



# MAGAZINE CONFIDENTIAL

By MIKE COHEN

## A Night to Remember brings in \$40,000 for Alzheimer Society of Montreal

The third annual A Night to Remember (<http://www.nighttoremember.ca>) event took place on November 8 at the Wave Centre at Complexe Dompark on St. Patrick Street, raising a whopping \$40,000 in support of the Alzheimer Society of Montreal's activities and programs. Over 200 guests were in attendance. From the Notkin's Oyster Bar to paintings from Art Therapy participants, to the autographed Sidney Crosby and Alex Galchenyuk jerseys, this year's gala had something for everyone.

The energetic crowd was blown away by an emotionally charged live performance put on by the Sonia Balazovjeh Dance Company. The dancers managed to incorporate personal stories and feedback they had gathered from guests during the cocktail portion of the evening, into a moving tribute to all those affected by Alzheimer's. The brilliant choreography definitely achieved the goal of "touching" people and connecting us all with the true purpose of this event, which is to take action in an effort to make things better for others. Once the bidding frenzy from the silent and live auctions were over, DJ Lenny and MC Mo cranked it up as partygoers hit the dance floor long into the night. Thank you to everyone who bought tickets or made a donation. VIPs in attendance were Olympic synchronized swimmer Tracy Little, former Hab Oleg Petrov and UFC fighters out of TriStar gym here in Montreal – John Makedessi, Nordine Taleb and Chad Laprise.

Chief organizer Scott Broady of Beaconsfield has extended a huge thank

you to an amazing group of sponsors (Title Sponsor AEM International and Diamond Plus Sponsor Niklis Klimis from The Larente Groupe), suppliers and auction item donors and volunteers, without whom none of this would be possible. "It's amazing what can be accomplished when a fantastic group of people come together," he said.

### CORPUS IS A WINNER:

Teesri Duniya Theatre has a real winner on its hands with the Quebec premiere of *Corpus*, the award winning play with a unique storyline related to the Holocaust. *Corpus* continues at the cozy MAI (Montreal Arts Interculturels) in the McGill Ghetto (3680 Jeanne Mance) through November 30. Playwright Darrah Teitel, who penned the script while she was studying at the National Theatre School in Montreal, was at the November 13 opening and stayed through the first weekend of the show to participate in a panel discussion.

While Teitel notes this is not based on a true story, such a scenario could have very easily occurred. The MAI stage is divided into the present and the past. We see Megan (Holly Gauthier-Frankel), a brilliant Canadian genocide scholar who obsessively collects the stories of war crimes through the internet. She stumbles across an unlikely relationship between a Jewish prisoner in Auschwitz and the wife of a Nazi officer. That plays out on the other side of the stage and behind a draped backdrop. The music used is effective and so are the video projections which constantly flash across



Davide Chiazzese and Melissa Paulson in a scene from *Corpus*.

the screen. This all works really well for in no time at all the audience is wrapped up into the compelling relationship between Eli (a very effective Davide Chiazzese) and his forbidden romance with Eva (Melissa Paulson).

We are also introduced to present-day Eva (Susan Bain), Megan's thesis advisor and lover Homer (Gilles Plouffe) and her online lover and Eva's grandson Heinrich (Ian Geldart). Artistic Director Rahul Varma, whom I got the chance to meet for the first time, did a top-notch job selecting the cast with director Liz Valdez and their team. The flashback scenes are well played out and Chiazzese, an Italian boy from East End Montreal whom I just saw in *Billy* (*The Days of Howling*), is clearly a true talent. His roles in *Billy* and *Corpus* are completely different which well illustrates his versatility. Gauthier-Frankel is a ball of fire and showcases so much energy in her role that one gets really attached to the character and the significant challenges she faces towards the ends of the story – not to mention a surprise revelation.

There are Q & A talkbacks after each Friday evening performance and panel discussions after each Sunday performance. Varma and General Manager Linda Levesque told me that they really want to develop a pedagogical exercise around this play. In keeping with that, some matinee shows will be attended by high

school students.

As for the panel discussions, on November 23 the question of *Where do we Draw the Line?* will be dealt with. As much as we attempt to do so, we cannot enter into the past or view it through a transparent window. Do you think it is a help or a hindrance to historical memory to apply personal stories in modern day research? Where do we draw the line between personal stories and academic work? Sudha Krishnan from CBC will moderate and her panelists will be Sarah-Jane Kerrlpsly from the Canadian Jewish Association, Bob McBryde of Amnesty International and Jacqueline Celemencki from the Montreal Holocaust Memorial Centre. Finally, on November 30, the focus will be on *Digitizing the Past*. We are now living in a society that has access to technology that was not available to the previous generations. With this in mind, do you think it is this generation's responsibility to continue interpreting the events of the Holocaust and other historical atrocities? What barriers does technology break down, and what drawbacks does it create? The moderator will be Meghan Pearson and two professors as panelists: Stacey Zembrzyckia and Ted Little.

Wednesday to Saturday all shows are at 8 p.m. Sunday matinees are at 3 p.m. Tickets are \$25 for adults; \$20 for students/seniors; and \$15 for groups (10 or



Left to right: Finkelstein, Solloway and Rothstein.

more). There are also group specials. For more information call 514-982-3386 or visit [mai.qc.ca/billetterie](http://mai.qc.ca/billetterie).

#### GETTING SIRIUS:

While friends have been urging me to subscribe to Sirius XM Satellite Radio ([www.siriusxm.ca](http://www.siriusxm.ca)) for some time now, I only bit the bullet two years ago when the service came with the car we bought. It was free for the first two months and then offered to us with a special introductory price. Well once you get used to having Sirius XM in the car, it is pretty hard to discard. Make that impossible! Since my wife generally drives the newer set of wheels I did not get to experience the endless array of channels except when I did gasoline fill ups. We did go for the Internet option, so I have enjoyed listening to everything from news, entertainment and major sports brands to, Howard Stern, Oprah, comedy and hit music.

But was this enough? Because my car is more than 10 years old, the only way to experience Sirius XM was to buy a plug and play device. I resisted the temptation until a few weeks ago. Let me tell you that being stuck in traffic has never been so pleasant. An easy to install kit was sent to me by courier and while I still tune to my favorite local radio stations, the majority of my time is spent getting "Sirius."

"The plug and play was actually our first product nearly 10 years ago when cars were not yet pre-installed with satellite radio and we've had new versions since of course," says Kayla Schwartz, the manager of Publicity, Promotion & Sponsorship. "Our primary business is pre-installed radios in vehicles."

SiriusXM Canada currently has more than 2.6 million subscribers. It is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels. The company now has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. As I explore my new plug and play device and get to know more about the different channels I will update readers more in this column.

#### ABC SOLUTIONS:

Alexandra Rothstein, Andrea Finkelstein and Bryan Solloway are the trio behind ABC Solutions ([www.solutionsabc.ca](http://www.solutionsabc.ca)), a new venture which provides behavioural and educational services for children aged 18 months to 18 years old with Autism Spectrum Disorders (ASD), developmental delays, anxiety, Attention Deficit Hyperactivity Disorder (ADHD) and behavioural issues. They also offer educational services to neurotypical children in the areas of tutoring, remediation and exam preparation.

As Andrea explains, the team at ABC



Myer Finkelstein showcases his product.

Solution believes that each child should be given the opportunity to succeed. "Our programs are specifically tailored and individualized to meet the unique needs of each child," she says. "We provide tools and strategies to the child, their parents as well as the school or daycare they attend. Through the use of positive reinforcement, we teach parents and educators how to be more effective and provide strategies that will help achieve their goals."

While new in the game, ABC Solutions has just announced its early intervention pre-school program which is specifically designed for children with ASD, developmental disabilities and language delays. This program will offer an integrative approach where children with special needs can attend a mainstream daycare setting at Garderie Prescolaire Academie Des Merveilles in Dollard des Ormeaux, while receiving the individual support that they require both inside and outside the classroom setting in order to maximize success.

Rothstein is a Board Certified Behaviour Analyst with over 15 years of experience working with children with ASDs, developmental disabilities and behaviour difficulties. She obtained a Master's Degree in Applied Behaviour Analysis from the University of Nevada, Reno. For several years, she has been developing and supervising early intensive behaviour programs for children with Autism Spectrum Disorders in home, centre and community settings in both the private and public sector. She helped to create the Gold Centre's not-for-profit centre-based Early Intensive Behaviour Intervention program, where she served as clinical director.

Solloway first completed an undergraduate degree in sociology from Concordia University, followed by a Master's of Science degree from Sage Graduate School in both Autism and applied behaviour analysis (ABA). He has experience in managing problem behaviours, working with children with ASDs, ADHD, social skill deficits and childhood anxiety. He has presented to both large and small audiences on strategies to manage problematic behaviours, integrating students with special needs in the classroom and how to effectively implement positive reinforcement strategies.

Finkelstein holds a Bachelor of Arts

in Psychology and completed a Masters in Developmental Psychology and Education, with a focus in learning disabilities. Her work experience includes roles within the education

system over the past five years in several elementary and high schools providing education, remediation and behavioural support. She also completed her ABA training and has worked privately, providing treatment based on Applied Behaviour Analysis for children with developmental and behavioural disorders. For more information call 514-316-8312 or email [info@solutions-abc.ca](mailto:info@solutions-abc.ca)

#### THE IRING:

Myer Finkelstein is a man of vision. As the director of sales and exclusive Canadian distributor iRing Canada he has a product everyone with a smartphone wants to own. It is called the iRing and attaches with a patent adhesive that stays on the phone, does not leave residue, fits on all fingers and is easy to hang from the car dashboard and console. Here are some more of the selling points. Because it also



Maria Guzzo

serves as a stand, the phone becomes easy to prop up. You can hang the hook from the mirror to play music or watch videos and open the door with a number of bags in hand. It is more secure while taking a pictures or selfies, during Facetime, holding an umbrella, jogging, cycling and when playing games. Myer has also discovered these facts. If you text while walking you won't drop your phone if you bump into somebody - though you might want to look up in case it is the

love of your life. So how do you get this? It is available at Mobile Snap stores and kiosks, Abe and Mary's and Java U. For the next 60 days customers can buy on line at [IringCanada.com](http://IringCanada.com) using the code Suburban and get a 10 percent discount, along with free handling and shipping. For more information email [Myer@iringcanada.com](mailto:Myer@iringcanada.com) or call 514 951 5162.

#### WOMEN OF ACTION:

Each year at this time the Israel Cancer Research Fund (ICRF) and the Pink Lady Fund roll out the names of their Women of Action Brunch honourees, accompanied by a high profile guest speaker. It is all about supporting innovative breast cancer research in Israel and in Montreal at the Jewish General Hospital.

The 2014 edition, set to take place this Sunday morning, November 23 at the Congregation Shaar Hashomayim in Westmount, has a pretty impressive list headlined by speaker Arlene Dickinson from the hit CBC TV show Dragon's Den and three Women of Action: philanthropist Maria Guzzo, Olympic skiing medalist Jennifer Heil and chiropractor/author Sima Goel.

Maria Guzzo is of course the wife of movie mogul Vince Guzzo, who heads the highly successful Cinemas Guzzo chain. When I interviewed her last week I found out that this dynamic mother of five went to law school and considered a career in this profession until she realized that this was not his true calling. Besides being an active mom to the kids, aged four to 17, she decided to dive into philanthropy and oversee the Guzzo Environment-Cancer Research Chair of the Université de Montréal. Since its inception seven years ago, the annual Notte in Bianco "white party," has raised over \$1.5 million for cancer research in the field of environment-cancer, as well as for the Montreal Children's Hospital Healthy Kids Fund and the Jewish General Hospital's Radiology section in the Emergency Department.

"I am sure the ICRF had a large pool of individuals to choose from to honour," Maria told me. "I feel very special that they chose someone like me from the Italian community. My husband and I are committed to many different causes. We value the excellent work done by the ICRF."

"Maria is a lovely lady," notes Pink Lady Fund publicity chair Eden Polansky. "She has surely proven to be a true woman of action!"

Susan Lavy, Sheryl Rosen Adler, Maureen Tajfel and Julie Wiener are co-chairs of the Pink Lady Fund, presided over by Danny Lavy. Jeffrey Bernstein is the new ICRF president.

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