

My View

Opinions expressed in Our Views are those of the Daily News-Sun editorial board. All other opinions on this page are those of the authors or artists.

Sun Citian creates legacy of ideas

Joe Zweben has always been an idea man.

From sports to medicine and everything in between, the Sun Citian has always possessed an intellectual curiosity about life and a desire to make things better.

"I always carry a pencil and paper with me," said the 89-year-old Zweben. "You never know when you might get a good idea — if you don't write it down, you could lose it forever."

Zweben's ideas are part Erma Bombeck, part Scientific American.

Here are some of his suggestions to improve the quality of life:

- "Your belt tingles when eating too much."
- "Press button on frames to look at old pictures and hear their voices."
- "Want to feel good? Learn to tango."
- "Chocolate chess game. You eat the pieces you remove."

For 50 years, Zweben has carried pad and pencil.

He began the practice while riding the train into Manhattan from Long Island to his job as a printer.



Rich Bolas

"I had all these ideas, but I did nothing about it until five years ago," Zweben said. "A lady friend of mine typed the ideas and put them into a booklet.

"That precipitated me being more creative."

That additional burst of creativity convinced Zweben to become a publisher.

"Rejected," his self-published effort, has been distributed to a variety of civic organizations and veteran groups.

The book title refers to the response Zweben's ideas have received over the years from advertisers and other marketing specialists.

Zweben has never wanted to profit from his ideas.

In the preface of his free book, he offers his ideas to all who want to use them.

His real purpose has been to inspire others to use their creative juices to enjoy a more fulfilling life.

Zweben, a World War II veteran, also has made numerous trips to present the book to disabled veterans at the Carl T. Hayden VA Medical Center in Phoenix.

"I want them to turn their attention to creativity, because creativity takes the place of negativity," Zweben said. "Creativity can be stimulating."

Ideas come to Zweben at various times.

However, he said many of them occur late in the evening after he watches Jay Leno or David Letterman on TV.

"I go to my bedroom and listen to music, usually Guy Lombardo or Frank Sinatra," Zweben said of his creative process. "I'll read magazines and the ideas will come to me. I don't go to bed until 1 a.m."

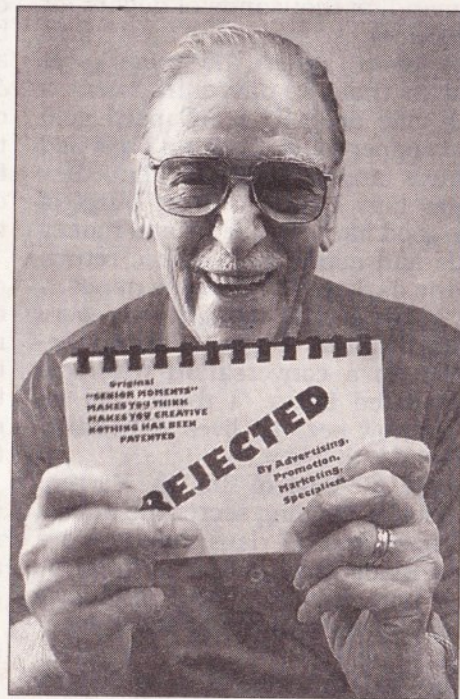
Zweben has spent the past 32 years in Sun City and been an active member of the senior community.

He is proud of his contributions, from laying the dance floor at Sundial Recreation Center to spearheading the move to renovate the racquetball courts at Bell Recreation Center.

As he approaches his 90th birthday, Zweben knows he is in the last leg of life's marathon.

He wants the book to be part of his legacy, a lasting gift and a source of inspiration.

"The beautiful part of living longer is I have plenty of time to think," Zweben said. "I try to think con-



STEVE CHERNEK/DAILY NEWS-SUN

Joe Zweben holds a copy of his new book, "Rejected."

structively."

Rich Bolas is the managing editor of the Daily News-Sun. He may be reached at 623-876-2523 or via e-mail at rbolas@yourwestvalley.com.