

TRUTH BE TOLD

It's not easy to get a kid to eat spinach, and in some respects that's just what **Alan Gerstel** is trying to get Florida students to do. Through his work with The Education Network, a television production service for the School District of Palm Beach County, Gerstel creates documentaries on everything from the Holocaust to the Hurricane of 1928. Gerstel's challenge is bringing the important subjects to light with an eye toward "edutainment." "I believe if I can't draw them in, then I'm wasting my time and theirs. I start off with something visually exciting and interesting and then we get down to the nitty-gritty of the history behind it." —*Liza Grant Smith*

GERSTEL'S FILM LAURA WOODWARD: VISIONARY ARTIST, WHICH RECENTLY WON TWO INTERNATIONAL TELLY AWARDS, EXAMINES THE LIFE OF THE ARTIST AND HER IMPACT ON BOTH FLORIDA AND PALM BEACH COUNTY.



ONE SMART COOKIE

Dr. Sasson Moulavi tells those trying to lose weight what they've always wanted to hear, "Eat cookies now. Exercise later." With 13 years experience in the field of bariatric medicine, Moulavi serves as medical director of Boca Raton-based Smart For Life, a company he started that challenges some of people's biggest negative preconceptions about dieting. And while the Cookie Diet is, in itself, an easy concept to swallow, the proof may literally be in the pudding. (Yes, they offer that, too.) The company's products and client results have made it the fastest growing weight loss company in North America. —*L.G.S.*



EDIBLE COMPLEX

Public speaking leaves many scared speechless. **Lenore Pinello** attributes her fearlessness in that arena to "the power of the kitchen sink," as she teaches cooking classes in her Tequesta culinary shop, In The Kitchen, with the deftness of a lifelong professional. Pinello spent years in sales and marketing before she recognized her passion for cooking upon retirement. In The Kitchen opened in 2007, and has quickly amassed a loyal following, expanding beyond kitchen tools, gifts and classes to offer in-house and off-site dinner parties. While she regrets not entering the culinary world earlier, Pinello refuses to see it as a liability. "Being this age and starting a career is wonderful because you have so many more experiences to draw on." —*L.G.S.*

IN SEPTEMBER, PINELLO WILL HOST A CULINARY CRUISE ALONG THE AMALFI COAST OF ITALY ABOARD THE SEABOURN SPIRIT.

MOULAVI IS OBSESSED WITH SOLVING THE OBESITY EPIDEMIC. HIS LATEST INITIATIVE IS THIN ADVENTURE, A PROGRAM GEARED TOWARD KIDS.