
Campaign All-Star: Dr. Seymour Rife

DR. SEYMOUR RIFE HAS BEEN A valuable member of the Arizona Jewish community for 30 years, individually and together with his wife Sandy. His unwavering dedication to JNF, exemplified by his remarkable job as president of JNF's Arizona board of directors, makes him a *B'Yachad* Campaign All-Star.

"Dr. Seymour Rife has been an absolute blessing to JNF," said Arizona Regional Director Deb Rochford. "I'm fortunate to have him as my president on Arizona's board. He's a well-respected positive thinker and he's always considering new ways to grow JNF from the inside out."

In 1978, the Rifes moved from Toronto to Phoenix with their two daughters Rachel and Julie. Married for 41 years, they have six beautiful grandchildren. Seymour has practiced diagnostic radiology with Associated Radiologists Ltd. and East Valley Diagnostic Imaging for 30 years. Additionally, he has served as president and managing partner, as well as president of the medical staff at Mesa Lutheran Hospital.

Seymour joined the JNF board a decade ago; within two years he joined the executive committee. He led Arizona's annual campaign prior to being elected board president in 2013. A "take charge, make things happen" kind of guy, Seymour oversaw the region's



largest JNF breakfast that drew nearly 900 guests.

"I'll be taking over as president, and feel lucky to have Seymour as my mentor," said Toni Dusik. "He's an inspiration who has overseen the largest campaign in our history. Seymour has created a leadership that is passionate about what JNF does and never lets us forget the importance of our work. In Phoenix, if you care about Israel, you care about JNF. Seymour has led that charge."

Seymour credits his parents for instilling in him a legacy of caring for the Jewish people, love of Israel, *tzedakah*, and *tikkun olam* (repairing the world). From an early age he remembers the special place that the JNF Blue Box held in his home. He has followed in his parents' footsteps of being ultimate volunteers for Jewish and non-Jewish causes. The Rife's love of Israel has grown stronger with each of the many trips they have taken there. Seymour has been to Israel eight times, twice on a JNF trip.

"I have been friends with Seymour and served on the Phoenix JNF board with him for many years," said Marc Kelman, assistant vice president, *Blueprint Negev*. "He's the most passionate and dedicated person I know. He talks to everyone about JNF. In Arizona, Seymour is truly our voice in Israel." ■