



The Greater
Phoenix
JCC Maccabi Games 2006
Conquer the Desert

The Greater Phoenix FLAME

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Opening Ceremonies feature Munich Olympics hero

Today **Dan Alon** serves as manager-director for an Israeli plastics company. This is a far cry from the time, during the summer of 1972, when he was a world-renowned fencer representing the Jewish state at the Munich Olympics.

Thanks to the recent movie, "Munich," the general public now is well aware of the events that took place during those fateful games, but few know the story of this survivor of the murderous terrorist attack upon his teammates.

Alon broke his self-imposed silence a few months ago when he spoke of his experiences to an overflow audience at Yale University. Not only was this an opportunity for audiences to hear the story firsthand, it also was the first time his wife and daughter heard it.

Alon will once again share his recollections, this

time with more than 10,000 people in the audience, when appears here as the featured speaker for the Aug. 6 Opening Ceremonies of the 2006 JCC Maccabi Games of Greater Phoenix.



Dan Alon: Munich Olympics Survivor

"We are honored Mr. Alon has chosen the JCC Maccabi Games® as the venue to once again tell his story," says Mark Shore, Valley of the Sun JCC President. "He will be reaching out to thousands of people from around the globe who will be in attendance. The impact should be incredible."

Opening Ceremonies, chaired by Linda Geringer, are scheduled to start at

6:30 p.m. at the U.S. Airways Center in downtown Phoenix and are open to everyone. As part of the program, there will be a tribute honoring the 11 Israeli Olympians who lost their lives in Munich. **For more information on how to obtain tickets for the Opening Ceremonies please call the JCC Maccabi Office at 480-588-6959.**

JCC MACCABI GAMES®

"are worth staying home for"

Steve Ference, who holds the title of Team Phoenix Local Delegation Head for the upcoming 2006 JCC Maccabi Games, has literally grown up in the Jewish Community Center orbit. This native New Yorker recalls going to JCC preschools, being a counselor at JCC camps and even meeting his wife at a JCC singles event.

An on-air news reporter for 20-plus years, Steve now buys and sells advertising for cable networks and national advertisers. A job opportunity brought him and his family to the Valley from Dallas eight years ago. They immediately affiliated with the Valley of the Sun JCC. "We've lived in at least six different locations," Steve says, "and we joined the local JCC in each of them." In fact, two of Steve and Susan's three children already have participated in Maccabi games. Michael, 23, played tennis in Houston; and Daniel, 17, swam in Austin. Andrea, 11, looks forward to her chance to take part.

His wife Susan is a familiar face at our own JCC, where she manages the main floor Welcome Desk. Meanwhile, Steve is very much involved in expediting

plans for the August 6-11 games right here in Scottsdale and Greater Phoenix. As Local Delegation Head he has been an integral member of the recruitment team for both coaches and athletes; serves as "the voice of the team" to other delegations; is the "go-to" person for parents with questions and concerns and speaks at local Jewish schools and congregations to generate enthusiasm and spread the word about the games. He and his assistants will be on site "24/7" the entire week of the games "to serve as liaison between Maccabi Central and all coaches and athletes."



STEVE FERENCE

With the given that "The Games are a tough sell because people are used to leaving town in the summer," Steve insists that "the JCC Maccabi Games® are worth staying home for, and I only hope that the community steps up its support."

"This is a wonderful, worthwhile enterprise," he says, "and I wholly support the concept. I've been through it and seen it with my own eyes. For everyone involved, it is life changing in the most positive way. Miss out on it – and you miss out on the experience of a lifetime!"

Just some of our sponsors...





Meet Team Phoenix Coaches

Star Reporters Lindsey Stegemoller and Molly Bock talked to some of the Team Phoenix coaches.

Team Phoenix Dance Coach

I recently talked to Maccabi Dance Coach **VANESSA SANTIAGO**, who is expert in such dances as tropical and salsa. Vanessa said her 10-person team is doing well and starting to get comfortable with each other. She predicts that the team is going to win something --whether it is gold or bronze. The team is practicing in the JCC lobby weekday afternoons and also on Saturdays. Vanessa says one team member, Rachel Laven, is especially energetic and "always has a smile on."
– Lindsey Stegemoller

Team Phoenix Star Reporters Coach

Star Reporters Coach **LENI REISS** has been having fun working on The Flame. She is an experienced journalist so I think you can see why the issues of the Flame are so unique. Her team members are coming up with some great ideas. Leni says that one unusual thing is that this is the first time ever that the Maccabi games are in Arizona. I think everyone is on Leni's side for that. – Lindsey Stegemoller

Team Phoenix Tennis Coach

SETH KOREY told me that there are more than 30 tennis players on Team Phoenix and there are definitely good experienced players among them. He says "We will be ready when the time comes to play. Our team is used to the heat here and that is an advantage over some of the other teams from around the country." The Tennis Team already has had a get-together for a swimming party where they all got to know each other. – Molly Bock



WANTED

& Needed



Beds for Guest Athletes

Finding 1,300 beds for as many visiting JCC Maccabi Games athletes is daunting, to say the least. But Wendy Weiss has embraced the challenge because, in her words, "It is important to show visiting delegations that Phoenix is one of the greatest communities in the world!"

Wendy, who chairs the housing committee, and her cohorts so far have secured commitments for over 900 beds from area host families. Arrangements for 400 additional beds are needed. Weiss is sending out an "SOS" to families to host at least two athletes during The Games.

"The 2006 JCC Maccabi Games® is a huge event for our community and being a part of it and welcoming teen athletes into your home will have a life-long impact on everyone involved," Wendy says.

Concerned about not having extra beds in your home? The JCC has a solution. Area retailers are donating air mattresses to accommodate the visitors, who also "can sleep on couches, in sleeping bags, or just about any place where they can rest their head during the five days of competition," according to Wendy.

"It's like having the Olympics in your home-

town," she says. "And the true reward is seeing the smiles and watching the relationships flourish between the host families and the athletes."



WENDY WEISS

Wendy and her husband Gary, who is Chairman of the Board of the Valley of the Sun JCC, plan to welcome four boys into their home. One of their sons, who doesn't meet the minimum age requirement, was an impetus for the establishment of Team Junior Maccabi, to allow for additional youth participation.

Members of Team Junior Maccabi, between the ages of 9 and 11, will welcome the athletes at Opening Ceremonies, carry banners, and cheer on their favorite teams from the beginning of the event up until the last game is played. **For more information please contact Maccabi Central at 480-588-6959 or visit www.jccmaccabiphoenix.org.**

"I am so proud to be involved in this project along with so many wonderful volunteers and professionals. It's been a great experience so far and I am really looking forward to the games. It is going to be a blast," Wendy says.



RICK SHEINSON - JCC Maccabi Games Basketball Coach

Rick Sheinson, coach of Team Phoenix boy's basketball team (age 16 and under), is one of the people most instrumental in bringing the 2006 JCC Maccabi Games® to the Valley of the Sun. Rick has been promoting participation in the Games since he moved here from Philadelphia 13 years ago.

In Philadelphia, Rick was a volunteer coach in youth athletic programs, helping to prepare his local Jewish Community Center teams for Maccabi events. He traveled with the team to Detroit in 1990 and says, "From that point I knew the Games were a pretty special experience." When he arrived in the Valley he says that he was surprised to find out that Phoenix was not involved with The Games.

Rick took it upon himself to spearhead the effort to get Phoenix involved. In 1995, he took a 10-member Phoenix basketball team to the Los Angeles Maccabi Games.



"The biggest thrill about having The Games here in Phoenix is being able to play in front of hometown fans who will be

cheering us on," he says. "My enjoyment feeds off of the kids' excitement. If they are having a great time, I am having a great time."

Rick knows that The Games form long-lasting relationships between all of those who become involved. This is especially evident during annual alumni basketball games organized by Sheinson, when Maccabi athletes get together to play ball and reminisce about past JCC Maccabi Game experiences.

"I think it is important to understand that for most of these teenagers, involvement in the Maccabi Games will be the most significant athletic competition of their lifetime," he says.





Welcome mat out for New Orleans contingent

Although New Orleans was to be one of four host cities for the 2006 JCC Maccabi Games®, the devastation brought about by Hurricane Katrina called for a change in plans. New Orleans no longer had a venue to host the event and planners were faced with the challenge of relocating their delegation.

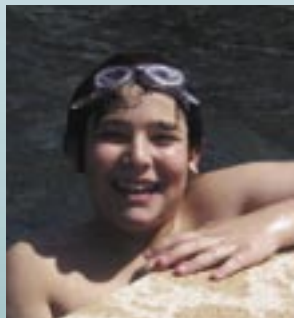
The good news is that Phoenix is willing, able and delighted to welcome the New Orleans Team of 33 competing athletes and seven coaches to the Games, scheduled for August 6 - 11.

"We naturally are disappointed that athletes from across the world are not able to experience New Orleans, but our delegation is excited that we will be taking part in the games in Greater Phoenix," says Team New Orleans JCC Maccabi director Pam Levi.

Levi's parents are Valley winter visitors who reside in New York, but will be heading back here for The Games and will serve as a host family for some of the athletes from New Orleans.

New Orleans is home to two Jewish Community Centers: JCC Uptown and JCC Metairie. Both were significantly affected by the storm, with the Metairie location sustaining the most physical damage. Eight inches of water flooded the building, but, following significant repairs, the center is once again open for members.

A great big welcome will go out to Team New Orleans from our own Team Phoenix!



You're Invited
to The Greater Phoenix
JCC MACCABI GAMES®

OPENING CEREMONIES

U.S. Airways Center
Sunday, August 6th
6:30pm Pre-show
7:00pm Start Time



Free of charge and open
to the entire community!

Call the JCC Maccabi Office for more
information! 480-588-6959

GREATER PHOENIX JCC
MACCABI GAMES® 2006
WEEK OF THE GAMES

FRIDAY, AUGUST 4th

Early Arrival & Check-In - VOSJCC
10:00am - 5:00pm

SUNDAY, AUGUST 6th

Arrival & Check-In - VOSJCC
8:00am - 4:00pm
Opening Ceremonies
US Airways Center
6:00pm - 9:30pm

MONDAY, AUGUST 7th

Athletic Competition - All Venues
7:00am - 5:30pm
Host Family Night
5:30 - Evening

TUESDAY, AUGUST 8th

Athletic Competition - All Venues
7:00am - 12:00pm
Day of Caring/Day of Sharing
1:00pm - 5:00pm
Evening Activity - "BIG SURF!"
6:00pm - 9:30pm

WEDNESDAY, AUGUST 9th

Athletic Competition - All Venues
7:00am - 5:00pm
Evening Activity - "Amazing Jakes!"
6:00pm - 9:00pm

THURSDAY, AUGUST 10th

Athletic Competition
Championship Rounds
7:00am - 4:00pm
Closing Party!! - VOSJCC
5:30pm - 9:00pm

FRIDAY, AUGUST 11th

Departures - VOSJCC
7:00am - 11:00am

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