



SHALOM



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

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2014 totals as of March 17

Jewish Community Campaign
\$201,879

*Includes transfers from Donor Advised Funds

Meir Panim effort featured in *Jerusalem Post*

Across Israel, the not-for-profit organization Meir Panim responds to the growing needs of the country's 1.75 million impoverished residents through various food and social service programs. Since 2000, the organization has served at least 300,000 free meals annually out of a network of restaurant-style soup kitchens, which also prepare meals-on-wheels for delivery to an additional 125,000 people. Meir Panim also targets children in impoverished areas, offering hot lunches, after-school clubs and summer day camps.

Construction is 90 percent complete on its Nutrition Center in Kiryat Gat, in Israel's Negev region. When finished, it will be the largest food production facility in Israel, distributing up to 30,000 meals daily. Jewish Federation of Reading has a long-standing partnership with Meir Panim with funds raised through the community's Israel Now initiative, part of the annual campaign efforts.

In a recent article in *The Jerusalem Post* ("Meir Panim, Lighting Up Life for Israel's Neediest Residents," March 9, 2014, by Daniela Berkowitz), Ilanit Hafuta, director of Meir Panim's Or Akiva branch, near Caeseria, reminded readers that "Meir Panim brings a smile to people's faces — that is precisely

our goal." At the Center in Or Akiva, she has built an operation that nourishes impoverished Israelis with food, shelter, fun and a big dose of Jewish tradition. "When someone finds the good in his or her heart to volunteer, they can make a tremendous difference in the lives of those in need. We have seen miracles."

Hafuta's efforts go beyond packaged food deliveries, soup kitchens and after-school clubs for the needy. She has a tremendous heart and a tireless commitment to helping those around her.

For Jewish holidays, she works to ensure that there is always something special for the children in the after-school programs. For Purim, Meir Panim hosts a festive Purim seduah (feast) for families to celebrate the holiday. "The most remarkable thing is taking our children from our after-school clubs, who are usually on the receiving end, to hospitals and army bases on Purim," Hafuta noted. "There, they give out mishloach manot to those who also are in need. This experience teaches that they can give and not just receive. The children feel an incredible amount of pride and joy in this, and they learn the important value of tzedakah."

Statistics released at the end of 2013 by

Israel's National Insurance Institute (annual poverty report), revealed that one out of every three children in Israel, and 23 percent of the elderly population, live below the poverty line.

A related report, presented in December at the National Conference of Charities, found that nearly half of the children in families supported by social welfare bodies have gone a full day without eating. In addition, 70 percent of the people who receive assistance live without basic nutritional security and lack food.

In 2013, Meir Panim provided:

■ 346,000 hot, nourishing meals through its network of free restaurants

■ 101,980 hot lunches to needy children throughout the country

■ 190,320 Meals-on-Wheels to the homebound, disabled and elderly

■ 12,575 food packages to families and individuals in need

■ 7,850 prepaid food shopping cards to struggling families and Holocaust survivors

■ 7,600 chickens to needy families through Meir Panim's "A Chicken for Shabbat" program

■ 305 children-at-risk attended TikvHope after-school youth clubs, and more than 1,000 disadvantaged children attended TikvaHope day camps this past summer.

In honor and remembrance

Yom Hazikaron: Israel's Memorial Day An afternoon with Noam Shalit

In 2006, a soldier named Gilad Shalit was captured by Hamas. His father, Noam Shalit, did not rest until his son returned safely home, launching a campaign for his son's release that would last more than five years.

This is his story.

Sunday, May 4, 3 p.m.

Bernardine Lecture Hall, Alvernia University, Reading Campus

Free and open to the public. Seating on a first-come basis.

Noam Shalit is an engineer by profession, but he is also a father who led an international effort to secure the release of his son Gilad, who was kidnapped in 2006 by Hamas and held prisoner for more than five years. During those endless years, Noam worked tirelessly to keep his son in the forefront of national and international attention. In 2011, they were reunited following a controversial deal in which more than 1,000 Palestinian prisoners were released.

Noam will provide an insider look at the fight that he and his family waged to secure the release of Gilad from captivity and share the hardships and challenges that every Israeli family faces when they send their sons and daughters to war.

He will discuss the commitment of the IDF and the Israeli government to its soldiers; the controversial prisoner exchange which ultimately won his son's freedom. He will talk about life for Gilad today.

Sponsored by Tali and Don Fox in honor of their daughter, Sgt. Mika Fox, IDF



Federation News

What Federation is all about

By Paul L. Landry



On page 7 you can read a letter from Jerry Silverman, President of Jewish Federations of North America (JFNA). In that letter, Jerry talks about the work that the Federation and its partners, the American Jewish Joint Distribution Committee and the Jewish Agency for Israel are doing in Ukraine to support Jewish families who are impacted by the violence there. I'd like to emphasize a point he makes — one that is too often overlooked.

"...Federation and our partner agencies, the American Jewish Joint Distribution Committee (JDC) and the Jewish Agency for Israel, are there. And thanks to core unrestricted funding, we're ready.

"In fact, we've been there, and ready, for decades. Because Federation is dedicated to supporting Jewish life and organizations in Ukraine, we were able to step up when the need for help intensified."

He emphasized the point that the Federation was able to move so quickly

because it has an existing network with which to work, and it was able to tap its emergency fund and immediately begin distributing food, medicine, heating and cooking fuel and lifesaving care for the elderly.

Where do the network and fund come from? They come from your gifts and those of all the donors who contribute to the annual Campaigns that are run by all of the Federations across the country. When the Jewish Federation of Reading makes its "fair share" membership gift and then allocates another 10 percent of the Campaign revenues to JFNA for overseas relief, those dollars join others from Federations across the country and part of them forms the emergency fund — which is only one of the many good things JFNA does with the money.

Please read Jerry's letter. Think about it when your solicitation for the 2014 Jewish Community Campaign comes. And then be as generous as you can. Both here in Berks County and across the world your gift to the Campaign does good things. As Jerry writes — that's what Jewish Federation is about!

Students take part in summer programs with help from Federation

Several local Jewish students are recipients of Student Camp and Education Awards, a Federation program that provides monetary awards to help support their participation in programs that nurture Jewish identity:

Alexa Chronister, a 10th grader at Wilson High School, will attend NFTY-Mitzvah Corps in New Brunswick, N.J., this summer. Urban Mitzvah Corps will provide Alexa with an authentic opportunity to explore her Jewish identity through the lens of social justice and tikkun olam. She is a daughter of Brett and Cindy Chronister.



Alexa Chronister



Bryce Weizer

Bryce Weizer, a 10th grader at Blue Mountain High School, will attend the NFTY L'Dor V'Dor program this summer. Bryce will explore 1,000 years of our rich Jewish heritage by spending one week in the Czech Republic, Poland and Warsaw.



Chase Weizer



Easton Weizer

Once in Israel, Bryce will spend four weeks exploring the land together with teens from across North America.

The following will attend Camp Harlam in Kunkletown, Pa.

Chase Weizer, an eighth-grade student, and **Easton Weizer**, a sixth-grade student at Blue Mountain Middle School. Bryce, Chase and Easton Weizer are sons of Drs. Ilene & Jeffrey Weizer.

Molly Nemirow, a fifth-grade student



Molly Nemirow



Eliana Alweis

at Reiffton School, Exeter Township. She is a daughter of Mark and Geri Nemirow.

Eliana Alweis, a fourth-grade student at Montessori Country Day School. She is a daughter of Richard and Julie Alweis.

For more information on Student Camp and Education Awards, visit www.ReadingJewishCommunity.org or contact Tammy Mitgang at the Federation office-610-921-0624.

PERFECTLY PAIRED.



"It's so easy to make friends here."

-Ruth



"Don't wait! There are new friends (and so much fun) waiting for you, too!"

-Hilde

While Hilde and Ruth have been friends for more than 40 years, they say that there are lots of new friendships waiting for you at The Highlands! Here, you have the best of all worlds: great friendships, comfort and convenience, superior service and peace of mind. From a variety of living options to generous amenities and services, The Highlands empowers you to live an engaging, worryfree and secure lifestyle.



For more information, call 610.775.2300 or visit www.thehighlands.org.

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Save the Date

Federation Annual Meeting

June 8 at the JCC

Light brunch at 10:30 a.m.

followed by meeting and entertainment by folk singer and Reading native Les'Doc' Rachlin

Rachlin plans to offer a folk singer's take on popular Jewish-American music from Gershwin and other standards to rock and roll favorites.

Expect to hear a wide range of styles, keys and moods, all written by Jews

Here are some songs you're likely to hear:

- "Hound Dog"
- "I Can't Help Falling in Love With You"
- "Dr. Freud"
- "Don't Think Twice It's Alright"
- "TV Theme Songs"
- "Diamond Joe"
- "Hatikva"
- "How Did I Ever Find You"
- "Making Whoopie/The Glory of Love"
- "Brother Can You Spare a Dime?"
- "For Emily, Wherever I May Find Her"

Santander | Arena

Santander | Performing Arts Center

APRIL SPOTLIGHT



APRIL 10



APRIL 11



APRIL 10-13



APRIL 18



APRIL 22

TICKETS ARE AVAILABLE FOR PURCHASE AT THE VF OUTLET BOX OFFICE LOCATED AT THE SANTANDER ARENA, ALL TICKETMASTER OUTLETS, ONLINE AT WWW.TICKETMASTER.COM OR CHARGE BY PHONE AT 800.745.3000

SAVOR...



GIANT®

wishing you and your family a
Happy Passover



Sweet Potatoes
Price valid through 4/12/14

99¢ /lb.

with your BONUSCARD



Lilly's Kosher for Passover Assorted Cookies
12 oz. pkg.

\$6.99 /ea.

with your BONUSCARD



Kosher Boneless Skinless Chicken Breast

\$5.99 /lb.

with your BONUSCARD

Acme Smoked Nova Salmon
Previously Frozen,
4 oz. pkg.



\$5.99 /ea.

with your BONUSCARD



Streit's or Manischewitz Matzos
5 lb. box

\$5.99

with your BONUSCARD



Yehuda or Aviv Matzos
5 lb. pkg.

\$4.99

with your BONUSCARD

Kedem Grape Juice
Selected Varieties,
64 fl. oz. btl.



2/\$6.00

with your BONUSCARD

Mrs. Adler's Gefilte Fish
Selected Varieties,
24 oz. jar



2/\$5.00

with your BONUSCARD



Dr. Praeger's Potato Pancake
All Varieties,
12-13.5 oz. pkg.

2/\$6.00

with your BONUSCARD

Kedem Apple Juice
64 fl. oz. btl.



2/\$4.00

with your BONUSCARD



Manischewitz Egg Matzos
12 oz. pkg.

\$2.99

with your BONUSCARD

Streit's Macaroons
Chocolate, Almond,
Chocolate Chip or
Coconut, 10 oz. pkg.



2/\$6.00

with your BONUSCARD

Osem Consomme and Seasoning Soup Mix
14.1 oz. pkg.



2/\$6.00

with your BONUSCARD



Joyva Ring Jells
or Marshmallow Twists,
Select Varieties, 9 oz. pkg.

2/\$7.00

with your BONUSCARD



Tabatchnick Frozen Soup
Selected Varieties,
15 oz. pkg.

2/\$3.00

with your BONUSCARD

Yehuda Memorial Glass Candle
1 ct. pkg.



2/\$1.00

with your BONUSCARD

Gold's Horse Radish
6 oz. pkg.



2/\$3.00

with your BONUSCARD

GIANT Seltzer 1 Liter
33.8 fl. oz. btl.



59¢

with your BONUSCARD

GIANT Honey Bear
12 oz. squeeze btl.



\$3.49

with your BONUSCARD

Holiday Fruit Slices
8 oz. pkg.

2/\$4.00



Kedem Sparkling Grape Juice
All Varieties, 25.4 fl. oz. btl.

2/\$6.00

Ungar's Gefilte Fish
22 oz. pkg.

\$5.99



Osem Gluten Free Roll Mix
7 oz. pkg.

\$2.79



Season Sardines
Selected Varieties,
3.75 oz. can

2/\$5.00



Foodman's Matzolah Gluten Free Granola Cereal
10 oz. pkg.

\$5.99



Osem Cucumbers in Brine
19 oz. can

10 for \$10



Dr. Brown's Soda 2 Liter
Selected Varieties,
67.6 fl. oz. btl.

10 for \$10



GIANT Cranberry Sauce
14 oz. pkg.

10 for \$10



Use your card and save on items on this page. We sell both kosher and non-kosher foods. Some items not available in some stores. While supplies last. Prices good March 23 - April 14, 2014.

for Passover recipes visit GiantFoodStores.com/recipes

Community goes old school for Purim celebration



This year's community Purim celebration enabled guests to travel back in time to the days of the shtetls, the Jewish villages of the Old Country immortalized in "Fiddler on the Roof."

The event at the Chabad Center began with a Purim carnival featuring a new twist: a petting zoo in addition to the games and other activities children enjoy so much.

BBYO volunteers Jojo Ure, Bryce Weizer, Chase Weizer, Rachel Freed and Cecily Hewins helped make sure the carnival activities ran smoothly..

Rabbi Brian Michelson read to children in a program promoting PJ Library, the JCC program that brings Jewish-themed books into local homes with young children.

Rabbi Minna Bromberg showed and explained her unique megillah.

Rabbi Yosef Lipsker hosted the event, and he and members of his family got into the spirit of the shtetl theme with memorable costumes.

The event also featured a dinner amid a festive atmosphere, and of course, an opportunity to hear the story of Purim out of the megillah.



New beginnings

By Alvin Katz
Chairman



Are we seeing the end of the worst winter we have experienced in a number of years? The temperature is beginning to moderate and it will be raining and not snowing. The lawns will begin to come to life and the bushes and flowers will start to sprout and bloom. All our Florida Snowbirds are coming home. Sure signs of spring.

Many changes are also taking place within our community. The Lakin Early Education Center (Pre-School) next fall

will be under the auspices of Reform Congregation Oheb Sholom (RCOS), and the nominees for the Federation Executive committee and the Board of Directors are just about in place. You will vote on the individuals at the annual meeting in June.

Also, Rabbi Minna Bromberg has announced that she will not be renewing her contract at Keshet Zion and that she and her husband, Alan, will be making Alyiah to Israel in June. We wish them well in their new endeavors.

Tammy Mitgang, who has been our President (paid professional) for the last six years, also has announced that she will not be renewing her contract in April. Tammy has led this

community ably through thick and thin these last six years. From the closing of the old JCC building to our new home in Wyomissing, engaging with the non-Jewish community and everything in between, she has been the glue that has kept it all together. Her tireless effort and expertise will be long remembered by those of us who have had the pleasure of working with her. Good luck Tammy.

For those of you who have small children who are age eligible for the Pre School and have not made plans for next year, I would encourage you to consider this state-licensed facility. This school has been in existence for years under the auspices of the old Jewish Community Center, the Federation

and, as of next year, RCOS. Many of us, through the years, have sent our kids to the Pre School, and they have benefited from the excellent programs and staff that are the Lakin Early Education Center. Contact RCOS for further information regarding the school and enrollment.

One final goodbye. Mine. I am concluding my term (second time) as the Chairman of the Reading Jewish Federation.

It has been my honor to represent the Reading Jewish community and to have been associated with so many excellent professionals and volunteers who have worked so tirelessly for the community. My thanks to all of you.

From the President's Desk

Three letters, an audiotape and a DVD

By Tammy K. Mitgang
President



It is impossible to comprehend six birthdays imprisoned, held captive by terrorists, part of a genocidal organization whose members are responsible for the murder of thousands of innocent people.

For those of us who are parents, the very thought of having one of our children held under those circumstances is unbearable. To know that your son or daughter is being held prisoner by murderers; stripped of their human rights, denied even a visit by the Red Cross but clinging to the hope that someday you will be reunited must be all consuming; paralyzing.

But, there are the letters — three letters, one audiotape and finally a DVD — traded in return for the release of 20 female prisoners. You read the letters over and over again. You listen to your child's voice every day reciting along with them the words now committed to memory. You watch the DVD endlessly as if a new episode in their life; your life. You dream of them. You pray for them. You hold your breath — life has become that gulp of air — trapped, imprisoned.

For Gilad Shalit, the IDF soldier captured by Hamas on June 25, 2006, and his family, the hypothetical was their reality.

The story of Israeli Staff Sgt. Gilad Shalit is uniquely Israeli, but yet, it is not. For many of us in the U.S. and countries around the world, he became our son, too. On Day 1,000 of his captivity in March

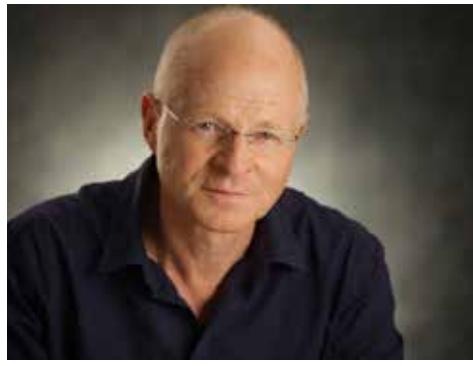


Gilad Shalit

2009, his family pitched a tent outside Prime Minister Benjamin Netanyahu's house in an ongoing effort to win his release. In Israel, continuous campaigns for his release transcended the left and the right, religious and secular, young and old. Prayers were read in synagogues for his safe release. One colleague of mine in Israel commented that he (Gilad) was trending heavily on Twitter — a social network that he had no idea even existed. Some described him as Israel's son.

On Oct. 18, 2011, Gilad Shalit was released and a wave of celebration swept the country; the world. But his freedom came with what some considered an unimaginable price in a controversial prisoner exchange.

The list was long and painful as 1,027 terrorists and murderers were released to their homes in Gaza and the West Bank. They were heralded as heroes, dripping with Israel's blood — smiling as their acts of terror were retold. In an email exchange, a colleague in Israel shared her vivid memories of the 2001 suicide bomb that detonated at the Sbarro pizzeria in Jerusalem, murdering 15 people and brutally injuring 130 others.



Noam Shalit

In her words, "No other country in history has ever paid such a high price for one man's life; Israel is sending a message to its citizens, its soldiers, that Israel will take responsibility for all people."

Dalia Cohen's daughter Kinneret was murdered in 1989 by terrorist Abed al-Hadi Ganaim when he took control of a public bus and drove it off a cliff. "On the one hand, I am happy that Gilad is coming back to his mother," says Dalia. "I am also a mother and I know what it's like. I know how much I would want to get my child back. Everybody is happy around me but I cannot rejoice. Abed al-Hadi Ganaim was set free today. I feel like I am betraying my daughter. I feel like she is screaming, her blood, her ashes are crying out to us and I cannot do anything to prevent it."

Michael Oren, Israel's ambassador to the United States during that time, said the reason the Israeli government took the risk of releasing so many dangerous prisoners was due to the unwritten social contract between the state and the people that Israel will do everything in its power to recover captured citizens.

"At the end of the day, yes, there's a heavy price to pay here, but as a result

About Yom Hazikaron

On the fourth of Iyar, the day preceding Israel's Independence Day, the Israeli Knesset (Parliament) declared a Memorial Day for those who lost their lives in the struggle that led to the establishment of the State of Israel and for all military personnel who were killed while in active duty in Israel's armed forces. Today young men and women from around the world serve in the IDF. On this day we remember those who gave their lives.

of Gilad Shalit's release, are we more motivated to go out and defend our country? Unquestionably, yes," he said.

He also said the reaction of the Palestinians to the deal highlights a fundamental difference between the two peoples. "We celebrated life. They celebrated death," Oren said. "They celebrated the release of people who have killed dozens of men, women, and children. And it's a huge ethical difference."

Israel is not simple. She is as complicated today as the day she was founded. Her people defend her. Israel in return brings them home.

On Sunday, May 4, the eve of Yom Hazikaron — Israel's Memorial Day for soldiers who lost their lives in battle or otherwise defending Israel, Noam Shalit, father of Gilad, will join our community to speak at Alvernia University. You can find more details on his speaking engagement on page 1.

Amid the story of tears of happiness and pride; pain and fear; there is relief and hope. There is always hope. He will share their story. Please join us.

SHALOM

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Deadline for the May issue is April 5

It's Simcha Supplement time

If you had or are having a bar/bat mitzvah or graduation (high school or higher) in your family this Jewish year, share the good news with the community. Please submit a few sentences about the person and their accomplishment, along with a photo.

Text and photos can be sent to Marknem@aol.com or to the Federation office.

DEADLINE IS APRIL 30.

WE CANNOT GUARANTEE PUBLICATION OF ITEMS SUBMITTED AFTER DEADLINE

Israeli photo exhibit opening celebrated at GoggleWorks

Members of the community gathered in the GoggleWorks Center for the Arts March 9 to celebrate the opening of "Your Fortunate Eyes" featuring the work of Israeli photographer Rudi Weissenstein. The exhibit continues through April 13.

The celebration included a reception sponsored by the Jewish Federation of Reading and a screening of "Life in Stills," a documentary about Weissenstein, who captured memorable images of Israel's earliest days. Special thanks to Rabbi Minna

Bromberg, who facilitated a discussion after the film. An odd coincidence took place during preparations for the exhibit opening. Israeli poets Diti Ronen and Anat Zecharia visited the GoggleWorks to present a program.

They had been invited to the area by Berks County's poet laureates, Craig Czury and Heather Thomas. Diti found her way to the Weissenstein exhibit, where she came across a photo of herself at Gordon Swimming Pool in 1957.



Lauralynn White, Gallery Director at GoggleWorks Center for the Arts.



Attendees enjoy the reception.



Eileen Knoblauch-Wagner and Fred Wagner admire Weissenstein's photo titled Valley Train 1940.



Israeli poet Diti Ronen discovers a photo of herself taken in 1957 while at the GoggleWorks to make a presentation.



Michael Schiff and Roxie Goldblatt enjoy a glass of cucumber water at the opening.



Rabbi Minna Bromberg leads a discussion of "Life in Stills," a documentary about Rudi Weissenstein.

What's new at Gratz JCHS

By Rabbi Barry Dov Lerner
Gratz JCHS, Reading Branch

We are already planning for next year's possible class subjects. We want input from registered or potential students and parents.

Please email bdlerner1@gmail.com with answers to the following:

- A. In what subjects do you or your child have a special interest:
 - a. History
 - b. Jewish Current Events
 - c. Rhythm of Jewish Seasons and Celebrations
 - d. Torah and the portion of the week
 - e. Jewish Life Cycle
 - f. Israel - Archaeology, Shrines, Places and Events of Significance Today
 - g. Rabbinic Texts - Hebrew and

- English - e.g. Ethics of the Sages
- h. Jewish Law through Responsa Literature
- i. History of Jewish Thought and Philosophy
- j. Comparative Judaism - Modern Jewish Movements
- k. Jewish Worship - Prayers, Theology, Laws and Customs - through history
- l. The Haggadah in Depth
- m. OTHER: _____

- B. In what subjects would you be interested for college credit (11th and 12th grades).
 - a. Survey of the Bible
 - b. Contemporary World Religions (Comparative Religions)
 - c. History of Antisemitism
 - d. OTHER: _____

- C. Interested in online learning with JOLT?
 - Current JOLT courses include:
 - a. Confronting the Holocaust
 - b. Judaism and the Environment
 - c. Music of Israel
 - d. Jewish Civics Initiative
 - e. Engage, Enhance & Educate
- D. What other courses are of interest for online learning?
 - a. Hebrew
 - b. Jewish Art History
 - c. Jewish Calendar
 - d. Jewish Life Cycle
 - e. OTHER: _____

Gratz Notes

Calendar update: School will be closed April 13 and 20 due to the

Passover observance.

- Passover materials are available from Rabbi Dov. His free Passover download materials including Haggadah-Seder services of various lengths including transliteration as well as traditional Hebrew text and a new, reader-friendly translation of the Seder service. Also available are the World Largest Seder Songbook, 5773 KP Recipes, Seder Supplementary Readings and Siddur Audio (audio files for each of the Haggadah sections with traditional chants).
- Last scheduled day of classes is Sunday, May 18, and we will have a special end-of-the year celebration! Students, bring your cameras and appetites!



A happy Purim at Gratz. At left, snack time is always a popular, but hamantaschen make it an extra special night for the students. Above, students watch for a snowstorm that doesn't arrive, a welcome rarity during a winter of Sunday night storms that wreaked havoc on the school schedule.

Lectures focus on pogroms



Dr. Tim Blessing opens his four-part lecture series, "The Russian Pogroms," at the JCC. This program and lunch is made possible by a grant from the Rubin Family Educational Fund to the Jewish Federation of Reading.

Federation aids Ukrainian Jews

By Jerry Silverman

President, Jewish Federations of North America

It started in November with peaceful protests against strengthening political ties between Ukraine and Russia. It snowballed into violent confrontations between police and protestors, dozens of casualties, and scenes of destruction that have gripped the world. And it's not over.

Although the estimated 300,000 Jewish residents in Kiev and throughout Ukraine are not outright targets of violence, it has touched them like everyone else. A Ukrainian synagogue has been firebombed, and others in the Jewish community are at risk.

But Federation and our partner agencies, the American Jewish Joint Distribution Committee (JDC) and the Jewish Agency for Israel, are there. And thanks to core unrestricted funding, we're ready.

In fact, we've been there, and ready, for decades. Because Federation is dedicated to supporting Jewish life and organizations in Ukraine, we were able to step up when the need for help intensified. In the midst of the violence, JDC's emergency response network ensured continued home deliveries of food, medicine, heating and cooking fuel,

and sustained life-saving care at home for the elderly. The Jewish Agency has tapped its Emergency Assistance Fund, started in 2012, to bolster security at Ukraine's many Jewish institutions, including synagogues, yeshivas and community centers.

"Central Kiev looks like a war zone — you see the actual fighting," a local JDC worker told one newspaper. "Many are living in an area where there is violence and cannot leave home...I have seen people here supplying food to elderly clients in areas with snipers and Molotov cocktails. It is real avodat kodesh (holy work)."

As we've worked together with our colleagues at JDC and the Jewish Agency, as well as World ORT, during the last few weeks, we've been vividly reminded that our core unrestricted gifts to our overseas partners matter. They matter in times of crisis, when our immediate support literally means the difference between life and death, and they matter during times of stability, to ensure this historic Jewish community not only survives but continues to thrive.

This is what our core unrestricted Federation dollars invest in every day, in Ukraine and around the globe. This is what your participation in our core funding is about. This is what Jewish Federation is about.

State House blasts boycott

The state House of Representatives unanimously passed a resolution condemning an academic boycott against Israel and its academic institutions.

Universities are special places for open debate and a free exchange of differing ideas, but the American Studies Association (ASA) believes differently, House Majority Leader, Rep. Mike Turzai (R-Allegheny County) said as he announced the united opposition of the full House of Representatives to the ASA's boycott.

House Resolution 627, sponsored by Republican and Democratic leaders of the Legislature, condemns the ASA's actions as anti-Semitic and an intolerable form of bigotry. The legislation calls on the Department of Education, the State System of Higher Education, each of the

state-related universities, and all of the commonwealth's independent colleges and universities to reject anti-Semitism and not participate in the ASA academic boycott against Israel.

"In a unified voice, the House of Representatives has declared academic bigotry and hatred won't be tolerated in Pennsylvania," Turzai said. "Universities should be building bridges of understanding, not gagging differing ideas. Academia should be engaging minds, not estranging them."

"Together, the House stood against intolerance and confirmed that bigotry does not belong in Pennsylvania universities and colleges."

Each college and university in the state will be informed of the resolution's passage.

Church's Mideast study guide criticized

The Presbyterian Church (USA) recently started selling a congregational resource that fabricates a narrative about Middle Eastern Jews — and they have taken notice.

The document, "Zionism Unsettled," claims that "Jewish life is alive and well in the Islamic Republic of Iran." It goes further to state that Middle Eastern Jews had a history of "harmonious integration and acculturation" throughout the Middle East. An Iranian Jew wrote an op-ed in the *Times of Israel* that the statement on Iran's Jews is a "point blank lie!" One Iraqi Jew took notice and penned an open letter telling the church the statement on Jews living harmoniously is misleading and wrong, and he shared his experience of devaluation and discrimination. And another wrote an op-ed in the Huffington Post about the 1 million Jews who

fled their ancestral lands and that the "Presbyterian authors have barely a word — and no word of sympathy — for these Jews, sent packing with a single suitcase."

Many Presbyterian leaders have pushed back against "Zionism Unsettled" as well. In a letter to the church, the Rev. Chris Leighton, a Presbyterian minister and executive director of the Institute for Christian and Jewish Studies in Baltimore, said the study guide "betrays the church, the truth, and the spirit of reconciliation to which we are called. The Rev. Katharine Henderson, president of New York's Auburn Theological Seminary, said it "expresses demonization, distortion, and imbalance." And Jewish Council for Public Affairs President Rabbi Steve Gutow called it "worthy of a hate group" for its distortions and anti-Zionism.

THE 10TH ANNUAL RICHARD J. YASHEK MEMORIAL LECTURE

AMERICAN JEWS AND THE MYTH OF SILENCE AFTER THE HOLOCAUST, 1945-1962



Detail from a memorial proposed (but never built) in the early postwar period to the 6,000,000 that was to go up in Riverside Park, New York. Courtesy of NYU Press.

LECTURE BY HASIA DINER, PH.D.
NEW YORK UNIVERSITY

APRIL 3, 2014

7:30 P.M., WACHOVIA THEATRE, ALBRIGHT COLLEGE

In her controversial 2009 book, *We Remember With Reverence and Love: American Jews and the Myth of Silence after the Holocaust, 1945-1962*, Hasia Diner, Ph.D., challenges the idea proposed by nearly all historians of postwar American Jewry: in the words of Peter Novick, "Between the end of the war and the 1960s, the Holocaust made scarcely any appearance in American public discourse, and hardly more in Jewish public discourse" (*The Holocaust in American Life*).

Uncovering a rich trove of remembrances — in song, literature, liturgy, public display and dozens of other forms — Diner shows that publicly memorializing those who died in the Holocaust was a deep and powerful element of Jewish life in postwar America. Not only does she marshal enough evidence to dismantle the idea of American Jewish "forgetfulness," but she also brings to life the moving and manifold ways this widely diverse group paid tribute to the tragedy.

EXPERIENCE EVENT • FREE AND OPEN TO THE PUBLIC



JFNA reacts to Obama budget proposal

The Jewish Federations of North America applauded the inclusion of a Holocaust Survivor Challenge Fund in the Obama administration's proposed budget for the upcoming fiscal year.

We are grateful to see that President Obama included \$5 million in support for Holocaust survivor services in his budget proposal," said Michael Siegal, Chair of the Jewish Federations' Board

of Trustees.

While JFNA recognized the importance of this monetary commitment to Holocaust survivors, reservations remained with other provisions, namely the tax code's charitable contribution deduction. JFNA officials urged the administration to protect the value of the deduction rather than attempting to limit it.

Community News

Sandy Solmon to receive honor

Sandy Solmon, founder and CEO of Reading-based Sweet Street Desserts, will receive the 2014 Cornell Hospitality Innovator Award for her industry-leading achievements in bringing creative, cutting-edge desserts to the restaurant and hospitality industry. She will receive the award at a June ceremony in New York.

The award recognizes Solmon's success in bringing cutting edge desserts to the wholesale market through passionate research, innovative development, and dedication to sourcing authentic ingredients from across the globe. She founded Sweet Street in 1979, and the company has grown to serve restaurants in 60 countries and is the largest manufacturer of frozen gourmet desserts in North America.

In 1979 Solmon started baking classic American cookies in a Reading garage, testing recipes and ingredients. Ultimately, she found the perfect balance that separates good cookies from great cookies. From this small production, her dessert portfolio expanded and Sweet Street Desserts was born. Today



Sweet Street is the leading innovator in the dessert industry. Solmon owns and operates the company and heads research and development along with a team of passionate researchers and recipe developers who now bake for restaurants on every continent.

"Desserts open doors, hearts, and conversations." — Sandy Solmon



BBYO event simply amazing

By Jojo Ure

In February I was lucky enough to join more than 2,000 Jewish teens from more than 20 countries in Dallas for BBYO's annual International Convention (IC) as we celebrated 90 years of AZA and 70 years of BBG.

IC has reached new heights over the past few years, and I am proud to say AZABBG2014 was BBYO's biggest and best IC yet. When I arrived at the hotel and received my name tag I was a little confused because it said "Welcome Home," and I was sure Dallas was not my home. Five days later I came to realize that home isn't always the town where you grew up or the house where you live, but it's where you get the feeling that no place in the world could be better than where you are with the people who make you feel most loved. And that is BBYO. BBYO is home.

From the very beginning at opening ceremonies, I could feel the amazing connection between each and every teen and staff member in the room. There were lots of speeches, introductions, and the singing of HaTikvah when the Israeli delegation was brought in. It's always a cool feeling when you're at a BBYO convention and everyone there is Jewish, but at regional conventions there are only about 250 people. At IC I was surrounded by more than 2,000 other Jewish people, which is an extremely unreal but amazing feeling. Last year President Barack Obama sent in a video message to IC 2013, and this year we had the privilege of receiving a video from Israeli Prime Minister Benjamin Netanyahu. Even though he didn't physically come to IC, it was really remarkable that he took the time to recognize BBYO and its impact on Jewish teens around the world. That night I met teens from countries I didn't think had a Jewish population.

IC was not solely attended by BBYO teens and staff. We were joined by a delegation of NFTY, the American Jewish Joint Distribution Committee (JDC), AIPAC, and Hillel International. BBYO has taught teens over the last 90 years how to become the best versions of themselves, but how do you do that? You can do that by seeing real life examples and then going on to have your own real life experiences. We had the privilege of hearing from the most amazing and influential group of speakers, who I believe have definitely become the best versions of themselves. Linor Abargil shared her story with us. Shortly after being held captive and raped on her way back to Israel from a modeling job, Linor went on to represent Israel in the Miss World beauty pageant. She is a strong global advocate for the fight against sexual violence and created the documentary "Brave Miss

World", encouraging girls around the world to speak up if they are being or have been abused. Yet Linor is just one of the many powerful speakers who spoke to us. For the rest of that day, we went to a stadium where all 2,000 of us were taught how to do CPR, learn the importance of heart health, and we even got to film a public service announcement for the American Heart Association. It was such an incredible experience looking around on the field and seeing so many teens surrounding a little dummy learning how to do CPR and having so much fun while doing it. The cast of "The Buried Life," a show on MTV with four regular guys completing a crazy list of 100 things they want to do before they die while they encourage and help others to achieve their own list, joined us at the stadium for the activities and also had a question and answer session.

The next day felt like a typical BBYO convention, but still with about 1,750 more people. My friends and I started the day off with a not so typical Saturday morning service. Our service had a meditation theme, and it was the first service I've ever been to where you were actually allowed to close your eyes and relax! As I was reading the itinerary to see what program to go to next, I got super happy because a former player from the New York Giants was there. And they are my favorite team. As we walked in he had music blasting, was interacting with all the teens, and I knew it was going to be a good time.

On Sunday I was lucky enough to participate in the voting of BBG's 70th international board, while the boys voted on their 90th international board. It was six intense hours of voting, but we finally got the job done, and I know those ladies will do an amazing job. After that we all were rushed to get ready for the rest of the night, and it was the night most of us were waiting for, the concert. BBYO is known for getting some pretty amazing performers at IC, and this year they really outdid themselves. B.O.B American Authors, and 3LAU all performed Sunday night. It was also probably one of the sweatiest nights of my life, but it was absolutely so much fun!

IC was one of the most amazing experiences of my life, and I've already begun the countdown to next year. Saying goodbye to my best friends in the world is one of the hardest things I've ever had to do, and it was not very fun, but the times we shared at AZABBGIC2014 are memories we are going to share for a lifetime.

No matter where you were from, what language you spoke, what accent you had, or clothes you wore, everybody at IC had at least one thing in common, being a Jewish teen.

All Around the Town

Congratulations to **Al Diamond** on the birth of his sixth great-grandchild, Phoebe Rose. Al's granddaughter Allaire Diamond and husband Seth of Vermont are the proud parents.

Congratulations to Schuykill Valley High School junior **Lexi Glassmire**, daughter of Missy and Galen Glassmire

for winning 4 medals in the PIAA Class swimming championship held at Bucknell in March. She won two medals in the 50 and 100 freestyle and two for participating in team relays.

Until next time: Shalom!
Please e-mail all your simcha news to joaniedecorating@comcast.net

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Fighting back against boycott, divestment and sanctions

By Jerry Silverman and Steve Gutow

Leaders of the boycott, divestment and sanctions movement say they are protesting Israel's policies in the West Bank. They are doing far more than that.

BDS advocates routinely oppose a two-state solution and seek to delegitimize the sovereign, Jewish State of Israel. In some cases, BDS becomes the latest form of anti-Semitism.

The BDS movement aims to isolate and punish Israel, using the same techniques applied to apartheid South Africa. Not hesitating to misrepresent facts and ignore context, these Israel bashers take advantage of ignorance and naïveté within civil society circles, mostly in Western Europe, to advance their anti-Israel agenda.

BDS advocates view the situation in the West Bank through a one-way lens. They cite, for example, the security checkpoints that make life difficult for Palestinians but conveniently overlook the reasons for those checkpoints. They ignore the fact that hurting Israel's economy would also hurt Palestinians who earn their livelihoods from Israeli-owned businesses. BDS backers don't bother to protest the many countries that have horrific human rights records, instead singling out the world's only Jewish state, often based on false or misrepresented information.

A tipping point for the Jewish community's response to BDS came in 2009 when anti-Israel groups called for a boycott of the Toronto International Film Festival because one of its themes was Tel Aviv's 100th anniversary. The Toronto and Los Angeles Jewish Federations joined forces and, with the involvement of major figures in the entertainment industry, fashioned an effective response.

With calls for BDS escalating in mainline Protestant churches, on college campuses and elsewhere, local Jewish communities need a strategic approach with national support and coordination. In 2010, the Jewish Federations of North America allocated significant resources so the Israel Action Network could serve this purpose. The Jewish Council for Public Affairs — with its 16 national member organizations, including all four of the religious movements, and 125 Jewish community relations councils, which work with non-Jewish partners on a range of international and domestic concerns — was the JFNA's obvious partner.

One principle that guides this work is that we should understand our audiences. And when we speak with others, we should do so with a respect for the sensitivities of that constituency. We should always be clear that we stand as partners, sharing the goal of a future with peace and security — not one of

conflict and BDS.

Experience and research demonstrate that what works best with these audiences — mostly made up of political and religious progressives — is not an all-good-vs.-all-bad characterization of Israelis and Palestinians. Instead, a more nuanced narrative is likely to defeat the one-sided and hostile stance of those seeking to delegitimize Israel. This means honestly conveying the situation's complexity, expressing empathy for suffering on both sides (without implying moral equivalency) and offering a constructive pathway to helping the parties move toward peace and reconciliation based on two states for two peoples.

Whether we are dealing with a boycott of Israeli academic institutions or an attempt to remove Israeli products from a Brooklyn food co-op, the most effective opponents of these initiatives are the people who travel in those circles.

While we in the organized Jewish community should not remain silent in the face of Israel's delegitimization, we should strongly support and accentuate the efforts of these third-party validators who share our values and viewpoints. The 247 (and counting) universities and colleges that have denounced academic boycotts generally — and academic boycotts of Israel specifically — are just

such validators.

It is not enough to only expose the true goals of the boycotters and their allies. Israel's supporters must go on the offensive and drain the swamps of ignorance that allow the poisonous ideas of the Jewish state's opponents to incubate. Thus, we are taking the initiative to inoculate vulnerable politically progressive sectors, presenting a more factual perspective on Israel and taking prominent leaders to the region to see the real situation firsthand.

The Israel Action Network, of course, does not work alone in this arena. Numerous organizations stand up for Israel. Through the IAN, JFNA and JCPA are working together to convene around a common strategic planning table not only our affiliates but also a range of other North American, Israeli and European groups in order to confront this global danger.

There is no imminent threat to the critical and broad North American support for Israel. But this is not something to be taken for granted in light of the organized campaign we face. While we should not be panicked, we cannot be complacent. We pledge to continue to work hard to prevent any erosion of that support.

Rabbi Steve Gutow is president and CEO of the Jewish Council for Public Affairs. Jerry Silverman is president and CEO of the Jewish Federations of North America.



You can build with drills, screws, nails and wood!

Or you can build in other ways!

Build a better life for future generations of Jews in Berks County by leaving a bequest to the Jewish Federation of Reading. All bequests go directly into the Federation's endowment and, each year, the income supports -

Jewish Family Service / Jewish Religious Education / The Lakin Early Education Center at RCOS / The Friendship Circle for our Seniors / Jewish themed trips, movies, and lectures for the community / Meir Panim, a feeding program in Israel for needy Jews / Yemin Orde, a residential school for at-risk youth in Israel / Worldwide disaster relief / and more.

For more information about creating a bequest and what your bequest might support, contact Paul Landry, Director of Development, Jewish Federation of Reading, 610-921-0624 or paul@jfreading.org.

ALL CONVERSATIONS ARE WITHOUT OBLIGATION AND COMPLETELY CONFIDENTIAL!

Congregational News

Jeri Kozloff to receive volunteerism award at RCOS dinner

The members and leadership of Reform Congregation Oheb Sholom will join others in the community to celebrate the tireless volunteer work of RCOS member Jeri Kozloff. She has been named the recipient of the third annual Ruth & Irvin Balis Volunteer Appreciation Award.

Kozloff will be honored at the Oheb Sholom Supper Club event May 10 in the RCOS Social Hall. Cocktails will be served at 6 p.m., followed by dinner at 7. All members of the Jewish and non-Jewish community are invited to attend. Please contact the synagogue office for information.

A member of the congregation since 1967, Kozloff plays a key role in some of the synagogue's biggest events. She spearheaded the effort to turn the RCOS Food and Cultural Festival into an annual event. Each year she is the driving force behind the program book, a crucial component in the festival's success. She also coordinates

publicity and entertainment for the event and helps with food preparation.

Her work has helped to enhance the musical offerings at RCOS. The food festival provides funding for the synagogue's student cantor program, in which a cantorial student attending school in New York makes regular visits to the congregation throughout the year. Jeri and her husband, David, commissioned a new version of "Ma Tov" to commemorate the congregation's move to its current building in Wyomissing. She sings it each year during the High Holidays as a dedicated member of the RCOS choir and says it brings tears to her eyes each time she hears it anew.

Jeri Kozloff led efforts to landscape the RCOS property, and in recent years she has served as chairwoman of the congregation's Cemetery Committee. It's a huge task making sure the beautiful property in Shillington is maintained properly and that congregants' needs are met at a most difficult time. It's the

sort of quiet but essential work that led a panel of congregants to select her as the award winner from a stellar list of nominees submitted by members.

"Jeri is a dedicated, selfless, hardworking volunteer," congregation President Scott Davis said. "She is mission driven, and you can count on her to complete a task or project."

Kozloff said volunteering for the congregation brings her joy and personal fulfillment. She noted that each activity represents an annual ritual in her life, whether it be singing "Ma Tov" each fall, preparing for the Food Festival or taking part in the memorial service at the cemetery as Yom Kippur approaches.

Kozloff expressed gratitude to her fellow congregants for the honor but stressed that none of her work was accomplished on her own. In each case she is part of a team of volunteers who share in the effort.

"No one person accomplishes anything," she said. "It's only by working



with other people and enlisting other people's talents that we get things done."

LOCAL CONGREGATIONS AND SERVICE TIMES

KESHER ZION SYNAGOGUE (610) 374-1763

Weekly services Saturdays: 9:30 a.m.; Tuesdays, 7:30 p.m.
Friday Evening Service – Please call for service information
Babysitting available upon request with one week's notice

REFORM CONGREGATION OHEB SHOLOM (610) 375-6034

Friday, April 4, Sisterhood Shabbat, 6 p.m.
Fridays, April 11 and 18, 7:45 p.m.; New Member Shabbat, April 25 at 7:45
Saturday, April 26: 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



Free Passover Haggadot Available

Do you need more haggadot for your seder this year? Jewish Family Service has dozens that were donated to us. We'd love to put them to use. We have Maxwell House coffee and other editions.

Call J.F.S. at 610-921-0624 to reserve some for your family's seder.

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PLEASE JOIN US FOR KESHER ZION'S 2014 PASSOVER CELEBRATION

- Monday, April 14:** Fast of the First Born
Siyyum service at 8:00 a.m. in the KZ Chapel followed by light breakfast
Please RSVP to KZ office before April 7, 2014
- Monday, April 14:** KZ Services at 7:00 p.m.
Passover First Seder at KZ 7:30 p.m.
Reservations to KZ by April 4, 2013
- Tuesday, April 15:** Passover Festival Services at KZ 9:30 a.m.
- Wednesday, April 16:** Passover Festival Services at KZ 9:30 a.m.
- Friday, April 18:** Shabbat Evening Services at KZ 6:00 p.m.
Shabbat Passover Dinner at 7:00 p.m.
Reservations to KZ office before April 4, 2014
- Saturday, April 19:** Shabbat Passover Services at KZ 9:30 a.m.
- Monday, April 21:** Passover Festival Services at KZ 9:30 a.m.
- Tuesday, April 22:** KZ Passover Festival Services including Yizkor at 9:30 a.m.

No Hametz after 10:51 a.m. Monday, April 14th
Hametz permitted after 9:00 p.m. on Tuesday, April 22nd

Next year in Jerusalem

By Rabbi Minna Bromberg
Keshet Zion Synagogue

At the end of every Passover seder, with full bellies and full spirits we say, "Next year in Jerusalem!"

Every year it sounds like a dream, the same way we dream that all people may be free, the same way we dream for a world at peace. "Next year in Jerusalem?" Really? Certainly, last year, when I said, "Next year in Jerusalem," I never dreamed that this year it could be true. But as hard as it is to believe, God willing, next year at this time, Alan and I will in fact be in Jerusalem.

Passover in Jerusalem: All the shopping and cleaning and kashering and cooking takes on a whole new feeling



when most of the people around you are doing the same thing. The stores are filled with every kosher-for-Passover food you can imagine (and many you never imagined). The city is simply abuzz.

My strongest memory of preparations for my last Passover in Jerusalem, in 2009, is the guys who set up shop on the sidewalk next to the supermarket in my neighborhood. They had a whole kashering operation going: People would bring them pots, pans, knives, and all kinds of other things from their kitchens. These guys would then determine whether each item could be made kosher for Passover, and if so, by what method. They had tub-sized vats of boiling water for things that could be kashered by immersion in boiling water. And they had blowtorches, yes, right there on the sidewalk, blowtorches to kasher metal items that could be kashered by heating them up until they

turned white. They were efficient and knowledgeable and really only rarely ruined your favorite pan in the process.

But my strongest memory of the seder itself is this: at the end of the seder, sitting there in our apartment in Jerusalem, we sang, "Next year in Jerusalem!" And it hit me right in the kishkes: all my life, I'd been singing this without really knowing what it meant! They say that there are two Jerusalems: a Jerusalem above — the golden city of our dreams, the embodiment of Jerusalem's true meaning — "City of Peace;" and a Jerusalem below, the one in which we can buy delicious Pesach baked goods but still live lives filled with the struggles that everyone faces everywhere. But to sit in the Jerusalem down here and to sing of next year in the Jerusalem requires a certain audacious yearning.

And I believe that that audacious

yearning is precisely our job at the end of the seder. After we have recounted the miracles we witnessed and told the story as if we ourselves went from slavery to freedom, our "Next year in Jerusalem," rings out as a way of saying, "From this place of gratitude for all that we have witnessed as individuals and as a people, we have the righteous audacity to ask for even more." So this year, when we sing of being in Jerusalem next year, let's remember that we are yearning not only for a physical destination. We are expressing our belief that there is room for even bigger dreams, that our God is a God of infinite possibility, and that we don't need to pretend that everything is perfect. By saying, "Next year in Jerusalem!" (even in Jerusalem!) we bear witness to this beautiful imperfect world and we dream of putting our own hands to perfecting it.

The power of four

By Rabbi Brian Michelson
Reform Congregation Oheb Sholom

As we sit down with family and friends this Passover, we will be surrounded by many familiar sounds, tastes, smells, and rituals. We know that the number four appears many times throughout our seder. We enjoy the four cups of wine (or maybe you are like me and don't enjoy the overly sweet Kosher for Passover wine that my father loves to serve) for the four promises of redemption in the Torah. We kvell over



the child who reads or chants the four questions. Finally, we tell the story of the four children: the wise, the wicked, the simple, and the one unable to ask.

The telling of the story of the four children has always fascinated me, because it seems to be a somewhat odd addition to our seder. It is kind of like the Had Gadya of the first half of the seder. It does not move the Passover story or ritual ahead in any way like the tasting of the foods or the retelling of the Exodus story. It reminds us of the importance of the commandment to "tell our children on that day," but its details have always intrigued me.

Tradition teaches that the children

represent four different and distinct personalities and that we must answer each child appropriately to their needs and abilities. We give all the facts to the wise child. We scold the wicked child. We answer the simple child in appropriately simple language, and we must begin the conversation with the child who does not know enough to ask. We are expected to provide each child what they need.

What intrigues me is that not only do we have to provide each child with the information in a way that is appropriate to their needs, but we, too, have to be aware of how we do so. As a teacher, one of the most important lessons is the need to be aware of who we are teaching

to ensure that message makes it through. If we are so caught up in our own ideas and our own ways of expressing and interpreting things, then we risk not being able to transmit these lessons to the next generation. It is not meant to be about us, but about our obligation to the generations to come.

As we celebrate this year, may we remember the lesson of the four children who remind us that we are to enjoy the celebration, but that this celebration comes with a commitment. A commitment to communicate the wonders of this season openly, honestly, and appropriately to the generations to come.

Freeing ourselves at Passover

By Rabbi Yosef Lipsker
Chabad Center of Berks County

This winter has been particularly difficult. My bicycle was stored in the garage, collecting dust as the snow piled up outside my door. Every few days I would bundle up to head outside for a little bonding time with my shovel. This winter I learned how to ice skate. On my driveway. Needless to say, I can hardly wait to get back on my bike and ride into the sunshine and blue skies that the renaissance of spring will bring.

The Torah specifically commands us to make sure Passover falls in the spring each year. It is for this reason that we



have leap years, adding a month to the calendar, to make up for the days we have lost. Indeed, this year is a leap year and we added an extra month of Adar.

Since the lunar cycle (on which the Jewish calendar is based) is shorter than the solar cycle (on which the regular calendar is based), we lose about 11 days each year. If we kept it as such, our Jewish holidays would fluctuate from season to season, and we would be celebrating Chanukah at the beach and making snow cones for Shavuot. Yet, the Torah tells us to "guard the month of spring and make then the Passover offering."

So Passover is destined to be a spring holiday. But how do we live with the message of spring in our lives?

Every morning when we wake up, we have a choice about how we want

to live our lives. For some, waking up is a burden, a great effort, a load on their shoulders that they have to face another day and the challenges it may bring. For them, the rote and routine of yet another day gets to them and causes them to feel trapped in the flow of time, chained to our past and unable to change our future. We feel imprisoned by our circumstances.

Compare these thoughts to the conditions of winter. Winter is a frozen season. Nothing blooms, nothing blossoms. Some creatures even enter into hibernation. Winter is the sound of silence.

Enter spring. Shaking off its weariness, awakening from its stupor, the world regains its pulse and begins to show vitality.

It is the mindset of winter that causes us to get stuck in a rut, stuck in our

status quo. We are enslaved to our habits, and it seems we cannot move forward. With my internal spring, a new me can begin to blossom. I can change the steps of my dance, and pursue endless possibilities for true growth. The future is bright.

Which brings us to Passover. This spring holiday celebrates our internal sense of freedom. Real, personal freedom.

Passover isn't only about the freedom from our Egyptian masters. It's about liberation from our internal Egypt, which still holds us hostage. On Passover, we thank G-d for the ability to find true inner freedom; the freedom to reach our potential.

Passover teaches me not to wait for spring. Every morning needs to be my personal Exodus from my weaker self.

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*Jewish Federation of Reading invites you
to a special Pre-Passover event*

The Sephardim: Who They Are and The Customs and Foods They Use to Celebrate Passover

Saturday, April 5
Reform Congregation Oheb Sholom

Sheilah Kaufman
**Cookbook Author, Culinary Instructor,
Food Editor & Writer, Culinary Lecturer**

See this month's CENTERPIECE for details

**KESHER ZION SYNAGOGUE INVITES YOU TO A
FIRST NIGHT COMMUNITY PASSOVER SEDER**

Monday, April 14, 2014
Services 7:00 p.m. Seder at 7:30 p.m.



Conducted by Rabbi Minna Bromberg
Catered by Boscov's Ala Carte Caterers

Cost: Adults – \$29.00/Children (6-13) - \$19.00/Children 5 & under free
Menu: Matzah Ball soup, gefilte fish, turkey, potato kugel, vegetables, wine, matzah, and dessert.

Vegetarian entrée available upon request with reservation # (Same pricing as above)

Reservations and payment (Check payable to Keshet Zion Synagogue)
Must be sent to the Keshet Zion Office by April 4, 2014.

If you are in need of transportation to the Seder, please contact the KZ Office (610) 374-1763.
If financial assistance is necessary, please contact Sari Incledon at Jewish Family Service (610) 921-2766.

I/We will be attending the Monday, April 14th Passover Seder Meal at Keshet Zion Synagogue, 1245 Perkiomen Avenue, Reading, PA 19602. We are returning our reservation form and check (made out to Keshet Zion Synagogue). **Deadline for reservations: Friday, April 4, 2014**

\$29.00 each adult x _____ \$ _____
\$19.00 each child x _____ \$ _____ (Children 5 & under are free)
Request for vegetarian entrée x _____
Total \$ _____

NAME _____ PHONE # _____



**Reform Congregation
Oheb Sholom invites you
to a Second Night
Community Seder**

Tuesday, April 15, 2014, 6:00 PM

Food provided by:
Boscov's Ala Carte Catering

Adults: \$29.00
Children (6-13 yrs): \$19.00
Children under 5: Free

Hoping to see all of you as we gather together as a community to share our Seder Meal
Served at Table: Matzo Ball Soup, Matzah, Harosset, Hard Boiled Eggs, Wine/Juice, Seder Plate
Buffet: Turkey with Matza Stuffing on the side, Baked Salmon, Roasted Red Potatoes, Green Beans Almandine, Passover Desserts, Decaf/Coffee/Tea

If financial assistance is necessary, please contact Sari Incledon at Jewish Family Service 610-921-2766.

NO RESERVATIONS WILL BE ACCEPTED AFTER TUESDAY, APRIL 8
NO WALK-IN SEATING WILL BE AVAILABLE

I/we will be attending the Tuesday, April 15, 2014 Seder Meal at
RCOS, 555 Warwick Drive, Wyomissing, PA 19610

We are returning our reservation form and check **made payable to RCOS.**
Deadline for Reservations to the RCOS Office is Tuesday, April 8, 2014



No. of Adults _____ x \$29.00 each = _____
No. of Children (6-13) _____ x \$19.00 each = _____
No. of Children (0-5) _____ x \$0.00 (need high chair?) _____ yes
TOTAL Attending = _____ TOTAL \$ = _____

NAME: _____ PHONE: _____

**Passover Seder
at The Manor at Market Square**

Thursday, April 17, at 10:45 a.m.

*Jewish Family Service and The Manor at Market Square
invite you to a Passover Seder
led by Sari Incledon and Carole Robinson.*

Catered by Boscov' Ala Carte.
Reservations required.
RSVP by April 7 to 610-921-0624.



Enhance your seder plate with
Hand-made Shmurah Matzah!
Available at Chabad of Berks County
To order: Call 917-767-0130 - Visit www.l-chaim.org/seder



**Keshet Zion Sisterhood
Wine Sale**
All Items are Kosher for Passover

Orders may be mailed to Keshet Zion Synagogue,
1245 Perkiomen Ave., Reading PA 19602 or
Purchased during store hours below

CARMEL SWEET RED WINES (NY)		RED DINNER WINES	
Sacramental Rishon Medium Sweet	\$9.00	Cabernet Sauvignon – Barkan (Israel)	\$12.75
Concord Extra Sweet	\$9.00	Cabernet Jeunesse- Baron Herzog (Calif.) (Semi-Dry)	\$14.00
Sacramental Rishon (1.5 liter)	\$17.75	Merlot –Barkan (Israel)	\$12.75
Concord (1.5 liter)	\$ 17.75	ROSÉ DINNER WINES	
KEDEM SWEET WINES (NY)		Rosé of Cabernet- Baron Herzog (Calif.)	\$12.50
Cream Red Concord	\$ 6.25	Malvasia- Bartenura (Italy)	\$14.75
Cream White Concord	\$ 6.25	WHITE DINNER WINES	
Sherry	\$ 6.75	White Zinfandel- Weinstock (Calif.)	\$ 9.00
BRANDIES & LIQUORS		Zinfandel Blush- Baron Herzog (Calif.)	\$10.25
777 Brandy 750ml	\$26.00	Chenin Blanc- Baron Herzog (Calif.)	\$10.50
Sabra 750ml	\$25.00	Emerald Riesling- Givon (Israel)	\$12.75
Amaretto 750ml	\$18.00	Chardonnay- Barkan (Israel)	\$12.75
Amaretto 375ml	\$10.00	Pinot Grigio- Bartenura (Italy)	\$14.75
Chocolate 750ml	\$11.00	Moscato D'Asti- Bartenura (Italy)	\$14.75
Hazelnut 375ml	\$10.00	SPARKLING WINES	
		Brut Champagne- Baron (US)	\$12.25
**Except where noted, bottle size is 750ml		GRAPE JUICE	
		Kedem Concord 22oz	\$ 2.50
		Kedem Concord 1.5 liter	\$ 5.75
		Kedem White 22oz	\$ 2.50

Name: _____

Pick up Dates: Sisterhood Hall

Tuesday April 8th, 6-7:30pm _____
Wednesday April 9th, 4-6pm _____
Leave in Synagogue office _____

Payment Enclosed: \$ _____
Please make checks payable to:
Keshet Zion Sisterhood Judaica Shop

Additional Wines will be available-
Watch for emails listing new products.

For special requests please contact
Solange Israel-Mintz at 610-372-4553
Or simassoc20@aol.com

Join Chabad of Berks County for an enchanting
Passover Seder



Relive the exodus, discover the eternal meaning of the Haggadah, and enjoy a community Seder complete with hand-baked Matzah, wine, and a wonderful dinner spiced with unique and traditional customs.

Explore the Kabbalistic insight of the number four: **Four** cups of wine, **four** sons, **four** questions and **four** types of freedom. Discover the Seder's relevance to today's modern Jew.

For more info and reservations:
917-767-0130
chabadofberks@gmail.com
www.l-chaim.org/seder

oeee

**First Seder Night:
Monday, April 14, 7:30pm**

**Second Seder Night:
Tuesday, April 15, 8:00 pm**

Please RSVP by April 10th

*Suggested donation:
Adult \$36, Child \$18*

oooo

No means no

By Anne Seltzer

I was with a group of women recently celebrating a good friend's birthday when the topic of assault and rape came up. A recent study says that one in five women is raped in her lifetime. A couple people thought this number was high, but once we started discussing what constitutes sexual assault, we realized that this is probably true.



A *Reading Eagle* op-ed piece by state Sen. Judy Schwank talked about college campus sexual assaults. She indicated that "only 12 percent of girls report being raped to the police". She went on to say that "victims fear the backlash of officers, college officials, and peers". As Sen. Schwank wrote, "...dress, location, time of day, or impaired judgment do not add up to a yes."

When I was younger, my skirts were very short, my tops skimpy, my bikini tiny. But that did not mean anyone had the right to violate me because I dressed that way. If I had too many drinks in a bar on Saturday night, it did not give the guy buying them the right to think he was also buying favors from me. No means no. Perhaps my judgment wasn't always the best in those days, but it did not give anyone the right to take advantage of me. We taught our sons that "no means no", even if it is a half-hearted no. It didn't matter whether the girl was drunk or sober. We hope that all three of them respected women enough to back off.

Sen. Schwank wrote about continuing education on college campuses, but I think it needs to start before then. Even though we might wish to believe differently, there are lots of booze-filled high school parties occurring on weekends, and the girls still

dress provocatively. We need to teach our young men at an early age that "no means no".

Recently a friend of mine shared with me that her daughter was the victim of stalking on a major college campus. The authorities with whom she has spoken thus far have not felt it was worth pursuing. So she is taking it up the ladder until she gets some resolution and satisfaction from the powers that be. Along with teaching our sons that "no means no", we need to make sure that our daughters have a voice when they are assaulted and can trust the authorities will take them seriously and let them be the victim that they are, not the guilty party.

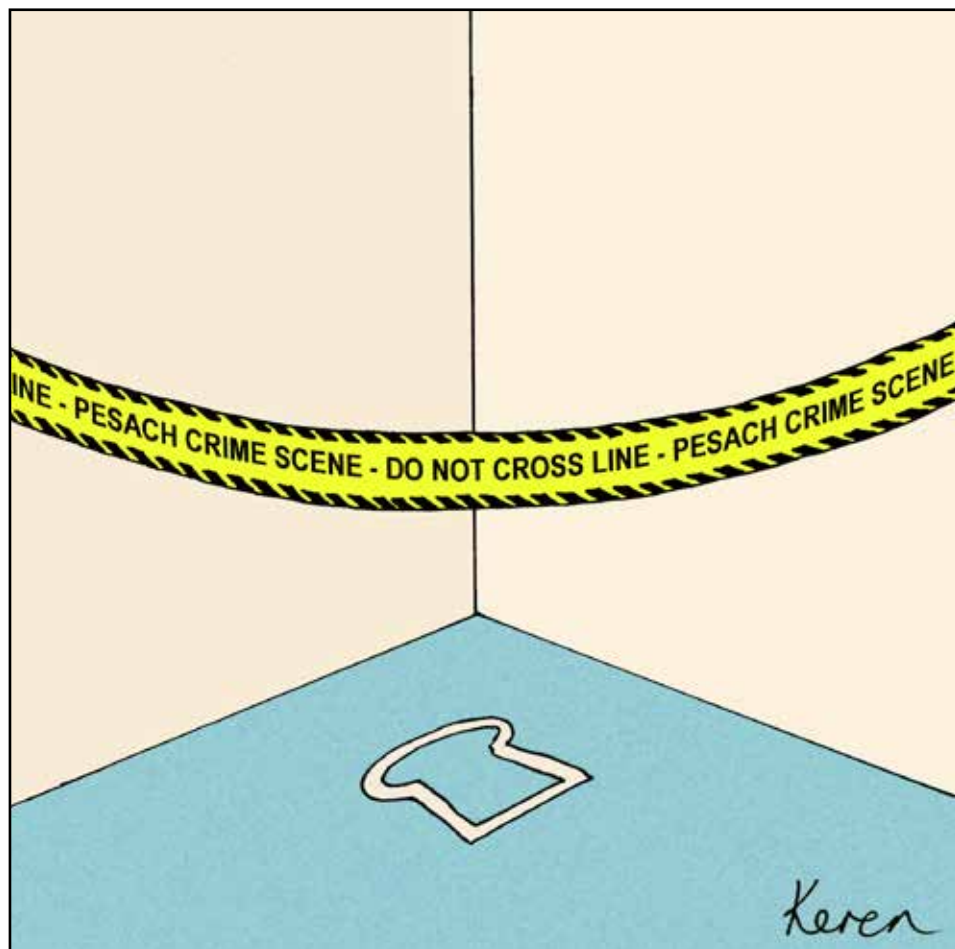
I recently made this pie for the kindest and most respectful man I know, my husband, Alan.

Chocolate Cream Pie Crust

1 ½ c. graham cracker crumbs
7 T. butter, melted 3 T. sugar
Stir together graham cracker crumbs and sugar. Mix in melted butter. Pat into 9" pie pan and bake at 375° for 10 minutes or until crisp and set.

Filling

½ c. granulated sugar
2 large egg yolks
3 T. unsweetened cocoa powder
2 ½ c. milk 2 T. cornstarch
4 oz. bittersweet chocolate, coarsely chopped
½ tsp. salt 2 T. unsalted butter
½ tsp. cinnamon 1 ½ tsp. vanilla
Whisk together sugar, cocoa powder, cornstarch, salt and cinnamon in a medium saucepan. Whisk in eggs yolks and milk and heat over medium-low heat whisking constantly for 5 minutes, or until it starts to bubble and has thickened. Stir in chopped chocolate, butter and vanilla and stir until chocolate melts. Strain through a fine-mesh sieve into a bowl, then pour into the crust. Let cool then refrigerate until set. Enjoy!



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Berks Arts Council announces launch of Hidden River Film Initiative

Berks Arts Council recently announced that the Greater Reading Film Festival has changed its name to Hidden River Film Initiative. The name change is accompanied by programming changes that include an increased focus on independent film, local filmmakers, and education.

Deaf Jam

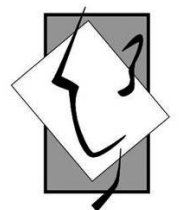
Wednesday, April 23 @ 7 p.m.
R/C Reading Movies 11 & IMAX
30 N 2nd Street
Reading, PA 19601
\$8 adults / \$5 students



In *Deaf Jam*, Aneta Brodski seizes the day. She is a Deaf teen introduced to American Sign Language (ASL) Poetry, who then boldly enters the spoken word slam scene. In a wondrous twist, Aneta, an Israeli immigrant living in the Queens section of New York City, eventually meets Tahani, a hearing Palestinian slam poet. The two young women embark on a hearing/deaf collaboration, a performance duet that is a metaphor for the complex realities they share.

Deaf Jam aims to revitalize this unique and endangered art form. Taking us inside a fascinating and vibrant world where self-expression and cultural identity are fiercely pursued, *Deaf Jam* may change the way we think about the non-hearing world forever. It provides a vehicle for empowering Deaf youth, and expands the social images of the Deaf community.

To learn more about the Hidden River Film Initiative or Berks Arts Council – www.BerksArts.org



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Alvernia University & Jewish Federation of Reading invite you to join us to reflect and remember

Community Yom Hashoah Remembrance



Film: "Besa: The Promise"



**Guest speaker - Majlinda Myrto,
Director of The Eye Contact Foundation**

Followed by a memorial candle lighting service led by survivors and family members of survivors

Sunday, April 27 at 4 p.m.
Bernardine Hall Lecture Hall
Alvernia University, Reading Campus
Free and open to the public

4 p.m.- "Besa: The Promise." During World War II, Albanian Muslims provided shelter for thousands of Jewish refugees from Germany, Austria and Bulgaria. Invoking the ancient moral code of *besa* (a vow to care for anyone facing danger), many people, including Muslims, Catholics, and Orthodox Christians in Albania sheltered, hid, and protected Jews from the occupying German troops.

"Besa: The Promise" is a documentary that addresses the broad history of the rescues by following two characters affected by the experience: Rexhep Hoxha, a Muslim-Albanian storekeeper, and Norman H. Gershman, a Jewish-American photographer. Toward the end of World War II, Hoxha's family had provided shelter to a Bulgarian Jewish family who left three Hebrew books behind when they fled to Palestine. But, the journey does not end there. It is only the beginning.



Majlinda Myrto, guest speaker following film: Myrto is an Albanian-American Muslim and a daughter-in-law of rescuer Shyqyri Myrto. She will speak about the role that *besa*, an Albanian honor code, played in sheltering and saving thousands of Jews in Albania during the Holocaust. She will share how her husband's family sheltered and saved Josef Jakoel and his sister Keti from October 1943, shortly after Albania was occupied by the Germans, until its liberation in November 1944. Ms. Myrto is a renowned leader of the Albanian-American community. She was born in Albania and has lived in the United States since 1993. She holds Master's degrees in public affairs (receiving the distinction award for Recognition and Awareness of Human Rights, and political science. Myrto is director of the "Eye Contact Foundation," an organization that promotes religious, political, cultural and economic understanding and tolerance among people worldwide through the use of portrait photography. Part of her work is dedicated to establishing school curricula for teaching tolerance through *besa* as manifested in the saving of Jews by Muslim families.

Related Exhibition:

Albanian Muslim Rescuers During the Holocaust

*Portraits and testimonies of Albanian Muslim rescuers and their descendants
by American photographer Norman H. Gershman*

April 6 – May 1

Dr. Frank A. Franco Library Learning Center at Alvernia University,
400 St. Bernardine St., Reading

Open to the public at no charge.

Event hours:

Sunday, noon to 8 p.m. Monday-Thursday, 9 a.m. to 9 p.m.
Friday, 9 a.m. to 4 p.m. Saturday, 9 a.m. to 5 p.m.

An exhibition toured by Hebrew Union College – Jewish Institute of Religion Museum, New York

When post-World War II Europe found itself devastated by the loss of its Jewish population, Albania was the only country to have a larger Jewish population than prior to the Holocaust. More than 2,000 Jews from Albania, Greece, Austria, and Italy were hidden in the homes of Albanian Muslim families during the war.

Between 2003 and 2008, Norman Gershman, an American photographer, traveled through Albania and neighboring Kosovo, gathering the stories of those who sheltered Jews. During interviews, when asked why they had rescued Jews, their resounding response was *besa*, which means "to keep the promise" and implies a responsibility to others in times of need.

The stories of Albanian rescuers are relatively unknown due to the political isolation of the country under communism. Albanian rescuers were not acknowledged until 1987, when Yad Vashem, Israel's Holocaust memorial museum, recognized them a "Righteous Among the Nations," a designation given to non-Jews who rescued Jews during the Holocaust. An effort by historians and Albanian archivists to research and document the Albanian experience during the Holocaust continues today.

"There was no government conspiracy, no underground railroad, no organized resistance of any kind – only individual Albanians, acting alone, to save the lives of people whose lives were in immediate danger. My portraits of these people, and their stories, are meant to reflect their humanity, their dignity, their religious and moral convictions, and their quiet courage."

—Norman H. Gershman

Jewish Family Service

**United
Way**



Join the Friendship Circle family

By Carole Robinson

We all need fulfilling interactions with other people. Research shows that older adults with strong social networks seem to have a higher quality of life, live longer and are healthier compared



with those with little social support. Are you a senior or do you know a senior who might enjoy expanding their social network? If so, please consider joining our Friendship Circle.

Friendship Circle is a weekly activity that brings seniors together for lunch and innovative programs. The group meets every Thursday at 1 p.m. for a kosher lunch and socialization, followed by the program. There are about 30 people who attend on a regular basis and others who come for specific programs. Some Friendship Circle members have been attending for years and others are relative newcomers. Some members are native to Reading and others have arrived in Reading from diverse locations. Despite their differences, there is a connection and camaraderie between all. It is an opportunity to make new friends and visit with old friends. According to one member, "Friendship Circle is the highlight of my week because it's mishpocha (Yiddish for family)."

Friendship Circle programs are diverse, ranging from informative to entertaining. As a group, we celebrate many holidays together, religious and secular. For instance, we welcomed 2014 with a New Year's party, enjoyed a Tu B'Shevat seder, challenged

ourselves with President's Day trivia and celebrated Purim with a Purim spiel and hamantaschen. Major holidays such as Rosh Hashanah and Passover are observed with services and holiday meals at the Manor at Market Square. We also hold a July Fourth picnic and share a traditional Thanksgiving meal.

Guest speakers have enlightened Friendship Circle on a variety of topics. Dr. Jodi Radosh and Dr. Victoria Williams, Professors at Alvernia University, discussed "Media and the Presidential Election." State Sen. Judy Schwank keeps us informed on state government. Community members share their interests and expertise with Friendship Circle. Dr. Ivan Bub presented the history of the Reading Public Museum. Sue and Herb Wachs told us about their involvement with Cops 'N Kids. We have traveled vicariously to Antarctica with Solange Israel-Mintz and to the Galapagos Islands with Carol and Gordon Perlmutter.

Other distinctive programs include artists, authors, and musical entertainment. Friendship Circle has hosted several PA Commonwealth Speakers, most recently musician Karl Middleman presenting "Leonard Bernstein: American Idol, American Idealist." The Thursday Film Festival features movies on Yiddish theater, Broadway musicals, Klezmer music, and other fascinating documentaries.

A recent Friendship Circle program was presented by Marc Goldstein, founder of Blankets of Hope. Marc decided to do something positive for Reading by providing warm blankets to people in need. According to Marc, "every person deserves to feel secure, warm, and to have HOPE!" His nonprofit raises funds to purchase fleece blankets, with 100 percent of the money collected going



Karen Checkamian, left, Herb Schneider, and Eileen Kope at a Friendship Circle program!



Olga and Harriet Comite enjoy a dance.



Marty and Marc Goldstein's Blankets of Hope

toward the blankets. Since its inception, Blankets of Hope has delivered 2,000 fleece blankets to local shelters, including the YMCA, Berks Counseling Center, Opportunity House, Mary's Shelter, and Hope Rescue Mission. To learn more, visit Blankets of HOPE-Berks on Facebook or

mjgold7@aol.com.

Check out Friendship Circle's upcoming events listed in the Centerpiece. Drop in for lunch, visit friends, or join us for an uplifting program.

We invite you to become part of our Friendship Circle mishpocha!

Living with Loss

Monday, April 28

3 - 4:30 p.m. at the JCC

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

Seniors, rise n'shine to a hearty pancake breakfast

compliments of Manor at Market Square!

If you have never visited Manor at Market Square, join us for a complimentary breakfast and learn about our affordable senior living community!

Crossroads Family Restaurant

(4643 Pottsville Pike, Reading)

Friday, April 25
8 to 10am

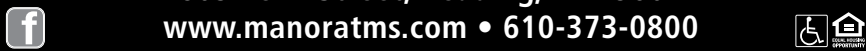
Please RSVP by April 23
at 610-373-0800

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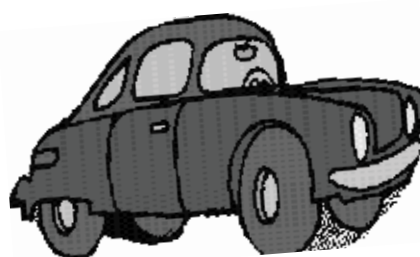
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or go to
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Jewish Family Service Food Pantry Collection

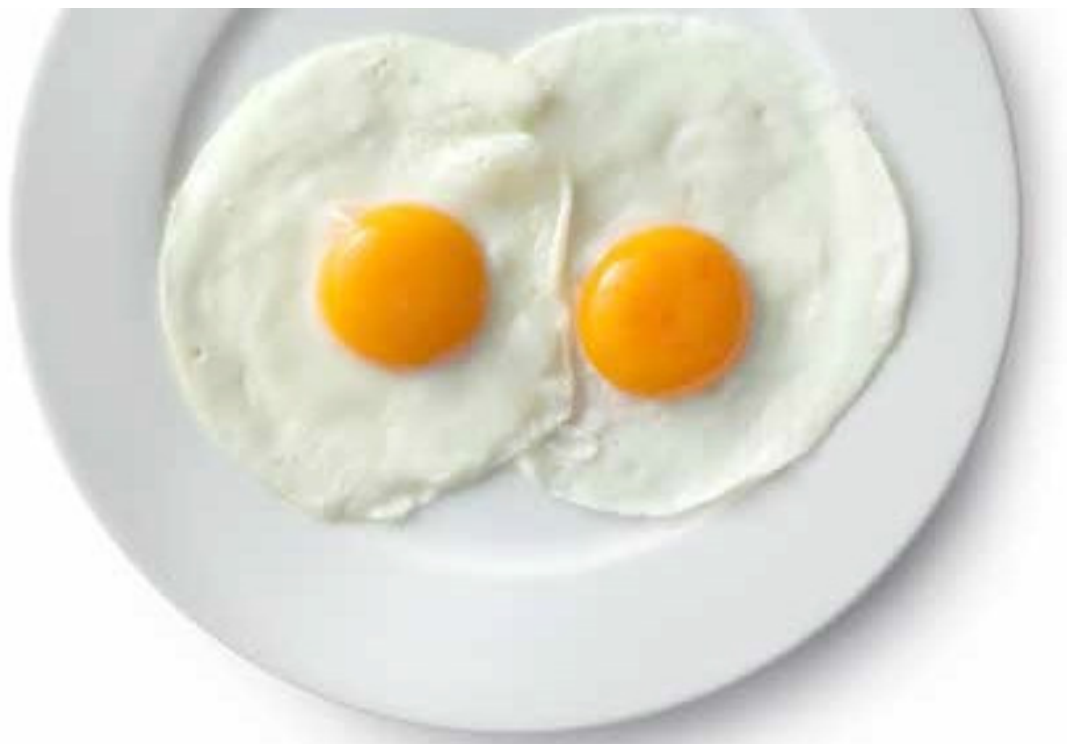


We are serving more families each month! Please bring donations of canned tuna, soup, fruits and vegetables to Keshar Zion or the JCC. Thank you!

We also need plastic and paper grocery bags!

Did You Know Jewish Family Services:

- offers discounted taxi transportation to seniors and the disabled?
- has a monthly need-based food pantry?
- offers counseling and information and referral services?



**FEED THE HUNGRY.
GIVE HOPE TO THOUSANDS.
SECURE THE FUTURE.**

BEFORE YOU FINISH BREAKFAST.

It only takes a few minutes to change lives in our community and around the world. Food banks for the needy, care for seniors, Israel experiences for the young — these are just some of the solutions Federation supports with heart, innovation and decades of knowing what works. Seize the moment: Donate. Volunteer. Get involved.

Your link to getting started: JewishFederations.org



Jewish Federation
OF READING

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www.readingjewishcommunity.org
Jewish Federation of Reading
PO Box 14925, Reading PA 19612
610-921-0624

Please detach and return with payment to Jewish Federation, PO Box 14925, Reading PA 19612

I want to help Federation make wishes come true this year. Here's my tax-deductible gift to support Jewish Federation of Reading's 2014 Annual Campaign and make a world of difference both near my own home and beyond:

Name _____ Address _____
\$ _____ amount enclosed Checks payable to Jewish Federation of Reading
Credit Card: Discover Mastercard Visa Card # _____ Exp. date _____ Security Code _____
Name on Card: _____ Signature _____

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 March 14

JFS Taxi Transportation Program

In memory of:

Sylva Naden – Helene and Henry Singer

Jewish Family Service

In honor of:

Esther Bratt’s birthday – Louise Zeidman
 Birth of Jesse and Jessica Leisawitz’s daughter Rose Catherine – Andy and Corinne Wernick
 Adam D’Angelo’s engagement – Andy and Corinne Wernick

Get well/speedy recovery:

Sylvia Sulman – Edith Mendelsohn
 Paula Cherner – Edith Mendelsohn
 Lisa Carlin – Edith Mendelsohn

In memory of:

Richard “Dick” Henry – Berna Sherman

Federation Jewish Community Campaign

In honor of:

Irv and Lois Cohen receiving the Thun Award – Barbara and Bernie Fromm
 Birth of Doris & Elliott Leisawitz’s granddaughter Rose Catherine – Rob and

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

Yvonne Oppenheimer

Ken Lakin’s special birthday – Ellen and Don Abramson
 George Viener’s special birthday – Ellen and Don Abramson
 Esther Bratt’s birthday – Ellen and Don Abramson

Birth of Fran Bendheim and Frank Wolf’s granddaughter – Rob and Yvonne Oppenheimer

Get well/speedy recovery:

Meir Mazuz – Frances Gould

In memory of:

Richard “Dick” Henry – Zena and Harvey Hafetz, Sid and Esther Bratt, June Winston, Dena and Vic Hammel
 Clara Seymour – Jayne Harary

Evelyn Thompson Nursery School Fund

In honor of:

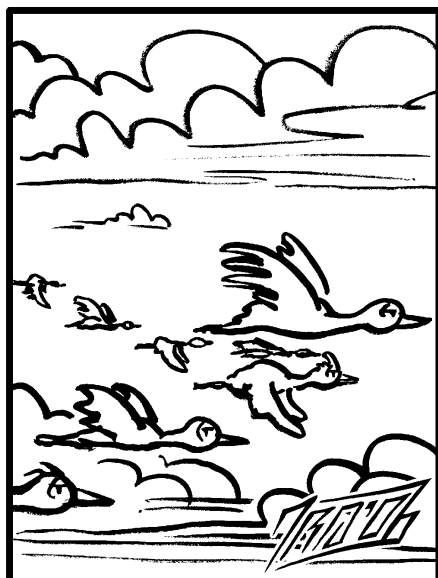
Birth of Doris and Elliott Leisawitz’s granddaughter Rose Catherine – Jay and Evelyn Lipschutz

Friendship Circle

In memory of:

Herb Litvin (Laurie Silverstein’s father) – Gaye and Glenn Corbin

EVERYTHING’S RELATIVE
 by Jordan B. Gorfinkel • www.jewishcartoon.com



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Israelis reinventing the wheel

Israel21c.org

When a broken pelvis put Israeli farmer and inventor Gilad Woolf into a wheelchair for a few weeks, the bumpy ride wreaked havoc on his back, and he determined to improve wheelchair design with a suspension system to absorb shock.

After his initial idea – a hydraulic air cushion in the seat, like those in tractors — proved unsuccessful, he made the audacious decision to reinvent the wheel.

The result of his efforts, with encouragement and financing from Israel’s RAD BioMed Accelerator and a team of experts, is called SoftWheel.

CEO Daniel Barel said SoftWheel is a breakthrough technology born of three years of research and development in collaboration with Ziv-Av Engineering Group, the same firm that designed the lightweight children’s plastic wheelchair for Wheelchairs of Hope — only this time the company designed

the wheels rather than the chair.

The “Acrobat” wheel is now rolling off SoftWheel’s Israeli assembly line. It features a selective suspension mechanism that kicks in when it detects an impact above a pre-set, changeable threshold. The high-tech product can be retrofitted to virtually any wheelchair.

Next year SoftWheel expects to introduce a second wheel, “Fluent,” the first suspension technology designed specifically for urban bicycling.

“Part of our strategy is to introduce our products where we can disrupt the market quickly: wheelchairs and bicycles — especially city bikes, the fastest-growing segment in the world for personal transportation,” says Barel.

SoftWheel relies on a patented suspension mechanism that remains static on standard floors or pavements. Encountering an obstacle (such as a curb or stair) causes the wheel’s hub

to shift symmetrically from the center, thereby absorbing the shock and cushioning the rider, as well as the vehicle, from the force of the impact. Then, the hub automatically shifts back to its central location until the next bump.

“Why didn’t anybody do this before?” Barel asks. “Because it’s not as easy as it looks. We have six, and soon seven, patents protecting this technology. Everybody else tried to fine-tune current technology into a wheel.

“We literally had to reinvent the wheel and a brand-new technology for suspension. And we discovered it is not only suitable for wheelchairs but as a platform for anything that has wheels.”

As such, the next direction for SoftWheel will be skyward.

“We are looking at SoftWheel landing gear for aircraft, based on multiple requests from the industry here,” says Barel. “They tell us that we have something they have been waiting for the past 60 years.”

The rabbi gets framed!



Rabbi Minna Bromberg shows artistic flair in this lighthearted moment.

weis wishes you a *Happy Passover*

Fresh Kosher Chicken



Chicken Breast Fillets

\$4.99
Per pound



Cut Up Chicken Fryers

\$2.69
Per pound



Whole Broiler Chickens

\$2.49
Per pound

We have a selection of Kosher for Passover cakes and cookies made by Hagadda Passover Bake Shoppe.



Manischewitz Macaroons
10 ounce

\$2.99



Manischewitz Gefilte Fish
24 ounce

2/\$5



Tabatchnick Soup
15 ounce

2/\$3



Manischewitz Matzo Meal
16 ounce

2/\$5



Rokeach Shabbos Candles
72 count

\$1.99



Season's Sardines
4.375 ounce

\$1.29



Manischewitz Cake Meal
16 ounce

2/\$5



Gold's Horse Radish
6 ounce

\$1.69



Breakstone's Whipped Butter
8 ounce

\$1.99



Weis Quality Sour Cream
32 ounce

\$2.99

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