you, but, rather, it was, ‘Hi, Larry Tanenbaum, I’m Ed Sonshine, and I’m asking you to help the community on behalf of the community. It puts things in a better place and I got to meet a lot of people I never would have met otherwise. The networking side of ‘doing good’ is just unreal.”

And, as much as Ed Sonshine’s success can be attributed to good old hard work and tenacity, Canada’s outstanding CEO of the year is quick to support the old adage that proclaims, behind every great man there is a great woman. In this particular case, it’s Ed’s wife, and a renowned philanthropist and community leader in her own right, Fran.

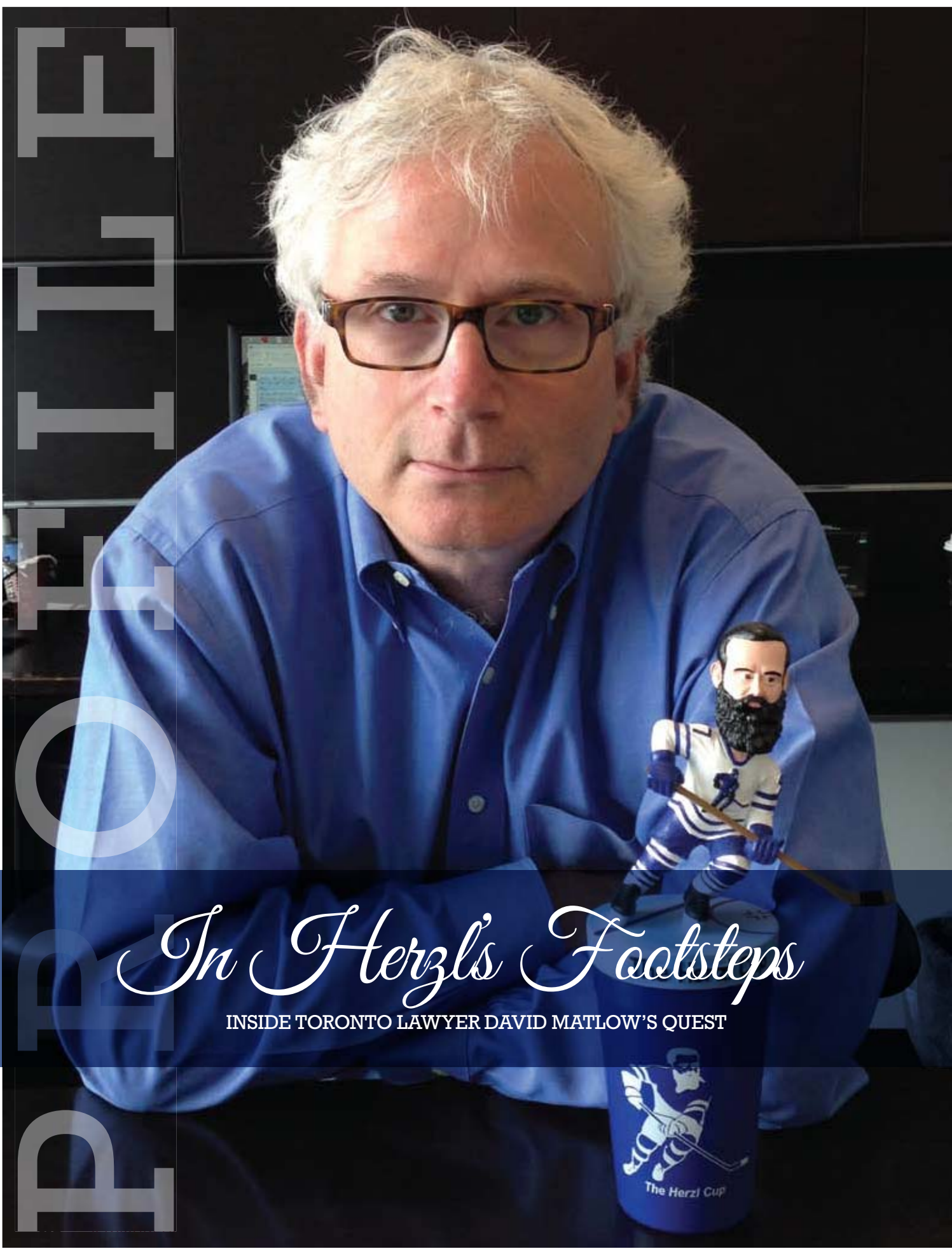
“That was my father’s birth name, which is actually sort of a German/ Polish spelling of Sunshine, but when he came to this country, there was already a prominent family here named Sunshine, so we changed it to Sonshine”

“Fran, for me has been the perfect mate in every way really,” says Mr. Sonshine. People see the way we are today, the CEO of a \$14 billion operation, and I’m here and I’m there, the first 25 years of our marriage I was just a hard working hustling Jewish guy just like everybody else. What Fran enabled me to do; I guess she did two great things, with regard to my business career. One was

that she just quietly and competently looked after everything on the home front, whether it was repairing things that were broken in the house and breaks all the time, or it was going to the things for my kids that I was too stupidly working too hard to go to. She never gave me grief about it or made me feel guilty, because she knew that my job at that time was to make sure we had financial security for the family and she never got in the way of that. That was a wonderful thing. She looked at it from a positive and looked after everything. In an equal way, never hit me over the head that she was looking after everything. It was also, from the point of view of common sense and dealing with people, Fran is a much nicer person than me. I tend to be a little focused, a little aggressive, blunt. Let’s get things done, let’s do it. I’m not looking for consensus. And she’s taught me how to do a lot of that. She’s made me a much better person, not just publically but as a CEO. She’s the best.” ■



Riocan Hall, Downtown Toronto.
Photo by John Vetterli



In Herzl's Footsteps

INSIDE TORONTO LAWYER DAVID MATLOW'S QUEST

Below: David Matlow and his wife Leanne. Left: David Matlow with a piece from his collection



BY DANIEL HOROWITZ

With the proliferation of so-called “reality” shows filling our television screens from morning to night, seven days a week, it’s a shock that producers have yet to knock on the door of Toronto’s David Matlow about the possibility of “The House of Herzl”.

Matlow, a lawyer at Goodmans LLP, a documentary producer, and a man who will chair United Jewish Appeal of Greater Toronto’s Campaign 2015 along with Andrea Cohen, has long held a passionate connection to, and love for all things “Herzlian”.

Married to Leanne, Matlow is the proud 52-year-old father of Naomi, Orli and Yael, and also happens to

possess the globe’s largest personal collection of Herzl memorabilia. And, not one to stand on his laurels, he’s taken the next logical step in spreading the word about his hero by having recently produced a documentary about the founder of modern political Zionism, dubbed, not surprisingly, “My Herzl”.

The film, a Canada-Israel co-production produced by Matlow, along with his Israeli brother in law, Eli Tal-El, was screened in Toronto a number of times in early

October, followed by its U.S. premiere at the Chicago Festival of Israeli Cinema where it received rave reviews.

Matlow’s Herzl collection, consisting of over 2,500 pieces from postcards and autographs to household items and





Theodor Herzl 1901.
Founder of the Zionist Movement.

people. His family life and fortune, and his health, suffered for our benefit. As the movie shows, Herzl was human just like us, which means we all have the potential to change the world for the better. Herzl causes me to ask myself every day, “am I doing all that I can for the things I believe in?”

So, just how does a Toronto lawyer end up devoting so much of his time to a man who died in 1904?

It seems Matlow's grandparents, Archie and Goldie

Matlow, unwittingly lit the spark.

The couple moved to Ramat Gan in 1955, and a portrait of Herzl that hung in a special place of honour in their home got David's attention during a visit. The portrait was given to David in 1991 after his grandmother's passing, and the floodgates were opened.

“Herzl's objective was to improve the condition of the Jewish people, to make them safe because he was worried that the future of Jewish life in Europe was bleak,” says Matlow. “Tragically, he was more right than even he could have imagined. My involvement with UJA and my fascination with Herzl are entirely consistent. UJA's goal is to improve the condition of the Jewish people. And it does so not by talking about doing things, but by doing them. A social safety net for our fellow Jews in

need doesn't just happen; somebody created it. That somebody is UJA.”

My Herzl, set in many of the same iconic venues that Herzl made famous, is based on a trip made by Matlow and 27 other members of his family and close friends to Basel, Switzerland to celebrate Matlow's fiftieth birthday.

And talk about gaining a true sense of the Herzl experience, the group even slept at the Three Kings Hotel, where the man himself, pulled up the covers at night while at the first Zionist Congress in 1897. The hotel has a Herzl room, which is adjacent to the balcony where the iconic photograph of Herzl overlooking the Rhine was taken.

“As a partner at the Goodmans law firm in Toronto, we are encouraged to take on leadership roles in our

*“Herzl's objective
was to improve
the condition of
the Jewish people”*

community,” says Matlow. “It is possible to apply your skills, energies and talents both to the practice of law and to helping those who are less fortunate than ourselves. Not only is it possible, it is our responsibility. Come to think of it, Herzl was a lawyer too. So it all just fits together.” ■

COMPLETE CONCRETE SOLUTIONS

**Commercial & Residential
RESTORATION**

**Commercial & Residential
WATERPROOFING**

**Commercial & Residential
EPOXY FLOORING**



Authorized Distributor
of Xypex® Products in Ontario

Saroma
GROUP INC.

905-764-9273 www.saromagroup.com

RICHMOND HILL



A.S. Epoxy Inc.

905-564-0226 www.asepoxy.com

MISSISSAUGA

PLATINUM CARS.CA

LEASING
SALES
SERVICE

Lifestyle

PCI339



2006 Lamborghini Gallardo

PCI349



2011 Audi R8 V-10 ~ \$149,800

PCI260



2010 Maserati Granturismo 4.7 S ~ \$113,800

PCI323



2008 Bentley Continental ~ \$109,800

PCI221



2013 BMW 750Li ~ \$102,800

PCI280



2010 Maserati Granturismo 4.7S ~ \$98,800

PCI313



2012 BMW 650i ~ \$84,800

PCI233



2012 Porsche Cayenne ~ \$79,800

PCI190



2012 BMW X5 M ~ \$74,800

PCI166



2007 Aston Martin V8 Vantage ~ \$69,800

PCI285



2009 Nissan GT-R ~ \$69,800

PCI165



2012 BMW X6 5.0 ~ \$63,800

PCI199



2010 BMW 750li ~ \$62,800

PCI234



2005 Mercedes-Benz SL65 ~ \$59,800

PCI316



2011 BMW X5 3.5d ~ \$54,800

PCI230



2011 BMW X5 5.0 ~ \$47,800

PCI128



2009 Mercedes-Benz S550 ~ \$47,800

PCI352



2011 BMW 328i ~ \$39,800

For our complete inventory, visit www.platinumcars.ca

60 Martin Ross Ave. Toronto, ON, M3J 2L4 416.510.3333

Prices do not include HST and licensing fees.