**TV Tonight**

Central Time: may vary in some cities.  
(N) New episode.  
(HD) High-definition where available.

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**Dessert & Late Night Snacks**

**Big Board Auction Closes at 11 pm**

**Don’t Miss Out!**
"The Aaron Family Jewish Community Center of Dallas brings the community together by providing state-of-the-art facilities and exceptional programs in an inclusive environment defined by Jewish values and culture."

Community building through inclusive events has been a hallmark of our approach to the be. event for more than a decade. While the above 29-word mission statement may not be as entertaining as the games being played tonight, it provides focus and guidance for all that we do at the J.

Year after year, we convene community contestants to participate on behalf of their chosen agencies while also supporting our J. Tonight’s be. game blends your favorite game shows and leaders to produce a fun, lightly competitive program. As with any of our contests, it is a pleasure to award the winning team with a donation to their chosen charity.

Along with fun, food and entertainment, tonight’s event will provide necessary funds to help operate our beloved J. Your generosity through sponsorship, purchasing auction items and raffle tickets, and/or simply joining us in attendance makes this possible. You have been here for us through celebrations and challenges, and we are forever grateful for your enduring support.

The be. event Chairs have worked tirelessly on the concept, development and execution of tonight’s program. We offer our sincerest appreciation, as we know tonight will be another successful be. event.

A final thank you to our community contestants for your enthusiastic participation.

We encourage you to join us beyond this evening at the J through our myriad of programs, and we welcome the opportunity to earn your continued support.

be. ready to be. entertained. #begame

From Jay Liberman, Chairman of the Board and Artie Allen, CEO

Jay Liberman, Chairman of the Board
Artie Allen, CEO of the J
Contestants

The Women

Benefitting J Performing Arts Space

Shiva Beck  Stacey Butler

Lori Glazer  Lizzy Greif  Lori Seinera
**The Answer:** the popular trivia game show, but with a slight twist.

**The Question:** What is Jew-“ish” Jeopardy? Jew-“ish” Jeopardy will quiz contestants on their knowledge of Jewish culture, food, celebrities, traditions and more. The winner is sure to make their Bubbe proud!

---

**THE MEN**

Benefitting The Legacy Senior Communities

Marc Grossfeld    Carlos Ido

Benton Middleman    Shelly Stein    Ben Weinstein
FAMILY FEUD

contestants

the aaron family

Benefitting Aaron Family JCC

Angela Aaron Horowitz  
Dawn Aaron

Ginger Levine  
Molly Aaron  
Jane Solimani

Benefitting Jewish Federation of Greater Dallas
Unpredictable and always hilarious, the J Family Feud pits two powerhouse families against each other in a battle of wits and laughs. “The survey says” these contestants will need to get creative to guarantee their family comes out on top!

the prescott family

Benefitting Jewish Federation of Greater Dallas

Dan Prescott

Stuart Prescott

Matt Prescott

Alex Prescott

Ethan Prescott
Contestants

Bradley Laye & A.J. Rosmarin
Benefitting Jewish Federation of Greater Dallas

Susie Carp & Andy Halpern
Benefitting Jewish Family Service
This prized game show has kept us guessing since the 70s and tonight’s version will feature categories that are sure to stump even the smartest contestants. Will they make it to the top of the Pyramid before time runs out?! Tune in to find out.

**Staci Rubin & Florence Shapiro**
Benefitting Dallas Holocaust Museum / Center for Education and Tolerance

**Alan Golman & Steve Waldman**
Benefitting Community Homes for Adults, Inc. (CHAI)
Markus Lloyd is a nationally-known performer who makes his home in the Dallas area. His love for performing has made him a sought-after emcee for several companies including Project Mom Conference, FIRST Regional Robotics Competition, Social Venture Partners and Southwest Airlines. Markus can be found on the stages of several local theaters, commercials and as a voice in many popular video games and anime cartoons such as Borderlands 2, The Walking Dead: Survival Instinct, Aliens: Colonial Marines, Dragon Ball Z, and Galaxy Railways to name a few. In his spare time, he is a published writer, professional singer, actor, and director.
Ken Downing is the Senior Vice President, Fashion Director for Neiman Marcus where he interprets, articulates, and sets the fashion direction for the Neiman Marcus brand as well as serves as their international fashion ambassador and spokesperson. He provides oversight to the company’s merchant and creative divisions, and is responsible for dictating the seasonal trends for Neiman Marcus stores and online businesses.

As Fashion Director, Mr. Downing travels the globe to bring luxury and style to the Neiman Marcus customer. He is a fixture during the Men’s and Women’s Collections in New York, London, Milan, and Paris Fashion Weeks. Annually, he hosts more than 20 customer events within the 42 Neiman Marcus stores.

Established designers and new talent frequently tap Mr. Downing’s talents and insights to inform their brands and develop their collections. He has developed several exclusive Ken Downing branded collections, inspired by his seasonal fashion direction. He has worked on partnerships and events with the fashion media elite, including Anna Wintour of Vogue, Glenda Bailey of Harper’s Bazaar, Hal Rubenstein of InStyle, Stellene Volandes of Town & Country, and others.

Mainstream and social media seek out Mr. Downing for his perspective on the business of fashion, as well as the seasonal trends. He is often consulted by national and international publications. His ability to quickly and succinctly articulate fashion trends and styles has landed him on televised media appearances including: “Oprah”, “E! Entertainment”, “Joe Zee’s All on the Line” and “Project Runway All Stars”. He most recently appeared on the ABC Family Documentary “Baring It All: Inside New York Fashion Week” with Katherine Schwarzenegger.

Mr. Downing regularly speaks at many of the nation’s art museums about fashion as art. He has hosted events at the St. Louis Museum of Art, Los Angeles County Museum of Art, the Denver Art Museum, and the Phoenix Art Museum. He speaks nationally at colleges and art institutes to up-and-coming design talent of the future.

Mr. Downing maintains a regular presence in Neiman Marcus’ own published magazine, the book and on the website, neimanmarcus.com. He is a frequent contributor to the Neiman Marcus blog, as well as Neiman Marcus social media feeds on Facebook, Twitter, Instagram and Pinterest.
We deeply appreciate and acknowledge the generosity of our sponsors.

$10,000 - the survey says...
Carol and Steve Aaron
Janet and Jack Baum
Southern Glazer’s Wine & Spirits
Bonnie and Dr. Jeffrey Whitman

$7,500 - I’d like to phone a friend
Pam and Steven Pluss

$5,500 - Deal or No Deal?
Janet and Jeffrey Beck/
  Shiva and Jarrod Beck
CD Wealth Management
Lois and Robert Goldberg/
  Jeri and Bill Finkelstein
Caryn Fonberg
Lisa and David Genecov
Angela Aaron Horowitz and
  Doug French
Amy and Harlan Korenvaes
Esther and Jack Sardas
The Schultz Family
Wendy and Marc Stanley
Aliza and Reid Stein/
  Jody and Kyle Stein/
  Tracey and Shane Stein
Texas Jewish Post
The Lieberman Family
David Weinreb
Karen Weinreb
$3,000 - I'LL TAKE BE. FOR $3,000, ALEX

Dawn and Todd Aaron
Tracy and Clay Aaron
Candy and Ike Brown
Stacey and Chuck Butler
Janelle and Larry Friedman
Lisa and Neil Goldberg
Joanna and David Greenstone
Dena and Mike Horowitz
Kahn Mechanical Contractors
Fay and Brian Lidji

Marsh & McLennan Agency
Reliable Plant Maintenance
Dafna and Neil Rubinstein
Phyllis and Ron Steinhart
The Retail Connection, Lisa and Steve Lieberman & Ruthie and Alan Shor
The Rubin Family Foundation/
Julie and Jay Liberman
Alison and Michael Weinstein

$1,500 - I'D LIKE TO BUY A VOWEL, PAT

Arch Hospitality Staffing
Lisa and Jim Albert
Lori and Joel Alhadef
Barbra and Bud Applebaum
Andrea and Dr. Jonathan Bard
Gilian and Steve Baron
Neil Beckerman
Nicole Blue
Becca and Alan Bodzy
Cathy and Joel Brook
BSN Sports
Susie and Joel Carp
Andrea and John Cohen
Lori and Michael Cohen
Sandy and Howard Donsky

Cynthia and Robert Feldman
Lindsay and Dan Feldman
Judy and Ron Foxman
Lisa A. and Dr. Jeffrey Genecov
Susan and Martin Golman
Debbie and Eric Green
Lizzy and Jules Greif
Maya and Dr. Robert Gross
Ashley and Marc Grossfeld
Dot and Basil Haymann
Marcy Helfand and Robert Brook
Karlyn and Grant Herlitz
Lindsay and Josh Hochschuler
Ynette and Jim Hogue
Bonnie and Monte Hurst
$1,500 - I’d like to buy a vowel, Pat

Leslie and David Katz
Betsy and Mark Kleinman
Beth and Larry Konig
Carol and Mark Kreditor
Bronwyn and Dan Levitan
Brett and Lester Levy
Carol and John Levy
Liz and Robert Liener
Esther and Michael Meyers
Jill and Benton Middleman
Cindy and Mitch Moskowitz
Jolie and Michael Newman
Ann and Michael Ochstein
Lori and Trace Ordiway
Laurie and Todd Platt
Mazelle Krassoff and Matt Prescott
Raelaine and Paul Radnitz
Erica and Craig Robins
Suellen and A.J. Rosmarin
Kimberly and Jon Ross
Marilyn and Don Schaffer
Steve and Kathy Schneider/Schneider
Miller Reynolds, P.C.
Laura and Jeff Seymour
Zev Shulkin

Nicole and Justin Small
The Solls Family
Karla and Larry Steinberg
Robin and Evan Stone
Joanne and Charles Teichman
The Key Team, Julie Haymann and Lauren Savariego
Lindsay and Jonathan Tobolowsky
Ellen and Josh Ungerman
Sandra and David Veeder
Sheri and Jack Vine
Jackie and Steve Waldman
Natalie and Michael Waldman
Janice Sweet and Dr. Art Weinberg
Andrea and Loren Weinstein
Joanie and Dr. Shelly Weinstein
Katherine Krause and Warren Zahler
Lisa and Mark Zale
Bidding is open and will take place throughout the evening from your smartphone. All auction items are available for bidding online at jccdallas.org/auction.

Big Board auction items will close at 11 pm on November 10, 2018. All other online auction items will remain open until Sunday, November 11, 2018 at 9 pm.

Please opt in to receive text notifications. You may set max bids on all items to ensure you don’t get outbid on your favorite things.

Successful bidders will be notified by text and charged for items at the close of the auction.

All winners may retrieve all items at the J by contacting Karli Ward at kward@jccdallas.org or 214-239-7172.

All sales are final. There will be no exchanges or refunds on items. Buyer understands that this merchandise is sold “As-Is” with no exceptions.

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**Special Thanks**

We gratefully acknowledge those who have offered their time and services to this event.

Producer - Bob Hess  
Assistant Producer - Linda Leonard  
Technical Director - Caryn Fonberg  
Event Design - Jeffrey Kollinger  
Decor - Daryan Displays/Robert Brody  
Decor - Prasche  
Decor - Shag Carpet Rentals  
Food - Simcha Kosher Catering  
Video - Reel Simple Studios  
Game Technology - CM Productions  
Auction - AES Solutions  
Opening Song Lyrics - Mark Kreditor  
Austin Holley  
Pam Pluss  
Lori Seinera  
Joanne Yurich
We appreciate the generosity of so many who have donated to the J auction.

Lamberts Landscaping
Cindi’s Deli
Reagan ChiroSport

A Taste of the World Catering
A&A Optical
American Airlines Center
Baylor Scott & White
Brad Sham
Broadmoor Hotel
Campisi’s Restaurant
Chamberlain’s Fish Market Grill
Chamberlain’s Steak and Chop House
Charlotte Max Designs / Michelle Lockhart
Cleerlife
ColourPop
Coyote Ridge Golf Club
CRU Food & Wine Bar
Dallas Arboretum and Botanical Gardens
Dallas Symphony
Debbi K. Levy
Dr. Benjamin Bassichis
EatZi’s
Enlighten MD
Elevate Medical Spa
Fino!
Firebird Restaurant Group
Freddie Poole’s Martial Arts
Goldreich Orthodontics
goodies by gretchen
Grady Raskin
Gregory’s
Highland Park Plastic Surgery Center - George A. Toledo, MD
Iconic Nails
Imoto Restaurant
InterContinental - Stephen F. Austin - Austin, TX
J. Hilburn
Jason Ulsrud
Javier’s Gourmet Mexicano
Jayme Cohen
JCC of Dallas
Joanne and Simon Hazan
Joel Brook Podiatry
John Derrberry Photography
Jordan Vineyard & Winery
Julie and Jay Liberman
Karla and Larry Steinberg
Kenny’s East Coast Pizza
Kenny’s Restaurants
Ken’s Man’s Shop
Laser Essentials
Lele Sadoughi Jewelery
Lisa and Neil Goldberg & Lisa and Steve Lieberman
Lisa Bennett Salon
Lovers Seafood and Market
Maya's Modern Mediterranean
Melanie Silberman
Mesero Restaurant
Michael Wilson
Modia
Myra and Stuart Prescott
Nick of Time, LLC
Nicole Schultz
NorthPark Center
Paper Affair Dallas
PIN Salon
Pogo’s Wine & Spirits
Premier Transportation
Princi Italia
Q Clothier
R+D Kitchen
Rich Hippie
Ritz-Carlton Dallas
Ron the Baker
Rox by CJ Designs
Salvatore Ferragamo
Sam Utay
Sambuca 360
Scott Griffin
Sewell Automotive Companies
Shinsei
Sid Jawahar
Simcha Kosher Catering
Slingshot Prep
Society Bakery
Sonny Bryan’s BBQ
Spa in the City
Spice of Life Catering
Sprinkles Cupcakes
Stanley Korshak
Star Home Chef Services
Strikz Entertainment
Studio Movie Grill
Szor Collections
The Aaron Family
Texas Rangers Baseball Club
The Capital Grille
The Dried Side
The Joule
The Write Invite
Tillman’s Roadhouse
Times Ten Cellars
Tootsies
Town Hearth
TPC Four Seasons Las Colinas
Uchi
Up on Knox
Urban Air - North Dallas
Urban Spikes
URJ Greene Family Camp
Utopia Complete LLC
W Dallas - Victory Park
Warner Bros. Television
Water Grill
Wendy Kaplan
Wendy Krispin Caterer
Westin Galleria Dallas
Woodlands American Grill
Zev Shulkin, M.D.
ABOUT US

Reel Simple Studios is a video production based in Dallas, TX. We started producing high-quality video content in 2011 and realized that our passion was in crafting artistic story telling films. Our high end equipment coupled with our cinematic cinematography with our unique post production is guaranteed to create a memorable film.
THE PERFECT TIME TO BUY HANUKKAH PRESENTS!

SUNDAY, DECEMBER 2
1 - 5:30 PM

A DAY OF SHOPPING & FUN FOR THE WHOLE FAMILY!
A Big Thank You

be. event chairs

Cathy Brook  Jody Stein
Lisa Lieberman  Robin Stone
Lauren Savariego  Natalie Waldman

Wendy Stanley
Advisory Chair

Our Outstanding J Team

Karli Ward  Scot Hart
Julie Gehring  Brian Solka
Katie Donati  Jennifer Truong
Emily Andes

Community Partner of
Jewish Federation
OF GREATER DALLAS