

Joseph Shoctor

Yosef Chaim ben Moshe

Passed away April 19, 2001

Nisan 26, 5761

Each week in the synagogue we read a portion from the first part of the Torah, the Five Books of Moses. Tomorrow's portion is the second in the Book of Leviticus, known in Hebrew as Shemini.

Shemini, which means eighth, refers to the eighth day in the ordination ritual of Aaron and his sons as the High Priests. The Israelites, at the beginning of their long journey through the wilderness to the promised land, have reached a critical moment. Not only has the priesthood been established but the tabernacle has been built, and now God, through Moses, calls upon the Israelites to transform themselves into a nation. The entire congregation stands together *k'rav el Hamizbei-ach*, "drawing near to the tabernacle". As instructed they brought their offerings to the Tent of Meeting and now await the presence of God in their midst.

To get to this point in their existence the people had to have a vision of the kind of community they wanted to become.

In a short period of time the Israelites have been transformed from a nation that lived as slaves in a foreign land, to a people ready to have God dwell among them. In reading this portion from the Bible we see a model of how this transformational change was achieved.

The Tabernacle has been completed, providing the Israelites with a central structure for religious and communal life. Power has been redistributed to Aaron, his sons, the Elders of Israel and the leaders of every tribe. All of Israel has been gathered to be nearer to God, with each member offering his or her unique sacrifice contributing to the broader community.

Thus the vision of a '*kehilah kedushah*', a 'holy community', has been fulfilled.

Moses, their spiritual leader led them to this moment. Leadership is central to this transformational process as only a true leader can guide us in the ways to participate and contribute.

For the Jewish people Moses has been our model of leadership and we look to his example as this role is passed down through the generations. Even Moses hesitated in accepting the responsibilities that God chose him for and often people with the qualities inherent in a leader fail to recognize their calling.

Joseph Shoctor, did not shirk from the responsibilities he inherited. He assumed the role of a leader who helped transform not only Edmonton's Jewish community but the larger community as well, with institutions that have brought us closer to both the spiritual life and the quality of life that God offers us.

When a choice had to be made as to who should write the introduction to the recently published history of the Jews of Edmonton and northern Alberta, the list was quickly narrowed to the one obvious person, Joseph Shoctor. For as Joe, pointed out, his extended family has been part of this community for over 100 years. A distant relative, Abe Cristall, recognized as the first Jew to settle in Edmonton in 1893, sponsored the immigration of Joe Shoctor's father, Morris, to Canada in 1911. He left his family and came to Canada to escape the anti-Semitism and pogroms that made life next to impossible for the Jews of Russia. Despite this new found freedom life was still hard as he traveled throughout the continent working to raise money to bring over the rest of the family, stranded in Russia because of the revolution and the First World War.

Finally settling in Edmonton Morris became a junk peddler and a chicken and egg dealer, and in 1920 was able to arrange for the immigration of his wife Nachoma, son Eddie, daughter Eva and his parents. Two years later Joseph was born, the first in his family to born in a free country.

Morris and Nochama Shoctor were tremendous influences in the early life of Joe. He watched as his father worked long hours, turning his scrap business in to a successful enterprise called Western Iron and Metal. He saw the dedication of his mother who fed and clothed the family, ensuring that her children were educated in the ways of their Jewish heritage and the language and customs of their new country. Perhaps most important, he saw how both of his parents, despite the daily struggle to survive, became active participants in community life. They were early members and supporters of the Beth Israel Synagogue, the Chevra Kadisha, the Talmud Torah, the Free Loan Society, Hadassah and the Council of Jewish Women. They believed that they had a responsibility not only to create a better life for themselves, but also to devote themselves to the needs of newcomers and future generations. The seeds they planted through their early contributions to our community still bear fruit today.

Joe's early years were spent in the Boyle Street neighborhood that was a melting pot for Edmonton's early immigrant families. At Alex Taylor and Victoria High Schools other influences helped shape Joe's personality and introduce him to his love of the arts. Joe's talents as an actor and singer matched the skills of his friends Arthur Hiller and Leslie Nielsen as he originated, produced and directed "the Victoria High School Varieties" show and wrote the school song. After he graduated Joe discovered another love as he began organizing shows to entertain troops that were training in the north, and promoting concerts for groups like the Inkspots throughout the west. This all took place at the same time that he was pursuing his Bachelor of Arts and later a Law degree from the University of Alberta.

It was also during this part of his life when he met Kayla Wine of Saskatoon. She remembers the fateful encounter during a visit to Edmonton when he saw her in front of the Purple Lantern. Kayla remembered him when he was an advisor at a BBYO convention, but on that day Joe in his typical brash way tossed her a nickel and told her to call him when she grew up. Well Kayla must have grown up fast, because when he saw her again a few years later he told her he was going to marry her, and in his typically relentless fashion he proceeded to pursue her to Saskatoon, Vancouver and Montreal until she completed her education and they were wed.

Despite the hectic days of education, his early business dealings and the courtship of Kayla when he was in his twenties, Joe never neglected his parents. He visited his father every day at work continuing to look to him for inspiration and wisdom.

A well-known story that Joe shared tells of how in the fall of 1949 Joe took his father out to a section of land near Leduc on which Joe and some friends had bought the mineral rights. They had neither seismic readings or geological surveys, just a fervent faith that since others had struck oil in the area so would they. Morris Shoctor looked over the land, then took some bread from his pocket and in the traditional Jewish custom sprinkled it with salt, said a prayer and ate it. He then said to his son, "don't worry, you'll get oil." The prediction came true as Joe and his friends became successful early entrepreneurs in the Alberta oil industry.

It took Joe three years to recover from the loss he felt after the passing of his father and mother, six months apart in 1954. Their home, filled with the smells and sounds of traditional Jewish foods and holiday celebrations was his refuge from the hectic life of his law practice and business dealings. Joe never turned his back on a challenge or an opportunity no matter how insurmountable it seemed. I'm sure that the stories his parents told him of the hardships of their early life helped him recognize that hard work, dedication and determination could make any dream come true.

With the loss of his parents he was inspired to fulfill their dream of success for himself and his siblings and he worked even harder. His practice grew, his business interests expanded and so did his family, as Marshall and then Naomi joined Joe and Kayla's oldest child Ian. He never lost his love for the stage and he began promoting Broadway shows and for a while considered relocating the family to New York. However in response to a challenge to establish a theatre in Edmonton Joe Shocter created the Citadel in 1965. The decision to establish himself permanently in his home town also meant that he would also take on a role of leadership in the Jewish community following his father's example of helping others in need. He was president of the Jewish Community Council, Chairman of the United Jewish Appeal and a member of the Beth Israel Synagogue Board of Directors and Trustees. He was active in local and national Zionist organizations and the Jewish Welfare Board. He was paid tribute by the Jewish National Fund at a Negev Dinner in his honour in 1967.

Perhaps his finest moments in Jewish community life came when he showed his support for Israel by leading fundraising campaigns following the 1967 and 1973 wars. His many visits to the Jewish homeland reinforced his belief that Israel must survive and in 1967 Joe Shocter lead the way in mobilizing the Jewish communities of western Canada in a response to the Six Day War. While his efforts produced sums of money that were beyond even his dreams he went on to surpass this achievement when he raised nearly twice as much money for the Yom Kippur War of 1973. Kayla remembers Joe as an inspirational speaker who mesmerized his audience when he appealed for funds, whether for Israel or for the Citadel. It was a skill he never lost as he continued to pursue his dream of not only an enlarged theatre but a new synagogue, the very place that we gather to honour his memory today. Joe Shocter poured his heart and soul in to this institution not only through his fund raising efforts but also through the hours he spent every day working with contractors, designers and suppliers.

Sol Rolinger will address many more of Joe Shoctor's accomplishments and the legacy he leaves to both Edmonton's Jewish and general communities. These buildings and institutions he had a major part in creating will stand for years but perhaps his greatest legacy will continue for generations to come, and that is his family. He had a deep appreciation of his roots and this has been passed on to Ian, Marshall and Naomi and to his beloved grandchildren Jeremy and Hannah.

One of the most important pieces of advice he gave them is something they all follow in their own ways- to be a productive member of whatever community you choose to belong to.

In his book, *To Life!*, Rabbi Harold Kushner writes "Judaism, done right, has the power to save your life from being spent entirely on the trivial... But it can do more than that. Its goal is not just to make your life more satisfying. Its goal is not the survival of the Jewish people. The ultimate goal is to transform the world into the kind of world God had in mind when He created it.

All of us have an obligation to become a partner with God in completing creation. Some choose not to accept this responsibility. Joe Shoctor relished his role as a true partner of the Creator in helping to transform this community with his bold initiatives and inspiring leadership. This is the way Joe Shoctor lived and this is the way he would want to be remembered.

Tehi nishmato tzroora beetzror haChaim

May his soul be bound up in the bond of life

Neil Loomer

OH JOE, SWEET JOE. YOSEF BEN MOSHE. JOSEPH SON OF MORRIS.

HOW I KNOW YOUR HEART WOULD BE FULL TO SEE SO MANY OF THOSE WHO TRULY LOVED AND RESPECTED YOU IN THIS HOUSE OF WORSHIP THAT YOU BUILT. HOW I HAVE ALREADY BEGUN MISSING YOU. EVERY MORNING WE PRAY AFTER PASSOVER FOR DEW AND THIS MORNING WE WOKE UP AND THERE WAS INDEED DEW ON THE GROUND. BUT I DO NOT THINK THIS WAS THE DEW FROM OUR PRAYERS. THE ANGELS HAVE BEEN WEEPING FOR YOU ALL DAY.

YOU HAVE ALWAYS TAUGHT ME THAT WHEN ONE HAS TO MAKE AN ADDRESS, ONE SHOULD PREPARE ONE'S NOTES, STUDY ONE'S NOTES AND EVEN REHEARSE ONE'S NOTES AND THEN THROW THE NOTES AWAY. JOE, I CAN'T HONOUR YOUR TEACHINGS TODAY AS I AM GOING TO NEED THESE NOTES TO HELP GET ME THROUGH THIS MOST DIFFICULT OF ALL TASKS. I KNOW YOU WILL FORGIVE ME FOR THIS.

YOU ARE TRULY MISSED BUT YOU AND YOUR ACCOMPLISHMENTS WILL NEVER, EVER BE FORGOTTEN. HOW CAN YOU EVER LET US FORGET YOU WHEN YOU HAVE LEFT US WITH SUCH WONDERFUL TREASURES, THINGS TO ENRICH OUR LIVES, TO EMBOLDEN US AS A PEOPLE, JEW AND NON-JEW ALIKE, TO GO FORWARD AND TELL THE WORLD WE ARE EDMONTONIANS, WE ARE ALBERTANS, WE ARE CANADIANS, LOOK AT US, LOOK AT WHAT WE CAN DO. JOE, YOU MORE THAN ANYONE ELSE IN THIS BEAUTIFUL SANCTUARY OF YOURS, MORE THAN ANYONE IN THIS CITY, CHALLENGED US, CAJOLED US AND CHAMPIONED OUR CAUSES TO FULFIL THE MITZVAH, TO FULFIL THE JEWISH CREED TO LEAVE THIS WORLD AS A MORE BEAUTIFUL, BETTER, KINDLIER PLACE THAN WHEN YOU FOUND IT.

JOE, YOU WERE A DOER. YOU STOOD AMONGST THE GREATS IN OUR CITY IN THIS LAST CENTURY IN MAKING A DIFFERENCE AND WE WERE THE BENEFACTORS OF THE GOOD FORTUNE AND QUALITY OF LIFE YOU BROUGHT TO OUR CITY, TO OUR LIVES AND IN FACT BY ALL THE DEEDS YOU HAVE DONE, TO THE LIVES OF THOSE BEYOND OUR BORDERS, THROUGHOUT CANADA AND BEYOND TO THE U.S. AND TO ISRAEL. THERE IS NOT ONE OF US WHO HAS NOT BEEN TOUCHED BY JOE'S IMAGINATION, BY HIS DRIVE, BY HIS VISION, INDEED BY HIS SUCCESS IN GETTING THE JOB DONE. BUT ALL OF THESE ACCOMPLISHMENTS AND ACCOLADES, ABOUT TO BE ADDRESSED, PALED IN HIS ACHIEVEMENTS AS HUSBAND, FATHER, GRANDFATHER AND BROTHER. FOR TO JOE NOTHING WAS MORE IMPORTANT, NOTHING WAS MORE SACRED AND NOTHING WAS MORE TO BE OBEYED THAN HIS BELOVED KAYLA, HIS WIFE, HIS ROCK, HIS FOUNDATION.

NO ONE LAUGHED AT HIS IDEAS LIKE KAYLA, BUT NO ONE SUPPORTED JOE MORE THAN KAYLA. IN JUST 35 DAYS KAYLA AND JOE WOULD HAVE BEEN MARRIED FOR 50 YEARS. FOR

ALMOST 50 YEARS THEY BORE A FAMILY TOGETHER, BUILT A CITY TOGETHER, LAUGHED AND CRIED TOGETHER, ENJOYED TRIUMPHS AND TRAGEDIES TOGETHER.

THE SHOCTOR FAMILY WAS A FORCE TO BE RECKONED WITH, TO BE ADMIRER, TO BE RESPECTED, BUT MORE IMPORTANTLY, TO BE LOVED FOR THE DEDICATION AND COMMITMENT JOE AND KAYLA PUT INTO THIS COMMUNITY. AND INTO IAN, THEIR OLDEST SON. IAN, JUST LAST NIGHT YOU RECOUNTED HOW YOU ARE NOW THE PATRIARCH AND WITH YOUR BROAD SHOULDERS I KNOW YOU WILL BE ABLE TO CARRY ON FOR THE FAMILY. YOU HAVE YOUR FATHER'S SENSITIVITY, AND YES, HE WAS SENSITIVE FOR, NOTWITHSTANDING JOE'S DIRECT AND SOMETIMES FORCEFUL APPROACH TO GET THINGS DONE, WHEN YOU STOOD YOUR GROUND HE WOULD STOP, SMILE AND SAY, "THAT'S OK, YOU'RE THE BOSS HERE."

AND INTO MARSHALL, YOU FOLLOWED IN YOUR FATHER'S FOOTSTEPS AND BECAME A BARRISTER AND SOLICITOR, A LAWYER'S LAWYER, A GENTLEMAN'S GENTLEMAN. MARSHALL, YOU HAVE INHERITED YOUR FATHER'S LOVE OF THE THEATRE AND JOE, I KNOW, WAS PROUD OF YOUR STEWARDSHIP AND SKILL AT THE CITADEL. THERE WILL BE A SHOCTOR AT THE CITADEL FOR YEARS AND YEARS TO COME. WITH YOUR LOVING WIFE, DEBBIE, YOU GAVE JOE THE HAPPIEST MOMENTS OF HIS LIFE THESE LAST FEW YEARS. YOUR CHILDREN, JOE'S JEREMY AND HANNAH, WERE ALWAYS ON HIS MIND, ON HIS LIPS AND IN HIS HEART. THEY BROUGHT SUCH "NACHUS" TO JOE'S LIFE FOR IT WAS JOE, AS ONLY A "ZAIDA" COULD, WHO TOOK SUCH EXUBERANT PRIDE IN THEIR ACCOMPLISHMENTS - JEREMY'S HAT TRICK THIS YEAR AND HE'S ONLY 6 - HAS HIS GRANDFATHER'S ATHLETIC ABILITIES AS JOE WAS A FOOTBALL PLAYER WITH THE UNIVERSITY OF ALBERTA GOLDEN BEARS.

AND INTO YOU, NAOMI, WHO EVEN THOUGH YOU INHERITED YOUR MOTHER'S BEAUTY AND YOUR MOTHER'S BRAINS, YOU HAVE INHERITED YOUR FATHER'S "CHUTZPAH", YOU CAN STAND TALL AS ONLY YOUR DAD COULD AND MAYBE SING IN JOE'S INIMITABLE AL JOLSON WAY THE REFRAIN PENNED BY PAUL ANKA, AND SUNG BY SINATRA, "I DID IT MY WAY". JOE'S ZEST FOR LIFE IS IN YOU.

AND TO YOU, AUNTIE EVA, YOU WHO CAME TO CANADA WITH YOUR FAMILY IN 1912 FROM RUSSIA, WHO SAW YOUR BABY BROTHER JOE BORN 10 YEARS LATER, WHO SAW JOE'S BRIS 8 DAYS LATER, WHO SAW JOE'S BAR MITZVAH 13 YEARS LATER, WHO SAW JOE'S WEDDING 28 YEARS LATER, YOU'VE SEEN IT ALL, AND YOU ARE VERY MUCH LOVED AND RESPECTED AND VERY MUCH A PART OF THIS FAMILY.

IT IS TERRIBLY HARD TO MOURN THE LOSS OF A LOVED ONE. IT IS DOUBLY HARD TO GRIEVE THE LOSS OF A LOVED ONE WHEN IT IS NOT ONLY YOUR LOSS BUT THE LOSS OF A WHOLE COMMUNITY AND WHEN THAT COMMUNITY EXTENDS COUNTRY WIDE AND IS FELT ACROSS OCEANS - THEN THE IMPACT IS TRULY MONUMENTAL. JOE BLAZED A TRAIL BROAD AND WIDE AND IN SUCH FASHION THAT WE NEED TO REFLECT FOR A MOMENT TO TRULY GRASP THE ENORMITY OF IT ALL.

AWARDS SO NUMEROUS YET SO IMPORTANT AS THE MARK OF JOE'S RECOGNITION INCLUDE:

1. ONE OF THE YOUNGEST APPOINTED QUEEN'S COUNSEL IN CANADA IN 1960.
2. B'NAI BRITH CITIZEN OF THE YEAR IN 1966.
3. NEGEV DINNER HONOREE IN 1967.
4. THE QUEEN OF ENGLAND SILVER JUBILEE MEDAL IN 1977.
5. ORDER OF CANADA IN 1978, ELEVATED TO OFFICER OF THE ORDER IN 1986.
6. STATE OF ISRAEL PRIME MINISTER'S MEDAL IN 1978.
7. HONORARY DOCTOR OF LAWS FROM THE UNIVERSITY OF ALBERTA IN 1981.
8. HONORARY DIPLOMA FROM GRANT MacEWAN COLLEGE IN 1986.
9. INDUCTED INTO THE EDMONTON CULTURAL HALL OF FAME IN 1987.
10. THE ALBERTA ORDER OF EXCELLENCE IN 1990.
11. UNIVERSITY OF ALBERTA ALUMNI WALL OF RECOGNITION IN 1995.
12. GOVERNOR GENERAL'S AWARD FOR PERFORMING ARTS IN 1999.

AND YET I HAVE MENTIONED BUT JUST A FEW. JOSEPH, YOU WORE A COAT OF MANY COLOURS. AND ACCOMPLISHMENTS ANY ONE OF WHICH WOULD BE A LIFE'S WORK FOR A NORMAL MAN:

1. CO-FOUNDER AND MANAGER OF THE EDMONTON ESKIMOS AFTER THE WAR IN 1949 AND FIELD ANNOUNCER IN THOSE EARLY YEARS LEADING TO THE ESKIMOS' FIRST STRING OF GREY CUP VICTORIES IN 1954.
2. ESTABLISHING EDMONTON'S FIRST PROFESSIONAL THEATRE, THE CITADEL, IN 1965.
3. THE BUILDING OF THE SHOCTOR, RICE AND ZEIDLER STAGES IN 1976 OF THE CITADEL THEATRE COMPLEX, NOW WORTH \$25 MILLION IN TODAY'S TERMS, COVERING ONE CITY BLOCK, NOTWITHSTANDING SUFFERING A HEART ATTACK AND UNDERGOING QUADRUPLE BYPASS SURGERY IN 1977, THEN A RISKY AND OFF-TIME UNSUCCESSFUL PROCEDURE, AND YET, THROUGH DINT OF EFFORT AND PERSEVERANCE, HE ENHANCED AND EXPANDED THE THEATRE TO INCLUDE THE MCLAB AND TUCKER STAGES IN 1982 AND THE FOOTE THEATRE SCHOOL ADDITION IN 1984.

JOE'S FAVOURITE COLOUR, HOWEVER, HAD TO BE RED AND HIS FAVOURITE MATERIAL BRICK. WITH THIS PALETTE HE BUILT THE FORUM HOTEL, ACROSS FROM THE COLISEUM IN THOSE DAYS, BUILT HIGHLAND PLACE, ONE OF THE LARGEST APARTMENT COMPLEXES OF ITS TIME ON JASPER AVENUE EAST, THE CITADEL THEATRE OF COURSE, AND PERHAPS THE CROWNING ACHIEVEMENT, HE FINISHED THIS SYNAGOGUE, BETH ISRAEL, JUST TWO YEARS AGO.

HE ALWAYS SAID HIS WORK WOULD NOT BE DONE UNTIL HE FINISHED A NEW SHUL FOR BETH ISRAEL AND JOE, ALL THAT REMAINS ARE THE CLOUDS YOU SO DEARLY WANTED ON THE VAULTED CEILING OVER YOU WHERE YOU REST AT PRESENT. ALL OF THIS WHILE CREATING INITIATIVES THAT TRULY MADE A DIFFERENCE TO THE VISION AND DIRECTION OF EDMONTON, SUCH AS :

1. CHAIRING THE UNITED WAY IN 1972;
2. CHAIRING THE MAYOR'S TASKFORCE ON THE HEART OF THE CITY OF EDMONTON IN 1984;
3. ESTABLISHING THE DOWNTOWN DEVELOPMENT CORPORATION IN 1986 AND BECOMING ITS HONORARY CHAIR IN 1992;
4. EFFECTIVE LOBBYING WITH THEN COLLEGE PRESIDENT GERRY KELLY THAT RESULTED IN THE PURCHASE OF THE RAIL YARD LANDS IN 1991 AND THE DEVELOPMENT OF AN INCREDIBLE DOWNTOWN CAMPUS FOR GRANT MacEWAN COLLEGE; AND
5. BEING APPOINTED BY PREMIER KLEIN TO THE ALBERTA GROWTH SUMMIT IN 1997.

HIS IMPACT ON THE JEWISH COMMUNITY WAS WIDESPREAD AND DEEP.

1. AS YOU HAVE ALREADY HEARD, HE TOURED WESTERN CANADA ON BEHALF OF THE UJA DURING THE 6 DAY WAR AND RAISED MILLIONS OF DOLLARS IN EDMONTON, CALGARY, REGINA, SASKATOON AND MANY OTHER SMALLER COMMUNITIES ACROSS THE PRAIRIES.
2. HE WAS PRESIDENT OR BOARD MEMBER OF:
 - (A) THE EDMONTON JEWISH COMMUNITY COUNCIL;
 - (B) FEDERATED ZIONIST ORGANIZATION OF CANADA;
 - (C) UJA;
 - (D) THE COMMUNITY COUNCIL JEWISH WELFARE FUND; AND
 - (E) THE BETH ISRAEL BOARD OF DIRECTORS.

BUT NEXT TO HIS FAMILY AND HIS FRIENDS HIS GREATEST LOVE WAS HIS LOVE OF THEATRE. JOE WAS AN IMPRESARIO.

HE DREAMED OF THE BRIGHT LIGHTS OF BROADWAY, HE TOOK HIS FAMILY TO NEW YORK WITH THE THOUGHT OF MOVING BUT TO OUR GOOD FORTUNE DECIDED HE WOULD BRING THE BRIGHT LIGHTS BACK TO EDMONTON AND THE STORY OF THE CITADEL WAS BORN. BUT BROADWAY JOE, AS HE BECAME KNOWN, DID VENTURE BACK TO BROADWAY WITH PRODUCTIONS IN HAND ON MORE THAN ONE OCCASION. HE TOURED *HAMLET* WITH NICHOL WILLIAMS TO NEW YORK. IN 1967 HE TOOK IAN TO PHILADELPHIA AND MARSHALL TO DETROIT TO SEE HIS PRODUCTION OF *HENRY SWEET HENRY*, STARRING DON AMECHE AS IT PREVIEWED BEFORE PLAYING ON BROADWAY. *HENRY SWEET HENRY* WAS THE STAGE SCRIPT FOR THE MOVIE *THE WORLD OF HENRY ORIENT*.

AND JOE WAS VERY MUCH A FORCE IN THE DECISION MAKING PROCESS OF PRODUCTIONS AT THE CITADEL. THE PASSAGE OF FAMOUS DIRECTORS AND ARTISTIC PRODUCERS FROM:

1. SEAN MULCHAHY;
2. JOHN NEVILLE;
3. ROBIN PHILLIPS;
4. ANDREW LLOYD WEBER; AND
5. THE SUCCESS STORY TODAY OF THE CITADEL'S FIRST EDMONTON BORN ARTISTIC DIRECTOR, BOB BAKER,

ARE ALL TESTAMENTS TO JOE'S VISION AND TENACITY TO SEEK OUT THE VERY BEST, BRING THEM TO EDMONTON AND MAKE THEM EXCEL FOR THE BENEFIT OF US ALL. IT IS TRUE JOE PERFORMED ON OTHER STAGES SUCH AS:

1. HIS EMINENTLY SUCCESSFUL AND RESPECTED LEGAL CAREER;
2. HIS FINANCIAL SUCCESS AS IMPRESARIO;
3. AS AN OIL PATCH PLAYER, SUCCESSFULLY BUYING AND SELLING OIL LEASES IN THOSE EARLY YEARS OF THE OIL BOOM;
4. AND THE PROPERTY DEVELOPMENTS I'VE ALREADY ALLUDED TO.

BUT IT WAS IN DOWNTOWN EDMONTON, IN THE DDC, IN THE CITADEL, IN THE CITY CENTRE, THAT JOE BEGAN TO ADDRESS AND ENCOURAGE OTHERS, TO TAKE UP HIS CHALLENGES, TO RISE TO THE OCCASION, TO DREAM THE IMPOSSIBLE DREAM, TO MAKE THIS A BETTER PLACE TO LIVE, TO ENHANCE OUR QUALITY OF LIFE, OF LEAVING A LEGACY FOR OTHERS. AND THE CITY RESPONDED IN 1998 BY NAMING A PIECE OF DOWNTOWN AFTER JOE - MOST FITTINGLY SHOCTOR ALLEY, IN KEEPING WITH JOE'S UNIQUENESS IN THE THEATRE, HIS CONTRIBUTIONS TO THE CITY, BUT MORE IMPORTANTLY, HIS RELEVANCE TO DOWNTOWN EDMONTON.

THERE IS EVEN A TREE DEDICATED TO JOE IN SIR WINSTON CHURCHILL SQUARE BY THE EDMONTON DOWNTOWN DEVELOPMENT CORPORATION AS A TESTIMONY TO HIS VISION, COMMITMENT AND SERVICE IN THE REVITALIZATION OF DOWNTOWN EDMONTON. JOE'S TOUCH CAN BE SEEN ON THE MAKE UP OF THE MANY BOARDS HE HAS CHAIRED, BUT NONE SO STRIKING AS THE BOARD OF GOVERNORS AND BOARD OF DIRECTORS OF THE CITADEL THEATRE. HOW MANY TIMES CAN I REMEMBER HIS EXHORTING US TO STRIVE TO GREATER HEIGHTS, TO DO MORE.

AND HE LEAD BY EXAMPLE. HIS PEOPLE SKILLS WERE EXEMPLARY, HIS FUNDRAISING EXTRAORDINARY, BUT HIS CARING AND COMMITMENT WERE SIMPLY UNEQUALLED BY ANY OF US WHO FOLLOWED.

JOE, I THINK THE MOST FITTING TRIBUTE I CAN SAY FOR YOU WAS SAID BY OUR FOREFATHERS IN PIRKEI AVOS, THE ETHICS OF OUR FATHERS WRITTEN IN THE 1ST CENTURY A.D. OUR SAGES 2000 YEARS AGO WROTE INTERPRETATIONS OF OUR TALMUD AND CHAPTER 1, VERSES 1 AND 2 WERE WRITTEN AND EXPLAINED YOU;

MISHNAH 1

"MOSES RECEIVED THE TORAH FROM (GOD WHO REVEALED HIMSELF AT MOUNT) SINAI AND CONVEYED IT TO JOSHUA; JOSHUA (CONVEYED IT) TO THE ELDERS; THE ELDERS (CONVEYED IT) TO THE PROPHETS; AND THE PROPHETS (CONVEYED IT) TO THE MEN OF THE GREAT ASSEMBLY.

THEY SAID THREE THINGS:

BE DELIBERATE IN JUDGEMENT;

DEVELOP MANY DISCIPLES;

AND MAKE A (PROTECTIVE) FENCE FOR THE TORAH."

NO ONE HAS LEAD A MORE EXEMPLARY, A MORE HONOURABLE, A MORE DEDICATED LIFE THAN YOU, JOE, SWEET JOE. REST WELL MY FRIEND, MY MENTOR, I KNOW YOU ARE AT PEACE AND I KNOW YOUR WISH WOULD BE PEACE FOR YOUR FAMILY, YOUR FRIENDS, YOUR COMMUNITY, AND JOE, IN YOUR GREATER THAN LIFE WAY, FOR THE WORLD AT LARGE.

SHALOM.