

One Thing Leads to Another

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You've probably said it yourself: "I was talking with so-and-so, and well, one thing led to another..." In a community like ours, in an agency like ours, it happens all the time. Someone we meet or something we see gives us an idea or opens an unexpected door. Often, when individuals have occasion to cross paths with JFS, something clicks... something resonates. One thing leads to another.

Chapter One: public relations goes one-on-one

Four years ago, Kipp Friedman ventured into the freelance world of public relations and photography. During more than 13 years as marketing director at the Harry and Rose Samson Family Jewish Community Center, he had collaborated with Jewish Family Services on several projects. So it made perfect sense for Kipp to approach JFS to do media outreach for the agency. Chances are that if you've seen someone from JFS on TV, in a newspaper or magazine, or heard them on the radio, Kipp made it happen.

Along the way, one thing led to another.

"About a year ago I asked if I could do some volunteer work with an older adult client through the Friendly Visitors Program," says Kipp.

He was matched with 88-year-old Albert Green, a widower who lives just five minutes from Kipp's Wauwatosa home. Albert is on dialysis three times a week and doesn't get out much to socialize. Kipp visits him weekly.



"Albert has wonderful stories about his life and he's a very optimistic man considering he's a survivor of the Holocaust and lost family members. He's lived in many countries since leaving Romania. I bring out stories he's forgotten or hasn't told, and it makes him happy as he tells them," Kipp says.

It's not all about reminiscing. Every few weeks they go to the Greek grocery store for baklava and other sweet treats. Kipp brought Albert into the modern age, helping him get

an inexpensive computer and teaching him to use it. Albert is inquisitive and "surfs" the world; he visits the countries where he lived and listens to the music of his youth. He uses his web cam to see his brother in Tel Aviv.

Kipp encourages other people to become Friendly Visitors, saying: "You can learn a lot from older people. Even if they're shut-ins, they've got a lot to share. I'd like to say we've become good friends."

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Sylvan Leabman
President/CEO,
Jewish Family
Services

Meeting the Challenge in Challenging Times

The impact of the economic crisis is being felt by JFS and by the individuals and families we serve. I want to share with you what the agency is doing in response to the many challenges we expect to face in the months, and perhaps years, ahead. We want to assure you that we are continuing to successfully meet the challenges facing our clients and their families.

We constantly strive to be good stewards of the financial resources the agency receives. When times get extraordinarily tough, as they are now, the challenge is even greater. We are facing unprecedented requests for resources and services.

- Since July, we have seen a 20% increase in requests for our confidential Counseling and Clinical Services at our downtown and Bayshore locations.
- We are receiving an increasing number of calls from parents of adult children with special needs, asking JFS to help them plan for the future and take responsibility for ensuring that their children's needs will be met after they pass on.
- We have seen unprecedented requests for emergency assistance for food, clothing and other basic necessities.
- The number of counseling home visits for our older adult clients is up dramatically.

As demand increases, resources are stretched. Our clients' ability to pay for services is under tremendous pressure. Foundations are funding at significantly reduced levels. Endowments have been hit by declining markets. We are being

asked to do more with less, and are responding appropriately.

Agency-wide Belt Tightening

To meet these challenges in a way that still allows us to provide core, mission-driven services, JFS has reduced spending to achieve substantial operational savings. Technological enhancements and computer upgrades have been put on hold. Certain staff positions are being consolidated and others will remain unfilled for the time being. We closed our Mequon and Kenosha offices to save \$10,000. We have suspended the agency's retirement savings match for employees. Our staff have been asked to forego annual salary adjustments, and to take time off without pay. That is a lot to ask, particularly when caseloads are at an all time high. But the staff have responded and we thank them for their commitment to our mission and our clients.

Adjusting to Help

We are trying to be as creative as possible to meet all the needs that are coming through the door. We expanded our Bayshore office and added evening hours there and downtown. In April, through a partnership with a local agency, we will begin offering credit-counseling services at both of our locations.

We continue to reach out to the community in a variety of ways:

- On Wednesday, April 22, we will offer a special program "Sex, Drugs and Rock n' Roll" to address social pressures and risks teenagers face when drugs and alcohol are involved.
- On Sunday, April 26, Pathways to Wellness is doing a joint

program with the Harry and Rose Samson Family Jewish Community Center (JCC) and Gilda's Club, "The Partnership Symposium: Conquering Breast Cancer."

- On Friday, May 8, our community-wide conference on Depression and Suicide will be held at the JCC.
- This fall, our Six Critical Conversations series will focus on helping parents discuss financial issues with their kids. Workshops will include financial literacy, planning for the future, creating savvy consumers, defining success and how to have those difficult conversations about financial issues like not being able to go on that Florida vacation.

Stepping up

JFS will continue to respond when it comes to meeting the changing needs of our families, friends and neighbors. We have done so for 142 years and we will weather this storm. Our staff and our Board members are doing everything they can to reach out to foundations and corporate donors, increase our resources and to operate more efficiently.

We do not always include a donation envelope in our newsletters, but you will see that we have done so this time. We are asking you to help us continue to assist more than 3,000 individuals this year as we strive to continue our mission-driven services. We understand that these are worrisome times for all. But if you can find a way to send even a few dollars, the many people who rely on JFS services will be truly appreciative. ●

Mission

The Mission of Jewish Family Services is to provide supportive services that will strengthen families, children and individuals throughout the life cycle within the context of their unique needs and traditions.

Vision

Jewish Family Services will be the recognized resource for high quality services that enhance the lives of all we serve. We will enable our clients to adapt to change, reach their maximum potential and lead fulfilled lives. We will always be guided by our Jewish values of compassion, kindness and righteousness.

One Thing Leads to Another

Chapter Two: advocate parent becomes agency resource

Carolyn Cutler Tzeel became a local expert on educational and community resources for children and youth with special needs when her family moved here 10 years ago.

Jonathan, who likes to be called “Jona,” is a young adult with special needs, but that’s not what defines him. He has a great sense of humor and excels at math and chess. He’s played piano by ear since age three. Jona is mainstreamed at Homestead High School with the support of a paraprofessional. Getting Jona this far was an exercise in research, advocacy and tenacity. For the past eight years, Carolyn was, and remains, involved in the Wisconsin Family Assistance Center for Education, Training and Support program (WI FACETS) which is run through a grant from the Department of Education.

The Tzeels also sought a Jewish connection for Jona. After meeting the family for the first time, Rabbi Ronald M. Shapiro of Congregation Shalom picked up the phone and called Sylvan Leabman, JFS President/CEO. Within days, Carolyn heard from Sylvan and S. Michele Cohen, Vice President, Exceptional Needs.

Along the way, one thing led to another.



On Saturday evening, January 24th, eight participants of JFS’ Young Adults Independence Project, along with their parents and siblings and one JFS staff member went to the Bradley Center to watch the Bucks play the Sacramento Kings.

Carolyn helped organize a one-and-a-half-day workshop at Camp Ramah for parents of campers with special needs. Carolyn invited Michele to present the JFS Young Adults Independence Project (YAIP) and its long term goal for community based housing in the Milwaukee area.

JFS Case Manager Julie Shlensky, MSW, coordinates

resources and support for parents and families. Jona participates in YAIP, making friends and seeing opportunities that exist beyond high school.

Beginning in March, YAIP parents are invited to a series of workshops on Social Security, Self-Determination, How to Build Self-Esteem in Your Young Adult, Guardianship, Taking Care of the Caregiver, and open discussion sessions.

Carolyn says, “It’s hard when families have a need and information is not readily available. I’m glad I could help provide the parent perspective and use my resources to help other YAIP families.”



Young adult, Sydney Selig. Nine young adults went to the Glaze Pottery Studio in Cedarburg where they decorated pottery to make presents for their parents and made greeting cards. Photo by Karen Vander Molen.

YAIP parents are invited to workshops on Social Security, Self-Determination, How to Build Self-Esteem, Guardianship and Taking Care of the Caregiver.

YAIP, plans social development activities and provides

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Luncheon of Champions

“L’dor v’dor, from generation to generation.” In our community there are many intergenerational. The Jewish Family Services 2009 Luncheon of Champions will honor three individuals who make

Father-Son: Franklyn and Josh Gimbel.



Attorneys Josh and Frank Gimbel

Attorney Frank Gimbel became a well-known figure as his career took him from being an Assistant U.S. Attorney to a high-profile criminal lawyer. He is the founding partner of Gimbel, Reilly, Guerin & Brown, president of the Milwaukee Bar Association and the State Bar of Wisconsin, and Vice-Chairman of the Milwaukee Fire and Police Commission.

“I felt that I could be both a criminal defense lawyer and a good human being, and the way to do that best would be to be involved in the community,” says Frank. “I have the ability to communicate. Board positions enable me to use the skills I’ve developed to benefit the community.”

Behind the scenes and in front of the cameras, Frank’s resume of community service is long:

member of the MECCA Board of Directors, Chairman of the Board of the Wisconsin Center District Board of Directors, member and past president of Downtown Milwaukee Rotary Club, director of the Equal Justice Coalition, member of the Greater Milwaukee Committee, director of the Spirit of Milwaukee and the Greater Milwaukee Foundation.

aware that Dad was always involved in something or another. Also, my grandfather, Gene Posner, was involved in the community as a philanthropist.”

Today Josh serves as secretary to the Jewish Home and Care Center. He also serves on the boards of the Vince Lombardi Charitable Funds and Discovery World at Pier Wisconsin. He is president of the Gene & Ruth Posner Foundation, where he spearheaded grants for the remodeling of the Jewish Home, established Posner Park at Discovery World, and commissioned public art at the Milwaukee Public Market. Josh works with the Marquette University Law School’s pro bono initiative and Project Ripple Effect, a clearinghouse for volunteer opportunities in greater Milwaukee. He also serves on the Foundation Board of the Milwaukee Bar Association. Josh has already received numerous service awards.

“You should instill in your children that getting involved in your community will make them better human beings.”

— Josh Gimbel

Frank has received numerous community awards. One of his proudest “achievements” is his son, Josh, who is following in his father footsteps as he travels his own path in the community. Josh is an attorney at Michael, Best and Friedrich LLP.

Josh says, “Growing up, I was

LUNCHEON OF CHAMPIONS

JFS Honors Community Heroes

*families for whom championing community causes is a way of life.
it their personal missions to live and teach community involvement.*

"You should instill in your children that getting involved in your community will make them better human beings. That's what I learned from my mother and father, and my grandparents," Josh says.

He and his wife, Julia, are grooming the next generation of community-minded Gimbels. Elijah, age 12, raised about two thousand dollars for Doctors Without Borders "Plumpy Nut" program as his Bar Mitzvah project. Foregoing a grandiose party, Elijah has opted to plant fruit trees on the County Grounds which will provide fruit for the hungry for 30 years through the Hunger Task Force. Ten-year-old Lena is training as a Junior Docent at the Milwaukee Art Museum.

In the spirit of *l'dor v'dor*, we are pleased to honor Frank and Josh Gimbel with the first Father-Son Award. ●

Community Partner Award

"The Talmud teaches us 'Never separate yourself from the community'," says Rabbi Ronald M. Shapiro of Congregation Shalom. Rabbi Shapiro will be this year's recipient of the JFS Community Partner Award.

"I always thought it's important to be involved in the community, and that each agency and synagogue has an important role to play," Rabbi Shapiro says.

Beyond the synagogue, Rabbi Shapiro's activities extend into the community at large. He is an adjunct professor of Contemporary Judaism at Cardinal Stritch University, a past chair of the Catholic-Jewish Conference and Rabbi Priest Dialogue.

During his 30 years in Milwaukee, Rabbi Shapiro has forged a close relationship

with Jewish Family Services. He views pastoral care as one of the most important roles in the Rabbinate, and sees "a certain simpatico" between JFS and being a rabbi. He refers congregants to the agency when it is appropriate, confident that JFS will do everything possible to help.

He says, "I have always been very moved by JFS as I see how much they do for the community. There are so many who find themselves estranged from the community, or find it hard to cope with

"We all need to do what we can to keep the community strong."

– Rabbi Ronald M. Shapiro

what life sends their way. JFS is always there to help those people." ●



*Rabbi Ronald M. Shapiro,
Congregation Shalom*

Wednesday, June 3, 2009

11:30am - 1:30pm

(11:30 registration, noon lunch and program)

**Italian Conference Center
631 E. Chicago Street**

Reservations: Please call Cheryl Holley at 414-225-1302

Verizon “Steps Up” to Stop Domes

At JFS, we continually rely on the contributions of corporate donors to help us fulfill our mission. We want to once again thank Verizon Wireless for their continued effort to support our organization.

Verizon Wireless is a recognized corporate leader for its commitment to preventing domestic violence and raising awareness of the issue. The company’s commitment to preventing domestic violence began in 1995 when the company—then Bell Atlantic Mobile—introduced its HopeLine® program. For more than a decade, HopeLine has grown significantly and is now a multifaceted program that includes a successful phone recycling and re-use effort, financial support for local and

national domestic violence organizations, community and corporate awareness programs, and partnerships with law enforcement agencies, professional sports teams, educational institutions and corporations nationwide.

In 2001, national recycling and re-use became key elements of the HopeLine program as Verizon Wireless encouraged its customers and the public nationwide to donate no-longer-used wireless phones. Wireless phones, batteries and other accessories are collected at Verizon Wireless Communications Stores nationwide and during special collections throughout the year. The phones are either refurbished for reuse or recycled in an environmentally sound way.

Since then, HopeLine’s national phone recycling and reuse program has collected more than 5.6 million wireless phones and awarded more than \$6.3 million in cash grants to domestic violence organizations throughout the country. By the end of 2008, 76,000 phones with millions of minutes of airtime were donated to victims of domestic violence.

“By donating no-longer-used wireless handsets, not only are people keeping unnecessary waste out of our landfills, they’re helping to aid victims of domestic violence—an issue that affects more than 30 percent of American women during their lifetime,” says T.J. Fox, president-Wisconsin/Illinois Region, Verizon Wireless.

Put your foot down and Third Walk



Domestic Violence

This year, the company will once again be the presenting sponsor for Walk a Mile in Her Shoes, to benefit JFS and Sojourner Family Peace Center (formerly Sojourner Truth House and Task Force on Family Violence). The walk is a unique men's march that invites members of the community to literally walk a mile in women's shoes to raise awareness and funds for programs that help those affected by domestic violence.

"Domestic violence is a problem that not only affects women—it impacts men, children and the community as a whole," says Fox. "By sponsoring Walk a Mile in Her Shoes, we hope to reduce domestic violence and make a positive impact in Milwaukee." ●

Did you know?

- The average life of a cell phone is 18 months.
- Wireless phones can be recycled, refurbished and donated to victims of domestic violence.
- Recycled cell phones can also be converted into cash grants for Milwaukee area domestic violence shelters and organizations.
- Wisconsinites donated nearly 35,000 cell phones to Verizon Wireless' HopeLine program in the past four years.
- You can donate your no-longer-used wireless phones and accessories, from any carrier, to a Verizon Wireless Communications Store at any time of year. To find a location near you visit www.VerizonWireless.com



help us end the cycle of violence.

Annual

a Mile in Her Shoes

Presented by Verizon Wireless

Sunday, May 3, 2009 | Cathedral Square Park, Milwaukee

\$20/adult | \$10/student | Free/children 12 and under

SCHEDULE OF EVENTS:

9:30 – 10:30 a.m. Registration, team pictures,
T-shirt pickup, shoe fittings

10:45 a.m. Kick-off ceremony

11 a.m. Walk begins

Noon Entertainment, lunch, team pictures

To learn more about the event and registration
visit www.wammilwaukee.org



WALK
A MILE IN
HER
SHOES

PRESENTED BY

verizon wireless

One Thing Leads to Another

Chapter Three: art teacher turned mom adopts grandparent



Rebecca Silber didn't know very many people here when she and husband David moved up from Chicago a few years ago. She figured volunteering through JFS would be a good way to get involved in her new community. For nine months, Rebecca led the arts and crafts group at Golda Meir House. Before the arrival of her first child, they held a baby shower for her and said their good-byes.

A busy mom, Rebecca continues her home-based graphic design business. Little Lewis is as cute as a button. His grandparents and great grandparents live too far away to play very often.

Along the way, one thing led to another.

"I read about the Adopt-a-Grandparent program in *Family Issues*. My own grandparents live far away and don't get to see us very often. I know they would have loved it if someone brought a baby to visit them. And knowing how the elderly light up when they see young children, I thought Lewis would benefit from something like this," Rebecca says.

Director of Volunteer Services, Susie Gruenberg, and Case Manager, Tamar Heifetz, paired Lewis and Rebecca with Lillie Riskin, a Chai Point resident. Lil has lived in Milwaukee her entire life, but has no immediate family here anymore. It was a perfect

match. Since November 2007, Lewis and Rebecca have visited Lil almost every week, except for bad weather and runny noses. Lewis runs to Lil when they arrive, hugs her when they leave, and knows just where she keeps the toys.

"We often simply hang out in the lobby and visit with residents," says Rebecca. "One time Lil let me know that there was going to be karaoke. It was fun; we all sang and Lewis danced. The terrace is nice and we've walked out there near the lake. We celebrated Lil's 95th birthday at Chai Point's monthly birthday party."

She points out that the Adopt-a-Grandparent concept carries with it certain expectations. Participants shouldn't necessarily expect instant family feeling, although Lil and Rebecca have become quite close.

"Lil's very kind," says Rebecca. "Right away, she said 'you don't have to call me Grandma Lil. I don't want any real grandparents to feel bad.' I thought that was considerate and sweet."

Rebecca and David want to show Lewis that volunteering can be fun and hope he grows to value the importance of helping people. "These days parents are often so busy, and kids caught up in their own activities, but volunteering doesn't have to take a lot of time and the impact is huge on both sides. Even in a retirement community, people can feel lonely or isolated. If I had family here, I'd still want to do this anyway."

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Fun Ways to Support JFS!

Send Tribute Cards!

Would you like to honor the birthday or anniversary of a friend, celebrate a recent birth or acknowledge a recent passing to a friend or relative? You can do this and support JFS or Keshet at the same time! Simply complete the online form, call Cheryl Holley at 414-225-1302 or send your contribution along with the recipient's information and JFS will handle the rest.



Donate your car!

JFS and Charitable Auto Resources, Inc. (CARS) have partnered together to allow individuals to donate their used cars, boats, trucks, vans and RVs to benefit Jewish Family Services! All you have to do is call 877-537-5277 and arrangements will be made to pick up your

car within 48 hours, and sell it at auction with proceeds to benefit JFS. You will receive the proper IRS donation form to take a charitable deduction on your income taxes. There is no effort on your part!

Surf the Web!

Donate to JFS, as you surf the web! Goodsearch.com is a search engine that is powered by Yahoo which makes it possible to donate to your favorite charity with a few clicks!

Simply...

1. Go to Goodsearch.com
2. In the "Who are you searching for" box, type in Jewish Family Services
3. Scroll down the list to find Milwaukee.

4. Now search!

5. You should see your charity name every time you search, and with each click you are helping the programs and services of JFS.

You can also Goodshop.com for JFS. If you click on the area below, there is a list of stores where JFS can earn a percentage of the sales. Just enter the store's website through the Goodshop page and JFS gets credit.

Go Shopping!

Pick N' Save If you shop at Pick N' Save and use your Advantage card, you can designate JFS as your charity of choice and JFS will get a rebate on all of your purchases. You can simply go to the service counter and tell them to designate JFS-our charity number is 390490.

Amazon.com If you access Amazon through the JFS website, a percentage of your purchase

will be automatically donated to JFS. All you have to do is go to www.jfsmilw.org, click on the "Giving" tab and click the logo at right hand side to access the Amazon home page. When you take this simple step, all your purchases benefit JFS including both direct purchases (books, music, etc.) and any made from an Amazon affiliate such as Target, Toys R Us or Office Depot.

Become a Friend of JFS!

Become a Friend of JFS or renew your Friends membership at \$72 or above, and join more than 400 JFS supporters who already enjoy the benefits available with the exclusive JFS MemberCard.

The JFS MemberCard now offers even more ways to save. Not only will you get 2 for 1 savings at more than 100 southeastern Wisconsin restaurants, but now you can also enjoy similar savings at more than 100 cultural attractions throughout Wisconsin and the ChicagoLand area!

Visit our website at www.jfsmilw.org/giving for more details and a complete list of participating restaurants and attractions. Remember - you can make your donations securely and easily on our website.

Thank you to all of our current Friends of JFS. Your ongoing support allows us to continue to offer our programs and services to the community. ●



Fifth Annual
Masterpiece Style & Speed Showcase

August 22 and 23, 2009 on Milwaukee's Lakefront

The Masterpiece Style & Speed Showcase™ is gearing up for its fifth year. Vintage automobiles and their owners will gather in Milwaukee this summer to benefit programs and services of Jewish Family Services.

The Masterpiece is comprised of two complete events and separate collections of collectible automobiles: *Club Day* which takes place on Saturday and the *Concours d'Elegance* on Sunday.

Two of the most recognized names in automobile history will be honored at the fifth annual Masterpiece this summer: Ferrari and Bentley.

Fifteen rare and highly valued vintage Ferraris will be traveling from as far as Virginia, Missouri, Ohio, California and Switzerland, to join us at Veteran's Park on Sunday, August 23 for the *Concours d'Elegance*. Several of

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1939 Graham 97
 Stephen Keyser
 Holmen, WI



1955 Ferrari 500 Mondial S2
 Spyder by Scaglietti
 Admiral & Mrs. Robert Phillips
 Arlington, VA



1933 Chevrolet Eagle
 Biff Behr and Lynne Richman
 Bloomingdale, IL

One Thing Leads to Another

Chapter Four: from an internship to the Board, and back

Karen Forman, MSW, MBA, had run a successful writing business and was no stranger to the community. In 2002, she went back to school to become a marriage and family therapist. She did her clinical internship at JFS, where she learned about the agency's Parent Communication Coaching (PCC) program for separated and divorced parents.

"I was intrigued with the question of 'How do you get people who are in so much conflict to communicate with each other for the benefit of their children?'" says Karen.

She was excited enough to accept a position on the JFS Board of Directors while she finished school.

Along the way, one thing led to another, and Karen left the JFS Board, but not JFS.

After graduation, Karen officially joined the agency's Counseling & Clinical Services Division, seeing a wide range of clients. She also took over the PCC program. What had been an interesting challenge became her real life mission.

"When I got back into the clinic, that same passion and excitement about Parent Communications Coaching came back. I was very enamored with the program and thought it had so much potential. Plus, I was leading a Kids in the Middle® group and I saw the effects that conflicts between parents have on their children. Hearing the



kids verbalize the damage underscored the importance of PCC," Karen says.

"You have opportunities that you can't afford to miss. You have to be very sensitive and aware of the subtle changes in energy, and look for the

"How do you get people who are in so much conflict to communicate with each other for the benefit of their children?"

solutions when the parents don't see one. You have to be the source of hope when they don't have any. Your challenge as PCC coach is to change direction from being ex-es to being co-parents. Veering them away from what was to what can be is a challenge and a great privilege," Karen says.

JFS has expanded its services in divorce education. In addition to Kids in the Middle and Parent Communication Coaching, the agency's clinical services department provides a court mandated divorce class, an anger management program, and individual counseling for parents who face the many emotional challenges that go along with separation and divorce.

The agency's confidential counseling services are now offered at Bayshore Town Center in addition to downtown Milwaukee. Through this expansion, JFS has been able to offer more convenient support in a very private setting to individuals, children and families. ●

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For more information about
JFS, please
check our website at
www.jfsmilw.org

JFS is a partner in serving
the community with the
Milwaukee Jewish Federation &
a beneficiary of the United Way.



Masterpiece Style & Speed Showcase *Continued from page 10*



*1904 Gale Model B Roadster
Don & Marge Krull
Galesburg, IL*

Leabman, JFS President/CEO. "Thanks to the generosity of the car collectors near and far, as well as the community participants, the lives of those in need will be that much better."

An entire weekend of events for both the exhibitors and the public has been planned by The Masterpiece Committee. We are pleased to announce that the highly anticipated Style & Speed Social on Saturday night will be held at the beautiful home of Linda and Dan Bader.

For a sense of the quality and rarity of the classic automobiles that have been invited to participate in years past, please visit the event website at www.milwaukee-masterpiece.com. For more information on how to purchase tickets for any of the weekend events, please contact Cheryl Holley at 414-225-1302 or cholley@jfsmilw.org. ●

the selections are one-of-a-kind racers or personal cars.

Saturday's Club Day has become a gathering place for both local and national organizations dedicated to the car collecting hobby. In 2008, 100 automobiles, representing over 15 clubs, from Jaguars to Hot Rods, gathered together for an astonishing display.

As recognition of the Masterpiece increases, so does the appreciation for JFS' 142 year history of providing comprehensive social services in the community.

"This weekend event isn't just about the rare automobiles, but also about helping individuals, families and children in the Milwaukee area," says Sylvan