



# SHALOM



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## Jewish Federations condemn murders in Copenhagen

The Jewish Federations of North America are shocked and grieved following the February attacks on the Krystalgade Synagogue and the cultural center in Copenhagen that left two people dead — including Dan Uzan, a Jewish volunteer security guard — and others injured.

Michael Siegal, chair of JFNA's Board of Trustees stated, "We are once again horrified by these violent attacks against Jews and Jewish institutions as well as those meeting peacefully to discuss the value of freedom of speech. The disturbing recent pattern of Jews being murdered in Europe, simply because they are Jews, must be condemned by people and governments across the world. We send our deepest condolences to the families of Dan Uzan and the other victims, and wish a speedy recovery to those injured, including numerous police officers.

"The Jewish community of North America

stands shoulder to shoulder in firm solidarity with our Jewish brothers and sisters in Denmark — and indeed with all of the Danish people at this very difficult time."

Paul Goldenberg, director of the Secure Community Network (SCN), traveled to Copenhagen to support the community in addressing security issues. SCN, the national homeland security initiative of The Jewish Federations of North America and the Conference of Presidents of Major American Jewish Organizations, consults with Jewish organizations in the United States and around the world on security-related matters and in the wake of terrorist attacks such as the ones perpetrated in Denmark.

As we mourn with the Danish Jewish community, JFNA leadership will continue to confer with government agencies and officials on matters of Jewish communal safety, and update Jewish community leaders as

necessary.

Siegal and fellow JFNA leaders Diane S. Feinberg and Jerry Silverman sent a letter to Denmark's Jewish community expressing condolences.

"At this time, you should know that millions of Jewish people across North America, and indeed around the world, are standing by your side, sending messages of solidarity and support and also mourning with you," the letter said. "We are all deeply troubled by the unsettling climate across all of Europe that saw this tragedy as well as the assault on the cultural center earlier in the day.

"Any attack on Jews, anywhere in the world, affects each and every one of us. And when innocent people are targeted the pain is felt by us all.

"Please convey our condolences to the victim's family and the entire community."

## French teens at Yemin Orde remember terror victims

At Yemin Orde Youth Village in Israel, staff members and teens recently participated in an emotional program to remember the victims of the violence and terrorism that took place in Paris in January. The Village is home, safe haven and school to some 400 at-risk and disenfranchised immigrant youth, most of whom have experienced trauma in their lives.

Yemin Orde is supported by local dollars raised through the Jewish Federation of Reading's Israel Now fund.

The youth village accommodates 90 teens from France who recently moved to Israel seeking safety from the rising level of anti-Semitism and violence that is spreading there.

Most of the families of these young people are of Moroccan, Algerian or Tunisian descent.

At the Village's remembrance program, David Ouaki, coordinator of Yemin Orde's French program, told students that the four



individuals killed in a kosher market in Paris were targeted simply because they were Jews.

"The individuals who carried out these attacks were extremists," Ouaki said. "It is important to remember that a Muslim immigrant employee of the store is credited with saving 15 lives."

Shmuli Bing, director of Yemin Orde, said that extremism is a sad fact of life in today's world and mentioned recent terrorist incidents

in Africa and Lebanon.

"This (terrorism) is everywhere," Shmuli said, "We need to learn from this and must focus on each other and be better to each other."

Four of the French children who live at Yemin Orde spoke at the ceremony.

One student was very close to victim Yohan Cohen, who was an employee at the kosher market. Another teen told about a relative who was one of the hostages held for seven hours during the ordeal. Another student shared that he prefers to be in Israel, and called on his peers to stand together.

"There are so many terrible things happening in the world. We have to stop our own fighting and work together," the student said. Another teen asked each child in the Village to do one good deed in order to help another person.

## Fascinating series of discussions to be aired at JCC

The Jewish Federation of Reading is excited to announce the latest in its series of 92nd Street Y offerings for the spring.

What exactly is the 92nd Street Y program? Now in its 13th year, Live from NY's 92nd Street Y broadcasts cultural and education programs across North America. New York's 92nd Street Y hosts a series of lectures, interviews, panels and readings featuring newsmakers, political figures, opinion-shapers and authors. Enjoy the benefits of listening to some of the world's most fascinating people at compelling and thought-provoking interactive discussions without leaving Berks County!

Our first 92nd Street Y program this spring is Wednesday, March 11, at 7 p.m. at the JCC. The topic is David Axelrod in Conversation with *New Yorker* editor David Remnick. Axelrod was a

**LIVE** FROM NY'S 92ND STREET Y

key player in the historic campaign that made Barack Obama president. He will discuss his career as a journalist, political consultant and senior advisor to the president. Drinks and light snacks will be provided at this free event.

Then come back to the JCC on Wednesday, April 29, at 7 p.m. for a program with David Brooks, a *New York Times* columnist. Brooks will examine character and depth and how to cultivate both over time. Drinks and light snacks will be provided.

Finally, we're trying a brand new format for our last 92nd Street Y program of the spring, and we hope you'll join us! Join your friends for drinks, dinner and conversation at Chef Alan's in West

Reading on Saturday, May 16 (time and pricing to be announced), for this special presentation of "Just Kids from the Bronx" featuring Arlene Alda, Regis Philbin and Alan Alda. Ever wonder what was it like to grow up in the place that has bred influencers in just about every field of endeavor today? The Bronx is where Al Pacino, Carl Reiner, General Colin Powell and so many other leading artists, athletes, scientists and entrepreneurs spent their formative years. Three of the Bronx's favorite sons and daughters get together to reflect on stories and to share memories of where it all began. Join us for a fun evening of food, friends, conversation and learning about the Bronx!



**2015 totals as of Feb. 18**

**Jewish Community Campaign \$176324**

\*Includes transfers from Donor Advised Funds

# New Director of Development to lead Federation fundraising

Richard Nassau has joined the Jewish Federation of Reading as our new Director of Development replacing the recently retired Paul Landry.

Nassau is an experienced development professional who has worked for the Jewish Federation of Philadelphia and the Jewish Federation of Delaware.

Most recently he was a fundraising consultant for Gaudenzia, a \$60 million multi-state nonprofit and as the Jewish Federation of Delaware's Development Director of their Jewish Fund for the Future.

Nassau, who began work for the Jewish Federation of Reading in mid-February, said he is looking forward to serving our community.

"Federation's services and support always have been a vital part of the Reading/Berks County area," he said. "This is an exciting opportunity to work together and continue building upon the passion and tradition that exists within this community for all that Federation does.

"I'm looking forward to meeting with the many members of our religious, social

and cultural community and learning more about their vision for the future."

Federation President William Franklin expressed thanks to Landry for his work on behalf of the community.

"We all benefitted from the hard work and expertise Paul brought to the Reading Jewish Federation and wish him and his wife, Sue, a happy future with much nachas."

Richard Nassau and his wife, Elizabeth, have four children. Please join us in welcoming them to Reading.



# Locally supported Meir Panim fighting poverty in Israel

The National Insurance Institute recently released its 2013 annual poverty report, which revealed that more than 1.65 million Israeli citizens, including one out of three children, live below the poverty line.

According to the report, 432,600 Israeli households live below the poverty line, or a total of 1.6 million people. This number represents 21 percent of Israel's population. The poverty rate among the elderly population is 22 percent. The country's poor includes 756,900 children, or 31 percent of minors in Israel.

The percentage of children in poverty dropped slightly as compared with 2012, but the NII said the report does not fully portray the effects of the government cutback in child allowances put into place



later in the year.

An alternate report, released by the non-profit organization Latet, paints an even darker picture. Their study determined that 2.5 million Israelis live below the poverty line — including 932,000 children. The report shows a 14 percent increase in the number of elderly receiving assistance. According

to Latet, more than 70 percent of people receiving assistance live with nutritional shortages, with 10 percent saying they have resorted to scavenging for food in trash cans.

Meir Panim, the largest charity conduit in Israel, helps fight the battle against poverty in Israel with support from the Jewish Federation of Reading's Israel Now campaign. Each year Meir Panim:

- Serves 387,600 hot, nourishing meals through its network of free restaurants.
- Distributes 101,980 hot lunches to needy children throughout the country.
- Delivers 166,800 Meals-On-Wheels to the homebound, disabled and elderly.

And it distributes:

- Prepaid food shopping cards struggling families and Holocaust survivors each month and before holidays.

- 200 chickens each week to needy families through Meir Panim's "A Chicken for Shabbat" program.

More than 300 children-at-risk attend Meir Panim after-school youth clubs, and its Israel Nutrition Center will be the largest food production facility in Israel, distributing up to 30,000 meals daily.

Prime Minister Benjamin Netanyahu praised the organization, saying, "Meir Panim has a vision to eradicate poverty through helping the needy with dignity, aiding their return to independence."

# PJ Library: Reading is fun!

By Amanda J. Hornberger  
Program Director

In my opinion, sitting under a blanket near the fireplace with my nose in a good book is a perfect way to spend a lazy Sunday, particularly in the long days of winter. My love of reading began at a young age, and I hope to encourage a love of reading with children from birth to age 8 in the Federation's PJ Library program!

According to the American Academy of Pediatrics, "reading aloud with young

children is one of the most effective ways to expose them to enriched language and to encourage specific early literacy skills needed to promote school readiness... [and] later reading success."

Thanks to a generous donation from George and Sue Viener, local children have the opportunity to receive an age-appropriate, Jewish themed book for FREE each month from PJ Library!

PJ Library books introduce and reinforce Jewish concepts and values and create opportunities for children to



learn and ask questions about being Jewish.

The Reading Jewish Federation also hosts PJ Library events that allow children and parents to come together, read stories and do activities related to the books the children are receiving at home.



Are you interested in signing up your child for PJ Library? Please email Amanda at [amandah@jfreeding.org](mailto:amandah@jfreeding.org) for sign up instructions.

All children and parents are invited to our next PJ Library event on Sunday,


March 22, from 2 to 3:30 p.m. We'll be reading stories about Passover and doing some crafts to prepare for the holiday.

Look for more information on upcoming PJ Library events in future *Shalom* articles, on the Federation's website and Facebook page, and via email. Current PJ Library parents are encouraged to make sure their email address is accurate so they are receiving the latest in PJ Library information.

I can't wait to start sharing my passion for reading with our youngest community members this spring!

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## OUR APOLOGIES!

The Honor Roll of Donors published in the February *Shalom* inadvertently missed some donors.

We apologize to them and recognize them below:

**Special Gifts \$1,000+**  
**James and Jackye Barrer**

From the President's Desk

# Celebrating Shabbat together makes occasion sweeter

By William D. Franklin  
President

Friday, Feb. 6, the Reading Jewish community celebrated Shabbat together. It was a wonderfully successful community event. More than 170



people participated. All congregations and generations were well represented. Their ages ranged from infants to our seniors. Our Lakin preschoolers led us in songs, and our teens conducted the service. I had the honor of presenting our graduating seniors with mini-Shabbat kits so that they will be able to continue celebrating Shabbat away from home

and had the good fortune to be assisted by my 4-year-old granddaughter Dahlia. The evening, a delightful mix of fun, spirituality and meaning, was the result of the commitment and hard work of Rabbi Michelson, Rabbi Schwartz, Rabbi Lipsker and Amanda Hornberger, our new Program Director. Yashar Koach and thank you! We will continue to work

together and celebrate Jewish life. The recent events in France, the growing anti-Semitism in Great Britain and other parts of Europe, the plight of Ukrainian Jews and the continued threats against Israel reinforce the importance of strong and vibrant Jewish communities in North America. We will accomplish this by continuing to celebrate Jewish life together.

## More about the Federation: The international picture

By Larry Rotenberg  
Chairman

Last month I described the local and national role of the Federation. In this article we will deal with the role of the Federation, throughout the world, wherever even a small community of Jews lives.



I remember a time when my daughter Leah and I, travelled to D.C. to a rally for what then were called the "Refuseniks". These were Jews in the USSR who wanted to go to Israel in order to escape the "Socialist Paradise" they supposedly lived in. And we marveled at Nathan Sharansky, then the most famous refusenik, who endured much suffering before being allowed to make Aliyah.

are helping out. Wherever disaster strikes, the Federation is there to help. The recent murder of Jews in Paris caused a nearly 100 percent increase in the number of French Jews to make Aliyah. And this, in turn, increased substantially the number of French vulnerable teens who needed help from Yemin Orde. Organizations such as Yemin Orde, which helps look after displaced at-risk youth, have had marvelous rates of success and rehabilitation of deprived Israeli youth. Yemin Orde treats all Israelis — Jews, Christians, Muslims and Druze — throughout much of Israel.

Federation, that do great work. These are just too many and too complex to list. But let me just end with one, and that is the Joint Distribution Committee, affectionately known as "the Joint". An 8-year-old orphan was wandering the fields of Ukraine, starved, cold, and constantly in danger of annihilation. In 1944, after three years of this, he was placed in an orphanage in Bucharest, Romania. There, some packages came, stamped as from "the Joint," with normal clothing and some regular food. What a source of joy and surprise. Later this same orphan was sent to Canada through the work of the Canadian Jewish Congress, and to a normalized life.

As everyone knows, the world has changed. And some of us may even look back with nostalgia to the days of the Soviet Union, when the world was essentially bipolar. We knew who the good guys were; and who the bad ones were. We knew where they lived, and how to get them, and to influence them.

But today the world is multipolar. We have no idea whether the next crisis will be in Paris or in Malmo or in London. And so we must always be prepared to come to the rescue of those in our community who are in dire straits. In war-torn Ukraine, the few remaining Jews live in near starvation conditions. The Federation and its related organizations

But all of this takes resources; and that is where you can see your philanthropy at work. There are multiple organizations which are part of, or affiliated with the

So, if you wonder why I am so passionate about the work of the Federation; it is because I was that boy.

## A thank you to the community

Rabbi Rachel Schwartz of Keshar Zion Synagogue wrote the following to the community and its leaders to thank everyone for their work and participation in connection with Community Shabbat.

Dear Reading Jewish Family,  
Thank you for coming and celebrating Community Shabbat at Keshar Zion Synagogue.  
Your presence made the evening

so joyous! It meant the world to have everyone together to pray and share a meal.  
Thank you to the Federation team led by Bill and Amanda, including Brenda, Sari, Carol, Andi, Mark and Larry, for all of their efforts and insight coordinating the evening!  
Thank you to the amazing teens from BBYO, Gratz, and RAFTY who led the service, the Reform Congregation Oheb

Sholom Hebrew School students for sharing prayers, and the Lakin Preschool school students for your beautiful songs and poster.  
Thank you to Janine, Debbie and Scott, who initiated and led the outreach efforts for teen leadership transforming the service!  
A special thank you to the KZ Team: Gayle, Muyumi, Ben, Oleg, Lisa, and Betsy, the RCOS team led by Rabbi

Michelson and Judy, including Michelle, Shannon, Holly, the RCOS Hebrew School teachers and the Lakin Preschool teachers, the Chabad team of Rabbi Lipsker, Chana, and Zalman, and Boscov's Catering.  
We are looking forward to celebrating many more Shabatot as a community!  
With blessings,  
Rabbi Rachel Schwartz

## Iran's plans for the Jews, past and present

Elie Wiesel, a Nobel Peace Laureate, recently placed an ad in *The New York Times* urging support for Israeli Prime Minister Benjamin Netanyahu's upcoming speech to Congress the day before Purim. Politics aside, the core of his statement is a powerful message to us as Jews and to the entire world:  
"Many centuries ago a wicked man in Persia named Haman advised: 'There exists a nation scattered and dispersed among the others... It is not in our interest to tolerate them.' And the order went out

to all the provinces, to 'annihilate murder and destroy the Jews, young and old, children and women.'  
"Now Iran, modern Persia, has produced a new enemy. The Ayatollah Khamenei has been as clear as his predecessor in declaring his goal: 'the annihilation and destruction' of Israel. He is bent on acquiring the weapons needed to make good on the deadly promise.  
"The disaster of ages past was averted, but the event is remembered in the holiday of Purim. On March 5,

Jewish children in synagogues around the world will shout down the name of Haman when it is pronounced in the Book of Esther. They understand a simple truth that at times eludes world leaders: When someone in power threatens your destruction, you must loudly condemn him.  
"Santayana wrote that those who cannot remember history are condemned to repeat it. I believe that those who deny history — specifically the Holocaust — are determined to

repeat it. As one who has seen the enemies of the Jewish people make good on threats to exterminate us, how can I remain silent?  
"As Queen Esther said when addressing her King: 'How can I behold the destruction of my people'?"  
"In traditional Jewish families, we close the Sabbath with the lightening of the Havdalah candle and a quote from the Book of Esther retelling how danger was replaced by light and happiness, and the blessing: 'And so may it be for us.'"


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Next deadline, March 5

# Understanding the import of Netanyahu's Iran stance

By Yaron Sideman

Few things are more important to Israel than its special relationship with the United States. It is one based on shared values regarding freedom, democracy and human dignity.

These shared values bind us together as individuals and societies and, by their very nature, transcend administrations, Congresses, prime ministers and coalition governments.

It is a relationship that manifests itself in a tremendous amount of mutual respect and in broad, bipartisan support toward the Jewish state.

Israel's relationship with the American people is one we do not take for granted. As in all true relationships, openness and a frank exchange of concerns are the mark of a deep and abiding friendship.

Therefore, despite all the noise and speculation surrounding the circumstances of Prime Minister Benjamin Netanyahu's upcoming appearance before Congress, we must not lose sight of the substantive issue that he intends to address: preventing the most dangerous regime in the world from obtaining the most dangerous weapons in the world.

It is the duty of any responsible leader to speak out openly and frankly about

threats lurking at his people's doorstep and to do so from every podium and at every opportunity he is given.

The concern Israel has with the agreement that the international community reportedly is on the brink of forging with Iran is that it would not dismantle Iran's nuclear weapons capability but would, rather, leave it as a nuclear threshold state.

What that means, simply, is that both the nuclear material and the means for uranium enrichment, which are necessary for the production of an atomic bomb, would remain in Tehran's possession, allowing it to sweep inspections aside at any moment and break out toward weaponization, in the same way North Korea did in 2006.

This would be not just a serious threat to the Israeli people, but to the citizens of the United States as well as to the rest of the free world.

Any agreement that would provide a regime that repeatedly calls for Israel's annihilation a pathway to a nuclear weapon is a bad agreement. Any agreement that would provide a globally designated state sponsor of terrorism — and the No. 1 contributor to regional and international instability — the capability to behave in an even more brazen fashion is a bad agreement.

Any agreement that gives a regime — one that behaves with contempt toward its own citizenry and whose twisted norms include the stoning of women and the public hangings of gays before

packed crowds — greater breathing room to fulfill its deadly ambitions is a very bad agreement.

The list goes on, but the picture is clear.

The objective of talks with Iran should be securing a good deal, one that will completely dismantle Iran's nuclear capabilities and ensure that it lives up to its current international obligations.

The objective should not be to meet an artificial deadline to achieve a settlement.

That is the message Israel's prime minister has been conveying day in and day out, and it is that same message that he intends to voice in his appearance before a joint session of Congress.

*Yaron Sideman is the consul general of Israel to the mid-Atlantic region.*

## UK study finds record number of anti-Semitic incidents in 2014

World Jewish Congress

Attacks against British Jews have reached a record high fuelled by an explosion of violence in the Middle East.

Hate crimes of anti-Semitism doubled to 1,168 in a single year for the first time last year, the latest study published by the Community Security Trust (CST) says. The main factor fueling the rise of anti-Jewish attacks was the Israeli military action in Gaza, according to the CST, which monitors anti-Semitism and provides security for the Jewish community.

The figure was the highest annual total ever recorded in the UK. The incidents ranged from violent attacks in the street to vile graffiti and criminal damage against synagogues and homes.

In one of the most serious attacks a victim was verbally abused and then hit with a glass and a baseball bat in London. In Manchester, a man was knocked off his bike and kicked while on the ground by a group of youths who called him a Jew.

A Jewish girl had deodorant sprayed in her face by a 12-year-old fellow pupil who said to her "gas the Jews" at a school in Edinburgh. And in London, two men ran into a kosher restaurant where they intimidated diners before making a Nazi salute and shouting: "Heil, Adolf Hitler."

The CST has recorded anti-Semitic incidents in the UK since 1984, and the previous highest annual total came in 2009 when 931 anti-Semitic incidents were recorded.

David Delew, CST chief executive, said: "The Jewish community should not be defined by anti-Semitism but last year's large increase in recorded incidents shows just how easily anti-Semitic attitudes can erupt into race hate abuse, threats and attacks. Thankfully most of the incidents were not violent, but they were still shocking and upsetting for those who suffered them, and for the wider Jewish community."

**THE WORLD IS OUR BACKYARD**

Wherever there's a need to rebuild or a longing to reconnect, Federation is there. Supporting Jewish cultural festivals in Bulgaria, children's services in Cuba, our elderly in the former Soviet Union.

In Israel, where we gathered 3 million Jews from around the globe, today we're ensuring that everyone can achieve the Israeli dream.

With your help, Federation is building Jewish life and caring for our entire community— at home, in Israel and around the world. Now, and into the future. Give to Federation today.

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# Congregational News

## The miracle of life

By Rabbi Yosef Lipsker  
Chabad Center of Berks County

Did you know that the Megillah, which is read every year on the holiday of Purim, is the only book in the entire written Torah in which G-d's name does not appear even once?



Wondering why? Reading through the story of Purim, we discover another most interesting fact. Throughout the entire story we find that very little of it was miraculous. In fact, most of it seems to be extremely coincidental. It seems like the work of a great novelist, with all loose ends eventually coming together.

Beginning with the death of Queen Vashti, and King Ahasuerus choosing Esther as his new wife. Followed by Mordechai overhearing and foiling a plot to murder the king, and Haman's rise to power. Through Haman's scheme to annihilate the Jews, and the king's discovery that Esther was Jewish and that Haman's plan would have included her.

All the events leading up to Purim seem to fit right into an almost natural course, and not once do we read about a great miracle, such as the sea splitting or manna falling from heaven. All we have is one coincidental occurrence after another.

True, the fact that Haman's scheme backfired onto himself was very fortuitous,

but there were no supernatural miracles. No oil lasted for eight days, nor were any firstborns smitten.

And that is precisely what makes the story of Purim so special.

Take a look at the world around you. Everything seems so 'normal'. The sun rises every morning in the east, and sets in the west at dusk. Trees and plants grow when they are properly tended to, and will wither and die when neglected. Fire rages and grows when in contact with anything flammable, but will be extinguished when in contact with water.

All this, and much more, is what we've come to know as nature. And like everything else in the world, nature, too, was created by G-d. Nature is G-d's most incredible miracle. We are living a constant miracle. By waking up every morning, we experience this most miraculous event – life.

Even though we don't feel the G-dliness or the miracle in it all, it is there.

The very name of the Megillah, 'Megillat Esther,' makes this point. The name 'Esther' translates as 'hidden'. The true miracle of Purim, as well as that of our daily lives, remains hidden. But we know that G-d, although His name is not mentioned in Megillah, was in fact behind all that had transpired, just as He is behind all that happens in the world.

And just as the Jews of that time believed and trusted in G-d that He will save them from Haman's wicked decree, so must we, truly have faith in G-d that He is the one who ultimately controls our destiny.

So this year, when you hear the Megillah being read on Wednesday evening, March 4, and Thursday, March 5, take the time to think about the miracle of Purim, and how much it really relates to us.

### Sisterhoods celebrate



Following the Oheb Sholom-Kesher Zion Sisterhood Tu B'Shevat seder, participants enjoy each others company, the fruits of the holiday, and dirt cake.

### LOCAL CONGREGATIONS AND SERVICE TIMES

CHABAD CENTER OF BERKS COUNTY (610) 921-0881  
Saturday mornings: 9:30 a.m.; Friday evenings: 6:30 p.m.

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, March 6: 6 p.m. Friday, March 13: 7:45 p.m.  
Friday, March 20: Musical Shabbat, 7 p.m.  
Saturday, March 21: Tot Shabbat, 10 a.m.  
Sunday, March 27: Grades 1-2 Shabbat: 6 p.m.

CONGREGATION SHOMREI HABRITH

## Lunch & Learn with Rabbi Rachel Schwartz

All classes at noon at Kesher Zion Synagogue

### Getting ready for Passover

**March 10** — Selections from Masseket Pesachim — A view of the Seder then and now

**March 17** — Creating meaningful moments during our Seder

**March 24** — Eating what on Passover? Minhag (custom) vs. Halakah (law)

**All are welcome to join.**

Please RSVP at [kzsecretary@entermail.net](mailto:kzsecretary@entermail.net)  
or call 610-374-1763

## Please join us at the RCOS Supper Club

**Saturday, April 18**  
**Reform Congregation Oheb Sholom**

Cocktails at 6 p.m.  
Dinner at 7 p.m.

**RSVP by April 3**

## Save The Date!



## Musical Shabbat & Oneg Friday, March 20, 2015 7:00pm

Reform Congregation Oheb Sholom  
555 Warwick Drive, Wyomissing

Please join us as we celebrate Shabbat with Rabbi Brian Michelson and student Cantor Jordan Shaner as they lead a special service featuring the musical talents of our congregants.

Members and Non-members are welcome

# Community Shabbat all about warmth

**By Amanda J. Hornberger**  
Program Director

Warmth. When I reflect on our Community Shabbat held at Keshet Zion Syngogue on Feb. 6, I think of warmth. Not because of the outside temperature, that barely got above freezing, but the warmth in the synagogue as the community gathered for prayer, song, food and conversation.

I saw it reflected in the friendly smiles of everyone greeting one another and in the hospitality of the Keshet Zion staff and Boscov's Catering cooks and servers.

And who was not warmed by the sight of the young people leading the service? From the bright singing of the preschoolers, to the V'Shamru led by the Hebrew school students, and the amazing teens who read, sang and prayed with such ease and confidence, all in front of a crowd of 170 friends, family, and community members!

Truly the glow of warmth that evening started with our youngest community members. The warm collegiality and leadership from Rabbi Schwartz, Rabbi Michelson and Rabbi Lipsker created a night full of community worship and togetherness that was enjoyable for all.

A big thank you to all of the youth who participated in the service and brought such joy to the hearts of everyone. I also want to say a special thank you to the staff at Keshet Zion and my colleagues at the Federation for all their help and support in the planning and execution of this event. As you can imagine, events like this don't just happen, and all the little pieces came together thanks to all of their help. Thank you also to Boscov's Catering for your flexibility with our growing numbers, the delicious food and attentive service during the meal.

Sitting in the service I was struck by the reading from Mishkan T'fila: "Let there be love and understanding among us. Let



*This sign was lovingly made by children in Reform Congregation Oheb Sholom's Lakin Preschool for the Community Shabbat held in February at Keshet Zion Synagogue.*

peace and friendship be our shelter from life's storms." May the love, friendship and warmth experienced on that night stay with our community always.

**PLEASE JOIN US FOR**  
**KESHER ZION'S**  
**2015 PASSOVER CELEBRATION**

<p><b>Friday, April 3:</b></p>	<p>Fast of the First Born Siyyum service at 8:00 a.m. in the KZ Chapel followed by light breakfast <b>Please RSVP to KZ office before March 20, 2015</b></p>
<p><b>Saturday, April 4:</b></p>	<p>KZ Passover Festival Services at 9:30 a.m. Passover Second Seder at KZ 7:30 p.m. <b>Reservations to KZ by March 23, 2015</b></p>
<p><b>Sunday, April 5:</b></p>	<p>Passover Festival Services at KZ 9:30 a.m.</p>
<p><b>Friday, April 10:</b></p>	<p>Passover Festival Services at KZ 9:30 a.m.  Shabbat Evening Services at KZ 6:00 p.m. <b>KZ Shabbat Passover Dinner at 7:00 p.m.</b> <b>Reservations to KZ office before March 20, 2015</b></p>
<p><b>Saturday, April 11:</b></p>	<p>Shabbat Passover Services at KZ 9:30 a.m. including Yizkor</p>

**Looking to make reservations for Passover dinner?**  
**Care to celebrate Shabbat with friends and family?**

Join  
**KESHER ZION SYNAGOGUE**  
on  
**Friday, April 10, 2015**  
for  
**Shabbat Services at 6:00 p.m.**  
and/or  
**Shabbat Dinner at 7:00 p.m.**

*Cost: \$18.00 / Adult*  
*\$10.00 / Child 6 to 13*  
*(Children 5 and under Free)*

*Vegetarian entrée available upon request with reservation only (Same price)*

**RSVP by March 20, 2015**

If you are in need of transportation to the Shabbat Dinner or Service, please contact the KZ Office (610) 374-1763.

**Reform Congregation Oheb Sholom invites you to First Night Community Seder**

**Friday, April 03, 2015, 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**  
**Menu:** Matzo Ball Soup, Gefelte Fish, Horseradish, Matzah, Harosset, Hard Boiled Eggs, Wine, Juice, Seder Plate, Turkey with Matza Stuffing on the side, Baked Salmon w/ Mango Salsa, Roasted Red Potatoes, Green Beans Almandine, Passover Desserts, Decaf, Coffee, Tea  
If financial assistance is necessary, please contact Sari Incedon at Jewish Family Service 610-921-2766.

**NO RESERVATIONS WILL BE ACCEPTED AFTER FRIDAY, MAR. 27**  
**NO WALK-IN SEATING WILL BE AVAILABLE**

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I/We will be attending the Friday, April 03, 2015 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 Friday March 27, 2015.**

	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
	<b>TOTAL Attending = _____ TOTAL \$ = _____</b>

**COME EXPERIENCE THE EXODUS!**  
**KESHER ZION SYNAGOGUE INVITES YOU TO A**  
**SECOND NIGHT COMMUNITY PASSOVER SEDER**

Saturday, April 4, 2015 - Seder at 7:30 p.m.  
Journey guided by Rabbi Rachel Schwartz

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 only (Same pricing as above)

**Reservations and payment (Check payable to Keshet Zion Synagogue) Must be sent to the Keshet Zion Office by March 23, 2015.**

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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 Incedon at Jewish Family Service (610) 921-2766.

I/We will be attending the Saturday, April 4th 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: Monday, March 23, 2015**

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

NAME \_\_\_\_\_ PHONE # \_\_\_\_\_

# Philadelphia Jewish history museum offering internships

The National Museum of American Jewish History has received a \$16,000 grant from The Weinberg Family Internship Fund of The Philadelphia Foundation to support full-time internships for four students this summer. The grant will provide stipends for qualified undergraduate students enrolled full time at a four-year college or university and full-time students matriculated in graduate programs, who receive need-based financial aid.

"Our internship program is a vital part of our work as an educational institution,"

said Ivy Barsky, the Philadelphia museum's CEO. "We are delighted, with the Weinberg Family's generous support, to be able to provide stipends to outstanding applicants who are interested in exploring museum careers but cannot afford to accept an unpaid internship. As someone who needed to earn money as a student and was able to secure paid internships in museums, I know firsthand how genuinely career shaping these opportunities are."

The museum's internship program, begun in 2010, has traditionally served

undergraduate and graduate students interested in gaining experience in various areas of museum and nonprofit administration through unpaid internships (some of which are subsidized by stipends through their schools) and course credit. Internships are available in departments and programs including Community Relations, Curatorial, Development, Education, Marketing & Communications, Facilities Rentals & Events, and the museum's store. Summer interns also participate in a weekly seminar that includes presentations by museum staff,

field trips, and career workshops.

In 2014 the museum provided internships to 42 students during the year (including 16 summer interns) who gained new skills and knowledge through hands-on experience. It hosted interns from 23 colleges and universities in the greater Philadelphia region and around the country, representing a variety of majors and disciplines, including history, international affairs, economics, pre-law, education, communications, and museum studies.

To learn more about the internship program, visit [www.nmajh.org/Internship/](http://www.nmajh.org/Internship/).

CHABAD LUBAVITCH OF BERKS COUNTY

# PURIM IN ITALY

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MORNING SERVICE AND MEGILLA READING

MARCH 5, 2015 AT 9:30 AM

AT KESHER ZION SYNAGOGUE

COME FULFILL THE MITZVAH OF HEARING THE MEGILLA READ DURING THE DAY!

KESHER ZION SYNAGOGUE AND REFORM CONGREGATION OHEB SHOLOM

WEDNESDAY, MARCH 4

# CELEBRATE PURIM!

6:00 PM - CRAZY GROGGER SERVICE FOR YOUNG AND YOUNG AT HEART

7:00 PM HAMANTASCHEN NOSH

7:30 PM SERVICE AND MEGILLA READING

AT RCOS LOCATED AT 555 WARWICK DRIVE, READING, PA 19610

# JCC PURIM CARNIVAL

Sunday, March 1, 2015

12:00 to 2:00 PM

Being Held at Reform Congregation Oheb Sholom

555 Warwick Drive, Reading

תה פורים שמחה!

HAPPY PURIM!

Admission to Carnival is FREE. Purchase 25¢ tickets for food & games.

THE 11<sup>TH</sup> ANNUAL RICHARD J. YASHEK MEMORIAL LECTURE

# V I O L I N S

of H O P E

Lecture by James A. Grymes, Ph.D.  
University of North Carolina at Charlotte

Presented on Tuesday, March 31, 2015  
7:30 pm, Wickham Theatre, Albright College

Musicologist James A. Grymes will discuss his new book, *Violins of Hope: Instruments of Hope and Liberation in Mankind's Darkest Hour*, the 2014 winner of the National Jewish Book Awards in the Holocaust category. A stirring testament to the strength of the human spirit and the power of music, *Violins of Hope* tells the remarkable stories of violins played by Jewish musicians during the Holocaust, and of the Israeli violinmaker dedicated to bringing these inspirational instruments back to life. Composer John Williams describes the book as "a work of research and scholarship that forms one of the most moving chronicles in the history of Western Music."

Blending stories from *Violins of Hope* with scenes from the documentary *Anna's Journey*, Grymes will discuss the various roles the violin played in Jewish lives during the Holocaust. For some musicians, the instrument was a liberator; for others, it was a savior that spared their lives. For many, the violin provided comfort in mankind's darkest hour, and, in at least one case, helped avenge murdered family members. Above all, the violins of the Holocaust represented strength and optimism for the future. Wherever there were violins, there was hope.

National Jewish Book Awards WINNER

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# Youth News

## International BBYO event well worth celebrating



Berks Chai BBYO members, from left, Marissa Missan, Brandon Missan, Bryce Weizer and JoJo Ure.

By Michael Kogon

*Courtesy of Atlanta Jewish Times*

You wouldn't think that I, a father of an 11-year old and 8-year old, would have much in common with a couple of 17-year-old girls. A couple of years ago, I wouldn't have thought so either, but the second I mentioned to my kids' babysitters that I was in BBYO in high school, that all changed.

Their faces lit up, and that was followed by a barrage of excited questions about my days as an Aleph, which I was more than happy to answer because those were the most formative years of my life.

"Did you lead chapter or regional programs?" "Are you still friends with guys from your chapter?" "Did you celebrate Shabbat together?"

Yes, yes and yes — but it was even more than that. I not only led chapter and regional programs, but the leadership skills I learned in BBYO are what gave me the tools and confidence to start my own company at age 27. I not only made best friends, but I made Jewish friends in Atlanta, an area where — when I was a teenager — there weren't many Jewish kids around. I also made some amazing friends in other places around the world like Belgium, and all of these people are some of my best friends to this day. I not only celebrated Shabbat with my new friends, but I found a place where it was comfortable to be Jewish and do "Jewish things."

We've all heard the statistics that

say today's teens don't want to be part of organized clubs and groups, but when I saw these teens nodding and smiling as I answered their questions, I knew that BBYO was, and is, shattering that concept. These Jewish teens want a place to go, a place to convene and be their Jewish selves together. BBYO is that place — one where they can be part of something bigger than themselves.

Today the teens engaging in BBYO programming in 30 countries around the world feel a unique sense of connection. All over the news are stories about Jewish people under assault, and teens get unvarnished headlines through social media. It can be scary, but if there were ever a time that the Jewish people need to feel connected around the world, this is the time — and this is what BBYO is doing for our kids: helping them feel comfortable being Jewish.

This connection became tangible at BBYO International Convention (IC) 2015 a five-day convention in Atlanta focusing on leadership, service and Jewish learning. In just 36 hours, more than 2,300 Jewish teens, like my kids' babysitters, signed up for IC 2015 — again shattering the concept of teens shying away from organized Jewish life. I thought back to when I attended IC in 1988, when there were maybe 600 teens, and was blown away. This tells me that BBYO is doing something right: they're making Jewish life, leadership and community-building fun.



Jessi McIntosh and all her newest sisters of Liberty Region BBG

## Stronger together at BBYO IT

By Brandon Missan

IT, or in training, is a BBYO convention that was held this winter in Wilkes-Barre.

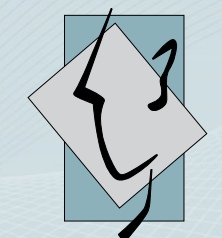
This event is specifically for new members and preparing them to join the organization. This was my second time attending this event because my position on our BBYO board is moreh, or recruitment.

The weekend was full of programming and icebreakers to make everyone comfortable and have

fun. Coming home from this weekend I looked back on it and realized it was the best time I'd ever had. Just one convention alone will teach a teenager so much about others and themselves, while learning social and leadership skills that will last a life time.

My goal this year as Berks Chai Moreh is to share BBYO with as many Reading Jewish teens as possible. I hope you will come out and give it a try, we are STRONGER TOGETHER.

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**Want to learn more about Jewish youth groups?  
For BBYO,  
contact Janine Ure via the Jewish Federation,  
610-921-0624.**

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

## 'Violins of Hope': 11th annual Yashek Memorial Lecture

By Amanda J. Hornberger  
Program Director

Music and the Holocaust. Some may think that is an oxymoron, but I assure you it is not. Many of you may remember how musicians and children in the Theresienstadt ghetto created and were forced to perform the "Brundibár" opera. That work's history was the subject of much discussion leading up to its performance of "Brundibár" here in Reading in 2012. That is just one example of the complicated relationship between music and the suffering and death of so many during the Holocaust.

On Tuesday, March 31, musicologist James A. Grymes from the University of North Carolina at Charlotte will be at Albright College to examine music and the Holocaust in a lecture titled "Violins of Hope." Based on his book, "Violins of Hope: Instruments of Hope and Liberation in Mankind's Darkest Hour," the 2014 winner of the National Jewish Book Awards in the Holocaust category, Dr. Grymes' presentation will be a testament to the strength of the

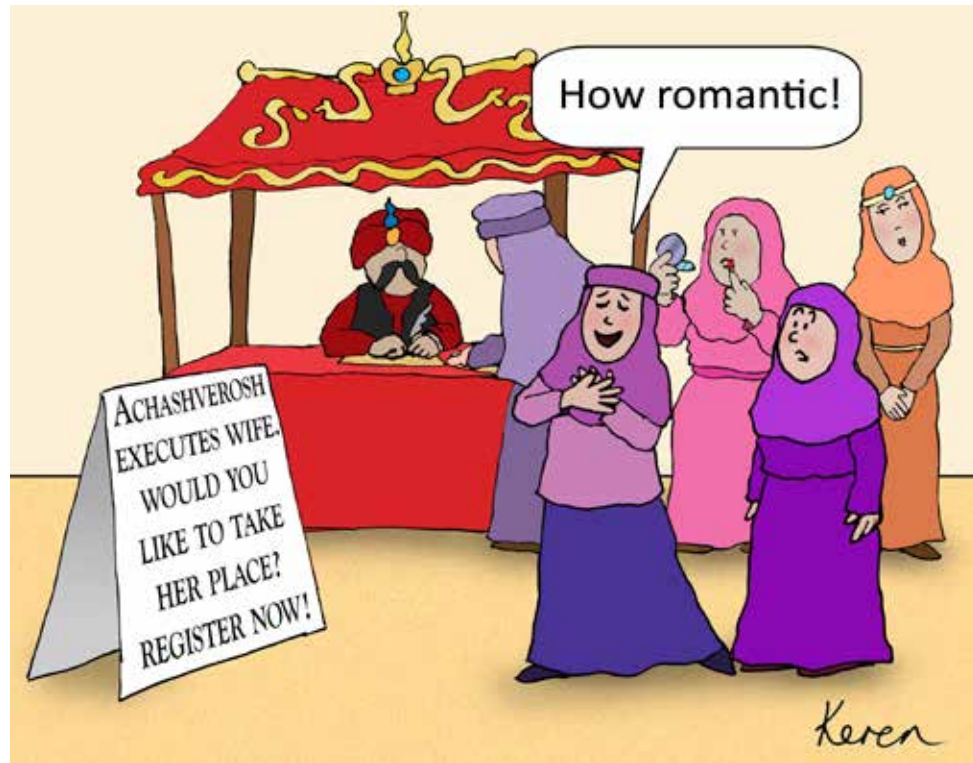
human spirit and the power of music.

Thanks to the generous support of Rosalye Yashek and her daughters in memory of their husband and father, Richard, the Richard J. Yashek Memorial Lecture is in its 11th year of bringing distinguished scholars from across the country to Albright to discuss Holocaust-related topics.

This is the first year that the Yashek Memorial Lecture has covered music and the Holocaust, and having read Grymes' book which is filled with fascinating stories of violins played by Jewish musicians during the Holocaust, I know this year's audience is in for a real treat!

The Richard J. Yashek Memorial Lecture is free and open to the public and begins at 7:30 p.m. on March 31 in Albright's Wachovia Theatre. The theater is conveniently located in the Center for the Arts on the Albright campus.

For directions or additional information please call the Lakin Holocaust Library & Resource Center at 610-921-7214 or email [hrc@albright.edu](mailto:hrc@albright.edu).



## Lost art

By Anne Seltzer

Last week I mentioned to Barb that I was putting e-mails back into my "inbox" from my "deleted" box, because I had somehow moved them all to "deleted". Her comment was how



quickly and easily things disappear. Thinking about that, I realized she is right. In this age of technology things appear and disappear easily. Some are retrievable, others not.

Because of my years on the school board, I pay more attention to things educational than I might at this point in my life. A hot topic for me is cursive writing. You may have noticed that there is a trend in education to possibly not teach cursive anymore. Some schools already don't teach it.

The idea of not teaching cursive is appalling to me. I admit to having some of the worst penmanship on the planet, but at least I was taught how. If, in the future, students do not learn how to write cursive, will they be taught how to read it? If not, how will they be able to read such historical documents as the Constitution of the United States, the Bill of Rights, or any other document penned before typewriters? When you are required to print and sign your name, what will they put on the sign line? These are just a couple of the direct effects that would occur, but more importantly, it will be another lost art. Another thing that the age of technology has caused to cease.

There are jokes that go around on the Internet about how people sit in restaurants, coffee shops, and other gathering places and pay more attention to their phone than to the people with them. How often do you go out with people and they (or you) pull out phones to check e-mails, send a quick text, or play games. I am guilty of the first two, the last not, having decided a long time ago that playing games would be a really bad idea since I spend too much time on Facebook and the Internet in general already. This leads to the lost art of oral conversation. Will our future children

communicate solely by e-mail and text? They (and I am guilty also) often would rather text than to pick up the phone to call someone. My argument is that I'm not bothering someone and I can send it at 5:30 in the morning when I'm up and they aren't, and they can answer me at 11:00 at night when they are up, and I'm not. Kind of a weak argument, I know.

Often I have to think how to spell a word because I have either used its short version texting, or it has been corrected by spell check. Previously I won spelling bees in my youth and prided myself on my ability to spell as an adult. If this is happening to someone who was taught how to spell and write my name, how will it affect children currently in our schools? Will they be able to spell without a computer? We were forced to take out the dictionary to learn how to spell a word we were unsure of, questioning "how can I find it if I don't know how to spell it?". But we did, and we remembered how to spell that word.

Not learning cursive may seem a trivial thing, but to me it is indicative of a future that is even more reliant on computers and other technical means to think for us and help in writing, and perhaps yet another way that education is stifling our children's creativity. This is a depressing thought to me (who can fortunately still think), and when I am depressed I turn to chocolate. These are for me.

### Caramel Brownies

1 c. (2 sticks) butter      1 T. vanilla  
5 oz. unsweetened chocolate  
3 eggs      ¼ c. unsweetened cocoa  
1 ¼ c. flour      2 c. sugar  
½ of a 14. oz. can of dulce le leche

Melt chocolate and butter together. Add cocoa powder, whisk. Cool about 10 min. Stir in sugar and vanilla. Stir in eggs. Fold in flour. Pour into greased 8 x 8 pan. Warm dulce le leche 30 to 45 sec. Drop large droplets onto chocolate mixture. Swirl gently. Bake at 350° for 40 min. Check, and if overly gooey bake 5-10 min. more. Cool completely before cutting. Enjoy!

## Gardening with Vicky

### What's in YOUR garden?

By Vicky Sokoloff

When you bring home a new plant the details are fresh in your mind. Sure, you know what it is, where you got it, when. But two years later who remembers? Not me, that's for sure. That's why it's important to keep information about what you plant. You'll want it for both financial and horticultural reasons.

Depending on the size of your garden and your computer skills first decide if you are going to keep your information in a notebook or on your computer. If your plant comes with a tag, never leave it on the plant. It will fade and crumble and become useless. Keep the tag inside. You will want to note when you bought the plant, where, the cost, size, name (both common and botanical), color, and information about the conditions the plant requires. Also note the size the plant is expected to reach, if it's a fast or slow grower, it's useful life expectancy, and where in your garden you have planted it.

Those of you with better drawing skills than I have might want to make a diagram showing the location of the plants in your garden. Since you have taken the tag off the plant you can make one to keep on or under the plant. If you choose a hang tag, be sure you have left plenty of room for plant growth so the tag will not cut into the bark. The best material for making plant tags is something you can emboss rather than write on so you won't have to worry about fading. You can find information on how to make plant tags from soda cans at this website: [www.thriftyfun.com/ff39410479.tip.html](http://www.thriftyfun.com/ff39410479.tip.html)

Why do you want all this information? It will help you see a pattern if plants from some sources do better than others. It will provide documentation about the investment you have in your garden in case of a casualty loss or when it comes time to sell your home. You will know what to look for if you want to replace a plant or add another just like the one you have. It can also alert you that a certain plant just can't overwinter in

your garden. For me, it was gaura. After three tries I knew it was time to accept that some plants just can't survive in my rural garden.

Photographs are another key aspect to knowing what's in your garden. Pictures will show details about a plant, its location in the garden and its growth over time. I have more than 30 varieties of daylily in my garden. It's impossible to tell them apart except when they are blooming, which is not the time to divide them. So knowing which is which in the off-season is important. The same is true of many other plants that are hard to distinguish when they are not in bloom. You also want to know where your bulbs are planted so you don't disturb them when planting annuals.

Even if you are dealing with an established garden, gather as much information as you can. I like having a page for each plant. Each season I go through the notebook and jot down how the plant performed, if it was divided or trimmed, and anything else that could be helpful in the future. We suffered a lot of damage to the landscape from the freak Halloween storm a few years ago and only a small part was covered by insurance. The information I had kept made it a lot easier to document the losses for tax purposes.

It's still a good idea to have this information even if someone else cares for your garden. So ask the gardener or nursery to provide you with information and then fill in the details.

Digital photography means you can keep your pictures either on the computer or printed on the plant's page or both. You'll want pictures that show the unique characteristics of each plant. Often that means taking photos at several different times during the year to capture bloom color and fall leaf color. You will get the best color reproduction when there is light shade. Full sun will wash out colors. Over the years you can also document growth. It can be very rewarding to see how your garden matures over time.

## MARK YOUR CALENDARS!

### Leo Camp Lecture by Art Spiegelman

The Pulitzer Prize-winning creator of "Maus" will speak at Albright College **Tuesday, April 21**

*See Centerpiece for more details*

# Jewish Family Service

# United Way



## Berks Encore has much to offer

By Sari Incledon, M.Ed.

This month I would like to highlight some invaluable programs sponsored by Berks Encore that I think more people should know about. Nearly 50 years ago the Berks County Senior Citizens Council was founded at the directive of the county commissioners who recognized the needs of the county's aging population. The agency grew and in 2008 changed its name to Berks Encore. Berks Encore continues to grow and expand its services to meet the needs of Berks County's aging community and their family members and caregivers.



### Volunteer Income Tax Assistance

This program is a free tax preparation service that Berks Encore operates with a grant from the Internal Revenue Service. Returns are completed at all activity centers — Birdsboro, Fleetwood, Mifflin, Reading, Strausstown and Wernersville. Each tax year, more than 60 volunteers complete the training for Federal returns and are required to pass a test.

The VITA volunteers are able to prepare federal, state and local tax and property tax and rent rebate forms as well. This service is geared to low to middle-income residents and seniors.

### Grocery Shopping Program

Berks Encore and Redner's offer this program for people over 50 who have difficulty doing their own shopping. Berks Encore will try to find a volunteer to shop and deliver the groceries on a regular basis. There is a \$5.00 charge for this service and orders (limited to

25 items) can be placed weekly or less frequently.

### Meals on Wheels

This program serves individuals who are unable to prepare their own meals because of health limitations. A home visit is required to determine eligibility. Consumers applying for Meals on Wheels must be 60+ and be homebound because of illness, handicap and/or functional disability.

### Bookkeeping and Check Writing Services

This service is for seniors who have difficulty managing a checkbook and paying monthly bills on time. The service includes:

- Automated payments of recurring bills
- Monthly reporting to client on:
- Transactions
- Beginning and ending account balances
- Summarized income of

expenses by category

- Year-end tax reporting

This service is free for clients with income less than 200 percent of Federal Poverty Level (\$23,340 for single person, \$31,460 for a couple). All others will be charged \$15 per quarter hour of service.

### Simple Wills and Power of Attorney Documents

This program is only open to seniors whose annual income is less than 125% of Federal Poverty Level - \$14,587.50 for a single person household in 2014. An attorney from the Berks County Bar Association meets to discuss the client's wishes and prepares and notarizes the documents.

More detailed information on these and other programs can be found at the Berks Encore website or by calling Berks Encore at 610-374-3195. In addition you can call JFS at 610-921-0624.

### 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!

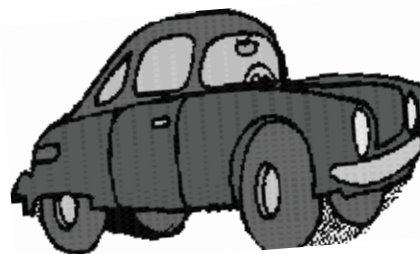
We also need plastic and paper grocery bags!

## Living with Loss

Mondays, March 9 and 23,  
3 - 4:30 p.m. at the JCC

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

### Enjoy Tax Benefits While Contributing to Jewish Family Service Vehicle Donation Program



Call Sari at 610-921-0624,  
e-mail [sari@jfreading.org](mailto:sari@jfreading.org)  
or go to  
[www.charitableautoresources.com](http://www.charitableautoresources.com)

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SUNDAY, MARCH 8, 2015 · 2:00 - 5:30 PM

Chabad - 2320 Hampden Blvd, Reading, PA 19604

### Join

Make your own Challah and pass on a loaf of love to another (loaves will be given to the food-bank and other organizations)

### Learn

the secret to great tasting Challah. Chana's recipe will be given out

### Discover

the beauty of this tradition unique to women

### Raffle drawing

Bring an empty paper towel roll along

Cover: \$12

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# Gratz JCHS News

## Gratz accepting new students for second semester

By Rabbi Barry Dov Lerner  
Branch Director, Gratz JCHS

Gratz Jewish Community High School has opened its second semester for 5775/2014-2015.

Jewish students from the Greater Reading community are urged to consider signing up for the second semester, and Rabbi Dov is ready to speak with you and answer all questions.

Successful and engaging courses will continue, including the College Credit Course in "Comparative Religion and the Foundations of Western Civilization," "Authority and Rebellion From the Biblical and Rabbinic Periods," and "Media and the Message of Jewish Values."

We are responding to student request for a course in Current Events with a special focus on Israel and the Middle East, taught by Rabbi Dani Zucker of Pottstown, who has been personally involved in the tensions in Middle Eastern politics.

### Our AIPAC delegates

Our students Brett Driben and Marissa Missan have been accepted to attend the AIPAC (The American Israel Public Affairs Committee) Policy Conference March 1 to 3. JCHS Reading has consistently been successful in encouraging our teens to participate, and we have been fortunate to have so many of our students selected for so few openings in the Teen delegation. They will be accompanied and mentored by Dr. Asaf Romirowsky, who is a former IDF (Israel Defense Forces) International Relations liaison officer in

the West Bank and to the Hashemite Kingdom of Jordan. Dr. Romirowsky holds a BA from the Hebrew University of Jerusalem, masters degrees from Villanova University and West Chester University and a doctorate from Kings College London.

Asaf has written extensively ([www.romirowsky.com/articles/](http://www.romirowsky.com/articles/)) for the *Philadelphia Inquirer*, *The Jerusalem Post*, *The American Interest*, *The National Interest*, *YNet News*, *The New Republic* and *Washington Examiner*.

We look forward to their report to us about this exciting conference in Washington accompanied by thousands of delegates and many of our American political leadership of all parties.

### Changes at Gratz

There has been an announcement from Gratz College regarding the future of their plans for the JCHS, and already the leadership of Reading Federation/ JCC, synagogues and youth programs are at work preparing to respond constructively to support Jewish education and social programming for our youth for the future.

As often is said, one door may close but another door will open. We are confident that given the history of Reading's support for Jewish education and the Gratz JCHS Branch will continue to sustain us all.

### Calendar online

Calendar for the remainder of the Gratz year will be found at <http://www.gratz.edu/page/-/uploads/hs-pages/for-parents/JCHSCalendar2014-15.pdf> and you can always contact Rabbi Dov [bdlerner@gratz.edu](mailto:bdlerner@gratz.edu).



We celebrate every year with our graduates, and we will be celebrating with more this year. In addition there will be another recipient named in memory of one our students and friends, Adiv Lift z"l.



Rabbi Dov prepares students for movie clips from "Operation Thunderbolt" and "Yom Entebbe" for Israel Independence Day



Students arriving early or ready to start on time have been receiving raffle tickets weekly. Rabbi Dov brings most often Jewish books for the winners, which are announced at a drawing at the end of the evening. However, sometimes there are other "prizes" and gifts for the sheer pleasure our teachers have over the years in teaching your children.



Teachers spend time before classes, during snack and break and after class with students and frequently with parents who drop by.

## EVERYTHING'S RELATIVE

by Jordan B. Gorfinkel • [www.jewishcartoon.com](http://www.jewishcartoon.com)



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# Israeli tech firms score big in contest sponsored by Verizon

*Times of Israel*

In a worldwide contest by U.S. telecom giant Verizon to search out top technologies that can help people live better lives, Israeli startups swept three out of the 12 prizes awarded – including one of the top prizes, a \$1 million payout.

Oded Ben-Dov, the inventor of the winning Sesame Enable smartphone, plans to use the money his invention was awarded for a full rollout of the device, which lets individuals who cannot use their limbs due to the effects of conditions such as ALS, paralysis, Parkinson's disease, multiple sclerosis and spinal cord injuries to make phone calls, surf the Web and send text messages, all with a slight movement of their head.

"It's a very proud and happy day for the disabled, and for us at Sesame Enable," said Ben-Dov upon hearing that he had won. "Now we have the resources to continue our work, enabling the severely disabled to interact with the online world in a way that was impossible until now."

Two other Israeli apps received a

\$250,000 prize in the Verizon Powerful Answers contest. Voiceltt won in the contest's Healthcare category for its Talkltt app, which interprets unclear communication by disabled individuals with heavy speech impediments into actual words. Israeli app HopOn, which lets bus passengers pay their fares using their cellphones, won in the Transportation category.

The three Israeli startups made it to the finals after being chosen from a total of 1,870 submissions from 78 countries.

The Powerful Voices contest, according to Verizon, "aims to give companies, entrepreneurs and individuals an opportunity to generate innovative ideas that address some of the world's biggest challenges," the company said, and in the Education category, the Sesame Enable device is the best way to do that.

The Sesame device is a specially rigged Nexus 5 smartphone that includes the Sesame software system — a variation of the Nexus device's Android operating system — that takes control of

the device, with voice commands used to open up applications, make calls, etc. For apps that usually require touch for interaction, the system uses head gestures, with users moving their head in various directions (up and down or left and right for navigation, a slight nod forward for selection, etc.).

"Our slogan is 'touch is overrated,' and with our device, touch is not even necessary," Ben-Dov said. "For those who don't have use of their limbs, this is so far the only solution that lets them use a standard smartphone, with all that means today."

Sesame Enable can provide touch and gesture services for a lot less money than other solutions.

"For the phone, technology, training, and stand for the device (it will need to be mounted on a pole opposite the user's head), we expect to charge about \$1,000," said Ben-Dov.

Sesame Enable raised about \$40,000 in a recent crowdfunding campaign (with all the money dedicated to giving

away phones for kids whose families can't afford to buy them), with the big donors (\$700 and up) getting a phone themselves as well. Those phones are set to ship in March, said Ben-Dov, with the devices going on sale to the general public shortly after.

"We have funding from several angels who are very interested in the device, and we have been in touch with CEOs and top executives of many of the largest tech companies in the world, who have expressed support, both verbal and material," Ben-Dov said.

Not only was an Israeli product the big winner in this year's contest — but last year, too, an Israeli app snagged \$1 million in the Powerful Voices contest.

TinyTap, an Israeli startup that has developed an easy to use platform allowing parents and teachers to design games for kids, won the prize in the 2014 edition of the contest. The platform allows users to develop games and activities in dozens of languages (Hebrew included).

# Ethiopian orphan fulfills dream of becoming IDF officer

*Courtesy of Ynetnews*

Among hundreds of excited cadets at a recent officer training course graduation ceremony stood one soldier who felt that his presence there was a victory against all odds. Worku Abiy, 23, a lone soldier and orphan from Ethiopia who arrived in Israel at the age of 15, never imagined he would one day wear an IDF uniform.

"If someone would have told me a decade ago, when I was a lonely orphan in Ethiopia, that I would stand here one day with this uniform and these ranks, I would not believe it," says Abiy.

Abiy underwent a long journey to get to where he is today. When he was 3 years-old, his mother died and he lived with his father until the age of 14 — when

his father passed away too. Without any parents, Abiy wandered among the houses of various distant family members until 2007. At the time, Abiy was living with his cousin and his family, who decided they were moving to Israel and took Abiy with them.

When they arrived in Israel, Abiy and his relatives were transferred to an absorption center in Afula in northern Israel. Two years later, when Abiy's relatives left the absorption center, Abiy began to study at the Yemin Orde boarding school near Zikhron Ya'akov.

In August 2013, Abiy decided he would volunteer to join the IDF after he was not drafted due to medical issues. He was assigned to serve in the

Center of Computing and Information Systems as part of a special track for Ethiopian immigrants, and served as a branch manager. Agiy completed his basic training with exceptional scores.

"For me, (IDF) service is an honor. After all that I went through, I know that (Israel) was there for me and I want to give back all that I can," says Abiy.

Abiy took part in Operation Brother's

Keeper and Operation Protective Edge and later decided to fulfill his dream of completing an officer's course.

"It's important for me to make an impact and give back from my experience of how to cope and succeed and show that if you want it — everything is possible," says Abiy.

Abiy's journey to Israel was featured in an American documentary titled "Take Us Home."

## Pre-Passover Family Event - Pizza & Superheroes



### From Underoos to Super Jews!

#### Unmasking the Jewish Subtext of Superhero Movies

With entrepreneur and special guest speaker, Alon Barzilay

**Thursday, April 2, 2015**

5:30 p.m. Casual Pizza Dinner

6:00 p.m. Presentation

Free Admission – reservations required

#### Jewish Cultural Center

1100 Berkshire Boulevard, Suite 125, Wyomissing, PA 19610

Reservations - [brendas@jfreeding.org](mailto:brendas@jfreeding.org) or 610-921-0624



Alon Barzilay



**Introduce your children to the joy of Shabbat. Tot Shabbat is a musical, story-filled Shabbat morning experience geared towards families with young children through grade 2. Bring your family and friends to celebrate with Rabbi Brian Michelson and stay for a pint-size Oneg offering grape juice, challah, and child friendly treats.**

March 21, 2015

April 18, 2015

May 16, 2015

June 20, 2015

Tot Shabbat services are held Saturday mornings at 10am at Reform Congregation Oheb Sholom located at 555 Warwick Drive, Wyomissing, PA 19610. No registration is required. Please call the Temple office with any questions: 610-375-6034.

**In case of inclement, weather, please check the outgoing message on the Temple answering machine.**



**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 Feb. 13**

**Holocaust Library & Resource Center**

**In honor of:**

Dr. Jeffrey Blank's retirement – Louise Zeidman

**Jewish Family Service**

**In honor of:**

Birth of Sari and John Incledon's grandson Ethan Henry Staniland – Debbie Goodman and John Moyer, Louise Zeidman, Sy Youngerman, Lina and Vlad Vaysman, Marcia and George Eligman  
 Brian Wernick's engagement – Lina and Vlad Vaysman  
 Joey Abramson's engagement – Lina and Vlad Vaysman  
 Birth of Betsy and Al Katz's granddaughter Ella Naomi Ages – Lina and Vlad Vaysman  
 Rachel Hantgan's engagement – Lina and Vlad Vaysman

**Get well/speedy recovery**

Barbara Solowey – Ruth Isenberg

**In memory of:**

Jerome Fineblum – Selma Cutler  
 Frances Princenthal – Michael and Barbara Charnoff  
 Leonard Rosenzweig – Sy Youngerman, Lina and Vlad Vaysman  
 George Hantgan (Jeff Hantgan's father) – Lina and Vlad Vaysman  
 Edith Sugarman (Rita Sugarman's mother) – Lina and Vlad Vaysman  
 Ann Merkle – Kate Mohn  
 Trina Rudolph – Robin and Jess Drezner  
 Dan Plessner (Esta Neugroschel's father) – Robin and Jess Drezner

**Federation Jewish Community Campaign**

**In honor of:**

Birth of Rabbi Yosef and Chana Lipsker's new granddaughter Batya Naparstek – Jan and Jonathan Simon

**Honorials and Memorials**

Contributions may be made to the following Funds:

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

Joey Abramson's engagement – Jan and Jonathan Simon  
 Brian Wernick's engagement – Jan and Jonathan Simon  
 Birth of Sari and John Incledon's new grandson Ethan Henry Staniland – Anzie and Edward Golden  
 Elliott Leisawitz's retirement – Rob and Yvonne Oppenheimer  
 Anita Lipson's special birthday – Judy Copeland  
 Jayne Kleinman's retirement – Judy Copeland  
 Birth of Al and Betsy Katz's new granddaughter Ella Naomi Ages – Jackye and Jim Barrer  
 Jeff and Tammy Mitgang's anniversary – Rob and Yvonne Oppenheimer

**In memory of:**

Trina Rudolph – Meyer Lewis, Anzie and Edward Golden, Judy Copeland  
 Jerome Fineblum – Debbie Goodman and John Moyer  
 Esta Neugroschel's father – Rob and Yvonne Oppenheimer  
 Ann Merkle – Rob and Yvonne Oppenheimer  
 Leonard Rosenzweig – Jackye and Jim Barrer

**Evelyn Thompson Nursery School Fund**

**In honor of:**

Birth of Betsy and Al Katz's new granddaughter Ella Naomi Ages – Beth and Bob Caster

**Friendship Circle Fund**

**In honor of:**

Birth of Sari and John Incledon's new grandson Ethan Henry Staniland – Marcia Gross

**Lakin Preschool Fund**

**In honor of:**

Birth of Betsy and Al Katz's new granddaughter Ella Naomi Ages – Evelyn and Jay Lipschutz

**Harry and Rose Sack Fund (adult programming)**

**In memory of:**

Victor Yarnell – Albert and Nancy Sack

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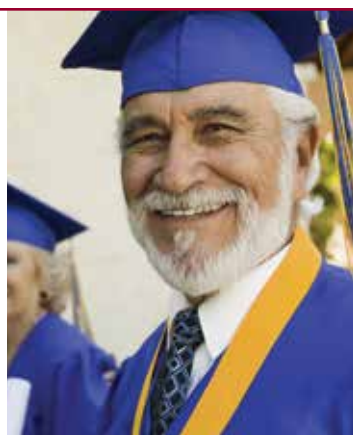
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Thank you to everyone for their calls, cards, and good wishes during my recent convalescence.

*Dr. Sandra K. Rowan*

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**Obituaries**

**Frances Princenthal**, 97, formerly of Pottstown. She was a 1935 graduate of Pottstown High School. For 35 years, she worked as a clerk for the former New York Store in Pottstown. She was a member of Congregation Mercy & Truth Synagogue and the Auxiliary of the Jewish War Veterans. In earlier years, she enjoyed oil painting local landscapes.

Survivors include nephew Michael Charnoff of Reading and other nieces and nephews.

**Ann R. (Markowitz) Merkle**, 93, formerly of Reading. Ann worked with her mother and sister at Bloom's Bridal and also had worked at Boscov's as a retail buyer retiring in 1999. She was a member of Hadassah and Keshet Zion Sisterhood. She is survived by her daughter Denise Grossman and

her husband, Barry, of Ohio, and her son Gary Merkle and his wife, Karen, of Los Angeles. Other survivors include her four grandchildren and eight great-grandchildren.

**Sandra L. (Livingstone) Gelb**, 84, formerly of Wyomissing. Sandra was a member of Reform Congregation Oheb Sholom. She is survived by her son Steven, husband of Susan Gelb of Wyomissing, and a daughter Terri of Arizona. Other survivors include five grandchildren and two great-grandchildren.

**Charlotte Jacobson**, 84, of Reading. Charlotte was an avid bridge player and also enjoyed needlepoint. She is survived by her husband, Edwin, of Reading and two sons, Lee and Peter. Other survivors include her granddaughter Marissa Roach and her husband, Matthew, and great-granddaughter Madelyn.

**SAVE THE DATE:**

**Albright College's 15th Annual Ellen S. Hurwitz Lecture**  
**Thursday, April 9 at 4 p.m.**  
*Campus Center South Lounge*

Jacques Berlinerblau, Ph.D., associate professor and director of the Program for Jewish Civilization at Georgetown University, will present a lecture tracing the complex evolution and history of American secularism. The event is free and open to the public.

# weis wishes you a *Happy Passover*

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Manischewitz Matzo Meal  
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**2/\$5**



Rokeach Shabbos Candles  
72 count

**\$1.99**



Season's Sardines  
4.375 ounce

**\$1.29**



Kedem Grape Juice  
64 ounce

**\$2.99**



Gold's Horse Radish  
6 ounce

**\$1.79**



Gefen Organic Roasted Chestnuts - 5.2 ounce

**\$2.49**



Fox's U-Bet Syrup  
24 ounce

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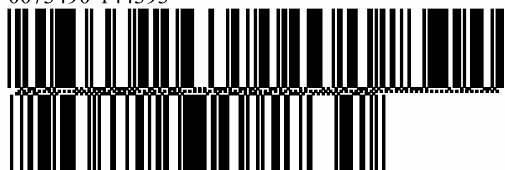


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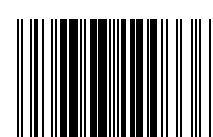
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