

The Suburban

# magazine

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# MAGAZINE CONFIDENTIAL

By MIKE COHEN

# Concert to be dedicated to the Memory of David J. Arieli

A concert dedicated to the memory of noted philanthropist, builder and Jewish community leader David J. Arieli will take place on Wednesday, April 8 (7:30 p.m.) at the Chevra Kadisha B'nai Jacob (5237 Clanranald) and mark the first event of its kind featuring Classical, Cantorial, Ladino, Klezmer and Israeli Music and renowned soloists.

Headlining the event will be the Musicians of the World Symphony Orchestra (MWSO), conducted by Joseph Milo. Soprano Sharon Azrieli Perez, the daughter of David, will also perform along with Matt Haimovitz (cello) and the Kleztery Klezmer Band.

"This will be a concert of special variety," says Milo. "We have been planning to do this concert for a few years to promote the diversity of Jewish music and this is the first time we managed to successfully produce it."

Milo notes that Rabbi Asher Jacobson had approached him to do such a concert, with an honoree to be determined. With Sharon Azrieli already part of the program and the legendary status of her late father, it seemed only natural that a David J. Arieli tribute occur. The Azrieli Foundation has also come aboard as a sponsor.

"My father loved classical and Israeli music," said Sharon. "He loved melody and had a nice voice. I am not sure if he ever learned an instrument. I know one of his close cousins was a very gifted violinist in Poland. He made sure that we all had music lessons and knew how to play any instrument we wanted, but started us all out on the piano. He used to say that music was another language and an important one to know how to read, and that he regretted not being able to read it. He loved to sing to me as a child and I grew up knowing all the songs of the 1948 and 1967 wars. When he was tired after a long day of work he would come home, lie down and meditate to a recording of a Mahler or Sibelius Symphony, which he knew by heart."

Tickets are \$100, \$50 and \$25. Info: [iona@thechevra.ca](mailto:iona@thechevra.ca) or [kathy@thechevra.ca](mailto:kathy@thechevra.ca) 514-482-3366

Meanwhile, on Saturday, March 21 (7:30 p.m.) The Musicians of the World will join soprano Brigitte O'Halloran for the St. Patrick Symphonic Concert of The Year at the Rialto Theatre. Also on stage will be Kate-Bevan-Baker at the fiddle, Sean-Paul O'Brien with his warm tenor voice and the celebrated Celtic dancers from the Bernadette Short School of Irish Dance.

The program will include ballads such as Toora loora looral (Irish Lullaby), Danny Boy, Galway Bay, the magnificent Enya piece Smointe, the duet You Raise Me Up, famous drinking songs, the original string arrangement of Sunday Bloody Sunday, Symphonic movements from Riverdance and Lord of the Dance, all accompanied by Milo's orchestra.

You can purchase tickets directly online at: <http://www.musiciansoftheworld.com>.

## GARBER HOLDS COURT IN VEGAS

When Mitch Garber was named CEO of Caesars Interactive Entertainment in 2008, soon after adding the title of CEO of Las Vegas based Caesars Acquisition Company, he could have easily packed up his family

and moved to the city that never sleeps. However, the main condition for accepting the post was to run this gigantic operation from an office in downtown Montreal.

"My kids like Montreal and my wife is a true Quebecois from Laval," Garber explains. "I wanted my kids to finish their studies in Montreal. Caesars accepted my terms. I spend 10 days a month in Vegas. Otherwise I am here at my Montreal office."

The corporate entity Garber oversees has 8,000 employees, principally in the United States, Israel and Canada.

In Vegas alone, Caesars Acquisition Company owns the World Series of Poker, Playtika (the second largest social and mobile games business in the world), strip casinos Planet Hollywood Resort, Paris, Bally's, The Cromwell and The Linq. Planet Hollywood seems to be a favorite spot for Montrealers who visit Vegas. It has 2,500 guest rooms and is the home to one of pop music's biggest superstars Britney Spears and her show, "Britney: Piece of Me," whom Garber has dealt with personally.

While Garber's professional career has taken him in many different directions and to new heights of success, he has always known the importance of philanthropy. Once upon a time, when he attended Jewish People's and Peretz School (JPPS) and Bialik High School, he had to seek tuition assistance. Grateful for that kind of generosity, he gave back a few years ago and



David J. Arieli

inaugurated the Mitch Garber Hall of Honour. On Sunday, March 29 he will be the guest of honour at the 2015 Cummings Jewish Centre for Seniors Foundation Sports Celebrity Breakfast.

Garber is a selfmade multi-millionaire. He earned a BA from McGill University in 1986 and a law degree from the University of Ottawa in 1989. He spent a decade as part of the law practice of his mentor and godfather Morden "Cookie" Lazarus. During that same period he was a local part-time radio and television sportscaster.

In 1999 Garber joined SureFire Commerce Inc., where he quickly was elevated to the position of CEO. He oversaw the merger of SureFire and Optimal Group and remained CEO of all of the operating businesses of the merged NASDAQ company. In 2006 he moved to Gibraltar to become CEO of PartyGaming Plc, then the largest interactive gaming company in the world.

Garber has recently been linked to the potential return of the Montreal Expos, the acquisition of the Cirque Du Soleil and he has accepted to be a "Dragon" on the French version of Dragon's Den for the 2015 season on Radio Canada television. He and his wife Anne-Marie reside in Westmount with their sons Dylan and Ryan.

## PUMP UP THE JAM

I remember back in the 90s being an active part of the Young Adult Division (YAD) of Federation CJA. So I was interested to learn from David Kovac that folks will be invited to relive the teen spirit of the 90s at YAD's Pump Up the Jam

event at BMW West Island on Saturday night, March 29. MC Mario from Virgin Radio fame will be the special guest, playing on song names from the era.

Federation CJA, of course, is a non-profit organization which provides relief to the community's most vulnerable members, while supporting initiatives that contribute to a more vibrant Montreal Jewish community. YAD hopes the event brings in previously unengaged community members between the ages of 25 and 45 living in the West Island, while continuing the tradition of top-notch events which have become a mainstay in the Montreal Jewish community. YAD's most recent venture, the Brazil Gala, turned the Montreal Science Center into a rainforest of compassion in November. Some 700 young adults danced until dawn in the name of philanthropy, raising funds for the annual Combined Jewish Appeal Campaign.

"What better decade to relive than the 90s?" asked D'vorah Bowen, who is co-chairing the Pump Up the Jam event along with Tali Chemtob. "That's why Pump Up The Jam is going to be so great...just hearing a song from that time brings back a flush of awesome memories. Not to mention that MC Mario will be spinning those tunes, which will make it all the more authentic. We want people to show up feeling a bit nostalgic for the past, but also make new memories as the strong community we've become... Music is the ultimate unifier. We're hoping people come out to relive that familiar feeling and have a great night with their friends - while making brand new memories and supporting the community."

Fulfilling Federation CJA's mandate to improve the lives of the 17,000 Jewish Montrealers living below the poverty line, a silent auction will be taking place throughout the evening, with all proceeds.

## LAURENAL REUNION

While enjoying the sun this winter in sunny South Florida, Chomedey's Gloria and Steve Kadonoff decided to kick start a reunion of former staffers from the old Laurenval School Board, which in 1998 morphed into the Sir Wilfrid Laurier School Board.

"The idea for this reunion was born one year ago when at lunch with a small group of friends in Deerfield Beach, we spoke of meeting here many retired colleagues and employees from the old Laurenval Board," Gloria explains. "The idea of a reunion began to take shape as we started to list names on a table napkin."

Earlier in the winter a committee was established consisting of the Kadonoffs, Rhoda Kazdan

Anita Gurman, Blanca Gaon and Toby Shulman. They proceeded to begin the job of networking to generate more names. It was a successful venture. On February 12, 35 Snowbirds residing in the Southern Florida area gathered at a restaurant in Deerfield Beach to renew acquaintances and share memories with those not seen, in



Brigitte O'Halloran



Mitch Garber with Céline Dion (left) and René Angélil (right)

to also bring in her puppy. Again, patients had a moment of joy. And, of course, once more, this was forbidden.

The point was the magic of the moment: the smiles and the laughter, which, it is said, is the 'best medicine,' suggests Barbara, adding that she brought no more pets to her patients. Little acts of kindness are the author's axiom: The importance of the magic of a moment. Her stories explore joy and sorrow; some patients faced their end with anger, some with acceptance. Above all, she reveals how the

annual Israel Cancer Research Fund (ICRF) Gala on Wednesday, April 1 (8 p.m.) at Place des Arts. Guests will be welcomed by radio and TV personality Sonia Benezra, who will host the evening.

"Our annual Gala is a Montreal flagship event where both funds and our collective spirits are raised," says Jeffrey Bernstein, ICRF's President. "We celebrate the stories of survival and breakthroughs in research, which both motivate us and bring us closer to finding a cure. Our gala raises awareness and allows all who attend to embrace the cause with a sense of humour." !



Vince Guzzo

Year after year, the ICRF Montreal Gala is known to bring A-list talent together with inspirational leaders in community engagement, philanthropy and healthcare. This year, the ICRF Community Fellowship Honorary Recipient Award will be presented to Vincenzo Guzzo, who will be roasted by Tom Arnold during the event.

With his wife Maria Guzzo, a co-chair of this year's gala with Nadia Saputo, Mr. Guzzo sponsored The Guzzo Environment-Cancer Research Chair of the University of Montreal and the infamous Notte In Bianco Gala. Each

year the Guzzos open their home to 450 guests in support of cancer research and have raised in excess of 2.1 million for this vital program alone. His various philanthropic efforts have raised millions of dollars to support cancer research and various other causes within the community.

Founded in 1975, ICRF is a non-profit organization consisting of physicians, scientists and volunteers who are dedicated to supporting innovative cancer research in Israel and locally in Montreal at the McGill Translational Centre in association with the Jewish General Hospital. Since its inception, ICRF has raised more than \$50 million and has funded over 2,000 cancer research projects.

#### FRAUD AND SENIORS

Montreal Police Station 11, in conjunction with the investigations and youth divisions of the force, held a fraud prevention awareness day at the New Hope Centre in NDG recently. More than 70 people attended. Officer Marie Christine Nobert was pleased with the showing, noting that seniors are often victims of fraud.

#### PASSOVER MAGAZINE

MK Canada's Kosher Certifier has broken new, uncharted ground with the launch of the first-ever fully interactive Passover magazine. In looking for a way to take Passover knowledge, laws and customs and make them widely available, the creative minds at MK - Canada's Kosher Certifier, discovered a technology that has ushered in a new age of Kosher education to Jews worldwide. It is called AR - augmented reality and was created in Europe. An app called Zappar was created to access the technology. Augmented Reality superimposes digitally rendered images onto our real-world surroundings, giving a sense of an illusion or virtual reality. Not sure how to kosher your kitchen for Passover? Watch how it's done with experts not only showing, but explaining the process and why it is necessary. You can find it in local bookstores. Log on to canadapassover.ca

Have you got something to share? Email [mcohen@thesuburban.com](mailto:mcohen@thesuburban.com) or call 514-484-9203, ext. 307. Follow me on Twitter @mikecohencsl and at <http://blog.thesuburban.com>

some cases, for 20 years or more.

"We all agreed the evening was a huge success and there is already a suggestion to invite everyone again next year, perhaps to a picnic," Gloria shares.

#### A SPECIAL BOOK

Montreal author Barbara Freiheit has written a book chronicling her 22 years as a volunteer in palliative care units. Rather than melancholic meanderings about 'the end', there is a sensitive sense about the 'now': living each moment to the fullest. A sense of compassion is pervasive throughout the stories, a combination of the good, the bad and the bizarre. Some stories are captivating with their whimsy. Who would believe that a turtle could cause merriment. Although the five-pound creature was brought into the hospital against the rules - and never done again - the fact that a patient laughed while stroking its neck makes one story unforgettable. Barbara's innate empathy spurred her

richness of life can be savoured until the very end. Canada's senior population increased by 57.6 percent between 1991 and 2012 (Stats Canada). Seniors now represent 15 percent of the population. As baby boomers grow older, sooner or later we are all touched by the loss of a loved one.

"Barbara Freiheit's boldly honest and affectionately humorous chronicle is as educational as it is interesting," said Dr. Annette Granich, MD, FRCP, Associate Professor, MUHC, Department of Psychology. "With her intuitive, empathetic understanding, she bears witness to what is arguably the critical period in her patients' lives."

The book costs \$16.95 and the author is donating a percentage of the proceeds to Hope & Cope. Info: [www.LoveLaughterLoss.com](http://www.LoveLaughterLoss.com).

#### GUZZO IS ICRF HONOUREE

Golden Globe Award winner, comedian and actor Tom Arnold will headline the 38th



Seniors at the New Hope facility in NDG appreciated the program presented by the police.