

## 2010 Susie Selcer Leadership Award Presented to Allen Freeman

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### OUR MISSION

The Sholom Foundation's sole mission is to raise sufficient endowment funds to generate annual financial support for the Sholom Community Alliance programs and facilities, and promote excellence in service



*Chuck Selcer and Allen Freeman*

The Susie Selcer Leadership Award honors individuals whose work with the Sholom Community Alliance, Sholom Foundation or Sholom Auxiliary exemplifies the integrity, spirit and tzedaka of the late Susie Selcer.

If you are looking for an individual who has provided leadership for Sholom in every possible way, you will find that in the person of Allen Freeman. He is a past president of both Sholom Foundation and the Sholom

Community Alliance, as well as the co-chair of the extremely successful Sholom Capital Campaign which raised over \$40 million to build the new Shaller Family Campus in St. Paul.

*continued on page 2*

## Carole Davidson...

### A Connection to Sholom Transcending Generations

When Carole Davidson's mother, Gladys Winerman, became a Sholom Home West resident, Carole wondered what the transition would be like for Gladys. It turned out that Gladys adapted quite well. She is enjoying the activities, visiting with her friends at Knollwood Place, and she absolutely loves the courtyard. "She thinks of it as her backyard," says Carole, whose family has a long history with Sholom. Carole's grandmother Dora



*FRONT ROW: Stephen Davidson<sup>†</sup>, Dawn Zouber, Gladys Winerman. BACK ROW: Carole, Jesse & Steve Davidson, Danny Zouber*

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*I have served as a volunteer leader in several organizations, but none quite as rewarding as Sholom.*

**Allen Freeman**

## **2010 Susie Selcer Leadership Award Presented to Allen Freeman**

*continued from page 1*



*Allen and Toba Freeman with their children and grandchildren*

And just because his presidential terms have ended, doesn't mean that Allen isn't still at one of the campuses almost daily, continuing to serve the Sholom community, providing his experience, knowledge and of course, his leadership. He remains active on several committees and is continually seeking new sources of funding for the betterment of Sholom and its service to Sholom residents and their families.

When Allen accepted the award at the Sholom Community Alliance Annual meeting, he recollected, "I had no idea what I was getting myself into when I joined the Sholom Foundation Board so many years ago, ultimately accepting the position of Foundation President."

It isn't as if Allen wasn't familiar with Sholom. His mother-in-law, Ann Miller, was a long time Sholom Home Auxiliary member and vice president, having recently received the first Sholom Auxiliary Woman of Valor Award in May. Toba Freeman, Allen's wife, also has a long history with the Sholom Auxiliary, serving as vice president and chairing the Sholom Ball, as did her

sister, Lynn Abramson. Ann's mother and Toba's and Lynn's grandmother, Sarah Horowitz, was a resident at Sholom East on Midway Parkway, as was Allen's grandfather, Reuven Herzog, so they had first hand experience understanding the importance of supporting Sholom.

And it doesn't stop with Allen and Toba. It appears that Sholom is in the Freeman family's blood. Their children are following in their footsteps. Daughter, Nancy Getzkin currently serves as Auxiliary president; son, Mark Freeman is the Sholom Community Alliance secretary, and son-in-law, Neil Borenstein serves on the Alliance board.

So why didn't Allen know what he was getting into when he accepted the Foundation Presidency all those years ago? Perhaps for the very reason he is this year's recipient of the Susie Selcer Leadership Award. Chuck Selcer, Sholom Foundation Vice President, who presented the award to Allen, says: "Allen's commitment to Sholom has never wavered. His gifts to Sholom of his time, intelligence, and resources have been extraordinary, and his vision for Sholom is that of a leader who thinks ahead, knowing that there will always be challenges, but is confident that they can be overcome."

To sum it all up, Allen says: "When my mother-in-law, Ann Miller, accepted the Auxiliary's Women of Valor award she stated, 'Please don't thank me, I thank you for giving me the opportunity to serve.' I think that she got it right. I have served as a volunteer leader in several organizations, but none quite as rewarding as Sholom. I highly recommend it."

### ***We're online – let's keep in touch***

Send us your email address at [foundation@sholom.com](mailto:foundation@sholom.com). We will send you updates and information about timely and relevant topics that impact our everyday lives. We welcome your questions and comments and will respond quickly to your email messages.

**Don't forget to visit our website at**  
**[www.sholomfoundation.com](http://www.sholomfoundation.com).**

## Carole Davidson... *continued from page 1*

Winerman was at the Jewish Home for the Aged many years ago, and her father Nathan Winerman, her uncle Hymie Ingber, and her in-laws Mirriam and Lovey Davidson, were all residents at Sholom Home West.

"I have been so pleased with my family's experience at Sholom," Carole remarks as she recalls her many visits to her family and extended family members. For Carole, her connection to Sholom has evolved over the years, becoming an important part of her volunteer experience.

Joining the Sholom Home Auxiliary Board several years ago, Carole first worked on the Sholom Ball, moving up to chair the Ball Committee, and ultimately serving as Auxiliary president until last year. Carole's children have been involved at Sholom as well. Daughter, Dawn Zouber, at one time worked for Sholom in recreational activities, and is now active in the Auxiliary, and her son-in-law, Danny Zouber, volunteered at Sholom West during his high school years and his Grandma Bella was also a resident at Sholom West. Carole's sons, Steven and Jesse have also helped Carole out over the years with her volunteer activities.

*Sholom has played a major role in my family's lives for so many years.*

Carole Davidson

But Carole's Sholom involvement goes well beyond that of resident family and volunteer. She has just made a gift to Sholom Foundation to establish a Sholom Home Auxiliary endowment fund to provide support for entertainment programs at the Sholom Homes.\* The *Stephen and Carole Davidson Family Fund* is dedicated to Carole's late husband, Stephen, their parents, children and grandchildren. "Sholom has played a major role in my family's lives for so many years. My mother so enjoys the entertainment programs, but I know the days can be long. That is why I created this fund to provide additional programs for the Sholom residents," says Carole.

And Carole's involvement at Sholom doesn't stop with her new Auxiliary endowment fund. Currently, she is the volunteer administrator for the ACADEMY at Sholom Community Alliance, helping to ensure that this unique educational program will continue to provide daily opportunities to participate in stimulating classes, discussion groups, guest lectures and video presentations for the tenants and residents in Sholom facilities. Carole, clearly enjoying her new role says, "my connection to Sholom has been very fulfilling over the years, a labor of love that I hope will continue with this new role at the ACADEMY."

*\*To read more about Auxiliary Endowment Funds to benefit Sholom Home residents, see page 15.*

## 2010-2011 Sholom Foundation Board of Directors

*President* : Robert Karon  
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Ben Steinberg  
Lloyd Stern\*  
Jerome Yugend<sup>z1</sup>\*  
Drew Zamansky

*\* Past Presidents*

*The following individuals who have completed their terms of service on the Foundation Board are much appreciated for their efforts on behalf of the Foundation:*

Marc Hasko, Lisa Heilicher,  
Stan Kagin, Jim Tankenoff

*Welcome and thank you to the following individuals who will serve on the 2010-2011 Foundation Board:*

Janie Berg, Karen Gershman,  
Nancy Lane, Mike Platt,  
Sheva Sanders, Herb Schechter

# *A Day of Planting and Remembering...*

In what is now officially an annual event, family and friends of Heidi Schechter Moldo of blessed memory, and her parents, Marta and Herb Schechter gathered on a beautiful day in June to plant the rooftop garden on the fourth floor of the Chapman Sholom Home East known as *Heidi's Garden*.

*Heidi's Garden* was dedicated by the Schechter Family with a gift to the Shaller Family Campus Capital Campaign in memory of Heidi. Last year, Heidi's family and friends planted the new garden following the opening of the Shaller Family Campus, and this year they returned with additional volunteers to plant the beautiful summer annuals.

Marta, Herb, and Heidi's daughter, Danielle, are so pleased that the residents of Chapman can enjoy the beauty and serenity of *Heidi's Garden*, and are grateful to all who lent their efforts to such a meaningful endeavor. Herb speaks of the volunteer gardeners who knew and loved Heidi: "They have enriched the lives of the Sholom residents and guests. Marta and I cannot fully express our appreciation for their continuing support."



*BACK: Eileen Scherling, Janice Lazarus, Phyllis Robinson, Amy Newman, Lynn Abramson, Annetta Krelitz, Melanie Barry, Elaine Fink, Susan Gray, Loni Ansel, Susan Chalfen, and Tammy Birnberg*

*FRONT: Stephanie Levine, Kelly Schechter, Marta Schechter, Danielle Moldo, Stacy Spencer, Janie Covin, Judy Goldetsky*



*Danielle Moldo, Judy Goldetsky, and Stephanie Levine*

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**Donations Coordinator:** Linda Hennings  
**Graphic Design:** Pat Moses

## *Circle of Life*

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## One Simple Act. Many Great Results.

The next time you are in a line at the post office, bank or theater, consider this: Only one in three people around you have a will. As you ponder the people in line with you, it does not matter how rich, poor, young or old they may be. The simple fact is that most people in this country do not have a legally binding will or estate plan.

*“There are two lasting bequests we can give our children.  
One is roots. The other is wings.”*

Hodding Carter, Jr.

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## Outlining the Story of Your Life

Have you ever thought about what things you would quickly gather if there was a fire or earthquake? Then you have already done many of the things that are important in making an estate plan.

In reality, an estate plan is nothing more and nothing less than a listing of what you have (or expect to have) and what you want done. It is arranging for the things you have to go to the people or organizations you want to have them.

Once you have made the decision to have a will (or update the one you already have), call us, 952-939-1593, for a Wills Guide. It has a simple format (like a questionnaire) that is easy to complete and looks similar to types of planning forms you may have used before.

You will not be surprised to see that the guide asks many of the questions you would expect and is organized to help you begin to think about the people, things, and priorities in your life.

Writing your plan is easy, especially when compared with the cost and trouble of trying to determine your wishes when you are not here to explain them.

Writing a will with the guide and your attorney or estate planning professional is so easy that you will be glad you did, and so will those you care about. With a little planning, you can make a big difference.

**When you plan your estate, you will want to consider:**

1. What personal items are especially valuable to you?
2. Where do you want to keep your will?
3. What people are important to you?
4. Who already depends on you and will that situation continue?
5. Where will you leave account numbers, passwords, and internet addresses so a trusted friend or relative can find them?
6. Who do you want to be the primary handler of your estate?
7. What assets and accounts do you own? (You may own more than you think when you consider real estate, your home and investment accounts.)
8. What charities and causes are important to you?
9. Living Will: What decisions will govern your healthcare providers and end-of-life care provisions?
10. Power of Attorney/Health-Care Power: Who do you want to make decisions for you if you cannot make them for yourself?

# The Keys to Estate Planning Ease

There are few things in life we can do so easily that can make a big difference. Having a well thought out estate plan is one of them. Those who complete a plan are almost always amazed at how quickly and easily it can be accomplished. Those who include a charity or nonprofit organization are among the happiest. It's easy to see why. Without the worries of day-to-day living, we are free to do so much more in our will than we can do while we're alive.

If you do not have a will or have not included a cause like Sholom Foundations, why not create one or amend it to include your gift? You can be among the elite philanthropists by including as little as 1% or 2% of your estate.

If you think on a grander scale, you can leave a fixed dollar amount or a greater percentage. The flexibility and choice rests entirely with you. Remember that when you include a qualified charity in your will or plan, your estate is reduced by that amount, which means that much less is subject to estate taxes. The money that would have gone to the government can be strategically used to help your family and loved ones as well as the causes you cherish.

Remember that writing a will is so simple there is no reason not to have one. Just as your gift is limited only by your imagination, your possibilities for making it a reality are also almost endless.

1. You determine your wishes and not a judge who doesn't know you.
2. You can avoid estate tax by making sure your priorities are met and not the government's.
3. You can care for your family and favorite causes beyond your lifetime.
4. You have the peace of mind knowing your life's work does not end with an unforeseen event.

## We all want to be remembered and we all will leave something behind.

— Barry K. Baines M.D., author of *Ethical Wills: Putting Your Values on Paper*

Sholom Foundation invites you to become a member of the **Sholom Foundation Heritage Society**, honoring those who recognize the value of providing for our Jewish elderly by making a commitment to the Sholom Foundation, a 501(c)(3) nonprofit corporation in Minnesota, through their Wills and other charitable gift plans.

There is no finer example of the power of giving than what we can achieve together.

I (We) wish to participate in the *Sholom Foundation Heritage Society* through the following:

- |   |  |
|---|--|
| <input type="checkbox"/> Will or Living Trust       | <input type="checkbox"/> Insurance Policy      |
| <input type="checkbox"/> Charitable Gift Annuity    | <input type="checkbox"/> Retirement Plan Asset |
| <input type="checkbox"/> Gift of Securities         | <input type="checkbox"/> Gift of Real Estate   |
| <input type="checkbox"/> Charitable Remainder Trust |  |

If you so choose, you may indicate the amount or range of your gift to help us better plan for the future: \$ \_\_\_\_\_

COMPLETE THE FOLLOWING: (please print)

Date \_\_\_\_\_  
Name(s) \_\_\_\_\_  
Signature \_\_\_\_\_  
Signature (of spouse, if applicable) \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone Number(s) \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please check this box if you wish to have your name included in listings of **Sholom Foundation Heritage Society** members in our publications. This will help encourage others to join this important group of benefactors. (If you do not choose to be listed, you will continue as an unlisted member.)

Your name(s) as it should appear in print: \_\_\_\_\_

Mail this form to:  
**Sholom Foundation**  
3610 Phillips Parkway  
Minneapolis, MN 55426

# Sholom Foundation Heritage Society

The Sholom Foundation Heritage Society has been established to thank those thoughtful individuals and families who have included Sholom Foundation in their estate plans. We honor those who have made such a commitment and gratefully acknowledge these valued friends:

## NEW MEMBERS SINCE JUNE 2010

### David E. Feinberg

Anonymous  
Ruth & Allen Aaron  
Rosalyn Baker  
Beverly Balos &  
Mary Louise Fellows  
Irving & Deane Bassin<sup>z</sup>  
Ruth Bearman<sup>z</sup>  
Steve & Gail Brand  
Leo & Carole Breitman  
Ruth Breslermann  
Barbara Brooks  
Helen Brooks  
Beverly & Stanley Davis  
Henry<sup>z</sup> & Harriet Davis Family  
Lois & Sherman Devitt  
Mary S. & Robert A.<sup>z</sup>  
Dinerstein  
Barbara Eiger  
Corrine & Tom Feinberg  
David E. Feinberg  
Francine<sup>z</sup> & Neil Feinberg  
Rose Fingerhut  
Nicole & Kenneth Fink  
Arlene Fried  
Harriet & William Gasway  
Rosalie & Andrew Gellman  
Roni & Alan Gingold  
Esta & Jerry Gold  
Ilene & Jay Goldberg  
Zelia Kanters Goldberg

Bernice Cowl Gordon  
Jane & Jonathan R. Gordon  
Marilyn & Dean Greenberg  
Mickey Greenberg  
Nancy & Robert Hartman  
Mrs. Samuel M. Hartman  
Debbie & Marc Hasko  
Eugene Heck  
Elissa Heilicher  
Hilda Rose Hellman  
Fran & Irving<sup>z</sup> Herman  
Jory M. Herman  
Audrey Hillman  
Leo<sup>z</sup> & Doris Hodroff  
Jake Hurwitz &  
Doreen Frankel  
Emmy Lou Jacobson  
Lorita & Jay Jacobson  
Janet & Alvin<sup>z</sup> Jaffe  
Charlotte & Leonard Juster  
Al Kagin  
Stan & Jeanne Kagin  
Sheldon & Helene B. Kaplan  
Dr. Markle Karlen  
Judy A. Karon  
Stefanie & Robert Karon  
Alan & Beverly Kasdan  
Betty G. Katz  
Helen & Ivan<sup>z</sup> Kenis  
Kipp Family Philanthropic Fund

### Rose Fingerhut Mickey

Marion & E. Gary Klein  
Dr. Zenith & Merle Anne  
Kremen  
Faye<sup>z</sup> & Mayer Krupp  
Gracia & Merrill Kuller  
Diane Ladenson  
Nancy D. Langer  
Jerry Lavin<sup>z</sup>  
Jules & Rose Levin  
Rhoda & Tom Lewin  
Carolyn Lieberman  
Sheila & Stephen Lieberman  
Sybil & Bill Lipschultz  
Walter Lubov  
Rhoda & Donald Mains  
Ronald M. Mankoff  
Gayle Marko  
Betty Mae Miller<sup>z</sup>  
Annette & Marion E.  
Newman<sup>z</sup>  
Sandy & Harold<sup>z</sup> Okinow  
Myrna Orensten  
James Pomush<sup>z</sup>  
Lillian & Julius<sup>z</sup> Raen  
Susan & Gary Rappaport  
Barbara & Harvey<sup>z</sup> Ratner  
Harold & Cissy Ravits  
Fay & Leonard<sup>z</sup> Ribnick  
Irene<sup>z</sup> & Paul Rifkin  
Ruth & Harold Roitenberg

Connie & Paul Ross Family  
Harold Rothstein  
Marilyn Rovner  
Ada Rubenstein  
Karen & Ron Sallerson  
Miriam & David Sanders  
Marta & Herb Schechter  
Freda<sup>z</sup> & Frank Schochet  
Ruth & William<sup>z</sup> Seltz  
Dr. & Mrs. Lawrence Serber  
Michelle & Steven Shaller  
Rossy & Richard Shaller  
Lawrence M. Shapiro Family  
The Shared Fund  
Dr. Melvin & Delores Sigel  
Melissa Cohen Silberman  
& Sheldon Silberman  
Dorothy H. & Edward E.  
Slonim  
Sally E. Sperling<sup>z</sup>  
John Spooner<sup>z</sup>  
Maxine & Ben Steinberg  
Vicki & Lloyd Stern  
Arthur & Margaret Stone  
Beryl & Frank<sup>z</sup> Strickon  
Sharon & Bill Torodor  
Deera & Al<sup>z</sup> Tychman  
Jerome S. Yugend<sup>z</sup>

If you would like to or have already arranged for an estate gift for Sholom Foundation, please let us know so that we can honor and recognize you as a member of the *Sholom Foundation Heritage Society*. As always, any gifts to Sholom may remain anonymous if you so choose. Call Barbara Brooks at 952-939-1594.

## A SIMPLE BEQUEST

A simple statement in your *Will* or *Living Trust* is all it takes to make a powerful gift. Gifts by bequest may be made in cash, securities, IRA and other retirement accounts, real estate or tangible personal property and may be fully deductible in determining your estate taxes. You will want the provision to state our legal name: **SHOLOM FOUNDATION** a 501(c)(3) nonprofit corporation in Minnesota.

*It would be helpful if you would notify Sholom Foundation of your bequest so you can be acknowledged and honored and Sholom can plan for the future.*

Contributions Received  
April 16 - July 30, 2010

## *Honor & Remember Your Family and Loved Ones*

Donate to the Sholom Foundation General Fund or to any Fund on pages 12-15 (or create your own fund). Honor family and friends on special occasions, wish for a speedy recovery, or express your condolences. All donations are acknowledged to the individual or family you are honoring.

## *Easy & Secure Ways to Donate to Sholom Foundation*

To conveniently donate online, just log onto: [www.sholomfoundation.com](http://www.sholomfoundation.com). Or, call Linda Hennings at 952-939-1664 to leave your credit card number on our secure system. Then whenever you wish to make a donation, you may call Linda; fax 952-939-1591; or email [donations@sholom.com](mailto:donations@sholom.com) at your convenience with your donation information.

**In spite of our best efforts to be accurate in recognition of our donors, mistakes can occur. If your name or fund was omitted, listed incorrectly, or misspelled, please accept our apology and we ask that you**

## GENERAL DONORS

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Ionel Costea  
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Family Foundation  
Rose Fingerhut  
Fingerhut Family Foundation  
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Roz & Arthur Jaffee  
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Frank E. Schochet  
Sally Sperling  
Maxine & Ben Steinberg  
Violet M. Werner  
Sybil & Seymour Wilensky  
Estate of Jerome Yugend

## IN HONOR OF

### **Al Apple**

*BirthDay*  
Norene & Ev Karon

### **Lorraine Applebaum**

*BirthDay*  
Marja Engler  
Sharlene & Sid Ladin

### **Wendy & Howard Bach**

*Son's college graduation*  
Fay Ribnick

### **Robert Baldinger**

*Your second Bar Mitzvah*  
Lou Ann Bongard  
Natalie & Bud Harris  
Mike Salloway  
Bernard Sherman

### **Wendy & Steve Baldinger**

*Breaking ground for  
the Baldinger Bakery*  
Diane & Allen Kuperman

### **Amy Baratz**

*BirthDay*  
Phyllis Appelbaum

### **Margo Berdass**

*Homecoming*  
Joan & Norman Noun

### **Mr. & Mrs. Stan Bernstein**

*50th anniversary &  
granddaughter's Bat Mitzvah*  
Marja Engler

### **Tammy & Carl Birnberg**

*Wedding anniversary*  
Audrey & Mace Goldfarb

### **Joanne Blindman**

*Granddaughter Sophia's  
Bat Mitzvah*  
Fay Ribnick

### **Donna & Allan Block**

*BirthDays*  
Judy & Ross Dworsky

### **Barbara Brooks**

*BirthDay*  
Lil Raen

### **Rita Covin**

*BirthDay*  
Connie & Harold Weisberg

### **Loie Devitt**

*BirthDay*  
Anne & Steve Devitt  
Janet Jaffe  
Gracia & Merrill Kuller  
Connie & Paul Ross

### **Loie & Sherman Devitt**

*Wedding anniversary*  
Anne & Steve Devitt  
Connie & Paul Ross

### **Irving Efron**

*BirthDay*  
Phyllis Appelbaum

### **Max Elkin**

*BirthDay*  
Shirleymae Lane  
Renee Ribnick

### **Randy & Wendy Engel**

*Emily's engagement*  
Lil Raen

### **Marja Engler**

*In honor of Marja & Joyce*  
Marilyn & Sonny Cohn

### **Al Feldman**

*BirthDay*  
Phyllis Appelbaum  
Marja Engler

### **Erna Fishhaut**

*BirthDay*  
Shirleymae Lane

### **Allen Freeman**

*Receiving Susie Selcer Award*  
Ruth & Allen Aaron  
Lynn & Buddy Abramson  
Tammy & Carl Birnberg  
Rhoda & Don Mains  
Connie & Paul Ross

### **Samantha Belle Freeman**

*Congratulations*  
Ann Miller

### **Nan Fried**

*BirthDay*  
Ruth & Allen Aaron

### **Donald Frishberg**

*Second Bar Mitzvah*  
Harriet & Miles Lane

### **Donald & Marjorie Frishberg**

*Grandson's Bar Mitzvah*  
Diane & Joe Mast

### **Harriet & Bill Gasway**

*Wedding anniversary*  
Harriet & Miles Lane

### **Melissa Gewolb**

*Special birthday*  
Marja Engler

### **Barbara & Neil Gitlin**

*Wedding anniversary*  
Roz & Arthur Jaffee

### **Barbara Gitlin**

*BirthDay*  
Roz & Arthur Jaffee

### **Neil Gitlin**

*BirthDay*  
Roz & Arthur Jaffee

### **Art Glassman**

Minneapolis Foundation

### **Ilene & Jay Goldberg**

*Chad & Jamie's marriage*  
Denise & Marshall Hertz  
Peggy & Joel Mandel



**Linda & Steven Goldstein**  
*Wedding anniversary*  
Sharlene & Sid Ladin

**Mr. & Mrs. Steven Gordon**  
*Birth of grandchild*  
Harriet Levy

**Marilyn & Dean Greenberg**  
*Birth of granddaughter*  
Lorita & Jay Jacobson

**Myra & Roger Greenberg**  
*Grandson Ben's college graduation*  
Marja Engler

**Betty & Jerry Greenstein**  
*Wedding anniversary*  
Maureen & Saul Bernick

**DeeDee Harris**  
*Birthday*  
Joan L. Shapiro

**JoEllen & David Hartman**  
*Wedding anniversary*  
Ruth Hartman

**Nancy Hartman**  
*Birthday*  
Ruth Hartman

**Ruth Hartman**  
*Birthday*  
Walter Lubov

**Lisa Heilicher**  
*Lisa's Federation Community Award*  
Peggy & Joel Mandel

**Jay Jacobson**  
*Jay's years of service to Sholom & the Twin Cities Jewish Community*  
Phyllis Appelbaum  
Fern Badzin  
Melanie & Chuck Barry  
Marilyn & Bruce Baum  
Margo Berdass  
Tammy & Carl Birnberg  
Arline Bloom  
Bobby & Phil Bloom  
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Nancy & Mike Schoenberger  
Ruthie Schoenberger  
Joan L. Shapiro  
Doris & Eddie Sherman  
Mickey & Harold Smith  
Helen & Don Swartz  
Eveline Tysk  
Helen & Leo Wolk  
Sam Zeiden

**Shirley Jaffe**  
*Birthday*  
Phyllis Appelbaum

**Charlotte & Leonard Juster**  
*Wedding anniversary*  
Phyllis Appelbaum  
Marja Engler  
Sharlene & Sid Ladin

**Myra Juster**  
*Birthday*  
Marilyn Feder

**Estelle & Joe Kane**  
*Wedding anniversary*  
Estelle N. Crohn  
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**Joe Kane**  
*Birthday*  
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*Great grandchildren*  
Harriet & Miles Lane

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*Julie's graduation*  
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*New great grandchild*  
Phyllis Appelbaum

**Reva & Ben Kibort**  
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Fay Ribnick

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*Birthday*  
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*Birthday*  
Phyllis Appelbaum  
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Sharlene & Sid Ladin

**Joan LaBelle**  
*Birthday*  
Marja Engler

**Randall Lane**  
*Happy Father's Day*  
Harriet & Miles Lane

**Nancy Lane**  
*Golden Kipah*  
Harriet & Bill Gasway

**Steve Lane**  
*Happy Father's Day*  
Harriet & Miles Lane

**Linda & Bill Lapp**  
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**Darren Lederfine**  
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Peggy & Joel Mandel

**Sarah Brianna Lentsch**  
*Congratulations*  
Ann Miller

**Mary Leonard**  
*Birthday*  
Harriet & Bill Gasway

**Rose Levin**  
*Birthday*  
Toba & Allen Freeman

**Delores & Sheldon "Corky" Levin**  
*Samantha's Bat Mitzvah*  
Gracia & Merrill Kuller

**Sheila & Steve Lieberman**  
*Wedding anniversary*  
Francie & Mark Paper

**Dottie Lipschultz**  
*Birthday*  
Toba & Allen Freeman  
Harriet & Bill Gasway  
Natalie & Bud Harris  
Marilyn & Martin Lipschultz  
Ann Miller  
Connie & Paul Ross  
Connie & Harold Weisberg

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Janette & Max Kurnow

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*Birthday*  
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*Birthday*  
Phyllis Mirviss  
Marsha & Gary Tankenoff

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*Wedding anniversary*  
Harriet & Bill Gasway

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*In honor of Marja & Joyce*  
Marilyn & Sonny Cohn

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*Ruthie's Bat Mitzvah*  
Shirleymae Lane

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*Birthday*  
Marja Engler

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*Seeing you*  
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*Granddaughter & grandson's graduation*  
Shirley Rothstein

**Samuel Reitman**  
*Bar Mitzvah*  
Gayle Marko

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*75th birthday*  
Muriel Swerdlick

**Dan Ribnick**  
*Birthday*  
Ruthie Schoenberger

**Bert Rockler**  
*Birthday*  
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Sheryl & Steve Newman  
Len Silesky

**Norton Rockler**  
*Birthday*  
Lorita & Jay Jacobson

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*Wedding anniversary*  
Sheryl & Steve Newman

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*Jessica & Zack's engagement*  
Esther G. Getzug

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*Birth of "great" granddaughter Sadie*  
Ruth & Allen Aaron  
Connie & Paul Ross

**Elaine & Harold Rubin**  
*Grandchildren's graduations*  
Marja Engler

**Sandy & Jeff Rudoy**  
*Wedding anniversary*  
Judy & Ross Dworsky

**Nancy & Don Rush**  
*Wedding anniversary*  
Janet Jaffe

**Renee Rustin**  
*Birthday*  
Marja Engler

**Ellen & Tom Salisbury**  
*Birth of great granddaughter Sadie*  
Connie & Paul Ross

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*continued*

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*Birthday*  
Phyllis Appelbaum  
Myra & Roger  
Greenberg  
Donamae Koppelman

**Joy Sandler**  
*Danniele's graduation*  
Ruthie Schoenberger

**Mike Saxon**  
*Happy Father's Day*  
Harriet & Miles Lane

**Phil Schneider**  
*Birthday*  
Marja Engler  
Sharlene & Sid Ladin

**Betty Schnitzer**  
*Birthday*  
Jan Berman

**Nancy & Mike  
Schoenberger**  
*Happy Mother's  
& Father's Days*  
Ruthie Schoenberger

**Ruthie Schoenberger**  
*Birthday*  
Fay Ribnick

**Max Shapiro**  
*Max's graduation  
& marriage*  
Gayle Marko

**Doris Sherman**  
*Birthday*  
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Roz & Arthur Jaffee  
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Peggy & Joel Mandel  
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Delores Sigel

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*Wedding anniversary*  
Dona & Mike Rodich

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*Wedding anniversary*  
Phyllis Sperling

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Ruth Hartman

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Harold Smith**  
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Lil Raen

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Ben Steinberg**  
*Wedding anniversary*  
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Abramson

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*Birthday*  
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*Max's engagement*  
Phyllis Appelbaum

**Deera Tychman**  
*Seeing you*  
Marilyn & Bruce Baum

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*Birthday*  
Marja Engler  
Sharlene & Sid Ladin

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*Birthday*  
Dottie Lipschultz

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*Happy Mother's Day*  
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*Happy Father's Day*  
Joyce & Alan Branfman

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*Birthday*  
Diane & Joe Mast

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*Birth of granddaughter,  
Mia*  
Lorita & Jay Jacobson

**Natalie & Drew  
Zamansky**  
*Birth of daughter, Mia*  
Peggy & Joel Mandel

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**Doris Sherman**  
Lorita & Jay Jacobson

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Lorita & Jay Jacobson  
Lil Raen

**Jim Tankenoff**  
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**Evelyn Weiss**  
Fay Ribnick

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**Jane & Jon Gordon**  
Judy & Jon Harris

**Wendy &  
Michael Klein**  
Marilyn Rovner

**Rose Levine**  
*Delightful lunch*  
Clarice Zuckman

**Joe Rine**  
*Your many kindnesses*  
Shirleymae Lane

**Sholom Foundation**  
Wendy & Michael Klein

**Stan Wolkoff**  
Diane & Joe Mast

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the Alpha Omega  
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Fraternity**  
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Scholarship Fund\*  
Mollie B. Tankenoff Music Fund  
for Sholom East  
Marion & Ed Vinokour Fund  
Vi & Harvey Werner Fund

# Sholom Foundation Funds

## *Gifts & Naming Opportunities*

For endowment gifts of \$10,000 and more, a designated fund, in your name or the name of a loved one, may be established.

All funds are acknowledged with plaques on the Walls of Honor at Sholom Home West and the Shaller Family Campus.

For larger gifts, in addition to establishing a fund, you may wish to take advantage of the opportunity to dedicate or name specific areas, rooms, equipment, furnishings and programs of the Sholom Community Alliance.

For more information call  
952-939-1593.

*The Sholom Foundation  
gratefully acknowledges  
the Schochet Family  
for helping to underwrite  
the Circle of Life.*

## SPONSOR

ACADEMY Fund  
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Bernice & Milton Bernick Family Fund  
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Blumenson Flower Fund at Sholom Home West  
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Irene & Saul Greenspoon Family Fund  
Ferne & Edward Grosmann Fund  
Gurstel/Chargo Families Fund  
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Sally & David J. Hoffman Fund  
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Thomas & Etta Miller Kaplan Fund  
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Dr. Zenith & Merle Anne Kremen Family Fund  
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Nellie, Leo & Judy Langer Memorial Fund

## SPONSOR *continued*

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Menorah Plaza & Menorah West  
Clara & Leonard Savitt Fund  
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David Tychman Fund  
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Jerry & Marcia Yugend Family Fund  
Ilene & Bruce Zwick Family Fund

## Sholom Home Auxiliary Funds at Sholom Foundation

### TRUSTEE

Margaret Friedman Sholom Home  
Auxiliary Fund  
Sharon & Martin Kieffer Family Fund  
for Resident Services & Beauty Salon

### BENEFACTOR

Stephen & Carole Davidson Family Fund  
Ruth Dicker Sholom Ball Fund  
Joy Marcus Sholom Ball Fund

### SPONSOR

Bruce R. Kahn Sholom Ball Fund  
John W. Schletty Fund  
Sholom Home Auxiliary Fund  
The Wexler Fund  
Benno & Gertrude Wolff Family Fund

*Endowment gifts of any size are welcome and may be pledged over a period of year or as a bequest. Cash gifts or pledges starting at \$10,000 or estate gifts starting at \$20,000 will establish a named Auxiliary Endowment Fund at Sholom Foundation and will be recognized on the Walls of Honor at both Sholom campuses.*

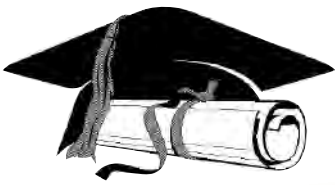
The Sholom Home Auxiliary is an integral part of the Sholom family, providing countless volunteer hours to provide comfort and support to the residents of both Sholom Homes. The annual Sholom Auxiliary contribution to the Homes has become a tradition, and one that is important to carry on. Your gift of time and financial resources ensures that the Auxiliary can continue to provide this welcome and necessary support.

**What if you could ensure that your annual support of the Sholom Home Auxiliary would continue when you are no longer here to write that check? You can!**

Your gift to an Auxiliary endowment fund will ensure that your annual giving to the Auxiliary continues long after you are gone. Approximately 5% of every Auxiliary endowment fund is used annually for benefit of the Sholom Homes' residents.

Consider establishing your own named Auxiliary endowment fund or donate to any of the existing Auxiliary endowment funds listed here. An endowment gift, no matter the size, will leave a lasting legacy for future generations.

All gifts and beneficiary designations should be made payable to: Sholom Foundation, for the benefit of the Sholom Home Auxiliary. To find out more about creating your own Sholom Home Auxiliary Endowment, contact Barbara Brooks at 952-939-1594.



# The ACADEMY at Sholom Completes Another Successful Year and Prepares for a New Fall Session

*We now know, through scientific research, that the human brain continues to grow and generate new brain cells when the individual is learning something new.*

Evelyn Shore

This past spring, The ACADEMY at the Sholom Community Alliance completed its fifth year. From March to June 2010, attendance at ACADEMY classes, group discussions, video courses, and a guest lectures totalled over 1000 classroom contact hours. This opportunity for life-long learning, meaningful and relevant interaction, and growth and understanding of the world we live in has been, and continues to be, open to all on the Ackerberg campus at no charge.

ACADEMY founder and principal, Evelyn Shore, a retired educator who lives at Knollwood Place, intends to continue to plan curriculum and seek new and stimulating educational opportunities for ACADEMY participants. This year, Evelyn will be joined by volunteer Carole Davidson, who will take over the administrative details and responsibilities of the ACADEMY.

This unique and highly participatory program was created by Evelyn in order to promote and prolong the

brain health of individuals living in Sholom Community Alliance facilities. According to Evelyn, “We now know, through scientific research, that the human brain continues to grow and generate new brain cells when the individual is learning something new. ACADEMY classes and programs not only provide residents with new learning opportunities, but a reason to get up and leave their apartments on a regular basis in order to interact with others as well. The outcome is positive for all involved.”

For more information on the ACADEMY Fall Session, call: 952-939-1531.

**The ACADEMY at Sholom Community Alliance enhances the lives of individuals on the Ackerberg campus. To learn more about how you can ensure the success of The ACADEMY with an endowment gift, contact Barbara Brooks at Sholom Foundation 952-939-1594.**

## *Sholom Foundation Charitable Gift Annuity Benefit Yourself . . . Benefit Sholom*

A Sholom Foundation Charitable Gift Annuity is a practical way to ensure yourself guaranteed annual income for the rest of your life AND make a difference in the lives of others as well. **When you have a Charitable Gift Annuity, it doesn't matter what happens to the economy, your fixed-rate annual lifetime income will not change.** With the benefits of high payment rates, as high as 9.5% if you are 90 or older, (considerably higher than current bank CD's and savings accounts paying around 2% or less), reduced taxes, and an ultimate gift to Sholom, now is the time for you to consider a charitable gift annuity. To learn more, call Joel Mandel at Sholom Foundation 952-939-1593

*Compare these rates to CD and Savings account rates currently around 2% or less*



### Sholom Foundation Charitable Gift Annuity Rates Rates Effective July 1, 2010

*(Established by the American Council on Gift Annuities)*

ONE LIFE		TWO LIVES	
Age	Rate	Ages	Rate
90+	9.5%	90/95	9.0%
88	8.9%	88/90	8.0%
86	8.3%	86/88	7.5%
84	7.9%	84/86	7.1%
82	7.5%	82/84	6.7%
80	7.2%	80/85	6.6%
75	6.4%	75/80	5.9%
70	5.8%	70/75	5.5%
65	5.5%	65/70	5.2%



## I TIP MY



On Sunday, August 1st, Jay Jacobson was honored at the Shaller Family Campus for 36 years of service to Sholom and the Jewish Community.

I tip my hat to the Sholom Community for the heart warming celebration of my 36 years of service to the Jewish Community.

I tip my hat and thank you for the many contributions made in my honor.

I tip my hat to the leadership and volunteers who have worked so hard to make the Twin Cities the envy of the country.

I tip my hat to the generous people who have always stepped up to the plate and raised and gave what was necessary to meet the needs of the less fortunate.

I tip my hat to the Foundation Board who has chosen the right professional staff to seamlessly continue to grow the Sholom Foundation to meet the needs of our elderly.

I tip my hat to and thank the wonderful people in the Twin Cities who have made Lorita and me a part of this wonderful community.

My only regret is that so many of the people I wish to thank are no longer with us.

Many people think that I have also retired, but nothing could be further from the truth. This is our community and I will always be a “working” member.

These have been the happiest years of our lives and Lorita and I thank you from the bottom of our hearts.

## Butterflies Are Released Over Sholom



“Butterfly” Noa Parker watches a real Monarch butterfly

On Sunday, August 8th, 120 people released butterflies in the Sholom Home West courtyard where families came to remember their loved ones by releasing live Monarch butterflies, resulting in a truly beautiful sight for the families and Sholom residents.

The donated proceeds from this event will benefit Sholom’s Johnson Hospice Care Agency to provide many of the comforts that families appreciate so much during a very difficult time. This year’s Butterfly Release donations will be specifically used to start up a pet therapy program for hospice patients and their families.

# SAVVY LIVING

## Discount Travel Tips for Retirees



Dear Savvy Living,  
Can you write a column on U.S. travel discounts for seniors?  
My husband and I are approaching retirement and love to travel but have a limited budget.

- Discount Travelers

Dear Travelers,  
Everybody loves a bargain but in today's tight economy, senior discount travel deals that have real value are getting harder to find. Here are some tips to help you find the best deals.

### Senior Discounts?

When it comes to senior travel bargains, an important point to keep in mind is that the "senior discount" may not always be the best deal. Hotels, airlines and cruise lines, for example, offer advanced bookings along with special deals and promotions from time to time that may be a lower rate than what the senior discount is. Always ask about the lowest possible rate and the best deal available. With that said, here's a breakdown of the different senior travel discounts that are available today and where you can find them.

**AARP discounts:** If you're a member of AARP, various travel discounts are available on hotels, rental cars, cruises and vacation packages. To find them see [aarp.org/travel](http://aarp.org/travel) or [expedia-aarp.com](http://expedia-aarp.com) or call 800-675-4318.

**Airlines:** Southwest ([southwest.com](http://southwest.com), 800-435-9792) has the best senior fare program, offering discounts on walk-up fares to passengers 65 and older. American ([aa.com](http://aa.com), 800-433-7300), Continental ([continental.com](http://continental.com), 800-523-3273) and U.S. Airways ([usairways.com](http://usairways.com), 800-428-4322) also offer limited

senior fares to passengers 65-plus to selected destinations.

**Train discounts:** Amtrak ([www.amtrak.com](http://www.amtrak.com), 800-872-7245), the nationwide rail network, provides a 15% discount to coach travelers age 62 and older. And a 10% discount to passengers 60 and older on cross-border services operated jointly by Amtrak and VIA Rail Canada.

**Bus travel:** Greyhound ([greyhound.com](http://greyhound.com), 800-231-2222), the largest provider of intercity bus transportation, offers a 5% discount on unrestricted fares to seniors over 62. Peter Pan ([peterpanbus.com](http://peterpanbus.com), 800-343-9999), which serves the Northeast region of the U.S., offers the same deal. Trailways ([trailways.com](http://trailways.com), 800-776-7581), a privately owned bus company also provides senior discounts but they vary by location. Most local bus lines and public transportation offer discounted senior passes.

**Car rentals:** Most car rental companies offer 5% to 25% discounts to customers who belong to 50-and-older organizations like AARP. Good discounts are also available to AAA ([aaa.com](http://aaa.com)) members. To shop around for the best rental car deals use travel aggregator sites like [orbitz.com](http://orbitz.com) or [kayak.com](http://kayak.com).

**Hotels:** Most hotels in the U.S. offer senior discounts usually ranging from 10% to 30%. Age eligibility will vary by hotel, usually starting at age 50, 55, 60 or 62. Hyatt ([hyatt.com](http://hyatt.com), 888-591-1234) offers the biggest hotel discounts — up to 50% off to seniors age 62 and older.

**Cruising:** If you're interested in taking a cruise, there are lots of bargains available regardless of age. To find

them use *cruisecompete.com* (800-797-4635), which can give you the lowest prices for the dates and ports you specify. In addition, some cruise lines offer seniors discounts on select cruises to passengers 55 and older. The best way to find these is to contact a travel agent (see *cruising.org* to find an agent who specializes in cruises) or check with a few cruise brokers like *vacationstogo.com* (800-338-4962), *cruise411.com* (899-553-7090) or *ecruises.com* (800-223-6868).

**National Parks:** One of the best travel deals available is the “America The Beautiful – Senior Pass” (*www.nps.gov/fees\_passes.htm*). This is a lifetime pass that will let you, plus three other adults and any number of children traveling in your vehicle,

into national parks, forests, recreation areas and monument grounds. It’s available to those 62 or older and you can get it at one of the federal recreation sites for a one-time fee of \$10 and it never expires.

**Entertainment:** In most cities, seniors over 60 qualify for reduced admission to theaters, museums and other attractions. Be sure you ask!

### Savvy Tips:

For an \$8 annual fee, you can find thousands of discounts at *seniordiscounts.com*. Or go to *Amazon.com* and order a copy of the 2009-2010 book, “Unbelievably Good Deals and Great Adventures That You Absolutely Can’t Get Unless You’re Over 50” (McGraw-Hill).

You can find a new Savvy Living column every week on our website *www.sholomfoundation.com*. Savvy Living, along with Washington Hotline, weekly articles, and financial news is also available to you in the Sholom Foundation eNews which you can receive electronically. Just email *Foundation@sholom.com* or call 952-939-1594 and give us your email address to begin receiving the Sholom Foundation eNews.

**Savvy Living** is written by Jim Miller, a regular contributor to the *NBC Today Show* and author of “The Savvy Senior” book. Any links in this article are offered as a service and there is no endorsement of any product. These articles are offered as a helpful and informative service to our friends and may not always reflect this organization’s official position on some topics. Jim invites you to send your senior questions to: *Savvy Living*, P.O. Box 5443, Norman, OK 73070.

## Donate to Sholom Foundation Any Time — Day or

Log onto [www.sholomfoundation.com](http://www.sholomfoundation.com)  
and click **Donate Now**

– VISA, MasterCard or American Express –  
You can even arrange a recurring monthly payment  
toward a new gift or existing pledge. Questions?  
Call Linda Hennings at 952-939-1664.



**HELP SHOLOM FOUNDATION MAKE THE MOST OF YOUR GIFT  
— DONATE ONLINE AT [www.sholomfoundation.com](http://www.sholomfoundation.com)**



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*Sending best wishes  
for a sweet New Year!  
from the Board and staff  
of Sholom Foundation*



# THE SHOLOM SHEBANG!

(formerly The Sholom Ball)

..... featuring .....  
**Souled Out** with its Motown magic sounds  
**SATURDAY, OCTOBER 30, 2010**

..... **THE DEPOT** .....  
.....

225 Third Avenue South | Minneapolis 55401

6:30 PM | Cocktail Hour

7:30 PM | Dinner

9:00 PM | Dancing & Dessert

**Cocktail Attire**

..... **MAKE RESERVATIONS NOW**

..... RSVP by October 10, 2010

..... Go to [www.sholom.com/shebang](http://www.sholom.com/shebang)

..... or call 952-939-1620