



Shalom 11|19

The Journal of the Reading Jewish Community published by the Jewish Federation of Reading/Berks

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Food Pantry

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Chevra

Community Shabbat

Reading Jewish Film Series

PJ Library

Jewish Family Service

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Lakin Preschool

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Community Holiday Programs

Women's Philanthropy

Jewish Federations

of North America

Counseling Services

Leo Camp Lecture

Shabbat B'Yachad

Matching program announced

Opportunity to ensure a vibrant future for Berks County's Jewish community

Every new or increased gift to Federation's Community Campaign will now be matched dollar for dollar by a group of community leaders. The goal is to expand Federation's programs and services through a substantial increase in Federation's annual campaign.

"We are grateful for their generous and thoughtful offer. These matching dollars come at a critical time for us," Federation President Bill Franklin explained. "Our campaign has been declining for several years. We've also lost several significant donors due to deaths over these last few years, and no one has yet taken their place. Without new and increased gifts, donor losses will continue to impact us as our population ages."

Helping families, engaging people

"The matching gift program will also help families like those that use our JFS Food Pantry. We see the impact rising costs have on these families," Mr. Franklin said. "They are forced to make choices, including at times going without simple, everyday items like groceries. We knew we needed to do more for them. So we decided to expand the number of people being served by our Food Pantry. We now are feeding 180 families each month, a substantial jump from the 85 families we were helping several years ago. The result has been positive, but it comes with additional costs. Costs that will increase as we feed even more families in the coming months."

He continued: "The matching gift program also fits with Federation's recently completed strategic plan. One of its goals was to increase Federation programming to engage more people. We design Federation programs to serve the entire Jewish community. We believe in connecting with people wherever they are. Just look at our new Literatour Berks

To make your Community Campaign gift

Every new or increased gift will be matched dollar for dollar.

It's easy to donate!

- Online - ReadingJewishCommunity.org
- Use insert in this issue of *Shalom*
- Mail - JFR Match, PO Box 14925, Reading, PA 19612

Please help us expand vital community programs and services.

program, started this year. Literatour Berks is offering 16 different community events that are accessible to everyone. We expect Literatour Berks will double the number of people who use our programs. Plus, these 16 events are in addition to our ongoing film series and the many other community programs we offer throughout the year."

Mr. Franklin noted: "Feeding more families and expanding programs is just part of our work. There are ongoing needs Federation continues to address. Community security for example, which unfortunately remains a priority. We've also responded to the strategic plan's findings to enhance youth education by bringing in a Community Shlichah from Israel. We practice what our plan says, we are all working together for one Jewish community."

Everyone urged to participate

Vic and Dena Hammel initiated the matching gift program, which includes 13 other generous individuals. Mr. Hammel said: "We (the matchers) are all interested in and concerned about the future of Jewish life in Berks County. Federation is the central organization that connects all of us — especially on issues such as helping fellow

Jews in need, support for Israel, the growing problem of anti-Semitism, as well as cultural programs such as speakers, the Jewish Film festival and more. And this is all being done with greater cooperation than ever before with Reform Congregation Oheb Sholom, Keshet Zion Synagogue and Chabad. But, if the Federation campaign revenues continue to decline, the future of a vibrant Jewish community in Berks is at risk. That is why a group of committed people are offering a dollar for dollar matching program for increasing giving to help assure our future. Our hope is that every household will participate. We hope everyone will make an increased campaign gift that will be matched. That match certainly applies to those who have not been recent contributors to the campaign."

Haia Mazuz, Board Chair of Federation, said, "We are very thankful to the matching gift donors for their generosity and vision for our community's future. Federation does so much for the Jewish community and the people of Berks County. I am asking everyone, even if you've never made a gift, please do so or increase your current gift. This is our community, and its survival as an energetic Jewish community is in our hands."

Music to be highlight of Leo Camp Lecture

By Amanda J. Hornberger

Lea Luboshutz was a Russian Jewish violin virtuoso at the turn of the 20th century who made her way from Russia through Europe to the United States. Her grandson Thomas Wolf will tell her amazing story at this year's 40th annual Leo Camp Memorial Lecture on Wednesday, Nov. 20 at 7:30 p.m. at the Wachovia Theatre at Albright College.

Spanning generations, from the shores of the Black Sea to the glittering concert halls of New York, "The Nightingale's Sonata" by Thomas Wolf is a richly woven tapestry centered around violin virtuoso Luboshutz. Woven throughout this luminous odyssey is César Franck's Sonata for Violin and Piano, a work championed by Lea, one of the first internationally recognized female violinists.

A highlight of this year's event is a multimedia presentation that includes musicians



Thomas Wolf

from Philadelphia's Curtis Institute playing Franck's sonata. We're thrilled to be welcoming violinist Ray Ushikubo and pianist Wei Luo to perform in this program. Don't miss this opportunity to hear phenomenal musicians and a Jewish immigrant success story!

Wolf's career spans more than five decades. After making his debut as flute

soloist with the Philadelphia Orchestra at the age of 16, he spent 14 seasons as flutist and company manager of his Uncle Boris Goldovsky's touring opera company and subsequently performed chamber music concerts with leading musicians in the U.S. and Canada. As artistic director of Bay Chamber Concerts, he produced more than 1,000 concerts and helped create a community music school. He has written numerous books and teaches seminars in musical sight-reading.

Special thanks to the Camp family for sponsoring this annual lecture in memory of Leo Camp, a beloved member of our community. The lecture is free and open to the public. Wolf's visit is part of Literatour Berks, and he is a member of the Jewish Book Council. For more information, please contact Amanda at amandah@jfreading.org or call 610-921-0624.

Representing the Jewish community

By **Richard Nassau**
Development Director

Growing up, I was one of a handful of Jews in my community. The result was that by default, I was the person whom my many non-Jewish classmates would ask when they had a question or wanted to know more about Judaism. It was not a responsibility for which I had volunteered. My friends were curious, so I did my best. It was a responsibility I did take seriously. I was, to them, the representative of the Jewish community.

Today, this type of expectation is one many people still encounter. It doesn't matter how Jewish, how religious or how knowledgeable you are. You may not even consider yourself a member of the Jewish community. Yet, that is how you are seen at work or at school or even with friends. People have questions, and they don't first ask how Jewish, religious or knowledgeable you are. Your Jewishness automatically



qualifies you as a representative of the Berks County Jewish community.

I don't know how many of us see ourselves as Jewish community members. I do know that 20% of Jewish households in Berks County support the work we do at Federation. My wish is that each one of us, even if we don't identify as members of the Jewish community, will see ourselves like our friends and neighbors see us.

My hope is that as a Jewish household you will make a gift to our Jewish Federation community campaign before year-end. It is so important to take the time and support our community.

There are a limited number of Jewish households in Berks County. Federation works on behalf of each and every one of them. At Federation, we understand our responsibility as representatives of our Jewish community. It is role that is unseen but so critically important for all of us in addressing community issues.

Recently, Federation worked with a local school district after parents had contacted us about an anti-Semitic incident that had occurred at school. Federation also

took the lead to reach out and arrange to meet with representatives from all Berks County school districts. One of the topics addressed was anti-Semitism. We spoke about concerns raised by parents and community issues. We also wanted the schools to know Federation was there to answer their questions and support their efforts. We had and could provide multiple resources for them to use as needed.

Growing up, the questions I was asked I took personally. It is only looking back that I can better see the answers I gave went beyond just me. I was representing the Jewish community.

Federation represents our entire Jewish community. We work on behalf of every Jewish household. We view every Jew in Berks County as a member of our community. We are responsible for each other. You have our support.

Please take a moment to support Federation and make a gift to our community campaign.

Online – ReadingJewishCommunity.org
Mail – JFR Community Campaign
PO Box 14925 Reading PA 19612

Year-end tax planning using your IRA

By **Richard Nassau**

If you are over the age of 70½, you can lower your taxes by donating all or part of the IRS required minimum distribution (RMD) from your traditional IRA directly to a qualified charity such as the Jewish Federation of Reading/Berks. By making a direct charitable distribution, you can exclude that amount (within limits) from your adjusted gross income.

The amount you choose to transfer to charity is up to you. The IRS adopted these rules to encourage charitable giving. There is no minimum required amount that you must transfer. You can transfer a portion of your RMD to Federation and withdraw the balance for yourself. (Some IRA accounts do have internal minimums.)

Make sure you ask the administrator of

your IRA about the process for making a qualified charitable distribution. Procedures vary from firm-to-firm and the end-of-the-year is a busy time for many IRA administrators. It is recommended you start the process at least 30 days before year-end.

Other issues you should know when you speak with your IRA administrator: If the IRA distribution is made payable to you, even if intended for use as a charitable donation, the IRS does not consider that to be a tax-free distribution. Any amount you receive would need to be included in your adjusted gross income. IRS regulations do not allow direct charitable distributions to donor-advised funds, even if it is with a public charity, or to private foundations.

After 70½ there are many advantages to using your IRA required minimum distribution

as a qualified charitable distribution. It allows you to support your favorite charities without adding to your taxable income.

Make sure you contact Federation and other charities about the charitable transfer from your IRA. This alerts Federation and others to your gift, allowing us to properly acknowledge it to comply with IRS guidelines for these type of qualified charitable distributions.

For more information, email RichardN@JFReading.org or call Richard Nassau at 610 921 0624.

This material is for informational purposes only. It is not intended to provide or be relied upon for, tax, legal or accounting advice. You should always consult your own financial advisor to determine if a qualified charitable distribution is right for you.

Tech Shabbat — A purposeful strategy

By **Amanda J. Hornberger**

In preparation for the launch of her debut book, "24/6: The Power of Unplugging One Day a Week," author and filmmaker Tiffany Shlain launched a social media campaign to encourage people to try a Tech Shabbat. Take one day, put a Do Not Disturb message on your phone and fully unplug.

So I did. It was my first experience with a technology-free Shabbat, and I enjoyed it. I liked not having the TV on for my kids, not checking my phone for messages or emails, and especially enjoyed checking out of social media. It was definitely strange, not being connected, especially to my iPhone, but it was a good experience. I'm trying to incorporate Shlain's ideas into my life more and more, even if I can't fully commit to a full tech Shabbat every week. Yet.

The public is invited to join us for a conversation with the author on Monday, Dec. 2 at 7 p.m at the Exeter Community Library (4569 Prestwick Drive, Exeter Township). Following her talk Shlain will sign copies of her book, available for purchase through the Literatour Berks official book vendor, Reads & Company of Phoenixville. You can register by calling 610-406-9431.

An internet pioneer and renowned filmmaker, Shlain takes us on a provocative and entertaining journey through time and technology, introducing a strategy for living in our 24/7 world: turning off all screens for twenty-four hours each week. This practice, which she's done for nearly a decade with her husband and kids (16 and 10), has completely changed their lives, giving them

more time, productivity, connection, and presence.

Drawn from the ancient ritual of Shabbat, living 24/6 can work for anyone from any background. With humor and wisdom, Shlain shares her story, offers lessons she has learned, and provides a blueprint for how to do it yourself. Along the way, she delves into the neuroscience, philosophy, psychology, and history of a weekly day of rest across cultures, making the case for why we need to bring this ritual back.

Shlain's appearance in Literatour Berks is presented by Jewish Federation of Reading/Berks in partnership with Exeter Community Library and Sinking Spring Public Library. Thank you to the sponsors and patrons of Literatour Berks for making this event possible.

Kristallnacht to be commemorated on Nov. 7

By **Amanda J. Hornberger**

Each year our community comes together for an interfaith commemoration and remembrance of Kristallnacht, the night of broken glass, which took place 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 still have local Holocaust survivors who will once again be participating in this year's commemoration through readings

and lighting six memorial candles in memory of the 6 million Jews killed in the Holocaust.

Please join us on this special and memorable evening on Thursday, Nov. 7 at Christ Episcopal Church, 435 Court Street in Reading.

The evening begins at 6:30 p.m. with a circle of light on the sidewalks outside the church at Fifth and Court streets. This is our way of bringing light to our community, on the anniversary of what was such a dark night for German Jews.

The moving, dramatic interfaith service begins at 7 p.m. It features a liturgy written especially for the occasion.

Following the service a light reception will 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@jfreading.org or call 610-921-0624.

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L'Chaim Society

Book of Life

Letter of Intent



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JEWISH
COMMUNITY
CAMPAIGN**

Please visit
ReadingJewishCommunity.org

**Make your gift
today!**

From the President's Desk

United we stand

By William D. Franklin
President

A recent Pew report showed that religious affiliation in the U.S. is significantly down overall. The number of Americans who now describe their religion as "nothing in particular," now stands at 26%. American Jews are exhibiting a similar downward trend — only half of the people in the Reading Jewish community are affiliated with our three houses of



worship and study. But for Jews there is a flaw in this reasoning. We are not just a religion; we are a people.

This is covered well in Daniel Gordis' book "Divided We Stand", which our Israel Book group recently read. He discusses the schism between Diaspora Jews and Israel. One of his key points is that American Jews consider Judaism to be only a religion while Israelis consider Jews to be a people, with Judaism as their national religious expression.

If I were asked if Jews are a religion or a people, I would answer "Yes! We are both!" We have three active houses of

prayer and study. We celebrate holidays together as an example of our religious expression at Community Shabbats and at our Chanukah and Purim parties. We regularly come together as a community for social and ethical events at our Women's Philanthropy and Maimonides Society events. And we come together for cultural events at the Leo Camp and Richard Yashek lectures, the Jewish Films programs and the new Literatour series.

Jill Skaist, who is helping the Federation with its 2020 "Rejuvenation" Campaign, summarized it well. "Some

attend synagogue, some do not, some attend Federation programs, some do not, some have a connection to the Reading Jewish community, some do not, and some are life-long community members while some are newcomers. But, we are all Jews regardless of how our Jewishness manifests itself."

Historically, Jews have always had and always needed strong Jewish communal structures. These exist to represent us and to protect our heritage. Unfortunately, we need that strength now as much as ever. Fortunately, together, we have it.

Thanksgiving should take place every day through these practices

By Rabbi Brian Michelson
Reform Congregation Oheb Shalom

I love Thanksgiving. All Americans, Jews, non-Jews, secular, religious, American born, and immigrants celebrate this one holiday. It is a day that brings out the best in us.



It is the one time of year when we all stop thinking about ourselves and think about others. I love the Interfaith Service we participate in Wednesday before Thanksgiving. We come together to give thanks and remember all that we share regardless of our background.

I do have a serious complaint about Thanksgiving. It only occurs once a year, and even before it is over people are making a mad dash to the mall to grab the pre-black Friday sales. People get out of the way to get to the sale tables first. We only mark Thanksgiving once a year, as if that were enough to fulfill our obligation to be thankful all year long.

This is not the only holiday on which we take something we should do regularly and pack it into a single day.

Mother's Day and Father's Day leave some with the impression that you only have to honor your parents once a year.

We show patriotism on Memorial Day and the Fourth of July; the rest of the year, we do not ask what we can do for our country but what our country can do for us!

Thanksgiving should be every day, from the moment we get up until the moment we go to sleep.

That is what religion is all about — learning to be grateful. The word Jew, from the Hebrew Yehudah — comes from the same Hebrew root

today, Thankful. We are the people of thankfulness.

So let me share some ideas with you for celebrating Thanksgiving not once a year but every day.

If you can incorporate any of these practices into your daily lives you will not only be more thankful — but you will also be happier.

1. Start your day with gratitude — As Jews; we are supposed to begin our day with gratitude. The first thing we do in the morning is to recite Modeh Ani — "I give thanks before you, eternal Sovereign who has returned my soul to me with compassion. You are so trustworthy." Imagine how it might change your attitude toward life if you start your day by thanking God for opening your eyes! How you start the day — will affect how you live the rest of the day!

2. Say thank you — How often do you say thank you to others? Your "thank you" can make someone's day: the server at the diner, ticket taker on the train, or the postal worker. How often do we stop to let them know that we appreciate their service?

3. Perform an act of hesed — help someone — The best way to learn gratitude is to practice kindness — to help someone, to say something nice to another person when they least expect it or to help someone who does not expect your help. You think you are the one doing them a favor — but truthfully, it is so humbling to witness gratitude that you become grateful.

4. Pay it forward — Finally, when you feel grateful to someone, pay it forward. Share your gratefulness by doing something for someone else. Imagine if you could pay forward the hundred blessings we are supposed to recite each day. Imagine how wonderful the world would be.

So, stop celebrating Thanksgiving once a year. Instead, try living thanksgiving every day.

Letter to the editor: Correcting the record

Editor:

There were a couple of small errors in your publication of the poem "Lamentation" in the October issue.

The epigram came from the writing of S.Y. — Shmuel Yosef Agon, and not S.T. as it appeared.

And Rabbi Abahu included the word

"death": "Can the king be seated on his throne of judgment, with the books of life and death open before him and Israel sing hymns of praise?"

A dicey question, worthy of serious contemplation

Nancy J. Knoblauch
Exeter Township

Would You Like to Meet Your Fellow Jews In Berks County?

Throughout the year, Federation will be emailing a video story about a Jew living in Berks County.

Do you currently receive emails from the Federation? If you do, you'll be receiving the video story.

If you do not receive emails OR if you'd like other family members to receive the video story, just send your email address to: amandah@jfreeding.org

And, if you'd like to be featured in one of the video stories, let us know.

We're looking forward to getting to know each other!!!

Shalom

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General Offices: 1100 Berkshire Blvd., Suite 125
Wyomissing, PA 19610
Phone: 610-921-0624 FAX: 610-929-0886
Web site: www.ReadingJewishCommunity.org

Jewish Federation of Reading

Chair: Haia Mazuz
President: William D. Franklin
Communications Director: Mark Nemirow, Editor
Proofreaders: Federation staff

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



Local filmmaker's work to be featured in series

By Amanda J. Hornberger

Join us at Fox Berkshire on Sunday, Nov. 10 for the next screening in the Reading Jewish Film Series with the documentary "COJOT."

This film tells the virtually unknown story of a Holocaust survivor who set out to kill his father's Nazi executioner and ended up playing a key role in one of history's most daring rescue operations, Operation Entebbe.

The film will be followed by a discussion with the filmmaker, Boaz Dvir, professor at Penn State University main campus and son-in-law of Pastor Alan Wolkenhauer from Trinity Lutheran Church, Reading. "COJOT" is co-sponsored by Reform Congregation Oheb Sholom and Trinity Lutheran Church.

The 2020 Reading Jewish Film Series is co-sponsored by the Rubin Educational Fund of the Jewish Federation of Reading/Berks and Fox Theatres. Admission is \$8 per film (\$6 for JCC members). All films will be



shown at Fox Berkshire (800 Berkshire Blvd. Wyomissing).

Tickets can be purchased at the box office or kiosks at the theater or online at www.foxshowtimes.com. All seats are reserved heated recliners, and seat selection takes place at the time of purchase.

The list of upcoming dates and films are:

Dec. 4, 7 p.m. — The Keeper, a romantic drama from England about German soldier turned British footballer Bert Trautmann

Jan. 8, 7 p.m. — "Carl Laemmle," an American documentary about the German Jewish immigrant who founded Universal Pictures and saved 300 Jewish families from Nazi Germany

Feb. 5, 7 p.m. — "The Interpreter" (Slovakia's 2018 Academy Award entry), a road drama about two unlikely travelling companions resolving past conflicts

March 4, 7 p.m. — "93 Queen," an American documentary about the Hasidic women who create the first all-female volunteer ambulance corps in New York City.

May 17, 3 p.m. — "Picture of His Life," an American documentary about legendary Israeli photographer Amos Nachoum on his quest to photograph a wild polar bear, with an in-person discussion with the filmmaker, Dani Menkin

Book, program focus on fighting anti-Semitism

By Amanda J. Hornberger

The community is invited to read the new book "How to Fight Anti-Semitism" by Bari Weiss. We will gather in November to discuss the book and watch Weiss discuss current antisemitism from her recent visit to the 92nd St. Y.

The 92nd St. Y program will screen at two different times on Monday, Nov. 18: 2 p.m. at the Highlands and 7 p.m. at the JCC. In the evening after the 92nd St. Y program we will gather to discuss the book and how we can apply the lessons locally.

Copies of "How to Fight Anti-Semitism" are available at local public libraries, Barnes & Nobles and Amazon.

From the publisher:

The prescient *New York Times* writer delivers an urgent wake-up call to all Americans exposing the alarming rise of anti-Semitism in this country — and explains what we can do to defeat it.

On Oct. 27, 2018, 11 Jews were gunned down as they prayed at their synagogue in Pittsburgh. It was the deadliest attack on Jews in American history.

For most Americans, the massacre at Tree of Life, the synagogue where Bari Weiss became a bat mitzvah, came as a total shock. But anti-Semitism is the oldest hatred, commonplace across the Middle East and on the rise for years in Europe. So that terrible morning in Pittsburgh raised a question Americans can no longer avoid: Could it happen here?

This book is Weiss's answer.

Like many, Weiss long believed this country could escape the rising tide of anti-Semitism. But now the luckiest Jews in history are beginning to face a three-headed dragon known all too well to Jews of other times and places: the physical fear of violent assault, the moral fear of ideological vilification, and the political fear of resurgent fascism and

populism.

No longer the exclusive province of the far right, the far left, and assorted religious bigots, anti-Semitism now finds a home in identity politics and the reaction against identity politics, in the renewal of American First isolationism and the rise of one-world socialism, and in the spread of Islamist ideas into unlikely places.

A hatred that was, until recently, reliably taboo, anti-Semitism is migrating toward the mainstream, amplified by social media and a culture of conspiracy that threatens us all.

Weiss's cri de coeur is an unnerving reminder that Jews must never lose their hard-won instinct for danger, and a powerful case for renewing Jewish and American values in uncertain times from one of our most provocative writers. Not just for the sake of America's Jews, but for the sake of America.

The Strange Case of Dr. Couney: How a Mysterious European Showman Saved Thousands of American Babies with Dawn Raffel

Wednesday
December 11th
7 p.m.

Jewish Cultural Center

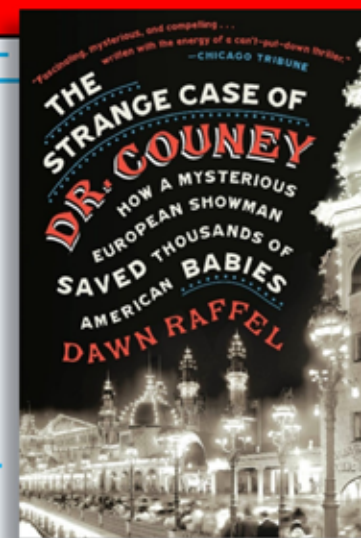
Registration required.

To register, visit:

www.ReadingJewishCommunity.org/home/literatour

What kind of doctor puts his patients on display? This is the spellbinding tale of a mysterious Coney Island doctor who revolutionized neonatal care more than one hundred years ago and saved some seven thousand babies. Dr. Martin Couney's story is a kaleidoscopic ride through the intersection of ebullient entrepreneurship, enlightened pediatric care, and the wild culture of world's fairs at the beginning of the American Century. *A program of Maimonides Society of Jewish Federation of Reading/Berks.*

Copies of *The Strange Case of Dr. Couney* will be available for sale onsite through Reads & Company.



92nd St. Y Programs

Game Nights

Community Shabbat

Reading Jewish Film Series

Great Decisions

Interfaith Mitzvah Day

Yom Ha'atzmaut

PJ Library

PJ Our Way

Leo Camp Lecture

Tech Tuesday

Yom Hazikaron

Art Exhibits

Yom Hashoah

Annual Meeting and Picnic

Purim Carnival

Richard J. Yashek

Memorial Lecture

Kristallnacht Remembrance

Youth Events

Purim Masquerade Party

Bridge

Chevra

Mahjong

Trips to NYC/Philadelphia

Lakin Holocaust Library

& Resource Center

Shabbat B'yachad

Community Calendar

My mother's not here, but her food is!

By **Adi Shalev**

This is not the first time I am celebrating holidays away from my family and from my homeland, but it is the first time I have been part of a Jewish community in the United States during the holidays.

The holidays have always been a special time, a time when something is different, people greet each other, buy presents, clean, think about how last year was, what they wish for the new year. and most of all — eat!

Certainly, the food here is different from the Israeli and Iraqi food I am used to eating at home for the holidays.

So, I decided to make two dishes that my mom always makes during the holidays — Cornflake cookies for Rosh Hashana and Boreqitas for Yom Kippur.

There were two challenges:

1. That the food comes out as good as my Mom's, and

2. How to find the right ingredients.

At first, I thought it would be easy, groceries are groceries. But then Mom sent me the recipe and I realized that this won't be so simple and I will have to make some changes.

I actually found the ingredients for



Boreqitas

the cornflake recipe quite easily (except that the cornflakes are a bit different from what I'm used to in Israel). But then came the Boreqitas recipe. They consist mainly of cheeses that are not available here or that have a different flavor here (cottage cheese, for example).

Then I figured out what cheeses would be most similar to what's required



Cornflake cookies

in the recipe and luckily, it came out as delicious as my mom's!

And now - for the recipes:

Boreqitas — makes about 30:

1 16 oz. container cottage cheese

2 cups sour cream

About 3/4 cup of crumbled feta

2/3 cup shredded mozzarella

About 2 cups flour

1 pitted green olive per Boreqita
Preheat the oven to 380 degrees.

Mix the cheeses and sour cream, then slowly add the flour until you have a uniform dough. Using a bowl of water to wet your hands, make balls and insert one olive into each ball. Bake for about 20 minutes and watch to avoid burning.

Cornflake cookies — makes 20-30

7 cups of cornflakes

3.5 oz. of halva

3.5 oz of margarine

2 tablespoons of honey

Half a cup of sugar

2 teaspoons of strong coffee

Mix everything except the cornflakes in a pot over low heat until you have one consistent batter. Remove from the heat, and quickly add the cornflakes. Mix and spoon into paper cupcake cups.

B'tayavon – Bon Appetit- and don't forget to invite me to taste!

Also, Friend me on Facebook- adi_shalev_shlichah and add me on Instagram- adi_shlichah.

Adi Shalev serves as shlichah of Berks County's Jewish Community High School program, which meets Sundays at 10 a.m.

Children's interfaith friendship activity set for Nov. 17

By **Amanda J. Hornberger**

Our community is blessed with a wide variety of interfaith partnerships.

As adults we have built friendships and ties with our Muslim and Christian neighbors. A special PJ Library event on Sunday, Nov. 17, in Wyomissing will provide the same opportunity for friendship building among our youth!

Children ages 5-10 (and younger siblings with a grown-up) are invited

to attend a PJ Library sponsored Friendship Story Walk based on the book "Do Unto Otters: A Book About Manners". Students in religious school at Reform Congregation Oheb Shalom and Keshet Zion Synagogue will come directly from class to the event, to be held at 10:30 a.m. at 555 Warwick Drive Wyomissing.

Sunday School classes from Immanuel United Church of Christ in

Shillington and the Islamic Center of Reading will be car-pooling to join us. There will be an interactive morning of activities including an ice-breaker, service project, art project, snack, reading, music and more.

Children of all faiths are welcome at this event!

We hope to build community and understanding among the youth and teach kindness and respect for all

(a key tenet of all three Abrahamic faiths).

RSVP is appreciated to amandah@jfreeding.org or 610-921-0624. Older students needing service hours are encouraged to volunteer at the event. Special thanks to Rabbi Michelson, Rabbi Sislen, the Rev. Megan Huesgen and Elsayed Elmarzouky for their support and partnership in making this event possible.

BARNYARD BUBBE'S HANUKKAH

WITH JONI KLEIN-HIGGER AND BARBARA SHARF



2 - 3:30 p.m. - Critter Corral by Sleepy Hollow Farms (It's an indoor petting zoo!)

3:30 - 4 p.m. - Snacks & drinks

4 p.m. - 5:30 p.m. - Program, Meet & Greet, Photo Opportunities, & Book Sale

SUNDAY
DECEMBER 15TH
2 - 5:30 P.M.
EXETER COMMUNITY LIBRARY

Registration required.

To register, visit:

www.ReadingJewishCommunity.org/home/literatour

Neigh! Oink! Baa! Whimsical farm animals leave presents for Bubbe during Hanukkah. What will Bubbe do with these thoughtful gifts? Family program geared for ages 10 and under. *Presented by PJ Library of Reading with support from the Sue B. Viener Memorial Fund of Jewish Federation of Reading/Berks, Friends of the Exeter Community Library, and Zeswitz Music.*

Copies of *Barnyard Bubbe's Hanukkah* will be available for sale onsite through Reads & Company.



Klezmer band to perform at RCOS food festival

Reform Congregation Oheb Sholom

The 19th Jewish Food and Cultural Festival takes place Sunday, Nov. 3 at Reform Congregation Oheb Sholom, 555 Warwick Drive, 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 apple cake.

Other delicious treats include blintzes, noodle kugel, knishes in several flavors, matzo ball soup. and much more

Susan Watts and her band will perform klezmer music at 1 p.m. Watts represents

the youngest generation of an important klezmer dynasty that reaches back to Ukraine in the 19th century and has been the subject of several documentaries. The dynasty began with her great-grandfather Joseph Hoffman. She is the sole living purveyor of the family's traditional klezmer-style trumpet sounds, which have electrified audiences for decades. Oheb Sholom student cantor



Susan Watts

Meara Lebovitz also will be performing during the festival.

There is no admission charge for the festival. Tickets for dinner or deli platters are available for \$13 in advance from RCOS members or from the synagogue office, 610-375-6034. Tickets cost \$14 at the door.

Event is cash-only. There will be an ATM on site.

The congregation encourages those who attend to bring a canned good or other nonperishable food item for us to donate to the Greater Berks Food Bank. Or consider donating toiletry items (disposable razors, tooth brushes, shampoos, etc.) for Opportunity House.

Congregational News

Oheb Sholom honors couple for their service



Reform Congregation Oheb Sholom members Ellen and Marshall Azrael deliver the Torah blessings for Simchat Torah. The couple were honored with special aliyot as the congregation completed one Torah reading cycle and started the next. Ellen Azrael is a former president and treasurer at RCOS, among her many other duties in her years with the congregation. Marshall Azrael served as a leader of the RCOS Men's Club and has an impressive record as a stalwart volunteer.

Community welcomes new Keshar Zion rabbi



A large crowd gathered at the JCC Sept. 25 to meet Keshar Zion Synagogue's new rabbi/chazzan, David Sislen.

LOCAL CONGREGATIONS AND SERVICE TIMES

KESHER ZION SYNAGOGUE (610) 374-1763

Weekly services Saturdays: 9:30 a.m.; Thursdays, 7:30 p.m.

REFORM CONGREGATION OHEB SHOLOM (610) 375-6034

Friday, Nov. 1: Shabbat service, 6 p.m.

Fridays, Nov. 8, 15, 22 and 29: Shabbat service, 7:45 p.m.

Saturday, Nov. 9: Tot Shabbat, 10 a.m.

Saturday, Nov. 16: Kayla Kraft Bat Mitzvah, 10 a.m.

Saturday, Nov. 23: Sam Schneider Bar Mitzvah, 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

November Cheshvan-Kislev



Shabbat Candle Lightings

November 1
5:42 p.m.

November 8
4:34 p.m.

November 15
4:28 p.m.

November 22
4:23 p.m.

November 29
4:20 p.m.



Torah Portions

November 1/3 Cheshvan
Noach (Genesis 6:9-11:32)

November 9/11 Cheshvan
Lech-Lecha (Genesis 12:1-17:27)

November 16/18 Cheshvan
Vayeira (Genesis 18:1-22:24)

November 23/25 Cheshvan
Chayei Sarah (Genesis 23:1-25:18)

November 30/2 Kislev
Toldot (Genesis 25:19-28:9)

'We Stand Divided' by Daniel Gordis

By Moisey Schneider
and Andi Franklin

Many believe that a shift is taking place between the world's two largest Jewish communities, those in the United States and in Israel. Both assumed that they shared an unbreakable bond. As it turned out, not only was the bond breakable, but it started to crumble at the very beginnings of Zionism.

Author Daniel Gordis writes that American Jews believe the core of the problem is Israel's conflict with the Palestinians and its dismissive attitude towards pluralistic Judaism. According to his book, tensions between American Jews and Zionism surfaced in the 1920s, long before anyone spoke about Palestinians. Gordis shows, however, that the cause of our differences is not what Israel does, but what Israel is. He argues that the two communities have fashioned very different visions of what Jewishness is and ought to be.

In a rare moment of unity, Jews all over the world huddled around their

radios listening to the vote in the U.N. General Assembly, breaking out into tears and dance when the Jewish State was created.

But earlier, all three American Jewish denominations rejected the Zionist movement.

Reform leaders said: "We are unalterably opposed to political Zionism. The Jews are not a nation but a religious community ... America is our Zion."

Rabbi Louis Finkelstein, chancellor of the academic center of Conservative Judaism, the Jewish Theological Seminary, refused to let JTS students sing Hatikvah, the Israeli national anthem, at their commencement in 1945.

And in 1947, Rabbi Joseph Soloveitchik, head of the Orthodox Yeshiva University rabbinical school, refused to ordain members of Betar, an Israel support group inspired by Ze'ev Jabotinsky. A mere 70 years later, many young American Jews cannot bring themselves to say that the creation of a Jewish state is a good thing.

The Jewish world had split.

Among the issues that distress American Jews is Israel's conduct with respect to the Israeli-Palestinian conflict. The turning point was when Christian Phalangist fighters killed Palestinians in the Lebanese camps of Sabra and Shatila. Israelis did none of the killings but could have prevented them. The issue of Palestinian statehood and Israeli's 'occupation' made matters worse. American Jews believe that peace simply has to be possible and that the PLO's killing of Jews could be moderated.

The essential issue is that at their core, America and Israel are different; created for different purposes with very different values that generated different visions of Judaism. Gordis explains: "The United States is a liberal democracy. It was created to welcome to its shores people from around the globe, whatever their background. Israel is an ethnic democracy and was created to foster the recovery and renewed flourishing of the Jewish people." It is also meant to be a secure refuge and safe haven whenever Jews are in danger.

To American sensibilities, there is something deeply disturbing about a specifically Jewish country. They know that "their success in America has been due to the fact that America is not an explicitly Christian country."

The divisions between American Jews and the Zionist project have always run deep because the values and priorities of Zionism are diametrically opposed to many of the values that made America the extraordinary country it is.

As the Israeli-Arab conflict drags on, it becomes increasingly possible that it may not be resolved. Israelis want peace, but the lack of that does not upend their commitment to Zionism and Israel. On the other hand, Daniel Levi, one of the founders of the liberal Jewish activist group J Street, said he would choose peace and give up Israel. "If a collective Jewish presence in the Middle East can only survive by the sword ... then Israel really ain't a very good idea." To Israelis this sounds treasonous.

Gordis believes American Jews cannot flourish without Israel because, as the late pundit Charles Krauthammer said, "What began as an experiment has become the very heart of the Jewish people — its cultural, spiritual and psychological center."

But the reverse is also true. Israel needs American Jews. The American Jewish influence in Israel is an important corrective to Israel's ethnocentric instincts. Many institutions in Israel were founded by American Jews and signs of their powerful influence can be seen all over Israel. The outpouring of support for Israel in times of crisis is a demonstration of this deep sense of shared purpose.

Israel is not just a state, it is a project of a people thousands of years old, spread across the globe united by a commitment to this great enterprise.

Our next Israeli Book Group meeting will take place at the JCC on Tuesday, Dec. 10 at 7 p.m. to discuss "Spies of No Country" by Matt Friedman. We hope you can join us.

Obituaries

Joel H. Merow, Esq., 57 of Port Clinton. Joel graduated from George Washington High School, then went on to receive his degree in political science and his juris doctorate from Delaware University. He was owner and partner at Merow and Jacoby Law offices in Reading retiring in 2018. Joel is survived by his wife, Christine Lischak; his parents, Edwin and Sonia Merow; and

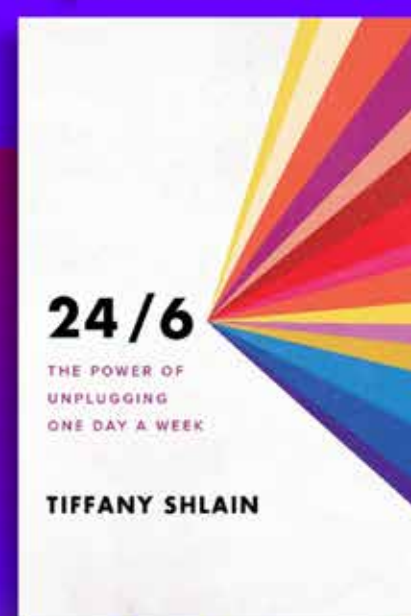
his two sons. He is also survived by his five grandchildren and his two sisters.

Barbara H. (Bierman) Schneiderman, 95, of Maryland and formerly of Reading. Barbara worked for Head Start and sang and played piano on the radio in her early years. She loved to read and was a sports enthusiast, especially the NBA. Barbara is survived by her sons, Brad and Marc, their wives and her two grandchildren.

24/6: The Power of Unplugging One Day a Week

with Tiffany Shlain

**Monday
December 2nd
7 p.m.
Exeter Community
Library**



Registration required.

To register, visit:

www.ReadingJewishCommunity.org/home/literatour

Internet pioneer and filmmaker Tiffany Shlain takes us on an entertaining journey into a strategy for living in our 24/7 world: she and her family call it "Technology Shabbat", where they turn off all screens for 24 hours each week. Exploring and lifting up wisdom from Shabbat, Shlain offers lessons she has learned and provides a blueprint to do it yourself.

Copies of *24/6: The Power of Unplugging One Day a Week* will be available for sale onsite through Reads & Company.



The Caregiver Support Program

By Sari Incledon

Much of the work Jewish Family Service does is providing support for caregivers in our community. According to the Alzheimer's Association, more than 40 million family members and friends help care for someone over 50. Caring for a parent or a loved one can be rewarding. The downside is caregivers may also experience feelings



of anger, frustration, loneliness, exhaustion and sadness. If caregivers don't care for themselves, they won't be able to care for their loved ones. Some common signs of caregivers stress are:

- Feeling tired and run down
- Sleeping too much or too little
- Become easily irritated or angry
- Abusing alcohol or drugs, including prescription medicines
- Sudden weight gain or loss
- Losing interest in hobbies

The Pennsylvania Caregiver Support program may be able to help those who are caring for others. It provides

primary caregivers a break from caregiving (respite care), reimbursement for out-of-pocket costs associated with caregiving, education, counseling and more.

The program is administered by The Berks County Area Agency on Aging. A case manager is assigned to each caregiver and will conduct a comprehensive assessment of the needs of the caregiver, provide support and work with them to develop a person-centered plan of care.

To learn more about eligibility for the Caregiver Support Program call Sari at 610-921-0624 or The Berks County Area Office of Aging at 610-478-6500.

Jewish Family Service

Friendship Circle at center of great community events



Ronen Koresh and colleagues in the Koresh Dance Company visited the JCC for a special event in advance of their September appearance at the Miller Center for the Arts.



At Friendship Circle events: From left, Lila and Janine Shapiro display artwork inspired by hex signs, and It's Wash Day at the JCC.

Friendship Circle at center of great community events



Jewish Family Service Rosh Hashanah Celebration at the Manor at Market Square in Reading: From left, Bob Brok, Stef Brok, and Herb Schneider; Meryl Marks and Eddie Kazin

- Food Pantry
- Friendship Circle
- Counseling Services
- Transportation
- Financial Assistance
- Hospital and Home Visitations
- Living with Loss
- Information and Referral
- Case Management
- Holiday Programs

Israeli breakthrough could turn hydrogen into fuel of the future

Israel21c.com

Electric battery-powered cars have stolen much of the buzz that hydrogen fuel-cell vehicles generated before the rise of Tesla and its fellow EV makers. A new technology developed by researchers from the Technion-Israel Institute of Technology in collaboration with the team that founded the popular Israeli-made phone app Viber promises to put hydrogen back on the grid.

H2Pro uses a water-splitting technology called E-TAC (electrochemical thermally activated chemical) that draws hydrogen out of water by separating it from oxygen. A water molecule is made up of two hydrogen atoms and one oxygen atom. Removing hydrogen from water is the only environmentally clean way to produce liquid hydrogen, but it's inefficient and expensive. As a result, hydrogen hasn't taken off for the generation of electricity production. Nearly all hydrogen produced

today (for fertilizers, refineries and methanol production) comes from fossil fuels that release harmful CO2 emissions.

E-TAC technology was developed by researchers at the Technion. The E-TAC water splitting system is 98.7% efficient and could reduce the cost of the equipment to produce hydrogen by 50%, according to results of H2Pro's research published in the journal Nature Energy.

If E-TAC proves to be the breakthrough H2Pro hopes it is, hydrogen could become an ideal energy carrier for a decarbonized world. One kilogram of hydrogen packs as much energy as one gallon (3.8 liters) of gasoline. Hydrogen can be stored for years, transported easily, and used to generate heat (by burning it) or electricity (in fuel cells).

And the best part of all: The only waste product from using hydrogen is pure water.



Providing opportunities for Jewish education in Berks County remains a high priority for Federation and our community. You make this possible through your contributions to Federation's Community Campaign.

Your campaign dollars are allocated to the Lakin Preschool at RCOS. You provide the resources for our Jewish Community High School. You give families PJ Library books to read together.

Your contributions are educating a new generation. Thank you for being our partner in working together for one Jewish community.

This month we're highlighting some of the Jewish Education programs you make possible.



Jewish Education: Responding to New and Evolving Community Needs

Engaging the Entire Community

Federation offers ways to connect with the Jewish community

Federation uses its resources to offer programs and new initiatives to engage our Jewish community at every age. These programs are based in our Jewish culture and reflect the needs of our diverse community. Our goal is to ensure everyone has an opportunity to participate and connect as members of our community.

PJ Library and PJ Our Way

60 participating families

Supported by Federation and the Sue B. Viener Memorial Fund, 122 children ages six months to eleven years participate in PJ Library and PJ Our Way. Every month PJ provides Berks County children in Jewish homes with free, age appropriate Jewish books and CDs. The JCC also offers special PJ family programs and events throughout the year.

Lakin Holocaust Library & Resource Center

A valued and valuable community resource

The Library, housed at Albright College, is an important educational resource for information on the Holocaust and other genocides. Library sponsored events include lectures and programs at area schools and other venues throughout the region.

Lakin Preschool - Early Childhood Education

Support in 2019: \$25,000

Jewish education, including support for the Lakin Preschool, is one of Federation's highest community priorities. The preschool is a place for families who want their children to begin their learning in a Jewish environment. The preschool offers families a high-quality early childhood education based on Jewish values and teachings.

Jewish Community High School

Support in 2019: \$23,600

Federation has redesigned JCHS. Administered by our Shaliach, the high school will use technology to provide live, customized education using Israeli educators. This redesign means JCHS classes will now be able to offer a range of subject areas at all levels of study.

Jewish Education

Support in 2019: continuing need

Understanding the level of excellence our families have come to expect, we have formed a Jewish Education Task Force. The Task Force is developing an action plan to ensure that high quality, innovative educational opportunities are affordable and accessible to every Jewish child in Berks County.

Literatour Berks series off to a marvelous start



The Literatour Berks series of author appearances opened in October. At left, writer E.R. Ramzipoor meets members of the JCC's Women's Book Club. Ramzipoor, author of "The Ventriloquists," appeared at the Exeter Community Library. At right, Angela Himsel at the JCC to discuss her book, "A River Could Be a Tree." Literatour Berks continues through June. Visit ReadingJewishCommunity.org for a complete schedule of Literatour Berks events.

YOU'RE INVITED TO A

Friendship Story Walk
Sunday, November 17
10:30 a.m.

555 Warwick Dr. Wyomissing
 Geared for children ages 5-10. Younger children welcome with an adult.

Learn about kindness and how to treat others at this interactive interfaith event!



Please bring a canned food item to be donated to Helping Harvest of Berks/Schuylkill.

In partnership with Jewish Federation of Reading/Berks, Immanuel United Church of Christ, Islamic Center of Reading, Keshar Zion Synagogue and Reform Congregation Oheb Shalom.

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EDITION

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2320 HAMPDEN BLVD

Create your very own charity box, and learn about giving to others, and being thankful for what we have.
 Bake up some Pumpkin crumb muffins

Boys/Girls ages 5-12

\$8

צדקה

Number of Jews on the rise in Israel and worldwide

From online news reports

Israel's population has increased 2.1% since last year, according to a report from the Central Bureau of Statistics. Today there are 9.1 million citizens of Israel, of which some 6.7 million (74%) are Jewish, the report shows. The country's citizens also include 1.9 million Arabs (21%) and 0.4% of "others," including Christians and those of other minority faiths. The population includes 3.3 million immigrants, according to the CBS, and 28,000 people immigrated to the country in 2018.

"In the past year, tens of thousands of people have made Aliyah with assistance from the Jewish Agency for Israel, along with tens of thousands of young Jews who visited Israel on educational programs such as Masa Israel Journey," said Jewish Agency Chairman Isaac Herzog.

He said that the challenges the Jewish people in Israel and worldwide will face in the coming year, include "combating anti-Semitism, which has risen dramatically over the past year, along with the continuation of efforts to connect young Jews around the world to Israel against the backdrop of the BDS movements." BDS stands for the Boycott, Divestment and Sanctions movement.

The number of Jews worldwide stands at 14.8 million, according to a separate report released by the Jewish Agency for Israel. Of those, 5.7 million Jews live in the United States and 2.4 million in other countries in the Diaspora.

The second largest Jewish community is in France with 450,000 Jews. There are also Jews living in Arab and Muslim states, including 15,000 in Turkey, around 8,000 in Iran, 2,000 in Morocco and another approximately 1,000 in Tunisia.

The updated estimates were published by Professor Sergio Della Pergola of Hebrew University in the American Jewish Yearbook 2019 and include those people who define themselves as Jews and do not identify with another religion. In Israel, the CBS reported, there are 2.59 million households with an average of 3.28 people living in them. Furthermore, 196,000 babies were born this year, putting Israel's current fertility rate stands at an average of 3.09 kids per woman.

In most OECD countries, the total fertility rate is between 1.4 and 1.9 children per woman, according to the OECD website. Some 50,029 marriages took place this past Jewish year. Another 14,741 couples were

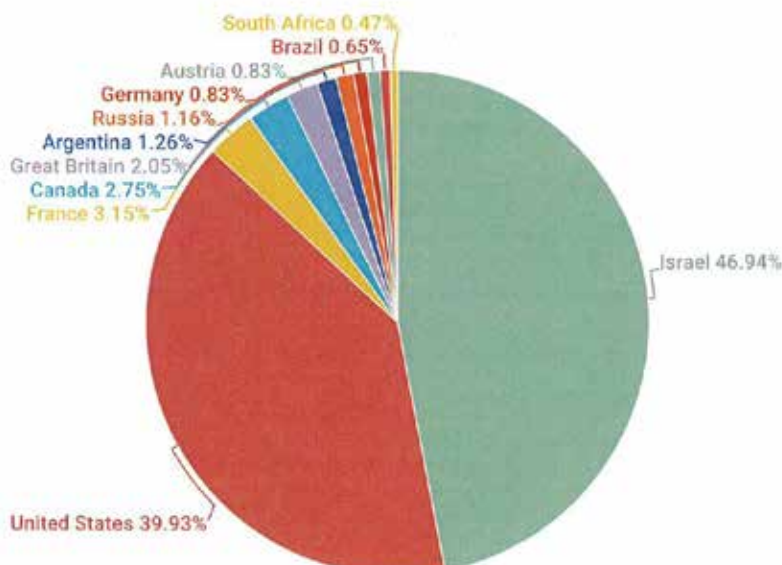
divorced.

Israelis are happy, the CBS showed, with 89% reporting they are satisfied with their quality of life and 88% satisfied with their jobs. The average earnings per household are NIS 20,027 gross.

When it comes to religion, the majority of Israelis are non-observant (43% secular and 22% traditional). The rest of the population is divided between traditional-religious Jews (12.8%), religious (11.3%) and haredim (10%).

WHERE DO JEWS LIVE?

Jewish populations over 50,000 people
Source: American Jewish Year Book 2019



We Are There

In the face of growing challenges for our people, The Jewish Agency is at the forefront of meeting the needs of our global family. We reach Jews of all ages, in dozens of countries, on six continents, connecting them to each other and to Israel.

The role we play is as important and urgent as ever — maybe even more so. That is why The Jewish Agency is committed to creating a stronger and more interconnected global Jewish people now and well into the future.

MORE THAN

1,850,000

JEWS AROUND THE WORLD WERE IMPACTED BY THE JEWISH AGENCY FOR ISRAEL



Uniting as Jews to Do Good

The Jewish Agency's Project TEN is a global volunteering program for young Jewish adults, giving them opportunities to serve in vulnerable communities while exploring their Jewish identities.

"An amazing cultural experience can bring together Israeli and Diaspora Jews," says Martine, Chair of Project TEN's Advisory Committee. "I love how Project TEN allows young Jews to interact and do good with their peers, becoming an 'Or Lagoyim,' a Light *Unto* the Nations, by making the world a better place."

Read more: jewishagency.org/martine/



For more information jewishagency.org/report



jewishagency.org | [jewishagency](https://www.facebook.com/jewishagency) | [@jewishagency](https://twitter.com/jewishagency) | [jewishagency](https://www.instagram.com/jewishagency)

The Jewish Agency is funded by The Jewish Federation of North America, Keren Hayesod/URA as well as foundations and individual donors from Israel and around the world.

2018
Global Impact



Join us next time!
November 9th at 10:00am

Tot Shabbat

Members and non-members are invited. No registration is required. Tot Shabbat services are held Saturday mornings at 10:00 am at Reform Congregation Oheb Shalom, 555 Warwick Drive, Wyomissing unless noted. Please call the Temple office with any questions, 610.375.6034.

A musical, story-filled, interactive hour for children through grade 2. Bring your family & friends to celebrate with Rabbi Michelson & stay for a pint-sized oneg of juice, challah, fruit, & child-friendly treats!

FUTURE TOT SHABBAT DATES:
December 21, January 18, February 29**
March 14, April 25, May 16, June 13

*Intergenerational Tot Shabbat at The Highlands
**Tot Havadalah & PJ Library at RCOS at 5pm

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James G. Barrer, DMD Douglas W. White, DMD

Ethiopian Israeli speaks for at-risk youth village

Friends of Yemin Orde

Yemin Orde Youth Village, located on 77 acres atop Mount Carmel in northern Israel, is home, school and safe haven to 430 at-risk and immigrant youth from around the world. It is supported with local dollars through the Jewish Federation of Reading-Berks' Israel Now program.

One of its graduates, Roi Etenesh, recently was inducted into the Israel Defense Forces as a naval engineering officer. He grew up in Ethiopia and made aliyah with his family when he was a teenager; tragically, both of his parents passed away shortly after arriving in Israel.

Roi recently spoke with The Jewish Advocate from Israel.

The Jewish Advocate: How old are you? How long have you lived in Israel?

Roi Etenesh: I am 26. I made Aliyah in 2006 and have been living in Israel since.

TJA: What was it like to be alone in a new country so soon after immigrating? How did you get through what must have been very difficult times?

Etenesh: My father passed away in Ethiopia before I arrived in Israel. My mother passed away in Israel when I was 13 years old. It was very difficult for me to be alone. At the beginning, everything was new. It took time for me to come to terms with the fact that both my parents were gone. My older sister became my guardian and took care of all the children (I have six siblings who made aliyah with me, and we stayed together in an absorption center). She is five years older than me. A year later, I joined Yemin Orde.

TJA: Tell us about your life there, and the friends you made there.

Etenesh: When I joined Yemin Orde, I didn't care much about studying and didn't think much about the future. But I



Roi Etenesh

had an amazing informal educator who from the first day encouraged me that it didn't matter that I was a new immigrant, because if I worked hard I would see the results. She believed in me. So I started to invest my time in developing myself. I decided I would try to learn each subject at the highest level. Physics, mathematics, robotics. There were other experiences. I joined a leadership six-week program for Israeli and American kids to travel together around the country. I was very active in tikkun olam activities — I volunteered in an old age home. I joined the choir in Yemin Orde and took voice lessons. With the Yemin Orde choir, I also went to the States in 2010.

One of the moments I always cherish from Yemin Orde was of Kabbalat Shabbat, where we would meet to talk with the director of the village in front of the beautiful view, and he would talk to us about the weekly Torah portion and he made it relevant to us. That was empowering.

In Yemin Orde, I felt I belonged and was not alone. Yemin Orde is a magical place for me. The team was very dedicated I managed to establish my personality and shape my opinions. I made many friends in Yemin Orde with whom I am still in touch today. I feel I was very lucky to have joined the village, which was my home.

TJA: Why did you choose to study mechanical engineering at the Technion? Tell us about the Adventure Stretcher.

Etenesh: I am a very hands-on person. At Yemin Orde, I was in the robotics program, where we built robots and joined the FIRST Robotics Competition in Israel. This experience made me realize how much I love the field of mechanical engineering. I chose to study at the Technion because it is considered the best institute for technology is Israel, and I always strive for the best.

The Stretcher was my end-of-degree project during my fourth and last year at the Technion. We had to take what we learned in theory and make it into practice. United Hatzalah asked the Technion to help them find a solution for carrying stretchers quickly without tiring out those holding the patient. They gave their requirements, and we delivered a product. My friend and I brainstormed a lot and tried to meet all the requirements.

TJA: You recently enlisted in the IDF as a naval engineering officer. Do you think you will make the military your career?

Etenesh: I am not sure yet. I envision my future as having the ability to help others, especially children. I hope with my mechanical engineering skills to start a company of my own, a start-up, and in the future to have enough resources to be able to really give back.

Meir Panim client: 'I came here and started living'

American Friends of Meir Panim

Meir Panim, an Israeli organization supported with local Jewish Federation dollars, runs a special program for Holocaust survivors. Israel's Arutz Sheva news network recently visited Meir Panim's Dimona branch in southern Israel, which provides a program for Holocaust survivors three days a week.

"Everyone here is a registered Holocaust survivor, and we have about 30 folks that come three days a week," said Mimi Rozmaryn, Director of Global Development at Meir Panim. "They come at 8:30, have a hot breakfast, coffee and cake all day, activities, social workers. They have a great day here with us."

Holocaust survivor Simi Cohen said she "started to live" after coming to the program. "I came here and started living. I was always alone at home. I am 80 years old and I started to live, really. I see people; I talk to people."

Survivor Grepp Carol noted how important the program was to those who need it. "It's important for us, like a second home, like a family. They honor us, give us respect. They offer many different activities — dancing, singing, lots of stuff — it's great."

"The people here have lived through unimaginable horrors, so we feel privileged to be able to run this center and have three days a week where we know these folks are taken care of, where we have the ability to give them some uplifting, some community, someone looking out for them and taking care of them," Rozmaryn said.

"The suffering that we experienced was terrible," Carol commented, adding that being at Meir Panim, "at least, gives a good feeling. After all that we saw in our lives, at least now we can enjoy being honored."

Rozmaryn said Meir Panim would love to be able to expand the program. "We would love to have this program operating for five days a week just like our centers, so we would love to increase our fundraising so we

can give back to them. Because they love it here, they're happy, they're together, they're with social workers, they have someone looking out for them - and we would love to have that every day."

"We're not just here to provide funding," Rozmaryn emphasized. "We're here to lift

them up emotionally and sit with them, and let them know that we care about them, they're apart of our Meir Panim family and - especially now with Rosh Hashanah coming up - we want to let them know that we care about them, we love them, and we want to be here with them."

Israel & Overseas

Jewish Agency

for Israel

Yemin Orde

Jewish Federations

of North America

Joint Distribution

Committee

Meir Panim

READING HIGH SCHOOL ALUMNI
Classes 1940-1970

Pep Rally

Saturday, November 30

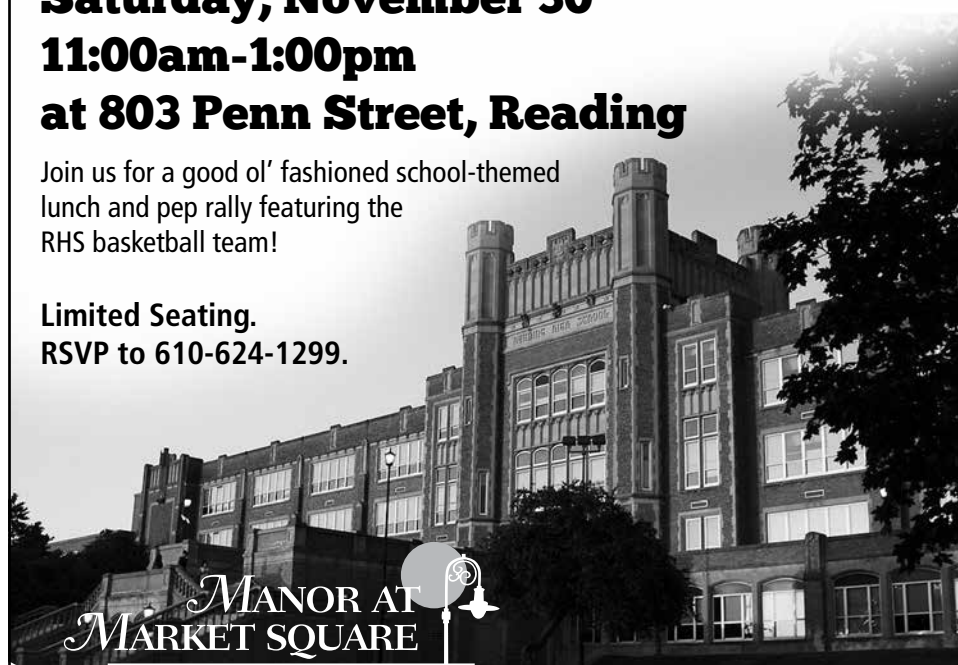
11:00am-1:00pm

at 803 Penn Street, Reading

Join us for a good ol' fashioned school-themed lunch and pep rally featuring the RHS basketball team!

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Israeli chatbot could diagnose early Alzheimer's disease

Israel21c.com

Hundreds of drugs have been developed to address Alzheimer's disease, says Dr. Shahar Arzy, director of the computational neuropsychiatry lab at Hadassah Hebrew University Medical Center in Jerusalem, who added "Do you know how many have been found effective? Zero."

But if patients could be diagnosed in the preclinical stages of the disease, perhaps some of the new biological medications showing excellent results in other domains of neurology could be effective when applied early enough in the course of Alzheimer's disease.

Arzy and his colleagues have developed a computer-based system to ferret out early signs of Alzheimer's. The system, dubbed Clara ("a hint towards 'clarity of mind,'" Arzy says), is an artificial intelligence-based chatbot that asks patients questions about

themselves and their relationships to people, places and events. Clara then uses machine learning to compare that information to a baseline in order to generate a computer-based test tailored for the specific individual that can diagnose very early Alzheimer's.

Arzy's work on Clara is based on a relatively recent understanding of how the brain works and what Alzheimer's does to it. Alzheimer's affects the brain's "orientation system" that dictates how a person relates to the world outside. "It's easy to test memory," Arzy says. "I can give you three words and ask you to retrieve them." That's very different than processing specific relationships. For example, a patient might remember both the assassination of President John F. Kennedy and the election of Barack Obama but be confused about which came first. Or a patient might recognize his or her spouse and



doctor, but not be able to distinguish which person is standing closer.

Orientation can be measured in a functional MRI. Your brain will light up differently if you see a picture of your own daughter vs. someone else's child or a generic image of a baby.

"The overlap between how the self is oriented to the world and the brain mechanisms that are disturbed by Alzheimer's disease is astonishing," Arzy says. In the preclinical stages of Alzheimer's, the orientation system begins to deteriorate, "but people can still compensate for this by tapping into other resources like memory," Arzy says. "They can write down a note, for example. Maybe their performance is a little off, but they come up with the same output."

It's only when both systems – orientation and memory – go under a certain threshold that the disease becomes apparent. That's when people seek help. But it's already too late to present an effective treatment. The key to Clara is that the questions it asks are taken from a patient's personal orientation system and are not just generic questions that could draw on the brain's memory system.

Arzy's original idea was to skip the chatbot and get information about a

patient from Facebook and social media. "That's what we did at the beginning. We spent two years writing the code."

Arzy envisions Clara to be available free as a public service, through doctors' offices and through download onto mobile devices or computers. The pilot Android and web versions support English, Hebrew, Chinese and Portuguese so far. French, Russian, Arabic and Japanese options are already under development.

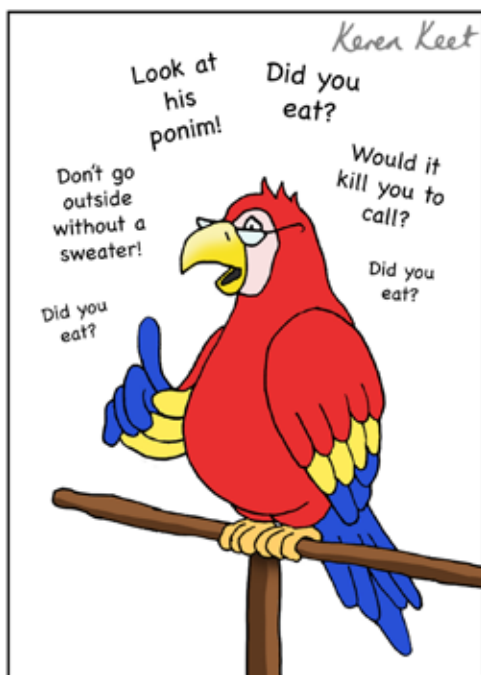
Clara is not ready to make its public debut, Arzy says. "We are at the stage of proving the efficacy of the AI agent and the two-system [orientation vs. memory] theory."

Clara is in the second year of a five-year test at Harvard to compare data generated by the system with data from Alzheimer's markers taken via amyloid PET scan, quantitative and functional MRI and other neuropsychological tests. Assuta Medical Center in Tel Aviv has been running its own study on Clara using combined PET-fMRI over the past year.

For those living in Israel, Hadassah is establishing a center for preclinical Alzheimer's disease where a comprehensive exam and treatment will be available, Arzy says.



Parrot



Bubbie's Parrot



Kristallnacht Commemoration Service

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Holiday happenings at Chabad



Chabad of Berks County drew plenty of people for a pair of recent holiday events. The Shofar Factory gave participants a chance to saw, sand and drill their ram's horn, learn about honey from a beekeeper, and more. Despite strong winds that presented some challenges, Chabad's Sushi in the Sukkah was enjoyed by a nice crowd with a special kids program held indoors.

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Chabad school off to a great start



Chabad Hebrew School is off to a great start with lots of fun and exciting projects and games that help children learn about the High Holidays and much more.

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Thank you to the following members of our community whose generous support of Shalom arrived after last month's deadline:

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Nine outstanding books about Israeli innovation

Israel21c.com

We know, we know: the moniker "startup nation" has become a kind of cliché since the book of the same name reached *The New York Times* and *Wall Street Journal* bestseller lists a decade ago.

However, the story of tiny Israel's unlikely climb to the top of the global innovation ladder is no less fascinating and relevant today, as investment in Israeli high-tech continues to break records and the country begins its transition to "scaleup nation."

The books below explore various aspects of this frankly amazing phenomenon. We're proud to share that the newest of these titles, Inbal Arieli's *Chutzpah*, traces its origins in part to popular columns she wrote, and continues to write, for Israel21c about Israel's unique innovation-nurturing youth culture.

"START-UP NATION: THE STORY OF ISRAEL'S ECONOMIC MIRACLE" by Dan Senor and Saul Singer

First published in 2009, this book fast became a classic. It's the most logical place to start a journey of discovery about Israel's unparalleled entrepreneurial success despite its tiny size, hostile neighbors, constant conflict and scarce natural resources. Senor and Singer share lessons of the country's adversity-driven culture, which flattens hierarchy and elevates informality— all backed up by government policies focused on innovation.

"CHUTZPAH: WHY ISRAEL IS A HUB FOR INNOVATION AND ENTREPRENEURSHIP" by Inbal Arieli

Based on her firsthand observation that Israel's knack for innovation stems not just from the military but from childhood — Israeli kids are entrusted with an extraordinary degree of independence and responsibility — Arieli tested the waters for a book by sharing her ideas in her personal blog and in a series of columns for Israel21c.

The tech executive and Israeli mom then did additional research and produced this book, released in August by Harper Business. "I want 'Chutzpah' to be on the bestsellers list, so the entire world can read an in-depth explanation of why Israeli chaos and chutzpah leads to success," she says.

"LET THERE BE WATER: ISRAEL'S SOLUTION FOR A WATER-STARVED WORLD" by Seth M. Siegel

Leading the world in water technologies, conservation and desalination — despite, or perhaps because of, having so little of the precious fluid — Israel is the go-to country for proven ways of making the most of a fast dwindling resource. In "Let There Be Water," Siegel breaks down the science and explains why hundreds of millions could find the tap running dry in a few years unless they follow Israel's example.

"THOU SHALT INNOVATE: HOW ISRAELI INGENUITY REPAIRS THE WORLD" by Avi Jorisch

Released in 2018 and now translated into about 20 languages, "Thou Shalt Innovate" provides 15 case studies of how Israelis of all faiths are "making life better for billions of people around the world and how Israeli ingenuity is helping to feed the hungry, cure the sick, and provide shelter for the homeless."

Jorisch focuses on drip irrigation, United Hatzalah, Iron Dome, the Grain Cocoon, the Tabor rooftop solar water

collector, ReWalk, Alpha Omega's GPS for deep brain stimulation, Check Point's Firewall-1, PillCam, SpineAssist, the Emergency Bandage, Rebif, cannabis research, reducing plane-bird collisions, and reviving an ancient date palm.

"ISRAEL IN THE WORLD: CHANGING LIVES THROUGH INNOVATION" by Helen and Douglas Davis

This overview of Israeli innovation changing the face of fields from agriculture to medical diagnostics takes us from the ICQ chat facility to homeland security technologies. The authors also examine Israel's educational system to look for the roots of ingenuity and highlight how Israel uses its knowledge for the well-being of people across the globe.

"ISRAEL'S EDGE: THE STORY OF THE IDF'S MOST ELITE UNIT — TALPIOT" by Jason Gewirtz

This 2016 title describes the secretive IDF unit called Talpiot, which teaches handpicked young Israelis how to think rather than how to fight. Talpiot sends its soldiers to the top Israeli universities to learn advanced physics, math and computer science, creating a cadre of men and women who become research-and-development machines during their 10 years in the army and a major force in the civilian Israeli entrepreneurial scene.

"ISRAEL AND CHINA: FROM SILK ROAD TO INNOVATION HIGHWAY" by Lionel Friedfeld and Philippe Metoudi

When this book was released in 2015, business between Israel and its continental neighbors in the Far East was beginning to boom, and that trajectory has continued in a strongly upward direction. The authors see the Israel-China connection as a continuum from the ancient Silk Road to what today they dub the Innovation Highway. They pinpoint factors that give the two countries complementary competitive advantages, such as Israel's technology and innovation and China's financial and manufacturing capability, plus lesser-known historical, cultural and spiritual links.

"SPIES, INC.: BUSINESS INNOVATION FROM ISRAEL'S MASTERS OF ESPIONAGE" by Stacy Perman

As early as 2004, when the book was published, former *Time* and *Business 2.0* writer Stacy Perman already saw the direct connection between the outside-the-box thinking encouraged in the elite IDF high-tech intelligence Unit 8200 and the groundbreaking information technologies its alumni were creating in the business world. The insights Perman offers from the 8200 case study in innovation are no less compelling for entrepreneurs today.

"ISRAELI BUSINESS CULTURE: BUILDING EFFECTIVE BUSINESS RELATIONSHIPS WITH ISRAELIS" by Osnat Lautman

Lautman, an Israeli consultant and specialist in cross-cultural communications, uses the word "ISRAELI" as an acronym for traits that describe the country's business culture: informal, straightforward, risk-taking, ambitious, entrepreneurial, loud and improvisational.

She explains Israeli business culture and suggests how best to work with Israelis in a diverse global economy where Israeli footprints are everywhere. This year she introduced the second edition of the book, first published in 2015.



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Gardening with Vicky

Bringing plants into your home

By Vicky Sokoloff

If the new plants on the wall in the main meeting room at the JCC have inspired you to bring plants into your interior space, you are not alone. Plant walls have been featured in recent years at both Longwood Garden and the Philadelphia Flower Show.

Most books about house plants contain a glorified list of plants with information about care and pest. Baylor Chapman's new book, "Decorating with Plants" (Artisan, 2019) takes a totally different approach. While there is a plant list, the focus is on how and where you want to use plants.

There are many factors that go into selecting indoor plants. You need to consider space, lighting, and your own knowledge level. If you travel, is there someone to care for the plants while you are away? If you turn down your thermostat while you travel in winter be sure to avoid tropical plants. If you share your living space with young children or pets be sure the plants you select are safe.

There are many types of plants to choose from. Do you want flowers, or just greenery? If you like to cook, growing herbs provides fresh flavor for your dishes. You can even grow vegetables inside. Leaf lettuce is quick and easy; you will appreciate it even more when everything at the local stores is imported from who know where and you have fresh from the plant leaves to perk up your salad.

Succulents are very popular. They make great house plants and can even spend the summer on a porch or patio. There is so much variety available that you are sure to find a few that appeal to you. You can plant them separately or group several in a larger pot. Much of their appeal is that they are very easy to care for. If you think you don't have room, think small. The watering can with a succulent pictured below takes only 2 inches of counter space.

We all know that plants look good. But they have far more to offer. Recent research shows that interior plants are good for buildings and people. Plants help reduce stress and create a feeling of well-being.

Another way to introduce plant material into your home is with the use of dried material. We grow a variety of ornamental grasses in our yard. They produce a wide range of shapes, sizes and color and make a wonderful addition to a dried arrangement.

The coleus growing on my deck has a lot of color. It won't survive the winter; but just breaking off a few tips and potting them up will provide indoor color over the winter and new plants to take outside next season.

All of the pictures show material from my own garden with arrangements inspired by the book reference above. If you're going to have just one book about house plants, it's the one you want.

Next month: flowering house plants



Choices for indoor plants include, clockwise from top left: dried grasses; small succulent for a tiny space; willow branch with dried hydrangea; coleus

Treatment offers hope for multiple myeloma, lymphoma

Israel21c.com

Cancer is a devious adversary. It figures out all kinds of ways to hide from the body's detection systems and grow unchecked until it's too late to stop them. One of cancer's most cunning methods of evading the immune system is to increase the frequency of a kind of cellular "train" – a protein called XPO1 – that makes regular back-and-forth trips in and out of the nucleus of a cell. The XPO1 protein's job is to shuttle other proteins to the right stops on the line.

One passenger on the XPO1 shuttle is a tumor-suppressing protein. Its job is to conduct regular "audits" of a cell to ensure the DNA is not damaged. If it is, the protein instructs the cell to enter "programmed cell death," whereby the cell essentially commits suicide.

Cancer cells, by their very nature, have damaged DNA – that's what causes them to divide uncontrollably, creating tumors. In a healthy immune system, the tumor-suppressor proteins would catch

the DNA mistakes in the nucleus and stop the cells from proliferating.

But cancer outwits the tumor-suppressing proteins by increasing XPO1 activity. More frequent trains take the suppressor proteins out of the nucleus of the cell – where they should be stopping the cancer – and deposit them far away. "They can't do their job because they're geographically removed from where they're supposed to be," says Sharon Shacham, CEO of Karyopharm Therapeutics, an Israel- and Massachusetts-based company that has developed a new drug that inhibits XPO1 activity in a cell.

XPOVIO (generic name Selinexor) has been approved for multiple myeloma patients who have relapsed and were resistant to at least four prior therapies. Multiple myeloma, the second most common type of blood cancer after non-Hodgkin's lymphoma, can be slowed by medication — often going into remission for years — but ultimately it always

returns and progresses. When a patient has gone through all of the available options, there's nothing left to try. Enter XPOVIO.

Because of its dire prognosis, multiple myeloma was the starting point for XPOVIO, but it's far from the end game. Shacham explained "Most cancer cells have XPO1 overexpressed. We are planning to submit XPOVIO for approval with lymphoma next." If the results are positive, Karyopharm will move on to test XPOVIO with various types of sarcoma, earlier lines of myeloma, uterine cancer and brain cancer, Shacham says.

Shacham is quick to point out that XPOVIO can't be declared a cure for multiple myeloma — at least not yet. It simply hasn't been around long enough, although patients "are seeing long-term benefits," she says.

The drug costs \$22,000 for a four-week supply, though patients approved for the drug by their health-insurance plan won't need to pay the full amount. More

than 3,000 people have gone through clinical trials in 20 company-sponsored studies and another 50 studies run by individual investigators looking at the drug either as a single agent or in combination with other medicines including dexamethasone, a steroid commonly used as part of chemotherapy.

For FDA approval of XPOVIO for multiple myeloma, 83 patients were tested with the drug plus dexamethasone. The median time to first response was four weeks with a median duration of response of 3.8 months. The overall response rate at the end of the study was 25.3%, which "is clinically meaningful and a validated surrogate marker for clinical benefit in our patients with advanced refractory disease," said Dr. Sundar Jagannath of the Tisch Cancer Institute at Mount Sinai School of Medicine in New York.

Patients interested in joining a clinical trial of XPOVIO – in Israel or elsewhere – can find a full list of testing sites at Karyopharm.

EVERYTHING'S RELATIVE

by Jordan B. Gorfinkel • www.jewishcartoon.com



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When crochet becomes a force for change

Israel21c.com

In traditional Arab Bedouin society, women are restricted to home with few opportunities for earning money. For 15 women from the southern Israeli Bedouin town of Hura, a social business called the Iota Project is opening a window on a better future for them and their families.

“One woman told us her son is going to university because of Iota. She said it's not just because of the money she earns but also because the fact that she's working gives her a voice in household decisions,” relates Tal Zur, creative director of the Iota Project.

The women learn how to crochet unique elements used as building blocks for seating, rugs, swings and decorative baskets sold to homes, hotels and businesses.

Israeli philanthropist Shula Mozes started with the aim of establishing a movement for unemployed women around the world.

She asked Zur, an industrial designer, to help her pinpoint a skill woman could learn in order to earn a fair wage working from home.

Zur decided crocheting would be perfect. This craft is guided by an international “language” similar to musical notes and requires no

equipment other than yarn and a needle.

But what would the women crochet? During a trip to Boston, Zur was wowed by a fiber-art exhibition of large-scale textile objects. “I was so excited! I came home and told Shula, ‘I don't know what you had in mind, but I don't want these women to crochet baby booties.’”

Zur and Mozes went looking for Israeli women of any ethnicity willing to make a long-term commitment to the Iota Project in return for salary and benefits. Through a Facebook friend, Zur connected with Muhammad al-Nabari, the famously forward-thinking former mayor of Hura.

“He said he would help make it work if I promised to provide steady employment so the women could trust us. They've been promised many things and have often been disappointed,” Zur explains.

Every week, Iota staff member Iris Dayan Moalem goes to Hura to bring supplies, provide guidance on Iota's special technique, and pick up finished pieces for assembly at Iota's studio. Currently the program employs five fulltime and 10 part-time, from age 30 to 65.

Less than five years after the Iota Project was launched, it's already growing beyond Israel. About 20 Syrian refugee mothers in Istanbul are working with Iota, supervised by a local philanthropy.

Zur is seeking partners to help set up and supervise Iota communities in Peru or Colombia. Iota, Latin for “bit” or “segment,” refers to how the products are constructed and to how the project improves lives, bit by bit. “Social businesses have a circular economy; all the income Iota earns is being invested in Iota and other social projects,” says Zur. “But there is another kind of circular economy in how the project can lead to advances for women.”

The women can use their newfound skill for their own creative purposes: one participant crochets pillows and rugs for her family using a “yarn” she makes from shredded old t-shirts.

The money they earn buys them a measure of independence as well. “One woman told us she earned enough to buy beds for her two daughters and even chose them herself,” says Zur.

There are other ripple effects. For example, while Bedouin wives seldom socialize with women other than their

sister wives, Iota workers have a weekly social outlet with one another. Some effects will take longer to see. The Iota employee's son starting university in nearby Beersheva may one day return to Hura with a different outlook on women. Maybe he will choose to marry only one wife and maybe he will let her get a job or a driver's license.

Zur stresses that all participants' husbands are supportive of their wives' employment with Iota. “We're not judging their lifestyle. We just try to understand what they need and how we can help.”

Inspired by nature's colors and structures, Iota items each incorporate hundreds of crocheted flowers made of bespoke yarns spun in a small factory in Tel Aviv. “These special yarns become part of our story and allow us to do a lot of custom work from yarn to final product,” says Zur.

Seated on a colorful crocheted pouf, Iota head product designer Noa Curiel told us it didn't take long for the unusual, eye-catching creations to attract attention.

At the Maison & Objet international trade fair in Paris, project leaders met the textile designer from Peugeot. That led to a handmade Iota carpet gracing the floor of Peugeot's autonomous concept car displayed at the 2017 Geneva Motor Show. “It really excited us that our gut feeling is true: Handmade items are always in fashion and will not pass from the world even though everything is so industrial. People still value an object that is made by someone and has a life,” says Curiel.

For Jerusalem Design Week in 2017, Iota designed a site-specific “textile forest” at arts center Hansen House, commissioned by the Israel Museum.

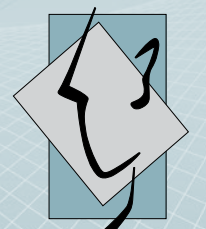
In April 2017 and 2019, Iota was chosen to participate in the Salone Del Mobile design show at Milan Design Week.

Iota was among brands featured in British lighting and furniture designer Tom Dixon's Galleria Multiplex in Milan in 2017.

You can find Iota designs decorating such hotels as Six Senses in Ibiza. “We work with interior designers and architects for residential and commercial projects all over the world,” says Zur.

Iota products can be purchased at the studio, on the 1stdibs website and in about 20 stores in Europe.

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Author Thomas Wolf is a member of the Jewish Book Council.*

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