

**Stars & Society**

January 27, 2011 - Michael Elkin, Arts & Entertainment Editor

Putting out fires is a common crusade for biz executives and board members; getting celebs to help do the stomping takes a rather big boot. Wonder what size **David Dinenberg** wears? The local board member of Jewish National Fund wound up getting a mash note to actor Elliott Gould in hopes he would help Operation Carmel Renewal by doing a radio voiceover seeking to raise funds for those afflicted by Haifa's hellish fires last month. Dinenberg did just that, getting to the famous '60s icon and "MASH" star -- and got the commercial made with a little help from his (local) friends. **Marc Rayfield** of CBS Radio cleared the air -- and the airtim **David Neff** penned/directed the spot; and film/video guru **Jordan Schwartz** producing chores (all gratis). Area native **Ari Greenburg** grabbed on to Go Greenburg's got pull from his association with William Morris Endeavor -- a agent, Tim Curtis, acted as link. Just hearing Gould do the spot is a treat for fans -- and those concerned with Carmel. ...

**DAN ABOUT TOWN**

**Exton boss goes 'Undercover'**

**S**HELDON YELLEN, CEO of Belfor, a property-restoration company that has its largest U.S. hub in Exton, will be seen at 9 p.m. Sunday on CBS' "Undercover Boss."

We're told that Yellen has an emotional reveal during the episode in which he joins his frontline employees on tasks such as demolition and water-removal projects.

The international company -- it's in 29 countries -- has four other U.S. locations and is the world's leading provider of property-recovery services, such as structural-damage repair, cleanup and restoration. Old City's Neff Associates worked with Belfor to land Yellen a spot on "Undercover Boss."



**DAN GROSS**

**Homecoming for Holly**

Watch for West Philly and Mount Airy-raised actress Holly Robinson-Peete and "Big Brother" host Julie Chen, hosts of the new LA-based show "The Talk," (2 p.m., CBS 3) to head east in March to join the CBS 3 staff for its annual Ronald McDonald House Charities fundraiser.

Peete, wife of former Eagles quarterback Rodney Peete, appeared as a kid on Channel 3 with her mom, local children's-show host Dolores Robinson. Her father was the late Matt Robinson best known for playing Gordon on "Sesame Street."

She'll appear by satellite on Monday's episode of "Talk Philly," at noon on CBS 3.

**Writers honor Magee docs**

Dr. Tim Young and Dr. Todd Lewis, of the Magee Rehabilitation Hospital's post-concussion clinic, will be recognized at the Philadelphia Sports Writers Association's 107th annual awards dinner at the Crowne Plaza Hotel in Cherry Hill on Jan. 31. The PSWA also will honor Phillies Roy Halladay, as pro athlete of the year and Shane Victorino, as humanitarian of the year; Ian Laperriere, of the Flyers, accepting the team of the year award; and Elton Brand, of the Sixers, who is getting the "Good Guy" award.

**Charitably minded**

Funnyman Joe Conklin makes a special appearance at a Pennies in Action breast-cancer research benefit at 7:30 Jan. 29 at the El Bar (1356 N. Front). Comedians Mike Bocchetti, Bobby Zee and Kenny Michaels will perform, along with musicians Sister Blue w/ Mark Furman and Clashing Plaid, Early Gates from Ray Grady's and Jay Kelly of Union Dead. And Peek-A-Boo Revue's burlesque dancers Ginger Leigh, Cherry Bomb and Sophie Sucret. For tickets, visit [tinyurl.com/boulderbash](http://tinyurl.com/boulderbash). ★

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Sheldon Yellen, the CEO of Belfor, the world's largest disaster-restoration company, goes undercover and becomes frustrated while struggling to hang drywall at a construction site.