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MEMBER FDIC

COMMUNITY CALENDAR

To List Your Organizational Event:

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July 2015

31-Aug 2 | Arachim Shabbos Nachamu Weekend Retreat

August 2015

- 2 | Dirshu Kinyan Torah 120 Blatt Test #9
- 4 | Bikur Cholim Chesed Organization-Friendship Gathering for Women with Cancer
- 5 | Bina Stroke presents Stress Management for Caregivers-For Wives of Brain Injury Survivors
- 10 | N'shei C.A.R.E.S. Rickey Halperin, a"n, Birthing Center Tours
- 16 | Dirshu Chazara Chodshi #98
- 23 | Dirshu Kinyan Torah 30 Blatt Test #37 & Daf Hayomi B'Halacha Test #5

September 2015

- 1 | Bikur Cholim Chesed Org-Staying Healthy with Diabetes and High Blood Sugar
- 6 | Dor Yeshorim Five Towns Community Breakfast
- 7 | N'shei C.A.R.E.S. Rickey Halperin, a"n, Birthing Center Tours
- 9 | Annual Lakewood Reception for the Roshei Yeshivah of Yeshiva & Mesivta Torah Vodaath
- 10 | Dirshu Chazara Chodshi #99
- 17 | SHUVU Toronto Reception
- 20 | Dirshu Kinyan Torah 30 Blatt Test #38 & Daf Hayomi B'Halacha Test #6

October 2015

- 11 | Dirshu Kinyan Halacha Test #8
- 12 | Dirshu Kinyan HaShas Test #6
- 12 | N'shei C.A.R.E.S. Rickey Halperin, a"n, Birthing Center Tours
- 13 | N'shei C.A.R.E.S. / Maimonides Medical Center Mothers of Multiples Support Group Meeting

- 18 | Dirshu Kinyan Torah 30 Blatt Test #39 & Daf Hayomi B'Halacha Test #7 & Mishna Berura Miscam Test #1

November 2015

- 1 | Ten Yad Auction Event
- 8 | Achiezer Eldercare Conference
- 8 | Yeshiva Torah Ore Yovel Dinner
- 12-15 | Agudath Israel of America 93rd National Convention
- 15 | Mesivtha Tifereth Jerusalem/Yeshiva of Staten Island 108th Annual Dinner
- 15 | Shevach High School Open House
- 15 | Yeshiva Derech Chaim Chinese Auction
- 16 | N'shei C.A.R.E.S. Rickey Halperin, a"n, Birthing Center Tours
- 17 | N'shei C.A.R.E.S. / Maimonides Medical Center Mothers of Multiples Support Group Meeting
- 21 | Yeshiva Kesser Torah of Queens *Melaveh Malkah*
- 22 | Dirshu Kinyan Torah 30 Blatt Test #40 & Daf Hayomi B'Halacha Test #8
- 22 | Yeshiva Beth Abraham - Slonim Annual Dinner
- 22 | Yeshiva Ner Boruch (PTI) & Ateres Bracha 20th Annual Dinner
- 22 | Yeshivas Toras Moshe - 33rd Anniversary Tribute Dinner
- 29 | Kinyan Torah Miscam Test #10

December 2015

- 1 | N'shei C.A.R.E.S. / Maimonides Medical Center Annual Get Together for Fathers of Multiples
- 14 | N'shei C.A.R.E.S. Rickey Halperin, a"n, Birthing Center Tours
- 20 | Dirshu Kinyan Torah 30 Blatt Test #41 & Daf Hayomi B'Halacha Test #9
- 20 | Rivkah Laufer Bikur Cholim Boro Park Luncheon

Mind Your Business: 77 WABC's Newest Radio Program With Business And Marketing Strategies for Success

JACOB SHOSHANA

Say goodbye to the Monday morning blues. Jumpstart your new work-week by listening in on New York's newest business radio program, "Mind Your Business," airing Sunday nights from 11 p.m. to midnight on 77 WABC Radio.

Every week, Mr. Yitzchok Saftlas, the host of Mind Your Business, blends his characteristic zest and enthusiasm, alongside his 25 years of proven experience in marketing, branding and advertising, bringing listeners valuable tips and sage advice that will help you and your business grow.

Recognized as an expert in achieving results for businesses, nonprofits and elected officials, Mr. Saftlas is president and founder of the Bottom Line Marketing Group in Brooklyn, New York. He has worked with hundreds of clients, including the likes of Allied Importers, Dirshu, Michael Bloomberg and Select Brand.

Mind Your Business premiered on 77 WABC Radio on July 12, featuring Mr. Josh Mohrer, New York general manager for Uber. Mr. Mohrer shared the remarkable story and marketing strategies behind Uber's rapid climb in five short years from a start-up to a global transportation company with a private market valuation of \$50 billion, according to *Forbes*.

The following show featured savvy advice from leading political and corporate communications consultants,

when guests Mr. William O'Reilly and Mrs. Jessica Proud of The November Team joined Mr. Saftlas on the air.

Mr. Bill O'Reilly has worked on and advised dozens of political and public affairs campaigns in his 30-year career. Ms. Proud is a veteran public affairs and crisis communications professional. She has trained top corporate, government, and political officials in traditional and new media strategies.

This past Sunday, the Mind Your Business program featured award-winning author and internationally recognized leader in the field of human behavior and interpersonal relationships Dr. David J. Lieberman.

In his daily work, Mr. Saftlas leads a team of marketing and creative experts to help his clients utilize a range of media to build their brands and grow their businesses. Each and every Sunday night, Saftlas will communicate his personal insights, as well as treat his listeners to a series of high-caliber and knowledgeable guests who will inspire with new ideas and give guidance to get the week off to a fast start.

Be sure to tune in every Sunday night, from 11 p.m.-midnight, to Mind Your Business with Yitzchok Saftlas on 77 WABC Radio in the NY Metro area for an intriguing weekly radio show, chock-full of business insights and marketing strategies that will get you ahead of the game.

It's worth waiting up for and is sure to provide great ideas to turbocharge your career.

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