

SPRING / SUMMER 2015 | ISSUE No. 5



JEWISH REVIEW

Canada's BUSINESS & LIFESTYLE
magazine for the Jewish community
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LIFESTYLE GENOMICS

THE FUTURE OF
PERSONALIZED
MEDICINE

THE REBEL YELLER

EZRA LEVANT'S TAKE
ON FRACKING

THE SHABBAT PROJECT

KEEPING IT TOGETHER WORLDWIDE

BLOWING SMOKE

AN EMPLOYER'S GUIDE TO
MEDICAL MARIJUANA

SUSUR LEE

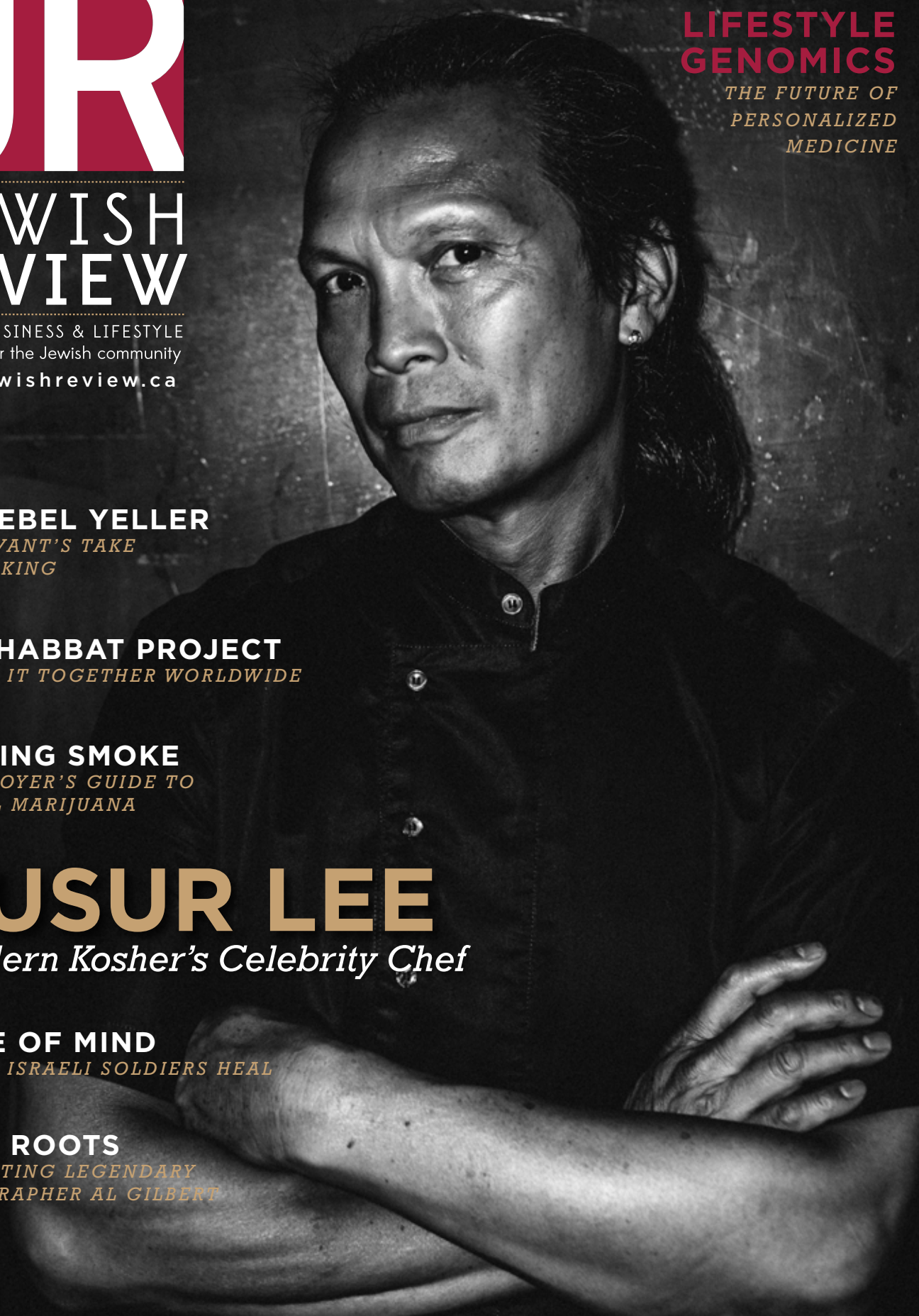
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These are just a few examples of how control and media automation technology can be artfully blended into your home or business. Today's high tech world promises ease-of-use, and one-touch operation. Nevertheless, we are often disappointed by the increasing complexity of these technologies. Even some so-called 'experts' who install these systems have a difficult time explaining to clients how they work.

We caught up with Anthony Di Lecce, founder and president of Intelligent Sound and Vision, a high-end control and media automation systems provider. IS&V has been a Crestron control systems preferred partner (Crestron is the gold standard in control and automation) since 2002. Anthony gave us a better understanding of the business. Di Lecce describes the state of the industry to be one "in a constant state of flux, with continuous advances in core technologies, making it difficult for people interested in home/business automation, and those in the field, to keep up-to-date on products and best practices when it comes to design and installation." Anthony believes to be successful in the media automation business, companies need to be more than simply design and installation focused. For Intelligent Sound and Vision, it is critical to become a partner and advisor to those considering a total automation solution for their home or business: "Our industry needs to be better at explaining available solutions, and better at providing full support after everything is installed."

"Our industry needs to be better at explaining solutions available and better at providing full support after everything is installed." Anthony Di Lecce

Key to the process is developing a great working relationship, early on in the construction phase. Whether considering a home theatre solution, or a total control and automation solution for your home/business; the first step is to truly understand what options are available. The starting point for Intelligent Sound and Vision is a free in-business or in-home consultation so the team can understand the client's vision. Once the decision is made to move forward, the best way to appreciate a Crestron system, and how it can seamlessly integrate into your business or home, is to experience it in person.

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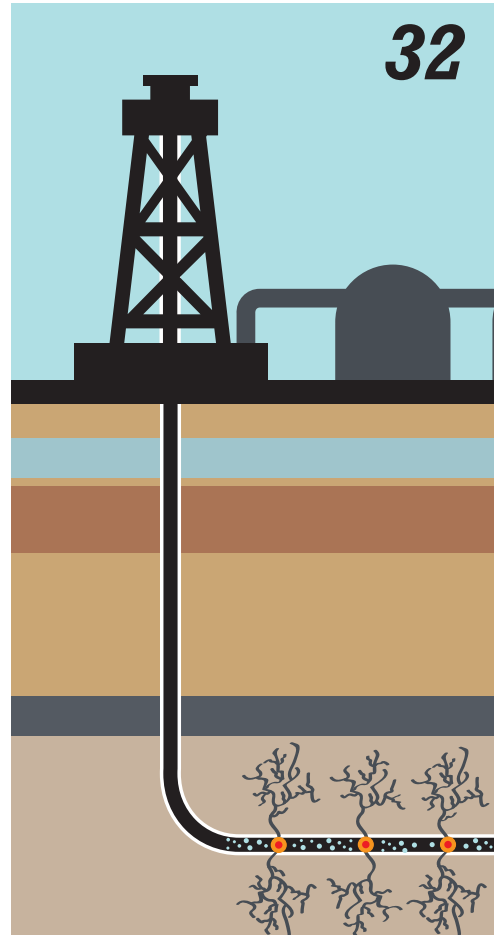
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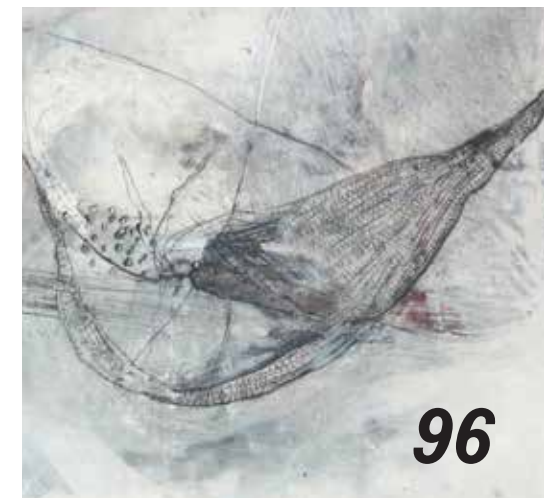
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Welcome to the latest issue of Jewish Review, Canada's Business and Lifestyle Magazine. An exciting magazine that covers issues and topics relevant to Canadian Jewish life in both business and lifestyle.

Once again spring is here and with it a new cycle of rebirth, renewal and reawakening. One of this issue's themes is reinvention. In today's fast-paced economy, empires seem to rise and fall daily. Investors and entrepreneurs are in a constant race to keep up with the shifting economic landscape. We bring you their stories of innovation, initiative and drive: the new taste of Kosher catering as brought to you by Moishe Brown and Susur Lee; the newest incarnation of Magi Lanz's jewelry store; and the brother-sister business partnership behind MagneTree.

Outside the business world, there is also a recognized need for fresh insight: Ve'ahavta, an established non-profit, rebranded their logo after 18 years; Rabbi Menachem Gansburg and his wife Chana, reinvigorated a shul, a neighbourhood and an entire community; and The Shabbat Project reintroduced centuries-old traditions to a global audience.

Several more notable members of our community are profiled in this issue: Al Gilbert, renowned photographer of celebs and statesmen; Nava Waxman, rising star on the art scene; and Ezra Levant, controversial Canadian media personality.

And summer wouldn't be complete without a look at the latest trends in beachwear, the hottest accessories for backyard entertaining and the best outdoor patios in the GTA.

We hope you enjoy this Jewish Review, a magazine that reflects the vibrancy, determination and drive of our community. Please let me know what stories you would like to see in the future.

Contact me at editor@jewishreview.ca.

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MARRIAGE: THE END OF THE STORY, OR THE BEGINNING?

It's a story we hear over and over again from the time we are in the cradle. A young woman, a damsel in distress, is in trouble and is at a loss for how to get herself out of her uncomfortable situation. A strong male figure, or a 'handsome prince', comes and rescues her. They get married, and all her problems are solved. The scene fades to black, and this is the end of the story.

Or is it?

It is no coincidence that in the Western World, where stories like this such as 'Snow White' or 'Cinderella' are commonly told, the rate of romantic fulfillment is low. According to Statistics Canada, out of all the marriages which were performed in the year 2008, over 40% are

doomed to fail before their 50th wedding anniversary. These fairy tales are a clear culprit amongst the mix of reasons which help to explain why the rate of marital success is so comparatively low. If the big white wedding is the end of the story, then why shouldn't people forget what comes afterwards, and get disillusioned when their marriage doesn't have the perfect fairy-tale ending? If 'getting the girl' is the goal, what does it mean for the years of marriage afterward which demand a large amount of time and energy? Marriage is innately both a partnership and a lifetime commitment, and this crucial aspect is conspicuously left out of the 'happily ever after', likely because the audience doesn't care about the hard work which is required to have this marriage actually succeed. ▶

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Ilana Tamari, B.Sc., D.C.S. (Psych), has been in private practice since 2002. She provides S30 assessments, parenting coordination, mediation & arbitration, closed and open mediation, reunification therapy, and lectures on domestic violence and power imbalances.

Ilana is a member of the association of Family and Conciliation Courts. She participates in a monthly peer consultation forum with Dr. Barbara Fidler around parenting coordination matters, section 30 custody and access assessments and high conflict families.

Ilana is an active participant on the High Conflict Forum and is a member of the Family Dispute Resolution Institute of Ontario (FDRIO). She is a certified member of the OACCPP, was a board member of the OACCPP, chaired the Professional Conduct Committee, and sat on the Ethics and Governance & Risk Management Committees.

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On the flip side, society also offers a paradigm of 'love' which is completely different to the 'Cinderella' story, but equally as wrong and harmful. This hurtful narrative is the one of complete misogynistic control and submission, as can be seen in the popular book series and film *Fifty Shades of Grey*. It is true that there are many people who enjoy certain aspects of bondage and submission within a consensual and loving relationship, and indeed this is not the fundamental issue with *Fifty Shades*. The problem lies in the lack of respect that the two main characters hold for each other. The woman, Anastasia, views her lover Christian as an authority figure rather than a partner due to the power which he holds over her on many levels, and Christian views Anastasia as primarily a sexual object. Although for completely different reasons, this romantic partnership is just as doomed as one modelled on Cinderella's. The one aspect they share is their lack of foundational communication and respect.

It has been therefore established that there is a huge societal issue with how marriage is viewed, which contributes to its large degree of failure throughout the Western World. This begs the question - how do we fix these problems? How can we adjust our attitudes, as individuals and as a society, to help ourselves succeed romantically in the long term?

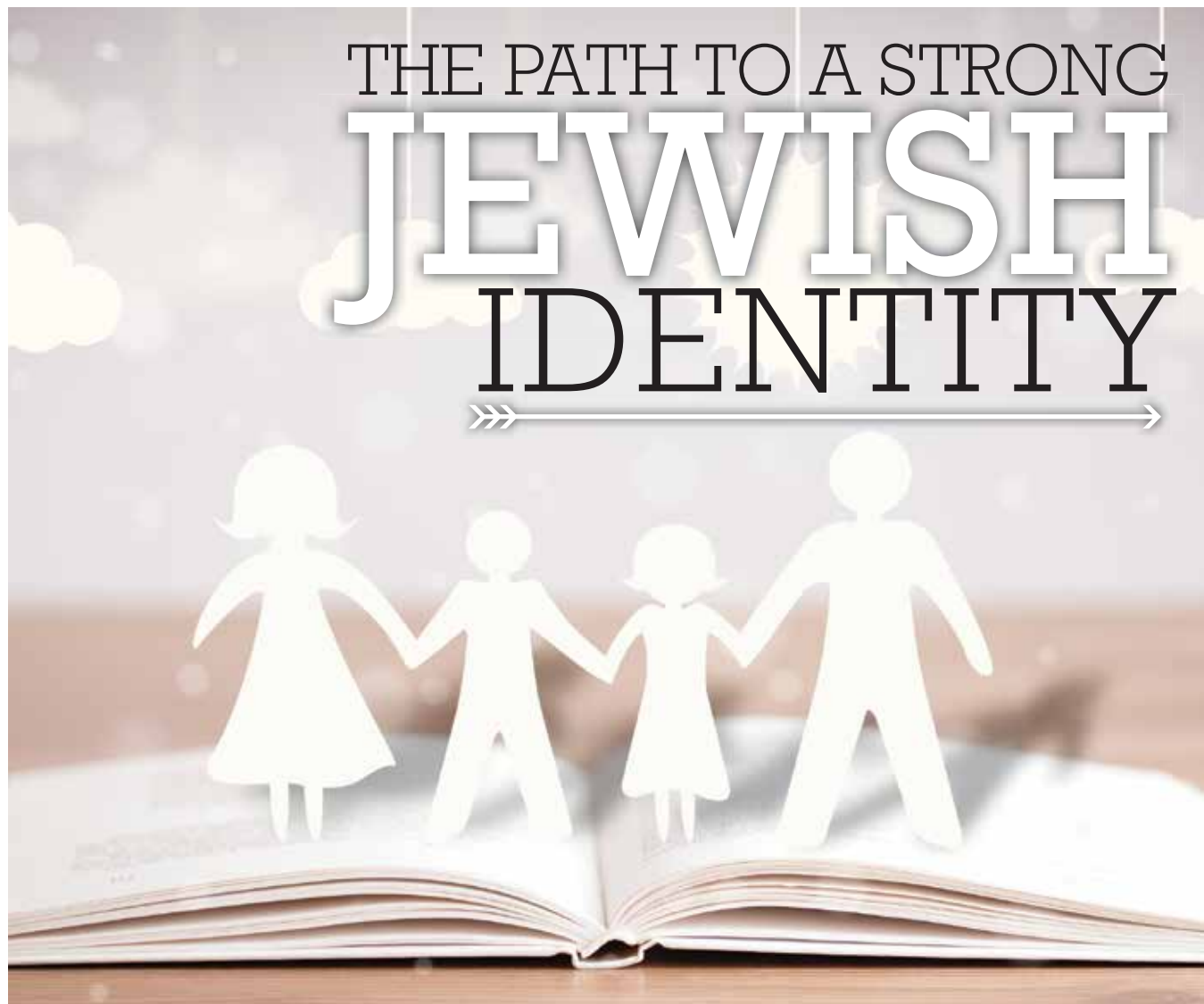
The first step towards a healthier marriage is to accept our partner's needs as being equal, or even potentially greater, than our own. Part of making a lifetime commitment to somebody else is recognizing that this person has needs which are required to be met, and that sometimes this person will need their partner to invest a great deal of themselves to get them through a tough time. If a person is not ready for this type of commitment, they may not be ready to pursue a marital relationship. In a way, the concept of 'falling in love' is a myth which ought to be dispelled, as 'love' is actually hard work! You don't fall into love or 'out' of it - you work and persevere to maintain your relationships.

Another vital aspect towards a happy marriage is actively taking steps to appreciate your partner. A person might believe that they are implicitly sharing their love and thanks for everything a partner does for them, but in reality their partner might feel shirked. A simple 'thank you' or gesture that shows one cares could go a long way in making a romantic partner feel appreciated and satisfied.

Although it seems as though many people are facing divorce in our society, it is possible to counter the pain that divorce may bring, by focusing on the values of mutual respect and communication. Even if a marriage does end in divorce, these values remain essential in navigating the process. In fact, they are vital if one's divorce is to be civil and productive in assisting the parties to move on with their life, rather than acrimonious. In my practice as a mediator and arbitrator, I can help to infuse these values into your divorce proceedings in order to minimize the amount of pain and disrespect. At the end of the day, the issue lies not in finding your Prince Charming or Princess, but in the process afterwards which defines your relationship, and the mutual respect which it requires.

Written by Ilana Tamari. A special Thank you is extended to Ms. Lily Chapnik who co-authored this article for Jewish Review.

"YOU DON'T FALL INTO LOVE OR 'OUT' OF IT - YOU WORK AND PERSEVERE TO MAINTAIN YOUR RELATIONSHIPS."



BY ELYSE TYTEL

IN A WORLD WHERE NORTH AMERICAN JEWS ARE LOSING TOUCH WITH THEIR JUDAISM, PJ LIBRARY IS HAVING THE OPPOSITE EFFECT.

Four-year-old Jack eagerly rips open the big white and blue envelope that bears his name. His excitement peaks as he sees the vibrant cover of the book he quickly yanks out of the envelope. "It's here! It's here!" he shouts excitedly, jumping up and down, "Let's read it, Mama!" he cries. It's an occurrence that takes place every month when he receives his PJ Library book in the mail.

Jack and his family are just one of more than 4,000 young, Jewish families in Toronto, Peel and York Region who receive free Jewish themed books every month. This thanks to the generosity of a man named Harold Grinspoon, UJA Federation of Greater Toronto, The Julia and Henry Koschitzky Centre for Jewish Education and other generous local philanthropists.

More than a decade ago, Harold Grinspoon learned that Dolly Parton, the country singer famous for "I Will Always Love You," "Jolene," (and her voluptuous bosom), gives away thousands of books each month as part of her "Imagination Library" literacy project. Grinspoon, who made a fortune in real estate, signed on to

help her, sending books to kids in western Massachusetts, where he lives.

Then he thought about other children. Some, like Parton, are growing up in poor homes without any books. But others lack the joys that Grinspoon finds in his Jewish heritage. He decided to start his own free book project, the PJ Library, for Jewish kids, and their parents, who might not know that Purim is a Jewish holiday or how they can prepare for a Shabbat dinner without the free Jewish-themed book arriving in their mailbox each month.

"I love the Jewish people," says Grinspoon, 84, who named PJ Library after his pajamas because many PJ books are read at bedtime. But he worried about rising rates of intermarriage among Jews and other signs that young Jews are growing ever more disconnected from Jewish life. PJ Library was his way of changing that. And he's mailed out more than 5 million books since then.

A national book selection committee, that includes early-childhood educators and children's literature experts, chooses the age-appropriate PJ Library book list. They feature high-quality, beautiful illustrations and compelling stories that exemplify the best of Jewish children's literature.

The committee is devoted to making its choices represent the broad spectrum of today's Jewish families. Working with authors, agents, publishers and editors, the committee strives to ensure that the finest Jewish books for children find their

way each month into the mailboxes of all PJ Library families.

The books, by well know award winning authors like Toronto's own Aubrey Davis (Bagels from Benny, Bone Button Borsht) and Leslie Simpson (The Shabbat Box, A Song for my Sister) are the spark that may help start a Jewish discussion at home. And according to PJ Library parent Elyza Polsky, the plan is working.

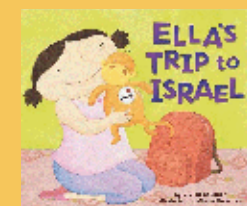
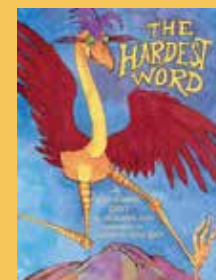
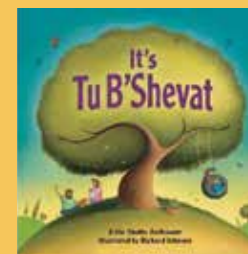
"My daughter is always very excited when her book arrives from the PJ Library. We usually have to read it right away and then again at bedtime. She is able to connect the stories and themes she hears about in the books to things in her day-to-day life. It has allowed for some great conversation in our house."

PJ Library doesn't end at home—it expands to the community at large as well. The books are reinforced by PJ Library programs and events, which include story times, holiday parties, community events and more. These events celebrate Jewish holidays and festivals, bringing families together, according to PJ Parent Dana Ianco.

"The activities and special events help us feel part of a community and meet other Jewish families with children. It is just a win, win situation!" she says.

An Israeli version of PJ Library launched in 2009. Called Sifriyat Pijama (Hebrew for "Pajama Library"), the program gifts books in Hebrew each month to more than 215,000 preschoolers in about 7,000

“I love the Jewish people," says Harold Grinspoon, 84, who named PJ Library after his pajamas because many PJ books are read at bedtime.”





Top: Harold Grinspoon reading "Bagels From Benny" to group of children.

Above: Jewish children enjoying a Jewish story at an outdoor PJ Library event in Toronto.

preschools throughout Israel. Many of the recipients of Sifriyat Pijama books are part of underserved immigrant populations and people living in the northern and southern periphery of the country.

Maktabat al-Fanoos (Lantern Library) is an Israeli Arabic-language book program that strives to stimulate a life-long love of books in young children and discussion of universal values at home and in preschools. A reading readiness program, Maktabat al-Fanoos offers Israeli Arab children and their families an opportunity to create a tradition of reading stories together at home and enjoy meaningful conversations on the issues and emotions raised by the stories. It empowers teachers and parents to help children develop their learning and mother-tongue language skills, to enhance their emotional awareness and to celebrate the richness of Arab culture.

Launched in January 2014, the program was created by the Israeli Ministry of Education in partnership with the Harold Grinspoon Foundation (founder of PJ Library in North America and the Sifriyat Pijama book program for Hebrew speaking children in Israel) and the Price Family Charitable Fund (founder of Bidayat Early Childhood Centers and programs in Arab communities).

In the 2014-2015 school year, the program will include 100% of Arabic-language state



kindergartens and pre-kindergartens throughout Israel, which accounts for approximately 80,000 children. Each child will receive eight books in the course of the school year.


In a world where the 2014 Pew Study showed that North American Jews are losing touch with their Judaism, PJ Library is having the opposite effect. "The People of the Book: An Evaluation of the PJ Library Program" surveyed more than 20,000 families across North America and found that the program has identified a strong alternative pathway to enhance Jewish identity, increase engagement in Jewish life and community, and contribute to a more vibrant North American Jewish community.

Just ask the nearly 225,000 families in more than 220 North American communities who have participated in PJ Library. Or the 4,200 local families who subscribe to the service, representing 7,000 children between the ages of six months to seven years.

"If I can bring something warm and fuzzy in the form of books into Jewish homes, then that's a good place for me to be," Grinspoon says. ■

Elyse Tytel is PJ Library's coordinator. She works out of the UJA offices in Toronto.





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BY DR TIM COOK & BRYCE WYLDE

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Dr Tim Cook, Bryce Wylde, Sam Gibbs, and the rest of the team of nearly twenty clinicians have seen a great many patients over the years and have selected a roster of laboratories that offer a range of testing for human biological samples.

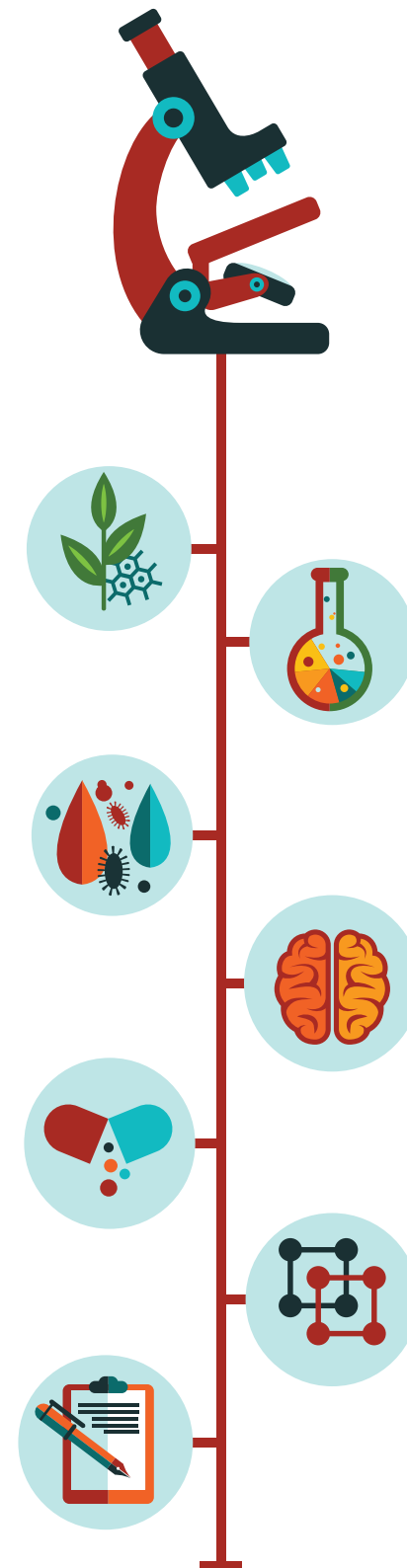
Since the Human Genome project was completed over a decade ago, the technology to analyze our genome and the potential for this analysis to impact our lives and health has advanced dramatically. The science

of personalized or predictive medicine is maturing and is ready for prime time.

One of the most important areas in which personalized medicine can benefit any individual is the application of Lifestyle Genomics. From a single sample of blood or saliva, it is now possible to predict, with confidence, what diet and exercise regimen you should follow, whether you are lactose intolerant, can metabolize toxins or handle oxidation efficiently, and even how fast you break down caffeine.

A good example of the application of Lifestyle Genomics is in the analysis of seven genes involved in Vitamin B12 and folic acid metabolism and this provides insight into the integrity of our "methylation" system.

Methylation is critically important for metabolism and cellular function, and common symptoms of inadequate



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JEANS. YOU CAN'T CHANGE
YOUR GENES. BUT, YOU
CAN MODIFY YOUR GENETIC
EXPRESSION BY VIRTUE OF
WHAT YOU EAT AND HOW
YOU LIVE YOUR LIFE."**

— BRYCE WYLDE

methylation include fatigue, muscle weakness, and nerve dysfunction or neuropathy (pins and needles sensations).

Polymorphisms (variation of genes) that lead to reduced Vitamin B12 transport to cells or inefficient enzymatic reactions between folic acid, B12 and other metabolites in the methylation pathway have also been associated with increased heart disease risk.

Simply measuring blood levels of these vitamins may not identify the methylation problem. We frequently encounter patients in the clinic whose symptoms are compatible with Vitamin B12 deficiency but have been advised that their serum B12 levels are high and symptoms must be due to something else. Based on the information from this (and others like it) genomic testing panel, it is now possible to tailor diet and supplements to improve or restore the suboptimal function of genes and these metabolic pathways. In this case, appropriate combinations of methyl Folate, methyl B12 and SAMe (S-Adenosyl Methionine) can resolve these symptoms.

Testing of this kind can give us insight into what we must do to prevent these modified genes from acting up prematurely. If we know which of our genes are "deficient"/mutated, we can give attention to prevention in the areas they affect; we can alter our diet, get better control of our stress, exercise more or supplement appropriately and put years on our lives. When it comes to how we might manage our diets - increase daily consumption of foods rich in B12 with respect to the example above - experts have coined the term "nutrigenomics" to describe the impact nutrition can have on our genes.

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ABOUT BRYCE WYLDE

With a combined honours degree in biology and psychology and a graduate diploma in Homeopathic Medicine and Health Sciences (DHMHS), Bryce Wylde is known as one of Canada's leading alternative health expert with a focus in functional medicine. He specializes in homeopathy, clinical nutrition, supplementation, and botanical medicine. In a clinical setting, he blends the latest in human biological and genomic screening, science and technology, and marries new, traditional, and ancient remedies. In conjunction with the integrative health team at P3 Health in Toronto, Bryce works with patients, to customize care, lifestyle and functional therapeutic interventions in order to promote health, prevent disease and enhance longevity. He's also hosted his own program on a CTV weekly show, Wylde on Health. He appears as a regular health expert guest on numerous national and international broadcasts including "The Doctor Oz" show where he also sits on the Medical Advisory Board. Wylde is also the author of three books; the national best sellers, The Antioxidant Prescription: How to Use the Power of Antioxidants to Prevent Disease and Stay Healthy for Life (2008),

Wylde On Health: Your Best Choices in the World of Natural Health published by Random House Canada (December 2012) and the recently released "Power Plants" co-authored with the horticulturist Frankie Flowers. He has joined forces with My Health Report – a personal health test company that provides customizable health reports to tell you exactly where your health stands. Bryce believes that preventative health measures are the most powerful way to reduce risk and avoid chronic disease and My Health Report is an innovative way to screen heart disease, stroke, diabetes, thyroid irregularities, inflammation, hormonal imbalances, food intolerances and even cancer to help you stay healthy! He is also Co-founder & Director of Scientific Affairs - a content creation company that focuses on producing compelling video content that engages, educates and empowers health conscious consumers. Learn more at wyldeabouthealth.com.



ABOUT DR. TIM COOK

Dr. Cook completed his MD at Queen's University (1986), General Internal Medicine fellowship at the University of Toronto (1995) and a Master's degree in Public Health (Health Promotion) from the University of London (UK) (2006). He holds a University of Toronto teaching appointment. LCol Cook (Ret'd) enjoyed 20 years in the Canadian Forces Medical Services, retiring in 2003. He trained in occupational and environmental health, had several deployments abroad and also served as the personal physician to two Governors General of Canada.

He remains a consultant physician, involved in clinical research and patient care at Defence Research and Development in Downsview. He has also been recognized for his work in executive and corporate health and was the Associate Medical Director and Chief Medical Officer of two executive health clinics in downtown Toronto. Over the past decade Dr. Cook has expanded his interest in disease prevention and management through the incorporation into his life and clinical practice of Mind-Body medicine, mindfulness meditation and integrative health. ■

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FROM SIMPLE TO SPECTACULAR

— BY DANIELLA SILVER

DANIELLA SILVER'S NEW KOSHER COOKBOOK FEATURES RECIPES THAT ARE EASY TO MAKE AND BEAUTIFUL TO LOOK AT. AND WITH TIPS AND TECHNIQUES BY CULINARY PRO NORENE GILLETZ, THEY TASTE AS GOOD AS THEY LOOK. HERE, THE AUTHOR SHARES HER INSPIRATION, AND A SNEAK PEEK AT ONE OF HER FAVOURITES.

Ever since I was a little girl, I've felt at home in the kitchen. Whether baking, cooking, or just chopping up fresh raw fruits and veggies, I've always loved getting creative with food. I baked my first cake for Shavuot dinner when I was just 10 years old. Of course, my family didn't get too much of a taste since I pretty much devoured the entire thing! Now, I have three little girls of my own and I'm still just as obsessed with sweet desserts, fresh, fabulous dishes, and beautiful presentation. Everything I make is laughably simple and surprisingly healthy, so I never feel guilty about having seconds (which I always do!). ▶



I've always considered the look of a dish to be just as important as the taste. Food isn't just an experience of flavours; it's also an experience of aesthetics. You don't just eat with your mouth—you eat with your eyes, too! So I always make sure that my food satisfies the senses on a number of levels by combining different colors, textures, and shapes. For me, food is art, and I create new pieces everyday to share with friends and family.

For years I've been collecting my recipes in what is now a shabby old binder, with the dream of one day turning it into a beautiful book that could be passed down through generations of aspiring cooks who



share a love of creating beautiful but simple food. I had never dreamed that I could write a cookbook, but once I connected with the talented and wonderful Norene Gilletz, I really felt that nothing stood in my way.

Now, here we are, two years later, and my dream cookbook, The Silver Platter, has become a reality. As a sneak peek, I want to share with you a favourite recipe that I think exemplifies healthy, beautiful, flavourful cooking. I call it Apple-Cranberry Couscous. I love this recipe because it's fresh, colourful and tasty. I can't wait to share them all with you! If there is one thing I want this book to offer my readers, it's that cooking wholesome dishes doesn't have to be boring. In fact it can be both simple and spectacular!





Daniella Silver & Norene Gilletz

Daniella Silver comes from a long line of talented artists. In her case, artistry is manifested in her culinary creativity as she transforms simple ingredients into spectacular dishes. When she learned that two of her children had food allergies, Daniella had to modify many of her family's favorite dishes, which inspired her to create her own repertoire of recipes. As both a culinary artist and a busy mom of three, Daniella's cooking reflects a focus on wholesome, family-oriented recipes that are beautifully presented and full of flavor. Combining her talent, creativity, passion, and enthusiasm, Daniella has created this magnificent cookbook to help cooks of all levels simplify their cooking and enjoy better food. Daniella lives in Toronto with her husband and children. Visit her website: www.daniellasilvercooks.com.

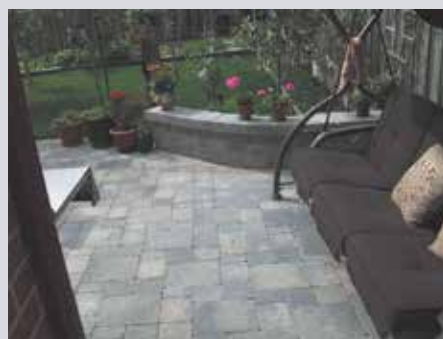
Norene Gilletz, a leading author of kosher cookbooks, is the owner of Gourmania Inc. (gourmania.com). She divides her time between her work as a food writer, culinary consultant, cooking teacher/lecturer, food manufacturer, and culinary spokesperson. Norene is a Certified Culinary Professional with IACP (International Association of Culinary Professionals) and has expertise in a wide variety of health concerns and special diets. Norene has done hundreds of personal appearances and demonstrations throughout North America. Mother of three and grandmother of five, Norene lives in Toronto and can usually be found in or nearby a kitchen. Her motto is "Food that's good for you should taste good!" ■

Pick up your copy of *The Silver Platter* at Israel's The Judaica Centre, Alef Bet Judaica, Sforim Warehouse, Miriam Gift & Gallery Shop, The Israeli Source and Kitchen Art. Also available at amazon.ca.



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APPLE-CRANBERRY COUSCOUS

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THE BRIGHT FLAVORS AND CRUNCHY TEXTURES OF THIS COLORFUL DISH BRING JUST THE RIGHT AMOUNT OF SWEETNESS TO A MEAL.

Ingredients

1½ cups Israeli couscous
(about one 8.8 oz pkg)
(see Norene's Notes, below)

1/2 green apple, julienned
(do not peel)

1/2 red apple, julienned
(do not peel)

1 tbsp lemon juice
(preferably fresh)

3/4 cup dried cranberries
1/2 cup candied almonds or pecans (optional)

Dressing

1/4 cup extra virgin olive oil
1/4 cup apple cider vinegar

2 tbsp honey or pure maple syrup

1 tsp kosher salt
freshly ground black pepper

Method

1. Cook couscous according to package directions. Fluff with a fork; let cool.

2. In a serving bowl, toss apples with lemon juice. Add couscous and cranberries.

3. Dressing: Combine ingredients for dressing in a glass jar; seal tightly, and shake well. **4.** Add dressing to couscous mixture and mix well. Top with almonds, if using. Serve chilled or at room temperature.

Norene's Notes

- To make this dish gluten-free, use brown rice couscous, quinoa, kasha, or a rice blend; cook according to package directions.
- Israeli couscous is actually toasted pasta and originated in Israel. It is also known as pearl couscous or maftoul.



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PERSONALITY
EZRA LEVANT
SPEAKS TO THE
JEWISH REVIEW
ABOUT ISRAEL,
FRACKING, AND HIS
RIGHT WING NEWS
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— By Dave Gordon



“WE KEEP WITH THE
CONTRARIAN INDEPENDENT
CONSERVATIVE FLAVOUR
WITH ISRAEL. WE DON’T BUY
INTO THE SOFT ANTI-ISRAEL
CONVENTIONAL WISDOM
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FIT WITHIN ISRAEL BEING
THE AGGRESSOR, AND THE
TERRORISTS AREN’T MUSLIM.
WE WANT TO BE MORE
SOBER-MINDED IN TERMS OF
REPORTING OBJECTIVELY.”

Ezra Levant calls himself The Rebel Commander. He is, after all, the founder and director of the recently launched right wing multimedia online news site *The Rebel*, boldly bringing that same form of grassroots gumption to the fore as he did with his now-defunct Sun News daily show *The Source*. Created shortly after Sun News shut down in early 2015, *The Rebel* has thus far crowdfunded nearly \$200,000, and welcomed former Sun colleagues and veteran bloggers as contributors. As like Sun News, they’re holding the usual suspects’ feet the fire: CBC, the Wynne Liberals, President Obama, and Islamo-fascists to name a few.

Prior to his work in the media world, Levant, a lawyer by training, had been active in the Alberta conservative political scene, and had authored the political manifesto *Youthquake*, published by the Fraser Institute, at age 24.

In the early years of the *National Post*, Levant wrote for their editorial pages. He continued in the publishing world as founder and former publisher of the now defunct *Western*

Standard—a magazine that garnered much attention in 2006 when Levant was interrogated by a Human Rights Commission judge for publishing the famous Danish cartoons of The Prophet Mohammed.

His selfie testimonial on YouTube not only attracted hundred of thousands of hits, stirring vibrant free speech controversy, but became the inspiration for his book *Shakedown*.

Launched into the spotlight, Levant has since published four other books including *Ethical Oil: The Case for Canada’s Oil Sands* and his latest, *Groundswell: The Case for Fracking*. *The Jewish Review* spoke to Levant about being a rebel, and his recent book, *Groundswell*.

Jewish Review: How would you best describe The Rebel?

Ezra Levant: Sun News Network filled a demand for contrarian independent conservative news and commentary. Although our official ratings were not large, I sensed we had a substantial

following. For example, one of our videos reached a million views. We punched above our weight. So there are people who had been accustomed to receiving the other side of the story.

Instead of hauling through the nineteenth century bureaucracy in the broadcast world, or use twentieth century technology, we went above that. The weekend after the Sun folded, I uploaded the first video from my living room. Now we produce about 20 entries a day—some video, some written.

We’ve already received more than three million page views in three months. If you visit Alexa [the Internet measuring service], we’re ahead of many journalist websites, in the top two thousand.

We keep with the contrarian independent conservative flavour with Israel. We don’t buy into the soft anti-Israel conventional wisdom that dominates the other media. So all their stories fit within Israel being the aggressor, and the terrorists aren’t Muslim. We want to be more sober-minded in terms of reporting objectively.

We’re now looking for a mobile journalist in Israel—basically gathering news as he or she sees it and zipping it to us over the Internet. We’ll also have documentaries soon to be announced dealing with Israel.

So many of our viewers are interested in these topics for political reasons, for national security reasons, religious reasons, and they want to see what other media aren’t showing them.

JR: What was the inspiration for writing *Groundswell*?

EL: I wrote *Ethical Oil*, and I had looked at where oil comes from around the world trying to measure ethics of oil from different countries. I noted how it’s made in Saudi Arabia and Iran, differently from how it’s made in Canada and US.

I asked a simple question: If you don’t want your oil from Canada, please tell me where you prefer it from? Do you like the Iranian variety; do you like what they do in Sudan? In Venezuela? It wasn’t ►

WHAT IS FRACKING?

FRACKING IS THE PROCESS OF DRILLING DOWN INTO THE EARTH BEFORE A HIGH-PRESSURE WATER MIXTURE IS DIRECTED AT THE ROCK TO RELEASE THE GAS INSIDE. WATER, SAND AND CHEMICALS ARE INJECTED INTO THE ROCK AT HIGH PRESSURE WHICH ALLOWS THE GAS TO FLOW OUT TO THE HEAD OF THE WELL.

just an economic measure. It was how do these people treat the environment? How are they in terms of peace and terrorism? How are they in terms of worker's rights and civil rights?

I quickly noted, a lot of the same enemies of the oil sands are enemies of fracking for natural gas. A lot of the same arguments, a lot of the same funders, and at the end of the day a lot of the same beneficiaries—who wins if we don't produce oil and gas in Canada?

Well the obvious answer is that OPEC wins, and that every barrel of oil that is not sold by the oil sands, is a barrel of oil that the Saudis can sell. And same with natural gas. Every thousand cubic feet of natural gas that is not trapped in America, Canada, Europe, is a thousand feet of gas that Russia, Qatar and Iran will sell. Those are the three biggest natural gas countries in the world right now.

So this is very important from a strategic geopolitical point of view. Just a few months ago, as part of its slow moving war against Ukraine, Russia's Putin ordered the gas company in Moscow—51 per cent owned by the Kremlin—to turn off the taps to Ukraine. They've done this twice before. I'm trying to remind people that it's not just small potatoes here. Nations are at stake, freedom is at stake.

JR: Describe the process of fracking, as most people might not know.

EL: It was invented in 1947, and done more than a million times since. Although it's new

to a lot of people politically, it's actually tried and true. In Canada it's been done hundreds of thousands of times. In many ways it's the safest most environmentally clean way of producing energy of any sort.

You drill a well deep underground, and in normal oil and gas the good stuff just naturally comes into your well and goes up. But in shale rock the oil and gas is trapped in tiny little pores, almost like cells in the rock. And if you drill into it, it would be like putting a straw into an apple.

There's apple juice in that apple but it's trapped in tiny little pores. If you put a straw into a watermelon you're going to get a lot of juice; that's sort of what regular oil and gas is like.

Fracking is a short process, taking maybe a week. Once you've drilled into the ground, into the apple, the fracking trucks come, and they pump under high pressure water deep down into the well a mile or two underground, to crack open, to fracture, those tiny little pores. That's what all the pressure is for.

As soon as you turn off the trucks the cracks seal up because you've got a mountain of rock on top of it. So in addition to the hydraulic water, they have sand, because each grain of sand props open a crack and keeps it open.

So you pump in a million barrels of water, a trillion grains of sand and a little bit of fracking fluid, and that's like cracking open all the tiny pores in the apple. And then the fracking trucks go, and for years or even decades, all the juice from the apple, all the natural gas or oil comes out of that shale for years.

And they have one more thing, I call this the bendy straw.

When we think of drilling, we drill down and that's it. But these days they have something called horizontal drilling, which is deep underground. They slowly start to curve the direction of the drill, and they go 90 degrees.

And the reason that's so brilliant is because that's how sedimentary rock is. You've got this flat layer of shale rock with all this good stuff in it. Instead of going down 40 different wells, you just go down once and out all along the seam. So horizontal drilling combined with fracking not only makes this once useless shale rock so valuable, but it massively cuts down on your footprint on the surface.

It's not like some forms of energy, where we have open pit mines for coal. Every industrial process has its environmental side effects. But fracking is so minimal, it's incredible, and that's why it's so hard to hate. When you think of fracking there's nothing to look at. With the oil sands there's a bad image, with coal there are scars on the land. Greenpeace does well when you can demonize something.

But with fracking there's really nothing to demonize because it looks fine, and it's been done a million times safely, and according to the Environmental Protection Agency, there's never been a proven case of water contamination out of a million times. That makes sense

because you're fracking a mile underground. We get our water typically thirty or forty feet under the surface.

So it's a great technology, but who hates that? It's the people who have a dominant share of the market right now, the OPEC of gas: Russia, Iran and Qatar. They will do anything to demonize fracking because that would create competition all around the world.

JR: But what about the argument that this process uses millions of gallons of water? Isn't that wasteful?

EL: All industrial activity uses water of some sort. For an extreme example, ethanol based fuel. When you're growing crops for corn, to turn into ethanol fuel, that uses 750 times more water per unit of energy. In a sense you're growing crops then burning them as fuel. It's very inefficient. In terms of the lifetime flow of natural gas from a fracked well, it's a more modest use of water than just about any other process.

When you burn any hydrocarbon you release CO2 and water, and for every barrel of water used to frack a natural gas well, you get 10 barrels of water released from combusting the natural gas. So fracking is actually a net positive contributor to the hydro stream. Every barrel of water you use fracking, you get 10 barrels of water back.

JR: Now, what about those chemicals used to puncture the shale? Are they harmful?

EL: The actual fracking happens a mile underground, with a mile of rock on top.

Never has there been a case of fracking fluid in drinking water anywhere. The EPA says no confirmed cases.

I'm not saying there are no industrial accidents ever—every human endeavour has some impact. I bet there's a trace of oil where you park your car in front of your house. Humans make a bit of a mess.

The compound used is about 95 per cent water, four per cent sand, and trace amounts of other chemicals depending on the need. Oh my God, people cry, they use ethyl benzene. Well, ethyl benzene is in every industrial thing you can imagine. We use it to make Styrofoam cups that we put in our mouths every day. So would you drink raw ethyl benzene? No we wouldn't. But do we use it every day in stuff we put in our mouths? Yeah we do. So I think it's the desperation of the people who say there's chemicals in fracking; there's chemicals in your household cleaners. You wouldn't eat Windex or your dishwasher detergent, but if you use them properly they're not going to poison you.

If that is how desperate you are to defame fracking, that shows that you're really stretching.

JR: They also say that fracking causes earthquakes.

EL: I guess it's torturing the language, because technically any seismic event is an earthquake, and when you crack open the rocks ▶

“FRACKING’S NATURAL GAS BURNS SO CLEAN COMPARED TO COAL. I’M NOT ANTI-COAL, JUST COMPARING THE TWO. WHEN YOU BURN COAL, YOU GET SULPHUR RELEASED IN THE AIR, YOU GET PARTICULATE POLLUTION, AND WE CALL THAT SMOG. WHEN YOU BURN NATURAL GAS YOU DON’T REALLY HAVE A LOT OF THOSE ISSUES. SO IT BURNS CLEANER IN TERMS OF REAL POLLUTION, AND IN TERMS OF CARBON DIOXIDE.”

a mile underground that’s a seismic event. But a jackhammer is a seismic event, and so is a basketball bouncing. A woodpecker is a seismic event.

A fracking tremor is so tiny that it cannot be detected by any human. You would need extremely sensitive seismograph.

JR: What about the complaint this is simply burning more fossil fuels?

EL: Fracking’s natural gas burns so clean compared to coal. I’m not anti-coal, just comparing the two. When you burn coal, you get sulphur released in the air, you get particulate pollution, and we call that smog. When you burn natural gas you don’t really have a lot of those issues. So it burns cleaner in terms of real pollution, and in terms of carbon dioxide.

For the amount of energy released you get only half as much CO₂ as when you burn coal. Now I’m not against carbon dioxide; it’s plant food, but a lot of people are worried about global warming and carbon dioxide.

Natural gas is half as carbon intensive as coal. So because fracking has reduced the cost of natural gas so much in the United States, it has caused power companies to switch from burning coal in their power plants to burning natural gas, because it’s so cheap.

Well, that has reduced America’s greenhouse gas emissions by 11 per cent over the past five years. The US has cut its emissions by 800 megatons a year, more than any other country in the world. The environmental extremists can’t fundraise if there’s good news out there.

And second of all, it goes against the narrative. What? The oil and gas industry actually solved the CO₂ problem? The real problem is other countries like China?

So I think that environmentalists are being wilfully blind to the positive benefits of fracking

If you look at the secretary general of NATO, he announced that according to his intelligence, Russia has infiltrated Western environmentalist groups, specifically to undermine fracking, to keep eastern European countries dependent on Russian conflict gas.

I think we always have to ask the good journalistic question: Follow the money. ■

TOP FIVE *Levant Controversies*

1 In February 2006, Levant’s magazine Western Standard published the Jyllands-Posten Muhammad cartoons depicting Muhammad. Syed Soharwardy of the Islamic Supreme Council of Canada and the Edmonton Council of Muslim Communities complained about the publication to the Alberta Human Rights and Citizenship Commission.

2 In September 2010, Levant wrote a column for Sun Media accusing business magnate George Soros of funding www.avaaz.org, a group lobbying to stop Sun Media being granted a license for Sun TV News Channel, and strongly attacking Soros’s character and history by alleging that as a child he collaborated with the Nazis. Soros threatened to sue Sun Media for libel, urging Sun Media to issue a retraction and apology to Soros.

3 On November 18, 2010 and January 26, 2011, the Ontario Superior Court ruled that Levant was to pay Giacomo Vigna, a Canadian Human Rights Commission lawyer, \$25,000 and \$32,500, respectively. “Levant accused Vigna of lying to the Canadian Human Rights Tribunal, tampering with evidence, and suggested he’d been fired,” the National Post reported.

4 The Canadian Broadcast Standards Council (CBSC) determined that while hosting The Source in 2011, Levant violated the CBSC’s Code of Ethics by using a Spanish vulgarity on air. The violation of the Code occurred on December 22, 2011, when Levant, in a commentary on The Source, blasted Chiquita Brands International and its ethical record after the company stated it would discontinue using oil produced from the Alberta oil sands. Speaking in Spanish, Levant told a Hispanic Chiquita executive to go have sexual relations with his mother.

5 Ezra Levant was successfully sued for libel in 2015 by attorney Khurram Awan. According to his statement of claim and records of court proceedings, Awan claimed that Levant’s blog writings had repeatedly described him as being: “Khurram Awan the liar,” “stupid,” “a fool,” “a serial, malicious, money-grubbing liar,” and “unequivocally implied that he was an anti-Semite and perjurer.”

DEFYING THE NORM

Sherry Larjani on her rising success as a female Designer, Builder, Developer, and Entrepreneur

At 25, Sherry Larjani quit her job as an Intern Architect at a reputable Architecture firm in Toronto. Encumbered by tasks requiring long hours designing theoretical structures that she would never actualize, she felt frustrated at her lack of experience and involvement in the building process. In 2007, Sherry took a risk and accepted the seemingly impossible task of building a house from the ground up for her first client, her parents.



“I had no idea what I was doing. All I knew was that I couldn’t continue sitting at a desk designing buildings when I didn’t know how to build them. I wanted to be on site, working with materials and seeing projects come together. Ultimately I had to be fearless. As a woman in a male-dominated industry, this wasn’t easy. In the beginning, I was a sponge learning a hundred things every day. Now when I contract and subcontract work, I know exactly how to materialize the designs that I create. That is invaluable. I can promise my clients high quality building standards because I know how to deliver it.”

According to Stats Canada, only 1.9% of females are employed in the construction industry, compared to 13%

of males (2014). This gender gap has resulted in raised eyebrows and pervasive skepticism when Sherry tells clients that not only is she a designer, but also a builder. “Sometimes in life you have to take risks for the things that are really important to you. For me that was having more control of my profession and overcoming the challenges of being a young female builder. I could not be happier doing what I love every day and helping my clients manifest their ideas.”

Today, at 33, Sherry is a mother, Architectural Designer, Builder, Developer, and Founder of a successful firm, NettHaus – one of Toronto’s leading Design-Build companies.

NettHaus, whose name was inspired by the German words Nette, meaning “Nice” and Haus, meaning “House”, has its roots in Sherry’s mixed German, Iranian, and Canadian upbringing. Working across design scales from interior spaces to custom homes and commercial properties, NettHaus is a full-service interdisciplinary firm. Projects include traditional to modern residential and condominium renovations, complete custom build homes, additions to existing buildings, commercial interiors such as lobby renovations and commercial new construction, townhouse design and construction, as-built plans, and staging for resale. All projects are visualized for clients using high quality 3-D renderings that include material finishes. NettHaus is committed to the highest design and building construction standards, striving for environmentally and socially responsible building practices.

More recently, NettHaus has expanded to include Planning and Land Development services, liaising with developers, realtors, investors, and municipalities to enhance the value of properties and create strong, livable communities across the GTA. NettHaus offers project management, planning, and design services for entire projects from start to finish through the approvals process. Currently the firm is working on several townhouse, residential subdivision, and commercial development projects in Richmond Hill, Newmarket, and Barrie.

“We have come a long way, but this is just the beginning”, says Sherry. “NettHaus readily accepts new projects and challenges, seeing this as a catalyst to our continued growth and success.”

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Northern Force Security is a distinctly unique security company formed at the beginning of 2015, located in Toronto, Ontario. It was founded by former Israeli Defense Forces combat and security professionals and anti-terrorism specialists.

Company President, Pavel Lifanov, explains the idea behind this business endeavor: "When we started our company we were engaged primarily in security consulting and VIP protection services. We quickly identified a large gaping hole of unmet needs within the Canadian security industry and decided to offer our unique set of capabilities to serve these needs to a broader range of clients. Our company differentiation is that we combine our international security experience, with our unique Israeli anti-terrorism expertise, applying these practices to the security needs of the Canadian market. We personally train our security professionals to think and act differently and to be prepared for the unexpected. We have witnessed several critical deficits in preparedness of security protocols within the broader competitive offerings in the Canadian security industry, and we are correcting those deficiencies with our unique and differentiated approach. We apply only the most rigorous of global best practice security and anti-terrorism prevention. Northern Force Security will not only prevent injury and loss of life, but we will ensure high standards of protection to physical assets and intellectual property. We work to prevent all types of security breaches for our clients."

It is obvious that with the rising threat of global terrorism having reached Canadian soil, the unique capabilities and experience of Northern Force Security's founders in the area of security and anti-terrorism prevention is an important factor in the protection of their clients' assets. Their experience in contemporary security services and anti-terrorism tactics combined with a high level of customer service is a unique combination within the Canadian market.

The time has come in Canada to treat security in a serious way, learning from Israeli trained and experienced Global security leaders; applying this knowledge to the Canadian market. Northern Force Security, and their Israeli born founders, are single handily moving forward, upgrading the standards and level of security, anti-terrorism prevention, and customer service for all Canadians.



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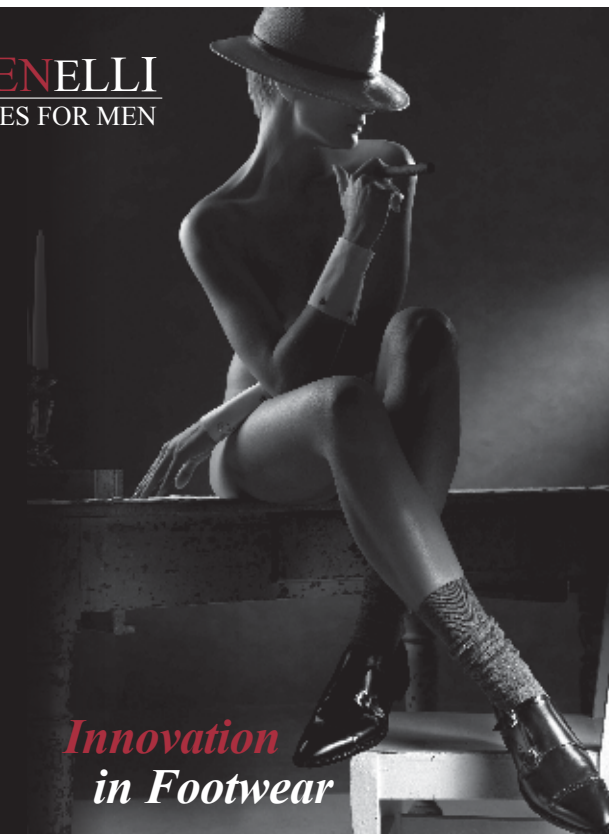


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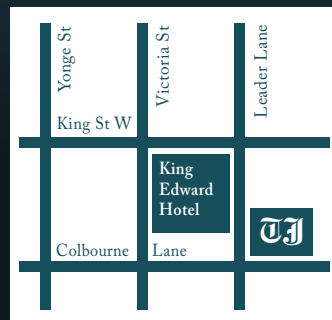
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JEWISH CHILDREN NEED JEWISH FOSTER PARENTS

BY JO MICHAEL

BY PROVIDING ROUND-THE-CLOCK SUPPORT, MONTHLY FINANCIAL ASSISTANCE, HOME VISITS, ONGOING TRAINING AND RESPITE CARE, JF&CS MAKES LIFE AS EASY AS POSSIBLE FOR FOSTER FAMILIES.

"When I was seven years old, I figured out that if I wore two or three pairs of pants at the same time, it wouldn't hurt as much when my stepfather hit me with a hockey stick," Alex told me.

It was early 2010, and I had only been working at Jewish Family & Child (JF&CS) for about six months. I was interviewing Alex as part of my ongoing learning about the organization's efforts with child abuse and neglect in the Jewish community. Before I started working at JF&CS, I was uninformed on the topic. Which meant that thousands of other Jewish Torontonians likely were as well.



Alex
Photo: Ryan Van Der Hout,
Luminous Weddings Photography



Alex, now a law school graduate, is one of a number of Jewish children taken into the care of JF&CS—a government mandated Children's Aid Society (CAS) and the only Jewish CAS in Canada.

"My mom and stepfather spent every penny on alcohol," Alex continued. "They'd send my older sister across the city on the bus to buy them cheap booze on the black market. They'd send me alone to the mall to steal toilet paper from public washrooms. My stepfather would hit me constantly and beat my sister when she'd try to help me."

After an especially bad episode, Alex's sister ran to a friend's house where she confided that she was scared for her and her siblings' lives. Fortunately, her friend's parents knew to call Jewish Family & Child. Less than 24 hours later, a social worker from JF&CS, accompanied by a police officer, brought Alex, his older sister and

their neglected baby sister to a warm and welcoming foster home.

"It took a while to adjust to living with my first foster family, but all of the adjustments were good ones," says Alex. "Suddenly it was like I didn't have to worry anymore about being beaten up or running out of food. I could start to be a normal kid, even if I wasn't sure what that really meant yet."

Now that I've worked at JF&CS for many years, I am aware that Alex's story—though heart wrenching—is sadly one of many. At any given time, there are about 50 kids, from infants to teens, in JF&CS' care. And getting them into good homes is key.

Research shows that when a child is placed in a stable foster or extended-family home where they feel loved and connected, he or she is more likely to graduate from high school, advance to post-secondary

"WHEN JEWISH CHILDREN CANNOT BE CARED FOR SAFELY BY THEIR PARENTS, THEY MAY NEED TO BE PLACED IN FOSTER CARE. AND WHEN THERE AREN'T ENOUGH SUITABLE JEWISH FOSTER FAMILIES AVAILABLE, THEY MAY BE MOVED OUTSIDE OF THE JEWISH COMMUNITY OR INTO A GROUP HOME."

— TALYAH BRESLIN

education, gain meaningful employment and stay connected to the community.

"The safety and wellbeing of our community's children is our number one priority," explains Talyah Breslin, JF&CS' Director of Service, Child Welfare. "When Jewish children cannot be cared for safely by their parents, they may need to be placed in foster care. And when there aren't enough suitable Jewish foster families available, they may be moved outside of the Jewish community or into a group home."

Perhaps you've seen JF&CS' bright pink signs dotting the city. They simply state: Jewish Children Need Jewish Foster Parents. This recent campaign is in response to the decreasing roster of appropriate, skilled families and the disparity in the growing need for them. It's not that people don't want to help—it's quite the opposite, really. However, when our community members reach out to JF&CS wanting to make a difference to vulnerable children, they usually do so through generous (and much appreciated) donations. What JF&CS doesn't receive often enough is a phone call from someone who is willing to add an extra seat to their dinner table.

The fostering process is a detailed one. But it starts with a simple discussion.

Robert and Debi Schacter are one of the families that has taken it on. "Taking care of Jewish children in need is a tradition spanning generations of Jewish families in Canada," the couple says. "We feel that it is our continued responsibility to give back to our community, and fostering has been the most rewarding way we could ever think to do so. We feel extremely fortunate to help ensure a safety net is there for vulnerable children in need of a loving home, and we encourage everyone who is capable to likewise regard themselves as guardians of our Jewish future."

Rabbi Ronald Weiss, JF&CS' Director of Chaplaincy notes: "The Talmud teaches us (Kesubot 50a) about one who is constantly involved in the mitzvah of tzedakah. Here the term tzedakah does not refer to giving money to charity. The literal translation is acting righteously. One who gives charity is a person who acts righteously, but of course, there are other activities through which

one behaves in a righteous fashion. When the Talmud speaks of one who is involved in tzedakah, the example it cites at all times, is one who raises and gives support to a child. Providing a safe haven to a child is seen by our Sages as the pinnacle of continuous righteousness."

With 120 staff and a \$19 million budget, JF&CS provides an extensive array of services to its foster families including round-the-clock support, monthly financial assistance, home visits from social workers, ongoing training and skills development, holiday celebrations, and respite care.

With all that said, the decision to foster requires profound consideration and may still seem overwhelming. JF&CS understands that more than anyone, but consider this: How much more overwhelming must it be for the children who are not safe or secure in their own homes?

In the words of Dr. Martin Luther King Jr: "You don't have to see the whole staircase; just take the first step." For someone like Alex, that first step can be crucial.

"Some people still take pity on me and my childhood," Alex recalls. "But I tell anyone who sees my life as unfortunate that I was actually one of the lucky ones. I got out. Jewish Family & Child saved my life." ■

Jo Michaels is Manager of Marketing and Communications at Jewish Family & Child. For more information, please visit jfandcs.com/fosterandadopt or call 416-638-7800.





The Shabbat Project

KEEPING it together

BY SIMON APFEL

LAST OCTOBER, A MILLION JEWS AROUND THE GLOBE OBSERVED SHABBAT TOGETHER. THIS YEAR, THE SHABBOS PROJECT PLANS TO DO IT AGAIN.

“LIFE WOULD NEVER BE THE SAME AGAIN.”

James Kennard, the principal of Mount Scopus Memorial College in Melbourne, Australia, was reflecting on an extraordinary Shabbat that many believe has changed the face of Melbourne Jewry. But he might just as easily have been talking about the rest of the Jewish world.

On October 24 to 25, 2014, a Shabbat was felt and celebrated across the globe like none before it. One million people in 465 cities and 65 countries around the globe—in Toronto and Tokyo, LA and London, Melbourne and Moscow, Buenos Aires and Berlin, Manila and Montreal, Addis Ababa and Ashkelon, Sao Paulo and Seattle, and everywhere in between—Jews of all walks of life united to observe a full Shabbat together.

The Shabbat project was first introduced in South Africa in 2013 by the country's Chief Rabbi Dr. Warren Goldstein, who, together with creative director Laurence Horwitz and a talented team of strategists, social media experts, project managers, designers and writers in Johannesburg, ensured that the initiative went global the next year.

"There is no love more sincere than the love of food"



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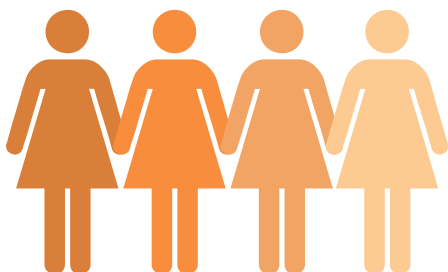


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LBS OF YEAST

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LBS OF FLOUR



*THEY DIDN'T JUST COME
FOR FRIDAY NIGHT; THEY
RETURNED FOR LUNCH
THE NEXT DAY. AND THEY
DIDN'T JUST WALK EITHER;
THEIR WHOLE FAMILIES
KEPT SHABBAT IN FULL.*

In the build-up, it was described as “the most ambitious Jewish identity initiative ever undertaken,” and “an experiment that has no precedent in modern Jewish history.” Well, the giant undertaking was a huge success. The experiment went off without a hitch.

“It was thrilling and inspiring to witness Jews from across every conceivable divide—language, culture, ethnicity, geography, observance—viscerally embrace the Shabbat Project,” says Goldstein.

“We saw the possibility of a Jewish life based on unity, on care for our fellow Jew. We saw the possibility of transcending all the barriers and differences that seem to separate us. The Shabbat Project showed us that we can overcome the divisions of the past, reclaim our spiritual heritage and become better people.”

Goldstein says that Canada can be tremendously proud of the fact that Toronto “emerged as one of the global hubs of the Shabbat Project.”

THE SHABBAT THAT SHOOK THE WORLD

In Toronto, 400 families were set up with Shabbat hosts via the Shabbat Project website while a further 1,000 families were set up within the community via block parties. “We had 24 participating shuls who had programs running all evening and all day,” says Dena Bensalmon, who spent that Friday night “Shabbat Project hopping” across the city to experience as many of these events as possible. She reckons she encountered 3,000 people that evening.

One particular community in Toronto set Seuda Shlishit tables for 250 people and 1,000 showed up. Many of the city’s synagogues reported overflows.

Simon Pinto reports the same phenomenon in São Paulo, Brazil. At one of the city’s synagogues, 30 people on average attend a regular Shabbat service. That Shabbat, there were more than 700. Another that normally attracts about 50 attendees had to find space for 400. And these were just the ones Pinto heard about. There were 26 other synagogues across the city that were involved in the Shabbat Project.

In Buenos Aires, thousands of Jewish families hosted others who had never before experienced a Shabbat. One individual got hold of a list of the people in her neighborhood and invited all of those with Jewish surnames. Another reported having kept Shabbat even though he had never even fasted on Yom Kippur.

Iara Antebi Sacca, a local college student, attended an inner city youth dinner for 100 people: “The energy was amazing. I’ve never been to such a meaningful, unified event. We were so different from one another, but there was something bigger than ourselves pulling us together.”

Street dinners, some involving up to a thousand people, took place all over the globe, including one in virtually every Jewish neighborhood in Johannesburg, and another in Melbourne that sat people at one long table stretching for almost half a kilometre.



MEXICO



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TORONTO

Marquees went up in people’s backyards, while dining rooms, living rooms and kitchens were merged as homes were filled with wall-to-wall guests. The Hoff family of Golders Green, London, hosted 100 people for lunch in a big tent in their garden, while in the adjoining suburb of Hendon, the Nissim family hosted a full Shabbaton in their house for 150 more. Melbourne’s Simon de Winter hosted a Friday night dinner for 70 friends. His one condition—that they at least walk to his house and back.

“I was amazed,” he says. “They didn’t just come for Friday night; they returned for lunch the next day. And they didn’t just walk either; their whole families kept Shabbat in full.”

PRE-SHABBAT CHALLAH BAKES

Of course, the initiative was about more than just Shabbat. Indeed, it was the Challah

Bakes—mostly held on the Thursday evening before the big Shabbat—that set the Shabbat Project celebrations in motion.

These extraordinary events saw women of all ages and levels of observance gather together en masse in cities around the world to prepare Challah dough, often accompanied by live music and spontaneous singing and dancing.

At the Miami Beach Convention Center, 4,600 women combined 10,000 eggs, 3,960 pounds of sugar, more than 25,000 ounces of vegetable oil, 250 pounds of salt, 12,320 pounds of flour, 80,256 ounces of water and 154 pounds of yeast into around 9,000 loaves.

Not far behind, Buenos Aires drew 4,500 women to a city park next to a lake, with a queue stretching for three blocks. Meanwhile, a Challah Bake in London drew more than 3,000 women. The response was so great that there were nearly 800 on the waiting list for the event. And elsewhere in

An amazing view of the Havdallah Concert in Buenos Aires, capturing the tremendous scale of the event



Europe, a Challah Bake in Paris was presided over by the Chief Pastry Chef to the French President.

Sold out Challah Bakes also took place in scores of cities across the North, South and Central America, including San Diego—billed as one of the largest outdoor cooking events in San Diego history.

In Toronto, the Challah Bake saw 2,500 women at the Embassy Grand, with another 800 women assigned to a waiting list and nearly 150 turned away at the door!

POST-SHABBAT HAVDALLAH CELEBRATIONS

And just as the inaugural international Shabbat Project began with a bang, it ended with one too. As the stars came out on October 25, jubilant scenes erupted across the world. And people gave vent to their feelings in the most fitting way possible—through song and dance—flocking to Havdallah concerts on what has now officially become the busiest weekend of the year for Jewish musicians.

Israeli musician Gad Elbaz and folk singer Shlomo Katz played to 1,800 in Toronto; a capella phenomenon, the Maccabeats joined the IDF choir for a concert in San Diego covered by local TV news; and after kicking off the Five Towns Challah Bake, Eitan Katz (Shlomo Katz's brother) travelled over 3,200 miles, ending Dallas's Shabbat Project festivities with a unity concert at the Metroplex. Meanwhile, Soul Farm rocked out at Manhattan Beach, and UK pop sensation Alex Clare joined the Moshav Band at a wet but spirited open-air concert in Johannesburg.

But it was Melbourne and Buenos Aires that had the biggest events. The concert in the Argentinian capital, organized with the help of the government and broadcast live on national television, drew as many as 13,000 people to a city park adjoining the Buenos Aires planetarium.

And across the ocean, some 10,000 people gathered in Caulfield Park, Melbourne for one of the biggest stand-alone Jewish events in the city's history.

Ali Martell, a well-known writer photographer from Toronto,

rediscovered Shabbat after observing it for the first time in years.

“Something interesting happens when your kids have to play an actual board game instead of something that requires button-smashing. Something interesting happens when you sit down on the couch with a blanket, a book, and some tea and you can't use your remote to catch up on the oft-disappointing-these-days-but-you-can't-stop-watching Grey's Anatomy. Something interesting happens when you sit at a lunch table with friends and just talk, since you can't use your phones, you can't Instagram, you can't just take a quick work call, you can't just watch that cute panda video everyone's sharing on Facebook.”

Martel was brought on board to help capture the magic at the Toronto Challah Bake as well as the Havdallah Concert. “And in between those two busy and full-of-lovely-energy events,” she says, “I stopped, I rested, I put the camera down, and I kept Shabbat. It wasn't the first time. But it's the first one that got under my skin. This is a Shabbat that will stay with me.”

As it will with many others. ■

WHAT'S NEXT

In 2015, the idea, once again, is to reinforce the notion that Shabbat is something that anyone can embrace, regardless of one's background, disposition, or level of Jewish observance or affiliation. The Shabbat Project hopes to encourage those for whom Shabbat is a new—and perhaps even somewhat foreign—concept to immerse themselves in the full Shabbat experience in order to feel the joy, and deep spiritual, physical and familial rejuvenation that the “Day of Rest” affords.

This year will see even more focus given to support grassroots efforts within various communities around the world. This is perhaps most evident in Israel, where an intensive ground campaign is underway which will see Challah Bakes, huge family dinners, festive prayer services, walks, children's activities, Havdallah events and more.

To support these efforts, a digital engagement platform called The Table is being created for partners and volunteers on the ground to plug into. The platform will include guides and info on how to get involved and run events. It will also allow users to share and utilize best practices, showcasing successful Shabbat Project events around the globe.

Other things to look out for include: A new customizable website that will be a one-stop shop for those looking to be involved in the Shabbat Project around the world; a hard-hitting video campaign revolving around the Shabbat Project DNA (the initiative's guiding principles); and a concerted drive to bring more A-list celebs on board.

So mark your calendars and save the date: Looking forward to celebrating Shabbat with you on October 23 to 24, 2015.

For more information, visit theshabbosproject.org and theshabbatproject.ca.

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ISRAELI MEDICAL DEVICES SAVE LIVES IN NEPAL

— BY ABIGAIL KLEIN LEICHMAN/ISRAEL21C

Israeli medical devices and technology help teams locate and treat victims, says United Hatzalah paramedic in charge of a three-organization relief effort.



Israeli innovations like the Emergency Bandage and the Pocket BVM, a manual ventilator to assist people who are not breathing, are just two of the technologies that are being put to use in saving lives in earthquake-stricken Nepal.

According to Israeli paramedic Dov Maisel, speaking to ISRAEL21c from Nepal's badly-damaged capital, Kathmandu, a number of innovative Israeli technologies have been packed into 60 cases of medical and search-and-rescue equipment arriving at Kathmandu today for his 25-member Israeli disaster response team.

"A lot of our equipment is Israeli-made," said Maisel, a volunteer with Israel's United Hatzalah voluntary emergency response network and director of international operations for IsraelLife, an umbrella organization for which he is coordinating a joint disaster response team from United Hatzalah, ZAKA and FIRST rescue and recovery nonprofits.

The Emergency Bandage has a built-in pressure bar to stop bleeding and was invented by a former combat medic in the Israel Defense Force. It's been credited for saving lives of US servicemen in Iraq, as well as Arizona Congresswoman Gabrielle Giffords.

Another cutting-edge technology from the Israeli battlefield is being used in the IDF's field hospital in Kathmandu: freeze-dried blood powder that can be mixed with water to give transfusions. "If you are taking plasma of patients you have to keep it frozen and it won't survive. With this, you just add water and it's like fresh plasma. We've used it in other missions and it's very helpful," says Col. Dr. Ofer Merin, medical commander of the IDF field hospital.

Israeli aid workers are also using atmospheric water generation technology from Israel's Water-Gen to pull drinking water right out of the air.

In addition to other blue-and-white supplies, the Israeli paramedic crew is mapping its activities using a satellite-based smartphone technology created for United Hatzalah, called the NowForce Life Compass.

"It works most of the time here," said Maisel, explaining that reception is spotty and there is no electricity outside Kathmandu to charge mobile devices.

Maisel, whose call with ISRAEL21c was ended prematurely due to communication problems dogging the country since the magnitude 7.9 earthquake hit on Saturday, said that despite press accounts of some chaotic scenes, such as Nepalese citizens storming the airport, he has not witnessed any panic so far.

"As we're driving around Kathmandu, I see a relief van at the side of the road distributing food, with a line of 100 people behind it in an orderly queue," he said.

"The people here believe in karma, so there's acceptance. But most are not sleeping in their houses, either because of fear of additional aftershocks or because of damage to their house. Every piece of ground in the city is covered with tents." ►



Pocket BVM



Emergency Bandage



A strategy meeting before the delegation took off. In the vest is Yehuda Meshi-Zahav, founder of ZAKA rescue-and-recovery organization.



The first half of the joint IsraelLife delegation heading to Nepal from Tel Aviv, April 27. Photo courtesy of IsraelLife Foundation.

“THE EARTHQUAKE AND ITS AFTERSHOCKS SHOOK THE ENTIRE HIMALAYAN REGION, KILLING AT LEAST 4,300 PEOPLE, A NUMBER THAT IS STILL RISING. ACCORDING TO RECENT REPORTS, MORE THAN 5,000 PEOPLE ARE INJURED.”

He added, however, that the real humanitarian disaster is in Gorkha, a rural area three hours northwest of Kathmandu. “We’ll get there early tomorrow morning,” said Maisel, who is waiting for the second half of his joint delegation to land in Nepal.

Maisel and his colleagues arrived in Nepal after a long flight that took them through Hong Kong and Bangladesh. The delegation has secured six jeeps, generators and water and intends to spend two or three weeks rescuing victims, retrieving corpses and treating the injured.

“After we set up camp in Gorkha and start building frontline clinics, we’ll provide community care, not just for those affected by the quake, but also vaccines, antibiotics and bandages. They have none of that at the moment,” Maisel said. “There are many rescue units here from different countries and there’s a lot to do everywhere.”

The crew brought much of its own food, including kosher energy and chocolate bars, but expects to eat sparingly while in Nepal. Maisel, a 40-year-old resident of Ramle, said that so far he has not seen actual food shortages, but acknowledged that many grocery stores are closed.

The earthquake and its aftershocks shook the entire Himalayan region, killing at least 4,300 people, a number that is still rising. According to recent reports, more than 5,000 people are injured.

Most of the 600 Israelis in Nepal for backpack tourism or to pick up babies born to surrogate mothers have been located. This afternoon, Israel’s Foreign Ministry announced that the number of Israelis unaccounted for has gone down from 50 to 11.

As of today, more than 338 Israelis—including infants and parents, and injured Israelis and tourists—have been airlifted home by the IDF and other organizations including Magen David Adom. Israeli Ambassador to Nepal, Yaron Meir told Israel Radio that two helicopters are attempting to rescue about 60 Israeli hikers in Langtang National Park.

Eli Pollak, CEO of IsraeLife, noted that all those in the 25-member joint delegation have experience from other disasters, such as in Japan, Haiti and the Philippines.

“We decided to enlist the cooperation of the prominent Israeli emergency agencies in order to maximize the capabilities of the delegation, which is made up of experts in serving the needs of the disaster area. We are preparing for a long stay that will provide solutions to the Israelis living in Nepal and local residents,” Pollak said.

Maisel says his participation in the mission is tough on his family. “They’re proud, but not happy. My son earlier today asked when I’m coming home, and I just got here.” In another high-tech twist to the story, three Israeli humanitarian aid organizations (Magen David Adom, Tevel B’Tzedek and the 3 Million Club) are raising funds for specific needs in Nepal, such as food and medical supplies, jointly through give2gether, an intelligent online fundraising platform where 100 percent of the donations will go to helping those affected by the earthquake. ■

Abigail Klein Leichman is a writer and associate editor at ISRAEL21c. Prior to moving to Israel in 2007, she was a specialty writer and copy editor at a daily newspaper in New Jersey and has freelanced for a variety of newspapers and periodicals since 1984. Read more at israel21c.org

GIZMOLICIOUS

THE MUST HAVE GADGETS OF 2015

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Equipped with 36 individual cameras, the Panono captures 360° high-definition panoramas with both a horizontal and vertical field of view. An international patent for the Panono Camera is pending. Panono GmbH was founded in 2012 by Jonas Pfeil, Björn Bollensdorff and Qian Qin, and is based in Berlin, Germany.

www.panono.com

\$821



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www2.withings.com

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NUDEAUDIO SUPER-M PORTABLE WIRELESS BLUETOOTH SPEAKER

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www.amazon.com

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THE PETCUBE

The Petcube is like a baby monitor for your pets - but better. The device has a built-in camera, a laser, and a speaker for engaging your pets in a variety of ways while you're out of the house. The device live-streams video of the room it's in. Its wide-angle camera aptly captures an entire room and it streams in 720p HD. When streaming video, if you interact with the touchscreen of your smartphone, the built-in laser is activated and you can play with your pets as they follow the light around. If your pet is getting into mischief, the app also allows you to talk to them through the cube and tell them to cut it out.

www.petcube.com

\$199



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Besides giving your eyes a break from glowing screens, writing by hand results in greater comprehension. With Moleskine's Evernote technology, you write a note, then take a picture of the page with your phone. The app uses the page's dots to decipher the ink, turning your handwriting into searchable text.

www.evernote.com

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www.gunnars.com

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POLAROID ZIP

The Polaroid Zip is a small box about the size of a large smartphone, weighing 186 grams (6.6 ounces) and it's just less than an inch thick. And it's a photo printer. Similar to the Fujifilm Instax Share SP-1, the Zip connects to your iOS or Android device via Bluetooth and using a free app, you can take photos you shot with your phone and create small, 2x3-inch prints.

www.polaroid.com/zip-instant

\$130

TRUNKSTER

Trunkster was designed for wanderlusters seeking the most streamlined travel experience. Rather than just adding smart features to existing luggage, we aspired to introduce a game-changing design with our evolutionary sliding door. The last major update to the core design of luggage was wheels. And while many cool new features have been introduced since then, most have failed to improve the actual experience of using luggage.

www.trunkster.co

PREORDER



TRACKR BRAVO

Forgetful folks rejoice! The new TrackR Bravo helps locate your missing items with an easy-to-use iOS and Android app. Starting at only \$29, the small tracking device attaches to your keys, purse, computer or even pet. The small hole at the top of the TrackR Bravo allows you to insert a keyring or string, but you can also stick it onto an item using an included adhesive sticker. At 3.5mm thin, it's as small as a tasteful souvenir keychain, and its sturdy aluminum exterior helps keep it protected. Available in a variety of colors (custom engraving is available).

www.thetrackr.com

\$29



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www.soundwall.com

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PANASONIC LUMIX CM1

The new Panasonic Lumix CM1 is best thought of as a high-quality compact camera with a top-end phone squashed into it. Its metal and leather-effect rubber body houses a huge 1-inch sensor that delivers 20-megapixel shots in JPEG and raw, it uses a 28mm Leica lens and offers full manual control of settings.

www.panasonic.co

\$999



Cruise Control



1



2



3

With sunshine filled days, tranquil ports and the beauty of the ocean, summer is the perfect time to dazzle with gorgeous resort wear, perfect for your next beach vacation, European expedition or family cruise.



4



5



6



7



8

1 Lauratowe ankle-wrap wedge sandal
bergdorfgoodman.com
\$765

2 Sliced agate necklace with leather tie
taniagleave.com
Price upon request

3 Christian Dior Spring Summer 2015
dior.com
Price upon request

4 Swarovski embellished silk bustier dress
mariefrancevandamme.com
\$815

5 AMALFI swimsuit
valimare.com
\$325

6 Paradiso Roberto Cavalli for women
parfums.robertocavalli.com
\$122 for 75ml

7 Embossed metallic leather passport holder
mariefrancevandamme.com
\$100

8 Havana acetate square-frame sunglasses
gucci.com
\$495

FACE to EYES

ANDREW LADERMAN, 35, IS OWNER AND OPTICIAN AT 312 OPTICAL STUDIO, A CHIC EYEWEAR BOUTIQUE IN THE HEART OF KENSINGTON MARKET. HE FITS, FIXES AND DISPENSES LENSES TO CORRECT YOUR VISION AND FINDS THE FRAMES THAT BEST SUIT YOUR FACE. HERE, HE TALKS TO THE *JEWISH REVIEW* ABOUT HIS LOVE FOR GLASSES, THE OLDEST JEWISH NEIGHBOURHOOD IN TORONTO AND HIS STORE.

With a John Lennon portrait adorning the storefront, local art for sale inside, and a nice Jewish couple manning the helm, 312 Optical Studio is not your typical optical shop. And that's a good thing, because running a glasses store in this city is anything but typical.

Andrew Laderman and his wife Rachel rented the 100-year-old storefront on College Street just west of Spadina Avenue just over two years ago, a spot that was originally Rachel's great-grandmother's first home and, later, her family's hardware store. Heavy with history, the couple decided ▶





“OUR NEVER-WORN VINTAGE DEADSTOCK START AT ABOUT \$100 INCLUDING PRESCRIPTION WHILE OUR HANDMADE JAPANESE GLASSES CAN RUN UP TO \$700 BEFORE LENSES. AND WE CARRY EVERYTHING IN BETWEEN.”

to restore the location to its original design, landing them a Community Builder Award from the Harbord Village Resident’s Association.

But it’s been a bumpy road to success. 312 has been tagged with graffiti three times in its short life, the first just a month after they opened shop. And a rainstorm in 2013 flooded the basement, requiring a complete renovation.

Hardest of all is the fact that the optical industry has been fighting an uphill battle lately. The internet has become a monopoly when it comes to optical sales, and people don’t have the time or money to shop local.

Purchasing anything online is certainly easier than trekking out to a bricks and mortar location. And buying glasses online is definitely cheaper than opting for a boutique. But Laderman is out to change that perception. And he’s got a list of reasons to convince you he’s right.

Jewish Review: When did you open your optical shop?

Andrew Laderman: After a decade in the optical business, I learned a great deal from my former employers, colleagues and patients. What better time in my young life to take a chance and do this on my own? Naturally, starting a new business is a lesson in learning. It’s also an ongoing process. Now in our third year of business, I’m surprised at how well received we’ve been, from the surrounding communities and by the city as a whole.

JR: What makes you different from the others?

AL: Two reasons: Our frames and our customer service. We’re totally different from the run-of-the-mill stores you’ll find in any mall in North America. Typical optical stores carry name brands that are machine made and mass produced, while we carry eyeglass brands that most people have never even heard of, the majority of which are handmade all over the world. The problem with mass produced frames is that quality control suffers in large quantities, so we like to stay away from that. And it’s not just our frame quality that makes us different. I try to educate people on the benefits of good lenses, making sure you’re getting what will work best for you. It’s our attention to customer service, which seems like a lost art in today’s world.

JR: Speaking of art, you have some hanging on the walls of your shop.

AL: Eyeglasses have become the number one fashion accessory for people in the world and everybody has their own style they want to portray. Some people want them to make a statement and certain eyeglasses, especially the handmade ones, have become a real piece of art you can wear right on your face. From the colours, to the eccentric designs to even the materials used, we find that eyeglasses should be treated like art. So we’ve expanded that idea to our walls as well. We have local artists showcase their paintings in our store and we sell them as well.

JR: Why this location?

AL: There are a few reasons why I chose this location in the whole city of Toronto. We’re steps from Kensington Market, a community that blossomed when Jewish Eastern Europeans immigrated to Canada to start their new lives. Two of Toronto’s oldest synagogues are in Kensington Market and are still operating today. Another reason I chose this spot is because it is the exact same location of my wife’s great-grandmother’s first home. She opened a hardware store here in the 1940s and we were fortunate enough to find the location empty. Plus, the area around us is gentrifying and becoming a family-oriented, classy little neighbourhood.

JR: What are some of the brands you carry?

AL: We carry brands from all over the world, but the majority are brands most people have never heard of. For example, Res/Rei, are handmade in Italy. They use a cotton-based plastic, making these a higher-end line because all of their frames are virtually a piece of art. In fact, their tag line is “Handmade In Italy With Love.” Another high-end line we carry is a brand rich with history: Oliver Goldsmith. This brand has been around since the early 1900s but made itself known in the early 1960s, by making some of the most iconic eyewear known today: Audrey Hepburn’s Sunglasses in Breakfast at Tiffany’s, John Lennon’s round frames, Michael Caine’s glasses in The Ipccress File (which can all still be purchased today, handmade in Japan or Italy). We carry a large selection

of sunglasses as well, varying in price and quality. And we do carry some well-known name brands, like Ray-Bans. We also have real wood frames that are handmade in San Francisco, faux wood frames made here in Toronto, and we’ve even created our own unique brand of frames from Germany. Of course, we’re known for our array of never-worn vintage frames from the 1960’s to the 1980’s, which is definitely a sight to see.

JR: What’s the average cost per pair?

AL: There’s a big range in price. Our never-worn vintage deadstock start at about \$100 including prescription while our handmade Japanese glasses can run up to \$700 before lenses. And we carry everything in between.

JR: Who is your customer base?

AL: Our customers are Torontonians of any age, gender, and ethnicity. Rich or poor, we’re all the same when it comes needing eyeglasses for correcting vision or sunglasses for blocking out those harmful UV rays. I enjoy my job because sight is truly a gift not all of us have.

JR: Don’t people just buy glasses online these days?

AL: Don’t even get me started on that. I’ve written an entire blog series on our website about why it’s just so much better to buy in person. I’ll give you my three main reasons.



“I ENJOY MY JOB BECAUSE SIGHT IS TRULY A GIFT NOT ALL OF US HAVE.”

First up: Frames. You get what you pay for. Because they’re mass-produced in an assembly line, online glasses are always flimsier than what you’ll get at an optical store. And, practically speaking, the perfect fit is all-important. You can’t risk an online purchase when it’s all about comfort.

Second, let’s talk lenses. It’s easy to make a mistake inputting your prescription online. And measurements like pupillary distance are not a do-it-yourself kind of thing. Plus, getting the right lenses made of the right material should be treated as something as unique as you are. ▶

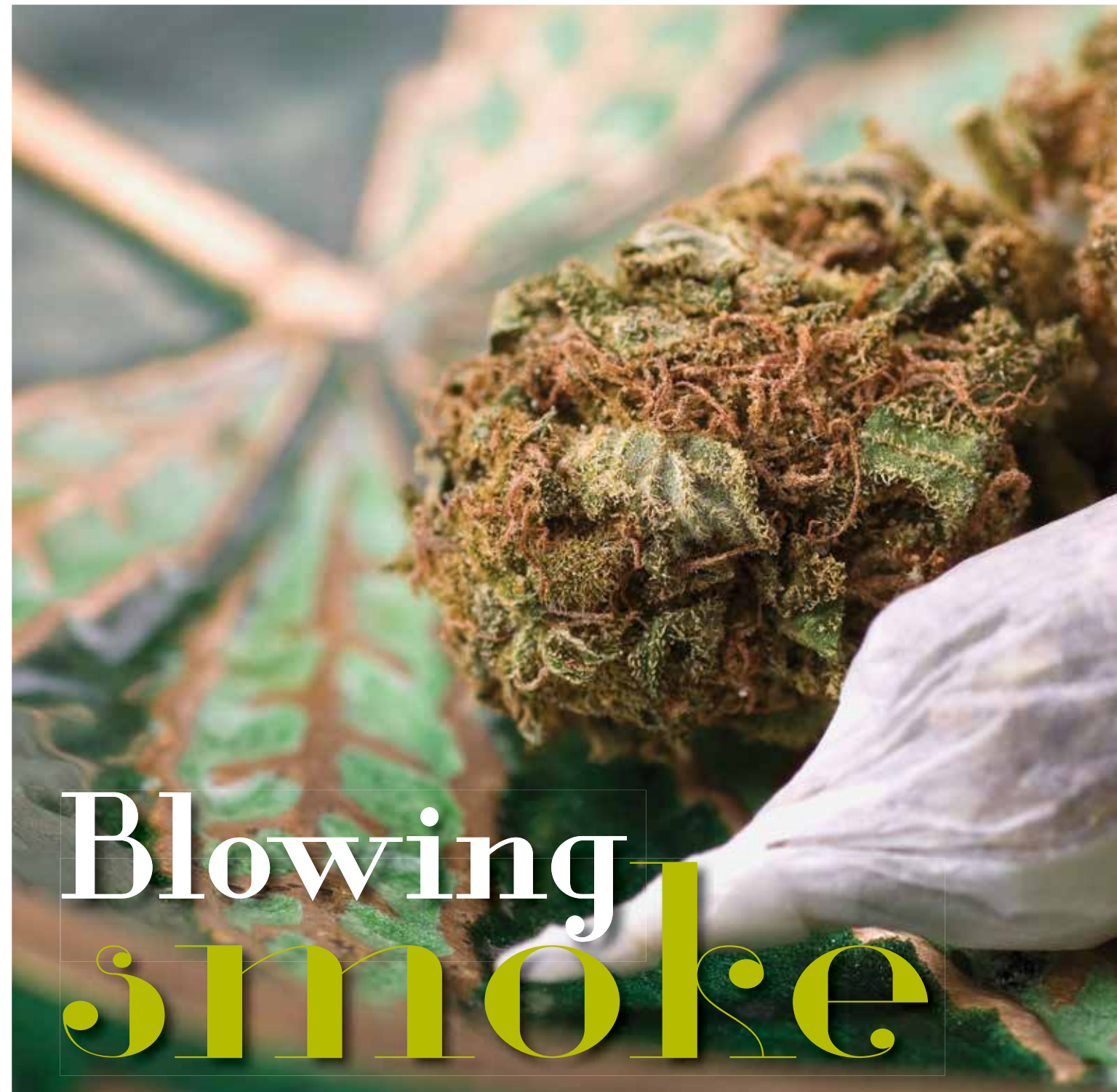


Lastly, I'm a huge proponent of good customer service. Your optician is key in helping you make the right decision. The virtual world is just never as good as the real thing.

JR: What other obstacles do you have to overcome to be a success in this business?

AL: The main obstacle that any business, especially a small business, has is getting your name out there, getting people to know who you are, what you stand for and how you can help benefit their lives. Education is a big part of what I do. I educate people on the benefits of good lenses and properly fitted eyewear and sunglasses and I explain how different lenses will benefit them depending on their specific day-to-day activities. Naturally, it is not only my duty as an optician to do this, but my duty as the eye-care professional to make this an essential part of any purchase. ■

For more information, check out 312opticalstudio.com and visit the store at 312 College Street in Toronto.



BY AARON SPODEK

WHAT CANADIAN EMPLOYERS NEED TO KNOW

When you hear the word marijuana, do you think of Cheech and Chong, Bob Marley, and rock concerts? If so, I'm guessing your brain triggers similar associations when you hear the term medical marijuana. Unless, that is, you are following what's unfolding in Canada's booming medical marijuana industry. Then your associations are more likely to be related to doctors, lawyers, investors, government, controversy, patients, cancer, chronic pain, healing, harm, miracles, disasters, etc...



CHALLENGES IN CANADA’S MEDICAL MARIJUANA “INDUSTRY”

Unfortunately, Canada’s medical marijuana industry has become a bit of a gong show:

- Patients are scrambling for doctors who will authorize their use of medical marijuana.
- Government-approved marijuana growing facilities (*Licensed Producers*) are scrambling for investors to fund their operations.
- Investors are scrambling for doctors who are willing to write authorization documents for prospective patients, to increase the output of the Licensed Producers in which they have financial interests.
- Provincial and Federal physicians’ colleges and associations are scrambling for control — issuing strong “warnings” and in some cases doing everything short of outright forbidding medical practice in this area.
- Doctors interested in authorizing medical marijuana treatment for their patients are scrambling for guidance on how to practice responsibly.

THE DOCTORS

The way that I see it, currently, there are two types of medical marijuana doctors — the “scientists” and the “patient advocates.” Not that the two are mutually exclusive categories, but when speaking to a medical marijuana physician it is immediately apparent which category he or she fits into. “Patient advocates” tend to focus on the patient’s right to use marijuana as a viable treatment option for a wide array of applicable health issues. “Scientists” focus more on the therapeutic outcomes and benefits of medicinal cannabinoids in situations where mainstream pharmacological treatments are ineffective or poorly tolerated.

Regardless of their approach, however, medical marijuana doctors are fighting an uphill battle. Cannabinoid medicine is still a new field and there is a paucity of available research to legitimize many of the “best-practices” that are commonplace among medical marijuana physicians in Canada and throughout the world. In fact, just this past March (2015) the Colleges of Physicians and Surgeons of Ontario and British Columbia each issued rigid policy statements significantly limiting the cannabinoid physician’s scope of practice, including their target patient population. For example, the College of Ontario states “... physicians must not prescribe dried marijuana to patients under the age of 25 unless all other conventional therapeutic options have been attempted and have failed to alleviate the patient’s symptoms.

The Colleges are not the only hurdle faced by medical marijuana doctors. The stigma associated with marijuana — because it is still considered an illicit drug - places a stain on the very concept of marijuana as a medicine. This stigma also perpetuates the notion that cannabinoid medicine is a crack-science merely put in place to enable pot heads to smoke pot.

Unfortunately, in some cases this is not that far from the truth. There are physicians - neither scientists, nor patient advocates — who are just downright irresponsible and are handing out medical marijuana prescriptions like candy. You can find one of these doctors in an office at the back of a dispensary (likely in British Columbia) with a prescription pad and pen locked and loaded. But, let’s not place all the blame on the doctors just yet.

THE STIGMA ASSOCIATED WITH
MARIJUANA — BECAUSE IT IS
STILL CONSIDERED AN ILLICIT
DRUG — PLACES A STAIN
ON THE VERY CONCEPT OF
MARIJUANA AS A MEDICINE.

THE PATIENTS

There are 3 primary types of marijuana users

1. The recreational user **2.** The medicinal use **3.** The habitual user

The recreational user’s use is generally benign. They use marijuana socially much the same way a social drinker uses alcohol — for fun at parties, at get-togethers with friends, occasionally at the cottage or an old friend’s kid’s Bar or Bat Mitzvah, at concerts, etc. ...

The medicinal user, ideally, has a legitimate medical issue for which they are using marijuana and for which they are finding measurable therapeutic benefit. I say ideally, because not all medicinal users are what they seem. ...some are in fact, habitual users masquerading as medical marijuana patients.

The habitual user, sometimes known as a pot-head or stoner, is more often than not, a person who meets criteria for a diagnosis of Cannabis Use Disorder (i.e. addiction).

Some of the key markers of a habitual user, include:

- Daily or almost daily use
- Reports relief of anxiety as primary reason for using
- Repeated unsuccessful attempts to reduce or stop use
- Medical, social, legal, or financial harms from use
- Expressions of concern from family or friends

Another characteristic sometimes associated with people with addictions, is using manipulation or coercion for the purpose of obtaining their drug of choice. When a habitual user is successful in obtaining a prescription for medical marijuana, their addiction has essentially become medically legitimized.

So how does one know whether a person’s use of medical marijuana is for therapeutic benefit or just to feed their addiction?

In my opinion, this question defines our society’s ambivalence toward medical marijuana. But, not everyone can remain ambivalent.

THE WORKPLACE

If you are a business owner, an HR or Occupational Health professional, or involved in employee relations in some way, shape, or form, you know there are serious implications associated with people believing that they have a legal right to use their medically authorized marijuana at work. Here are two of the most concerning issues:

WORKPLACE SAFETY

Employees in safety-sensitive industries (i.e. oil and gas, mining, construction, transportation, warehousing, utilities, etc. . .) have dangerous job. Studies show that the psychomotor effects associated with marijuana use can negatively impact a person’s ability to perform their job safely. Imagine the type of trouble an employer would be in if one of their workers died or injured one or several of their colleagues while under the influence of marijuana, whether medical or not. This is why nearly all of Canada’s safety-sensitive industries have comprehensive alcohol and drug testing programs — to screen for illicit and impairing substances in a worker’s urine following “for-cause” incidents (i.e. suspicion of impairment at work, workplace accidents or near misses, self-disclosure to a manager or supervisor)

EMPLOYEE PERFORMANCE

Do you think you could do your job high? And we’re not talking about a little buzz. ...Some strains, in fact, the most popular strains of medical marijuana currently sold in Canada have THC (i.e. the chemical that produces euphoria) concentrations well above the 9% maximum recommended by the College of Family Physicians of Canada. In other words, if you’re using these strains you’re getting more than “buzzed”.

“DEVELOPING PROTOCOLS IS A PROACTIVE STEP EMPLOYERS CAN TAKE TO KNOW HOW TO DEAL WITH THESE ISSUES WHEN THEY ARISE INSTEAD OF SCRAMBLING FOR ANSWERS WHEN FACED WITH A CRISIS.”

While this is definitely not the case for all medical marijuana users (e.g. people who use small doses in the evening to help with sleep or strains with low THC content), there are many who use strains that can significantly impair their ability to perform the requirements of their job.

In either of these scenarios, an employee whose use of medical marijuana becomes known to their employer would most likely seek some sort of accommodation. But, is accommodation the most appropriate strategy? Shouldn't the employer pursue measures to encourage this employee to seek professional help for their addiction and return them to their normal duties upon successful completion of treatment?

VECTOR'S MEDICAL MARIJUANA @ WORK

When an employee with a prescription for medical marijuana (1) fails a drug test; (2) shows blatant signs of marijuana impairment; or (3) self-discloses their use to a manager or supervisor, their employer is likely to find out that their use is medicinal.

Vector's Medical Marijuana @ Work program is designed to help employers in these situations.

- Our employment law experts guide employers on their responsibilities vis-a-vis employee human rights.
- Our occupational medicine specialists instruct employers on how to address workplace safety and accommodation issues.
- Our medical marijuana physicians help determine if marijuana is the worker's most appropriate treatment option, and if not, suggest alternative therapies, that are less likely to pose workplace safety risks and performance issues. When necessary, our physicians will also make referrals for addiction treatment.

PROTOCOL DEVELOPMENT

We work with key employer representatives (i.e. HR, Occupational Health, Legal, etc...) to customize workplace protocols that address important considerations related to workers with prescriptions for marijuana, including:

- Occupational Health and Safety
- Employee Human Rights
- Job Performance
- Return-to-Work and Accommodation

Developing protocols is a proactive step employers can take to know how to deal with these issues when they arise instead of scrambling for answers when faced with a crisis.

INDEPENDENT MEDICAL EVALUATIONS

Our independent medical assessments put protocol into action. We work directly with employees who have been flagged for evaluation, as per company protocol. The purpose of the assessment is to provide the employer with an objective, independent medical opinion on the appropriateness of the employee's use of medical marijuana.

If, in the assessing physician's opinion, marijuana is not appropriate (because of an underlying addiction issue or because alternative treatments would likely be more effective) the employee would be encouraged to switch to the physician's suggested treatment alternative and/or seek addiction treatment before being authorized to return to their regular duties. ■

Aaron Spodek is the co-founder, President & CEO at Vector Medical Corp. For more information, visit www.vectormedical.ca.

Considering Medical Marijuana?

Medical Marijuana may be an effective option for a wide variety of conditions, including:

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Fibromyalgia · GI Problems · HIV/AIDS · Head/Brain Injury · Hep C
IBS · Kidney Failure · Migraines · Multiple Sclerosis Spasms
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Medical marijuana has proven to be essentially free from side effects and is a safe alternative to pharmaceuticals. If you think medical marijuana may be an appropriate treatment option for you, our network of qualified medical doctors will treat you with dignity, respect and confidentiality. **Book your appointment today at www.marijuanaaccesscanada.com.**



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Crème de la Crème

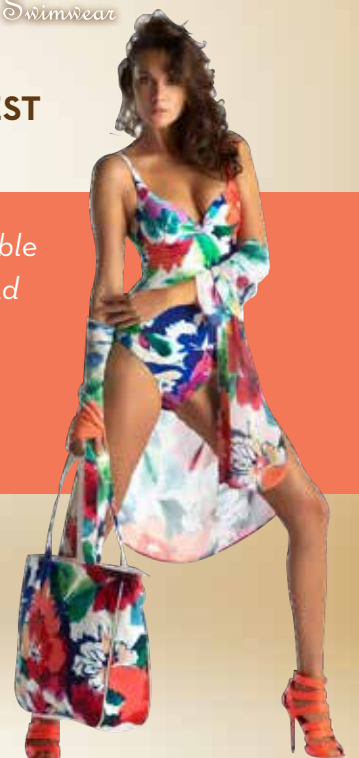
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the MAGIC of MAGI

Magi Lantz has been in the high end fashion jewelry business for some 30 years now. Her first store was a really small store on Queens Quay but as small as it was, Magi turned it into a powerhouse business. At the same time as being a smart and savvy businesswoman, Magi was also a single mother, bringing up her son Danny by herself. When Danny was old enough, he joined Magi in the business and together they grew the business and opened a number of stores in the Spadina Village, Yonge & Eglinton, Sherway Gardens and Bayview Village to name just a few. Magi has become a household name for thousands of women (and their husbands and children) in Toronto.

In 2014 their lease ended in Sherway Gardens and Bayview Village and Magi decided not to renew them. Danny has since moved on to join his extremely successful wife Irena in the Real Estate business and Magi has joined forces with another two strong women who were also single mothers: Janine Shmuelewitz (an interior designer) and Nilza Ogniewitz (former Manager of the Kensington Retirement Residence). Together they decided to

“THERE IS ALWAYS SOMETHING FOR EVERYONE AT MAGI³ ON AVENUE ROAD.”



Nilza Ogniewitz and Magi Lantz



open up a store on Avenue Road — a location where they feel very much at home — and they called it Magi³.

Three strong women, each with a very definite opinion, together in one business has its obvious challenges but each of these women brings her own special set of skills and talents to the business and together they have created a beautiful store that has earned the admiration of many, many people.

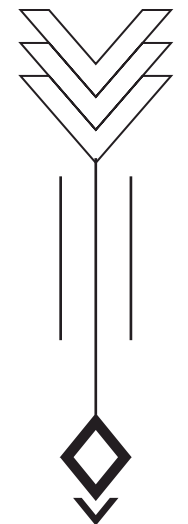
As in the past with all the Magi stores, Magi³ in this location on Avenue Road keeps a wide variety of high end fashion jewelry as well as women's accessories — scarves, belts and handbags — and men's jewelry.

There is always something for everyone at Magi³ on Avenue Road. ■



74 : JEWISHREVIEW.CA

"WRITING THE BUSINESS AND MARKETING PLAN NOT ONLY HELPED US FOCUS, IT ALSO HELPED US DIG DEEPER INTO OUR FIELD, SEE WHAT ELSE IS OUT THERE. WE WANTED TO KNOW OUR PLACE IN THE MARKET," — JOSIE ELFASSY





MAGNETREE BOOKS WAS BORN FROM THE ASPIRATION TO BRIDGE THE DISTANCES BETWEEN THEIR CHILDREN, THEIR NEPHEWS AND THE REST OF THEIR FAMILY.

to OSAP. "I'm fortunate in that I could pay for my MA, but student loans are a far cry from a gift. It's been years and I still struggle to pay off my loan every month. Especially working in the field of International Development, none of us are driven purely by huge financial gains."

The two young grads were both disillusioned with life after university in an expensive city. Josie started a family while Ronny travelled to Peru to live and work in his field. Both of these life changes, although incredibly satisfying, brought on more financial burdens than their paychecks could alleviate. Josie's expenses were about to multiply and Ronny returned to Toronto with two years of field experience and a few more thousand dollars of debt. The pair started a small side business running a magnet photo-booth, it made sense – Josie had the photography expertise and the startup costs were minimal. It was a huge market with loads of potential and a supplemental income for both. That's when they caught the bug.

Running their own business was by no means any easier or less time consuming than their full time jobs. Josie recalls doing graphic design with one arm while holding her newborn baby on the other arm while he napped. Ronny was working full during the day and spending his evenings and weekends running the booth and reaching out to gain more clientele. The two joke now when thinking back on how the business required so much more of their time than they could have imagined. But it was worth it for them because it was their own creation.

"I was happy to work all those hours because I knew we stood to gain, or lose – if we didn't give it our all. Work was not a burden anymore, it was a process of creating something out of nothing and watching it grow," Josie explains. Once the idea for MagneTree Books came up, the very different-minded siblings settled into their individual roles instantly and very comfortably. Ronny jokes that his cost analysis spreadsheets and market analyses were met with less enthusiasm than he would have liked, but Josie holds her own her insight into their target market and knowledge of how a book is published from start to finish. "We're at a point where I'll throw in some printing jargon just to tease and confuse him, then he'll send me 5 spreadsheets to review," Josie teases.

MagneTree Books was born from the aspiration to bridge the distances between their children, their nephews and the rest of their family. The concept is the first of its kind, and is a revolutionary cross between children's books and technology. The books can be used in Early Childhood Education to improve memory, family values, motor skills, and creative imagination. All you need to do is pick a story, upload a few photos, and you're done. The illustrations are by illustrator and artist, Sandra Reds. Sandra's child-like imagination, her incredible technical skills and her attention to detail all combine to create a visual world of wonder.

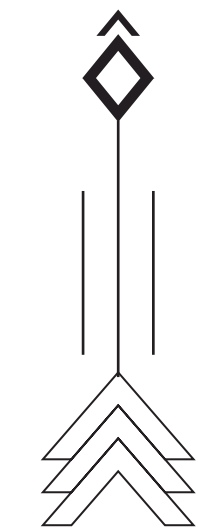
For more information visit www.MagneTree.ca ■

compile a full and thorough business plan. Regardless of how they were to raise their startup funds they knew they needed goals, a step-by-step plan for every part of the process, and something concrete to show potential investors. "Writing the business and marketing plan not only helped us focus, it also helped us dig deeper into our field, see what else is out there. We wanted to know our place in the market," Josie explains.

The pair discussed the options of a small business loan, investors, startup shows such as Dragon's Den or Shark Tank, and finally crowdfunding platforms such as Kickstarter or Indiegogo. They ruled out television shows as they need sales before they can apply as contestants. And the idea of a loan or investor was a great backup, although risky. They were hesitant to take on more debt or to give away part of their company at such an early stage before they knew the true potential of their product. Ronny explains that "there are other options available to our generation of entrepreneurs. We involved our community and supporters in our process from day one with our focus group, they helped us from everything from our company name to choosing our illustrator, Sandra Reds." They go on to explain that they consider this business experience a communal effort and wanted to involve their community as much

as possible. What better way than to allow supporters to pre-order the book through a crowdfunding platform. They chose Kickstarter based on statistics and success rates. "There are pros and cons to both sites. Kickstarter was the more popular platform so we expected our reach to go further. It was a marketing decision at the end of the day," Josie claims.

Josie was surprised to find how her education and training in the book publishing field finally came in handy. After 5 years of working in marketing she didn't expect to put her degree to use. "I try to think of my education as a life experience that has influenced how I think, even when I wasn't working in publishing. But I won't lie, there were days when I wondered what it was all for." Josie spent 2 years studying photography at OCAD and 3 years at York but could not find a well paying job in her field. "There were a lot of internships and mid-level jobs but nothing that offered an opportunity in publishing and rent coverage at the same time." Ronny's experience with his degree was similar, although in a completely different area. After graduating from Carleton Ronny worked in desk jobs and struggled to pay his mounting student debt. Choosing to go to Grad School wasn't a hard decision, but funding it was a different story. Like most young adults the only option Ronny had was to turn





MOISHE BROWN & SUSUR LEE

KOSHER WITH A *Kick*

GOURMET KOSHER FOOD: IT'S NOT AN OXYMORON. NOT IF MOISHE BROWN AND MODERN KOSHER CATERING HAVE ANYTHING TO DO WITH IT.

By Rebecca Milchik

Photography: Melnick Studios

Moishe Brown has one mission: to reframe kosher. The owner-operator of Modern Kosher Catering is introducing Toronto's masses to gourmet kosher food—beginning, perhaps, with the affirmation the phrase isn't an oxymoron. Modern Kosher is newly launched, but already exudes an air of savoir-faire, helped along by a pinch of old-fashioned chutzpah.

Brown, 37, always wanted to be a chef. He grew up helping his take-charge Eastern European grandmother in the kitchen, watching her fluff egg whites with her hands and make bread from scratch.

"It's important that I control what's coming out of my kitchen," he says. "I got that idea from her."

The phrase could be Brown's business mantra. Two years after graduating from an Israeli kosher culinary school in 2005, he joined the long-established Caterers York—a Toronto-based company with a storied history in the Jewish community since its inception in 1955. Brown moved up the ranks to become partner with the late Bill Batista, who passed away in 2012. A year later, Brown relaunched the company as Modern Kosher Catering, now based out of northern Toronto's Adath Israel Congregation. He more than rebranded the business: he instituted a complete turnaround, ensuring his personal touch would resonate at every level. ▶



"PREPARING CERTIFIED KOSHER RECIPES IS NEW TERRITORY FOR ME, BUT NOT TOTALLY UNFAMILIAR. MANY CULTURES HAVE SIMILAR DIETARY RESTRICTIONS, FOR INSTANCE, ELIMINATING PORK. I WAS EXCITED ABOUT LEARNING AND EXPERIMENTING WITH THESE TRADITIONAL DISHES (ALTHOUGH I'M NOT SURE I CAN IMPROVE ON JEWISH CHICKEN SOUP)."

— SUSUR LEE

"I didn't want to come out and say, 'I'm still Caterers York,' " says Brown of the name change. "I wanted to say, 'I'm Modern Kosher, I'm Moishe Brown, this is my opinion, this is my take on kosher food today.' "

The former culinary approach, he says, was very basic. "You had your chicken, your potatoes, your veg, and just put them on a plate. If I stayed with that same food style, I knew I'd eventually die out."

Hence the "modern" of Modern Kosher. Not only has Brown revamped the serving style and the staff, he's changed the foundations of the menu itself. The new offerings remain certified kosher, but reflect a fresher, lighter twist on traditional fare, and a clear desire to be inventive.

"When you think kosher food, you think gefilte fish, kugel, cholent, schnitzel," says Brown. "It's heavy food. It's inexpensive. I think it's because whatever situation Jews were living in—shtetls in Poland, for example—they didn't have a lot of money, so they adapted. And we just haven't evolved to better yet."

Modern Kosher's menu strives to overcome that stereotype. In addition to updated Jewish staples like potato knishes with caramelized onions, there are options like an inca grain salad, smoked duck prosciutto, and jalapeño schmaltz herring—not your typical kosher fare, to say the least. Brown is determined to expand the collective culinary palate of the city's Orthodox community, drawing on inspiration sparked by his many travels and constant research.

One of the most exciting moves in this direction is Modern Kosher's collaboration with celebrated chef-restaurateur Susur Lee. Earlier this year, the business officially announced that Brown had partnered with the celebrity chef to create a specially developed gourmet Asian fusion menu—all totally kosher, of course.

The initial introduction—made by an Adath congregant with whom Lee plays tennis—morphed into an 18-plus-month learning experience in which Brown trained under arguably one of the top 50 chefs in the world.

"He's been through it," says Brown of Lee, who heads our restaurants in Toronto (Lee, Bent, Luckee & Lee Kitchen) and one in Singapore (TungLok Heen), and makes frequent television appearances (Chopped Canada, Top Chef Masters & Masterchef Asia). "There's a huge difference in his method."

It was an meaningful experience for both chefs. "Preparing certified Kosher recipes is new territory for me," says Lee, "but not totally unfamiliar. Many cultures have similar dietary restrictions, for instance, eliminating pork. I was excited about learning and experimenting with these traditional dishes (although I'm not sure I can improve on Jewish chicken soup)."

In fact, Lee's Jewish culinary connection is stronger than one might expect. Lee was familiar with the rules of kashrut from experience working in Israel (the chefs swapped mashgiach stories the first time they met) and one of Brown's favourite parts of the collaboration involves a jam of Lee's made with citron, the same fruit (etrog in Hebrew) used ritually during the holiday of Sukkot. Brown says he bought out the etrog sellers' supplies Sukkot-time so he could produce the jam.

The unique partnership with Lee is a step closer to achieving Brown's ultimate vision: To be the number one kosher catering company in Toronto. In a perfect world, he'd also own a restaurant, and sell food out of stores for retail. ►

"I DIDN'T WANT TO COME OUT AND SAY, 'I'M STILL CATERERS YORK,' " SAYS BROWN OF THE NAME CHANGE. "I WANTED TO SAY, 'I'M MODERN KOSHER, I'M MOISHE BROWN, THIS IS MY OPINION, THIS IS MY TAKE ON KOSHER FOOD TODAY."



But to do that, he has to totally revamp how people think about kosher food. It's not inherently inferior, Brown maintains, but susceptible to that cliché as a result of the frequent use of low-quality ingredients. Like many a kashrut-observant foodie in Toronto, he laments both the lack of calibre and selection of kosher dining offerings in the city, especially in comparison to other sizeable Jewish communities like those in New York or Montreal. Most Toronto kosher eateries only serve fast food like pizza or shawarma, he says, and many restaurateurs aren't entering the industry with a food background. It's this marriage of the business and art of food that sets Brown apart. Rebranding savvy aside, he's also unrelenting about the quality of food emerging from his kitchen. He sources ingredients from far and wide, and spends lengthy periods of time preparing raw products to ensure a quality beyond the manufacturing level that he's comfortable serving to his clients.

"When you do a dinner for 1,000 people, it's going to be difficult to make the food well," he says. "I do a lot of weddings for 300, 400 people, but I like to do things for 50 people."

Instead of holding Modern Kosher back, the cultural and religious obstacles he faces force Brown to push himself creatively. Ironically, and perhaps due to this peculiar effort, the business is by no means limited to serving the strictly Orthodox community.

Most of Brown's clientele, in fact, don't actually keep kosher—meaning Brown, a kashrut-observant Orthodox Jew himself, is faced with the unique challenge of vying with non-kosher competition without actually knowing how their food tastes.

"I'll go to non-kosher restaurants and events and I'll sit there and just smell the food. I won't eat it, but I'll look at it and make notes on it. Is that weird?" He laughs and references the statistic that 80 per cent of the flavours we taste come from our sense of smell. "I have this weird habit of smelling food before I eat it now."

It's a far cry from the tastes of the former Caterers York clientele, who skewed older demographically and tended to have more traditional appetites. In this sense, revamping the menu was a business risk from which Brown did not emerge unscathed.

"It would take me 10 years to educate that sort of clientele. A lot of times they'll say, 'well, this isn't how my mother made it,' " Brown says of the former patrons. "So they're actually eating from memory. They're not open to sitting down and trying something different. I was prepared to lose clientele, but I was going to pick up new clients—which I have."

And those new clients come from a completely different world. "I feel that the clientele I deal with right now are more educated. They watch the Food Network, they travel, they want to try different things. I'm catering to that crowd," he says.

Brown is confident consumer standards will rise within the kosher community as a whole, especially amongst the burgeoning young professional crowd. He gives it five to ten years.

In the meantime, he continues to produce food in the most creative ways he can think up.

"I'll go home at night and I'll research what's new, what's trendy, what's more fun in the market today, what people are doing," he says. "I love feeding people. I love watching them eat what we're serving and enjoy something amazing." ■



“The former culinary approach, Brown says, was very basic. “You had your chicken, your potatoes, your veg, and just put them on a plate. If I stayed with that same food style, I knew I'd eventually die out.”

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VE'AHAVTA, AN ORGANIZATION THAT DEVOTES ITSELF TO REPAIRING THE WORLD, HAS RECENTLY REBRANDED ITS LOGO.

There are definitive moments in every organization's existence. For Ve'ahavta, the first was the launch of our outreach van—which brings essential supplies like food, water, clothing, hygiene supplies and harm reduction kits to people living on the streets of Toronto five days a week. Next, we initiated our first volunteer medical mission to Guyana. And, most recently, the exciting launch of our new brand and logo has been one of those great moments, where our course is clear and our trajectory tangible.

After 18 years with our original logo—a black Torah scroll surrounding an illuminated heart—we decided it was time to update and modernize our brand to more accurately reflect who we are and what we do.

The process took us down an eight-month path of strategizing, market research and creative collaboration. It began with internal meetings amongst the branding team: Brand Consultant Sherri Gallowitz, President and CEO Avrum Rosensweig, Marketing Chair Renee Roth, Digital Design Coordinator Kaelan Karjalainen, and myself, Director

of Communications. We dove into the hard questions: What do we want to survive through the process and what do we want to let go of? What are the primary values we must express and how do we clarify and crystalize who are? We then sought to gain a deeper understanding of the public perspective of Ve'ahavta. Through interactive focus groups with stakeholders such as donors, volunteers, agency partners and staff, we were able to determine some key identifying characteristics of Ve'ahavta, such as the fact that we are Jewish, unique, inclusive, soulful, and action-oriented, among others.

Prior to delving into the development of creative concepts, we then conducting research and looked at likely hundreds of logos to determine what we liked and didn't like.

We developed and tweaked several iterations (and combinations of iterations) of creative concepts until we came to consensus on our current logo. We also dropped our extended name "The Canadian Jewish Humanitarian and Relief Committee," as it no longer fully encompassed the breadth of our services and purpose. In its place, we created a tagline to better express our mission: A Jewish Humanitarian Response to Poverty.

Our final product is a logo with vibrant colours that represent the vitality and hope that the organization stands on. Yellow is reminiscent of the original brand. Blue is evocative of the Jewish community. The blending of the two creates a vibrant green, which represents the bridging of diverse groups and individuals.



The overlapping circles represent the inclusivity and collaboration that are integral to Ve'ahavta's humanitarian ideals. At the heart of the circles, a stylized Star of David represents the light of the Jewish soul shining through and guiding our actions.

Of course, an organization's brand is far more than its logo. Our brand extends to how our supporters and clients interact with us, how they define their "Ve'ahavta experiences," how our staff represent us in the public eye, how it affects our office aesthetic, and on and on. Essentially, our brand speaks through every communication channel we engage in with the world. It is our hope that those on the receiving end of our message feel accepted, supported, inspired, and empowered. That is the Ve'ahavta brand. We hope you like it! ■

Robyn Segall is Director of Communications and Operations at Ve'ahavta

"WITH THE GUIDANCE AND SUPPORT OF A BRAND SPECIALIST, WE IDENTIFIED VE'AHAVTA AS A UNIQUE, SOULFUL, INCLUSIVE AND ACTION-ORIENTED ORGANIZATION. THESE TRAITS, AS WELL AS OUR STRONG JEWISH FOUNDATION, WERE THE GUIDING CONCEPTS THAT LED TO OUR FINAL PRODUCT."



WHAT'S NEW AT VE'AHAVTA

Established in 1996, Ve'ahavta strives for tikun olam—repairing the world. It all started with Avrum Rosensweig, a Torontonian who saw the need for a Jewish humanitarian organization that engaged the community in a hands-on way. Inspired by the commandment to "Love thy neighbour as you love yourself," Ve'ahavta aims to deliver poverty alleviation programs that break down barriers, restore human dignity, foster capacity-building, and empower marginalized individuals to break the cycle of poverty. Known in the Jewish community as "the place to volunteer," Ve'ahavta engages more than 5,000 volunteers and Jewish youth annually. Here are some of its most recent initiatives.



Poverty Alleviation

Outreach Van: One of the most popular volunteer opportunities includes participation on the Mobile Jewish Response to the Homeless outreach van. This unique initiative brings essential supplies like food, water, clothing, hygiene supplies and harm reduction kits to those living on the streets of Toronto five days per week. Key to the program's success is the emphasis on human interaction and supportive engagement, providing informal counseling and one-to-one case management for those in need.

Ve'ahavta Street Academy:

The VSA is one of Ve'ahavta's newest and most ground-breaking poverty alleviation initiatives. In partnership with George Brown College, this eight-week adult education course is facilitated by volunteer professionals and provides essential skills training to those marginalized by poverty. For some, this transformational program is precisely what they need to take the steps forward to improve their lives, and achieve their personal, academic, and career goals.

Youth Leadership

Dugmah Grants: More than 2,500 campers are challenged to initiate a new social action activity for their camp.

Impact India: Twenty Jewish young adults travel to India for 10 days on a service learning trip to India, meeting with the Jewish community in Mumbai, as well as working with children in the slums.



Community Poverty Relief

Harm Reduction: Ve'ahavta recently added a harm reduction component to its Mobile Jewish Response to the Homeless outreach van services. This includes a Creative Writing Program, where Ve'ahavta, in partnership with the Toronto Writers Collective, has created a series of ongoing creative writing workshops in various shelters and drop-in centres around the GTA. This program aims to create a community of writers in often-silenced populations.

Jewish & Aboriginal Initiatives

Statement of Solidarity: Ve'ahavta, along with five other signatory organizations, will present a Statement of Solidarity, signed by public supporters at the Truth and Reconciliation Commission event in Ottawa.



Community Engagement

Kind Co.: This newly developed program is a civic engagement initiative for corporate and community groups. An inspiring team-building experience, participants come together for hands-on volunteer opportunities, interactive fundraising, and a facilitated discussion on topics relating to poverty and homelessness.



DEAL OR NO DEAL

IT'S HARD TO PREDICT WHAT THE MIDDLE EAST WILL LOOK LIKE A YEAR FROM NOW AND WHAT THE IMPLICATIONS OF AN EMBOLDENED AND ASSERTIVE IRAN WILL BE FOR THE WORLD. BUT ONE THING IS CERTAIN: THERE ARE SIGNIFICANT CHALLENGES AHEAD FACING THE JEWISH STATE, AND ISRAEL AND ITS FRIENDS WILL ONCE AGAIN HAVE TO REMAIN VIGILANT IN SAFEGUARDING THE HOMELAND OF THE JEWISH PEOPLE FROM THOSE WHO SEEK ITS DESTRUCTION FROM ABROAD.

By Noah Shack

As the June 30 deadline for a nuclear deal with Iran approaches, one thing seems certain: On July 1, Iran will continue to threaten Israel, the Middle East, and the entire world with its aggressive agenda. President Obama has been very clear that any deal with Iran would only address the nuclear file. This turns a blind eye to Iran's support for terrorist groups, regional destabilization and calls for the destruction of Israel.

Just four years ago, the story of the Middle East was one of hope. Many viewed the prospect of democracy sweeping the region as a light at the end of the tunnel for millions of people long held hostage to dictators, thugs and theocrats.

Unfortunately, instead of fostering liberal democracy, the Arab Spring soon turned to winter, leaving millions dead or displaced. It proved to be a vehicle for a decidedly illiberal Islamist revolution that is redefining the geopolitical landscape of the Middle East. Iraq and Syria no longer exist as functioning countries, with Libya not far behind. All are hotbeds of terrorism or mass murder. ▶

“UNFORTUNATELY, ALL INDICATIONS SUGGEST THAT THE TALKS WILL NOT END IRAN’S NUCLEAR PROGRAM. AS PRESIDENT OBAMA ACKNOWLEDGED, IT IS POSSIBLE, IF NOT PROBABLE, THAT IN 10 YEARS WHEN THE DEAL BEGINS TO EXPIRE, IRAN WILL BE FREE TO EXPAND AND ACCELERATE ITS NUCLEAR ACTIVITIES. EVEN IF UPHELD, AN AGREEMENT IS LIKELY TO PROVIDE JUST A SHORT PAUSE IN IRAN’S NUCLEAR ADVANCE.”

In many ways, Iran was decades ahead of the curve. In 1979, the people of Iran rose up in a popular revolution to end the Shah's arbitrary rule. Some hoped for liberal democracy then too. What emerged was a repressive Islamist theocracy responsible for the torture and murder of thousands of Iranians, extending its footprint of violence from Afghanistan to Argentina.

The ascendance of Iran and its proxies, combined with the rapid rise of Sunni extremist groups, situates Israel in uncharted waters. Today, Israel faces the so-called Islamic State, Hezbollah, Hamas, Al-Qaeda and Iran poised on its borders, entrenching fighters and arms for a future confrontation. While some of these groups are bitter rivals, their hatred for Israel and commitment to the destruction of the Jewish state is resolute.

Israel has not experienced a threat of this magnitude since the last wave of revolutionary ideology swept through the Middle East. Arab Nationalism, particularly manifest in Egypt, Syria and Iraq, was the driving force behind the 1948, 1967 and 1973 wars, in each of which Israel faced existential crisis.

Threats from these regional powers eventually faded. Egypt signed a peace agreement with Israel in 1979. Syria, realizing it had nothing to gain from open war with Israel, maintained a quiet front along the ceasefire line on the Golan Heights, opting instead to support lower-intensity attacks on the Jewish state via Iran's Lebanese proxy, Hezbollah.

Though continuing to support Palestinian terrorism and threatening chemical attacks on Israel during the first Gulf War, Saddam Hussein's Iraq was largely preoccupied with successive wars against Iran and the United States. As a result, Israel experienced decades of relative calm along most of its borders.

As Arab states collapse, so too is the prevailing quiet. Fanatical Islamist revolutionaries are taking their place, and the specter of existential threats to Israel is being revived. The stakes are higher today than they have been for a long time.

Perhaps the most alarming of these developments is the ascendance of Iran. Its reach firmly extends into Yemen, Iraq, Afghanistan, Syria, Lebanon, Gaza and the West Bank. It continues to support and direct violent extremists worldwide. It is no wonder that the major powers (P5+1) have galvanized against the Iranian nuclear program, which threatens to exponentially increase the scope of Iran's menace.

Unfortunately, all indications suggest that the talks will not end Iran's nuclear program. As President Obama acknowledged, it is possible, if not probable, that in 10 years when the deal begins to expire, Iran



will be free to expand and accelerate its nuclear activities. Even if upheld, an agreement is likely to provide just a short pause in Iran's nuclear advance.

This approach relies on the hope that Iran will, once reintegrated into the international community, abandon its dangerous goals, violent tactics, and nuclear ambitions. President Obama's former Secretary of Defense Robert Gates is correct in his assessment that this outcome is "very unrealistic."

Despite these concerns, it is notable that Iran is the only state posing a direct threat to Israel. In a stark departure from the past, Israel is no longer surrounded by hostile armies. Instead, it now has an extraordinarily strong security relationship with Egypt and enjoys a tacit alliance with many Gulf states, which are similarly threatened by Iran and its proxies. This is a significant shift from the strategic reality that prevailed from the 1940s through the 1970s.

There is a sober consensus across political lines in Israel when it comes to the regional threats facing the country, particularly Iran. Israelis will confront this new, dangerous reality with united resolve and with better military capabilities than ever before.

There is also unity in Canada, with consensus across the three major federal political parties that Iran must be prevented from obtaining nuclear weapons and that any agreement must include effective measures to ensure Iranian compliance. As the situation in the Middle East continues to deteriorate, it is crucial that this Canadian consensus be maintained.

It is difficult to predict what the Middle East will look like a year from now and what the implications of an emboldened and assertive Iran will be for the world. One thing is certain: There are significant challenges ahead facing the Jewish state, and Israel and its friends will once again have to remain vigilant in safeguarding the homeland of the Jewish people from those who seek its destruction from abroad. ■

Noah Shack is Deputy Director of Research for the Centre for Israel and Jewish Affairs. For more info, visit cija.ca.



MEET THE ELITE

• the story behind the salads •

ESTABLISHED IN 1990, ELITE SALADS HAS GROWN FROM A HUSBAND AND WIFE TEAM TO AN ONTARIO-WIDE ESTABLISHMENT WITH 100 DIFFERENT PRODUCTS. THE FOUNDER'S SON, DAVID LOMIANSKY, TELLS *JEWISH REVIEW* READERS ALL ABOUT THE ISRAELI SALAD BUSINESS.

Elite Salads has been the Lomiansky family's baby for the past 25 years. Shlomo, the patriarch, moved his family, and his food prep expertise, to Canada from Israel in 1989. The small company that he started with his wife has since grown into a sizeable family business that now includes 10 employees, two trucks, a catering end, a storefront location, and too many products to count on grocery store shelves. ▶

But with great power comes great responsibility, and the Lomianskys understand that more now than ever. When you work side by side with your family day in and day out, you learn how to push each other's buttons. Adding prepared foods to its repertoire as well as opening a storefront location put extra stress on everyone involved. And when they experienced their first brush with the Canadian Food Inspection Agency earlier this year, it prompted an evaluation of the new rules and regulations.

In the meantime, they're doing what they've always done: Working with their customers to exceed expectations. Here, David, the founder's son, tells all to The Jewish Review.

Jewish Review: What's the origin story of Elite Salads?

David Lomiansky: The original story of Elite Salads dates back to Israel in the mid 1980s when a successful businessman who owned and operated a plant that produced a large variety of prepared foods sold all across the country decided to hire a close friend, my father Shlomo Lomiansky, as his right hand man.

In August of 1989, my dad immigrated to Canada with his family. Like all immigrants, money was tight. He started off as a cab driver, working to support us and put three kids through Jewish school.

Just a year later, he realized that there are very few options for Israeli salads in the Canadian marketplace for a fairly large Jewish community. With his knowledge of the food business from Israel, he decided to start up Elite Salads.

JR: How has the business grown since then?

DL: Since the early '90s, when Elite Salads was just a husband and wife show, it has grown from a company with no employees and just six salads to a viable business with two trucks, 10 employees and too many products to count. We now have a large line of prepared foods as well as a catering department that works all kinds of events from brisses and bar/bat mitzvahs to corporate events and shiva meals. Basically all events that life brings. We're always working to improve our presentation and make our food not just pretty delicious but pretty and delicious.

JR: When did you come on board?

DL: I joined the company full time after I got my BA from York University in 2003. My older sister Anat joined a few years after that. Whereas I'm more on the production and product development side of the business, she's more on the accounting and sales side.

JR: Is it still a family business?

DL: It is. And it has definitely brought us closer together and more involved in each other's lives. At the same time, because we've been working together for so long, we've learned exactly how to push each other's buttons, which can be frustrating at times. Like most things in life, it has its advantages and disadvantages. They say three brains are better than one. And I've found that it's always nice to have another set of eyes looking out for the best interest of the business.

JR: How many products do you have?

DL: Elite Salads now has a large variety of approximately 100 different products that we make on a regular basis. Elite is not just salads anymore. Over the years, we have become known as a one-stop-shop for many shuls for all their kiddush needs, from houmus and babaganush to cholents, kugels, gefilte fish and much more. We have our original 15 salads that are sold at most major grocery stores across Ontario (Loblaws No Frills, ►

“WE TREAT OUR
CLIENTS LIKE FAMILY
BECAUSE AT THE
END OF THE DAY WE
KNOW THAT, JUST
LIKE FAMILY, WITHOUT
THEM WE WOULD NOT
BE HERE TODAY.”



Sobeys, along with smaller shops, delis and bakeries around the Toronto area like Hartmans, Hermes, Tap Kosher, What a Bagel and others), but we sell specialty prepared items as well.

JR: What are the original 15?

DL: Houmus, eggplant, chunky eggplant, purple cabbage, potato salad, babaganush, tahini, Turkish medley and hot chili salad. A few are available in different sizes, adding up to 15.

JR: What makes Elite different from other similar companies?

DL: What makes us different from other similar companies is that essentially we are the people we serve. We understand our customers' needs and wants because our own needs are similar. We work with our customers to exceed their expectations, no matter what their budget. And we treat our clients like family because at the end of the day we know that, just like family, without them we would not be here today.

JR: Who is your customer base?

DL: Our customer base is always growing. Our main customer base is Toronto's Jewish community—Jews from all walks of life. Because whether it's houmus or gefilte fish, our dishes and prepared foods are for the most part Jewish style and Middle Eastern.

At the same time, the Mediterranean diet has gained popularity in the city and is becoming increasingly mainstream. Now more than ever before, salads like houmus are commonly seen in fridges across North America.

JR: When did you open a storefront location?

DL: The storefront location opened slowly about six years ago. Just like our products, we are always expanding. At Doncaster Avenue

location (just north of Yonge and Steeles), we offer custom-made prepared foods that are exclusively available at our store, along with a large variety of plastic plates and cutlery with an elegant touch. We see great potential in our storefront and are looking at expanding the operation to the unit next door, where we plan to provide even more great prepared food at reasonable prices.

JR: What kind of obstacles have you had to overcome to be a success in this business?

DL: In the past few years, producing great food has evolved from an art into more of a science. With so many rules and regulations that apply, especially when working with fish products, there are many different factors that need to be taken into consideration when creating a product.

Just this past February, Elite found itself in the midst of scandal when our white fish was recalled after it was found that it may permit the growth of *C. botulinum*, a bacteria that has the ability to produce a toxin that can cause nausea and other forms of infection. The Canadian Food Inspection Agency found no reported illnesses associated with the consumption of the product, but recalled it, along with two cheese products from Mountain Cheese Ltd., during a routine inspection.

Product safety had always been important to us, and we're constantly concerned with producing great products without any harmful bacteria. But it became clear that it is no longer enough to produce a safe product that doesn't contain bacteria like listeria and salmonella—it's also important to create a product that doesn't have the potential for growth of these bacteria either. Our company has since been working closely with the Canadian Food Inspection Agency, as well as food microbiologists and consultants, to ensure that something like this will never happen again. ■

For more about Elite Salads, visit elitesalads.com or check out their storefront location at 75-77 Doncaster Avenue in Thornhill.

GIVING SOLDIERS PEACE OF MIND

— BY FELICIA GOPIN

TORONTO LAUNCHES A UNIQUE PROGRAM THAT OFFERS TREATMENT AND COPING STRATEGIES FOR DISCHARGED ISRAELI COMBAT SOLDIERS.

Major Roi Klein was an Israeli Defense Force Golani Brigade Deputy Commander who was killed in an ambush during the Second Lebanon War. There were two other soldiers standing next to Roi when a hand grenade was thrown at them. Roi shouted, "Grenade!" and threw his body over it, sacrificing his life for the sake of his soldiers. Hezbollah terrorists killed eight ►



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soldiers in that moment, including Roi, and injured nearly two dozen. Both survivors later attributed being alive to Roi's act of selflessness.

As the rigors of training take its toll on a soldier's body and mind, the life of an elite IDF combat soldier can be unimaginably stressful. Belonging to a combat unit is difficult even during times of peace, so one can only imagine how harrowing their service can be during times of war. These young men and women face challenges that are insurmountable to those of us unfamiliar with army life and, as a result, they are deeply affected by those experiences.

The ultimate challenge that discharged combat soldiers face: Dealing with the loss or injury of one or more members of their team. After the battle is over and done with, they experience feelings of survivor's guilt, anxiety and loss that, if not addressed, can lead to difficulties with their transition to civilian life after their three years of service. And because many of these units continue serving as reservists, or *miluim* in Hebrew, it is essential that they deal with their wartime experiences and receive the tools necessary to cope with any future trauma.

Enter Peace of Mind, a unique program developed by the Israel Centre for the Treatment of Psycho-Trauma (ICTP) that helps young men and women who have served three or more years in high-risk IDF combat units to pave their way back to civilian life.

"We offer something to people who never indicated any problems," says a psychologist with the ICTP. "We create the ideal situation for intimate talks about difficult experiences."

The program was born after the Second Lebanon War and Operation Cast Lead, when the ICTP recognized that the young men and women ►



who experienced such situations in the war needed intervention. Identifying units who have undergone severe combat experiences, Peace of Mind provides the treatment necessary for them to deal effectively with their ongoing reserve service, and ensure that they begin their civilian life as healthy and productive citizens.



“Our families, friends and colleagues didn’t experience the war with us, so we never spoke about it afterwards,” says one discharged IDF soldier who recently joined the program. “This week, with everyone who went through the same thing, we could finally talk about it.”

Different groups of discharged vets are brought to Toronto several times a year with their therapists, are billeted with members of the Peace of Mind community, and are immersed in both therapy and community events during their stay.

The soldiers are amazed at the outpouring of love that they receive from these Canadian families. The unconditional support and gratitude that they receive from the community becomes an integral part of the healing process as they realize how much the Jews in the Diaspora appreciate their services and sacrifice.

“My life changed twice in the past sixteen months,” a paramedic in the rescue unit of the Israeli Air Force recalls after he participated in a Peace of Mind workshop. “Once it changed during the war, and I didn’t realize it because I thought it was normal to be constantly tense. The second time was during the Peace of Mind program, when I gained perspective on how to continue with the rest of my life.” ■

Felicia Gopin is Executive Director at Peace of Mind. For more about the project, please visit pomcanada.com.



SOLD — BY DAVE GORDON ROOTS

AL GILBERT, A 93-YEAR-OLD PHOTOGRAPHER WHO HAS SHOT EVERYONE FROM FRANK SINATRA TO THE QUEEN, RECENTLY SHOWED HIS COLLECTION AT BETH TZEDEC SYNAGOGUE.

Renowned photographer Al Gilbert has just completed a 15-year long project called Toronto’s Jewish Mosaic: New Roots, an inspired collection of portraits by Gilbert, who at age 93 continues his work unabated.

Recently launched at Beth Tzedec synagogue in Toronto, the groundbreaking exhibition features photographs of Jews from more than 50 countries—including Belgian Congo, Sweden, Ireland, Japan and Spain—who have chosen to make Toronto their home. Some participants even posed dressed from the countries of their origin.

Assisted by volunteers Bonnie Lawrence Shear, Laura Silver, Allan Kliger, Ben Sellick and curator of Beth Tzedec’s museum Dorian Liebgott, the project was one of the best ways to sear the cultural diversity of the Jewish people on film.

“Nobody’s doing any photographs to remember anymore,” Gilbert tells the Jewish Review. “This stuff from phones aren’t keepsakes.” ►

“NOBODY’S DOING ANY
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Photographs include successful and renowned businessmen Joseph Wolf, who was victim to three concentration camps from the age of thirteen, and Ed Sonshine, CEO of RioCan REIT and also a survivor. Many of the photographs presented included those who didn't fit the stereotypical definition of "immigrant" says Gilbert. Instead, they came with a command of English, a trade skill and resources.

The Jewish Mosaic photographs are only the latest in his cultural diversity projects, including two permanent exhibitions of 127 photographs displayed at Baycrest Centre for Geriatric Care, and nine different portraits of famous jazz pianist Oscar Peterson, hung at Oscar Peterson Public School in Mississauga.

"Why is Toronto the most multicultural place in the world?" asks Gilbert. "In New York, it's a melting pot, yet in Toronto they bring their culture and education. We have Greek days on the Danforth, Italian festivals, Philippine and Irish days, a Pride festival and Jewish festivals. We celebrate cultures. We're a vegetable garden pot, not a melting pot."

No stranger to the immigrant experience himself, Gilbert knows first hand what it was like to come from half way around the world to settle in Hogtown. Without knowing a word of English, Gilbert's parents came to Toronto from Ukraine in 1920. Just two years later, Gilbert's father, Nathan, opened the Elite Photography Studio on Queen Street West.

Gilbert recalls a wedding he shot with his father: "I remember the policemen outside the door, handing us a ticket for working on Sunday. It cost us \$2.50," Gilbert says jovially of the outmoded so-called blue laws.

In the 1940s, he began working for his parents' business. Gilbert took it over when his father retired. Now, Gilbert Studios is now almost as old as Al Gilbert himself.

"It's been years of hard work. I'll tell you. Even as a student in school, I had the nerve to attract certain people," he says.

His big break came from a chance photo shoot with none other than Frank Sinatra, who was to perform at the Mutual Street Arena in 1949.

He set out to convince one of the show sponsors—one Jack Kent Cooke of CKEY radio—that pictures of Sinatra could be given out as souvenirs.

Gilbert's brush with ol' blue eyes was enough influence to quickly land gigs with famed musicians Dizzy Gillespie and Mel Tormé. He did the same with the Israeli prime ministers. When Ben Gurion passed through Toronto in 1950, Gilbert approached the rabbi at Beth Tzedec asking for a chance to snap a photo.

"It was last minute, and he said, 'Get your camera, and get to the Royal York hotel, because you're going to photograph Ben Gurion!'"

That, in turn, led to a portrait of president Levy Eshkol, who afforded the famed photographer 15 minutes at the Four Seasons Hotel.

At Gilbert's suggestion, Eshkol wore eyeglasses with empty frames to eliminate the glare. That photo—sans glass—became the iconic image later used on an Israeli stamp series. From there, the Israeli leaders lined up over the next six decades to have their photographs taken by Gilbert.

The quality of his work, in addition to his reputation for building a portfolio of famous faces, has attracted poses of Dr. Charles Best, Prime Minister John Diefenbaker, jazz great Oscar Peterson, Pope John Paul II, the Queen Mum and many others.

He was voted Photographer of the Year three times, and has a Lifetime Achievement Award by the Professional Photographers of Canada.

Still active as a photographer and speaker, he has given presentations to professional groups and students in two dozen countries, four-fifths of the US states and every Canadian province.

"I get calls on Father's Days each year from some 50 countries, students thanking me for helping them make a living," he said.

Gilbert has earned no shortage of accolades and kudos, having been awarded Member of the Order of Canada in 1990, and the Confederation Medal of Canada in 1992.

Meanwhile, as for the Beth Tzedec portraits exhibition, Gilbert presented the shul with photographs of Israeli Prime ministers David Ben Gurion and Benjamin Netanyahu, to compliment their existing collection of portraits of Israeli leaders, as taken by Gilbert.

"This project has given me more excitement than anything I've ever worked on," Gilbert says. "Imagine producing better images than you have in your life." ■

ABOUT THIS EXHIBITION OF PORTRAITS;

"Toronto's Jewish Mosaic: New Roots" features portraits highlighting Jewish people from over forty countries who have chosen to make Toronto, Ontario their home. The participants welcome the opportunity to share their individual histories which are as diverse as their countries of origin and welcome, as well, the opportunity to express their gratitude to Toronto for the opportunities this city has afforded them.

Also, Mr. Gilbert, C.M. was honoured by Beth Tzedec Congregation on the celebration of their milestone 60th Anniversary. In recognition of this special anniversary, Mr. Gilbert, C.M. presented Beth Tzedec Congregation with portraits of Israeli Prime Ministers, David Ben Gurion and Benjamin Netanyahu thereby completing their collection by Al Gilbert, C.M. of all the Prime Ministers of Israel.



PROFESSIONAL CREDENTIALS, AWARDS & HONOURS

- 1965-94 Prints accepted to various categories including first place awards in Professional Photographers of Ontario (PPO) competition
- 1962 Ontario Professional Photographer of the Year (PPO)
- 1966 Prints accepted in Professional Photographers of Canada (PPOC)
- 1968 Master of Photographic Arts (PPOC)
- 1969 Canada's Professional Photographer of the Year
- 1969 Fellow of the Royal Photographic Society of Great Britain
- 1970 Fellow of the Institute of Incorporated Photographers of Great Britain
- 1970 Master of Photography, Professional Photographer of America (PPA)
- 1973 Ontario's Professional Photographer of the Year (PPOC)
- 1975 Fellow of the American Society of Photographers of America (ASP)
- 1978 National Award (PPA)
- 1980 National Citation for Services (PPOC)
- 1984 National Award for Service to Photographic Arts (PPOC)
- 1990 The Order of Canada (C.M.)
- 1992 Fellow of the Professional Photographers of Canada (PPOC)
- 1992 Confederation Medal of Canada
- 1994 Lifetime Achievement Award, Photographic Industry of America (PPIA)
- 1997 Gallery Emeritus Award, (ASP)
- 2000 Photograph of the Century, Royal Photographic Society of Great Britain
- 2003 Yousef Karsh Memorial Award (PPOC)
- 2007 Lifetime Achievement Award (PPOA)
- 2013 Lifetime Achievement Award (PPOC)
- 2013 The Queen's Jubilee Medal



Al Gilbert, C.M. and Her Honour Elizabeth Dowdeswell, Lieutenant Governor of Ontario



The family of Kiber Asres (deceased), Ethiopia



Zlata Wolfson and Family, Latvia



TRACING THE ARTIST *within*

—BY DAVE GORDON

MOROCCAN ARTIST NAVA WAXMAN SPEAKS TO THE JEWISH REVIEW ABOUT TRACES, AN EXHIBITION SHOWCASING HER WORK IN TORONTO.

Toronto-based artist Nava Waxman has wrapped up the latest of her painting exhibitions, *Traces*, displayed at the Julie M. Gallery in Toronto.

Waxman, who works in various mediums, including drawing, painting, photography and objects, was born in Beer Sheba, Israel, to Moroccan immigrant parents, and moved to Canada in 2003. She studied at the Toronto School of Art, holds a Bachelor's degree in Social Science and Communications, and has won multiple awards for her work.



Serum, 2014.
Encaustic on
canvas. 20 x 16 in.

"I'M SHOWING THESE PAINTINGS FOR THE FIRST TIME AND IT'S VERY EXCITING. THE PAINTINGS HAVE A WHOLE WORLD OF IMAGINATION IN THEM. IT'S THE SUM OF MY CREATIVITY IN THE PAST FEW YEARS."

With solo exhibitions in Ottawa, Toronto, Hamilton, and Cleveland, as well as group exhibitions in Rome, St. Louis, Ottawa, California, England, Finland, Berlin and New York, her work is held in numerous public and private collections.

The Jewish Review caught up with Waxman to discuss her recent exhibit of 21 paintings, which will be followed by a book of poetry inspired by that very work, collaborated on by poet James Wagner.

The artist's statement about the work: "The method of applying 'scraffito' on to the layered waxed surface is almost like etching or printmaking. This process allows me to continue to use drawings in the work where the delicacy of the lines coincide with the visceral quality of the encaustic surface, appearing as traces. Engraved and etched revealing animals, botanical elements, geometric shapes and the personified traces of forms reacting to an imaginary gravity. These forms are cursive, calligraphic." ▶



“THEY’RE CALLED TRACES BECAUSE THE
PAINTINGS HAVE LOTS OF LINES AND FORMS
THAT ARE ELUSIVE AND PARTLY LITERAL.”

*Seeing Things
Through Rose
Coloured Glass,
2015. Encaustic on
wood. 60 x 70 in.*

Jewish Review: What was the most recent exhibition, *Traces*, all about?

Nava Waxman: Showing my recent encaustic painting with molten beeswax. It's a special exhibition for me because I've been painting this way for a long time. Up until four years ago, I've been well known for this type of painting. But I wanted to abandon the medium. I wanted to master and learn and practice my forms and subjects. It was a difficult decision because the response to the work was phenomenal, but I knew I had to let it go unfortunately. I'm showing these paintings for the first time and it's very exciting. The paintings have a whole world of imagination in them. It's the sum of my creativity in the past few years. They have in them lots of personified forms and objects.

JR: Is there a theme?

NW: It's called *Traces* because these paintings have enduring qualities to them. I have a big passion for drawing, practicing for the past few years. These are really intensive drawings. They're called traces because the paintings have lots of lines and forms that are elusive and partly literal.

JR: What about what you do are you most proud of?

NW: I'm allowing myself to practice and to take my time. It's not necessarily something that will actually bring me to create a specific work of art. I'm allowing myself to explore and use written materials and to be influenced by different art materials. I think that's something I'm proud of, proud of the way I'm pursuing my creative process, and how I do it. I strongly believe it's a cumulative process that affects my work.

JR: You have lived an Israeli, Moroccan and Canadian life. How at all do your cultural influences fall into your work?

NW: I don't think before recently I was spiritually or intellectually mature enough to look at it in that way. I think only in the past few years, as I've been away from it, away from home, getting to a certain point in my life, I started digging into my roots. It's not about Judaism or Israel. It's about being Moroccan. It's fascinating, and I feel that I'm influenced by it, miraculously going into the past and finding materials, such as Moroccan songs and materials, that I want to integrate into my work.

When it comes to being Moroccan, I think I would like to know more about myself. I have a feeling that there are some things that are inherited, important to me, and open my soul and do something to my spiritually. I go back to it.

My work is very much influenced by music—classical and opera—and I translate notes and music to visuals. Ashkenazim and Sephardim have different piyyutim, musical annotations, for prayers. I found a rare record of a Jewish Moroccan rabbi from the early 1970s singing the annotations in the synagogue. I cannot even tell you how touched I am by it, and how it affected me, like the best operetta in Europe. It also takes me back home, with my religious family, when we used to go to synagogue on Shabbat.

JR: How does that cultural influence parlay into your work?

NW: I also do photography. I'm translating some of the notes and tones into the visual. I'm also going to use it as music to invent choreography and body movement to be captured through the camera. Sometimes it's not always literal. Sometimes the music moves me spiritually. It just moves me somewhere and makes its way into the work. ■

For more information, visit navawaxman.com



IN BETWEEN THE LINES

*Yehuda Lang, Lubavitcher Chassid And JNF
Art Director, Was Never Very Good At Staying
Between The Lines.*

"The problem," explains Yehuda Lang, 36, "is that right from the beginning people are put into such tight boxes. Almost from birth, there are certain expectations we have to meet in terms of what we're 'supposed' to be. If all goes well, we grow up to be doctors and lawyers. Fortunately, I was never very good at living up to those kinds of expectations."

Lang, very much like his artwork, is somebody whose colours don't exactly fit between the lines. He grew up in a Bnei Akiva community in Toronto, attending Netivot and Or Chaim, but he didn't quite fit the mold as well as others thought he should. As he began searching for answers, his quest took him around the world, from concerts (touring with Phish, a band with a cult-like following), attending Yeshiva in Israel, and, finally, filling the role of a Lubavitcher chassid who happens to draw for a living.

So how did he escape the confines of his box and go on to pursue a career as a professional artist? ▶

"I REALIZED THAT I HAD
BEEN GIVEN A GIFT
FOR A REASON—I HAVE
SOMETHING GREAT TO
OFFER TO THE WORLD.
AND SO I DECIDED TO
GO TO ART SCHOOL."

Lang tells the story of how he first came to recognize himself as an artist. "When I was about four years old, I was out with my mom while she was visiting some friends. To keep me occupied, I was given some colouring pages. When I was done, one of my mother's friends told me that I was a good artist. She was just being nice to a young child, of course, but I really believed that if an adult said it, it must be true. It was from that point on that I saw myself as an artist."

The seed was planted, and Lang would spend much of his free time drawing. His parents encouraged his talent by sending him to art programs. But even with all of the encouragement, it became clear that there are certain realities he had to face. He wasn't sure if art could pay the bills.

The turning point came late one night in his dorm room in Israel with a friend and way too many beers in his belly. Lang had a moment of truth. "I realized that I had been given a gift for a reason—I have something great to offer to the world. And so I decided to go to art school."

After graduating from OCAD in 2007, he started his graphic design career and now works as the Art Director for the Jewish National Fund of Canada, the sole agency responsible for the development and infrastructure of land in Israel.

While Yehuda considers himself lucky to have a career doing what loves to do, he still had "the itch" and that itch was telling him to keep painting and continue drawing so he could share his art with world. With the encouragement of his lovely wife Ester, he decided to follow that path, his original dream, to become a real artist. A painter. Doing art for the sake of art.

He loves his job, but there are some challenges he faces on a daily basis. Finding the best sources for printing, for example. "To bring out the colors to full richness that I see on screen, I need to make sure that the printing is top notch quality all while keeping my prices reasonable." When printing large pieces, for example, Lang has to make sure that the colours are still bold and pop off of the page. "This is crucial for my style of art," he explains.

And that style reflects his understanding of the balance of life. "We need both the body and the soul," he says. "On one hand we need structure and discipline, and on the other we have energy and inspiration. The structure is there only to direct and maintain the flow of energy. Otherwise it would just be utter chaos. That is something I strive to achieve with my art, and with my life in general."

Lang's art, sold online for anywhere from \$30 to \$1,000 per piece, is currently exclusively sold online. Which creates another challenge. "I think people really need to see art in person. It's much easier to make a buying decision that way."

His next step is simple: Displaying his art at shows around the city. The first stop: Where Music Meets Art, a downtown Toronto event that celebrated Toronto's young emerging artists in June. ■

Yehuda Lang's art can be purchased online at yehudalang.com



RABBI *meets* ENTREPRENEUR.

By Ahava Spillman

RABBI MENACHEM GANSBURG, AND HIS WIFE CHANA, HAVE REINVIGORATED A COMMUNITY WITH A PRESCHOOL, A CAMP AND AN AFTER-SCHOOL HEBREW PROGRAM.

Anyone who witnessed the transformation of the Brooke Avenue Hungarian Baptist Church into the elegant, appealing new home for The Family Shul knows that Menachem and Chana Gansburg can make anything happen. All with a little help from the Almighty, of course.

The proof rings true not only in the attractive exposed brick walls, sparkling contemporary chandeliers, and the classically chic aron kodesh, but mostly in the standing room only crowds that populated both floors for last year's High Holiday services and several *simchas* since.

"The idea isn't new," Menachem tells the *Jewish Review*. "If you've travelled anywhere in the world, you know that you'll always find Coca Cola and Chabad."

Based on the vision of the late Lubavitcher Rebbe, the couple knew they had to open a shul in the Avenue Road and Lawrence Avenue area when they noticed that young Jewish couples started moving in. "Wherever there are Jews, you'll find Chabad," says Menachem. "Because Chabad is in the business of filling needs." ▶

This stylish new building is The Family Shul's fifth move around the neighbourhood. It all started in December 2006, when a local family lost their 13-year-old son to cancer. Menachem didn't know them, but their story touched him enough to make a *shiva* visit.

When the father heard that Menachem was planning to open a shul in the proximity, he begged him to open it within the week so he would have a place to say kaddish close to home. Menachem wished he could make it so, but he hadn't yet found a location.

He had been leaving messages for Smart Centres' Mitchell Goldhar, attempting to inquire about an empty space he had noticed, a former St-Hubert's chicken restaurant chain. Menachem checked his messages as soon as he got home from the shiva. Goldhar had returned his call. Some would call it chance. Others divine

The Family Shul wasn't going anywhere. The Gansburgs set up shop in their own basement for a few months before leasing the basement of Little Niblets, a baby store on Avenue Road. A year later, they moved their growing community to Ledbury Park Elementary School and stayed put for six years.

"We started with nothing," Menachem tells the *Jewish Review*. "But my wife and I are equal partners and we work an insane number of hours to make it work. There are no nine-to-fives with us."

That's putting it mildly. Case in point: The couple threw a welcome back barbeque for their community one September a few years ago. With 200 guests to host, they were both on their feet from morning until night. As soon as they finished cleaning up, they drove to the hospital where, fifteen minutes later, Chana gave birth to their fourth baby.



Rabbi Menachem Gansburg, and his wife Chana

"MY WIFE AND I ARE EQUAL PARTNERS AND WE WORK AN INSANE NUMBER OF HOURS TO MAKE IT WORK. THERE ARE NO NINE-TO-FIVES WITH US."

"The higher the expectations, the more we deliver," Chana explains. One of her areas of expertise: Gan Shalom, the preschool that started with just a handful of children in their basement that she has since grown to capacity, with 70 kids filling four classrooms and a waitlist of more than 30. Her credentials are impressive. She speaks French and Hebrew fluently and is asked to speak each year at an international convention of educators to share her innovative programming ideas.

The public has rallied behind the preschool. "People in this neighbourhood are very passionate about exceptional Jewish education," Menachem says. And he's right. The area has attracted young, upwardly mobile professionals. Often both parents work full time, they're prolifically fertile and care immensely about their children's early education. ▶



providence. But one thing was certain: The Family Shul finally had a place to call home. With kitchen chairs for seating and a kitchen table for the bima, all donated, The Family Shul was open for business just two days later.

It was a short-lived stint—just nine months until the building got demolished—but

Not your typical religious administrators, the Gansburgs are entrenched in too many community activities to count. From Torah classes to Bar Mitzvah prep, marriage counselling to camp orientations, school administration to the pulpit, the couple is a unique combination of pioneer, ambassador, religious advisor, promoter, executive and entrepreneur.

These families now define the community: Jewish, educated, and aware of how critical traditional beginnings are. They employ nannies and don't necessarily require daycare, but they demand and expect a loving environment and an exemplary curriculum.

In the summer months, the Gansburgs also supervise and direct Gan Shalom Day Camp. The first year, only 10 kids attended. This year, they have 125. Catering to ages four to six, the couple intends to add an additional age each season. The camp is based out of Ledbury Public School, which embodies a full facility for sports, a splash pad, a swimming pool with certified daily instruction, and ten specialty programs including sports, dance, music, karate, drumming, arts, and weekly excursions.

Aleph Champ Hebrew School is another success story, servicing students who attend one of four local public schools: Summit Heights, Ledbury Park, West Prep Public Schools, and Allenby. By creating an after-school program at the school where the students already attend, the Gansburgs have established a unique way to obliterate any obstacle to Jewish education. With more than 350 local children who attend weekly, the Gansburgs recently hired a couple from New York, Rabbi Shaya and Esti Spalter, to run the program with them.

Managing a community and everything it encompasses isn't new to Menachem. He follows in the footsteps of his father, Yossi, a 40-year veteran Chabad Rabbi who runs the Chabad Shteeble at 770 Chabad Gate in Thornhill. And his brother, Levi, runs Chabad of York Mills at Bayview Avenue and The Bridle Path.

What is new to him is fundraising. "I'm terrible at it," he says half jokingly. As an independent community, The Family Shul holds fundraising events throughout the year. Sometimes attracting big names like Paula Abdul as headliners, they entertained 500 kids at their Chanukah event this year. But it's their annual comedy gala that brings in the majority of their funds. "It's always an uphill battle," Menachem says. "Some families donate \$1,800 a year, others \$5,000. We don't have one big donor."



“THE HIGHER THE EXPECTATIONS, THE MORE WE DELIVER.”

But when it came to purchasing the property that the shul now calls home, two local families stepped up as the main donors to help them get a mortgage. And since they've already outgrown their current chic location, they're hoping for more support in the upcoming months as they launch a capital campaign to build a much larger facility that will accommodate the entire community.

"Chana and I always say: 'Even in the most pressured moment, we would never have chosen a different community,'" Menachem says. "They are simply the best." ■

To learn more about The Family Shul's programming, visit familyshul.ca.



As the temperature climbs and the daylight hours stretch out into summer, we get an opportunity to enjoy one of the best Canadian summer traditions: joining some like-minded companions for an afternoon or evening out on the patio to relax with some refreshing beverages to help beat the heat. Not only are there many patios to choose from around the city in terms of location and scenery, but also to suit every possible mood when it comes to matching your cold drink of choice with some equally-delicious food.



EL CATRIN DESTILERIA

55 Mill Street, Toronto
416.203.2121 | www.elcatrin.ca

Found in the heart of the Distillery District, El Catrin offers authentic Mexican cuisine that includes many kinds of sharing plates and a kid's menu, so the whole family can enjoy themselves amidst the gorgeous decor both inside and out. Their patio features a huge firepit, giant metal filigree chandeliers, and cheerfully bright yellow furniture; the perfect setting for Citrus-marinated Ceviches and Mayan Margaritas, and their guacamole is to die for.

SCHOOL TORONTO

70 Fraser Ave., Toronto | 416.588.0005
www.schooltoronto.com

This cafe is considered one of the best places for brunch in Liberty Village if not Toronto itself, especially because they offer brunch during the week as well as on weekends. But besides the endless brunch availability, School Toronto also stands out for their innovative takes on breakfast favourites, such as Krispy Krunch French Toast and Caramel Coconut Pancakes. Even if you aren't hungry enough for a full meal, you can grab a tasty treat from their famous bakery selection and relax on a stone bench under one of their big umbrellas on the patio.

GUU IZAKAYA

398 Church St., Toronto | 416.977.0999
www.guu-izakaya.com/toronto

While Guu already has a solid reputation as a Japanese tapas fusion place worth lining up for, many people aren't aware of their more recent addition of a small but adorable cedar deck patio, which can be a welcome breath of fresh air compared to the packed (and noisily cheerful!) restaurant interior. Guu is known for its stellar ever-changing menu of fried, skewered and marinated meats and vegetables, with some exotic options for the more daring, like Marinated Jellyfish and Deep Fried Kabocha Pumpkin Croquette with a boiled egg inside. If you are in the mood for something other than Sapporo, they serve Asian-inspired cocktails and a variety of "vodka sodas" in flavours like aloe vera and oolong tea.

AGAINST THE GRAIN CORUS QUAY

25 Dockside Dr., Toronto | 647.344.1562
www.corusquay.atgurbantavern.ca

What could be a better way to enjoy summer than having a drink or bite to eat on a patio right on the edge of Lake Ontario? Both of Against the Grain's locations have a patio but only one gives you the sights and refreshing breezes that comes from being a stone's throw from the water. Besides offering a healthy number of local and international brews and wines, they also take traditional pub fare and add a little Canadian flare to it, such as Maple Chipotle Baked Wings and teryaki-glazed Lake Erie Pickerel.



ALLEN'S RESTAURANT



THE DRAKE SKY YARD

1150 Queen St. W., Toronto | 416.531.5042
www.thedrakehotel.ca

We've featured The Drake Hotel in a previous issue but the Sky Yard deserves a spotlight of its own, not only for its flawless hipster aesthetic but as one of the few patios around the city that is open all year long. A great place to meet some friends and share some oysters or even sample some sushi rolls from their raw bar, or you can work up a thirst for some chardonnay or pint of ale by trying their Crispy Duck Wings or cornmeal-crusted Fried Smelts.

TERRONI

720 Queen St. W., Toronto | 416.504.0320
www.queen.terroni.com

For those who want to add a little traditional Italian flavour to their patio experience, Terroni's patio tables tucked amidst the sun-dappled shade of surrounding trees and greenery help create a real summery, relaxed atmosphere. When it gets too hot, you can pick a cool option like a Ricchia salad (made with arugula, fresh mushrooms and parmigiano reggiano shavings) or you can embrace the heat and enjoy a hot dish like Garganelli Geppetto (made with dandelions, homemade spicy italian sausage, fontina, parmigiano, and extra-virgin olive oil) or a pizza like their Natalina with roasted red peppers, hot calabrese salame, garlic and black olives.

ALLEN'S RESTAURANT

143 Danforth Ave, Toronto
416.463.3086 | www.allens.to

Along with its partner kitchen "Dora Keogh" next door, Allen's offers food and drink inspired both by Canadian and Irish flavour palettes. It boasts an extensive beverage list, including 340 types of whisky and over 200 VQA wines, and their menu features solid Irish pub fare including Ulster Fry and Dublin Lamb Shank, as well as seafood specialties like their New Brunswick Lobster Roll, Lager-battered Wild Halibut and the Open-faced Oak-smoked Irish Salmon Sandwich. Their patio's varnished wood tables sit under the shade of a lovely large tree, perfect for relaxing with a pint during the hot summer afternoons.

CLUNY BISTRO

55 Mill St.. Toronto | 416.203.2632
www.clunybistro.com

Another jewel found in the Distillery District, Cluny Bistro looks like a set straight out of an old turn-of-the-century European film, resplendent with ornate furniture, tiled floors and elaborate ceilings that evoke an Art Nouveau atmosphere. Even the chairs in their heated patio are delightfully whimsical with cast iron curlicues, perfect for lounging with a Joie de Vivre cocktail and letting the world pass you by. Their menu has a decidedly old world French theme, with rustic dishes like Hunter's Stew with pheasant sausage and rabbit, and more rarified dishes like Roasted Wing of Skate and Braised Beef Bourguignon Poutine.

CASTELLO RESTAURANT

3600 Langstaff Rd., Woodbridge
905.264.9248 | www.castelloristorante.com

For years, Castello Ristorante has dazzled the palates of patrons with delicious dishes and first-class service. It's all thanks to a well-trained team that has played a big role in delivering an impeccably positive experience. The authentic Italian menu offers a rich variety of mouth-watering appetizers, sides and entrees. And lots of pizza, of course.

The centerpiece of this family-owned restaurant is a sculpted re-creation of an old Italian house from the Ciociaro region just south of Rome. It's a perfect backdrop for a perfect photo.

Castello boasts an extensive wine list with one of the largest selection of reds in the GTA. With seating for 350 guests Castello hosts large parties and receptions as well as intimate lunches & dinners.

The restaurant also hosts a Live Piano Bar (FRI & SAT NIGHT) & Live Music Events with Nine Times Music, Pop Cherry.

ELECTRIC MUD BBQ

5 Brock Ave., Toronto | 416.516.8286
www.electricmudbbq.com

While not as fancy as some other places, Electric Mud BBQ is a colourful, quirky barbeque joint that offers straight-up Southern cuisine all year round with their covered and heated patio. From such tasty offerings like Spicy Pickled Green Tomatoes, Rib Ends and Cowboy Beef Ribs to comfort food favourites like Fried Chicken and Buffalo Cauliflower, Electric Mud BBQ is a popular spot so space is always tight, especially on the weekend, but it's more than worth the wait. ■



LIFE IS A *Cabaret*

TORONTO THEATRE LISTINGS | SPRING - SUMMER 2015



TORONTO CENTRE FOR THE ARTS

July: Best of Fringe 2015
July: Moonlight Concert
September: Beethoven Symphony 5

YOUNG CENTRE FOR THE PERFORMING ARTS

July: Look What They've Done To My Song! Vol. 5: Rock On!
July: Twenty Thousand Leagues Under the Sea
July: Yaíma Sáez y su grupo "Live in Concert"
July: NIÁGARA ~ A Pan-American Story
August: Obeah Opera
August: PUSH! Real Athletes. Real Stories. Real Theatre
September: The Play's the Thing
September: Happy Place
September: Marat/Sade
September: Yours Forever, Marie-Lou

ED MIRVISH THEATRE

July/August: Newsies - A New Musical From Disney

ROYAL ALEXANDRA THEATRE

Till September: Kinky Boots

PRINCESS OF WALES THEATRE

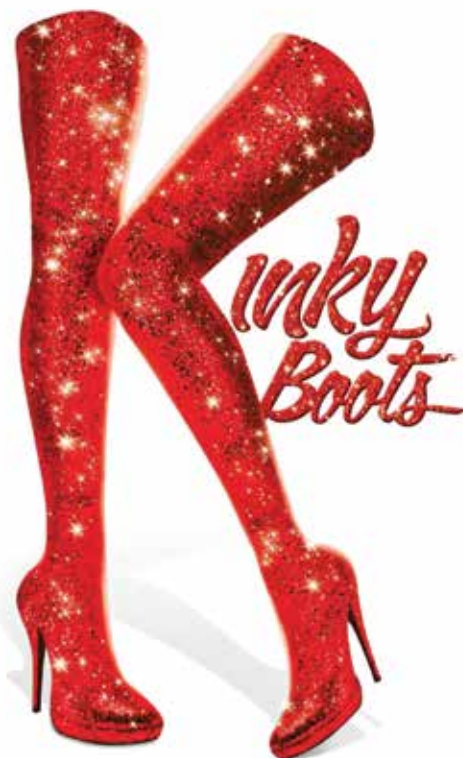
August: Oh Canada What a Feeling!
September: Motown The Musical

BLUMA APPEL THEATRE

July-September: Shakespeare in High Park
July-February: Betroffenheit

SONY CENTRE FOR THE PERFORMING ARTS

July: Brian Wilson
August: Pokémon: Symphonic Evolutions
September: Idina Menzel World Tour
September: Van Morrison
September: Josh Groban
September: Chris de Burgh & Orchestra "The Hands of Man" Canadian Tour
September/October: JFL42 - Toronto's Comedy Festival



SHAW FESTIVAL 2015

FESTIVAL THEATRE

Apr - Oct: Sweet Charity
May - Oct: Pygmalion
Jun - Oct: Light Up the Sky

ROYAL GEORGE THEATRE

Apr - Nov: Peter and the Starcatcher
Apr - Oct: You Never Can Tell
Jul - Oct: The Divine: A Play for Sarah Bernhardt

THE COURTHOUSE THEATRE

Apr - Sept: The Lady from the Sea
May - Sept: Top Girls
Jun - Sept: The Twelve-Pound Look

STUDIO THEATRE

Jul - Oct: The Intelligent Homosexual's Guide to Capitalism and Socialism with a Key to the Scriptures



STUDIO UNDERGROUND

Aug - Sept: The Next Whisky Bar



Stratford Festival

AVON THEATRE

Apr - Oct: The Diary of Anne Frank
May - Oct: Carousel
May - Oct: She Stoops to Conquer

FESTIVAL THEATRE

Apr - Oct: The Sound of Music
May - Oct: Hamlet
May - Oct: The Taming of the Shrew
Jul - Oct: Love's Labours Lost

TOM PATTERSON THEATRE

May - Sept: The Physicists
May - Sept: The Adventures of Pericles
Jun - Sept: Oedipus Rex
Aug - Sept: The Alchemist

STUDIO THEATRE

Jul - Sept: Possible Worlds
Jul - Oct: The Last Wife

SPRING & SUMMER

EVENTS SCENE 2015

TORONTO

TORONTO FRINGE FESTIVAL

July 1-12 | Features more than 155 indie shows in more than 25 venues, in every genre – with local, national, and international artists.

SUMMERLICIOUS

July 3-19 | Enjoy delicious three-course prix fixe menus at close to 200 of the city's top restaurants at fantastic price points.

SALSA ON ST. CLAIR

July 4 & 5 | Week-long events around the city including: Latin dance, art exhibitions & salsa parties finishing with the main Street Festival.

TORONTO 2015 PANAM GAMES

July 10 to August 26 | 7,000+ athletes from across the USA will put their years of intense training, perseverance and sacrifice to the test in this world-class competition.



BEACHES INTERNATIONAL JAZZ FESTIVAL

July 10-26 | At lakeside neighbourhoods is the celebration of dynamic musical roster, multiple stages, and even an enticing line-up of gourmet food trucks. And all the performances are free.

SCOTIABANK CARIBBEAN CARNIVAL

July 30 to August 2 | An exciting cultural explosion of Caribbean music, cuisine, revelry and visual and performing arts.

KRINOS TASTE OF THE DANFORTH

August 7-9 | This event brings the delectable cuisine out of local restaurants and into the streets. Listen to Greek bands while getting your fill of authentic souvlaki, stuffed grape leaves, grilled lamb and moussaka.

ROGERS CUP

August 8-16 | The best players in the world have showcased their skills on Canadian courts.

SCOTIABANK BUSKERFEST

August 27-30 | Comedy, spontaneity and a dash of the unbelievable: 4 days and 4 nights of non-stop, action-packed, fun-filled entertainment. Admission is by donation in support of Epilepsy Toronto.



TORONTO INTERNATIONAL FILM FESTIVAL (TIFF)

September 10-20 | Screening more than 300 films from around the world in venues across the city.

JFL42

September 24 to October 3 | A 10-day festival featuring 42 'cool things' happening in the city.



MONTREAL

HORST: PHOTOGRAPHER OF STYLE

May 14 to August 23 | One of the 20th century's most influential fashion and portrait photographers, will present more than 250 archival prints that transcend time.

PIKNIC ÉLECTRONIK

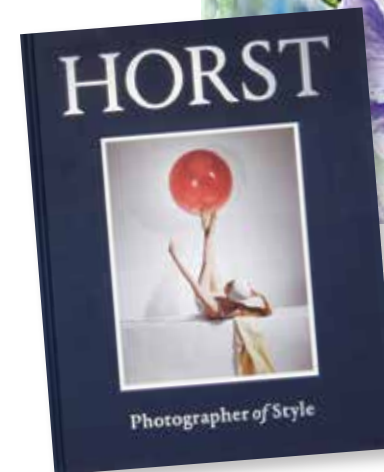
May 17 to September 20 | Every Sunday, Pknic offers diverse programming that appeals to both music fans and audiences in search of festive outdoor activities.

RODIN - METAMORPHOSES

May 30 to October 18 | Fragile plasters as well as bronzes, marble figures, drawings, watercolours and photographs all attest to this creative intensity.

INTERNATIONAL PERCUSSION FESTIVAL

July 3-12 | Over 1000 artists, 10 days of music. A cultural journey in the heart of Old Montreal!



FESTIVAL INTERNATIONAL NUIITS D'AFRIQUE

July 7-19 | At the forefront of artistic creativity the Festival plumbs a vast pool of talent from here to Timbuktu, across great oceans to Africa, the Caribbean and Latin America.

MONTREAL HIGHLAND GAMES

August 1-3 | The Montreal Highland Games brings together Montrealeers of Scottish and all other backgrounds to celebrate Highland games, music and culture.

MATSURI JAPON

August 15 | This dynamic event brings people together to enjoy Japanese food, music, dance, family activities and much, much more.

18TH-CENTURY PUBLIC MARKET

August 22-23 | Over the course of a weekend, take a trip back in time to find yourself in the company of farmers, craftspeople, and entertainers as they existed in 1750, at the time of Montréal's very first public marketplace.



OTTAWA



CANADA DAY

July 1 | Come celebrate Canada's 148th birthday in the capital.

VAREKAI BY CIRQUE DU SOLEIL

July 2-5 | Follow the adventures of one young man after he is parachuted into the shadows of a magical forest.

RBC ROYAL BANK BLUESFEST

July 8-19 | One of the largest international music events in the world, with over 220 musical acts on several outdoor stages.

5K FOAM FEST CANADA

July 25 | A foam filled 5km all ages' fun run. Featuring mud, water, foam and over 16 obstacles.

OTTAWA BUSKER FESTIVAL

July 30 to August 3 | Entertainment by street performers from around the world. Clowns, jugglers, acrobats and magic tricks. Free admission.

CAPITAL RIBFEST

July 31 to August 3 | Capital Ribfest, the new big BBQ foodie experience, will be taking over downtown Ottawa. Free admission, 10 new Ribbers, live music, craft beer and much more!

THE CASINO DU LAC-LEAMY'S SOUND OF LIGHT

August 8-22 | An international fireworks competition with the greatest pyrotechnic experts.



GATINEAU HOT AIR BALLOON FESTIVAL

September 3-7 | Come and enjoy Canada's largest balloon festival! Hot air balloons fill the Gatineau sky along with exciting shows.

OTTAWA INTERNATIONAL ANIMATION FESTIVAL

September 16-20 | North America's largest animation festival showcases the finest new productions from around the world.

NATIONAL CAPITAL OPEN TO "SUPPORT OUR TROOPS"

August 20-23 | Come out and enjoy watching professional golf's young future stars at this PGA TOUR Canada event. Official charity is the Support Our Troops Program.



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