LookPR

Arlene W. Leib

484.533.3550 Mobile: 610.864.6110
Arlene@LookPR.net

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K&R SPEARHEADS HEROIC PR CAMPAIGN

It isn't *every* day that the K&R Public Relations Department coordinates a press conference in the U.S. House of Representatives, trots off to the Washington studios of NBC's TODAY SHOW, turns down GOOD MORNING AMERICA and CBS MORNING NEWS, chats with Jack Anderson, NIGHTLINE producers, etc. *And,* more importantly, aids an effort to rescue one of the great humanitarians of all time—Raoul Wallenberg.

Although at times our activities seemed characterized by humor, hysteria and histrionics, we were always aware of the importance of our cause, and grateful for the opportunity to share in such a noble effort.

The Raoul Wallenberg story is no less dramatic for being true.

In 1944, Wallenberg, a wealthy Swedish diplomat, was assigned to Hungary by the War Refugees Board to observe and report the last chapters of Hitler's "Final Solution." The suffering he witnessed led him to a valiant action to save the endangered. Hundreds of thousands of Jews were able to escape Hungary, carrying falsified Swedish passports provided by Wallenberg.

Traveling from Budapest to a small town called Devrecin in January, 1945, Wallenberg was abducted by Soviet Secret Police and transported to Lubianka prison in Moscow.

Despite official statements from the Soviets that Wallenberg had died in 1947, there is evidence to the contrary. Over the years, several former prisoners have reported seeing Wallenberg, speaking with him, or communicating with him through tapped code messages on prison walls.

Wallenberg's family, supporters, and many survivors who owe their lives to him, have not given up hope. They have tried in vain to get information about Wallenberg, and to demand his release. Now, for the first time, at the behest of his family, legal action has been initiated.

Raoul Wallenberg, 1935.

On February 2, 1984, a suit was filed in Federal Court against the Soviet Union to free Wallenberg, an honorary U.S. Citizen.

After meeting with the chief legal counsel on the case, Professor Morris Wolff, we volunteered to coordinate publicity for this landmark action. The dedicated team included Ed Shapson, Michele Lanzilotti, Arlene Leib, Leona Chacker, Susan Brown and Joy Allanoff, and together we launched an aggressive publicity campaign, sharply focused on major national and international media.

We called important editors, producers, wire service reporters, and syndicated columnists. All contacts were reinforced by mailing the press kits we had prepared.

The TODAY SHOW responded early on, with the clear understanding that their announcement would be "first." GOOD MORNING AMERICA and CBS MORNING NEWS followed suit, each wanting to be first to break the news, but we were committed to TODAY, and were forced to do something beyond our wildest imaginings—turn down the placements of our dreams.

On February 2, the filing date, all systems were "go." At dawn, Arlene and Ed accompanied Professor Wolff and Representative Tom Lantos (D-CA) and his wife, Annette (both of whom were rescued by Wallenberg), to the TODAY SHOW in Washington. Then, at the courthouse, we shared an emotional moment as Guy Von Dardel, Wallenberg's half-brother, joined the legal team as suit was filed to secure Wallenberg's release. Later, we listened at the press conference to the impassioned statements of Tom and Annette Lantos, Von Dardel, and Wolff.

The Voice of America and Radio Free Europe recorded the conference (as did a Soviet observer). A Swedish television team conducted interviews. The conference, and our efforts leading up to the filing, generated multitudes of clippings from newspapers such as the LONDON TIMES, the major Chicago, New York and California dailies, and even appeared in newspapers across the country from Albuquerque, New Mexico to Providence, R.I.

Thus, we announced this first step—the filing of the lawsuit—and reminded the public of the contributions of this great man.

The irony of Wallenberg's fate is inescapable. Because of his efforts to secure freedom for 100,000 victims of oppression, he has been deprived of *his* freedom. One man was able to free so many, and so many have

Continued on p. 4

K&R HEROIC PR CAMPAIGN *cont'd from p. 1*

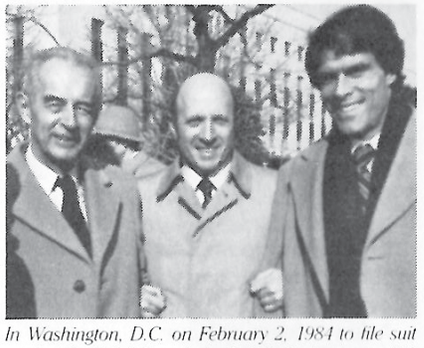
been unable to free one man.

Now we must wait. If the court decides that it has jurisdiction over such a matter, the case will come to trial and the United States Courts will have taken the position that violations of the Law of Nations can be prosecuted through the judicial system.

Realistically, the chances that the court will hear the case are slim; that a favorable verdict would influence the Soviets, even more unlikely. That Wallenberg could be freed—a miracle! But—dare we not support such a gallant effort? Dare we not try?

—Joy Allanoff

Staff photos by Joy Allanoff



In Washington, D.C. on February 2, 1984 to file suit against the U.S.S.R. on behalf of Wallenberg were (left to right): Guy Von Dardel, Wallenberg's half-brother, chief counsel, Morris Wolff, and Murray Levin, legal counsel on the case.

In front of the Capitol on the way to the press conference were Ed Shapson (left) and Arlene Leib as they accompanied Swedish attorney, Claes Cronstedt

Initiatives • Public Relations • Media Relations

The Philadelphia Inquirer

WWW.PHILLY.COM

Wednesday, August 4, 2004 THE PHILADELPHIA INQUIRER

"Philadelphia really responded ... and we will be forever grateful."

A solid family bore illness with Alex

Lucia Herndon
The Family

I met Alex Scott only once and only briefly. It was at her first lemonade stand at her Wynnewood home in 2002. I had chatted with her on the phone, again briefly, before the fund-raising event for cancer research, and decided to drive to her home that summer Saturday to see how things were going.

I got a clue when I had to park blocks from her house. Traffic had jammed the streets. People were turning out in droves to "buy" lemonade. Of course, few if any paid the 50 cents a glass Alex was charging. The jar was filled with bills of all denominations, and Alex was gamely handing out paper cups of lemonade.

I caught up with her mother, Liz Scott, who was making repeat trips to the house to empty the quick-to-fill money jar. Even in the flurry of the day, she was kind and gracious.

As for Alex, she hadn't had much to say during our phone interview, or in person at the lemonade stand. She was intent on pouring and, when she got tired, of overseeing the pouring. The neuroblastoma, diagnosed before her first birthday, had already taken its toll on the then-6-year-old. She was a little slip of a thing then; a stiff breeze would have blown her over, it seemed. Even then she was using her physical resources wisely, marshaling her strength, not wasting breath responding to me or the various television reporters who showed up.

The thing that impressed me about the Scott family was how they seemed, to this outsider anyway, to have figured out how to seek the most innovative and sometimes aggressive medical care for their daughter while continuing to provide a quality family life for Alex's brothers, Patrick and Eddie. I'm sure that got increasingly difficult as Alex's Lemonade Stand took on a life of its own even while Alex was being sapped of hers. During all this, the family grew to include another brother, Joey, last year.

Even when the Scotts learned that the physicians had run out of options, that Alex would not be cured, that remissions would be fewer, they continued to be a family — school activities, sports and family vacations getting their attention.

They also made sure Alex's work would continue by setting up lemonade stands in all 50 states and Canada and France. Money raised is going to cancer research; Alex herself set a goal of $1 million this year. So far her efforts have rung up more than $700,000, and her family is sure the goal will be met.

All along the way, Liz Scott kept a running account of her daughter's life on a Web site. There you could catch a glimpse of the pain and pride in this mother's heart.

And when the end came on Sunday the devastation was deep.

"It's hard to know what to say," Liz Scott reflected Monday night. "We're heartbroken but so proud at the same time. Some people will be forever marked by Alex. She made a huge mark on the world."

The Scotts had praise for the Philadelphia community. The family moved here from Connecticut in 2001 to pursue treatment at Children's Hospital.

"Philadelphia really responded to Alex and her efforts," Scott said, "and we will be forever grateful for that."

LINDA JOHNSON / Inquirer Suburban Staff
Alex Scott and her mother, Liz, staffed the lemonade stand at Penn Wynne Elementary in Wynnewood in June. Alex, 8, died Sunday.

Contact columnist Lucia Herndon at 215-854-5724 or lherndon@phillynews.com. Read her recent work at http://go.philly.com/luciaherndon.

Lemonade cause known far and wide

A few words on "Today" bring more donations to Wynnewood girl's charity.

By Marc Schogol
INQUIRER STAFF WRITER

After 7-year-old Alexandra Scott appeared on NBC's *Today* show recently, an Australian man who had seen the program there called The Inquirer to find out where and how to send a donation.

His voice broke as he said, "It's 3 a.m. here, but I want to send some money to that poor kid."

He and many others have been deeply touched by the Main Line girl's story, which has gone big-time in a way no one could have imagined.

Alex, as she prefers to be called, suffers from an often-fatal form of juvenile cancer and runs a lemonade stand to start a cancer research fund. Since her first lemonade stand last year, the best estimate of the amount she has raised is $110,000 and climbing.

Her July 21 appearance on *Today* and a report about her that same day on CBS's *Early Show* only boosted support.

"We've received everything

See ALEX on A9

Inside
Excerpts from letters containing donations and support for Alexandra Scott, and how to make a contribution, **A9**.

Alexandra Scott, who has neuroblastoma, has inspired people from as far away as Australia. She has raised at least $118,000 for cancer research.

ALEX'S LEMONADE STAND

At 10 years, still serving up aid

By Kristin E. Holmes
INQUIRER STAFF WRITER

Girl's way to raise money "to help other kids" with cancer has played a role in the discovery of innovative therapies.

Two young girls arrived at Children's Hospital of Philadelphia 11 years apart with the same kind of cancer.

One, 5-year-old Edie Gilger, lived to see her tumors shrink because of an innovative new drug therapy. Edie is in complete remission.

For that, she can thank the other girl, Alexandra Scott.

Ten years ago this month, Alex, weakened from cancer, sold lemonade for the last time at her Wynnewood elementary school. Lemonade stands were her way to raise money for doctors "to help other kids, like they helped me."

By the time Alex died that August, the Lower Merion Township girl had raised nearly $1 million and set in motion

See ALEX on A9

Alexandra Scott, founder of the nonprofit. The foundation has raised about $80 million and funded about 450 research projects.

Inspiration from a girl and her lemonade stand

By Arlene W. Leib

Alex Scott's big brother Patrick was in second grade at Penn Wynne Elementary School in 2002 when he told his classmates that Alex had cancer. My daughter, Jordan, came home from school one day and said, "Mom, this kid in my class' sister has cancer and they're having a lemonade stand on Saturday. Can we go?"

When I was growing up, people were afraid to talk about what was then a poorly understood disease. Today, with better education and media attention, things have changed. Kids even talk to each other about it. My 8-year-old daughter was a participant in that process. She and her classmates learned about cancer, got involved, and made a difference.

That first damp Saturday in June, my daughter and I drove the few blocks from our house to Alex's front lawn. We walked through the wet grass, stuck our dollars in the collection jar, and bought our first cups of lemonade.

As we walked back to the car, tears were rolling down my face. Jordan asked, "Mommy, are you crying?" All I could do was shake my head "yes" and say, "But for the grace of God ..."

The image of this little wisp of a child with a cancer called neuroblastoma and her big, sweet smile would stay with me for a long time.

A friend of the Scott family asked if I could help bring media attention to Alex's next lemonade stand. Help a sick child raising money for research to help cure childhood cancer? I called everyone I knew at TV stations and newspapers. I wrote a news release and made follow-up phone calls. When I walked over to Alex's front lawn that next Saturday I was floored. Traffic was snarled, news trucks were everywhere. People filled the sidewalks, spilling out into the street. You couldn't move.

Alex was getting the first of her many 15 minutes in the Philadelphia media. Her story opened numerous news segments and quickly went national. CNN, MSNBC, the Today show, even Oprah. Alex became the face of the movement to cure childhood cancer. She was a natural. She spoke of her dreams from her heart, and everyone listened. How could you not?

In the beginning, I asked Liz Scott what Alex's goals were. It was simple: Alex wanted to raise money for cancer research so kids like her didn't get cancer anymore. She was a kid selling lemonade on her front lawn for a good cause. That's where the slogan "curing childhood cancer, one cup at a time" came from. She said Alex wanted to raise $1,000. That's a lot of money to a kid. I thought, "Don't raise $1,000; raise a million."

Despite life giving Alex lemons, she decided to make — and sell — lemonade. She raised that $1,000, and the million, and so much more. With the love of her devoted family, and the help of media, supporters, and partners, the creation of Alex's Lemonade Stand Foundation has led to an astounding $80 million being raised for child cancer research.

As valuable as that contribution is, Alex Scott left an even greater legacy: She taught children to talk to each other about what is important. She implored them to give back.

My daughter and her classmates supported Alex's Lemonade Stand every year. What started on Alex's front lawn, and was moved to Penn Wynne Elementary the next year, has gone national. Children run lemonade stands around the country to raise money for cancer research. And their parents and other adults help. This child taught so many adults lessons about heartfelt giving.

Alex left an enormous hole in our hearts and our world in August 2004, but will never really leave us. The research her efforts support offers hope to countless sick children. Her spirit soars.

I hope you'll visit an Alex's Lemonade Stand in your neighborhood tomorrow and do your part to help cure childhood cancer, one cup at a time.

Arlene W. Leib is a writer, PR, and media relations professional.
arlene@LookPR.net

Monday, August 4, 2003 THE PHILADELPHIA INQUIRER www.philly.com C A9

Visit to 'Today' brings even more donations

ALEX from A1

from one-dollar bills to checks for multiple thousands of dollars," said Phil Arkow, a spokesman for the Philadelphia Foundation, which administers Alex's charity.

Support also has come from:
- Brownie Troop 319 in Lowell, Ark., where proceeds from a lemonade stand raised $154.53.
- An Elk Grove Village, Ill., woman whose $10 check was accompanied by a note saying, "Keep pouring the lemonade. We will beat it. My prayers are with you."
- A determined New Port Richey, Fla., 8-year-old and her 9-year-old cousin, who saw Alex on *Today* and set up a lemonade stand to raise money. The girls were told by local officials that it wasn't permitted, but a radio personality there invited them to sell lemonade at the station, and they were back in business.

"One of the moms called us," Liz Scott, Alex's mother, said. "Alex actually talked to the two girls. There they are, trying to take the initiative in something nice, and in the end they won! They felt so good about it — they raised over $800."

The response has just been "unbelievable," Arkow said. Alex's file, he said, is a foot tall. The 2002 list of donors takes up more than four pages and includes more than 600 names — more than any of the other 550 charities the foundation shepherds.

"It's the biggest amount we've ever seen," Arkow said. "It's amazing."

So is Alex.

At age 1, she was diagnosed with neuroblastoma, the often fatal childhood cancer of the nervous system.

She's had tumor-removal surgery six times and regularly undergoes chemotherapy.

On July 19, she was at Children's Hospital of Philadelphia, which has become her home away from home. She had a fever and was being pumped full of antibiotics.

But the very next day, Alex and her parents took the train to New York, stayed in a hotel, and were taken by limousine to the NBC studios for Alex's appearance on *Today*.

The girl has true grit.

On June 7, when she held her second lemonade sale outside her Wynnewood home, Alex had such a bad headache that she had to go inside and lie down.

But when her father, Jay, went to see how she was feeling, "the only thing she wanted to know was, did we break last year's record?" Jay Scott said.

They did — but Alex was in Children's Hospital for several days afterward.

"She has good days and bad days," said Liz Scott, who has three other children — sons 8 years, 4 years, and 5 months.

"She's been at the hospital a lot — day after day, three to five times a week," her mother said.

So the invitation to come to New York for the *Today* show was a big boost for Alex.

"Matt Lauer was very nice," Liz Scott said. "Alex was a little nervous, but she did great. She seemed to enjoy it." Calling over her shoulder, Liz Scott asked Alex if, in fact, she'd enjoyed being on TV.

"Yeah," said Alex, whose replies in interviews tend to be one word.

Lauer found that out when he began the segment by saying, "You've probably heard the expression 'If life hands you lemons, make lemonade.' Well, for 7-year-old Alex Scott, the old proverb couldn't ring more true. Hi, Alex, how are you doing?"

"Good," she said.

"Good," Lauer responded. "It's great to have you here. Do you just love lemonade?"

"Yes," she said.

Lauer then said it had been several years ago that Alex came up with the lemonade stand idea, right?

"Mm-hmm," Alex agreed.

"And you decided you wanted to do something to help other people who had the same thing you have?"

"Mm-hmm," Alex agreed again.

Lauer began directing his questions to Liz and Jay Scott, who fleshed out the story in greater detail.

And what a story.

At her first lemonade stand last year, a number of local sports celebrities stopped by. Philadelphia 76ers executive Billy King, for example, gave Alex $500 for a 50-cent cup of lemonade and wouldn't accept any change.

That first lemonade stand raised about $12,000. With the money that kept coming in afterward, the total was about $67,000 before this year's stand, which raised $14,000.

Since then, Arkow said, at least an additional $30,000 in donations has been tallied. "And I'm not sure how current that figure is. Checks are coming in every day.

"It's just a compelling story — so touching and so real."

It's a story Liz and Jay Scott have told in a children's book they've written and hope to get published, with all proceeds going to Alex's charity.

Contact Marc Schogol at 610-313-8112, or mschogol@phillynews.com.

Letters to Alex

Donations to help Alexandra Scott in her quest to raise money for cancer research have been pouring in from across the country. Below are some of the letters she has received.

Palo Alto, Calif.

Dear Alex's Lemonade Stand!
Enclosed please find my check for your fund. I was recently married and decided instead of expensive centerpieces and silly favors, we would donate that money to Alex's fund and put a pitcher of lemonade on every table!
It felt great to put that money toward something far more useful than Jordan almonds!

Morrisville, Pa.

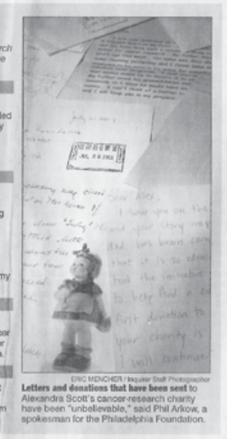
Dear Alex,
I saw your interview on the *Today Show* on 7/21/03, and it brought tears to my eyes. You are such a brave little girl and you have done such a wonderful thing by raising that money for cancer research. My father died of cancer four years ago this week. His name was Alex also. I was doing some cleaning yesterday and I found some money that was supposed to be used in his name for something but it had somehow been forgotten. ... My father loved his grandchildren and he always bought their lemonade so I know he would have wanted you to have this money.... May God bless you, and I will keep you in my prayers.

Palatine, Ill.

Dear Alex,
We hope you get well from your sickness. We raised $40.54 for you. Your cancer must be hard on you. So we're very glad to help you to raise money for cancer research. We like you and your idea for Alex's lemonade, so we're glad to help.

To Make Donations

All donations, which are tax-deductible, go to "Alex's Lemonade Stand Fund" at the Philadelphia Foundation, 1234 Market St., Suite 1800, Philadelphia 19107, 215-563-6417. (Further information is available online at www.alexslemonade.com and www.philafound.org.)



ERIC MENCHER / Inquirer Staff Photographer
Letters and donations that have been sent to Alexandra Scott's cancer-research charity have been "unbelievable," said Phil Arkow, a spokesman for the Philadelphia Foundation.

Lemonade legacy of little girl lives on

ALEX from A1

BY THE NUMBERS

$80M
Amount raised by Alex's Lemonade Stand Foundation for Childhood Cancer

450
Number of research projects funded

2,500
Number of lemonade stands, including one at Alex's school in Wynnewood, that will crop up across the United States and Canada this weekend

$1M
Weekend fund-raising goal for pediatric-cancer research

A national spotlight

Tumors disappear

Her life was cut short, but Alex won her battle

By Marc Schogol
INQUIRER STAFF WRITER

Struggling to keep her eyes from tearing and her voice from trembling, Liz Scott insisted that people who say her 8-year-old daughter lost her battle with cancer couldn't be more wrong.

"Alex won her battle in so many ways," Scott said at yesterday's funeral for Alexandra Scott, the Main Line girl who turned a lemonade stand into a nationwide campaign for pediatric-cancer research.

Although cancer had ravaged her since she was a year old, Alex, who died in her parents' arms Sunday at her Wynnewood home, inspired all who knew her

See ALEX on A17

LINDA JOHNSON / Inquirer Suburban Staff
Alexandra Scott died Sunday. The fund-raising effort she began to fight pediatric cancer continues.

Friday, August 6, 2004 THE PHILADELPHIA INQUIRER www.philly.com C A17

Hundreds pay respects to Alexandra Scott

ALEX from A1

"by never giving up hope and living life to the fullest," her mother told those attending the funeral.

But acknowledging Alex's legacy and the accomplishments of her short life did not ease the grief of about 300 mourners at the Episcopal Church of the Redeemer in Bryn Mawr. Handkerchiefs and tissues were much in evidence at the 11 a.m. service.

Speaking from the pulpit, just a few feet from her daughter's tiny casket, Liz Scott finally couldn't hold back her own tears. "We are grateful for her life," she sobbed, "and we will miss her."

Barbara Rayer, Alex's music teacher at Penn Wynne Elementary School, sang the hymn "Don't Stand at My Grave and Weep": "When you awake in the morning's hush, I am the swift uplifting rush of quiet birds in circled flight. I am the soft stars that shine at night. Do not stand at my grave and cry, I am not there: I did not die."

The hymn brought tears to the eyes of many who went to the church — family, friends, neighbors, schoolmates, doctors and nurses from Children's Hospital of Philadelphia, and people young and old moved by Alex's struggle and determination.

The Rev. Lisa Farrell eulogized, "At some level, Alex ... knew when her time to leave this Earth was close at hand. She went from the arms of her parents to the arms of the angels."

Mourners ranged from a group of five girls wearing yellow "Alex's Lemonade Stand" T-shirts and bandannas to 76ers president Billy King, one of a number of figures in the sports, political and business worlds who became supporters of Alex's efforts. King was accompanied by former Sixers player and current team "ambassador" to youth World B. Free.

John Maris, Alex's primary doctor at Children's Hospital, read from the New Testament.

Among those at the half-hour service was Gail Apfel, principal at Penn Wynne, which Alex attended when she could and which was active in her cause.

After the service, King, who had contributed to Alex's charity and arranged for her to be honored by the team, hugged Jay Scott, Alex's father.

"Alex was grateful for all you did," Scott told King.

Although her health was failing in recent months, Alex appeared on television in June, on *Oprah* and *Today*. As a result of nationwide and local coverage in recent years, huge numbers of people had rallied to Alex's side.

Later in June, there were lemonade stands in all 50 states and in two countries abroad — many run by families whose children have battled cancer.

Alex, who had raised about $200,000 in previous years, had set a goal of $1 million by the end of this year.

About $700,000 has been donated, and Alex died knowing that corporate commitments guaranteed reaching her goal.

Alex's parents have said her charitable work will continue.

Alex suffered from neuroblastoma, a relatively rare but often fatal pediatric cancer.

She had undergone six operations to remove cancerous tumors from her spine.

In recent years, as standard treatments ceased to be effective, she was kept alive on experimental medication and chemotherapy.

"Her effort to raise money for childhood cancer, while she struggled with her own, inspired us all," Jay Scott said from the pulpit.

Even as mourners arrived at the church, a neighborhood woman and her two sons set up a lemonade stand across the street.

"In eight years, she's done more for the world than most adults," Sarah Robinson said of Alex, whom she had never met. "She just seems like a miracle. She could have lived to be 80 and not touched as many people."

Robinson's son Harry, 11, working the stand with his brother, Ace, 8, said, "I think we need to do our part, because she did her part."

After the service, there was a long final ride to Washington Memorial Chapel in Valley Forge.

At the graveside ceremonies, Alex's grandmother, Judy Scott, noted that Alex loved butterflies. So Scott had bought a number of yellow butterflies — the color having become synonymous with the lemonade stands — to be released at the graveside.

When the butterflies were turned loose, however, a number initially did not fly away, and one attached itself to Jay Scott's left arm.

Finally, Liz Scott reached over and removed the butterfly, but it seemed determined to cling to her finger. Finally, it flew off.

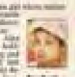
Ligia Richter, a close family friend, nodded knowingly, seeing the butterfly as a symbol of Alex's presence.

"She stayed," Richter said of Alex's spirit. "She was full of love and joy."

Contact staff writer Marc Schogol at 610-313-8112 or at mschogol@phillynews.com.

JOAN FAIRMAN KANES / Inquirer Suburban Staff
On the sidewalk across from the Church of the Redeemer in Lower Merion, where the funeral for Alexandra Scott was held, the Robinson family set up a lemonade stand in her honor. Sarah Robinson and sons Harry and Ace did not know Alex but were moved by her story.

Girl who started Alex's Lemonade Stand is dead



Girl who started Alex's Lemonade Stand dies

Alex Scott points her lemonade stand, with a little assistance from her father, in their Wynnewood driveway in June 2003.

To Donate

CITY SUBURBAN NEWS
PHILADELPHIA & THE MAIN LINE'S FAVORITE WEEKLY
FREE
GREAT LOCAL NEWS!
Year 19, No. 38 June 9 – June 15, 2004

Alex Scott's Lemonade Stand to be Held in Fifty States on June 12

June 9 – June 15, 2004

Visit Alex's Lemonade Stand!

Continued from front page

ments, Alex met other children who were also sick, and she decided to make a difference and help raise money for pediatric cancer research. She came up with a fundraising idea that was a natural for a young child—to set up a little lemonade stand on a warm day and sell lemonade to some thirsty neighbors. Alex's mother, Liz warned her that if she charged fifty cents a cup for lemonade, she might only raise ten dollars. Alex said with conviction, "I don't care; I want to do it anyway!" Their local newspaper, *The Hartford Courant* covered Alex's Lemonade Stand and story, and thanks to that initial exposure, Alex was able to raise $2,000. And that was the beginning.

The Scott family moved to Philadelphia so Alex could receive experimental cancer treatment at Children's Hospital of Philadelphia (CHOP). They brought with them the tradition of setting up a yearly lemonade stand. Today, Alex has raised over $190,000 for pediatric cancer research. Donations are sent to a Donor-Advised fund at the Philadelphia Foundation called *Alex's Lemonade Stand Fund*. Grants from this fund support childhood cancer research causes. Funds have been put to good use to facilitate new and ongoing clinical trials in pediatric oncology.

After enduring seven years of ongoing and often painful cancer treatments, Alex is still fighting her disease but remains hopeful that a cure for all childhood cancers is just around the corner.

Through her generosity and genuine concern for others, Alex Scott has become an inspiration. To many, Alex is a hero. Individuals of all ages and walks of life have written to her saying how she has been an inspiration to them. After reading about Alex's fundraising efforts or seeing her inspiring story on television, many families and schools have decided to get involved to help Alex in her pediatric cancer fundraising efforts. Last year, many local communities held lemonade stands and raised over $30,000 for *Alex's Lemonade Stand Fund.*

Alex Scott's fundraising efforts have not gone unnoticed. Alex and her lemonade story has been featured on several major television programs as well as local TV stations and in many national, regional and local newspapers and magazines. Alex has also been the recipient of many prestigious awards: *The 2003 Volvo for Life Hero Award, The Philadelphia Foundation Philanthropist of the Year, Philadelphia 76ers Basketball Hometown Hero* – two consecutive years, *the 2003 Good Housekeeping Heroes for Health Award* and a Commendation from the Commonwealth of Pennsylvania.

The long and difficult fight against childhood cancer will be continuing for Alex. After enduring seven years of ongoing and often painful cancer treatments, Alex is still fighting her disease but remains hopeful that a cure for all childhood cancers is just around the corner. Every day, at least forty-five children in the United States are diagnosed with cancer and thirteen of them will not survive. As Alex and her friends around the country raise money for pediatric cancer research on June 12 as well as year-round, they believe that one day – children everywhere – might have hope for a cure.

Alex's Lemonade Stand will take place on Saturday, June 12, 2004 at Penn Wynne Elementary School, 250 Haverford Road, Wynnewood, from 11:00 a.m. until 2 p.m. Please come out, have a cup of lemonade and give from your heart to help Alex and her friends raise enough money for pediatric cancer research, to make a real difference. For more information on Alex's Lemonade Stand please visit www.alexslemonade.com or call one of the following contacts: Jay and Liz Scott 610-642-1728, jay.scott@verizon.net; Alicia Kopp 610-645-5373, krkopp@comcast.net; Ligia Richter 610-642-8869; ligia@richteralsi.com.

Sports Page 27 — **Going for gold**
News Page 3 — **Turnpike hike**
Opinion Page 14 — **Do the doula**

MAIN LINE TIMES

SNAP!

Alex Scott, 8, fought childhood cancer with lemonade

CITY LINE NEWS

FREE

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For Immediate Release

DR. GARY GLASSMAN WITH HIS GOODWILL ORAL HEALTH PROJECT IS PROUD TO ANNOUNCE THE FIRST GRADUATING CLASS OF DENTAL SURGEONS FROM THE UNIVERSITY OF TECHNOLOGY COLLEGE OF ORAL HEALTH SCIENCES IN JAMAICA

Toronto, Ontario, Canada; April 10, 2016 – Gary Glassman, DDS, FRCD(C), the founder of the philanthropic **Goodwill Oral Health Project** is proud to announce the recent graduation of the first graduating class of 22 dental surgeons at the University of Technology's (UTech) College of Oral Health Sciences in Jamaica. UTech is one of the beneficiaries of Dr. Glassman's global effort promoting the best oral health care to developing countries in need. The graduates, trained and certified by UTech, graduated in November, 2015 after completing their five-year degree program in Doctor of Medical Dentistry (DMD) and are the first ever dental surgeons to be certified by the university. All graduates will now intern in a Jamaican Government vocational training program, and be placed at health facilities throughout Jamaica to practice dental medicine.

According to Dr. Maurice Miles, United States (US) Board Member of the US-based Commission on Dental Competency Assessments which administers dental examinations, the University of Technology's Class of 2015 DMD graduates have proven themselves to be "as qualified, as competent and as dedicated as any dental graduate from the United States and Canada."

Dr. Gary Glassman has dedicated his time, experience and generosity to furthering the philanthropic efforts of the Goodwill Oral Health Project over the past 15 years. Since 2010, he has been Adjunct Professor of Dentistry and Director of Endodontic Programming for UTech School of Dentistry, he wrote the endodontic curriculum for the DMD (Doctor of Medical Dentistry) program and he provided all lectures, clinical instruction, teaching supplies and equipment as well as solicited other volunteer oral health specialists to teach students.

Dr. Glassman said, "Jamaica has experienced severe challenges in reducing the overall burden of diseases due to dental conditions. Under normal conditions, with approximately one dentist per 17,000 people, the majority of Jamaicans would never even see a dentist." Now, thanks to the dedication and hard work of Dr. Glassman at UTech over the past five years, more than 200,000 Jamaicans have received top-quality treatment from the dental surgeon trainees, and as part of their training, the team of 22 dental surgeons gained hands-on experience at the dental clinic. The College of Oral Health Sciences, which is the largest provider of dental services for the

people of Jamaica, has a strong public health focus and places special attention on providing quality care to Jamaican citizens unable to access or afford oral health care services. The dental students also participated in voluntary outreach programs in clinics and health centers in the public health sector, as well as community health fairs and events, where dental services are offered free of cost to the public.

Dr. Gary Glassman is a partner in Endodontic Specialists in Toronto, Ontario, Canada, and a world-renowned oral health specialist, international lecturer on endodontics, philanthropist, author and frequent TV and radio show guest. Visit www.rootcanals.ca and www.drgaryglassman.com. Contact Dr. Glassman at drg@drgaryglassman.com

WealthHub

2 Tower Bridge, 1 Fayette Street, Suite 460, Conshohocken, PA 19428

PRESS RELEASE

For immediate release

Contact: Ron Resnikoff, 215-635-1000, Ext. 212

WealthHub Solutions Hires Leading FinTech Innovator as CEO

CONSHOHOCKEN, PA—March 8, 2016—WealthHub Solutions, the leading provider of fiduciary management software, announced today that Jim Marks has been named as Chief Executive Officer.

"I am thrilled that Jim is joining our team," said founder and director Antony Joffe. "Jim's expertise and experience working with financial technology companies from start-ups to the leading companies in the space is invaluable. His background is tailor-made to lead WealthHub in its next phase of growth and development."

Marks brings three decades of experience as an innovator and executive in financial technology to WealthHub Solutions. He helped to start and manage SNL Financial before becoming the first Wall Street equity analyst to focus on financial technology with Credit Suisse First Boston in 1996. He was a founder and President of the financial and legal technology investment bank, Marks Baughan, from 2004 to 2013. He also served as President of Belzberg Technologies and WineAccess, as well as a director at Fiberlink, Folio Dynamix, and Keystone Risk Partners.

"I am very excited about the opportunity at WealthHub," said Marks. "This is a unique SaaS platform that follows a long-standing recipe for success in financial technology: it serves a sharply defined niche in financial services by replacing disparate internal systems and manual processes with an integrated application automating those processes. It delivers sharp and measurable productivity gains to trust companies, and I am looking forward to working with the team at WealthHub and our partners and customers to fully realize our potential."

Jim Marks can be reached at 610-529-9463 or jmm@wealthhubsolutions.com

About WealthHub Solutions

WealthHub Solutions (WealthHubSolutions.com) is the leading provider of enterprise software for fiduciary management. WealthHub's cloud-based platform for trust company administration delivers an end-to-end solution for trust officers and other fiduciaries that fully integrates investment data and reporting with automated workflow, client management and prospecting, task scheduling, document management, and compliance. The WealthHub platform creates real operational savings for trust companies by improving trust officer productivity—while enhancing the customer experience.

WealthHub Solutions, LLC, Two Tower Bridge, One Fayette Street, Suite 460, Conshohocken, PA 19428 www.wealthhubsolutions.com **610-915-2120**

CITY SUBURBAN NEWS

PHILADELPHIA & THE MAIN LINE'S FAVORITE WEEKLY

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Winner of the 2015 Philadelphia Award

Page 5

Dr. Dan Gottlieb to Present Inaugural Lecture at Launch of the Center for Spiritual Well-being

"We've all had the experience of waking up one day and the world is different. From happy changes like a new job or a new marriage or partner, to a diagnosis or a divorce; we've all experienced that kind of crisis. And we suffer." These are the words of Dr. Dan Gottlieb, highly respected clinician, teacher, and renowned radio host of WHYY's "Voices in the Family." On Sunday, **March 13**, at 9:30 a.m. at Beth Sholom Congregation, 8231 Old York Road, Elkins Park, Dr. Gottlieb will present a free program and workshop entitled, "Normative Crises: Growing through Life's Changes and Challenges," the inaugural lecture of the Center for Spiritual Well-being. This timely topic, meaningful to adults of all ages and of all backgrounds, is free and open to the public, and promises to be an important morning of growth.

*Dr. Gottlieb will present a free program and workshop, "Normative Crises: Growing through Life's Changes and Challenges," on Sunday, **March 13**, at 9:30 a.m. at Beth Sholom Congregation, 8231 Old York Road, Elkins Park.*

Dr. Gottlieb will speak on the important life lesson of how to move from a broken heart to an open one. At one point or another in our lives, most of us will deal with normal life issues, some happy and some sad, that may leave us feeling as though we are "in crisis." Happy events such as a new baby, a new home or a new and better job, and sad events such as illness, or the loss of loved ones, friends, a job or independence, can turn into bouts of crisis needing attention. Dr. Gottlieb says, "Sometimes in life our needs become subconscious. Like a baby crying for nurturing."

In the lecture, Normative Crises: Growing Through Life's Changes and Challenges, Dr. Gottlieb will address how to weather these normative, yet often difficult times in life. Participate in

See Free Program & Workshop with Dr. Gottlieb on page 17

HEADLINES

New Outreach Initiative Hopes to Re-Engage Unaffiliated Jews

▲ DAN GOTTLIEB

LOCAL

JON MARKS | JE STAFF

LIKE A SHEPHERD trying to round up sheep that have strayed too far from the rest of the flock, the new Center for Spiritual Well-Being at Beth Sholom Congregation in Elkins Park is hoping to bring wayward Jewish souls back into the fold.

The center's mission officially begins March 13 when renowned psychologist Dan Gottlieb helps launch its initial program, "Normative Crises: Growing Through Life's Changes and Challenges."

> When we suffer, we need each other to help the healing process; it's the only cure."
>
> DAN GOTTLIEB

As far as Gottlieb is concerned, the center is something both needed and long overdue. "I love the idea," said Gottlieb, host of the radio program, *Voices in the Family*, heard on WHYY for the past 30 years, and author of six books. "I've heard so many people say they dropped out of their synagogue — or any other house of worship — because it was not a spiritual home. It's important because people feel a lack of community — a place where they can explore what's deepest to them on a spiritual level. I keep hearing that they feel no spiritual connection. What we'll be doing is not text-based — no rules or constraints — it's 'Let's just talk about what's important to us.' "

While the center actually has been in operation for a few months, hosting such events as weekly yoga sessions, a Wednesday Nar-Anon family support group for those dealing with addictions and a monthly Healing Service, this is its first community-wide event.

To help promote it, they've hired a public relations firm and also gone on a media blitz, which includes radio ads on KYW1060 AM and WHYY-FM, as well as placing ads in the *Jewish Exponent* and *Philadelphia Inquirer*, in addition to maintaining the center's Facebook page. Those and other costs are being funded through an anonymous donor, who has pledged several hundred thousand dollars over the next four years. In less than a week, the campaign boosted the projected turnout from 125 to 223, with some 300 expected by Sunday.

According to Rabbi David Glanzberg-Krainin, regardless of a person's reason for leaving organized Jewish life — financial, a disconnect in age or circumstance, or other personal issues — this may be the vehicle that brings them back. "We think there are lot of people not yet being touched by synagogues and the religious community," said Glanzberg-Krainin, now in his 12th year at Beth Sholom. "It means a lot to me; we could have chance to impact the community. Having an impact and creation of community are what moves me being a rabbi — a new vehicle that is essential to the work of what I want to be doing as a rabbi."

His colleague, Rabbi Andrea Merow, feels much the same. "We realize everyone has issues with their mental health, and that's often connected with spiritual health," said Merow. "We think our physical and mental well being are always affected by the spiritual. People can improve their overall well being by engaging in programming that speaks to their heart."

The program will open with Gottlieb, before breaking out into individual groups on specific topics. Each breakout group will be led by a trained therapist. The fact that the event is free should lead to even more people attending, according to Glanzberg-Krainin.

"We want to try to welcome everyone, and we're prepared for the possibility of a large turnout," said Glanzberg-Krainin. "We know there are people who don't walk through synagogue doors for any number of reasons. We think they can be moved and touched by what synagogues are at their best doing: educating and providing inspirational support. Sometimes there are difficult issues people are struggling with, but they don't necessarily feel synagogues are where they can get that kind of support. We've always had a desire to do this work, but not the means."

Gottlieb, a quadriplegic who has battled health issues and other personal problems, says this kind of outlet was never availability during his time of need. "Who knows what I would've done with it, but today, people are just aching to explore and develop their own spirituality," said Gottlieb, who's reduced his broadcast schedule to doing specials every other month. "You can blame the Internet in part because people start to believe their Facebook friends are their real friends. Times have changed. We have more focus on ourselves and our personal growth and achievements, so our gaze has turned inward. That's a very lonely place to be."

That's just one reason Gottlieb believes it's so critical for people to share their feelings, especially if it's with those going through something comparable.

"I'll be addressing specific issues and major traumas," explained Gottlieb about his role in the proceedings. "These are everyday traumas. What all of these events have in common is, we experience a kind of loss and we withdraw when we're confused, shaken and vulnerable. However, when we suffer, we need each other to help the healing process; it's the only cure. We need compassion from other people, from a higher power and, especially, from ourselves."

Following its launch, the plan is for the center to have a series of smaller events and get-togethers on topics that may come out of Sunday's initial program. They also plan to hold one major event each year.

So how will they know it's working? "For me, success will mean some of the people who come to this opening will come back," said Glanzberg-Krainin. "We're not expecting every person to come back, but for those who do, we'll know we've touched a nerve." •

Contact: jmarks@jewishexponent.com
215-832-0729

Main Line Health **HEALTH&SCIENCE** The Inquirer | philly.com

A&E INSIDE SideShow: "King's Speech" wins again. E3 | Hedgerow's "Plaza Suite" misses mark. E5 | Enrique Iglesias fires up Atlantic City. E8

Monday, Feb. 14, 2011 ★ Section E

A former surgeon at Lankenau has started an unusual business: Helping people decide how they want to die.

End-of-life pioneer

Pa. group homes get new guidance for their residents' end-of-life issues

Abigail Sandler has fought for clearer rules on who calls the shots when a group-home resident becomes deathly ill ever since her mentally disabled sister got sick in 2006 in Horsham, setting off a conflict between the home's administrators and her family.

Sandler says her sister Aimee's group home, Lynch Homes, balked at the decision of Aimee's uncle, her legal guardian, not to insert a feeding tube. Aimee had stopped eating, and two doctors said she was terminally ill.

The case was a messy one — Aimee actually had an undiag

See DISABILITIES on E2

DAVID SWANSON / Staff Photographer

Karl Ahlswede, who quit his surgery practice, discusses living wills with Judy and Jim Snyder at their Lower Gwynedd home.

By Stacey Burling
INQUIRER STAFF WRITER

This was the sort of situation that made surgeon Karl Ahlswede think there had to be a better way to die and, maybe, a better way to be a doctor.

One of his patients, an elderly woman, had survived cancer and heart surgery, but had landed in the intensive care unit with pneumonia.

She had been on a breathing machine for 10 days, and her family was facing a tough decision. Should it allow doctors to insert a feeding tube and do a procedure that would insert a breathing tube into her neck rather than through her mouth?

Three out of four doctors involved in her care believed the patient would never be able to breathe on her own again.

The woman couldn't speak. One daughter said her mother had told her she never wanted to live on a machine. But nothing had been written down, and another daughter and son wanted all-out care. They fought and cried. In the

See LIVING WILLS on E2

DAVID SWANSON / Staff Photographer

Abigail Sandler, who lobbied for clearer rules. The result was last month's Aimee's Bulletin, named for Sandler's disabled sister.

THE PHILADELPHIA INQUIRER Monday, February 14, 2011

He helps people plan a better way to die

LIVING WILLS from E1

end, technology won out, and the daughter who thought her mother would have wanted to die was devastated. "You're making me do something that I promised I would never allow to happen," she said.

Ahlswede, who doesn't know what ultimately became of the patient, found the situation "horrible to watch."

The problems were obvious, but common. Even with a history of serious medical maladies, the patient hadn't written a living will or designated a decision-maker. Even if she had had a living will, many are "essentially useless" because decisions at the end are rarely as clear-cut as people think they will be, Ahlswede said.

Witnessing too many ICU dramas made Ahlswede so interested in end-of-life issues that last summer he made a highly unusual career move. He gave up his surgical practice at Lankenau Hospital to start a business helping clients write advance directives and working as an independent adviser when death approaches.

"I was taking care of people who were very ill and did not have these well-worked-out plans in place, and I just saw an awful lot of suffering in families and patients," said Ahlswede, who is also a palliative-care specialist. People need to think about how they want to die and talk with their families long before they get to the ICU.

While more and more hospitals are forming teams of caregivers to help patients at the end of life, medical counseling about death remains a hot-button issue. The infamous "death-panels" rhetoric from Sarah Palin and others effectively killed an attempt to provide Medicare coverage for end-of-life planning in the health-care-reform bill. The issue resurfaced recently when the government issued regulations that would have allowed Medicare coverage of voluntary advance-care planning with primary-care physicians. Then the administration dropped the new regulation earlier this year as attacks on the reform law mounted.

So far, business has been slower than Ahlswede — a tall, soft-spoken 49-year-old who still seems a little uncomfortable as a salesman — had hoped. But he's encouraged that several clients have been nurses who have seen the same problems he has. He says he has the luxury of having enough m..ney to allow his unusual business to build slowly. "The way I look at it is there's very little competition for me as well," he said wryly.

Insurance doesn't cover Ahlswede's services, and he thinks that's fine. People need to trust the person helping them with end-of-life decisions, and insurers have financial interests that work against that trust. He thinks a tax credit would be a better idea.

In the meantime, he's charging $360 an hour, although he'll negotiate with people who can't afford that rate.

That charge may depress demand, but Americans' cultural reticence about discussing death also probably plays a big role, other experts said.

"Most of the studies suggest that only one quarter to one third of the American population have some sort of advance directive," said Nathan Kottkamp, a Richmond lawyer, who founded National Healthcare Decisions Day in 2008.

"We don't want to think about our mortality," he said.

David Casarett, a palliative-care doctor at the University of Pennsylvania, said many doctors would agree that advance directives have often been too specific to work in real situations. "It's really, really hard to anticipate what treatments a patient would want and what treatments would be appropriate," he said.

In the last four or five years, there has been a trend toward more goal- or values-based directives. Patients describe the life they want and value, rather than what they think should happen if they have a terminal illness or a permanent brain injury. It can be hard to tell, for example, whether a coma is irreversible or when cancer becomes terminal, but perhaps easier to know is whether a patient is suffering or will ever be able to return to the garden she loves.

There are free online model advance directives easily available, but Ahlswede believes his experience helps him clarify what really matters to clients. "There's just enough uncertainty to create havoc," he said. "They need a guide. I've been up that mountain before."

During a recent meeting with Jim and Judy Snyder at their home in Gwynedd Valley, Ahlswede asked about their health histories, their experiences with the deaths of loved ones, and how they want to live as they age. It was particularly important to Judy to be able to care for herself in her own home. Neither wanted to spend much time on life support if either was unable tocommunicate.

He wrote simply worded documents for them saying they would prefer to die if they couldn't take care of themselves or walk and feed themselves there. They want "comfort therapy with aggressive pain management" if they can't have those pleasures or if they have been in a terminal or minimally conscious state

DISABILITIES from E1

nosed, treatable problem — but Sandler says it raised questions of who has the legal upper hand if families disagree with care providers, who often have sought all-out medical care for their intellectually disabled charges.

Last month, the state issued a statement, dubbed Aimee's Bulletin, meant to clarify how Pennsylvania laws affect decision-making for group-home residents near death who can't make choices.

"It's been a controversial issue," said Kevin Casey, deputy secretary for the Office of Developmental Programs at the Pennsylvania Department of Public Welfare.

Casey said that, as care has advanced, people with intellectual disabilities are living longer and presenting the same ethical dilemmas near death as others.

Their situations, though, are further complicated by the fact that they may never have said how much care they would want at the end of life and may no longer have close family members or friends who can help. Plus, people who work with the severely disabled may feel a special need to honor life no matter what, say people involved in such decisions.

Casey said a situation like the Sanders' case was unusual, but "it's a very difficult problem when it does come up."

The bulletin is meant to give more guidance on a law passed after Aimee's illness in 2006. It clarifies that these kinds of decisions "ought to be made between the family and the doctor," Casey said.

In a two-sentence written statement, Lynch Homes declined to discuss the Sandler case and said it "always has the residents' needs and well being as its top priority."

Aimee Sandler died of pneumonia in 2009. Abigail Sandler, of Lafayette Hill, said doctors had failed to detect gallbladder disease. Once it was treated, her sister's appetite returned. She never got the feeding tube. Sandler said Lynch Homes refused to allow her sister to return from the hospital in 2006 without one, so she was put in a hospice, then transferred to a different group home after her condition improved.

Abigail Sandler said the new bulletin was an improvement, but remained too complicated. "This is a beginning," she said, "but it's certainly not the end."

— Stacey Burling

Abigail Sandler with disabled sister Aimee. Sandler says Aimee's case raised questions of whether families or caregivers make end-of-life decisions.

Making choices for mentally disabled

for more than a month.

The Snyders, both in their 60s, were pleased. "I think it's time well spent," Jim said. "I feel less stress already," Judy added.

Another client, who has a strong family history of dementia, settled on these words: "If I am unable to walk with minimal assistance, read with comprehension, communicate with my friends, and feed myself in my own home, I would prefer to die."

Some, of course, want more extreme measures.

It's key to remember, Ahlswede said, that, in the absence of instruction, doctors will err on the side of giving more care and that you want to choose a medical-decision-maker who will follow your wishes, not his own.

Ahlswede, whose wife is a palliative-care nurse, said he was drawn to end-of-life medicine because of the need. But he also discovered that, horrible as the family meetings in the ICU can be, he was good at them. "I learned that I can talk about death and dying well. If I've been given a God-given talent," he said, "I can approach this in a respectful way that can help people."

He considers it a privilege to spend time with people who are dying and feels good about the feedback he has gotten from clients who've had family members die.

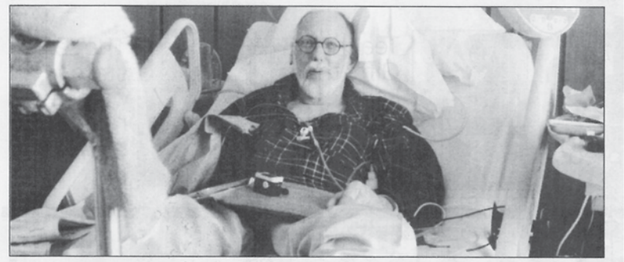
A nurse friend at Aria Torresdale, where Ahlswede works part time in the ICU, connected him with Barbara Kelly, whose husband was dying of the debilitating neuromuscular disease ALS. He helped her understand her husband's condition and talked with her husband about his wishes. After the family decided to disconnect the breathing machine on New Year's Eve, Ahlswede and his wife went to their home in Northeast Philadelphia to help.

"He's just an angel," Kelly said. "I never knew there were doctors like this. We would have never got through this if it hadn't been for him."

Ahlswede said it was a remarkable way to spend New Year's Eve. As her husband died, Barbara Kelly held him and told him what a great man he was. "It was, in ways," Ahlswede said, "one of the most beautiful things I ever saw."

Contact staff writer Stacey Burling at 215-854-4564 or sburling@phillynews.com.

C2 | THE PHILADELPHIA INQUIRER | **SUNDAY, JUNE 30, 2013**



Friend Van Youngman, college professor, Hodgkin's sufferer, and devout atheist, at the hospital. CLARK DeLEON

Life's unexpected envoys

My friend Van Youngman is a devout and vocal atheist, which serves him well as a college professor who teaches logic to art students and future sous chefs at the Art Institute of Philadelphia.

White-bearded and endlessly opinionated, Youngman states those opinions in a rich, broadcast-quality baritone. He explains his enthusiastic nonbelief in religion with the ease and moral certainty of a monsignor who knows that he has won the trip to Ireland in next Sunday's parish raffle.

Youngman argues that individual human existence is brutish, short, and meaningless. We are born with a biological imperative to reproduce the species and then to die without mawkish fantasies of an afterlife. The only light at the end of the tunnel is on the Ridge Avenue spur of the Broad Street subway.

And so it was with some sense of trepidation that I responded to Youngman's summons to visit his bedside at Pennsylvania Hospital. For weeks he has been treated for severe respiratory failure brought on by the latest course of chemotherapy in his years-long battle with Hodgkin's disease.

"There's something ... I want you ... to write," he said in breathless gulps over the phone.

I ventured into my faith-challenged friend's hospital room bearing a paper bag containing a few precious ounces of the medicinal spirits he had requested: Red-breast Irish whiskey.

What I saw on his face shocked me to silence. He was sitting up in bed, grinning like a kid, and looking younger and healthier than I had seen him look in years. "Have you ever met someone who changed your life?" he asked.

Before I could answer, he added: "If you're lucky, you get to meet three of them in a lifetime." Then Van Youngman paused. "And I've been very lucky."

As luck would have it, I had been researching a column about a retired Temple University professor in the School of Communication who was something of a legend to the former students — mostly women — she had changed, first as a demanding teacher, and later as a mentor, friend, and confidant.

At the age of 84, and despite the progressive toll taken by Parkinson's disease, Jean Brodey is still BFF with a devoted cadre of professional women working in public relations at major corporations, nonprofits, museums, and universities. Predictably, they call themselves "The Brodey Bunch."

Clark DeLeon
Clark's Park

"We would meet four times, now maybe twice, a year, for lunch or dinner, usually at the Whitemarsh Valley Inn, and we've been known to sing the Temple fight song," said Catherine Engle Menendez, one of the Temple band of sisters who idolized Brodey and earned the right to address her as Jean rather than Doctor.

"It took me about five years to feel comfortable calling her by her first name," said Engle Menendez, who will head Peco's communications department when she returns from maternity leave July 8. "I credit every public-relations job I've ever had to Jean. She knew everybody in the industry, and she knew we all needed jobs."

The Brodey Bunch get-togethers weren't about networking as much as laughter and, after a couple of glasses of wine, sing-alongs with the gals. "My mother loved piano bars, even though she really couldn't sing," said Lisette Brodey, a writer living in Los Angeles. "But she loved to sing, and she knew all the lyrics. And afterward, people would comment: 'Jean, you sing in keys that don't even exist.' "

Invariably, the Brodey Bunch would talk shop, and Dr. Jean's professional opinion and tough love were never off-key. Engle Menendez recalled her mentor's reaction to a complicated Peco plan to teach customers about their energy options.

"Cathy, you realize that you are all wrong, right?" Brodey said. "There are two things people want to know: Tell them that their lights will stay on. Tell them that they can still call Peco no matter what they choose, and that they will save money.

"You need to understand that, at the end of the day, what's most important to customers is about 5 percent of everything you just said."

Good teachers are the gift that keeps on giving.

"Have you ever met someone who changed your life?" asked Youngman, 76, the survivor of his ongoing war with cancer.

I started to mention a teacher, but he interrupted me. "Well, I had a nurse." Her name is Berthe Lumba, he tells me. She was born in Africa and has been working on her American dream since leaving the Congo at the age of 21.

Thirty years later, Lumba works nights as a nurse, while she pursues an advanced medical degree. Her four children, ages 19 to 29, are college-bound or college-educated.

And she changed the life of an aging atheist by simply being herself. "She enabled me to see myself as I really am," Youngman said. "I never took the time to ask myself, 'Who am I?' "

I suggested to my friend, who now vows to live another decade or two, that perhaps Berthe isn't really who he thinks she is. Perhaps her origin is not Congo.

"Have you ever considered the possibility that she is an angel?" I asked.

And for the first time in his life, Van Youngman was at a loss for words.

Clark DeLeon's column appears regularly in Currents. E-mail him at deleonc88@aol.com.

The Philadelphia Inquirer
City & Region
Friday, September 11, 1998

The Philadelphia Inquirer / MICHAEL MALLY

Real estate developer Michael Yaron helped fund most of the renovations at Kesher Israel at 412 Lombard St. The congregation will rededicate its sanctuary during Sunday's architectural tour of 11 synagogues.

Synagogues open their doors

Eleven congregations to get together Sunday for a tour.

By David O'Reilly
INQUIRER STAFF WRITER

Fifteen years ago, Ted Millan lay in a coma, felled by a massive heart attack. Doctors at Rolling Hill Hospital in Elkins Park said he would not last the night.

Distraught, sons Norman and Rick drove to the decrepit synagogue at Fourth and Lombard Streets, where their father had belonged for so many years.

Weeping and praying as they stood on the sidewalk that December night, the two men promised God that if their father lived they would not only join Congregation Kesher Israel, they would rebuild the synagogue.

A few weeks later, Ted Millan was home. His grateful children spent time with him in ways they never had before his illness.

And they kept their promise.

On Sunday, the congregation will rededicate its gleaming, renovated sanctuary and celebrate the congregation's first century in Philadelphia.

"I don't want to say we made a deal with God," Rick Millan, 45, said with a laugh last week as he stood in the white-painted sanctuary with its new tin ceiling and its restored stained-glass windows, murals, pews, chandeliers and faux-marble ark. "But we pledged we'd restore this place if He gave us our father back."

Kesher Israel — whose building in 1793 began life as the First Universalist Church — will be among 11 Jewish congregations participating Sunday in an open house and architectural tour.

The tour, which begins at the Gershman Y at Broad and Pine Streets, springs from an effort by the 11 congregations to get to know one another, said Steve Waxman, co-chairman of the newly formed Association of Center City Jewish Congregations.

The idea for the tour began in March, Waxman explained recently, when representatives of the 11 congregations met to discuss ways they could better coordinate activities with the Y.

"And as we all sat there talking, two things became obvious," Waxman recalled. "One was that we were each extremely proud of our synagogues. And the other was that most of us had never been *in* one another's synagogues."

A few weeks later, they hit on the idea of an architectural tour open to the members of the 11 congregations. "And then we asked ourselves: Why not open it to the larger public?" he said.

The tour will begin with a 20-minute introduction to the history and architecture of the 11 buildings. Participants will then travel, either on foot or by trolley, to the buildings, where guides will point out items of interest.

The 11 congregations are:

- B'nai Abraham, 521 Lombard St. (Orthodox).
- Beth Ahava, 8 Letitia St. (Reform, serves gays and lesbians).
- Center City Havurah Minyan, 255 S. 16th St. (Independent).
- Gershman Y, 401 S. Broad St. (Conservative).
- Kesher Israel, 412 Lombard St. (Traditional).
- Mikveh Israel 44 N. Fourth St. (Sephardic).
- Rodeph Shalom, 615 N. Broad St. (Reform).
- Leyv Ha-Ir; meets at Gershman Y, 401 S. Broad St. (Reconstructionist).
- Society Hill Synagogue 418 Spruce St. (Reform).
- Temple Beth Zion-Beth Israel 300 S. 18th St. (Conservative).
- Vilna Congregation, 509 Pine St. (Orthodox).

Some of the buildings, such as Rodeph Shalom, are "magnificent," according to Henry Nechemias, a volunteer tour guide with the Foundation for Architecture. Others he called modest.

Several were Christian churches before they were purchased and converted to synagogues, some began as synagogues, and one — Beth Ahava — is in an Italianate industrial building from the 1860s.

Congregation Kesher Israel decided to leave exposed the building's main beams, which came from the keel and spars of the ship that brought the Universalists to Philadelphia from England in the early 1790s.

Congregation Kesher Israel acquired the building in 1894 and dedicated the new sanctuary in 1897. The ship beams are in the renovated basement, home to the congregation's new preschool.

Much of the $2 million for Kesher Israel's renovation came from real estate developer Michael Yaron, who joined after being invited by the Millans. In January, he hired the contractors and artists, who were putting final touches on the renovation last week.

"When I came here (in 1983) there were 20 one-gallon buckets around the floor every time it rained," Norman Millan recalled last week. The handful of the congregants was very elderly, "and there were so many pigeons coming through the windows you could have a minyan."

But Kesher Israel was God's house to Ted Millan, an Orthodox who would shoo away his customers and lock the door of his South Philadelphia hardware store whenever the synagogue needed a 10th man for a minyan, a quorum for public prayer. He died in May 1985 at age 71, 18 months after his sons prayed for his life.

"When I was 6 or 7, I'd walk with him (to the synagogue) and say, 'Why'd you close the store? Isn't the idea to make money?'" said Norman Millan. "And he'd look at me and say: 'One day you'll learn that some things in life are more important than others.'"

If You Go

■ The Association of Center City Jewish Congregations Open House/Architectural Tour begins at 11 a.m. Sunday at the Gershman Y, Broad and Pine Streets, and continues to 2:30 p.m. Tickets are $5. For information, call 215-545-4400.

Congregants finding ways and words to forgive President

Clinton's crisis was discussed by members of religious communities across the city yesterday.

By Michael Matza
INQUIRER STAFF WRITER

They posed moral questions about the depth of President Clinton's sin, the sincerity of his contrition and the consequences of forgiving him.

Across Philadelphia yesterday, members of religious communities seemed willing to forgive the president for his adulterous affair, viewing the situation from a moral and theological perspective rather than from political and legal grounds.

Many said Clinton deserves censure, though they were not ready to call for his resignation or impeachment.

"God loves the individual but hates the sin. So we are all deserving of forgiveness," said Alfred Chapman, climbing the steps of Tenth Presbyterian Church in Center City yesterday, where he is a deacon and his wife, Amy, is a Sunday School teacher.

"People who have problems with addiction, any kind of addiction, sexual addiction, substance addiction, may go into rehab or recovery and fall back a number of times," said Chapman. "The Bible calls on us to forgive seven times, 70 times. But the judgment is the Lord's. It's not for us to judge."

You want to believe the President when he says that he is sorry, said Amy Chapman. But it's hard because of his pattern of being contrite only after he's been caught. "Is this just a politically expedient request for forgiveness?" she wondered, referring to the president's tearful speech at the White House prayer breakfast on Friday. "Only God knows Clinton's heart."

Tenth Presbyterian parishioner Hugh McDonald, of Berlin, N.J., said a "train of consequences" follows all human actions and sometimes mows us down.

President Clinton, McDonald said, had "repeated taps on the shoulder" in the form of the Paula Jones lawsuit, the Gennifer Flowers affair, and other scandals from his personal life. But he refused to change his ways.

"Now he's got a bump on the head. Now the laundry is being aired out because he didn't stop when he was supposed to. The train has caught up with him and it's about to run him down."

Across town at Congregation Kesher Israel in Society Hill yesterday, Mayor Ed Rendell joined congregants in a joyful rededication of the century-old *shul*.

"In the Judeo-Christian tradition we should forgive anyone," said Rendell, ducking into his car after addressing the congregation. "But as one of [Clinton's] greatest supporters, I'm not sure I could ever forgive him for the recklessness that has cost a year of the nation's time in which he could have been advancing his agenda — which is my agenda as well.

"I think the House and Senate should unanimously censure the President in the strongest possible way. And then, let's get back to the business of the country.

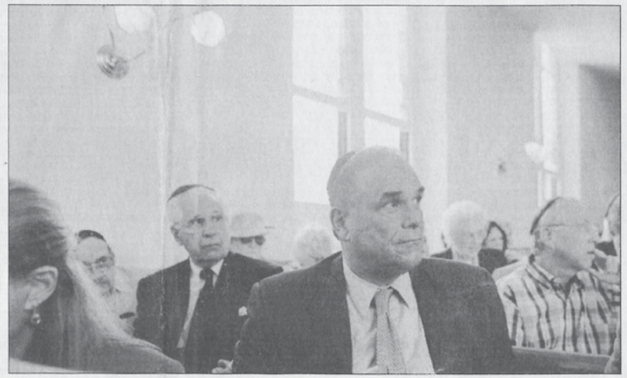
"I don't know if forgiveness is truly the issue," said Rendell. "In some ways I don't think the American public will ever forgive him. The question is: Do they want him to continue as president? And I think the answer to that overwhelmingly is yes."

Fred Krause, director of the Old Pine Street Church Community Center, and his wife, Jean Robnett-Krause, were guests at Kesher Israel too.

"I believe God calls on us to forgive unconditionally," said Robnett-Krause. "Whether we achieve that or not is another story. I think it's something we all struggle with. I think forgiving is something you do over and over again. It's more of a process than a one-time thing. There is hurt, and where there is hurt, there is anger. Until that hurt is healed, the anger will keep coming to the surface."

Kesher Israel congregant Rose Sondberg didn't vote for Clinton. She always distrusted him. Now she's angry for the embarrassment that he has heaped on his family and the country.

"He did this himself. Nobody put a gun to his back," said Sondberg, now retired from Bell Atlantic.



The Philadelphia Inquirer / BONNIE WELLER

Mayor Ed Rendell attends a rededication ceremony at the Congregation Kesher Israel in Society Hill.

At Greater Exodus Baptist Church at Broad Street and Fairmount Avenue, the Rev. Herb Lusk 2d worked Clinton's problems into his sermon.

"Right now, the President of the United States is finding out who his friends are," Mr. Lusk said to his congregation. "I do not condone sin. Sin is sin wherever you find it, ... but when you are at your lowest end, you need somebody to understand you."

"Every child of God," including President Clinton, "needs a friend," Mr. Lusk said.

Annette Hill, standing outside the church with her twin 9-year-old daughters, said, "I leave him in the hands of God. What he did was wrong, but what he has done for the country has been good."

At St. Francis Xavier Roman Catholic Church in the Art Museum area, Susan Gallagher interpreted Father Georges G. Thiers' homily about the Prodigal Son to mean "we shouldn't be judging [Clinton] because God is the ultimate judge."

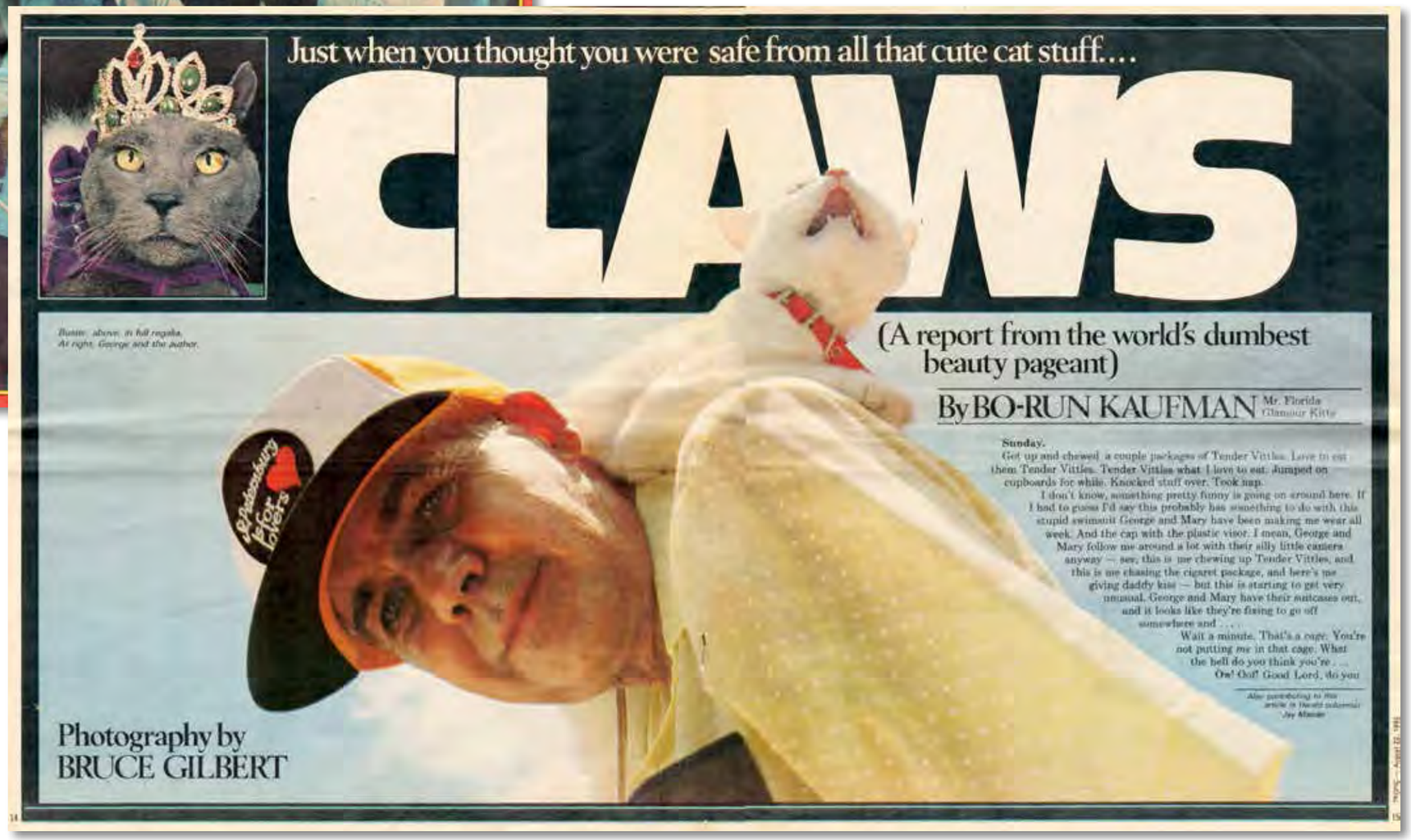
And outside St. Andrew Catholic Church of the Ukrainian Rite in Society Hill, Nancy Spause blamed Monica Lewinsky for Clinton's problems and said she has been praying for him every night since the scandal broke.

"I ask St. Jude to help him stay president," said Spause.

St. Jude?

"The patron saint of hopeless cases."

Inquirer staff writers Roeland Briggs and Thomas J. Brady contributed to this article.



Just when you thought you were safe from all that cute cat stuff....

CLAWS

(A report from the world's dumbest beauty pageant)

By BO-RUN KAUFMAN Mr. Florida Glamour Kitty

Photography by BRUCE GILBERT

Buster: above, in full regalia. At right, George and the author.

Sunday.

Got up and chewed a couple packages of Tender Vittles. Love to eat them Tender Vittles. Tender Vittles what I love to eat. Jumped on cupboards for while. Knocked stuff over. Took nap.

I don't know, something pretty funny is going on around here. If I had to guess I'd say this probably has something to do with this stupid swimsuit George and Mary have been making me wear all week. And the cap with the plastic visor. I mean, George and Mary follow me around a lot with their silly little camera anyway — see, this is me chewing up Tender Vittles, and this is me chasing the cigaret package, and here's me giving daddy kiss — but this is starting to get very unusual. George and Mary have their suitcases out, and it looks like they're fixing to go off somewhere and . . . .

Wait a minute. That's a cage. You're not putting *me* in that cage. What the hell do you think you're . . .

Ow! Ouf! Good Lord, do you believe this. Listen, if you think for a minute I'm going to sit here like a . . . . Is that an airplane? Is that a baggage handler? Just hold it right there, over my dead body are you going to . . . . Ow! Ouf! Why, you . . . .

Grunt. So. Let me guess. This also has something to do with that bag of kitty litter Mary brought home one day, doesn't it? Some kinda stuff with blue specks in it. There was a coupon on that bag. That has to be it. Leave it to Mary to go nuts over a coupon.

I can see it now. My Cat Bo-Run Likes Your Kitty Littler Because blank blank blank, right? Because it tracks thousands of blue specks all over the carpet, that's why. Ask anybody.

Bo-Run, that's me. Short for Bow-Legged Runt. George and Mary find this real amusing. That's George and Mary for you.

Well, they're OK. George and Mary picked me up out of this sewer where Mom had left us. Stay right there, kids, Mom said, and after that we never saw her again. Slut. What happened to the other guys I couldn't tell you, but personally I've been with George and Mary ever since, tearing up Tender Vittles and chasing cigaret packs and giving daddy kiss. It's a living. We all got to do something.

Anyway, so Mary must have done good with her coupon. Here we are getting off this airplane in, hmm, looks like Miami. Guess George and Mary are taking a little vaca . . . . Good Lord, will you look at all these photogra . . . pet yer camera out of my face, sonny, or I'll . . . . Hey! Legs! *Phhhh!* Fat hot clozz. Jack. Listen, this is beginning to . . . . George and Mary, could we talk for a couple minutes? George? Mary?

Hello?

Ahhh, what's the use, now the photographers are taking *their* picture too. That does it, boy, that really does it. Miles from home, a din like you wouldn't *believe*, and *I'm* sitting here with my tail up my . . . . Say, that's another cage. Why, those are *accord* cages. Sniffsniffsniff! Peanut! Hey! You guys know what the heck is going on here? You want to make a break for it or . . . the what? Pageant? What pageant, I don't know anything about a . . . . Oh yeah, this is a tag on my cage here, isn't it? Let's just see what this thing says. "MR. FLORIDA GLAMOUR KITTY." Who, me? Yer *kidding*. Nobody told me about this. Say, that's a costume? How did you know I had a costume? You got a costume *too*? Uh, what do you figure these costumes are . . . .

Ohhh no. The hell with *that*. Parade, huh? Who, these people have to be out of their . . . . George and Mary, get me out of here right now. Or I'll rip you both to tatters, I mean, I'm not kidd . . . . Put me down, dammit.

Monday.

Got the lay of the land last night. Checked it out. Checked it out a couple of times. We get herded into this reception at the hotel, all us kittycats, and we got to exchanging notes and it looks like this. Damn if this ain't the Seventeenth Annual All-American Glamour Kitty Contest. All over America there were about 30,000 people just like Mary who clipped this coupon off the kitty litter bag and told the kitty litter people why us kittycats like the stuff. Because it tracks blue specks all over the rug, that's why. And now there are nine of us on this wonderful all-expenses-paid vacation in Miami Beach. In the middle of *July*. Just brilliant.

So we're all agreed that we're going to turn this whole thing into a shambles, see. None of us is going to do anything, and we're going to howl a lot and look really forlorn, and we're not going to use the kittyboxes at all, and the first . . . slge that gives us a chuck and says "Purr-fect," we're going to disembowel the son of a bitch.

Waltzing Matilda, she's in on it. Waltzing Matilda figures they're going to try to make her dance. Karate Kat, he's in too. Karate Kat's from Massachusetts, and he has to wear this amazing Paul Revere costume, with a powdered wig, cute, Curly, she's in for sure. Let me tell you about Curly. Me, I'm just Mister St. Pete Florida, that's all, Mister Fun In The Sun here in my swimsuit and visor, boy. Curly, she's from Vermont, which is a big dairy state or something, I don't know, and they got her dressed up like a Holstein cow.

And most of the others, they're in too. Buster we're not sure about. For starters we ain't even sure this Buster is a cat. Personally I've seen *bears* that weren't as big as this Buster. Buster looks like one of these big easygoing guys who would probably go along with anything if you threw him a bratwurst. We may have trouble with old Buster.

Well, more anon. Having wonderful time here on Miami Beach. How beautiful is the ocean.

Tuesday.

Sure enough, they put us through this costume contest today. Ninety-five degrees in the shade and here we were out sweltering by the hotel pool. There was a master of ceremonies reading from a funny little script and everything. The accordion player was a classy touch, I thought.

Curly, her outfit turned out to be more awful than I ever imagined. No, seriously. Her cow costume's got *udders*, for God's sake.

Me, I was on first. George and Mary wheeled me out on this TV cart they spent hours and hours decorating up with some kind of gold glitter crap and little swimming pools and palm trees and stuff, and I scratched 'em both up real good and took a punch at one of the camera guys and after that I made it look like I was accidentally struggling on the leash and everybody gasped a lot. Then when George picked me up I took off part of his ear.

Then the others got trotted out one by one. The plan was for the boy cats to spray everything in sight and the girl cats to go immediately into heat and we were really going to trash the place, but things were over too quick and the next thing any of us knew the master of ceremonies was singing *Born Free*.

Buster took it, as we might have suspected. Buster was duded up as Rocky Balboa, in boxer shorts and all that — Buster's from Philadelphia — and they were calling him The Killer Kitty. All the judges thought that was just too cute for words. Phooey. Buster can suck kitty litter.

Well, so much for that. Glad this fool thing is over with.

Wednesday.

Still here, for reasons I don't quite grasp. Apparently nothing going on today though. Spent quiet day in hotel room. Chewed up several packages of Tender Vittles. Scratched hell out of George. Scratched hell out of Mary. Ripped draperies to shreds. Took nap.

Thursday.

Now what? What's *this*! The "decatalon"? Isn't that cute. This is a maze we're all supposed to run through, right? These are hurdles we're all supposed to jump over, right?

Hahahahaha. Listen, I must not have made myself clear. I'd like you all to know that there's about as much chance that I'm going to set foot inside that thing as . . . . Ow! Ouf! Why, you treacherous little . . . . Legs! No! Unreal. I don't *want* any goddamn Tender Vittles, if you stick out another Tender Vittle at me I'm gonna . . . this maze is a *trap*, man, I'm gonna die in here, I'm gonna get out of . . . . Hey Mary! Look out behind you! Heeheeheehee, here I go, up and awayyy. Listen to 'em all yell. Grab him! Look out! Somebody close the door! Don't scare him! He's gone under the table! Wheeee! Yippee! You want tricks, guys? Let me show you my trick. *I* hide down under *here*, and you stick your hands in and feel around for me, and *I* chew off your *thumbs*. No no, do go on with your little decatalon. I'll just sit down here. Don't let me interrupt anything.

Certainly sounds grim out there. Will you listen to these people trying to cajole their kittycats into running through the mazes. Kitty kitty kitty! Puddy puddy puddy! Come on! Come on! Over, Curly! Look, Curly, what's *this*, Curly, it's your favorite toy, Curly! Yakyakyak. Look at old Toby sprayed out flat in the middle of the maze and nodding out. He wants to lie down he wants to lie down!! everybody is squalling. Of course he wants to lie down. That's what us cats do. Doesn't anybody know that?

The scoreboard, boy, this thing is beautiful. Waltzing Matilda, zero out of a possible 50 points. Toby, five points. Sanchez, 12 points. Pandora, 10 points. Buntin, 20 points. This is going to look swell on national television, with any kind of luck we can make this just about the most glorious debacle in the entire history of . . . .

Wait a minute. What's that Buster up to? Look at him go, what does he think he's . . . . This is *insane*, no cat on the planet would dream of running through a demolition maze like . . . . Now he's on the hurdles. Good God, he's jumping every one of them. He's got to be setting

Continued on page 20

George, Mary, and Mister Fun In The Sun.

CLAWS

Continued from page 16

world records. That's . . . 50 points out of 50 points? All 50? Huh?

Look at this, they're giving him trophies now. One trophy. Two trophies. Three trophy . . . . Why, this cat has just won every trophy they've got.

Friday.

What the hell, this show ain't over yet? How long can you keep a kittycat pageant going? What else is there for that fool Buster to win? Hmm, this looks like prom night out here, everybody's all dressed up nice and formal and . . . . I get it, this is the grand finale. You indeed, that master of ceremonies is singing *Born Free* again. Well, all right. Let's get this thing over with.

Here I am in my yellow swim trunks and visor cap, waiting to get wheeled out onstage again on my little TV cart. Hi folks. Yup, Mister Florida, Mister Fun In The Sun, that's me. Thank you very much, thank you, thank you, God bless. OK, George and Mary, let's go home. What do you mean we have to stand out here and wait for all the others? Oh, for . . . .

Well, here comes Buster. Listen to this master of ceremonies go on and on about old Buster. Winner of *every* event for the *first* time in the entire history of the All-American Glamour Kitty Contest. Whoop de doo. And here comes everybody else, here's Curly and Karate Kat and Pandora and Buntie and Sanchez and Toby and Waltzing Matilda. All dressed up in our costumes again, listen to them old ladies out there in the audience having about the best time in their whole lives, boy.

Psst! Listen, guys, as long as we're all out here what say we really mix it up for these . . . . Right! Hah! Look at us kittycats scatter! You! I can't stand it! Buntie's going crazy, they can't hold on to him, Buntie's squealing like a pig, boy. Oh, I love it. Now the curtain's stuck. They can't close it, it's going up and down and . . . . Go, Buntie! Hahahaha! Wheeee! Oh, this is rich, the little girls are bawling their eyes out. Sanchez, you get the *drapes*! Pandora, you knock over the *microphone*! Yippee! Come on, let's get out of here, ride like the wind, boy, let's . . . .

Curses. Nailed. Well, I was getting tired of that game anyway. I guess that about wraps everything up. Buster, he's still back there getting applauded and strutting around in his crown and his cape and his roses and his baubles and bangles. King Of All The Kittycats. Ask me if I care.

Here's George. Whatcha say, George. You know, you're looking a little misty-eyed here, George. What is it you want? Oh, all right, Purrrrrrr. Ruhhhhhhhh. OK, George, that's enough. I'm going to nack out now. Say what? You wouldn't *trade* me? You wouldn't trade me for *anything*? Awwww . . . .

Well. That's what we like to hear, George. Keep it up, you know? Hey George. What's for dinner?

Moments before the winner is announced.

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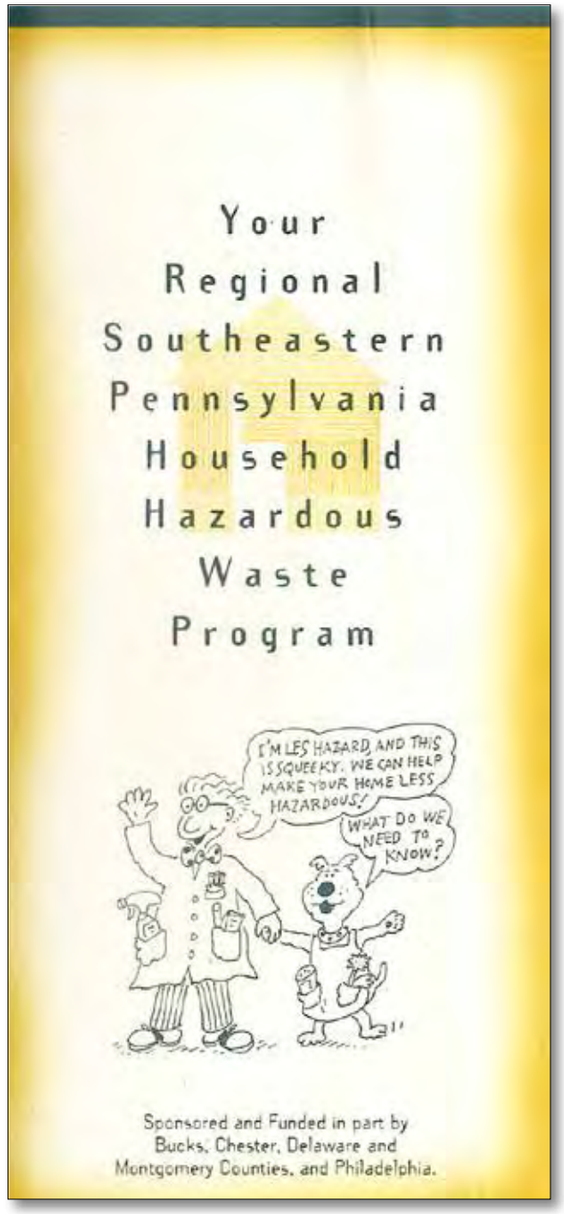

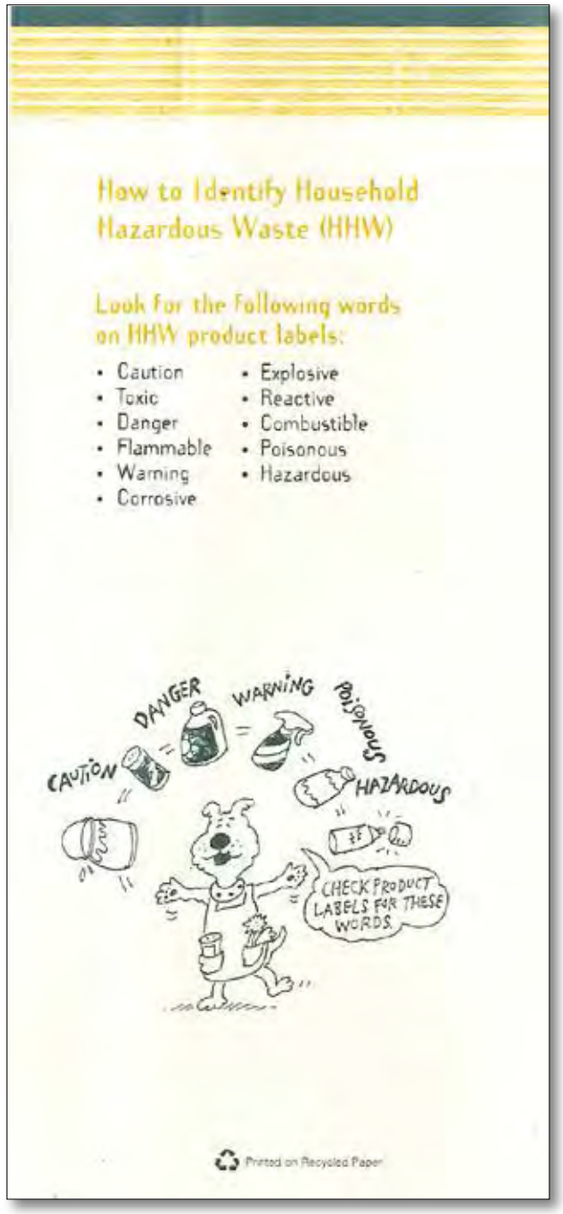

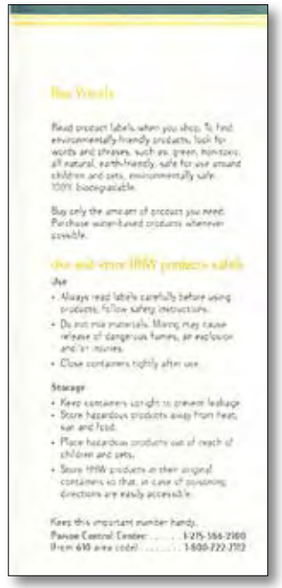

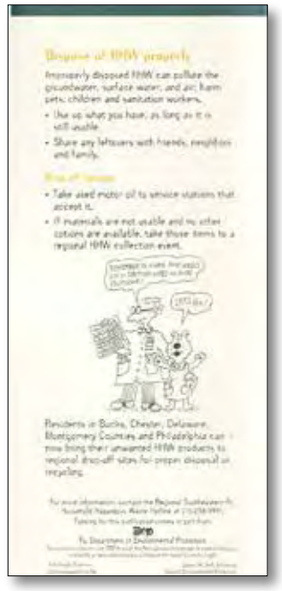

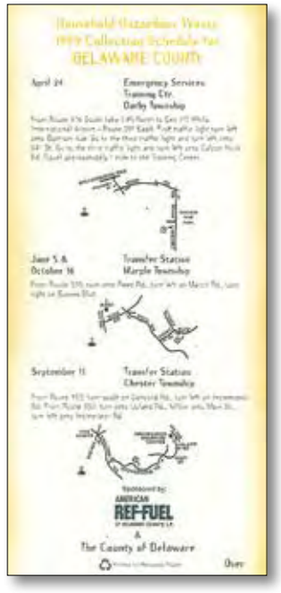

Writing Samples

NEWSPAPER

DAY, NOV. 5, 2015 | THE PHILADELPHIA INQUIRER | A17

COMMENTARY

Klondike's journey to Phila. Zoo

By Arlene W. Leib

This is a love story about a regal polar bear named Klondike, who died on Oct. 24, and how she came to live at the Philadelphia Zoo.

I helped Klondike make the zoo her home when she was a baby, and for almost 34 years, I've loved her like family. This is her story.

Once upon a time in the early 1980s, I bought the three bears for the Philadelphia Zoo. I worked for an ad agency, Montgomery & Associates, and our client the Isaly Klondike Co. of Hanover, Pa., manufacturers of Klondike Ice Cream Bars, used a polar bear mascot in its advertising and packaging.

I was friends with the Philadelphia Zoo's public relations director, Kathy Lincoln, and we talked about how public zoos buy animals. Lincoln told me there was a software program identifying gestating animals and babies ready for adoption.

The zoo at that time had no polar bears in residence. So I asked if I could get my client, who loves polar bears, to buy some for the zoo, would they be interested? I asked Lincoln to find me three bears and tell me a price, and I'd pitch the client with the win-win idea.

She found my bears within days. There was a surplus of polar bears at the time; they breed well in captivity, and there weren't many zoos like Philadelphia's, with the new, man-made natural habitat called Bear Country, which opened in April 1980 at a cost of $1.5 million.

The three bears would cost $1,000 each. With an average life span of 35 years and a reputation as giant, happy, and lovable clowns, I told our client, they were a great investment in spirit and kind, and they agreed.

Purchases were made and plans were in place, but the story then went south.

The three bears arrived at Bear Country and died within weeks of each other between July and October of 1980. It was front-page news across the country, and we were all stunned by the loss.

When it was determined that the bears died of unrelated causes and the zoo was not to blame, I talked our client into buying three more bears. They arrived at the zoo 11 months later — and one would be christened "Klondike."

Unfortunately, the first bear died 15 hours after arrival from heat stress and improper transport. But the other two were frisky and healthy. They were carefully observed and quarantined for 10 days and then proclaimed healthy.

Bear No. 1, as the zoo called her, was an 11-month-old female from the Bronx Zoo, and she would be named Klondike, for our client. Bear No. 2 was a 200-pound baby from the Seneca Zoo in Rochester, N.Y.

The zoo and city announced that Oct. 25, 1981, would be declared Polar Bear Day. There was free admission with a Klondike Bar wrapper, free Klondike Bars to eat, and lots of other giveaways. The two new polar bears were formally introduced to the public by William V. Donaldson, the zoo's president and executive director, and Klondike was christened.

Bear No. 2 still needed a name, and I worked with the Daily News to sponsor a Name the Polar Bear Contest. For one month, a column appeared every day in the paper with an entry blank for readers to mail in their suggested names for the bear. The grand prize would be 1,000 Klondike Bars, a family membership and personal tour of the zoo, and an invitation to attend the Jan. 31 ceremony christening Bear No. 2. The winner would be announced in the Daily News on Jan. 29, with six runners-up receiving prizes.

An unbelievable 14,017 entries arrived at the Daily News. Some were funny — Beary Manilow and P.T. Bearnum — and others topical, like Annie-Freeze, Peppermint, and Ivory.

Choosing winners was a challenge. I went to St. Christopher's Hospital for Children and put together a panel of judges from children who were patients. With a bearable list of finalists, they came up with the winners.

On Jan. 29, the Daily News announced that the "Unbearable Wait Is Over." "Goldilocks," the name submitted by school crossing guard Pat Westfield of Fishtown, was declared the grand prize winner. The 46-year-old widow, who lived with her 85-year-old father, told the Daily News she thought of "Goldilocks and the Three Bears" when submitting her entry. What would she do with 1,000 Klondike Bars? we asked. "I cross youngsters from two parochial schools," she replied. "They'll know what to do with all that ice cream."

And on Jan. 31, 1982, the zoo celebrated and christened Goldilocks.

Klondike and Goldilocks went on to frolic for 34 years in Bear Country, delighting Philadelphians, visitors from around the world, and children of all ages. Now, with Klondike gone, Goldilocks carries the torch as the oldest living polar bear in this nation. Long may she reign.

Klondike (in background) and Goldilocks at the Philadelphia Zoo in the spring of 2008. STAFF

Arlene W. Leib is a writer who has worked in public relations, media relations, and marketing for decades. arlene@lnokpr.net

MAGAZINE

A Local Expert Weighs in on the "Little Pink Pill" | Is King of Prussia Mall Sinking? (Answer on Page 8)

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end of the line

expiration dating

We only get so much time on this planet. But a little dental—and a fresh tattoo—goes a long way. By Arlene W. Leib

In the book *My Life So Far*, Jane Fonda offers a view of life in three acts: Act 1, from birth to 29 years; Act 2, from 30 to 54; and Act 3, from 80 until the end.

As for me, I'm using my third act to make sense of what didn't work in Acts 1 and 2, embrace all that I've learned, and try not to think about my shelf life. Age is "another paradigm," Fonda writes. "The image of a staircase, an upward ascension until the end—age as potential—for wisdom, authenticity and wholeness."

Which sounds just great.

In theory.

I'm the first person to look at cartons of eggs, bags of bread, and jugs of milk for kill dates. Why shouldn't I imagine people look at me the same way? If a man falls in love with me, does he wonder how many good years I have left—for him? If someone hires me, does she wonder if I'll fit into the office culture with 25- to 35-year-olds, who say, "My mom would just love you"?

Though I'm considered attractive (don't say "still") and young looking (don't add "for my age"), I worry. I'm smart, thin and healthy. I can yank up body parts, lift, nip and tuck, work out, and maintain a healthy lifestyle, but I can't change my God-given shelf life.

In her first book, *Between a Rock and a Hot Place: Why Fifty Is the New Fifty*, screenwriter Tracey Jackson shoots down the notion that 40 is the new 30. "Successful aging isn't about denying reality, but planning for the future," my friend points out.

An anti-aging warrior, I'm always denying reality. I'm not so great at planning for the future, either.

A tattoo on my wrist reads, *Veritas*. It was my daughter's idea. She was headed into her first year of college, and I was turning 60. "OK," I said, "but nothing cute, or on a place that'll sag or spread."

She made a face and said, "I don't even know what that means."

Veritas was the Roman goddess of truth and the mother of virtue. My daughter chose it because, she says, I taught her that telling the truth was always important. I started to think how crazy it was, getting a tattoo at my age. "I'm it, Mom," my daughter urged. "My friends say you don't even look or act your age." (Girls really know how to manipulate you.)

Age is more an issue for women than men. I heard Bette Midler say she learned to be a lot happier when she started saying, "So what?" Then I saw the movie *It's So You in My Dreams*. On a first date, Sara Elliott takes Blythe Danner to see his new boat, which he'd named So What.

"This has to be a sign," I thought. Now, I say it all the time.

Haverford's Arlene Leib is actively looking to fall in love—again. A decades-long writer and media relations professional, she also teaches. Visit her website at arwriterbodyfat.net.

main line today

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Writing Samples

CLIENT BLOGS

A smile is one of the most powerful tools in your personal, human toolbox that you can put on your face, every day, 24/7. A simple smile can make a difference in your life, and the lives of others. A smile is beautiful, free and even contagious. A smile can make you feel happy, appear more attractive and friendly, make you look younger, and even help you get hired or promoted in your job. I know, you're probably shaking your head thinking, "I already know all of this," but I'd like to tell you some benefits of a smile that you may not know.

We know how we feel when we smile. Happy, right? But there is some scientifically proven, physiological activity going on inside our bodies when we put a smile on our face.

The globally read and respected *Huffington Post* stated in a February, 2015 article that there were *11 Surprising Reasons You Should Smile Every Day*, and stated why it's worth showing those pearly whites daily, even when you don't necessarily feel like it. As a professional smile maker and keeper, I'm going to give you a complete and important YES TO SMILES LIST so every time you smile, you'll know what a big difference you're making in your life and the lives of others.

1. Proven studies show that smiling more adds seven more years to your life! What's not to smile about with that little known fact?!

2. Smiling actually remains your brain for the better. While our brains are naturally hardwired to think and react with defense mechanisms, the habitual act of smiling helps to almost rewire our brain to think more positively. According to Shawn Achor, author of The Happiness Advantage, by making smiling a part of our everyday practice, we help our brains create happiness loops that encourage positive-thinking patterns, inner peace and contentment.

3. Research shows smiling is contagious! Louis Armstrong made the smile famous when he sang, "When you're smilin', the whole world smiles with you." Try it!

4. Aside from your external state, smiling can also end up saving your life, as biochemist, Sondra Barrett, claims in her book Secrets of Cells. She said when you let go of tension—an outcome that can be achieved through smiling—your cells let go of their rigidness. According to Barrett's research, this can possibly save your life as there have been cases where cancer patients go into remission after letting go of stress.

5. Smiling not only can relax your body, it also has the power to slow your heart rate, reduce blood pressure, pump up your immune system and decrease your chances of heart disease.

6. A smile reduces stress. Releasing endorphins, dopamine and mood-enhancing serotonin, called neurotransmitters in your brain, a smile can help reduce stress, making you feel happier. (Did you know neurotransmitters are a natural painkiller?) Too much stress in life can help cause obesity, asthma, headaches, gastrointestinal issues, Alzheimer's disease, and even premature death.

7. Smiling can diminish negativity, revitalizing and boosting productivity.

8. When we smile as others we appear more confident. Studies have found that those who smile a lot frequently make more money in their jobs and careers, and are more likely to receive a raise and promotion.

9. A smile helps build trust. When you give customers, clients, patients, friends or family an authentic warm smile, they're more likely to trust you.

10. People who smile appear more youthful and attractive. When observers saw the photos of smiling people, they were more likely to think that the person in the photo was likable, confident, conscientious and stable.

11. A smile can lead to laughter with positive effects. Numerous studies have been done on the health benefits of laughing, including how it burns calories and works the abs. Laughter also stimulates circulation, lowers blood sugar levels, reduces stress, improves sleep and may also boost the immune system.

12. A smile can help make us more popular! It's the Law of Attraction, you attract what you put out to the world.

13. Smiling makes you more approachable. A 2004 Penn State University study found that authentic smiles shared by employees in the service industry influenced the impressions on customers, and smiling employees came across as more likable and friendly.

Our face has 44 muscles in it that allow us to make almost 5,000 different types of expressions, many of which are smiles, according to behavioral psychologists. It doesn't cost you anything to smile, you can fake it 'til you make it, and there are so many proven benefits, there's little reason not to smile!

When the dentist asks you to "open wide" during your next checkup, it might not be just to keep a look on your teeth; your oral health professional can look at your tongue, throat and tonsils as clues if you have a health issue. Related to even a dangerous sleep disorder called Obstructive Sleep Apnea (OSA).

First let's start with your tongue which not only helps you speak, but can speak volumes about your health, without saying a word. It's a helpful tool for assessing and diagnosing (some and quality-of-life issues), so pay attention to your tongue!

To start, I recommend that you look in a mirror, stick out your tongue and take a good look. A healthy tongue should be a natural pink color and covered with small bits bumps or nodules, called papillae. Anything irregular looking or painful should be a cause for concern and a need to see an oral health professional. You should make an appointment for diagnosis and treatment if you notice lumps, recurring or frequent sores, have thrush, a persistent or painful problem lasting more than two days or two weeks, an accompanying high fever or difficulty eating, drinking or swallowing.

In the meantime, according to , here is what your tongue might be saying about you, so listen up:

A smooth, pale surface could be a sign of a B12 or iron deficiency, or loss of taste buds.

A white coating or white spots could be an indication of oral thrush, a yeast infection most commonly seen in infants and the elderly, especially dentures wearers, or the result of smoking, drinking alcohol or poor oral hygiene. It can also be seen in people who take steroids to treat asthma, those with weakened immune systems or people who suffer from lung disease. White lines or bumps can be from inflammation called oral lichen planus, an autoimmune response that may be triggered by Hepatitis C or allergies.

A red or bright pink tongue could be a sign of deep throbs, a folic acid or B-12 vitamin deficiency, Scarlet fever, Kawasaki disease, a serious condition affecting children under the age of five, dry mouth or a yeast infection.

A black and/or "hairy" tongue may be a sign of poor oral hygiene, fungal infection, a side effect from antibiotics, chemotherapy or radiation treatment, or a sign of diabetes or AIDS.

A bumpy or sore tongue can be due to accidental scalding or biting, smoking, canker sores or ulcers, or oral cancer.

Cracks or fissures in your tongue can appear from poor oral hygiene, fungal infection, or an autoimmune disorder.

Persistent red or painful sores can be due to injury or infection, scalding from food or drink, food allergies, nutritional deficiencies, gastroesophageal reflux disease (GERD), stress, herpes simplex virus, which can be caused by the HPV virus or tobacco use.

Tongue pain can result from natural aging, injury or infection, neuralgia or nerve damage, canker sores, oral cancer, anemia, herpes simplex virus, multiple sclerosis, diabetes or irritating dentures or braces.

Tongue swelling may be a symptom of cancer, an autoimmune disease, amyloidosis, sleep apnea, acromegaly and even an people who have no teeth or dentures. **A tongue that appears too big** could indicate hypothyroidism or slow metabolism.

Sudden swelling of the tongue can occur from a sudden allergic reaction, an anaphylactic shock, and needs immediate medical attention.

And let's not leave out the problems with **mouth and sleep** that can cause **Obstructive Sleep Apnea (OSA)**. Snoring can be an indicator of a serious and life threatening problem and oral health practitioners are often alarmed with an excessive snoring as due to obstruction in the soft tissues of the upper airway as we breathe, and can be a symptom or sign of OSA. OSA affects the nose, back of your tongue, the soft palate (the soft one back of your mouth) the back of your throat which includes your tonsils and uvula, and can cause throat muscles to relax, limiting the airway. Severe cases of OSA are linked to cardiovascular disease, diabetes, depression and even memory loss. Obese individuals are almost 10 times more likely to report OSA symptoms than non-obese patients. According to the , 25 million adults in the U.S. have OSA, with 80 percent of those afflicted. Being more "life dictated" is responsible for frequent sleep and can lead to fatigue, irritability, and trouble concentrating. In severe cases, the disorder can lead to learning and memory difficulties, heart attack, congestive heart failure, cardiac arrhythmia, stroke or depression.

So there's a lot of information on these cues, so become your mouth's best friend and watch your tongue!

Writing Samples

BLOGS

MARIA, EUNICE AND SARGE

05/19/2011

I must be the only blogger who hasn't written anything this week about very dumb Arnold carrying on a major deceitful double life for a decade, causing Maria and their children's life to implode.

Day one was *The Announcement* about the baby with the housekeeper, and I believed, just the tip of the iceberg. As the week has gone on, each day some new and tawdry tidbit comes up to the surface. I think we're going to hear new pieces of the scandal as more lies unravel. Maria has to somehow put on a good face, s strong front and protect herself and her children right now. Especially from the media. And as my mother would say, "Thank God her mother's not here to witness this terrible mess."

I can just hear Eunice, may she still rest in peace, saying to Sarge, "What the HELL did we tell Maria? Date Arnold. Have some fun. Raise hell like your cousins, but for God's sake, don't marry the guy. He lifts things up and gets awards for a living? What kind of a job is that? And what the heck is he saying? We could hardly understand a word he said when we first met him. And did he even go to college? She didn't listen to us, Sarge, and now look what's happened. Everybody knows he's a lying, deceitful bastard having sex with someone other than his wife. The maid, yet! But don't worry. Maria will go back on TV and help other celebrities and governor's wives who have been screwed over by their cheating husbands, and had babies out of wedlock and against the Church, and whatever. We raised our girl to give back, Sarge."

And I can hear Sarge saying back, "Oh crap, Eunice. Maria's seen this in your family for years. She'll be just fine, and so will those kids."

Even the smartest people can be victims of a sting. But Maria's got her strong Shriver/Kennedy spirit and values, got God, her four kids, she'll get her job back on TV, and she'll be just be fine, one day. She's got the strength of her convictions, her thoroughbred upbringing, class, style, those cheekbones and of course...she's got Oprah.

RAFAEL ROBB IS STILL GETTING AWAY WITH MURDER by Arlene W. Leib

Both are big time con men. Lance Armstrong left a trail of betrayal, Rafael Robb, a dead wife. We have yet to find out if Armstrong will get away with *murder*. If the parole board's recent decision remains in affect, Robb will be getting away with murder…twice.

On December 22, 2006. Ellen Gregory Robb was viciously bludgeoned to death by her husband, Rafael Robb. After close to a year denying he murdered Ellen, Robb finally copped to a plea of Second Degree manslaughter. With no physical evidence to tie Robb to the crime, the D.A.'s office thought it was better to throw him in prison on manslaughter and serve a sentence of 5-10 years than taking a chance of having the tenured Penn professor of Game Theory walk.

Game Theory is a method for selecting the best strategy in order to minimize one's maximum losses or maximize one's minimum winnings in a game, war, business, etc. Robb was internationally recognized as a Game Theory expert, able to assess human behavior and design a methodology to outwit his opponent. Think Mohammed Ali's rope-a-dope. Rafael Robb's duck and weave would have both impressed and disgusted the Louisville Lip. After he killed Ellen, Robb disposed of the murder weapon, eradicated any evidence of blood and shredded tissue, faked a home break-in and rushed to be seen in public by witnesses who knew him. He did it all within a few hours of leaving Ellen, unrecognizable, lying in a pool of her escaping life fluids, in the kitchen where she had been wrapping Christmas gifts for her thirteen year old daughter and family. Along with the walls and floor, gifts now splattered with massive amounts of her blood. Gifts which would never be opened.

Robb has served five years of his sentence and this past December, without notifying the family nor allowing them to speak, Robb's parole board voted to release him. This, after only one year before, denying his release because of behavior issues and showing no remorse. How long did it take for this Game Theory intellect to figure out how to game the parole board? Just show remorse, whether sincere or not, and six years would be the entire punishment for stealing away a mother, a daughter, a sister and a friend of so many. I was one of those friends.

My daughter and Ellen's daughter went to overnight camp together. Because I was a friend and divorced, in August of 2006, Ellen came to me saying she wanted to divorce her husband, "Raffi." She asked for a lawyer recommendation. She had been miserable for some time and just wanted to have a happier life. I gave Ellen a lawyer's name in September, she hired him in October, around Thanksgiving she told Raffi she wanted a divorce and by Christmas, just days before her 50th birthday, Ellen Gregory Robb was dead. Continuous sickening strikes removed Ellen's face and all that remained was basically the back of her skull. A crime so heinous, detectives thought she was killed by a point blank rage gunshot blast; the act of a man "who should not be placed back into society," according to Montgomery County D.A. Risa Vetri Ferman.

At Ellen's closed casket viewing, I saw Raffi standing in the receiving line by himself. A pariah, few approached him. I wanted to look him in the face. I walked over and he thanked me for coming. He tried to embrace me and I pulled away. Without thinking I said, "I hope you have an alibi." He smirked audibly and said "Not really…" A chill went through me. There was no question in my mind that Rafael Robb was Ellen's murderer.

It took a year before he admitted it. And for bashing the life out of my friend the legal system somehow thought a punishment of 5-10 years was appropriate. That in itself was the next devaluation of Ellen Robb's short life. Now, unless the Parole Board reverses itself, Robb will soon be out on the street. Devalue Number Three.

Ellen was such a kind and gentle person, murdered by a raging man she might not have liked, but didn't suspect was capable of anything like this. She's gone. The convicted deviant will soon walk free.

Lance Armstrong's revelations have the world talking about whether he will honestly pays for his crime. Few seem to notice that a killer is walking after only six years.

Getting away with murder? You decide.

January 13, 2013

Arlene W. Leib is a writer and owner of LookPR, a Public Relations and Media Relations company located in suburban Philadelphia.

Marketing & Advertising

Philadelphia Business Journal

October 8-14, 1984

Condo market, Abbotts Square make a comeback

By CHRISTINA WISER
Special to the Business Journal

For years, residents of South Street in Society Hill could gaze at the familiar facade of Abbotts Dairy, a sprawling plant that took up an entire block bounded by Second, Lombard and Third streets.

Then in Feburary 1982, the dairy was demolished to make way for a first in the area—a residential/commercial condominium development dubbed, appropriately enough, Abbotts Square.

The project, undertaken by Jack W. Blumenfeld & Co., with financing from the bank of New York, had a price tag of $50 million and contained plans for 270 condominium units, 70,000 square feet of commercial space and public parking for more than 300 cars. A tall order, especially in a neighborhood known for small but high-priced homes on quaint cobblestone streets.

Since that time, the project has undergone a significant amount of delay caused in part by a slow market and the desire on the part of Blumenfeld to encounter what his Executive Vice President Alan Feingold describes as "a favorable market." Now, however, Abbotts Square is on its way, with units scheduled to be delivered in January 1985, and the first of a number of retailers set to move in by Thanksgiving.

"We're right on target with the construction," said Burton Bernstein, sales manager at Abbotts Square. "And we're expecting to open a level of public parking around Oct. 15."

Abbotts Square is actually divided into two phases, according to Bernstein. The first, Head House at Abbotts Square, will contain a total of 162 condominiums, all of the project's 70,000 square feet of retail space, and underground covered parking lots.

The first two floors of the eight-story Head House will contain the popular night spot Flanagan's, a health club, and retail stores that include a food market, dry cleaners, a hat store and even a travel agency. And in keeping with the spirit of Society Hill, Abbotts Square has also made room for Hilary's Ice Cream. Other businesses will include an Italian and a Mexican restaurant.

Head House at Abbotts Square will contain a total of 162 condominiums, all of the project's 70,000 square feet of retail space and underground covered parking lots

The second section of Abbotts Square, called the Courtyard, will consist of four, four-story buildings to house 108 condominiums. The Courtyard's construction is scheduled to begin after a major portion of the first phase is sold and leased. To date, said Bernstein, Blumenfeld has collected deposits on about 40 percent of the units in Head House.

To say Blumenfeld & Co. is optimistic about Abbotts Square would be an understatement, but that enthusiasm is also shared by other developers and real estate agents in the Center City area.

"Abbotts Square is unique in that it combines retail and housing units in one," said Jonathan Tori, president of the Philadelphia Home Builders Associations. "I'm even looking into developing some condo properties myself."

"Abbotts Square is unique in that it's a new project and the first of its size there ever and the probably the last," said Ann Bailey, vice president and manager of the residential division of Jackson-Cross Real Estate. "There are no other large tracts of land there (Society Hill). Most of it is already built up and growing by leaps and bounds. Abbotts Square is certainly going to be the only condo development of its kind in that location."

Two years ago, however, predictions weren't quite so hopeful, not only for Abbotts Square but also for the condo market in general. High interest rates and a lagging economy combined to make condo living an out-of-reach prospect for homeowners and a bust for developers.

Now, however, prospects have brightened, and Abbotts Square, which also felt the effects of a slow market, is benefiting. According to Bailey, 99 condominium units were sold in Center City in the first six months of 1984, while for the entire year of 1982, the total number of units sold was below 150. An increase in the average sale price of condos from $102,000 to $138,000 has also helped, she said.

Two years ago high interest rates and a lagging economy combined to make condo living an out-of-reach prospect for homeowners and a bust for developers

Carol Sonstein photo

All lights are green for the construction of Abbotts Square at the corner of Third and South streets

The market is very, very strong, now." Bailey added, "There's a lot of activity. Interest rates are not as low as we would like but they're stabilized. It has taken a long time for the condo craze to take hold in the city, but people have now accepted condos as a way of living. And I think you'll continue to see improvement in the market."

Says Tori: "Condos are making a good comeback in Philadelphia. I don't see much conversion going on anymore. The newer buildings will probably be more appealing."

Bernstein, however, does not attribute the delay in building Abbotts Square to a particular slump, but rather to the desire of the company for a "favorable market."

"The young professional who can't afford a $250,000 home will move into Abbotts and make his start there" — *Alan Feingold*

"There was slow movement in the market (throughout late 1981 and most of 1982)," Bernstein says. "But that doesn't mean we were in a slump. I think that's inaccurate."

Nonetheless it took about 18 months from the time Abbotts Dairy was demolished before groundbreaking on the project took place in September 1983.

"We could have gone in earlier," Feingold explains. "But the financial climate just wasn't right."

While Abbotts Square won't have any imitators in Society Hill, the consensus is that it will have a favorable effect on the market in general in that area.

"I think we're going to see that it (Abbotts Square) will raise (real estate) values down there, and have what I call a synergistic effect," said Bailey.

"The young professional who can't afford a $250,000 home will move into Abbotts and make his start there. And he'll probably find he wants to stay in the neighborhood and move into a Society Hill home. And if that happens often enough, it will be a boon to the neighborhood."

Even with Abbotts Square condos priced at between $89,000 and $250,000, Bernstein is certain the development will be a welcome addition to the Society Hill market.

"I think Abbotts Square will be a positive addition to the neighborhood," he said. "You're going to see a lot of families here who want to be a permanent part of the neighborhood. We will definitely be a positive influence here."

"There's an element of risk in any project," Bernstein added. "But we believe this area warrants an Abbotts Square, and that there's a need we can fulfill. Nowhere in Philadelphia will you find another Abbotts Square."

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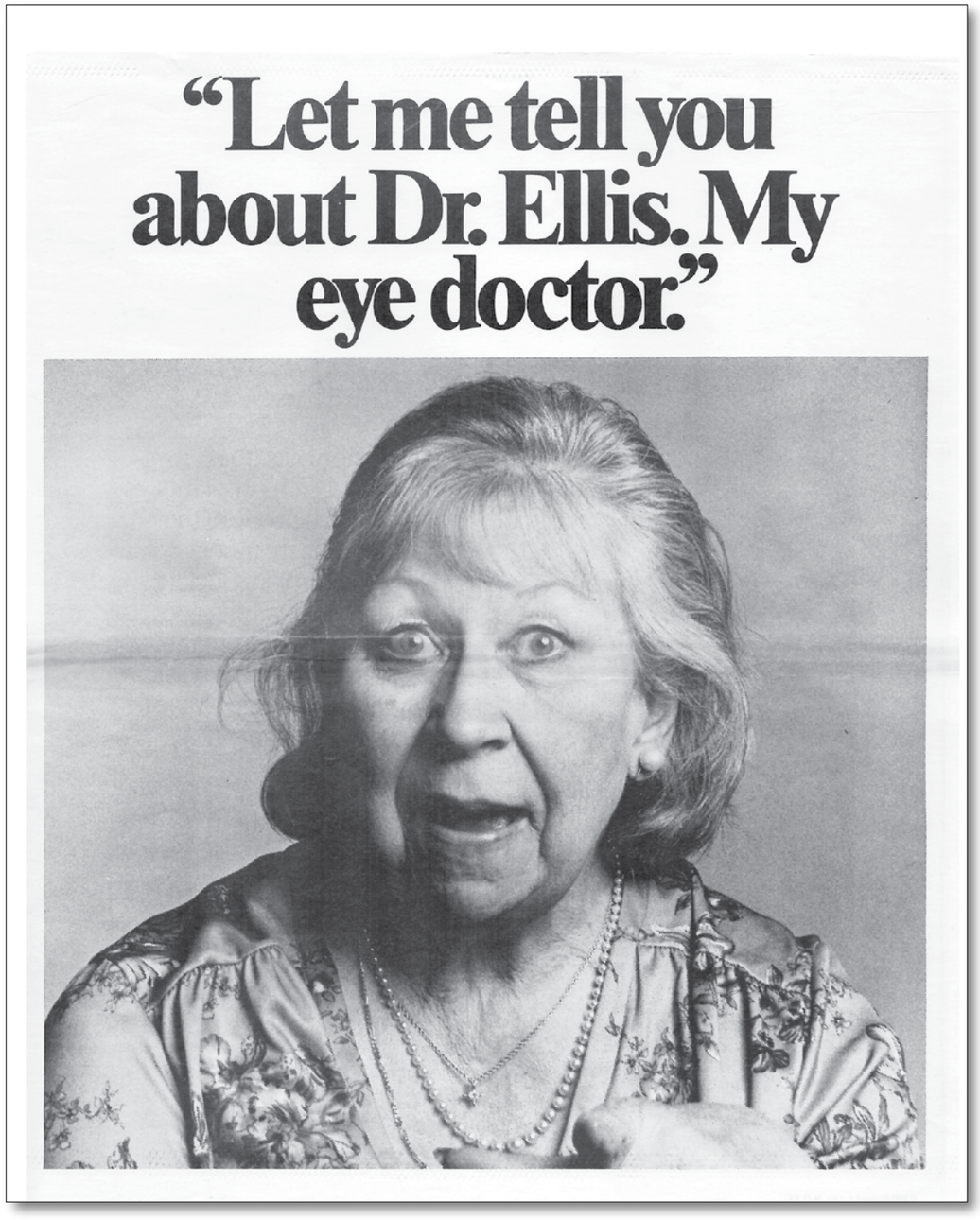
"Let me tell you about Dr. Ellis. My eye doctor."

"Doctor Ellis does cataract lens implants. In fact, he's one of the founding members of the Implant Society. The way Dr. Ellis does cataract lens implants, you don't feel a thing. In fact, you don't have to stay in a hospital."

"He also does Ultrasound. I don't know what it is, but I think it has something to do with the lens implants in cataract surgery. It's very technical."

"He does laser glaucoma surgery right in his office. That makes it very convenient for his patients."

"Did I mention that Dr. Ellis gives complimentary exams? And does he care! If you wish contact lenses!"

"He can give you lenses you can sleep with, and some that can even change the color of your eyes. Do we think I should have brown eyes? I've always wanted to have brown eyes."

"Dr. Ellis really is a considerate Doctor. He even provides free parking for his patients."

"His office can also provide arrangements for Senior Citizen transportation. That's very important for those people who can't drive or take public transportation to get to their appointments."

"But if you live in New Jersey, it's very easy to get to Dr. Ellis's office, because he's located right at the PATCO High Speed Line station at 16th and Locust Streets."

"There are some important reasons why I have Dr. Ellis as my doctor. Reasons like the concern of his patients with personalized and professional attention."

"Oh, and don't let me forget to tell you about Personalized. It's a wonderful process that enhances your eyelashes. It gives you permanent beautiful eyes. Once you have it, you never have to worry about putting makeup on straight. It's such a wonderful process that Dr. Ellis did it for his wife and daughters."

"You wouldn't believe what Dr. Ellis does with Radial keratotomy. I'm serious here. It removes bags from under your eyes and corrects droopy eyelids. That's something I'll have to think about years from now."

"And let me see. If I'm missing anything? Dr. Ellis corrects those eyes on grownups as well as children."

"You rave about Dr. Ellis so much. Is he your son?"

Richard A. Ellis, M.D.

Collateral

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When you visit the office of Dr. Joseph E. Gian-Grasso and Dr. Jeffrey Pearlman-Storch for comprehensive, periodontal care, we want you to know that from the minute you walk through our door, you are a V.I.P. to us...a Very Important Patient.
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Our office has expanded appointment hours to accommodate the busiest patient.
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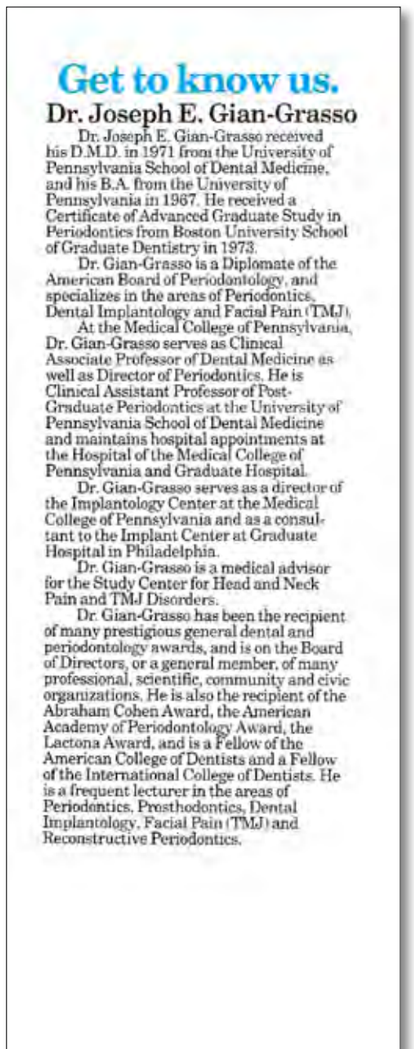
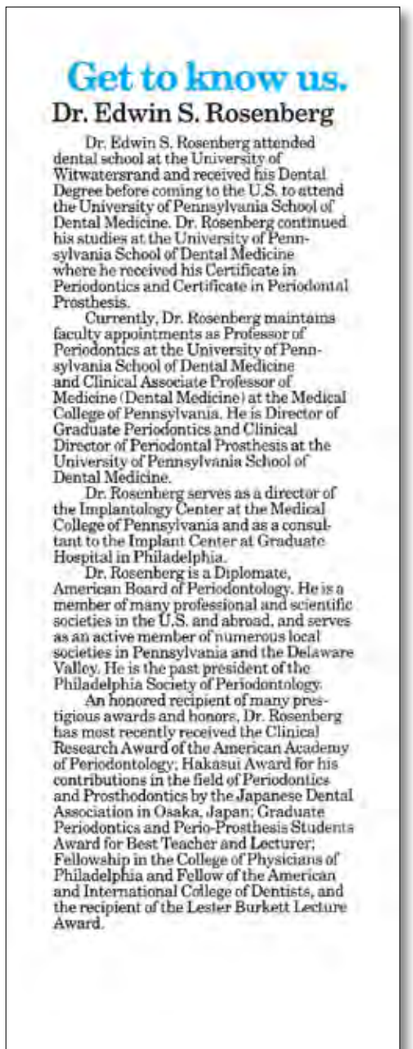
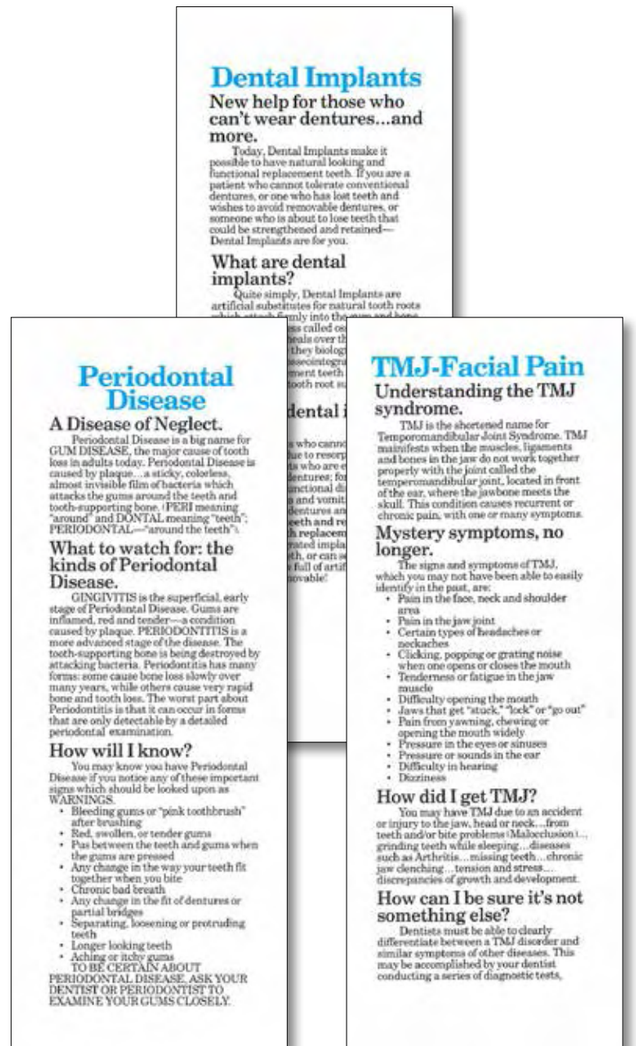

Get to know us.
Dr. Joseph E. Gian-Grasso
Dr. Joseph E. Gian-Grasso received his D.M.D. in 1971 from the University of Pennsylvania School of Dental Medicine, and his B.A. from the University of Pennsylvania in 1967. He received a Certificate of Advanced Graduate Study in Periodontics from Boston University School of Graduate Dentistry in 1973.
Dr. Gian-Grasso is a Diplomate of the American Board of Periodontology, and specializes in the areas of Periodontics, Dental Implantology and Facial Pain (TMJ).
At the Medical College of Pennsylvania, Dr. Gian-Grasso serves as Clinical Associate Professor of Dental Medicine as well as Director of Periodontics. He is Clinical Assistant Professor of Post-Graduate Periodontics at the University of Pennsylvania School of Dental Medicine and maintains hospital appointments at the Hospital of the Medical College of Pennsylvania and Graduate Hospital.
Dr. Gian-Grasso serves as a director of the Implantology Center at the Medical College of Pennsylvania and as a consultant to the Implant Center at Graduate Hospital in Philadelphia.
Dr. Gian-Grasso is a medical advisor for the Study Center for Head and Neck Pain and TMJ Disorders.
Dr. Gian-Grasso has been the recipient of many prestigious general dental and periodontology awards, and is on the Board of Directors, or a general member, of many professional, scientific, community and civic organizations. He is also the recipient of the Abraham Cohen Award, the American Academy of Periodontology Award, the Lactona Award, and is a Fellow of the American College of Dentists and a Fellow of the International College of Dentists. He is a frequent lecturer in the areas of Periodontics, Prosthodontics, Dental Implantology, Facial Pain (TMJ) and Reconstructive Periodontics.


Get to know us.
Dr. Edwin S. Rosenberg
Dr. Edwin S. Rosenberg attended dental school at the University of Witwatersrand and received his Dental Degree before coming to the U.S. to attend the University of Pennsylvania School of Dental Medicine. Dr. Rosenberg continued his studies at the University of Pennsylvania School of Dental Medicine where he received his Certificate in Periodontics and Certificate in Periodontal Prosthesis.
Currently, Dr. Rosenberg maintains faculty appointments as Professor of Periodontics at the University of Pennsylvania School of Dental Medicine and Clinical Associate Professor of Medicine (Dental Medicine) at the Medical College of Pennsylvania. He is Director of Graduate Periodontics and Clinical Director of Periodontal Prosthesis at the University of Pennsylvania School of Dental Medicine.
Dr. Rosenberg serves as a director of the Implantology Center at the Medical College of Pennsylvania and as a consultant to the Implant Center at Graduate Hospital in Philadelphia.
Dr. Rosenberg is a Diplomate, American Board of Periodontology. He is a member of many professional and scientific societies in the U.S. and abroad, and serves as an active member of numerous local societies in Pennsylvania and the Delaware Valley. He is the past president of the Philadelphia Society of Periodontology.
An honored recipient of many prestigious awards and honors, Dr. Rosenberg has most recently received the Clinical Research Award of the American Academy of Periodontology; Hakasui Award for his contributions in the field of Periodontics and Prosthodontics by the Japanese Dental Association in Osaka, Japan; Graduate Periodontics and Perio-Prosthesis Students Award for Best Teacher and Lecturer; Fellowship in the College of Physicians of Philadelphia and Fellow of the American and International College of Dentists, and the recipient of the Lester Burkett Lecture Award.


Dental Implants
New help for those who can't wear dentures...and more.
Today, Dental Implants make it possible to have natural looking and functional replacement teeth. If you are a patient who cannot tolerate conventional dentures, or one who has lost teeth and wishes to avoid removable dentures, or someone who is about to lose teeth that could be strengthened and retained—Dental Implants are for you.
What are dental implants?
Quite simply, Dental Implants are artificial substitutes for natural tooth roots
Periodontal Disease
A Disease of Neglect.
Periodontal Disease is a big name for GUM DISEASE, the major cause of tooth loss in adults today. Periodontal Disease is caused by plaque...a sticky, colorless, almost invisible film of bacteria which attacks the gums around the teeth and tooth-supporting bone. (PERI meaning "around" and DONTAL meaning "teeth"; PERIODONTAL—"around the teeth").
What to watch for: the kinds of Periodontal Disease.
GINGIVITIS is the superficial, early stage of Periodontal Disease. Gums are inflamed, red and tender—a condition caused by plaque. PERIODONTITIS is a more advanced stage of the disease. The tooth-supporting bone is being destroyed by attacking bacteria. Periodontitis has many forms: some cause bone loss slowly over many years, while others cause very rapid bone and tooth loss. The worst part about Periodontitis is that it can occur in forms that are only detectable by a detailed periodontal examination.
How will I know?
You may know you have Periodontal Disease if you notice any of these important signs which should be looked upon as WARNINGS.
• Bleeding gums or "pink toothbrush" after brushing
• Red, swollen, or tender gums
• Pus between the teeth and gums when the gums are pressed
• Any change in the way your teeth fit together when you bite
• Chronic bad breath
• Any change in the fit of dentures or partial bridges
• Separating, loosening or protruding teeth
• Longer looking teeth
• Aching or itchy gums
TO BE CERTAIN ABOUT PERIODONTAL DISEASE, ASK YOUR DENTIST OR PERIODONTIST TO EXAMINE YOUR GUMS CLOSELY.
TMJ-Facial Pain
Understanding the TMJ syndrome.
TMJ is the shortened name for Temporomandibular Joint Syndrome. TMJ manifests when the muscles, ligaments and bones in the jaw do not work together properly with the joint called the temporomandibular joint, located in front of the ear, where the jawbone meets the skull. This condition causes recurrent or chronic pain, with one or many symptoms.
Mystery symptoms, no longer.
The signs and symptoms of TMJ, which you may not have been able to easily identify in the past, are:
• Pain in the face, neck and shoulder area
• Pain in the jaw joint
• Certain types of headaches or neckaches
• Clicking, popping or grating noise when one opens or closes the mouth
• Tenderness or fatigue in the jaw muscle
• Difficulty opening the mouth
• Jaws that get "stuck," "lock" or "go out"
• Pain from yawning, chewing or opening the mouth widely
• Pressure in the eyes or sinuses
• Pressure or sounds in the ear
• Difficulty in hearing
• Dizziness
How did I get TMJ?
You may have TMJ due to an accident or injury to the jaw, head or neck...from teeth and/or bite problems (Malocclusion)... grinding teeth while sleeping...diseases such as Arthritis...missing teeth...chronic jaw clenching...tension and stress.... discrepancies of growth and development.
How can I be sure it's not something else?
Dentists must be able to clearly differentiate between a TMJ disorder and similar symptoms of other diseases. This may be accomplished by your dentist conducting a series of diagnostic tests.