



Time is money

We can buy ourselves a few extra minutes here and there to do the things we want to do that make our lives rich

By JACK NEWCOMBE
Creators.com

In the 2006 Oscar-winning film *The Departed*, Jack Nicholson plays Irish mob boss Frank Costello, a fictional representation of real-life organized crime leader Whitey Bulger. In an early scene, Costello is walking through a bar in Boston and makes small talk with a man as he passes. Costello asks about the man's mother. The man's face immediately expresses sadness, and he says, "Oh, I'm afraid she's on her way out." Costello walks away, straightens his tie while smirking and says, "We all are. Act accordingly."

Time is the single most important resource that any human being has.

That said, we spend much of our time worrying about another resource that we think is valuable: money. Money is no more than a few pennies' worth of paper that society arbitrarily has deemed valuable. Money's value is arbitrary because society could have used bones or clams or jelly beans or any other slang term for currency but instead chose green paper.

Given the fact that time is our most valuable resource and money is our most valuable currency, the best way to use money is to buy time.

For example, when driving from

Los Angeles to San Diego, one could take Interstate 405 south to I-5 and end up in San Diego's Gaslamp District in about two and a half hours. However, anyone who has driven in Southern California knows that traffic can add hours to any trip, in some cases doubling travel time — especially when one drives on the 405.

To combat this, the freeway planners created a toll road in Orange County. Cars can pay \$5 and drive about 30 miles on a nearly empty highway, avoiding all of the congestion on the 405. Taking the toll road might save someone traveling to San Diego as much as an hour of sitting in bumper-to-bumper traffic. In this instance, \$5 buys an hour.

Another example can be found in the music industry. In 2000, college students everywhere were illegally downloading songs using Napster, which was then a peer-to-peer file sharing service that allowed people to "share" (give) music files with anyone, anywhere, over the Internet. Napster was shut down for copyright infringement, and what was once free — music — now had a price tag on it: 99 cents per song. That price came from Apple, which built a legal online music store, called iTunes, where anyone could buy nearly any song.



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Money can't buy happiness, but it can buy time.

However, today anyone with access to Google and a few extra minutes can do some searching and find a peer-to-peer file sharing service similar to Napster — for example, The Pirate Bay. In this instance, Apple's price of 99 cents (now \$1.29) per song is worth the time it would take you to scour the Internet and try to find the desired song for free.

Valet parking costs a few extra dollars and saves you the time it would take to walk to your car. You pay for that time.

A gardener or a cleaning service costs money but saves you the time it would take to water your plants or vacuum your living room, respec-

tively. You are paying for that time.

Buying a first-class ticket can cost considerably more than an economy ticket. However, with that first-class ticket, you can go in a shorter security line, allowing you to arrive at the airport later, and you exit the plane first, allowing you to leave the airport earlier. You are paying for that time.

One of the greatest gifts of life is the fact that we do not know when we are going to die. Ignorance truly is bliss when it comes to our own mortality. Though Jack Nicholson's character is correct that everyone will die eventually, with money we can buy ourselves a few extra minutes here and there to do the things we want to do that make our lives rich. Those minutes eventually will add up to years, and before you know it, you will have bought yourself more time on this earth.

Federation event to explore physical, financial health

The Jewish Community Foundation of the Minneapolis Jewish Federation and the Minneapolis section of the Maimonides Society will present "Health, Wealth and Legacy: Taking Care of Yourself While Leaving a Legacy for Your Family and Your Community" 6 p.m. Wednesday, July 15 at Oak Ridge Country Club, 700 Oak Ridge Rd., Hopkins. A reception will begin at 5:30 p.m.

Keynote speaker Dr. James Langland, primary-care teacher and physician at the University of Minnesota, will explore the relationship between physical and financial health.

Additional speakers will be Dr. Joel Greenwald, an internist turned financial planner exclusively serving physicians and dentists; Steve Kaling, a Northwestern Mutual financial representative specializing in business succession planning; and Sally Forbes Friedman, a lawyer from Bernick Lifson, PA, who focuses on trusts, estates and probates.

The event is free. To make a reservation, contact Jewish Community Foundation Director Mort Naiman at: mnaiman@mplsfed.org or 952-417-2322.

MINNEAPOLIS Jewish Federation
TOGETHER WE BUILD COMMUNITY.

The **Jewish Community Foundation** of the Minneapolis Jewish Federation and the Minneapolis section of **The Maimonides Society** present:

Health, Wealth, and Legacy

Taking care of yourself while leaving a legacy for your family and your community

Dr. James Langland
Internal, Geriatric, and Sports Medicine

Dr. Joel Greenwald, CFP®
Financial planner,
Greenwald Wealth Management

Steve Kaling
Financial Representative,
Northwestern Mutual

Sally Forbes Friedman
Attorney at Law,
Bernick Lifson, PA

Howard Kaminsky
Chair,
Jewish Community Foundation

July 15, 2015

5:30 pm reception
6:00 pm program

Oak Ridge Country Club
700 Oak Ridge Road
Hopkins

RSVP to Mort Naiman: mnaiman@mplsfed.org, 952.417.2322

Adelson summit raised at least \$20 million to fight BDS on campus

(JTA) — A summit to organize against anti-Israel boycotts and anti-Israel activity on campus hosted by U.S. billionaire Sheldon Adelson raised at least \$20 million.

The meeting last week in Las Vegas of pro-Israel Jewish philanthropists and organizations had a funding goal of \$50 million, the daily Forward reported, citing a Jewish communal leader who did not attend the meeting but spoke to the organizers.

It is not known how much was raised at the summit, since participants have declined to say what they or their fellow activists pledged. However, according to the Forward, participation in the event was limited to donors willing to pledge at least \$1 million over the next two years to the initiative, dubbed the Campus Maccabees. At least 20 donors took part in the meeting, according to the Forward.

Many of the groups in attendance prepared presentations for the donors, the Forward reported. Potential

fundors could then decide which groups to fund and at what level.

The Campus Maccabees concept involves donors who will fund the operation; activists taking the fight to the campus; and researchers who will supply information about the anti-Israel groups and recommend possible legal avenues to block their activities, according to the Forward, citing Adelson.

Joining Adelson as hosts were billionaire Hollywood entertainment tycoon Haim Saban, Israeli-born real estate developer Adam Milstein and Canadian businesswoman Heather Reisman.

In the past year, student governments at 15 U.S. universities have adopted resolutions calling for their schools to divest from companies deemed to be complicit in Israel's occupation of Palestinian territory.