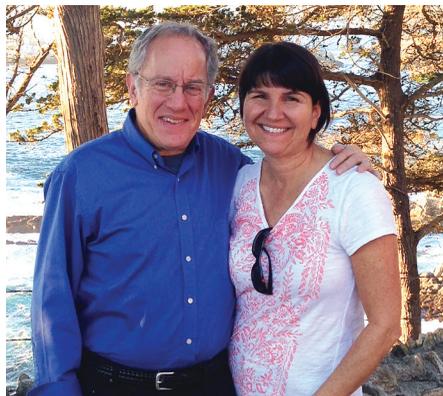




# Village Voices



Bill Epstein and his wife, Beth Hymel.

## Multi-Careered Epstein Takes Over As EFCC President

By John T. Gillespie

Bill Epstein, who just took over as President of East Falls Community Council, is an over-the-top example of the modern-day multi-careered

employee. We're not talking two or three jobs but as many as ten. Or is it eleven?

"If you can be as happy in as many jobs as I've been, then life isn't too bad," he says. His son, Matt, a journalist turned lawyer with the U.S. Labor Department, has a long way to go to match his father.

Epstein, who joined the Village with his wife, Beth, this year, began as a journalist for the Philadelphia Bulletin, then signed on as press agent and media manager for a succession of politicians – as many as five, all Democrats. In 1986 he moved to the University of Pennsylvania as chief aide to President Sheldon Hackney while simultaneously earning an MBA from Wharton, then to Amtrak as Director of Government Relations, then the Pennsylvania Liquor Control Board as Director of Communications, and, finally, Director of Communications for the United Food and Commercial Workers Union, Local 1776, where he ran the website "24-7" and advocated for 24,000 union members.

*(continued on page 3)*

## Village Survey Shows Member Preferences

By Phil Himeline

A recent survey conducted among 71 percent of Village members reveals that more than half want to stay in their homes for ten years or more and that 41 percent want to stay in their present homes for the "rest of [their] lives."

The survey was designed by researchers at the University of California at Berkeley in collaboration with the Village to Village Network, and administered by volunteers. EFV was among 30 villages asked to participate on what is expected to be a recurring basis.

The study provides information that will help EFV understand how well its activities and services correspond to members' needs and desires. The survey results have also indicated a few things the Village might do differently, while providing a window into members' views of EFV, including observations that will be useful for attracting new members.

According to the survey, 38 percent of FV members live in single-person households, which underlines an important role of the Village, helping to ensure members against isolation and vulnerability. Also, the Village has a broad range of incomes, including a significant number who must budget carefully; we need to arrange our events to accommodate that as much as possible.

*(continued on page 2)*

## Notice to Users of Microsoft Windows

By Tom Smith

CHAIR, TECH TEAM

Those of you using Windows 7 or 8 should be OK upgrading to Windows 10 being offered (for free) by Microsoft. The new version should look and work pretty much like what you have now.

As you may recall, you have several months to take advantage of this offer. And if you are satisfied with how things

are running, now, you're not required to make the change. Members should feel free to get in touch with Tom Smith or Hank Harrison with questions.



## Welcome to New Members!

- ▶ Evelyn & Joseph (Johann) Chrol
- ▶ Tony & Rosemarie DiStefano
- ▶ Maria Gallagher & Ray Didinger
- ▶ Sandra Montimore
- ▶ Linda Saltford & Allan Brown
- ▶ Janice Smalley
- ▶ Louanne A. Stratton
- ▶ Mary B. Walker

To find their contact information, log into the website with your user name and password. Click on Membership Directory.

📖 For help logging in, see page 6 in the Member Handbook & Directory.

Village Voices is a publication of East Falls Village (EFV), a program of East Falls Community Council. No portion of this newsletter may be copied or reprinted without the permission of East Falls Village. All East Falls Village programs and activities, including Village Voices, are created, developed and executed by Village Member Volunteers.

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John Gillespie

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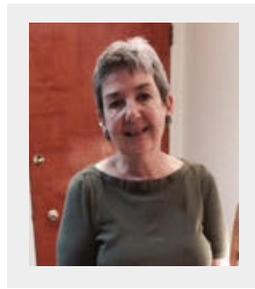
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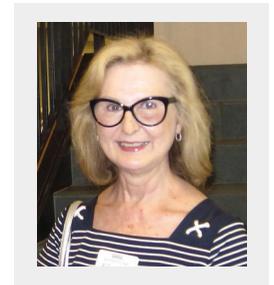
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## Villagers in the News



*Margaret Sadler* is the current Board Chair of the Pennsylvania Horticultural Society (PHS). In this role she is currently guiding the search for a new PHS president. PHS is a 64,000-member nonprofit organization founded in 1827. It operates the annual Philadelphia Flower Show and many other horticultural programs and initiatives. Margaret retired in 2008 from FMC Corporation, where she was the Global HR Director.

*Elizabeth (Betsy) Orsburn* has been elected Vice President / President-Elect of the Association for Library Service to Children (ALSC) serving through 2017. ALSC is a 4,000-member division of the American Library Association whose membership includes librarians and other professionals who work with children. Betsy retired in 2013 from the Free Library of Philadelphia and teaches the children's literature course at Drexel.



## Survey Results

*(continued from page 1)*

Asked to comment on what they find best about East Falls Village, many members emphasized new friendships: "I have made many new friends who I only knew before as neighbors." This was often combined with observations like "I like the sense of community and mutual caring." There were also practical observations that tie into the larger goals of the Village movement: "Knowing there are people to help me, if needed, is consoling." "I realize at some time in the future I may be less independent and more in need of help."

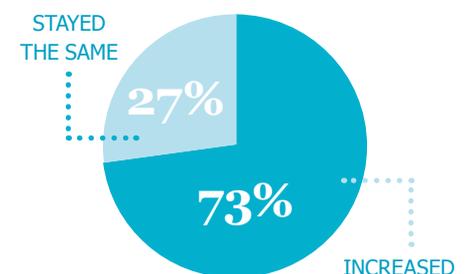
The giving of help was also recognized as an opportunity, and over half of the members volunteered with EFV over the past year -- serving on committees, helping with village administration, serving as drivers. Thirty two percent of those who took the survey assisted other village members. This places EFV in the good company of both religious and mental health traditions, which speak to the benefits of giving help as well receiving it.

In addition, the survey showed how volunteer efforts are allocated and documented the needs for various kinds of services.

### What's Best About Being a Member?

"I have made many new friends whom I only knew before as neighbors. Also, I enjoy the many new activities which I have done with my new friends"

### Has your connection to other people increased since joining the Village?



# EFCC President

*(continued from page 1)*

Fiercely loyal to those he worked for – he was an arch defender of Penn’s Hackney in the midst of searing controversies over student rights and campus sexual assaults – he’s also a partisan fighter for causes in which he believes. Just ask him about the Pennsylvania Liquor Control Board’s state store system and you’ll get a disquisition on the benefits of this prohibition-era legacy along with the pitfalls of privatization. “There’s scientific evidence,” he says, “that the state store system does a better job of curbing abusive drinking and underage drinking.”

Epstein, a Penn State graduate active in alumni affairs, brings a quick mind and ready understanding to the problems - and opportunities – facing East Falls. After several years as head of the EFCC Zoning Committee,” he’s ready to tackle the challenges of bringing greater development to the Falls.

But he wants “smart development” that takes account of population needs while avoiding overcrowding and traffic congestion. He helped obtain the necessary zoning variances in the conversion of the St. Bridget School on Midvale Avenue to 132 rental units but worries now that parking along Stanton Street has become a problem.

Presently, he and East Falls Community Council are locked in a dispute with the East Falls Development Corporation over plans for a Philadelphia Housing

Authority-sponsored project for 96 apartment units at the north end of the Ridge Avenue business corridor. Epstein wants 30 units – he says he might go to 40 or 45 units – in accordance with the terms of 2004 lawsuit and settlement with PHA.

Gina Snyder, EFDC’s executive director, favors the proposed 96-unit complex along with greater density as good or business, to which Epstein retorts: “Our mantra will not be density, density and more density.”

Epstein also wants to carefully monitor the budding growth of Philadelphia University – which he considers an overall asset – to make sure East Falls doesn’t turn into a “college town.” He and the Zoning Committee are opposing the University’s request for an institutional zoning variance that would essentially grant the University carte blanche to build whatever it wanted for the next 30 years without community oversight. Epstein wants a 10-year limitation along with preservation of the community’s oversight rights.

Epstein moved to Coulter Street 32 years ago where he and his late wife, Stephanie, raised their son, Matthew, and daughter, Amanda. Last year he wed Beth Hymel, an art teacher at Waldron Mercy Academy. The two live on Penn Street in a renovated home that will be featured on this year’s East Falls House tour.

## Dangerous Medicare Loophole

Even if patients are in a regular hospital room for three or more nights and need follow-up



care in a nursing facility, there is a possibility that Medicare may not pay for the skilled nursing facility (SNF). Why? Because they were not formally “admitted as an inpatient” but were “under observation.”

Come to the Medicare program on October 28 and get important information on observation status. Also, if you are in the hospital, ask each day if you are an “inpatient.”



## Need A Ride?

Are you having an eye exam or other medical procedure that will prevent you from driving home? East Falls Village can help. Members - just call the Village phone a week in advance to book this special service: 267-444-4507.

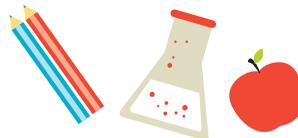
## EFCC SUPPORTS EFV...SUPPORT EFCC!

Our Village would not exist without the support of our community council. East Falls Community Council provides our non-profit status and the EFCC treasurer serves as the Village treasurer.

Join or renew EFCC by sending dues (\$10/person) to EFCC, PO Box 12672, Philadelphia, PA 19129.



## Help Mifflin School



Last year, EFV members read to children at Mifflin in small groups – an activity enjoyed by both members and children. This year, Civic Engagement chair Susan Smith plans to expand the program. Look for the “Read to Me” opportunities on the Village website and update.

Collect **Box Tops for Education**, found on products from cereal boxes to toilet paper wrappers, and donate them to help Mifflin buy much-needed supplies and equipment. Take them to the school and give them to the attendant at the front desk.



# EFV Events

KEY

REG = Registration  
Required or Recommended

\$ = Fee Required  
in Advance

EastFallsVillage.org  
Click on Calendar of Events

267-444-4507

TO  
REGISTER

**Post on your refrigerator!** PLEASE NOTE This is a partial listing. Details may change. For more information, check EastFallsVillage.org or consult the EFV Weekly Update, emailed to members on Tuesdays.

Thursday  
**October 8**  
9:30AM



### Chanticleer: "A Pleasure Garden"

Meet at Falls Library to carpool to 786 Church Rd. in Wayne.

By popular demand, we have scheduled a return trip to the

"most romantic, imaginative and exciting public garden America" on this special Thursday "walk." Admission is \$10, paid at the entrance. *Optional group lunch afterwards.*

Thursday Morning  
Walks & Stop at a  
Local Café.

For same-day  
information, call  
215-817-9430.

Every Thurs 9:30AM

Meet at the Falls  
Library Garden

Tuesday  
**October 13**  
11:30AM

### Lunch of the Month: Taylor's

6144 Ridge Ave.

Meet at Falls Library for carpooling or meets us at Taylor's at 11:45.

Enjoy good food in this longtime Roxborough eatery, recently updated with a new look and a new menu. **REG Recommended**

Monday  
**October 19**  
2PM

### Alzheimer's 10 Warning Signs

Falls Library

Angela Geiger of the Alzheimer's Association will explain warning signs and what to do if you or a loved one may have Alzheimer's.

Wednesday  
**October 28**  
2PM

### Medicare Update

Falls Library

Got questions about Medicare? Christine McBennett of APPRISE will answer questions and provide charts comparing monthly premiums and annual deductibles for all plans available in Philadelphia. The annual enrollment period for changing plans is October 15-December 7. She will also provide handouts on Medicare's hospital observation rule.

Thursday  
**October 29**  
9:30AM

### Laurel Hill Cemetery

Falls Library or meet at Laurel Hill, 3822 Ridge Ave at 9:45.

This Thursday walk is through Laurel Hill – more than just a cemetery, it's a sculpture garden and an historical gem.

Wednesday  
**November 4**  
10:30AM

### Visit to Free Library's Map Collection

Meet at Henry & Midvale at 9:38 a.m. for the #32 bus.

Learn more about the history of our East Falls neighborhood and perhaps your own property, through original maps and atlases in the Map Collection of the Central Library, 1901 Vine St. The 10:30 a.m. tour will be led by curator Alix Jefferson.



Friday  
**October 23**  
9:30AM

### Ryerss Mansion and Museum

7370 Central Ave.,  
Burholme Park

Meet at Falls Library.

The Ryerss Mansion and  
Museum has an

extraordinary and  
eclectic collection that  
includes family

heirlooms and Asian art  
and artifacts. Elevator.

Optional lunch  
afterward at the

Austrian Village, 231  
Huntingdon Pike.

**REG Recommended**

(over for more programs)



# EFV Events

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REG = Registration Required or Recommended

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EastFallsVillage.org  
Click on Calendar of Events

267-444-4507

TO REGISTER

**Post on your refrigerator!** PLEASE NOTE This is a partial listing. Details may change. For more information, check EastFallsVillage.org or consult the EFV Weekly Update, emailed to members on Tuesdays.

## Thursday Morning Walks & Stop at a Local Café.

For same-day information, call 215-817-9430.

**Every Thurs 9:30AM**

All are welcome to join us for some exercise, good company and a snack. Meet at the Falls Library Garden

Saturday  
**November 7**  
10AM-noon



## Mural Arts Trolley Tour

Meet at 128 N Broad St (Hamilton Building of the Pennsylvania Academy of the Fine Arts) at 9:45 a.m. To carpool, meet at the Falls Library at 9 a.m.

Tour the “Mural Masterpieces West” in a heated trolley. Reserve senior tickets (\$28) for this popular tour at (215) 925-3633, ext. 16. The register with the Village. **REG Required \$**

Tuesday  
**November 10**  
2PM

## Planning Ahead: Advance Directives (Living Wills) and other End-of Life Decisions

Falls Library

Learn about living wills, a Village member’s system for organizing information and final wishes, and the importance of preplanning for funeral and burial arrangements.

Wednesday  
**November 11**  
11:30AM

## Lunch of the Month: Franklin’s Pub & Grill

3521 Bowman St. (between Cresson & Conrad St.)

This gastropub has 10 beers on tap and almost 100 varieties of bottled beer, plus an interesting lunch menu. **REG Recommended**

Wednesday  
**November 18**  
11:30PM

## Lunch in the ‘Hood: Creperie Beau Monde

Meet at Falls Library for carpooling or meet at the restaurant (6th & Bainbridge Sts.) at noon.

Followed by an optional short walking tour around Queen Village, led by Fred Vincent. **REG Recommended**

Wednesday  
**December 9**  
2PM

## Hospice Care: What is it?

Visiting Nurse Assoc., Falls Center, 3300 Henry Ave. Suite 500

Learn how hospice care can help a patient and family, whether at home, in a nursing home or hospital, or at the VNA Hospice of Philadelphia in East Falls. Optional tour of hospice afterwards. Call (267) 444-4507 if you’d like to carpool to the program.

Friday  
**December 11**  
11:30AM

## Lunch of the Month: Baba Olga’s Café

In Material Culture, 4700 Wissahickon Ave.

Run by award-winning chef, Aliza Green, Baba Olga’s Café is nestled inside the large Material Culture store. **REG Recommended**



**January 10**  
4PM-6M

## Winter Membership Gathering

Tuttleman Center, Philadelphia University, School House Lane & Vaux St

Join us for our semiannual meeting. Plan to stay through the social hour to mingle and enjoy wine and hors d’oeuvres. Door prizes. Bring a guest, but please register.

**REG Required**

(over for more programs)

## READING CORNER

# The Outsider: Albert M. Greenfield and the Fall of the Protestant Establishment

by *Dan Rottenberg*

The ubiquitous green and white Albert M. Greenfield Real Estate signs are mostly gone these days, but the buildings and properties they once adorned—and continue to hang from here and there -- still stand, mute testimony to the empire once ruled over by one of Philadelphia’s most colorful and influential citizens.

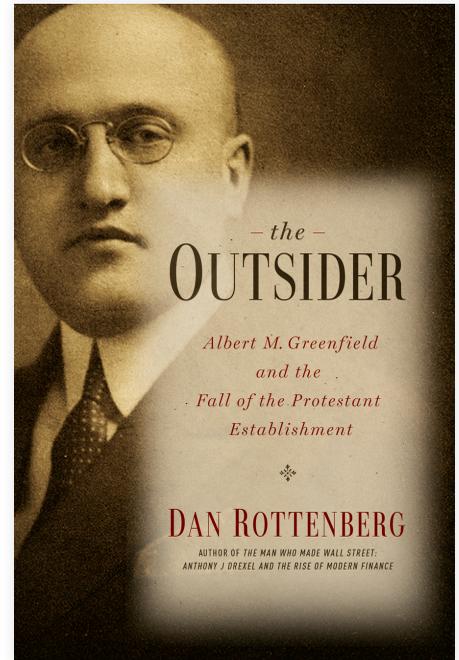
Albert M. Greenfield, Russian immigrant outsider, was courted for his business acumen by mayors, senators, governors and presidents, including Franklin Roosevelt and Harry Truman. He built a business empire that encompassed real estate, department and specialty stores (Bonwit Teller and Tiffany & Co., hotels (the Ben Franklin and the Bellevue-Stratford), banks, newspapers, transportation companies, the Loft Candy Corporation.

Greenfield challenged Philadelphia’s entrenched business elite by forming alliances among Jews, Catholics, and

African Americans. He said that “capital mattered less than contacts.” One of his most unusual – and profitable-- relationships was with Philadelphia’s archbishop, Dennis Cardinal Dougherty, “God’s bricklayer,” who, with Greenfield’s assistance, oversaw the establishment of 105 parishes, 75 churches, 146 schools, seven nursing homes, and seven orphanages.

By the 1920s Greenfield’s influence was expanding into every aspect of Philadelphia business life. In 1948, he was instrumental in bringing both major political conventions to Philadelphia.

Veteran journalist and best-selling author Dan Rottenberg chronicles the astonishing rises, falls, and countless reinventions of this combative businessman. Greenfield’s power allowed him to cross social, religious, and ethnic boundaries with impunity. He alarmed Philadelphia’s conservative business and social leaders – Christians



and Jew alike –some of whom plotted his downfall.

Rottenberg shows the extent to which one uniquely brilliant and energetic man pushed the boundaries of society’s limitation on individual potential.

*The Outsider* provides a microcosmic look at three twentieth century upheavals: the rise of Jews as a crucial American business force, the decline of the America’s Protestant Establishment, and the transformation of American cities.



**East Falls Village**

P.O. Box 12672  
Philadelphia, PA 19129

*Deliver to:*

