



SHALOM



The Journal of the Reading Jewish Community. Published as a community service by the Jewish Federation of Reading, Pa.

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CHESHVAN-KISLEV 5776

Noted writer to deliver Leo Camp Lecture at Albright

By Amanda J. Hornberger

Come learn about Middle Eastern politics from a Washington insider at this year's Leo Camp lecture. Adam Garfinkle, Ph.D., former speechwriter for the U.S. secretary of state and founding editor of *The American Interest*, a bimonthly public policy magazine, will present the 36th annual Leo Camp Memorial Lecture at Albright College on Tuesday, Nov. 10, at 7:30 p.m.

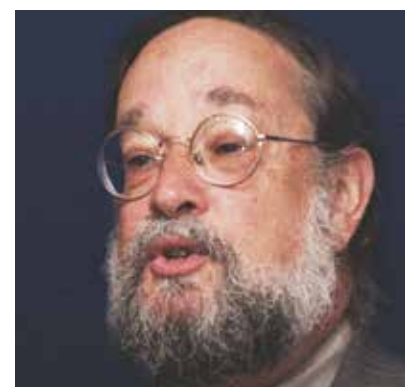
The lecture, "Israel and a Destabilized Middle East: What's the Connection?" will be held in the College's Campus Center South Lounge.

Garfinkle argues that contrary to conventional Washington wisdom, neither Israel nor the Arab-Israeli conflict have much to do with the unprecedented upheavals now convulsing the Arab world. The causes, both internal and external, run much

deeper than that. But both Israel and its relationships with the Arabs will be affected by the upheaval, he says.

Special thanks to the Camp family for sponsoring this annual lecture in memory of Leo Camp, a beloved member of our community.

If you have questions or need more information, please contact Amanda at amandah@jfreading.org or call 610-921-0624.



Adam Garfinkle, Ph.D.

Ambassador delivers briefing on current situation in Israel

By William D. Franklin

Israel's ambassador to the U.S., Ron Dermer, spoke Oct. 20 to leaders of the Philadelphia and surrounding Jewish communities on the current situation in Israel. He effectively made four points:

1) He distinguished between causes for the Israel-Palestinian conflict and those for terrorism. Ambassador Dermer stated that the continuing conflict is the result of a culture of lies that maintains that we Jews stole Palestinian lands and that there is no historical connection of Jews to the land of Israel. One of the more problematic is that the Western Wall was not part of the

2nd Temple.

Terrorism (sustained targeting of civilians) is caused by a culture of hatred. Palestinians and other Arabs are 'fed' a state-sponsored diet of hatred of Jews and Israel. This takes place in schools, on children's television shows, etc. Ambassador Dermer countered the argument of Palestinians' feeling of hopelessness or economic shortcomings being root causes by pointing out the absence of terrorist acts in Haiti and Bangladesh, where poverty and hopelessness



Ron Dermer

are extreme.

2) Israel is a strong, successful nation. Recent surveys show Israelis to be among the 'happiest' in the world with a strong sense of purpose and mission. Israel has a strong and successful economy (in 2014 20 percent of the world's funds invested in cyber-related companies took place in Israel) and is a world leader in science, water, agriculture and medicine. Ambassador Dermer said he recognized the important role Israel must play to help Palestinians and work for economic improvement and peace, but it cannot do so without a true partner.

3) He reminded us that Jews

tend to look at the glass as being 1/16th empty. We need to realize the blessing of living now as Jews with our sovereign state and a free and open America. We and some of our parents are the only generations of Jews to ever have enjoyed such freedoms. But with the realization of the glass being 15/16ths full, we must recognize our responsibility to maintain and build upon for future generations.

4) Finally, Ambassador Dermer quoted Yitzhak Rabin when replying to the question of what we, as American Jews, can do to help Israel — "Strengthen Jewish identity and Jewish education."

Meir Panim helps youth traumatized by Hamas rocket fire

Since 2001, the southern city of Sderot, which is located half a mile away from the Gaza Strip, has been under near-constant rocket fire from Hamas. As of 2013, more than 13,000 rockets had been fired at Sderot. During Operation Protective Edge, a total of 4,500 rockets were launched at Israel, many of which landed in Sderot. Due to Sderot's close proximity to Gaza, citizens have between 7 and 15 seconds' warning to get to a shelter.

Many families are forced to sleep together in safe rooms, and schoolchildren are trained to run to a shelter at the first sound of the siren. Hundreds of bus stops in the city are fortified, and on playgrounds, tunnels are covered in concrete. More than 5,000 bomb shelters have been constructed in the city, which has been nicknamed the "Bomb Shelter Capital of the World."

As a result of their being under constant attack, over 75 percent of Sderot's 24,000 residents suffer from Post-Traumatic Stress Disorder (PTSD), many of them children and teens. The psychological toll of constant air-raid sirens and explosions has

caused severe trauma in thousands of children, leading to an alarmingly high high school dropout rate of 15 percent. Many more are at risk of leaving school before graduation.

In order to combat this problem, the Municipality of Sderot turned to Meir Panim, one of Israel's premiere social services relief organizations, to help create a program for at-risk youth.

Meir Panim is best-known for its restaurant-style soup kitchens and meals-on-wheels food delivery programs throughout Israel, but it also runs several other programs benefiting Israel's children in need, including after-school clubs and summer camps. The organization receives support from the Jewish Federation of Reading through its Israel Now campaign.

Known for its large network of social resources, Meir Panim was the natural choice to build the program of "safe haven" youth centers.

The twist, however, is that the youth centers will actually be built in existing bomb shelters, enabling Meir Panim to use the city's infrastructure and to reconfigure bomb shelters into more welcoming and friendly places,



Israeli youth from Sderot stand with the remains of Qassam rockets shot into the city by terrorists in Gaza

rather than a room that represents panic and fear.

The shelters will provide a safe space where children and teenagers can come to relax, do homework, participate in recreational activities, and receive professional mentoring. Staff will work with at-risk youth to help them create and meet personal, academic and professional goals, and specially-trained student volunteers from Sderot's Sapir College will work with the kids as group leaders and role models.

The renovated bomb shelters will have full amenities, including a fully-equipped kitchen, computer stations, and a furnished

recreational area with a TV and games. Each shelter will have its own air hockey table. Meals will be provided, as many at-risk youth come from impoverished homes and don't always get enough to eat.

According to Meir Panim, their goal is not only "to empower the youth of Sderot to overcome the deleterious effects of living under fire," but to "also triumph in the face of adversity." Their new bomb-shelters-turned-youth-centers will go a long way towards helping traumatized Israelis come back from the fear of rocket attacks, and enable them to live normal and healthy lives under very abnormal circumstances.



Maimonides Society off to successful start with Mozart event

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Honor the young people in your life in campaign

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Jewish Food Festival returning to Oheb Shalom

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Read news carefully to understand Middle East

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JEWISH FAMILY SERVICE: Book offers valuable advice for cancer patients

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2015 totals as of Oct. 16

Jewish Community Campaign \$423,061 from 190 donors

***Includes transfers from Donor Advised Funds**

Your gift can have positive impact for many years to come

By **Richard Nassau**
Development Director

As we finish our 2015 Community Campaign, thank you for being part of our community. If you still need to make a donation or wish to increase your gift go to our website



READINGJEWISHCOMMUNITY.ORG.

We know charity is personal. Each of us is motivated to support Federation and other charities for reasons that have meaning for us. We may recall a friend or relative helped by Jewish Family Services. We may have experienced

unspoken discrimination because of our religion. We may value the friendships forged through the shared familiarity of being Jewish, attending Hebrew school together, or traveling to Israel.

Research has shown that people who are part of a community, who are connected to others have a better quality of life. The reasons are many, but the outcome is the same. Sonja Lyubomirsky of University of California has found, "Helping others can satisfy a basic human need for connecting with others."

Each of us understands how important it is (and has been) to be part of a Jewish community. How that community has helped shape us and

our family. A community of people there for our grandparents and we all want to make sure is still there for our children. Your support of Federation's programs and services help build our community.

Research also shows that performing acts of charity makes people feel good and helps spread this feeling throughout the community. Stephen Post of Case Western Reserve University School of Medicine has documented a "helper's high." The act of helping others reduces stress, improves our health, and causes people to live longer. In 2013, Elizabeth Dunn of the University of British Columbia and Michael Norton of Harvard Business School published

Happy Money. They found that people throughout the world reported being happier when they spent money on others rather than on themselves.

We as a community know this. The 2015 Community Campaign will soon end. The Reading/Berks County Jewish community is a special community. We connect with each other and believe strongly in helping others.

Tzedakah has always been part of our vocabulary. Thank you and please remember to make your 2015 Community Campaign gift.

To contribute to the 2015 Community Campaign visit our website ReadingJewishCommunity.org or contact RichardN@JFReading.org.

Yemin Orde supporters offer prayers for peace, safety in Israel

Friends of Yemin Orde stands with Israel and extend prayers for the safety and well-being of our graduates, 440 children, staff and families and all citizens of Israel during this challenging time.

In response to the current environment, Yemin Orde Youth Village has enhanced its usual security measures in order to reinforce the safety and protection of everyone at the Village. Additionally, the leadership staff at Yemin Orde Educational Initiatives (YOEI) is actively engaged in discussions with educators in YOEI partner communities about

how best to help their fragile students maintain hope and tolerance despite the frightening events occurring around them.

Increased security measures at Yemin Orde include extra patrols around the Village and new security cameras installed at strategic points. Public awareness is strongly encouraged for everyone as well as reporting any suspicious activity.

"Yemin Orde is a global community and we always strive to live peacefully together. Our youth embrace tolerance and respect each other's diversity,

which are important elements of the Village Way methodology," said Susan Weijel, Deputy Director, Yemin Orde Youth Village and YOEI. "Today, like all days, we emphasize hope and wish for the safety and protection of all citizens of Israel."

At YOEI partner communities, discussions are underway between educators and students that focus on understanding current events in Israel and the importance of maintaining tolerance in light of the escalating violence.

"We want our youth, who are from

troubled homes and underserved communities, to openly discuss their feelings with their teachers and remain hopeful and positive about their future," Weijel said. "Expressing themselves is a way to overcome fears or misunderstandings. YOEI staff members are giving our partner educators the resources they need to keep communication lines open with their youth."

Yemin Orde is supported by local dollars through the Israel Now campaign of the Jewish Federation of Reading.

Holocaust survivor to share her story at Alvernia

By **Amanda J. Hornberger**

Described as an energetic, life affirming, Holocaust survivor, Esther Bauer will tell her story of survival Tuesday, Nov. 17, at an event co-sponsored by Alvernia University and Jewish Federation of Reading.

In her late teens and early twenties, Bauer, a native of Hamburg, Germany, survived Theresienstadt ghetto and Auschwitz. Her mother, a medical doctor, was stripped of her ability to practice medicine by the Reich Citizen Law. Bauer speaks

so that students can "learn what happened, and see to it that it never happens again". You will be amazed by her energy and joy for life in this moving lecture.

Please join us on Tuesday, Nov. 17, at 7 p.m. at the McGlenn Conference

Center at Alvernia University (460 St. Bernadine St. in Reading).

The event is free and open to the public. If you have questions or for more information, please contact Amanda at amandah@jfreeding.org or call 610-921-0624.

Annual Kristallnacht remembrance to take place Nov. 9 in Reading

By **Amanda J. Hornberger**

Each year our community comes together for an interfaith commemoration and remembrance of Kristallnacht, the night of broken glass, Nov. 9-10, 1938. Kristallnacht is seen by many historians as the start of the Holocaust and the Nazis campaign of terror in Germany and throughout Europe.

We are fortunate to have local Holocaust survivors who will once again be participating in this year's commemoration through readings and by lighting six memorial candles.

Please join us on this special and memorable evening on Monday, Nov. 9,

at Christ Episcopal Church, 435 Court St. in Reading. The evening begins at 6:30 p.m. with a circle of light, our way of bringing light to our community, on what was such a dark night for German Jews. The interfaith and moving service begins at 7 p.m. Following the service a light reception will also be held.

There is street parking available near Christ Episcopal Church as well as the M&T Bank parking lot (next door) and the parking garage by the Abraham Lincoln Hotel. If you have questions or for more information, please contact Amanda at amandah@jfreeding.org or call 610-921-0624.

The Jewish Federation of Reading
is happy to be participating in
#GivingTuesday
#JewishFedReading
December 1st, 2015



Join Federation for Giving Tuesday

By **Abigail Heisler**

The Jewish Federation of Reading will be participating in #GivingTuesday from now through Tuesday, Dec. 1. We will be helping out the Berks County Food Pantry and our JFS Food Bank by collecting canned goods, nonperishable items and books. There will be bins located at the JCC so you can drop off your donations at your convenience. Monetary contributions can be made by going to our website www.readingjewishcommunity.org and clicking on the #GivingTuesday banner. We will also be accepting in-person donations at the JCC at a special

#GivingTuesday event on the evening of Dec. 1. When you make a donation at any point on Dec. 1, your name will be entered in a raffle to win prizes throughout the night. Chevra Mahjong will be taking place during the live event on #GivingTuesday, so feel free to join us and play. Free refreshments will be served throughout the evening.

We would like to remind social media users to go onto our Facebook and Twitter page to share and help get the word out about #GivingTuesday. You can use our hashtag #JewishFedReading to help promote us! This a great way to come together and give back to our community.



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From the President's Desk

It's good to be Jewish and it's Jewish to be good

By William D. Franklin
President

The Federation's focus for 2015-2016 — It's good to be Jewish and it's Jewish to be good!

It's good to be Jewish. We want every Jewish person to be aware, knowledgeable

and proud of his/her Jewish heritage. Through our film series, community Shabbats, Chanukah parties, fun nights and many other programs we are working to enlarge everyone's knowledge and experiences of our rich culture.



Our programs across all ages reinforce Jewish education and identity. Several Sundays ago I went to the office in the morning and got to enjoy the company of six children attending one of our regular PJ Library events. Their smiles and laughter were so sweet it made not eating their candy easy. When our little ones grow up, we also provide scholarships for Jewish camps and travel to Israel.

Later that evening I got to observe 25 of our teens in our Jewish high school program challenging and being challenged by Rabbi Dov Lerner. The impact of our support for Jewish education from pre-school to high school and beyond is one of the great rewards

of my job. Thank you.

We also have the 92nd Street Y programs, a new Jewish book group, a Chevra for young adults and a Friendship Circle for our seniors to ensure that continued learning, an important Jewish value, is present in our community.

Our past continues to be remembered with Yom Hashoah commemorations, the Leo Camp and Yashek lecture series. Reach out to the general community is accomplished by collaborating with Alvernia University, Albright College and others on interfaith community programs. We recognize the difference of opinion regarding Israel and the Middle East morass and bring in speakers to

help us better understand all sides of the many difficult issues to ensure full understanding and continued support of Israel.

It's also Jewish to be good — More than 25 percent of your donations go to support our Jewish community- be it for comprehensive senior services, transportation, food pantry, counseling or financial assistance. Not a week goes by that I don't see several members of our community coming to Sari and Carole for assistance.

Together we can reach out and touch lives — here in Reading, across the US, in Israel and in 70 countries around the world restoring hope, providing comfort and changing lives.

The apple does not fall far from the tree

By Larry Rotenberg
Chairman

The High Holidays are over, and the golden fall is here. And you will permit me a bit of nostalgia involving my own family.

My father was a Satmar Chasid. Yes, the kind who stand across the street from the U.N. building, protesting the state of Israel, because they believe such a state can only come about with the arrival of the Messiah, who will lead us back to the (too much) promised land.

Actually, he was less rigid than those folks yelling against Israel, because he allowed my older sisters to be members of Beitar, a Revisionist Zionist group headed by Vladimir Zabolinsky,



the spiritual forerunner of Benjamin Netanyahu.

In any case, as Gail Collins in her *New York Times* column often writes, I digress.

My real point is that today, more than seven decades after the death of my father, my son David works very closely with Rabbi Lipsker, our Chabad rabbi, at Caron Treatment Center, where David is the Chief Clinical Officer, and Lipsker is a senior Spiritual Mentor.

It took the wisdom and the knowledge of the rabbi, together with the administrative experience of David to put together a program for people from the Orthodox Jewish Communities of the Eastern United States, including New York, Philadelphia, Baltimore, and beyond.

When they first started to do this, David

said to his mother and me, "I can't believe I am working with someone who reminds me so much of my own grandfather".

This cooperation put Caron in the unique position of having at their disposal not only the best clinical work, but also the ability to satisfy all the religious and spiritual needs of Jewish addicted young people, who would come to Caron, go for Shabbat and holidays to Chabad, and even occasionally stay overnight, if necessary, at Chabad.

The two of them even established a kosher kitchen at Caron and a small sukkah right on the grounds of the facility.

About two years ago, David, who always works Christmas Day, told me that he had to instruct staff to remove the Christmas wreath from the door of the kosher kitchen.

But the high point of it all, came when Alison and I went to the Lipskers for "Sushi in the Sukkah", which incidentally offers some of the best of that transcultural delicacy in the region.

There, Rabbi Lipsker showed me several photos of a visit that he and David, had made a few days before, to Lakewood, N.J., a largely Orthodox community. And the picture shows David, surrounded by long-bearded Jews in their caftans.

This was quite moving for me, and when David told me that he had received a plaque from that hallowed group for his work in putting Jewish content into the work of Caron, my heart was full of pride.

So, anyone who has any doubts about the ubiquity of Jewish life, speak to Rabbi Yosef Lipsker and to David Rotenberg at Caron.

Letter to the Editor

'Nicky's Family' a gripping film about humble, selfless hero

Editor:

My husband, Rob, and I attended the screening of the gripping docudrama, "Nicky's Family", shown at Albright College on Thursday, Oct. 8.

It was a fabulous story about the Transport Children from Czechoslovakia during the 1930s at the time of the Nazi invasion. The man, Nicholas Winton,

a British stockbroker, was responsible for organizing an all volunteer group in Czechoslovakia to transport over 600 Jewish children to England, much like the transport of children from Germany to England.

In attendance were about a dozen and a half Albright students who I hope were left with a unique impression of

one aspect of the Holocaust. Amanda Hornberger of the JCC and Albright's Holocaust Resource Center followed up with an interesting understanding of the man, Nicholas Winton, a humble and selfless individual.

The film will be shown again at Friendship Circle gathering on Nov. 5 at 1:45 p.m. at the Jewish Cultural

Center.

It is also available on a DVD that can be borrowed from the Holocaust Library. Call Amanda at the JCC to arrange for the loan.

I highly recommend that you see this unique perspective of these difficult, historical times in Jewish lives.

Yvonne Frey Oppenheimer

My Kids Campaign a great opportunity for parents, grandparents

As we near the end of the year, we again encourage parents and grandparents to contribute a multiple of \$18 per child or grandchild to the Jewish Federation of Reading's 2015 Jewish Community Campaign. In return, Federation will include each child so honored in our annual list of donors. Last year over 50 children were included as donors to Federation's campaign.

Seeing their names in *Shalom*

affirms to the children listed that they are important members of our Jewish community. The My Kids Campaign allows children to understand the importance of tzedakah and provides an opportunity for families to discuss our responsibilities as Jews to those in need around the world. We hope that as these children grow-up, they will continue that process for themselves and their children as well.

The Scriptures talk about the beauty of the continuity of generations. (I'dor vador) Your gift in honor of your child, grandchild, niece or nephew is part of this continuity.

You can contribute to My Kids Campaign online through

the Federation's website READINGJEWISHCOMMUNITY.org or by sending your donation to Federation indicating it is for MY KIDS with the name of the child(ren) being honored, your name(s,) and your relationship to the child.

SHALOM

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The opinions expressed in Shalom are of the writers and not the Jewish Federation of Reading

Next deadline, Nov. 5



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Maimonides Society event a tremendous success

More than 80 people attended the Maimonides Society dinner Oct. 1 at the Berkshire Country Club. The event featured Dr. Philip Mackowiak's presentation, "Mozart's Fatal Edema," accompanied by the Wilson High School String Quartet.

Maimonides Society members are committed to the highest ideals of the health care profession and have agreed to serve as a resource to the Jewish and general community whenever leadership might be needed, whether in areas of philanthropy, health, social activities, or scholarship.

Maimonides Society Members*

- Richard Alweis, Chairman
- James Barrer
- David Bluestone
- Ivan Bub
- Paul Chwiecko
- C. Harold Cohn
- Stuart Cohn
- Glenn Corbin
- Jeffrey Driben
- Irving Ehrlich
- Tatyan Erlikh
- Marc Filstein
- Jeffrey Frank

- David Goldberg
- Lawrence Gross
- Neil Hoffman
- Mel Horwith
- Martin Jacobson
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- Gary Lattin
- Elliott Leisawitz
- Alan Levine
- Lisa Levine
- Meir Mazuz
- Paul Mintz
- Paul Mitnick
- Phyllis Murr
- Michael Perilstein
- Gordon Perlmutter
- Lee Pittsburg
- Frank Politzer
- Philip Pomerantz
- Lee Radosh
- Larry Rotenberg
- Peter Schwartz
- Richard Small
- Adam Spiegel
- Ruth Spillerman
- Emanuel Wittels

*as of 10/22/15

Photos by Jason Hornberger



Larry Rotenberg, Phil Mackowiak, Richard Alweis, Bill Franklin



Phil Pomerantz, Mike & Barbra Perilstein, Manny Wittels



Carol Cohn, Stu Cohn, Jeff Frank



Cindy Balchunas, Andy Waxler, Jeff Driben, David Spillerman



Jeff Driben, Ruth & David Spillerman

Sukkot fun at PJ Library



The JCC's PJ Library program held a belated Sukkot celebration Oct. 18. At left, Connor Fogelman, 4, and Gabrielle Gurwitz, 3, show off the candy Sukkahs they made during the event.

PJ Library offers free books on Jewish themes for local youngsters along with plenty of enjoyable and educational activities. Contact Amanda Hornberger at the JCC to become part of the fun.

Sushi in the Sukkah



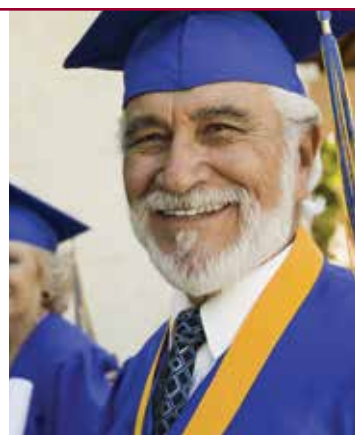
Friends and family gathered together in the sukkah of Rabbi Yosef and Chana Lipsker of Chabad-Lubavitch of Berks County on Wednesday, Sept. 30, for a Sushi in the Sukkah celebration.

Guests enjoyed a buffet of delicious food, including sushi prepared by our professional sushi chef. The atmosphere was warm, joyous, and uplifting.



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Congregational News

Teach tzedakah by example this Thanksgiving and all year

By Rabbi Brian Michelson

Reform Congregation Oheb Sholom

One of my rabbinic colleagues told me this story about his mother. She was in Florida for a few months for the winter. At the time, she was in her 70s, an immigrant from Europe. She was walking down the street in Miami Beach and stopped a man she saw and said: "You are the son of Mr. So-and-so from such-and-such a town in Europe." The man was astounded and wanted to know how



she knew that. She explained, "Your father was a wood chopper in Europe. He used to chop wood and leave it at night behind the houses of the poor so they wouldn't be embarrassed to take it. Even though it has been years since I saw your father, as soon as I saw you, I recognized your father's face."

Each year as we prepare to celebrate Thanksgiving, the most American of all our holidays, we pause to give thanks for all the things with which we have been blessed. We give thanks for family and friends, for food and shelter, and for the freedom that is ours. We realize that part of the way we give thanks is by sharing what we have with others.

Tzedakah is one the highest ideal in Judaism. More than just charity, it includes acts of righteousness. Tzedakah is the one area that unites Jews no matter their personal beliefs or practices

There are three main principles in the performance of tzedakah. First, the way to deal with poverty is to help the poor help themselves; second, when one gives tzedakah to the poor, the poor are respected and the best way is for the donor to remain anonymous; third, the dignity of those who are receiving the tzedakah must, also be respected.

There is a Yiddish proverb that says,

"The longest road in the world is the one that leads from your pocket." The practice of tzedakah, like many other habits, begins at home. Educators know that repetition is important in teaching a value. To make tzedakah a habit, a child needs to observe and hear about tzedakah frequently. So this year, make the giving of a bit of tzedakah part of your Thanksgiving ritual and/or weekly Shabbat observance. Take the tzedakah box off the shelf, or even better, design and create one with your children or grandchildren's help. Let our young ones help put the money in the pushke. The greatest lesson we can teach them is by being the people we want them to be.

Community Invited To:

Robert N. Greenberg Scholar in Residence Program

Friday evening, November 13, 2015

Keshet Zion Sanctuary

Services at 6:00p.m., Speaker 6:40p.m.

Shabbat Dinner to follow: Cost of \$22 per person

Vegetarian option available on request

"What Is Holiness?" How does holiness differ from ethics? Is ethics enough for a good life? Can holiness be problematic?

Saturday, November 14, 2015

Keshet Zion Sanctuary

Services at 9:30a.m.

Speaker at 10:45a.m.

"Is Religious Doubt a Virtue or a Vice?"



Speaker: Alan Mittleman, Ph.D.

Professor of Jewish Philosophy at the Jewish Theological Seminary

Alan Mittleman, Ph.D. is the Aaron Rabinowitz and Simon H. Rifkind Professor of Jewish Philosophy at The Jewish Theological Seminary. Prior to this position, Dr. Mittleman served as a professor of religion and Head of the Religion Department at Muhlenberg College.

Prior to his career in academia he served on the national staff of the American Jewish Committee. Dr. Mittleman is the author of six books including; *Human Nature and Jewish Thought*, *A Short History of Jewish Ethics*, and *Hope in a Democratic Age*.

His writings have appeared in the *Harvard Theological Review*, *Modern Judaism*, *Journal of Religion* and the *Jewish Political Studies Review*.

Dr. Mittleman is a neighbor living in the Lehigh Valley where he enjoys his family and fly fishing.

Please join us in welcoming Dr. Mittleman to our community.

Dinner reservations required by Thursday, November 5, 2015

Contact Keshet Zion, 1245 Perkiomen Avenue, Reading, PA 19602

Call 610.374.1763

Email: kzsecretary@entermail.net

LOCAL CONGREGATIONS AND SERVICE TIMES

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REFORM CONGREGATION OHEB SHOLOM (610) 375-6034

Friday, Nov. 6: 6 p.m. Shabbat service.

Friday, Nov. 20: Musical Shabbat, 7 p.m.

Fridays, Nov. 13 and 27: Shabbat service, 7:45 p.m.

Saturday, Nov. 21: Tot Shabbat, 10 a.m.

CHABAD CENTER OF BERKS COUNTY (610) 921-0881

Saturday mornings: 9:30 a.m.; Friday evenings: 6:30 p.m.

CONGREGATION SHOMREI HABRITH

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Tot Shabbat

JOIN US FOR TOT SHABBAT, A MUSICAL, STORY-FILLED SHABBAT MORNING EXPERIENCE GEARED TOWARDS FAMILIES WITH YOUNG CHILDREN THROUGH GRADE 2. BRING YOUR FAMILY AND FRIENDS TO CELEBRATE WITH RABBI MICHELSON, AND STAY FOR A PINT-SIZE ONEG OF JUICE, CHALLAH, AND CHILD FRIENDLY TREATS.

Saturday, 11/21/15 at 10:00 am

Saturday, 12/12/15 at 10:00 am

Saturday, 1/16/16 at 10:00 am

Saturday, 2/20/16 at 10:00 am

Saturday, 3/19/16 at 10:00 am

Saturday, 4/9/16 at 10:00 am

Saturday, 5/14/16 at 10:00 am

Tot Shabbat services are held Saturday mornings at 10:00 am at Reform Congregation Oheb Sholom, 555 Warwick Drive, Wyomissing, PA 19610 ohebsholom.org

Members & non-members are invited! No registration is required. Please call the Temple office, 610.375.6034, with any questions.

Did You Know Jewish Family Service:

•offers discounted taxi transportation to seniors and the disabled?

•has a monthly need-based food pantry?

•offers counseling and information and referral services?

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Jewish Food Festival returns to RCOS on Nov. 1

The 15th annual Jewish Food and Cultural Festival will be held Sunday, Nov. 1, from 10 a.m. to 4 p.m. at Reform Congregation Oheb Sholom, 555 Warwick Drive in Wyomissing.

All the old favorites will be back, including brisket and chicken platters, New York-style deli sandwiches, bagels and smoked fish, falafel and much more. Get there early for a spectacular selection of desserts, including our famous Jewish apple cake, which

always sells fast, and our sweet, savory rugelach pastries.

Other delicious treats include blintzes; kugel, knishes and the ever-popular matzo ball soup.

Admission is free. Tickets good for one for breakfast or dinner platter are available for \$13 from RCOS members or from the synagogue office, 610-375-6034.

We have a tent for additional seating and to better accommodate the crowds.

There's much more to the festival than food. Tour the sanctuary with Rabbi Brian Michelson. Check out our displays on Jewish holiday celebrations. Take time out to do some shopping and enjoy the beautiful jewelry and gifts on display in our gift shop. There will be plenty of music as well.

Finally, the members of the Temple are stressing the theme of giving back. Those who attend are encouraged to bring a canned good or other

nonperishable food item. Contributions will be donated to the Greater Berks Food Bank. Guests also are invited to bring toiletry items (disposable razors, toothbrushes, shampoos, etc.) for Opportunity House. RCOS has been a supporter of these types of causes from its beginning.

Reform Congregation Oheb Sholom is located just a block away from Starbucks and the Wal-Mart/Redner's shopping center on State Hill Road.

On behalf of the Reading Jewish Community, The Board of Directors of the Jewish Federation of Reading extends condolences to Rabbi Joel Weintraub and family on the loss of his wife, Shirley.


Sunday November 15th 10:30 am	Sunday November 15th 4:00 pm	Friday November 20th 7:00 pm
Chai Mitzvah	RCOS Book Club	Musical Shabbat

SPECIAL NOVEMBER EVENTS

Registration is still open for Chai Mitzvah, a monthly group learning session to encourage a deeper engagement in Judaism and community life. Rabbi Michelson will moderate a different topic in each of the nine sessions. The November topic is Philanthropy/Tzedakah. Please call the Temple office to register. The fee for all 9 sessions is \$36.

Please join Rabbi Michelson for our quarterly book club to discuss a memoir entitled *The Forgetting River* by Doreen Carvajal.

Join Rabbi Michelson and Student Cantor Harriet Dunkerley as they lead a special service featuring the musical talents of our choir and congregants.



Reform Congregation Oheb Sholom
 555 Warwick Drive, Wyomissing, PA 19610
 610.375.6034 · www.ohebsholom.org

CHANUKAH IS ALMOST HERE AND
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 ANNUAL CHANUKAH SERVICE AND DINNER
 WE WILL LIGHT THE CANDLES TOGETHER
 ON THE BIMAH SO PLEASE BRING
 YOUR MENORAH FROM HOME



FRIDAY, DECEMBER 11, 2015
 6:00PM SERVICE
 7:00PM DINNER
 FEE PER PERSON: \$10



RSVP BY DECEMBER 4TH
 TO THE TEMPLE OFFICE

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ANNUAL COMMUNITY-WIDE CHANUKAH AT THE MALL

FEATURING THE JEWISH ROCK & ROLL BAND





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MONDAY, DECEMBER 7, 2015
 2ND NIGHT OF CHANUKAH
 6:00 PM

BERKSHIRE MALL (BOSCOV'S ENTRANCE)

SPONSORED BY CHABAD LUBAVITCH OF BERKS COUNTY AND BOSCOV'S DEPT. STORES

Youth News

Classes begin at Jewish Community High School

Our new Jewish Community High School officially opened on Oct. 11, and students have been wonderfully positive.

Some reminders for families:

Calendar: School closed Nov. 1 for RCOS Food Festival. School open Nov. 8, 15 and 22 and Dec. 6, 13 and 20.

Registration: Please ensure your child's registration form has been completed and arrangements with the JCC/Federation are concluded. Questions should be directed to JCC Program Director, Amanda Hornberger.

Text Notification: Weather Alerts and/or JCHS closings will be sent out to your cellphone and by email as soon as decisions are made. Please ensure that our office has the most up-to-date cell phone number and the email address for each of our students and for each parent.

Snacks: Bless our students. As a result of providing apples and honey for

the High Holy Days, we learned that a number of the students prefer to have fruit and "healthier" snacks than cookies, popcorn and pretzels. Accordingly, we are providing fruit and healthier snacks. One question: is any student in need of a nut-free snack policy. Please advise Rabbi Dov and Amanda as soon as possible.

Current courses: Contemporary Jewish Debates and Dilemmas; "Maus;" Jews and Food; Current Events; What You Thought You Knew About Being Jewish ..."; Jewish Values in Modern Media; Heroes, Heels and Hustlers in the Bible.

New students welcome: We welcome new students still, and parents or teens who have questions are urged to speak with those who are already enrolled and participating or with Rabbi Dov, 215-572-9175 or bdlerner1@gmail.com.



Liberty Region BBYO: Join in the fun!



****Please watch for the announcement of the date, time and location of [Back to BBYO Night](#) in your chapter/community!**

Regional Kick-Off

September 12

Brunswick Zone XL, Feasterville-Treose, PA

Open to ALL Jewish teens in grades 9-12

Come celebrate the official start to an incredible year of BBYO with bowling, laser tag, arcade games, friends and fun!

Regional Leadership Training Institute (RLTI)

September 18-20

Camp Kweebec, Schwenksville, PA

Open to ALL members

This convention focuses on the development of participants' leadership skills through interactive programming, skills workshops and teen-led training sessions. This year's RLTI will be extra awesome as we will be joined by our friends from BBYO Keystone Mountain Region (KMR)!

Tournies Convention

November 13-15

Harrisburg JCC, Harrisburg, PA

Home Housed

Open to ALL members

During this convention weekend, teens compete to show chapter spirit in many different activities ranging from water polo to debate – there is an event for everyone!

Marathon Madness

January 17

Location TBD

Open to ALL Jewish teens in grades 8-12

BBYO's new Movement-wide Stand UP initiative brings Jewish teens together from around the world to support causes they care about and make a difference through the power of community, while having a lot of fun! It has never been easier, or more fun, to make a difference. Join us for a dance party bigger than our region has ever seen!

BBYO is the largest pluralistic youth movement and most effective provider of identity-building and leadership development programs for Jewish teens. Our region, Liberty Region #13, was created after Central Region East and Philadelphia Region merged together into a mega-region in 2013. Liberty is comprised of chapters along Eastern Pennsylvania (including Philadelphia), Delaware, and two areas of southern New York: Binghamton and Elmira.

Throughout the school year, many meaningful and fun events take place locally, regionally, and even internationally. Liberty hosts five main conventions during the year: Regional Leadership Training Institute (RLTI), Tournies, IT Convention (In Training - new members convention), WOW Convention, and Spring Convention. BBYO is a youth-lead organization with chapter and regional boards that help make the region run smoothly.

See below for calendar of events

International Convention (IC)

February 11-15

Baltimore, MD

Open to ALL members

IC is an opportunity for members to become more familiar with BBYO on the international level, experience innovative Shabbat services, take part in community impact projects and connect with Jewish teens from all around the world.

In Training (IT) New Member Convention

March 4-6

JCC of Wyoming Valley, Wilkes-Barre, PA

Home Housed

Open to ALL NEW members

New members are invited to spend the weekend getting to know one another and learning more about BBYO.

WOW Weekend Convention

April 15-17

Hotel TBD

Open to ALL members

During WOW Weekend, teens experience "wow programming" in a variety of topics, such as community service, social action and brotherhood/sisterhood.

March of the Living (MOTL)

May 2-16

Poland and Israel

Open to ALL members

MOTL is a two weeks-long program focused on Holocaust education and remembrance. Teens spend one week in Poland and end their trip with a week-long celebration of the Jewish peoplehood in Israel.

Spring Fling Convention

May 20-22

Camp Kweebec, Schwenksville, PA

Open to ALL members

As the culmination of the program year, this convention allows to teens to listen to State of the Region addresses from their regional presidents, hear and take part in Life Ceremonies given by outgoing seniors, and elect the Regional Board for the following calendar year.

Want to learn more about Jewish youth groups?

For BBYO, contact Janine Ure via the Jewish Federation, 610-921-0624.

For National Federation of Temple Youth, contact Scott Stein via Reform Congregation Oheb Sholom, 610-375-6034

The importance of reading the entire article

In a *Wall Street Journal* editorial last month, Bret Stephens noted that the press uses headlines that misrepresent the facts regarding the Israel-Palestinian conflict embedded in the article itself. For example, over a two-week period, Hamas killed a Jewish couple as they were driving with their four children in the northern West Bank, followed two days later by a Palestinian teenager stabbing two Israelis to death in Jerusalem's Old City and, on the same day, a knife-wielding Palestinian being shot and killed by Israeli police after he slashed a 15-year-old Israeli boy in the chest and back.

The media's way of describing these two weeks of Palestinian assaults was with headlines such as "Palestinian Killed As Violence Continues"; "Two Palestinian Teenagers Shot by Israeli Police," "Israeli Retaliatory Strike in Gaza

Kills Woman and Child, Palestinians Say." The headlines and first paragraphs of these articles clearly give a false sense of who is perpetrating the violence.

Stephens also denounced the media's bias. A recent report stated that the Palestinians have despaired at the results of the peace process but did not point out that Palestinian President Mahmoud Abbas recently declared the Oslo Accords null and void. Further, an article about Abbas declaring that Israeli politicians want to allow Jews to pray atop the Temple Mount did not report that Prime Minister Benjamin Netanyahu continues to deny it and has even barred Israeli politicians from visiting the site.

The point of his article is that these distortions improperly mobilize anti-Israel support and feed the violence. We and

Israelis and Palestinians march together in Jerusalem solidarity rally

Hundreds of Israelis -- Jews, Arabs, and Palestinians from Jerusalem, Tel Aviv and Haifa marched through the center of Jerusalem in mid-October to call for an end to the current round of violence and for all people to support coexistence and a solution to the territorial disputes.

Representatives from Jerusalem's Hand in Hand school — a bilingual

Hebrew Arabic school that promotes coexistence, spoke at the event as well as representatives from other peace interest groups including the forum for Israeli-Palestinian bereaved parents for peace, reconciliation and tolerance.

Participants took part because of their belief in the importance of Arabs and Jews standing together.

JFNA, for obvious reasons, monitor articles about Israel, but discrepancies between an article's content and the implications of its headline are pervasive.

To avoid the misrepresentation of headlines, we strongly urge you to read the entire article and look to other sources for their accounts on the story.

Where BDS threatens, Jewish pride beckons

In a recent study by Brandeis University in Massachusetts, one-third of U.S. and Canadian Jewish college students reported having been verbally harassed during the past year because they were Jewish. It also found that nearly three-quarters said they had been exposed to at least one of six anti-Semitic statements, including the claims that Jews have too much power and comparison between Israelis and Nazis.

As a direct response to the rising anti-Semitism and anti-Israel sentiment nationwide, Chabad on Campus headquarters will be opening 19 new campus centers across North America this fall. Among them are the University of South Carolina, Louisiana State University, the University of Utah, Tulane University, Caltech and the University of Alabama, bringing Chabad on Campus' reach to some 500 colleges, with 230 full-time professionally staffed centers worldwide, in all.

Following the incident at UCLA in which student Rachel Beyda was initially turned down for a student government post after questions were raised about whether her Jewish faith would affect her impartiality, Rabbi Dovid Gurevitch, the Chabad Rabbi at UCLA for nine years stated: "A lot of students were taken aback. They were shocked to realize

that this was not only about Israel; it was about their Jewish identity. For a lot of Jewish students coming to UCLA, it is their first time ever encountering anti-Semitism. They never had to deal with it before. Many students are alienated from their own Jewish identity or apathetic, so the long-term strategic answer is not demonstrations or a show of force, but rather a stronger sense of their identity and greater engagement in Judaism." Gurevitch believes that enhancing Jewish students' identity through education, engagement and community building, is strategically critical and on this end, the rabbi continues to invest in his classes and programming, leading a class on the Land of Israel, and supporting students one-on-one so they don't feel intimidated when attacked.

Speaking for Chabad on Campus International, Rabbi Yossy Gordon, executive vice president of the division says that Chabad campus representatives are concerned about students feeling vulnerable and are "very sensitive about providing them with a safe and secure environment where they feel supported." At the same time, Chabad on Campus is dedicated to fostering Jewish identity by taking positive steps forward. "The stronger and the more united the Jewish people are, the weaker and less effective

the forces against us," says Gordon. Like Gurevitch and the other Chabad representatives working on campus, he insists that increasing efforts to promote commitment to Judaism goes a long way to addressing the problem systemically. "The same irrational thinking that leads someone to become anti-Semitic is the same super rational thinking that leads us to be overwhelmingly, and without compromise, accepting and welcoming to every single Jew. We take that negativity and turn it on its face."

While Chabad staunchly supports Israel as a Jewish homeland, campus rabbis do their best to ensure that every student is welcomed with open arms no matter their politics. In fact, a significant segment of Jewish students have been drawn into the anti-Israel momentum; a vocal group of Jewish protesters loudly condemns many of Israel's policies and actions at campus rallies, unaware, perhaps, that it is often anti-Semitism that drives so much of the anti-Israel activism.

Still, Chabad stays on message: Even if we don't agree with your views you are welcome at our Shabbat table, say its leaders.

Emmanuelle Hodara, who served as student board president at Chabad of UCLA, feels that the positive and joyful Judaism that students find at Chabad,

gives them a Jewish experience that is not only about "constantly defending ourselves from BDS."

Ori Herschmann, who is entering his senior year at UC Berkeley, has been harassed repeatedly and has been called a "baby killer" and an "IDF terrorist," though he never served in the IDF. "Today on college campus there are these overgeneralizations that if you are a Jew, your allegiance is to Israel first. They are categorizing Jews who have never set foot into Ben-Gurion Airport as blindly supporting Israel. Chabad has helped him realize the tremendous need to focus on committing to a strong Jewish identity. "With so much anti-Semitism happening on a day-to-day basis around the world, if we only focus on all the bad, we are risking the future of the Jewish people who may be afraid of being Jewish." He says that though "Chabad does a great job at addressing these issues, they do not make them a focal point." It is vital, he believes, to focus on one's sense of belonging to the Jewish people and to embrace the true beauty of Judaism.

Our own Rabbi Yosef Lipsker reinforced this point by saying "Chabad generally focuses on the positive reaching out to teach about our shared heritage and connections."

Silicon Nazareth

There is a great deal of underused and underappreciated entrepreneurial energy among Israel's Arab population.

Israel is dealing with another type of energy security, perhaps even more crucial — the energy of human talent and imagination. There is a worrisome talent shortage developing in Israel and few seem to be even aware of it.

According to the Swiss business school IMD, in its annual World Talent Report, Israel ranks 18th in the world in developing, attracting and maintaining talent, down three places from a year earlier and drastically below the eighth place it held just a decade ago. For the start-up nation, where close to half its economic growth is driven by high-tech, this is a serious problem.

One partial solution lies within Israel. There is a great deal of underused and underappreciated entrepreneurial energy among Israel's Arab population. Very quietly, Arabs are increasingly working in high-tech and launching their own start-ups. Today, some 2,000 Arabs work in high-tech, up from just a few hundred a decade ago.

The numbers are very small but growing. One of the major driving forces behind this mini-trend is a remarkable computer scientist named Smadar Nehab, who holds an MSc degree from the Weizmann

Institute. Leiden University, Netherlands, recently ranked Weizmann 10th in the world among research universities, the only university in the top 10 outside the U.S.

After working in Silicon Valley for top companies, she returned home and, in 2008, founded Tsofen High Technology Centers — an Arab-Jewish organization that promotes integrating Arab citizens into Israel's high-tech and start-up industries.

Tsofen does this by creating high-tech centers in Arab towns and cities. The main one is in Nazareth, and it is sufficiently full of creative energy to merit the term Silicon Nazareth. A city of 80,000, Nazareth had only a handful of high-tech jobs in 2008; today, there are many, and a third are filled by Arab women.

Nehab recently told the business daily *TheMarker* that there are 600 Arabs working in software in Nazareth today, up from only 30 in 2008. And here is strong Jewish-Arab integration. At Galil Software in Nazareth, 15 percent of the workers are Jewish. Amdocs, a global giant that sells cell phone-billing software, has a thriving Nazareth branch. So does Broadcom, a global semiconductor company, which opened an R&D center in Nazareth a year ago.

Tsofen, and Nehab, understand clearly that the key is working with young people. Twice yearly, Tsofen sponsors Hackathons

in which teams of young people work intensively on creative ideas, simulating a start-up environment.

Prof. Opher Etzion heads the Technological Empowerment Institute in the Yezreel Valley Academic College, nestled in the lovely valley just below Nazareth. He recently organized a Yozmaton event for Jewish and Arab high school students, ages 14-17, together with Nizar Bitar, who heads Arab student promotion at the college. In a three-day marathon, mixed teams had to pick a "social-technological initiative," design a product and construct an initial version. Each team also designed and performed a TV show, in a real TV studio, before a panel of judges. The young people were helped by a team of experienced mentors. The winning team built an "app" that teaches dancing, using a "smart ball" that can be programmed for movement and changes in color. The choreography is programmed within the ball, and the different colors designate dance moves. The judges noted that this idea has commercial potential. A Yozmaton staff member commented, "I loved the immediate and wonderful connection created between Jews and Arabs — love that crosses the borders."

Bank of Israel Governor Karnit Flug has noted that failing to better integrate Israel's

1.7 million Arabs and some 800,000 ultra-Orthodox, together nearly a third of the population, into the labor force can cost Israel 1.3 percent in GDP growth. At a time when the economy is growing at only three percent annually, this is an intolerable price.

A 2014 study of the Israeli Arab labor force shows that the Civil Service's Arab work force share is about 8 percent, up from 2 percent in 2007, but short of its 10 percent target set for 2012. Also, there are eight times as many Arabs and Druse in the police as there were a decade ago.

Recently, Economy Ministry figures show that a third of Arab women are currently in the labor force, up from only one in five 20 years ago. Hundreds of millions of shekels have been invested by the government in job training and counseling for Israeli Arabs.

According to the latest Global Startup Ecosystem Ranking, Tel Aviv ranks fifth in the world, behind Silicon Valley, New York City, Los Angeles and Boston.

And, for the first time, Jerusalem made it into the top 50. With some 6,900 high tech companies, 80 percent of them startups, Israel has earned its start-up nation nickname. Imagination, talent and creativity are not bounded by culture or religion.

"High tech is possible in Arab society," Nehab asserts.



Anne Frank's story told with 'no frills'

Genesis Theatre's "No-Frills" Readers Theatre gave performances of "The Diary of Anne Frank" Oct. 17 and 18 at the JCC. The troupe delivered a staged reading under the direction of Marjory Ewald, offering a stark retelling of the story without sets or costumes.

Camaraderie

By Anne Seltzer

There is probably no other time of year that I feel the camaraderie like Food Festival time. This year the event at Reform Congregation Ohab Shalom is Sunday, Nov. 1.

Though I really enjoy cooking and baking, doing mass quantities of rugelach and apple cakes, crumb cakes, and muffins, can be daunting. But many hands make light work. This year we even had a few new additions to the usuals. It is a great way to get to spend time with your friends, and to get to know new people and make new friends. We share each other's ups and downs, and for those of us who don't see each other regularly, catch up on family news for the last year. We look at each other's pictures of kids, grandchildren, and pets. And we spend a good half hour trying to decide where to get lunch from that day. Starting at 9:00 a.m. and not ending until 6:00 or 7:00, one does need to eat! But you do not get to leave to eat. It must be done there!

One would think that being around all that food, there would be plenty to eat. But believe it or not, we don't even try one apple cake. They are too precious to break even one open! We do get to try the rugelach "rejects" and usually a muffin happens to crumble. We have made more than 200 pounds of assorted rugelach, 250 apple cakes, lots of mandel bread and muffins and crumb cake. And there were no cross words spoken among us. We all have our jobs



that we do well, and we pass on those we don't. Everyone got in soapy water up to their elbows washing pans, and most of us even know how to do the ovens. But we leave the huge mixer to Amanda Shocket, without whom, along with her husband, Eric, this Food Festival would not have been possible.

This year I gave up being the matzo ball lady. There truly are only so many hours in a day. But there were three very able-bodied people who made what I think are the best looking matzo balls to date. Mine definitely never looked as good! A new team is born.

The final two weeks are all about cooking — soup, brisket, and kugel. Those also all require teamwork and camaraderie. We always say we will all continue to get together for lunch, and I hope this is the year that we do. I found this recipe online last week and am looking forward to trying it for the holidays. At the moment, I'm trying sweet recipes using olive oil. This one contains a little butter, but mostly oil.

Salted Double-Chocolate Olive Oil Cookies

2/3 c. unsweetened cocoa
 1/4 c. dark or light brown sugar
 2/3 c. all-purpose flour
 1 egg, room temp.
 1 tsp. Kosher salt 1 T. vanilla
 1/2 c. extra virgin olive oil
 1 1/2 c. bittersweet chocolate chips
 2 T. butter, room temp.
 1-2 T. Maldon sea salt (sprinkle on top before baking)
 1/2 c. white sugar

and spending time with his family and friends. He is survived by his wife, Eileen, and his daughters; Dawn Kase and Star Urmson. Other survivors include his three grandchildren and his two brothers, James and Jerry Cohn.

Harriet (Schrope) Zeigerman, 98, of Wyomissing. Harriet was a classical concert pianist and taught piano for many years. She is survived by her daughter Deborah Goodman, wife of John Moyer of Wyomissing and her stepson Gerald Zeigerman. Other survivors include her grandchildren; Larry Goodman and his wife, Kate, Rachel Goodman and Sam Goodman and his wife, Alexandra. There are also three great-grandchildren.

Obituaries

May (Schaffer) Kaplan, 91, of Boca Raton, Fla., and formerly of Reading. She is survived by her husband, I. Leon Kaplan.

Shirley Weintraub of Staten Island, N.Y., and formerly of Reading. Shirley was a social worker for Berks Visiting Nurses. She is survived by her husband, Rabbi Joel Weintraub, and sons, Yosef and Yisroel and their families.

John M. Conn III, 69, of West Reading. John served in the Vietnam War and received the National Defense Service Medal and Good Conduct Award. He enjoyed fishing, motorcycles

Israeli company offers to take in and employ refugees from Syria

The Israeli company SodaStream has offered to take in Syrian refugees and employ them in its new factory in the Negev Desert.

SodaStream and the mayor of Rahat, which is near the home beverage maker's factory, announced that they can absorb up to 200 families. Some 30 percent of the 1,100 workers at the factory live in the Bedouin city led by Mayor Talal Al-Krenawi.

"As the son of a Holocaust survivor, I refuse to stand by and observe this human tragedy unfold right across the border in Syria," said SodaStream CEO Daniel Birnbaum said in a statement to the press.

"Just as we have always done our best to help our Palestinian brothers and sisters in the West

Bank, the time has come for local business and municipal leaders to address the Syrian humanitarian crisis and take the initiative to help those in need," Birnbaum continued. "We cannot expect our politicians to bear the entire burden of providing aid for the refugees."

The Israeli government must approve the endeavor.

SodaStream announced a year ago that it would close its controversial West Bank factory and move its operations to southern Israel.

The move to close the factory was widely seen as due to international pressure from the Boycott, Divestment and Sanctions movement, which seeks to hurt Israel's economy over its policies toward the Palestinians.

Sift cocoa, flour and salt twice. Beat sugars, olive oil, and butter on high speed for 2 minutes. Add egg. Beat on medium. Add vanilla and beat. Add 1/3 of dry ingredients, beat on low. Add second 1/3, beat on low. Add final 1/3, beat on low. Add chocolate chips and beat on medium 5 seconds at most. Mix by hand if any flour remains visible. Chill for an hour. Scoop

dough by 1/8 c. ice cream scoop onto parchment-lined sheets. You can make them smaller if you wish. You can also use a spoon to make the cookies. They spread so leave a few inches between cookies. Sprinkle cookies with Maldon sea salt. Bake at 350° for 3 minutes, turn trays and bake another 3-4 minutes. Centers should still glisten. Cool and enjoy!



Paul Simon exhibit opens at Jewish museum in Baltimore

An exhibit on singer/songwriter Paul Simon opens Oct. 11 at the Jewish Museum of Maryland in Baltimore. "Paul Simon: Words and Music" has been at the Rock and Roll Hall of Fame in Cleveland since 2014. Baltimore is the first stop on a national tour. The exhibit will be there through Jan. 18.

The highly acclaimed exhibit celebrates the life of one of America's greatest musical artists.

The exhibit is the rock museum's first to be anchored by first-person narration by the artist. Simon's narrative guides the visitor through the story of his life using an illustrative timeline to explore who he was as a young musician, his songwriting and creative process and his experimentation and love of world music. The exhibit features autobiographical films, videos of select performances and more than 80 artifacts chronicling the life, career and creative inspiration of the two-time Rock and Roll Hall of Fame Inductee.

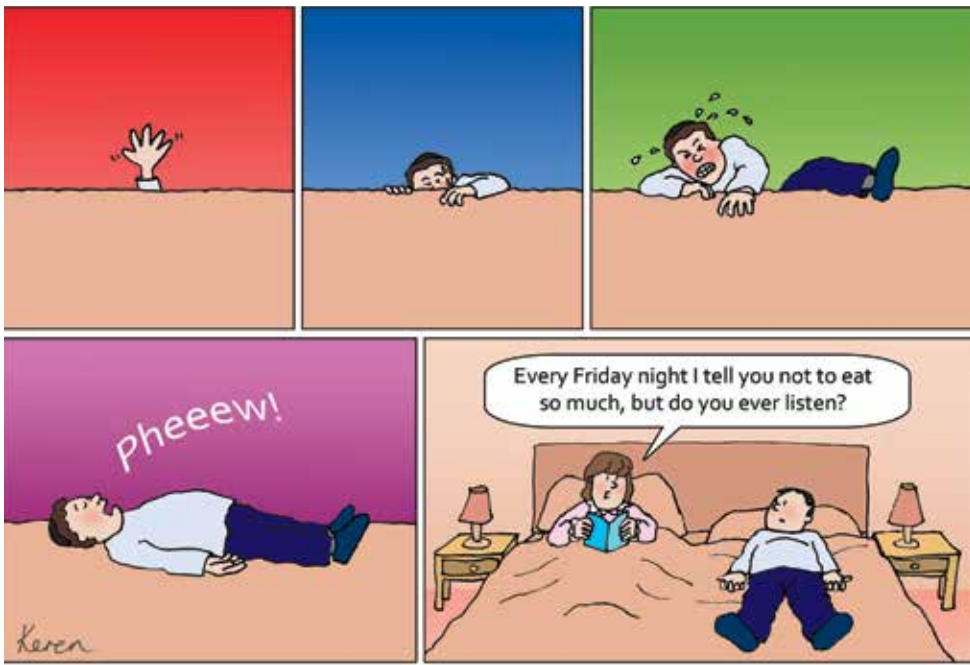
"Paul Simon: Words and Music marks a transition from artifact-based exhibits to story-based exhibits," said Karen L. Herman, Vice President of Collections and Curatorial Affairs at the Rock and Roll Hall of Fame. "We gave Paul Simon

the opportunity to tell his own story. We filmed him specifically for the exhibit -- he walks visitors through his life story and his creative process and provides context to the touchstones where his music intersected with our culture, from Simon & Garfunkel to Saturday Night Live."

Curated by the Rock and Roll Hall of Fame, the Simon exhibit was created to celebrate the 50th year of his career.

To accompany the exhibit, the Maryland museum will offer programs that explore the stories of great Jewish singer/songwriters, from Simon and Bob Dylan to Theodore Bikel and Debbie Friedman. Through programs and events, M will look at the intersection of folk, folk-rock and the Jewish experience, including political activism in the 1960s, the meeting of African-American and Jewish musical traditions, the incorporation of folk melodies into synagogue music and the Jewish entrepreneurs who shaped the folk and folk-rock record labels and the Greenwich Village folk scene.

The museum is located at 15 Lloyd St. in Baltimore. For more information, go to jewishmuseummd.org/paul-simon/ or call 410-732-6400.



All Around the Town

Mazel Tov to **Rita Sugarman and Jeff Hantgan** on the marriage of their daughter Rachel to Ryan McHale of Philadelphia.

Mazel Tov to **Ellice and Rich Gunter** on the marriage of their daughter Brooke to Zach Pistilli of Maryland.

Mazel Tov to **Naomi and Alex Knoll** on the marriage of their son Avi

to Elizabeth (Liz) Sunshine.

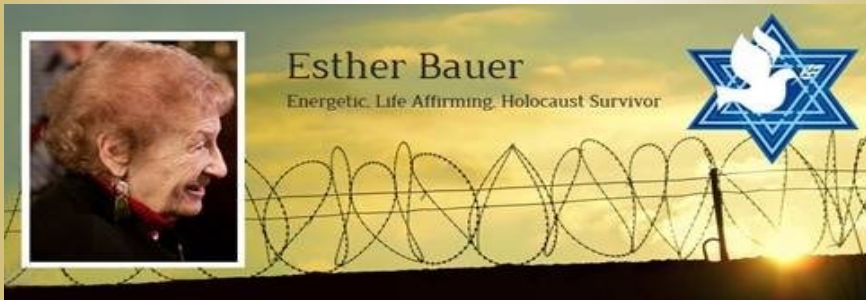
Mazel Tov to **Jackye and Jim Barrer** on the birth of their grandson Harrison James to Kate and Sam Barrer of Philadelphia

We love good news about members of our community! Please share it by emailing Marknem@aol.com.

Until next time: Shalom!



Multicultural Engagement, Campus Ministry, and
The Jewish Federation of Reading
Present



Tuesday,
November 17, 2015
7:00 p.m.
McGlenn
Conference Center

- Energetic & Life Affirming Holocaust Survivor
- Daughter of an educator and a doctor
- Family experienced Anti-Semitism
- Lost parents and spouse during Holocaust
- Between the ages of 17—21 (college years), she spent time in the following concentration camps: Theresienstadt also known as Theresienstadt Ghetto, Auschwitz, and Flossenburg

460 St Bernardine Street
Reading, PA 19607-1737

To learn more, contact Amanda Hornberger, 610-921-0624

Gardening with Vicky

Brush up on your vocabulary

By Vicky Sokoloff

If you are a gardener or take care of your garden, you need to know the language. Many of the words you probably already know. An annual is a plant that lives for only one year (garden season). Biannual is a plant that has a two-year life cycle (pansy, parsley). Perennial is a plant that lives for many years. But nothing is ever that simple. There are some plants that are perennial in native climates that are grown as annuals here in Zone 6. I once had a snapdragon plant that lived for five years in a protected spot.

Foliage is the leafy part of the plant. Bloom/blossom/flower all mean the same thing. Trees that drop their leaves in the fall are deciduous. Conifers are evergreen trees and shrubs such as pine, juniper, spruce. As with any rule, there are exceptions. A dawn redwood has needles and looks like a conifer, but it drops all its needles in the fall and produces new ones each spring.

You will hear the terms early/mid-season/late blooming associated with many plants such as iris and daylily. Early in these cases means compared to other varieties of the species, not the entire growing season. While annuals will normally continue to bloom all summer, nearly all perennials have a limited blooming time. Some are at their best for only a week or two. Others may last for up to eight weeks.

One term that needs to be carefully considered is "drought resistant." It is almost always followed by "when established." That means it will need to be watered as necessary until it has become acclimated to its new location. And even a drought-resistant plant can't get by on no water for weeks or months. Needing less water is not the same as never needing to be watered.

Other plants can't tolerate wet feet, which means they need to be situated in an area with good drainage so their roots are never in standing water. And of course you don't combine plants that thrive on moisture with those that prefer dry conditions in the same bed.

Some plants are marketed as deer resistant. The plant may be less appealing to deer than others. But when food is scarce, all bets are off. Hosta and daylily are high on deer's list of favorites. Arbovitae have been their target the past few harsh winters, primarily because it is all they can get to. Many rows of arbs were nearly bare from shoulder height down last spring. Most are showing signs of improvement, but continued attacks by hungry deer will make recovery difficult.

Native plants are those that come from the area in which they are being grown. They are usually easier to grow because they are in the climate in which they developed. Native plants are also more likely to be host plants for pollinators. Many plants from other areas have been introduced into our area. Some do well as specimen plantings. But other can become invasive and crowd out our native plants. With introduced plants come introduced insects and diseases.

Penn State considers the butterfly bush to be an invasive plant. But for me it is a must-have in the garden. Since the plant spreads by seed, it will not be invasive if deadheaded regularly. Deadheading is cutting off the faded blooms from a plant. It keeps the plant looking better. It also stops the plant from putting its energy into seed production and results in more flowers.

If the information in this column has made you more aware of the possibilities for your garden, consider becoming a member of the Berks County Horticulture Club. Club meetings are a great place to get current information, hear interesting speakers, and share social time with other who share your interest in gardening. Recent speakers have included Dr. John Scala (channel 8 weather), George Weigel (writer), and Dr. Jordanna Sprayberry (bumblebee researcher at Muhlenberg College). The club also sponsors trips to public and private gardens, semi-annual plant exchanges, special interest groups, and workshops. Feel free to contact me for a membership application.

The Jewish Federation of Reading gratefully acknowledges receipt of a gift from the Abe, Rose and Maurice J. Daniels Memorial Fund.

EVERYTHING'S RELATIVE

by Jordan B. Gorfinkel • www.jewishcartoon.com



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Jewish Family Service

United
Way



Book offers very valuable advice for people diagnosed with cancer

By Sari Incledon, M.Ed.

In 2014, an estimated 1.66 million people received a diagnosis of cancer. They joined a pool of 13.7 million Americans already living with a history of cancer. A new book guides cancer patients along a journey where no one knows the duration or the destination. John Leifer, who has worked as senior executive for a 10-hospital



system and has written extensively on healthcare issues, along with his wife, Lori Leifer, a cancer doctor and cancer patient, have written a book together that guides cancer patients along this journey.

In 2013 Lori Leifer, a radiation oncologist practicing for 25 years, was diagnosed with breast cancer. Lori and her husband John used her experience and interviewed a dozen other cancer patients to write "After You Hear It's Cancer — A Guide to Navigating the Difficult Journey Ahead." Divided into three parts of being a cancer patient — the diagnosis, initial treatment, and on to survivorship — the book will help the

newly diagnosed cancer patient navigate a complex care system, make astute decisions and manage the emotional turbulence that is part of this experience.

An important point the authors make is to seek trustworthy and unbiased information that represents a consensus of the best medical opinions regarding how to diagnose and treat cancer. This information will empower a patient to be an active participant in treatment. The authors recommend a visit to the National Comprehensive Cancer Network website, a repository of invaluable information for both consumers and physicians. The list of NCCN "Guidelines for Patients" is

constantly expanding and includes some of the most commonly diagnosed cancers. A patient who reviews the guidelines for their particular disease should have a far better understanding of its definition, determinants of risk, methods of diagnosis, how the cancer is staged, treatment options, how staging impacts treatment options and the side effects of different options.

John and Lori Leifer M.D. have produced a book that is highly readable and accessible to both consumers and caregivers alike, and is an invaluable contribution to the literature on the challenges of dealing with a cancer diagnosis.

Jewish Family Service offering help in choosing health plan

Medicare – Open enrollment is Oct. 15 – Dec. 7, 2015

ACA (also known as Obamacare)

Open enrollment is November 1 – January 31, 2016

Phyllis Dessel, who formerly worked at the Berks County Area Office of Aging, is willing to share her expertise and assist people who need help choosing a health insurance plan.

To make an appointment with Phyllis please call
JFS at 610-921-0624

Living with Loss

Mondays, Nov. 2 and 30, 3 - 4:30 p.m. at the JCC

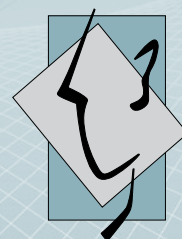
For more information, call Sari at 610-921-0624

Going away for the winter?

Keep up with what's going on in our Jewish community by continuing to receive Shalom and other mailings from Federation and the JCC.

Please contact the Federation office to be sure we have your address.

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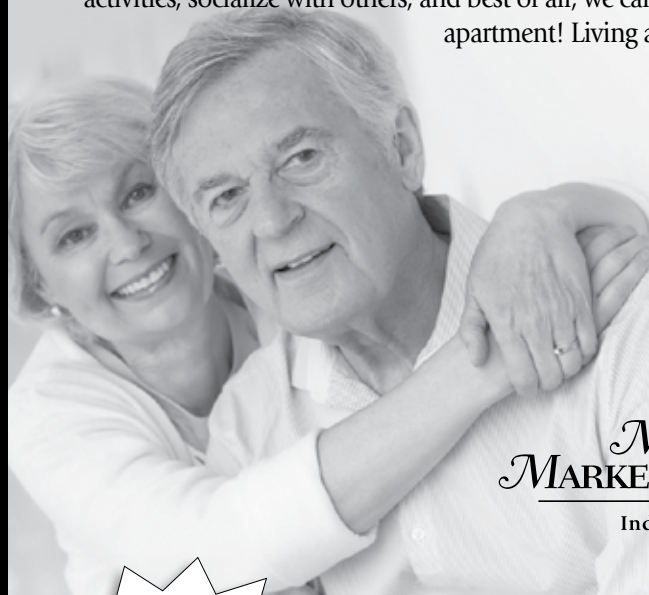


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Federation Honorial - Memorial Card Information

Please mail your payment with complete information to the Jewish Federation, PO Box 14925, Reading, PA 19612-4925 or bring to the Jewish Cultural Center, 1100 Berkshire Blvd, Suite 125, Wyomissing. You may set up a “**savings account**” for the purpose of sending cards. Please contact the Jewish Federation at 610-921-0624 for further information.

Contributions as of Sept. 18

Holocaust Library & Resource Center

In memory of:

Harriet Zeigerman (Debbie Goodman’s mother) – Rosalye Yashek

Jewish Family Service

In honor of:

Sid and Esther Bratt’s new home – Dr. Sandra K. Rowan

Marriage of Rich and Ellice Gunter’s daughter Brooke – Al and Betsy Katz

Marriage of Naomi and Alex Knoll’s son Avi – Al and Betsy Katz

In memory of:

David Hyman – Edith Mendelsohn, Alan and Margie Leisawitz

Jacob Krumholz – Andy and Corinne Wernick, Judy Copeland, Seymour and Beverly Bloom

Harriet Zeigerman (Debbie Goodman’s mother) – Al and Betsy Katz, Andy and Corinne Wernick, Harriet Baskin, Marcia and George Eligman, Helene and Henry Singer, Judy Copeland, Carol and Gordon Perlmutter

May Kaplan – Marcia and George Eligman

Florence Carlson – Judy Copeland

Shirley Weintraub – Carol and Gordon Perlmutter

Get well/speedy recovery:

Eric Farber – Sharon and Julian Syret, Sue and Herb Wachs

JFS Food Pantry

In memory of:

Harriet Zeigerman – Louise Zeidman

JFS Taxi Transportation Program

In memory of:

Harriet Zeigerman – Sue and George Viener

Federation Jewish Community Campaign

In honor of:

Bar Mitzvah of Alan and Margie Leisawitz’s grandson Jacob – Sue and Herb Wachs

Get well/speedy recovery:

Eric Farber – Rob and Yvonne Oppenheimer, Mel and Susan Blum

In memory of:

David Hyman – Debbie Goodman and John Moyer, Carol and Bernie Gerber, Sue and George Viener, Michael and Lois Herzfeld

Jacob Krumholz – Eunice and Albert Boscov, Sue and George Viener, Anzie and Edward Golden, Jack Linton

Shirley Weintraub – Cheryl and Eric Farber, Jackye and Jim Barrer, Mel and Susan Blum, David, Debbie, Scott, Mark and Abby Goldberg

Honorials and Memorials

Contributions may be made to the following Funds:

Federation Jewish Community Campaign	\$10
Jewish Family Service	\$10
Leo Camp Lecture Fund	\$10
JFS Food Bank	\$25
JFS Taxi Transportation Program	\$20
Holocaust Library & Resource Center	\$18
Doris Levin Fund	\$10

May Kaplan – Rob and Yvonne Oppenheimer, Sue and Herb Wachs, Eunice and Albert Boscov, Carol and Bernie Gerber, Sue and George Viener, Anzie and Edward Golden, Hilde Gernsheimer

Harriet Zeigerman – Hilde Gernsheimer, Rob and Yvonne Oppenheimer, Barbara Nazimov, Marc and Marcia Filstein, Dena and Vic Hammel, Don and Pat Wentling, Larry and Alison Rotenberg, Roger Schein, Liz Rothermel, Vincent and Kathleen Moffitt, Elizabeth Gaul, Sue and Herb Wachs, Eunice and Albert Boscov, Zena and Harvey Hafetz, Michael and Patricia Gordon, Carol and Bernie Gerber, Ellen and Don Abramson, Sharon and Julian Syret, Jackye and Jim Barrer, Barbara and Bernie Fromm

Leah Wittenberg – Carol and Bernie Gerber, Sue and George Viener

PJ Library

In honor of:

Sue and George Viener’s 50th anniversary – Barbara Adler

Harry and Rose Sack Fund (adult programming)

In memory of:

Jacob Krumholz – Albert and Nancy Sack

Friendship Circle Fund

In honor of:

Birth of Jackye and Jim Barrer’s grandson – Glenn and Gaye Corbin

David and Anna Bluestone’s new home – Glenn and Gaye Corbin

Get well/speedy recovery:

Eric Farber – Glenn and Gaye Corbin

Evelyn Thompson Nursery School Fund

In honor of:

Bar Mitzvah of Alan and Margie Leisawitz’s grandson Jacob – Jay and Evelyn Lipschutz

Doris and Elliott Leisawitz’s 40th anniversary – Sid and Esther Bratt, Jay and Evelyn Lipschutz

Joey Abramson’s marriage – Sid and Esther Bratt, Jay and Evelyn Lipschutz

Birth of Jim and Jackye Barrer’s new grandson – Sid and Esther Bratt, Jay and Evelyn Lipschutz

In memory of:

Harriet Zeigerman – Beth and Bob Caster, Sid and Esther Bratt

David Hyman – Sid and Esther Bratt

Safe Place — NATAL’s new digital portal for students

NATAL is launching Safe Place, its Digital Educational Online Portal for student resiliency and trauma prevention. Developed in collaboration with CET, Israel’s Center for Educational Technology and supported by Boeing International, Safe Place is designed to aid students living in heavily affected areas and, therefore, is at high risk for developing PTSD.

NATAL: Israel Trauma Center for Victims of Terror and War provides a multidisciplinary approach to the treatment of trauma as a result of war and

terror in Israel. NATAL has undertaken the mission to treat trauma victims, set them on a path to recovery, and restore them to a productive and happy life.

Safe Place can serve as a virtual classroom during times of conflict when schools in southern Israel are closed for extended periods of time. It enables the teacher to provide assignments to the students, preserving the sense of normalcy and structure of the classroom during emergency acting as an important source of stability.

Safe Place serves an equally important purpose during quiet periods, as it is critical to learn preventative skills during routine times in order to implement them effectively during emergencies. Many children have stress and anxiety from avenues unrelated to fear and trauma, such as pressure to perform well in school and extracurricular activities, and the website provides general tools to lower stress levels stemming from any source. Safe Place is a critical learning tool for classrooms not only in southern

Israel, but throughout the entire country as a means to strengthen resiliency and trauma prevention.

To date NATAL has touched the lives of more than 130,000 men, women and children in Israel, employing 150 mental health professionals work all across Israel. It provides services to all Israeli citizens (Jewish and non-Jewish), men, women and children, youth at risk Communities living in conflict zones, elderly secular and religious communities and veterans.

Israel’s water technology going global

The country that made the desert bloom is sharing its know-how with developing nations.

Known as the country that made the desert bloom, Israel is sharing its water-technology savvy with millions of people in developing nations, thanks to a deal recently signed at World Bank Group headquarters in Washington, D.C.

“Israel’s experience and expertise will undoubtedly be relevant and advantageous for the World Bank’s client countries, faced with many challenges related to water security,” says Jennifer Sara, director for the bank’s Water Global Practice. Located in one of the driest regions of the world, Israel takes water scarcity very seriously and is globally recognized for creative solutions to the challenges, she notes.

A water shortage in recent years

inspired creativity among Israeli entrepreneurs. They introduced innovations in water and agricultural technologies – for instance, different ways of recycling – keeping up an Israeli tradition. Much of Israel’s water comes from desalination (taking the salt out of seawater) or filtered and recycled water. Experts say reuse is the wave of the future.

Drip irrigation was invented in Israel; the method cuts expenses and saves water by allowing it to drip slowly, directly to the roots of plants, rather than sprayed everywhere. Farmers water their crops with just the amount of moisture needed, instead of employing flood irrigation.

Israel has committed \$500,000 to the World Bank Group’s Water Global Practice to share knowledge with countries most likely to benefit because

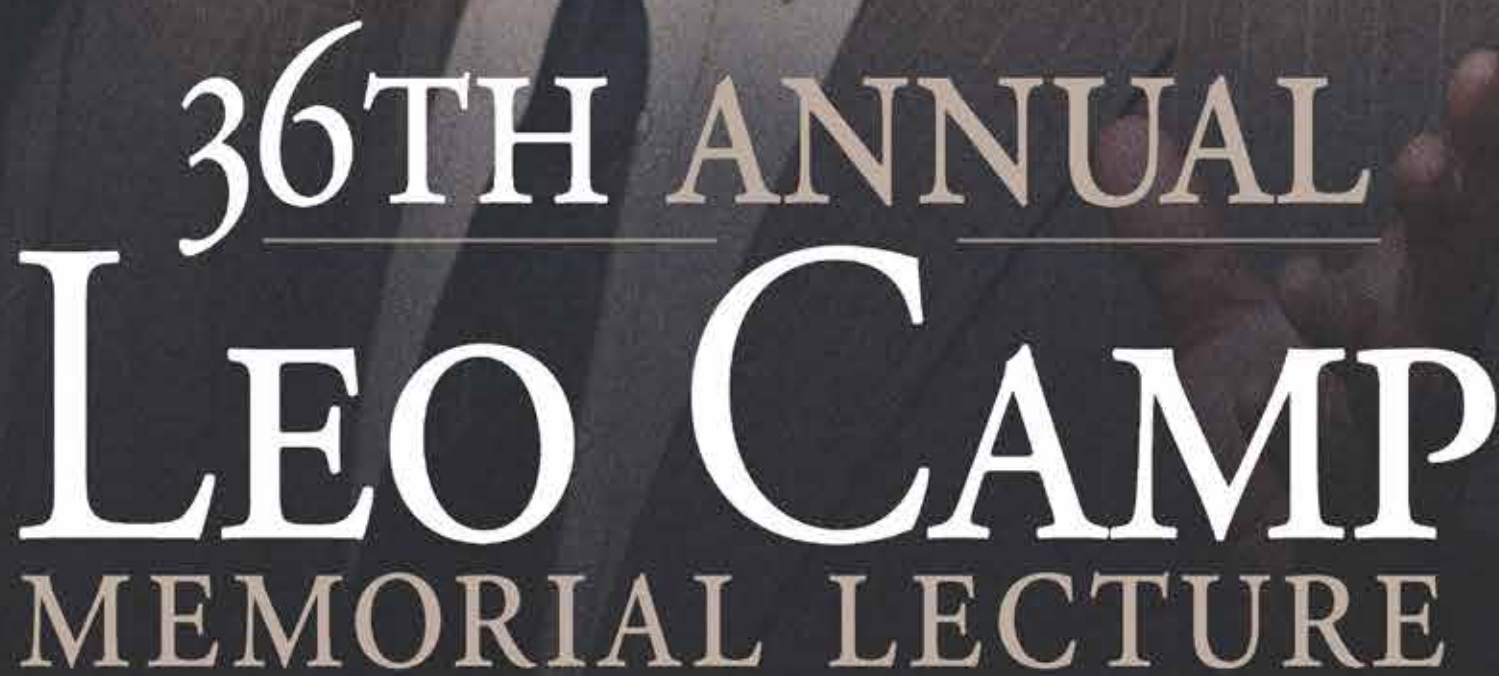
of similar water security problems. “For any country to invest in this is an important thing. It’s about keeping people healthy,” says Dr. Michael Beach, chief of the Centers for Disease Control and Prevention’s Waterborne Disease Prevention Branch and the agency’s foremost expert on waterborne illnesses. “Water is our most precious global resource,” he declares. “Water sanitation and hygiene issues are the underpinning of development in the world.”

Israeli water experts will travel abroad to teach about technologies and techniques to manage and conserve water resources. They will focus on water services delivery, filtration, sanitation, industrial water use and other areas.

World Bank staff and 40 representatives from developing

countries will visit Israel to study advances in everything from desalination to drip irrigation. Sara says the groups will invite Israel policy makers, water managers, customers and technology inventors to share their experience and best practices with participants. “Israel’s experiences will also be documented in a technical study and disseminated broadly to interested stakeholders around the world.” Water security is at the center of its efforts to help countries adapt to and stem the effects of climate change, according to Ms. Sara.

Dr. Beach agrees climate change is creating water issues around the globe via droughts, floods and increasing water temperatures. “People cannot be healthy without safe water and sanitation,” he says. “It’s water quantity issues and water quality issues.”



36TH ANNUAL
LEO CAMP
MEMORIAL LECTURE

Adam Garfinkle, Ph.D.

Presents "Israel and a Destabilized Middle East: What's the Connection?"

Tuesday, November 10, 2015

7:30 p.m., Campus Center South Lounge, Albright College • Free and open to the public, Experience Event

Contrary to conventional Washington wisdom, neither Israel nor the Arab-Israeli conflict have much to do with the unprecedented upheavals now convulsing the Arab world. The causes, both internal and external, run much deeper than that. But both Israel and its relationships with the Arabs will be affected by the upheaval.

Adam Garfinkle, Ph.D., is founding editor of *The American Interest*. Before founding *The American Interest* in 2005, he served in 2003-05 as principal speechwriter to the secretary of state. He has also been editor of *The National Interest* and has taught at the School for Advanced International Studies (SAIS), the Johns Hopkins University, the University of Pennsylvania, Haverford College and other institutions of higher learning.

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