

Philanthropy. Learning. Community.

Phoenix Chapter

IN SUPPORT OF BRANDEIS UNIVERSITY

Presidents: Nancy Sacks, Iris Wigal Editor: Kathleen Witkin Co-Editor: Sara Leopold Layout/Graphics: Carolyn Sherris www.brandeisphoenix.org

SEPTEMBER 2017

BNC Phoenix Fall Luncheon

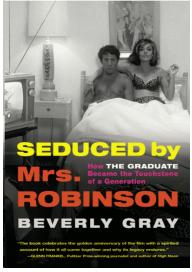
Celebrates the 50th Anniversary of "The Graduate" You're invited to Lunch with 'Mrs. Robinson'

Friday, November 3rd at 11:00 - 2:30 pm Hilton Scottsdale Resort & Villas 6333 N. Scottsdale Road, Scottsdale, 85250

Author Beverly Gray will fascinate us with insights and little known back stories from her book, *Seduced by Mrs. Robinson: How 'The Graduate' Became the Touchstone of a Generation.*

Coinciding with the 50th anniversary of the landmark film that turned Hollywood and American culture on their heads, Beverly Gray gives us the inside story in her new book of how *The Graduate* came to be, how it worked its magic, and how it continues to influence us today.

Join us for this insightful, historical perspective into the making of *The Graduate* and its message that has held the interest of several generations and still resonates today.



Please reserve your spot for lunch and a delightful afternoon by **October 25, 2017.**

For additional information and the reservation form, **click HERE**.

All proceeds will benefit the Sustaining the Mind Fund: Research and Scholarships in Neurodegenerative Diseases.





Co-Presidents' Message

Dear Members of the Brandeis Community:

It is difficult to believe that just yesterday summer camp ended. We thank our coordinators and facilitators for a program that kept our spirits higher than the temperatures. They taught us new skills, discussed movies, books and current events, introduced us to the culture in the valley, restaurants, lounges, wine bars, community outreach, and even our ancestors. Most of all we thank them

for introducing us to each other and Brandeis.

Now that September has begun, we are busy planning our winter activities. Study Group registration is underway. Thanks to our Study Group VP's and our selfless facilitators, there were 56 groups to choose from. We are sure that there is something for everyone. If you are like us, we want to do it all. This year there are more groups for men and couples. There are even groups on Sundays and in the evening for those who have other activities and responsibilities during the day. Please register for these groups. The fee is only \$20 per group. These fees support the Chapter's administrative expenses and the excess is donated to the Brandeis Library.

BNC is a philanthropic organization which supports Brandeis University: its library, its scientific research through the Sustaining the Mind Fund and its students through the Chapter's scholarship fund for an Arizona Student. Although few of us, if any, have graduated from Brandeis, we embrace this non-sectarian university, which was established to give opportunities to gifted students who would have otherwise been rejected due to religious quotas. Today, although these restrictions are not recognized, BNC continues to support the University, which was founded on the principles of its namesake, Louis D. Brandeis: social justice and humanitarianism. The inequality of our time is economic and many of us feel, as did Rosaline and Marcia Cohn who bequeathed \$50 million to Brandeis' scholarship fund, that contributions to the university are investments in the future. Neither Rosaline nor Marcia Cohn was an alumna of Brandeis, but they were members of BNC in Chicago, where they enjoyed many of the activities our Phoenix Chapter is offering our members. Although \$50 million sounds like a tremendous amount of money, it will not solve the financial needs for the education of the 1500 or more students on campus. A four-year education for one student at Brandeis costs almost \$210,000. Since the University was founded in 1948, it is very young compared to the schools such as Harvard and Yale, with whom they compete for students. Needless to say, Brandeis' endowment levels are not nearly as high as its long-established competitors.

As members, we benefit from the activities and the friendships we have made in the Phoenix Chapter and are grateful to the University for bettering our lives. In return, we can express our thanks by donating (minimum \$25) to the Scholarship Fund - or the Sustaining the Mind Fund for the research being done at the University in neurodegenerative diseases - by contacting Ronda Kottle at <u>ronda@kottlehome.com</u>. You may donate (minimum \$10) to the Brandeis library by contacting Phyllis Becker at <u>psb830@gmail.com</u>; for details on the cards available and the donation form, **click HERE**.

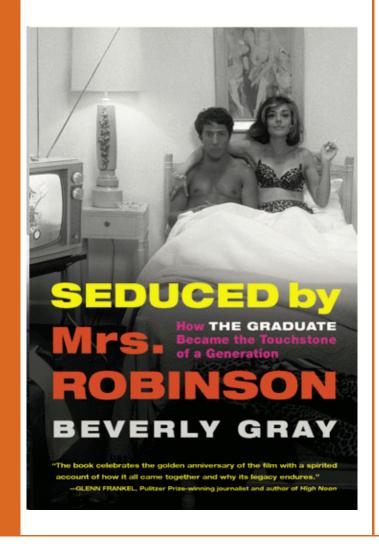
We wish you and yours a Happy, Healthy and Peaceful New Year!

Nancy Sacks and Iris Wigal, Co-presidents

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Beverly Gray Bio

Beverly Gray was born in the heart of Hollywood and grew up with a heightened interest in the movies. She has spent her career fluctuating between the world of the intellect and show biz. As she was completing her doctorate, she surprised herself and everyone she knew by taking a job with B-movie maven Roger Corman. Between editing scripts, writing publicity and working casting calls, she met producers and directors and learned about show business. She eventually left that world for academics, but also found time to write about theatre and film.

More recently, Beverly has returned to both teaching and journalism; she has covered the entertainment industry for *The Hollywood Reporter* and leads screenwriting workshops for the UCLA Extension's world-renowned Writers' Program.

More Summer Camp...

The Do Good Feel Good group purchased school supplies, filled 40 backpacks and delivered them, plus additional items, to Jewish Family & Children's Services (JFCS).



Cindy Faber, Sharon Tievsky Shirley Fisher, Vicky Leavitt, Terriann Kleiner, Ellen K, Audrey Arougheti, Peggy Stark, Jane Coleman, Marcia Langer, Michelle Fischler, Susie Sacks, Ronee Siegel, Ronda Kottle, Bonnie Furst, Susan Roth

Not in the picture: Wendy Cohen, Arlene Feldman, Jan Lebovitz, Linda Perlman, Melissa Rolloff, Nancy Sacks, Alisa Schwartzer, Iris Wigal







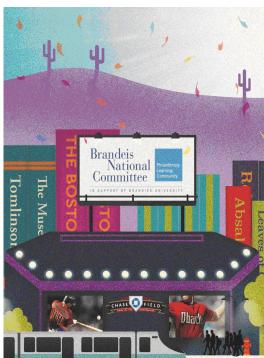
MARK YOUR CALENDAR

NOW FOR 'CELEBRATION IN THE CITY' BOOK & AUTHOR 2018!

Bookmark Donor Cocktail Reception - Sunday, March 11, 2018 Book & Author Event - Monday, March 12, 2018

Can you believe that our "Celebration in the City" at the Sheraton Grand Phoenix is onlv 192 days away? Downtown Phoenix look out -BNC is coming to town! We have booked a beautiful ballroom with plenty of space for our ever-popular boutiques and author book signings. Speaking of authors, we already have our 5 blockbuster authors signed up - thanks. Author team! We also have a brand-new moderator for the day whose face will be very familiar to many of you.

While the time-sensitive tasks noted above have been



CELEBRATION IN THE CITY

completed, there's lots more work to be done. So please also mark your calendar for the Book & Author 2018 Volunteers Meeting at the Sheraton Grand on Monday, October 30th at 10:30 am. Come and get familiar with the hotel layout, sign up for your favorite committee(s), and of course find out all about the 2018 authors and moderator! If vou are interested in aettina to work even sooner - I've got a job for you now!

'Snail mail' save the date cards and many more details to follow.

Questions? Please send me an email or give me a call! Carol Abrams, Chair BNC-Phx Book & Author 2018 <u>bncphxba@gmail.com</u> 480-442-9623 cell: 310-210-6751

Study Group News It's FINALLY HERE!

The Study Group 2017-2018 season! On August 13th our Study Group Guide went 'live' - and registration has been brisk. You may already know that many of your favorite activities have returned, plus there are brand new offerings, for a total of 56 groups. We believe you will enjoy the wonderful array of fun and interesting activities.

The Study Group Guide containing detailed descriptions of all the groups is available on our website, as is the registration form: <u>www.brandeisphoenix.org/study-groups.html</u>

Some of the study groups have already reached their maximum capacity. Be sure to check the registration form to note which groups have met their maximum and are unavailable. If you have previously signed up for any of these groups, you are registered for them unless otherwise notified. There are many groups left to join - be sure to send in your registration quickly!



REGISTRATION:

The cost of each group is \$20. If you've joined our groups before or are a new member, please look through the Study Group Guide, join all the groups that interest you - and tell your friends!

MEMBERSHIP:

Brandeis Study Groups are for the benefit and enjoyment of all BNC members, whether returning or brand new. If you are not a Brandeis member yet but would like to join the fun, **click HERE** for a Membership Form that can be downloaded.

NOTE ABOUT FULL GROUPS:

Even a full group may have openings from time to time - if you are interested in a particular group, you can contact the facilitator(s) after the season begins in October to see if space is available. A \$5 guest fee will apply.

We look forward to an exciting 2017-2018 BNC year!

For more information, please contact the Study Group Vice Presidents at phxstudygroups@gmail.com Susie Sacks and Ronee Siegel, Study Group Vice Presidents

Study Groups Already Planning for a New Season

Men of Brandeis (MOB)

The 2017-18 season of the Men of Brandeis group will kick off on Wednesday, October 11th with a talk by Don Baine, who will discuss his recent trip to Cuba, along with photos. As usual, those who want to nosh and kibitz will meet at the coffee shop at the "J."



Our year will include four guest speakers and three visits to local places of interest. Join us for great camaraderie, meaningful discussions and visits to interesting venues. Below is our schedule for the year (since changes sometimes do occur keep an eye out for monthly email reminders):

- **Wednesday, October 11th** Don Baine will speak to us about his visit to Cuba, with really great photos
- **Thursday, November 9th** Visit to St. Mary's Food Bank
- Wednesday, December 20th Steve Ziomek will speak to us about the WW II history of the Scottsdale Airport
- January Amazon (exact date to be determined by Amazon)
- Wednesday, February 14th Joe Widoff will speak to us about his work-related experiences with the Public Broadcasting System
- **Tuesday, March 13th** Visit the Price House, a Frank Lloyd Wright-designed home on Tatum
- Wednesday, April 11th Natividad Mendoza will speak to us about his organization From Gangs to Jobs



The BNC 2017-2018 Music Series Committee met at chairperson Joan Sitver's home on August 10th to plan for the four upcoming programs.

Photo by Arlene Feldman **Back row left to right:** Susan Sendrow, Paulette Fraenkel, Marilyn Blynder, Joan Sitver, Susan Peskind, Ruth LeGrand, Marcia Langer, Ellen Tuckman

Middle row left to right: Roz Fischer, Elaine Wagner, Dr. David Tuckman

Front row left to right: Carole Goldstein and BNC Co-President Iris Wigal



The Brandeis Phoenix Chapter's First Annual Golf Classic Tournament & Luncheon will be held at McCormick Ranch Golf Club on December 10, 2017. The Golf Scramble is open to the community, for both male and female golfers. Guests are also welcome to join in the Golf Classic Tournament & Luncheon and compete for the fantastic prizes awarded to the winners.

Sign up now, reserve your foursome! Individual matching can be done upon request. Please contact Lori Roth for questions (480-310-1605). Save the date and spread the word!

THE MASTERS - Sponsors

THE US OPEN - Foursome Golfers with Luncheon Price \$700, \$900, \$1,075

THE BRITISH OPEN - Golfer 18 holes with Luncheon Price \$175, \$225, \$350

> GOLFER - 9 holes with Luncheon Price \$150, \$175, \$200



PGA - Luncheon only \$50

FMV: \$105 golf tournament plus lunch; \$24 for luncheon only.

All funds raised will go toward the Sustaining the Mind Fund: Neurodegenerative Disease Research and the Phoenix Chapter Scholarship Fund.

VOLUNTEER OPPORTUNITIES

Volunteer Opportunities

A wonderful way to get involved with our local BNC Chapter is to share your expertise with us. It's a Win-Win! You get to meet some of the other members, maintain your skills and learn new ones, and the Chapter benefits from your experience.

The current skill sets needed are: Social Media, Website, Marketing, Publicity, Calligraphy

If you would like to volunteer in these or any other areas, please contact Kathleen Witkin <u>witkinbnc@gmail.com</u>.



MEMBERSHIP CONTACTS

To report life-cycle events please contact Susan Sacks at 480-860-5256 or <u>susan.sacks@gmail.com</u> To learn about becoming a member, please contact Nan Waldman at 602-410-5639 or <u>nanlarry@cox.net</u>

Membership News



Congratulations to Sara and Jay Leopold on the birth of their granddaughter, Madeline Kelly Sonken. The proud parents are Caren and Brian Sonken.

- We wish a speedy recovery to Sue Kwasman.
- Our sincere condolences to the family of Sandi Perlstein on her passing.

New and Rejoining Members



Gene Brodsky, Lynn Brodsky, Simon Burrow, Holly Castle, Nancy Jospey, Terriann Levenson, Shelley Markman, Carol Morway, Jennifer Posner, Joyce Steinberg, Phillip Wolf



Member-to-Member

Most of our members find out about the BNC because they are invited to an event by a friend? With so many exciting programs and events coming up in our chapter, why not invite a friend to join you? Share Brandeis, invite your friend to:

Attend a Study Group

KNOW

- Meet and listen to a Brandeis professor at University on Wheels (UOW)
- Experience a cultural event

Participate in a community service event

So bring a friend, neighbor, or family member to your next BNC chapter event, and share Brandeis!

MEMBERSHIP VICE PRESIDENTS

Leith Baletin	Ibaletin@att.net	480-874-9434
Nan Waldman	nanlarry@cox.net	602-410-5639



Friday, October 20, 2017 NEW MEMBER COFFEE

Friday, November 3, 2017 FALL LUNCHEON Hilton Scottsdale Resort

Sunday, December 10, 2017 GOLF TOURNAMENT FUNDRAISER

> Friday, January 5, 2018 UNIVERSITY ON WHEELS

Wednesday, February 21, 2018 OPEN MEETING

Sunday, March 11, 2018 BOOK AND AUTHOR EVENT BOOKMARK DONORS COCKTAIL RECEPTION

Monday, March 12, 2018 28TH ANNUAL BOOK & AUTHOR EVENT AT THE SHERATON GRAND PHOENIX

> Friday, April 13, 2018 SPRING LUNCHEON

Mission Statement

Brandeis National Committee is dedicated to providing philanthropic support to Brandeis University, a distinguished liberal arts and research university founded by the American Jewish community. Its membership is connected to the University through fundraising and through activities that reflect the values on which the University was founded: academic excellence, social justice, nonsectarianism and service to the community.



We Value Your Privacy

All directories, phone numbers and email addresses shared with our members for the use of Brandeis business shall remain confidential. and not be shared with other organizations.





Community Outreach

Carol B's Children's Book Collection

We continue to collect new and gently used children's books for local elementary schools.



Jewish Family and Children's Services (JFCS) Real World Job Development and Youth In Transition programs.

Help JFCS stock the **Just 3 Things** food pantry by donating non-perishable food items to provide needy youth with food as they transition from foster care to independence.

Please visit the website for recommended items. <u>http://www.jfcsaz.org/</u>







Do you Knit? Do you Crochet? Help us make Scarves and Newborn Baby Caps

The Knit A Mitzvah Study Group continues its Community Outreach! The group members knit or crochet scarves that are donated to Jewish Family and Children's Services. We also knit or crochet newborn baby caps that are donated to HonorHealth/Scottsdale Shea Medical Center. You do not have to be a member of the Knit A Mitzvah Study Group to participate.

For more information, please contact: Ronee Siegel <u>ronees@aol.com</u> 917-273-0393

For more information, contact the Community Outreach Vice Presidents:

Wendy Cohen <u>wencohen@cox.net</u> Ellen Kirschenbaum <u>ellenk102@gmail.com</u> Sharon Tievsky <u>stievsky@yahoo.com</u>

News from Brandeis A Visionary Solution to Dry-Eye Syndrome

Physicist Hermann Wellenstein spends a lot of time thinking about what happens when subatomic particles smash together at nearly the speed of light. A member of Brandeis' high-energy physics group, Wellenstein and his colleagues conduct research at the Large Hadron Collider, near Geneva, Switzerland.

But when Wellenstein's late wife, Monika '85, was suffering from lupus, the physicist turned his gaze toward a very concrete problem. As a side effect of the autoimmune disorder, Monika developed dry-eye syndrome. Wellenstein began to look for ways to make treating the condition less uncomfortable for her and other patients.

Dry-eye syndrome can damage the eye's surface, creating ridges, bumps, rough patches and gaps. To treat it, Monika needed scleral lenses, similar to contact lenses but large enough to cover most of the sclera, the white outer region of the eyeball. The lenses form a seal with the sclera, creating a chamber that can hold saline solution or other fluids. The liquid bathes and lubricates the eye surface, providing relief from burning, itching and blurred vision.

But a scleral lens must form a perfect seal to prevent the liquid from escaping. And the eye is not a perfect sphere. Wellenstein watched his wife undergo the discomfort and sometimes pain - of repeated fittings, as the ophthalmologist searched for the right lens shape. It took days to get the fit right. As her disease progressed, Monika needed to be refitted for lenses several times. "I was always asking the doctors if there was something I could do to help," says Wellenstein.

Although he was not able to develop a solution in time to help his wife, Wellenstein is now putting the finishing touches on Sclervey, a system to survey the sclera so patients with dry-eye syndrome and other corneal diseases can be fitted



Photo by Mike Lovett

for lenses more efficiently. Two undergraduates - Forrest Webler '14 and Dave Matthews '18 - played major roles in developing Sclervey. "It was just incredible to work on something that has real-world applications and can change people's lives," says Matthews.

The Sclervey is a concave dish, which is placed about four inches from the patient's eye. The dish is divided into segments shaped like pizza slices, each containing a panel of roughly two dozen LED lights. When the lights go on - they are by Lawrence Goodman

dimmer than a cell-phone screen so they won't damage the eye cameras positioned around the dish photograph the eye, capturing the location of the light spots projected onto the sclera. Changes in the sclera's contours alter the light spots' positions.

To interpret the data, Wellenstein and his students needed software that could map the photos generated by Sclervey into a 3-D image of the sclera. The software would have to detect variations between the points of light as small as 50 microns, about half the width of a human hair.

This is where Wellenstein drew on his experience at the Large Hadron Collider.

When protons traveling at close to the speed of light are smashed together inside the collider, a set of new subatomic particles are released. Wellenstein and his colleagues developed software that monitors the detectors that trace the pathways taken by the new particles.

It turns out that the same software is able to analyze the patterns of light spots in the pictures taken by Sclervey's cameras. Indeed, the device detected differences as small as 15 microns. Next, it created a 3-D image of the sclera that, in theory, an ophthalmologist can use to create a scleral lens. Instead of resorting to trial and error, doctors should be able to create a perfect fit the first time out.

The next big step? Wellenstein and his lab hope to find a partner, possibly a nonprofit, to begin clinical testing on humans.

Chapter Roster

If you have recently moved, or changed your phone number or email address, please let Bruce Galin, our Chapter's Data Manager, know of those changes. <u>bruce.phxbnc@gmail.com.</u> This will ensure you don't miss out on any Chapter mailings and information.

Chapter Membership Roster Available

The chapter membership roster is now available online by request. You must have an email address for us to provide secure access. Please send your request to Bruce Galin at <u>bruce.phxbnc@gmail.com</u>. You will be notified when your access is available.



Did you know that all Chapter Board meetings are open to our members? You are welcome to join us the third Wednesday of every month (except for our July and August hiatus) at 10:30 am. If you are interested in attending, email either of our chapter presidents to let them know you are coming and for driving directions.

> Nancy-Sacks Goldberg nhshobo@aol.com

> > Iris Wigal wiggley@cox.net

BOARD CALENDAR

September 6	Executive Committee		
	Meeting		
September 20	Board Meeting		
September 25	Membership Meeting		

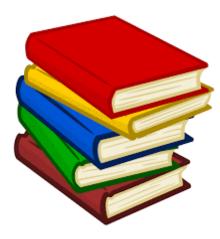


Programming Committee Meeting

The Programming Committee would love to hear from anyone interested in joining in the fun of helping to plan our upcoming events.We look forward to hearing from you!

Beth Messer

bethmae721@gmail.com Michelle Fischler michelleyules@gmail.com Barbara Stern sternbts@gmail.com



Book Fund

For all your Book Fund needs, contact: Phyllis Becker, 9199 N. 107th St., Scottsdale, AZ 85258 480-838-1210 psb830@gmail.com

We accept credit card donations, Visa or MasterCard only for orders of \$10 or more. For a donation form and additional information, Click HERE

Donor

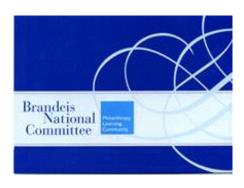
Recipient

Occasion

Ellen & Bob Kirschenbaum Helen & Mike Greenberg Helen & Mike Greenberg Ellen & Bob Kirschenbaum Eileen & Hillary Nelson Carol Kern Lori Roth Gladys Simon In honor of special birthdays Speedy Recovery In memory of sister Sara Moss In memory of sister Lorraine Gillman



Light of Reason



Research Journal





You can establish a Book Fund Savings Account! The Account allows you to send Book Fund Tributes with ease. For more information contact Phyllis Becker. 480-838-1210 psb830@gmail.com Since 1948, BNC members have raised more than \$131 million to support Brandeis students, faculty, the library and cutting-edge research in neuroscience.

Sustaining the Mind Fund: Research and Scholarship in Neurodegenerative Diseases Karen Nagle, in honor of Carol Kern

Ronda & Sheldon Kottle To Gladys & Harvey Simon, in memory of Lorraine Gilman

Sharon & Andrew Tievsky To Gladys & Harvey Simon, in memory of Lorraine Gilman

To support the Sustaining the Mind Fund, **click HERE** for a donation form.

Ronda Kottle <u>ronda@kottlehome.com</u> Minimum donations \$25, please. A card will be sent to your honoree.





Nancy Sacks-Goldberg, Judy Levine, Sue Karp To Lexie Magid, in memory of Mark Rinkoff

Since our earliest days, the Brandeis National Committee has stood as a resolute partner with the University. Financial assistance plays a pivotal role in upholding Brandeis' founding principle of equal access to higher education, regardless of a student's financial circumstance. Scholarships ensure that the best and brightest students are able to pursue an education at this unique institution.

Brandeis is committed to ensuring that it meets the financial needs of its students. Endowed scholarship funds, which provide a consistent, dependable funding source, are required to accomplish this.

To support the BNC Scholarship campaign, click HERE for a donation form. Ronda Kottle, <u>ronda@kottlehome.com</u> Minimum donations \$25, please. A card will be sent to your honoree.

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