

LARGEST Jewish Book Festival  
in the United States!

32<sup>nd</sup> Annual

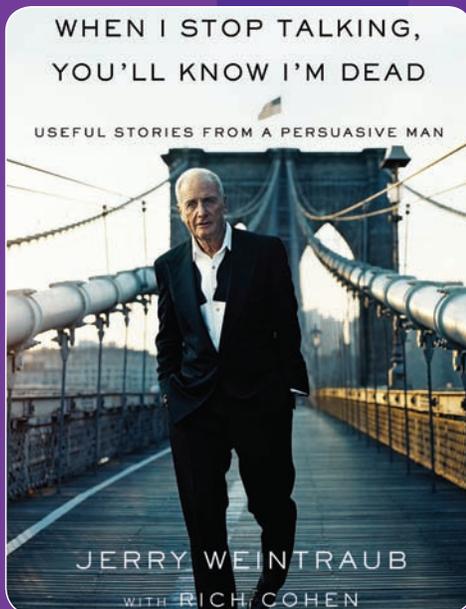
# ST. LOUIS JEWISH BOOK FESTIVAL

November 7 – 18, 2010

ADDITIONAL Author Events: October 28<sup>th</sup>, November 4<sup>th</sup> and November 21<sup>st</sup>



Rebecca Rosen



Len Berman



Ambassador Nancy Brinker



Abraham Foxman



Jonathan Adler



Judith Martin



Martin Fletcher



Judith Viorst

*"The shining light in the Jewish book festival field, and the strongest in the nation in their programming. It is phenomenal!"*

*National Jewish Book Council*

*"...an amazing range of Jewish authors, from famous literary types to high profile folks."*

*St. Louis Magazine's A-LIST 2010 – "The best this city has to offer"*

*"One of the highlights of our local literary community's year!"*

*St. Louis Writer's Guild*



**TICKETS ON SALE NOW!**

**(314) 442-3299** Charge by phone

Order tickets online at [www.brownpapertickets.com](http://www.brownpapertickets.com)

Jewish Community Center | Staenberg Family Complex  
I.E. Millstone Campus | 2 Millstone Campus Drive | St. Louis, Missouri 63146

[www.stljewishbookfestival.org](http://www.stljewishbookfestival.org)

Advertising Supplement to the St. Louis Jewish Light



# A Tradition of Excellence...

November 7 – 18, 2010

ADDITIONAL Author Events: October 28, November 4 & 21



### CAN'T BE HERE? YOU CAN STILL GET AN AUTOGRAPHED BOOK!

Unable to attend an author program? Books may be purchased in advance and will be signed for you by the author at the time of the program. To arrange for signed purchases, please call 314-442-3299.



### SHUTTLE SERVICE AVAILABLE

A shuttle bus will run to and from all JCC parking lots to the front door of the Staenberg Family Complex/Arts & Education Building, one half hour before and after each author program.



**FREE PARKING** available in the upper & North auxiliary lots. Please enter through Arts & Education Building for all Festival programs.



### BABYSITTING SERVICE AVAILABLE

\$8 (per child) for two hours. Reservations REQUIRED 24 hours in advance. CALL (314) 442-3168

### VISIT AUTHOR'S ALLEY... THE FESTIVAL'S BOOKSTORE

Located in the Arts & Education Building Beit Midrash...just across from the Carl & Helene Mirowitz Performing Arts & Banquet Center. The perfect place to pick up books you'll want to have autographed by our authors!

Festival books available for purchase at a **discount prior to start of the Festival!** For titles and prices, please call 314-442-3299 or visit the website at [www.stjewishbookfestival.org](http://www.stjewishbookfestival.org)

BOOKSTORE

HOURS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7 OPENING NIGHT 4:00 pm–7:30 pm	8 NO MORNING PROGRAM 12:30 pm–9:00 pm	9 10:00 am–9:00 pm	10 10:00 am–12:30 pm NO AFTERNOON PROGRAM 7:00 pm–9:00 pm	11 10:00 am–9:00 pm	12 10:00 am–3:00 pm NO EVENING PROGRAM	13 CLOSED
14 CONCERT EVENT (Washington Univ. 560 Performance Center- Trinity Place in The Loop)	15 10:00 am–9:00 pm	16 NO MORNING PROGRAM 12:30 pm–9:00 pm	17 10:00 am–9:00 pm	18 10:00 am–9:00 pm	Featured author's book available at events. Bookstore will be closed weekdays from 3:30-6:30pm and during author presentations. Authors' books will be sold at Additional Events on October 28 <sup>th</sup> , November 4 <sup>th</sup> & 21 <sup>st</sup> .	

# November

Please Note: All sales final. Festival tickets are non-refundable/non-exchangeable. Due to circumstances beyond our control, programs may be subject to substitution or rescheduling. Every effort will be made to replace a cancelled author. The JCC will not be liable for non-appearance of any scheduled author. Please check the Festival Hotline at (314) 442-3299 or the Festival's Website at [www.stjewishbookfestival.org](http://www.stjewishbookfestival.org) for announcements of any schedule changes.

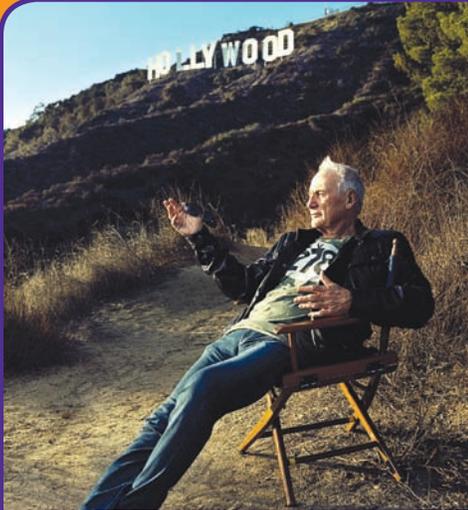


Follow the Festival on Twitter:  
[www.twitter.com/StLJewishBkFest](http://www.twitter.com/StLJewishBkFest)



Find us on Facebook:  
[www.facebook.com/saintlouisjewishbookfestival](http://www.facebook.com/saintlouisjewishbookfestival)

# An Evening with



## JERRY WEINTRAUB

WHEN I STOP TALKING YOU'LL KNOW I'M DEAD...

USEFUL STORIES FROM A PERSUASIVE MAN

SUNDAY, NOVEMBER 7 at 5:30 p.m.

Hollywood legend Jerry Weintraub takes the Festival stage for an evening of frank and funny story-telling with co-author, and contributing editor at *Vanity Fair* and *Rolling Stone Magazine*, Rich Cohen.

A titan in the entertainment industry—Weintraub's movies have been pop culture touchstones for decades, from the earlier ones: *Nashville*, *Diner*, *Oh, God!* and (original) *The Karate Kid*; to the more recent *Ocean's Eleven*, *Twelve*, *Thirteen*, and the new *Karate Kid*. Together, these films have grossed billions of dollars worldwide. He and Cohen have now topped the publishing industry with Weintraub's best-selling memoir.

From his early days growing up in the Bronx; to producing concerts and events for Elvis, Frank Sinatra, John Denver and Led Zeppelin; to attending White House and international events; to having his feet marked in cement in front of the famous Grauman's Chinese Theatre with pals George Clooney and Brad Pitt, Weintraub has led a fascinating life, establishing a fabulous career and working with hundreds of amazing and talented people from all walks of life. Weintraub, with Cohen, (acclaimed author of *Tough Jews* and *Sweet and Low*), tells tales that have become the equivalent of Hollywood folklore, beloved and retold by his celebrity friends and colleagues. Weintraub and Cohen...and perhaps some guests...will also take questions from the audience, and following their presentation, will sign copies of the book *WHEN I STOP TALKING, YOU'LL KNOW I'M DEAD*. The memoir will be available for purchase in the Festival Bookstore. Weintraub and Cohen will then be the guests of honor at the Festival's gala patron event.

*Stage furnishings graciously provided by Carol House Furniture*

32<sup>nd</sup> Annual  
KEYNOTE PRESENTATION

JEWISH COMMUNITY CENTER  
STAENBERG FAMILY COMPLEX  
Robert L. Edison Gymnasium  
I.E. Millstone Campus  
2 Millstone Campus Drive

Supported by corporate and individual  
sponsors & co-sponsored by more than  
50 Community Organizations

GENERAL ADMISSION  
TICKETS \$36  
FREE WITH SERIES & SERIES  
PLUS TICKET

Join us for dinner and dancing with the stars at the GALA PATRON DINNER following the Keynote Presentation!

Fine dining and drinks....dancing....gifts....friends, fun and Jerry Weintraub with Rich Cohen as guests of honor....all awaiting you at the 2010 Gala Patron Dinner!

Dinner by Steve Becker Fine Dining | Music by Galaxy  
Floral decorations by WARE | Dietary Laws Observed | Complimentary Valet Parking at Sheraton Chalet

All proceeds from the Festival benefit JCC Scholarships & Cultural Arts Programming

For more information on sponsorship opportunities with the Festival, please call Marcia Evers Levy at (314) 442-3152

Please consider becoming a Festival Sponsor.....

**PAGETURNER SPONSOR:** \$600 – Includes: 2 Patron Dinner tickets, 2 Series PLUS Tickets for admission to ALL Festival presentations year-round (10/2010 – 8/2011); recognition in Festival Keynote program and on Festival banners; reserved front section seating for ALL Festival presentations; reserved parking for Keynote presentation at JCC; a complimentary copy of Jerry Weintraub book; and the opportunity to join Jerry Weintraub & Rich Cohen for a Private Sponsor Reception\*\* before their Keynote Presentation at the JCC.

**PATRON:** \$390/Couple – \$195/Individual – Includes: Patron Dinner ticket(s); Series Ticket(s) good for admission to ALL 2010 Festival presentations Nov. 7-18; preferred section seating for Keynote Presentation at the JCC; and a complimentary copy of Jerry Weintraub book.

\*\*Sponsor Reception to take place at 4:15 p.m. in the JCC's Performing Arts Center, located in the Arts & Education Building at the Staenberg Family Complex.

32<sup>nd</sup> Annual

# ST. LOUIS JEWISH BOOK FESTIVAL

“A COMMUNITY BEST SELLER”

November 7 – 18, 2010

ADDITIONAL Author Events:  
October 28, November 4 & 21

## The Festival Series & Series PLUS Tickets are tremendous values!

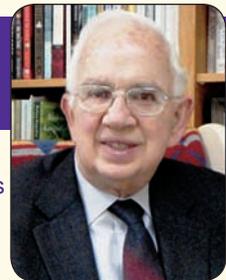
It would cost over \$400 if tickets were purchased separately for each individual author presentation or event. Series Tickets are a real bargain at just **\$70...Series PLUS just \$95. Space limited... Buy your tickets now!**

### Additional Author Events

**Thursday, October 28 7:30 p.m.** | Rabbi Harold S. Kushner  
**CONQUERING FEAR**

ADMISSION \$18 – FREE with Series PLUS Ticket

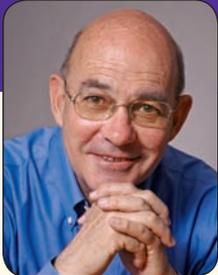
In these modern times filled with fears of all sizes and types, the author of the internationally best-selling *WHEN BAD THINGS HAPPEN TO GOOD PEOPLE*, and a voice of wisdom and comfort to all faiths, returns to the Festival offering spiritual & practical teachings, along with true stories that reveal how confronting & mastering fears can present amazing opportunities to change our lives, and the world, for the better. Sponsored by Merle & Richard Linkemer | Co-Sponsored by St. Louis Jewish Light



**Thursday, November 4 7:30 p.m.** | **COMMUNITY KRISTALLNACHT PROGRAM**  
In Memory of Dr. Isidor Hirschfelder in Partnership  
with the Holocaust Museum and Learning Center

**Moderator: Lynn Lyss, Community Volunteer**

ADMISSION FREE – Ticket Required



**Tom Segev *SIMON WIESENTHAL: The Life & Legends***

From Israel's leading newspaper columnist and best-selling author, comes the first accurate portrait of the controversial and legendary Nazi hunter. With access to private papers and archives, Segev traces Wiesenthal's survival in numerous concentration camps; reveals his relationship with Israel's secret service; the truth behind his clash with Elie Wiesel; his contacts with celebrities and government figures across the world; and his enormous role in the shaping of Holocaust memory and consciousness.



**Eric Metaxas *BONHOEFFER: Pastor, Martyr, Prophet, Spy***  
***A Righteous Gentile VS. The Third Reich***

On the 65<sup>th</sup> anniversary of Bonhoeffer's execution by the Nazis, comes an in-depth biography from *New York Times* bestselling author and CNN commentator Metaxas. Using previously unavailable documents and personal letters to reveal the life of a determined man who spent months in Harlem; was involved in the famous Valkyrie plot to assassinate Hitler, and "Operation 7", the effort to smuggle Jews into Switzerland; and was committed to justice on behalf of others.

Sponsored by Kent Hirschfelder and Family; Goldstein & Pressman, P. C.  
Co-Sponsored by Holocaust Museum & Learning Center—In Memory of Gloria M. Goldstein

**Sunday, November 21 10:00 a.m.** | **FAMILY MITZVAH EVENT**

ADMISSION \$8 J Member Family/\$12 General Public Family – FREE with Series PLUS Ticket

**Kate Feiffer *BUT I WANTED A BABY BROTHER!***  
***& THE WILD, WILD INSIDE***

Bring your family for a fun, mitzvah morning of art projects and reading with your children! Celebrated children's author, filmmaker and daughter of Jules Feiffer brings her beautiful and bubbly stories of baby's adventures in mommy's tummy and a little boy's discovery that a baby sister can be fun after all! *Please bring a new or gently-used book to donate to Ready Readers.*

Co-Sponsored by JCC Early Childhood Department; JCC Helene Mirowitz Center of Jewish Community Life; Saul Mirowitz Day School Reform Jewish Academy



## KEYNOTE PRESENTATION



**Sunday, November 7 5:30 p.m.** | *WHEN I STOP TALKING, YOU'LL KNOW I'M DEAD*

Legendary Hollywood mogul, movie producer, music producer, and author **Jerry Weintraub**

A hilariously frank, LIVE, on-stage story-telling session with co-author Rich Cohen.

Co-Sponsored by more than 50 community organizations  
ADMISSION \$36 – FREE with Series Ticket & Series PLUS Ticket

### MONDAY, NOVEMBER 8

#### NO MORNING PROGRAM

**1:00 p.m.**

#### MEMOIR PROGRAM

Moderator: *Pearl Fisher Serota, M.D.*

#### **Leslie Gilbert-Lurie & Rita Lurie** *BENDING TOWARD THE SUN*

Beautiful and haunting intergenerational memoir from a former NBC executive, lawyer and civil rights advocate, spans the globe and the decades, revealing the resilience of the human spirit; the powerful and inspiring bonds of family; and the

legacy left by trauma, in the hearts and minds of survivors and their descendants.



#### **Julie Metz**

#### *PERFECTION*

A storybook life and marriage abruptly and heart-wrenchingly becomes a startling new reality for a young wife and mother in this powerful memoir of devastating betrayal and triumphant renewal.



Co-Sponsored by Barnes Jewish Hospital Auxiliary

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

**Festival Series Tickets just \$70**

**Series PLUS Tickets just \$95**

*The Best Bargains in town!*

Call (314) 442-3299 to charge by phone

**7:30 p.m.**



#### **Rick Meyerowitz**

*DRUNK STONED BRILLIANT DEAD: The Writers & Artists Who Made the National Lampoon Insanely Great*

An insider from the beginning, award-winning cartoonist Meyerowitz reveals the astonishingly still contemporary wit and visual styling of the magazine that trademarked the 1970's & 80's and

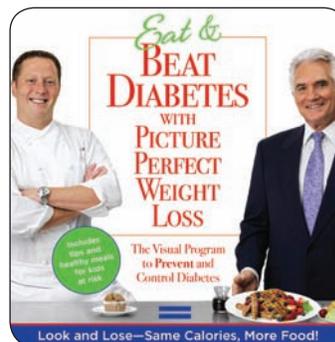
continues to make us laugh in books, television, movies, and theater, forty years after its first issue hit stands.

Co-Sponsored by Shaving Israel

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

### TUESDAY, NOVEMBER 9

**10:30 a.m.**



#### **Dr. Howard M. Shapiro & Chef Franklin Becker**

*EAT & BEAT DIABETES WITH PICTURE PERFECT WEIGHT LOSS*

From a top weight control and nutrition counseling expert, and New York's acclaimed executive chef, comes an easy to follow, healthy nutrition program that will prevent and control diabe-

tes. Lose weight while savoring simple and sophisticated recipes from America's top chefs.

Co-Sponsored by JCC Fitness & Personal Training; Maimonides Society of Jewish Federation

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

1:00 p.m.



**Joan Nathan**

*QUICHES, KUGELS, & COUSCOUS: My Search For Jewish Cooking in France*

Travel the kitchens and markets of Paris, Alsace and the Loire Valley with acclaimed cookbook author and Julia Child award-winner as she unearths moving stories, hidden holiday recipes, treasured traditional dishes and Jewish cooking with "French finesse."

Sponsored by Terry & Harvey Hieken; Rabbi Séverine Haziza-Sokol & Congregation Kol Am

Co-Sponsored by B'nai El Sisterhood; JCC Hazon CSA Organic Food Program; Wednesday Morning Serious Book Group

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

7:30 p.m.



**Jake Ehrenreich**

*A JEW GROWS IN BROOKLYN*

Filled with all the wit and wisdom Broadway performer Ehrenreich shared in his critically acclaimed stage show (minus the musical numbers) comes a touching and charming family story. Filled with reflections on life, love, humor, identity, dysfunction & tradition, it will "make you kvell."

Co-Sponsored by American Jewish Committee

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

WEDNESDAY, NOVEMBER 10

10:30 a.m.



**Elaine Hall**

*NOW I SEE THE MOON: A Mother, A Son, A Miracle*

A loving and inspirational story with a fresh take on autism, from the founder of The Miracle Project. The subject of the Emmy award-winning documentary *Autism: The Musical*, Hall shares the intense realities of living with an autistic child; the hope and faith with which she guided her son toward an increasingly independent life; and her creation of ground-breaking programs for children on the autism spectrum.

Co-Sponsored by JCC Inclusion Department; Nishmah: The St. Louis Women's Project

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

NO AFTERNOON PROGRAM

7:30 p.m.



**Abraham H. Foxman**

*JEWS & MONEY: The Story of a Stereotype*

The national director of the Anti-Defamation League confronts the history and politics behind the hateful stereotype that has received increased public attention, influencing a new wave of anti-Semitism in the wake of Wall Street's collapse and the devastation of the Madoff investment scheme.

Sponsored by Eidelman & Traub DDS; Paul & Betty Mendelson; Marsha & David Soshnik

Co-Sponsored by Anti-Defamation League; Cardozo Society of Jewish Federation; Central Agency for Jewish Education; Jewish Federation of Southern IL

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket

**NEW! Series PLUS Tickets**

Good for A YEAR! Admission to ALL author events presented by the St. Louis Jewish Book Festival from Fall 2010 THROUGH Summer 2011.

**Just \$95**

Just a few of the EXTRA events you won't want to miss:

- Pre-Festival presentation with Rabbi Harold Kushner (10/28/10)
- Family Event with children's author Kate Feiffer (11/21/10)

**PLUS...Coming in 2011... Dates TBA**

- Dr. Wendy Mogel  
THE BLESSING OF a B MINUS
- Neil Sedaka WAKING UP IS HARD TO DO
- A.E. Hotchner PAUL AND ME
- Fortune 500 CEO Harlan Steinbaum  
TOUGH CALLS FROM THE CORNER OFFICE

Visit [www.stljewishbookfestival.org](http://www.stljewishbookfestival.org)

[www.twitter.com/stlouisjbf](http://www.twitter.com/stlouisjbf)

[www.facebook.com/saintlouisjewishbookfestival](http://www.facebook.com/saintlouisjewishbookfestival)

or call the Festival Hotline at (314) 442-3299 for updated information on Festival author events year-round.

VISIT OUR WEBSITE:

[WWW.STLJEWISHBOOKFESTIVAL.ORG](http://WWW.STLJEWISHBOOKFESTIVAL.ORG)

## THURSDAY, NOVEMBER 11

10:30 a.m.



*"Repairing the World"*

### TIKKUN OLAM PROGRAM

Moderator: *Ellen Futterman*,  
*Editor, St. Louis Jewish Light*

**Kevin Salwen**

#### *THE POWER OF HALF*

The exceptional story of how one young girl changed her family's life by changing their lifestyle. Funny, warm and reflective, the Salwens found a new perspective on how

to live, reconnect, and make a difference in the world, when they stopped taking and started giving back.



**Peter Lovenheim**

#### *IN THE NEIGHBORHOOD*

After a tragedy in his neighborhood, journalist Lovenheim seeks out the true meaning of "community" by embarking on sleepovers at neighbors' homes. Part cultural study, part friendship study, his moving and quirky stories share insight into isolation & connection, and how we can

make our world a more welcoming place.

Co-Sponsored by A La Carte Book Club; B'nai Amoona Sisterhood; Brith Sholom Kneseth Israel Sisterhood; Jewish Connections-JFCS; Shaare Zedek Sisterhood

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

1:00 p.m.



**Cathleen Schine**

#### *THE THREE WEISSMANNS OF WESTPORT*

The *New York Times* best-seller has been called a "domestic comedy" and a "modern retelling of Jane Austen's *Sense & Sensibility*." Mama Weissmann and her two adult daughters escape the drama of New York City for a small cottage in Westport, Connecticut; complete with hilarity,

tenderness, upheaval and a dose of scandal to top it all off.

Co-Sponsored by Saul Brodsky Jewish Community Library

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

7:30 p.m.



**Ambassador Nancy Brinker**

*PROMISE ME: How a Sister's Love Launched the Global Movement to End Breast Cancer*

Published on the 30<sup>th</sup> anniversary of her sister Susan G. Komen's passing, comes the poignant, empowering memoir from the founder of the global movement to eradicate breast cancer. Brinker's passionate efforts

have created unequaled accomplishments in health advocacy and awareness, saving lives and energizing science to find much needed cures.

Sponsored by Bender, Weltman, Thomas, Perry & Co., P.C.; The Rubin Family Foundation; Nancy & Al Siwak

Co-Sponsored by Hadassah; Women's Connection of Jewish Federation; St. Louis Affiliate of Susan G. Komen for the Cure; Shaare Emeth Sisterhood

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket

## FRIDAY, NOVEMBER 12

10:30 a.m.



**MISSOURI'S OWN PROGRAM**

Moderator: *Don Wolff, Attorney & Jazz Radio Host*

**Naomi Cahn**

#### *RED FAMILIES V. BLUE FAMILIES*

Groundbreaking research presents a fascinating look at the unexpected truths discovered across the political divide, when value systems and family life come up against cultural, legal and economic forces.



**Felicia Graber**

#### *AMAZING JOURNEY*

The compelling chronicle of the true-life story of a hidden child of the Holocaust who survived and journeyed on to a productive life in America.

Sound and lighting design for the St. Louis Jewish Book Festival created and produced by Exclusive Events, Inc. [www.exclusiveeventsinc.com](http://www.exclusiveeventsinc.com)

**GROUP TICKET RATES  
AVAILABLE:**

for more information  
Please call the Festival Hotline at (314) 442-3299



### Larry Swedroe

*THE ONLY GUIDE YOU'LL EVER NEED  
for the RIGHT FINANCIAL PLAN*

From the author of the bestselling series of *The Only Guide* investment books, comes a step-by-step handbook showing how to develop a winning personal investment strategy.



### Evonne Weinhaus

*A NEW FEARLESS YOU*

Relationship therapist Weinhaus uncloaks the childhood games that follow us into adulthood, and hold us back from expressing ourselves, escaping our fears and living life to its fullest.

Co-Sponsored by Holocaust Museum & Learning Center; Montefiore Society of Jewish Federation; National Council of Jewish Women; St. Louis Holocaust Survivors & Descendants

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

1:00 p.m.



### Yann Martel

*BEATRICE AND VIRGIL*

In this captivating follow-up to his international bestseller *Life of Pi*, Martel offers another brilliant feat of storytelling, with mesmerizing characters, in an exploration of humanity through the legacy of the Holocaust.

Sponsored by Ann S. Lux

Co-Sponsored by St. Louis County Library

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

**PURCHASE AUTHOR BOOKS  
IN ADVANCE & SAVE 10%  
PLUS GET A FREE TOTE BAG!**

Order 3 or more of our featured authors' books in advance from our Festival Bookstore and save 10% on your purchase...

PLUS receive a FREE tote bag! Books will be held for you in the Festival Bookstore. No waiting in line to pay during the Festival.

Check the Festival Website for titles and prices. Charge your order by phone on the Festival Hotline (314-442-3299) or stop by the Box Office Window at the JCC's Arts & Education Building in Creve Coeur to order in person.

Orders must be received by October 30<sup>th</sup> to receive discount.  
Quantities limited on tote bags.

SUNDAY, NOVEMBER 14

7:00 p.m.

### CONCERT EVENT

Featuring Concertmaster David Halen and internationally renowned pianist Orli Shaham, with member musicians of the Symphony.

**SAINT LOUIS**  
*Symphony*  
**ORCHESTRA**

Tonight we join people around the world using the power of music to bridge the differences that set us apart. Through music, we reaffirm our conviction that humanity will

triumph and harmony will prevail; affirming the ideals of tolerance, friendship and our shared humanity. The Festival's Concert Event joins the Daniel Pearl Foundation's World Music Days *Harmony for Humanity*, inspired by the life and work of Daniel Pearl, the journalist and musician kidnapped and murdered by terrorists in 2002.

Held at Washington University's

560 Performance Center in The Delmar Loop

Sponsored by Kitty & Hanford Gross; Myrtle & Bernard Kornblum's Changing World Fund; and In Loving Memory of Rubin Feldman by Gloria K. Feldman & Family

ADMISSION \$20 – FREE with Series Ticket & Series PLUS Ticket

MONDAY, NOVEMBER 15

10:30 a.m.



### Judith Martin

*MISS MANNERS' Guide to a Surprisingly Dignified Wedding*

With wit, expertise and an ever discerning eye, the popular Miss Manners reveals how to avoid frivolous, vulgar, bridezilla-type affairs, giving 'Gentle Readers' the proper way to manage large and small weddings, same sex marriages, planners and Web

sites, in order to have the wedding of your dreams.

Sponsored by Lois C. Levin

Co-Sponsored by AIPAC; Temple Israel Sisterhood

ADMISSION \$20 – FREE with Series Ticket & Series PLUS Ticket

**FESTIVAL SERIES & SERIES PLUS TICKETS AVAILABLE  
FOR PURCHASE AT THE FOLLOWING LOCATIONS:**

- JCC Staenberg Family Complex in Creve Coeur
- JCC Marilyn Fox Building in Chesterfield
- Plaza Frontenac Concierge Desk, 1701 S. Lindbergh Blvd.
- St. Louis County Library Headquarters, 1640 S. Lindbergh Blvd.
- Left Bank Books, 399 North Euclid
- Left Bank Books, 321 N. Tenth St.

1:00 p.m.



**Rebecca Rosen**

*SPIRITED*

Psychic medium to the stars Rosen comes to share her intuitive gifts and ability to connect with spirit energies, while revealing how everyone can heighten their own intuition and draw on that power to find success and contentment. **Program includes Audience Reading.**

Sponsored by Regina Shapiro

Co-Sponsored by Book Babes; Jewish Women International

ADMISSION \$20 – FREE with Series Ticket & Series PLUS Ticket

7:30 p.m.

**WHO MADE YOU THE EXPERT?!**

Moderator: *Judge Susan Block*

Join us for a night of hilarity & advice as these comedians and authors take the stage to share their wisdom!

**Author Panel:**

**Yoram Bauman**

*THE CARTOON INTRODUCTION TO ECONOMICS*

*Take this economy—Please!* The world's first, and only, stand-up economist reveals how, against all odds, the economy can be understandable as well as amusing.

**Jeff Kahn & Annabelle Gurwitch**  
*YOU SAY TOMATO, I SAY SHUT UP: A Love Story*

From film and tv stars, and real-life married couple, comes a side-splitting expose on relationships, marriage & parenting. Sure to strike laughter and terror in the hearts of all couples, making you want to hug...or strangle...your significant other!

**Annie Korzen**

*BARGAIN JUNKIE: Living The Good Life on the Cheap*

Laugh out loud and live it up with *SEINFELD*'s very own Doris Klompus, as she shares her tips on how to dress well, hang with the rich & famous and travel first-class, by cashing in on the best buys and bargains available.

Sponsored by Gloria & Sanford Spitzer

ADMISSION \$20 – FREE with Series Ticket & Series PLUS Ticket

TUESDAY, NOVEMBER 16

NO MORNING PROGRAM

1:00 p.m.



**SPECIAL EVENT**

**Jonathan Adler**

*JONATHAN ADLER ON HAPPY CHIC ACCESSORIZING & HAPPY CHIC COLORS*

Interviewed by: *Christy Marshall*  
*Editor-in-Chief, St. Louis AT HOME & Contributing Editor, St. Louis Magazine*

Be happy! Be fearless! And learn how to decorate with style and color. Join one of the hottest names on the decorating scene, for a joyful, playful, fun-filled afternoon of artful arranging. Lead judge on Bravo TV's *Top Design* Series, Jonathan Adler's pottery, furniture, textiles, lighting and home accessories grace leading department stores and signature boutiques.

**He's coming to the Festival for a program packed with audience participation, prizes & more!**

Sponsored by Alyn & Marlyn Essman; Heartland Bank  
Co-Sponsored by J Associates

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket



7:30 p.m.



**Len Berman**

*THE 25 GREATEST BASEBALL PLAYERS OF ALL TIME*

Emmy award-winning NBC sportscaster Berman throws out his list of the best ball players in history, prepared with the help of a Blue Ribbon Panel of former players, baseball execs and sports celebs. Join us for a friendly debate on the ultimate fantasy team.

**Ballpark food for sale at event.** *Dietary laws observed.*

Sponsored by Sima & Michael Oberlander; Berger Memorial Chapel/Richard & Linda Stein

Co-Sponsored by JCC Sports, Recreation & Aquatics Department

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket

**Lost or stolen Series & Series PLUS Tickets may be replaced by calling the Festival Office at (314) 442-3175 in advance of the presentation you are wishing to attend. The reprinted tickets will override the original tickets. Identification will be requested to pick up the replacement tickets.**

## WEDNESDAY, NOVEMBER 17

10:30 a.m.



### Yale Strom

*DAVE TARRAS: The King of Klezmer*

The amazing life story of the talent known as the “Benny Goodman of Klezmer.” Tarras was the most acclaimed klezmer performer in the United States, setting the standard and teaching the likes of jazz artists Charlie Parker and Miles Davis. **Program to feature a performance of newly published Tarras**

**tunes by author and international klezmer performer Strom.**

Co-Sponsored by United Hebrew WRJ

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

1:00 p.m.



### Judith Viorst

*UNEXPECTEDLY EIGHTY:  
And Other Adaptations*

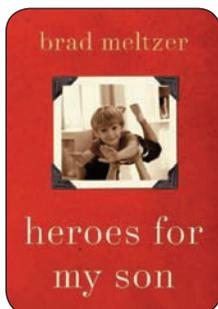
Author of numerous works of poetry, non-fiction & fiction, for both children and adults, this Festival favorite returns with a wonderful new collection of life lessons for all ages, from under eight till almost eighty.

Sponsored by Betty Moulton; Nancy & Jerry Raskas

Co-Sponsored by B'nai B'rith St. Louis Missouri Lodge 22; JCA Auxiliary; JCC Adult Services & Nutrition Department

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket

7:30 p.m.



### Brad Meltzer

*HEROES FOR MY SON*

The *New York Times* bestselling author known for his riveting thrillers and political cliffhangers, turns his talents to a beautiful book of wisdom to share with family & friends. A spectacular collection of ordinary people who achieved the extraordinary and left a legacy of inspiration for us all.

Sponsored by Dr. Ira & Judith Gall

Co-Sponsored by Camp Sabra's Dad & I Committee

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

**The Jewish Community Center is fully accessible. A limited number of Assisted Listening Devices are available for use free of charge.**

## THURSDAY, NOVEMBER 18

10:30 a.m.



### Ghita Schwarz

*DISPLACED PERSONS*

Civil rights litigator and immigrants' rights specialist Schwarz, presents an engrossing first novel that illuminates the hopes, despairs, and adjustments of immigrants holding onto traditions while building new lives and seeking their futures in new lands. **Program includes panel discussion on current immigration issues**

**with Schwarz; Executive Director, Hispanic Chamber of Commerce of Metro St. Louis Jorge Riopedre; and President & CEO, International Institute of St. Louis, Anna Crosslin.**

Co-Sponsored by Solomon Schechter Day School

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

1:00 p.m.



### Matthew Aaron Goodman

*HOLD LOVE STRONG*

A stunning debut from a commanding new fiction presence and *USA TODAY* “New Voices” pick. Set in the desperation of the housing projects, this captivating coming-of-age novel draws readers into the life of a young man determined to escape racial injustice, poverty and drugs, while keeping his family close and reaching for his dreams.

Co-Sponsored by Traditional Congregation

ADMISSION \$15 – FREE with Series Ticket & Series PLUS Ticket

7:30 p.m.

### Martin Fletcher



*WALKING ISRAEL: A Personal Search for the Soul of a Nation*

Interviewed by: *Larry Levin, Publisher/CEO St. Louis Jewish Light*

From the multiple Emmy award-winning NBC News foreign correspondent and former Israeli Bureau Chief, comes an intimate and original look at life in Israel. After more than 35 years covering world news, Fletcher

comes to share stories of exploration from the country where he works and lives.

Sponsored by Eileen Schneider Edelman;

Dr. George & Darla Grossberg

Co-Sponsored by American Jewish Congress; JCC Helene Mirowitz Department of Jewish Community Life; Jewish Community Relations Council; Jewish National Fund; NA'AMAT USA; St. Louis Rabbinical Association

ADMISSION \$18 – FREE with Series Ticket & Series PLUS Ticket

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**The St. Louis Jewish Book Festival is a proud member of the Jewish Book Fair Network coordinated by the Jewish Book Council.**



*The St. Louis Jewish Book Festival is Honored to be Co-Sponsored by more than 50 Community Organizations.*

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All author presentations, unless otherwise noted, take place at the Staenberg Family Complex Jewish Community Center in Creve Coeur (#2 Millstone Campus Drive, near the corner of Lindbergh and Schuetz).

Tickets may be purchased by calling (314) 442-3299 or search by author or program name online at [www.brownpapertickets.com](http://www.brownpapertickets.com)  
**Buy your tickets early!**

# Ticket Order Form

Charge by phone at (314) 442-3299

OR FAX Order Form with credit card information to (314) 442-3175

EVENT	QTY	PRICE/TICKET	TOTAL
<b>Rabbi Harold Kushner</b> (included on Series Plus Ticket) <b>Oct. 28</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
<b>Community Kristallnacht Program</b> (ticket must be requested) <b>Nov. 4</b>	<input type="text"/>	\$ FREE	\$ <input type="text"/>
<b>Keynote Presentation Jerry Weintraub</b> <b>Nov. 7</b>	<input type="text"/>	\$ 36	\$ <input type="text"/>
<b>Memoir Program</b> (Leslie Gilbert-Lurie & Julia Metz) <b>Nov. 8</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Rick Meyerowitz <b>Nov. 8</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Dr. Howard Shapiro & Chef Franklin Becker <b>Nov. 9</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Joan Nathan <b>Nov. 9</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Jake Ehrenreich <b>Nov. 9</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Elaine Hall <b>Nov.10</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Abraham Foxman <b>Nov.10</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
<b>Tikkun Olam Program</b> (Kevin Salwen & Peter Lovenheim) <b>Nov.11</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Cathleen Schine <b>Nov.11</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Ambassador Nancy Brinker <b>Nov.11</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
Missouri's Own <b>Nov.12</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Yann Martel <b>Nov.12</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
<b>Concert Event</b> (Wash. U. 560 Building in the Loop) <b>Nov.14</b>	<input type="text"/>	\$ 20	\$ <input type="text"/>
Judith Martin 'Miss Manners' <b>Nov.15</b>	<input type="text"/>	\$ 20	\$ <input type="text"/>
Rebecca Rosen <b>Nov.15</b>	<input type="text"/>	\$ 20	\$ <input type="text"/>
Who Made You the Expert?! <b>Nov.15</b>	<input type="text"/>	\$ 20	\$ <input type="text"/>
<b>Jonathan Adler</b> (Special Event) <b>Nov.16</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
Len Berman <b>Nov.16</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
Yale Strom <b>Nov.17</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Judith Viorst <b>Nov.17</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
Brad Meltzer <b>Nov.17</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Ghita Schwarz <b>Nov.18</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Matthew Goodman <b>Nov.18</b>	<input type="text"/>	\$ 15	\$ <input type="text"/>
Martin Fletcher <b>Nov.18</b>	<input type="text"/>	\$ 18	\$ <input type="text"/>
<b>Family Mitzvah Event Kate Feiffer</b> (included on Series PLUS Ticket) <b>Nov. 21</b>	<input type="text"/>	\$ J Member Family 8 Gen. Public Family 12	\$ <input type="text"/>

Please add \$2.00 postage & handling fee to each mail order. **\$ 2.00**

**TOTAL** \$

## Gala Patron Event at Sheraton Westport Chalet Sunday, November 7th

\_\_\_\_\_ Pageturner @ \$600 Includes 2 Patron Event tickets; 2 Series PLUS Tickets; sponsor recognition; reserved parking on opening night at the JCC; invitation to private sponsor reception with Jerry Weintraub; copy of Weintraub book; and preferred seating at all Festival author presentations

\_\_\_\_\_ Patrons: @ \$390/couple \$ \_\_\_\_\_  
@ \$195/individual \$ \_\_\_\_\_

Includes ticket(s) to the Patron Event; Series Ticket(s); Weintraub book; and preferred section seating on opening night at the JCC

## NEW THIS YEAR!

### Series PLUS Ticket: \$95

Good for a Year of Festival author presentations from Fall 2010 Through Summer 2011 (Includes Rabbi Kushner, Family Event & Spring 2011 programs)

\_\_\_\_\_ Series PLUS Tickets @ \$95 each = \_\_\_\_\_  
(#) Total

### Festival Series Tickets just \$70!

Good for admission to ALL Festival Author Presentations November 7-18, 2010

\_\_\_\_\_ Series Tickets @ \$70 each = \_\_\_\_\_  
(#) Total

To order online go to  
**www.brownpapertickets.com**  
(search by author or event name)

Tickets may be purchased on the day of the presentation at the JCC Fitness Building Front Desk; at the Box Office Window in the A & E Building; or at the door, depending on availability. Tickets available in advance by calling the Festival Ticket Hotline at 314-442-3299.

All tickets purchased on the Festival Hotline may be charged to MasterCard, VISA or Discover. Tickets will not be held without payment. Checks may be made payable to: **St. Louis Jewish Book Festival Add \$2.00 service charge to each phone or mail-in order.**

Mail to: St. Louis Jewish Book Festival  
#2 Millstone Campus Drive  
Saint Louis, MO 63146

(Please Print)

**TOTAL AMOUNT \$** \_\_\_\_\_

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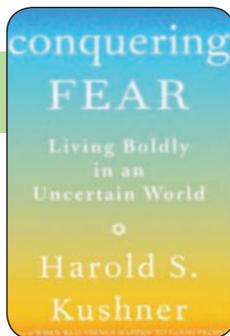
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Please Note: Festival tickets are non-refundable. Due to circumstances beyond our control, programs may be subject to change. Every effort will be made to replace a cancelled author. Please check the Festival Hotline at (314) 442-3299 or the Festival's Website at **www.stljewishbookfestival.org** for any schedule changes. The views expressed are only those of the authors & speakers and not necessarily those of the Festival or the Jewish Community Center.

Be a part of the  
**BIG** 2010  
 COMMUNITY  
**READ** For the St. Louis  
 Jewish Community



*It's Easy To Participate!*

- Pick up a copy of **CONQUERING FEAR: Living Boldly in an Uncertain World** by **Rabbi Harold Kushner**. Join your friends and neighbors reading the book! The book is available for checkout at the Brodsky Library, and will be for sale at all events.
- Attend any or all of the three discussions with St. Louis rabbis on topics in the book. All are free and open to the public. Reading book is not required for attendance!
- Come hear Rabbi Kushner at the St. Louis Jewish Book Festival on October 28 (ticket purchase required).

**Schedule**

**THURSDAY, OCTOBER 7<sup>TH</sup> 7:30-9:00 P.M. FREE!**

**RABBINIC ROUNDTABLE: INSIGHTS INTO FEAR AND HOPE**

**With Rabbis Carnie Rose, Brigitte Rosenberg, Hyim Shafner & Susan Talve**

*Moderated by Rabbi Brad Horwitz*

Saul Brodsky Jewish Community Library, Jewish Federation Kopolow Building, #12 Millstone Campus Drive

For information: (314) 442-3720; [Brodsky-library@jfedstl.org](mailto:Brodsky-library@jfedstl.org)

**WEDNESDAY, OCTOBER 13<sup>TH</sup> 7:00-9:00 P.M. FREE!**

**SMALL GROUP DISCUSSIONS, ON DIFFERENT CHAPTERS IN THE BOOK**

**Facilitated by Rabbis Randy Fleisher, Andrea Goldstein, James Stone Goodman, Seth Gordon, Elizabeth Hersh, & Mordecai Miller**

JCC Staenberg Family Complex Arts and Education Building #2 Millstone Campus Drive

**THURSDAY, OCTOBER 21<sup>ST</sup> 7:00-9:00 P.M. FREE!**

**SMALL GROUP DISCUSSIONS: DISCOVERING COMFORT IN A FEARFUL WORLD**

**With Rabbis Mark Fasman, Amy Feder, Dale Schreiber, & Lane Steinger**

JCC Staenberg Family Complex Arts and Education Building #2 Millstone Campus Drive

**THURSDAY, OCTOBER 28<sup>TH</sup> 7:30 P.M. \$18 FREE WITH SERIES PLUS TICKET**

**RABBI HAROLD KUSHNER AT THE ST. LOUIS JEWISH BOOK FESTIVAL**

**Author Presentation, Audience Question & Answer Session, Book-Signing**

JCC Staenberg Family Complex #2 Millstone Campus Drive

The BIG Community READ is sponsored by the St. Louis Jewish Book Festival; The St. Louis Rabbinical Association; The Saul Brodsky Jewish Community Library; and Central Agency for Jewish Education, to promote literacy, community and education.

**FOR MORE INFORMATION:**

[www.stljewishbookfestival.org](http://www.stljewishbookfestival.org) | [www.brodskylibrary.org](http://www.brodskylibrary.org) | [www.cajestl.org](http://www.cajestl.org)

*Come For The Festival ...TRY*  
**EVERYTHING** THE J HAS TO OFFER!

*Great News* for St. Louis Jewish Book Festival Series Ticket AND Series PLUS Ticket Holders:

Bring your Series Ticket OR Series PLUS Ticket to the Front Desk of the Staenberg Family Complex and receive a FREE 12-day guest pass good AT BOTH J locations, throughout the Festival, November 7-18, 2010. The pass will give you access to ALL standard membership benefits:

- FREE land & water group exercise classes
- FREE yoga, spin & mat Pilates classes
- World class cardio equipment
- FREE lockers & towel service
- Indoor pools & elevated tracks
- And SO much more...come see what we have for YOU!

**PLUS**...Join the J during the 2010 St. Louis Jewish Book Festival, and we'll waive your enrollment fee — a **\$199 savings!**

*Certain restrictions apply, for more information call (314) 442-3124*

For more information on Sponsorship opportunities, please call Festival Director Marcia Evers Levy at (314) 442-3152

To view Festival photos online or purchase photographic memories from the 2010 Festival, contact official Festival photographer Joel Marion at [www.joelmarionphoto.com](http://www.joelmarionphoto.com) or call Joel Marion Photography at 636-861-2400.

Check the Festival website [www.stljewishbookfestival.org](http://www.stljewishbookfestival.org) for updated information on author events year-round!



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