



# Shalom08|18

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

**Your Federation Supports:**

- Jewish Education
- Food Pantry
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- PJ Library
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- Jewish Community
- Relations Council
- Community Holiday Programs
- Women's Philanthropy
- Jewish Federations of North America
- Counseling Services
- Leo Camp Lecture
- Shabbat B'Yachad

## Announcing the fifth annual Reading Jewish Film Series

**By Amanda J. Hornberger**

The Jewish Cultural Center and Fox Theatres is proud to announce the lineup for the fifth year of the Reading Jewish Film Series.

The 2019 Reading Jewish Film Series, which opens this fall, will feature a variety of film genres from comedies to dramas to documentaries. The films are from around the world, including Argentina, Australia, India, Israel, the Netherlands, Spain, South Africa, Poland and the United States. The complete list follows:

**Oct. 10** — "The Last Suit"\*

**Nov. 28** — "Shalom Bollywood: The Untold Story of Indian Cinema"

**Jan. 9** — "An Act of Defiance"

**Feb. 6** — "And Then She Arrived"

**March 6** — "Scandal in Ivansk"\*

**April 10** — "Heading Home: The Tale of Team Israel"

\*Special event following screening

Following "The Last Suit" we will host a complimentary empanada reception in partnership with Centro Hispano in honor of Hispanic Heritage Month.

The March film will be followed by a discussion led by Dr. John Incledon, professor in the Holocaust Studies Department at Albright College.

We hope you will join us for films featuring a journey back through time and halfway around the world, the unlikely Indian Jewish film connection, a historical thriller about Nelson Mandela, a romantic comedy, the real relations between Jews and Poles in modern day Poland and the David-and-Goliath story of Israel's national baseball team. All of these will be featured during the 2019 Reading Jewish Film Series!

The 2019 Reading Jewish Film Series is co-sponsored



by the Rubin Educational Fund of the Jewish Federation of Reading and Fox Theatres. Admission is \$5 per film or \$25 for the series of six films. All films will be shown on Wednesday

evenings at 7 p.m. at FOX EAST. Tickets can be purchased at the theater beginning at 6:30 p.m. the day of the screening, and series tickets can be bought at the JCC. Cash and checks are accepted.

## Breezy fun at the annual meeting and picnic



Above, Israeli drummer Yoav Levy explains the musical participant part of the show featuring Al Katz, Ari Lipsker, Louise Zeidman and Adelaine Woodward. Below, the crowd waits for the meeting to begin.



Plenty of community members came out on an unusually cool and windy afternoon to enjoy the Jewish Federation of Reading's Annual Meeting and picnic June 3 at Wyomissing Hills Playground. The event featured a delicious kosher lunch catered by Boscov's along with Israeli drumming and other family fun. The business portion of the program featured presentations by Federation Chairwoman Haia Mazuz, past Chairman Larry Rotenberg, President William D. Franklin and JCC Program Director Amanda Hornberger.

More photos on back page.

# A stronger community starts with you

By Richard Nassau  
Development Director

It all starts with you. That is why over the summer we have been inviting people to meet with us one-on-one and share their ideas, thoughts, and insights.

We have been reaching out to talk with members of our Jewish community. We've been listening. We took time over this summer to meet with people and hear about their needs and the needs of their family. We wanted to hear their thoughts, ideas, and opinions about our community. We wanted to know more about them and about their views on things from education, to Israel, to connections, to events, to support services for families. Plus, everything in-between.

We have been asking questions and speaking with people about the best ways we — Federation, JCC, JFS — can provide the programs and services they expect (and



need) from our Jewish community.

We are listening, and we are learning. We've heard how the many services and activities you support through the community campaign help ensure the vitality of "Jewishness" within our community. How the work of Federation and its support of the JCC, JFS and others are critically important. How Federation programs are connecting people to our community and to each other.

Your campaign gift makes this possible. Your gift allows new connections.

Over this summer, people have told us how they view Federation, JCC and JFS as community resources. People have told us about their need for new opportunities to (re)connect and engage in the Jewish community. How they would welcome expanded programming and new initiatives by the Federation, JCC and JFS.

It is your gift that will make it easier for Federation, along with the JCC and JFS, to respond to emerging community needs and support these new ways for people to become part of our community.

We know and have heard how there are still parts of our community that feel overlooked or underserved. Federation is responding by asking what we can do to improve. We want everyone to feel part of our Jewish community. We want to ensure our Jewish culture, our connections, our "Jewishness" remains part of who we are as a Jewish community.

We've also listened to suggestions for ways to increase outreach efforts and for ways we can welcome new members into our community. We've heard ways we could increase volunteer opportunities and involve people with newly found time - post baby/toddler/early ed school age or recently retired. We've heard proposals for ways people could better get together and how it doesn't need to be a formal event.

It all starts with you. Your support of our Community Campaign makes everything we do possible.

We welcome your ideas, thoughts, and insights. If you'd like to share your comments one-on-one, please contact me.

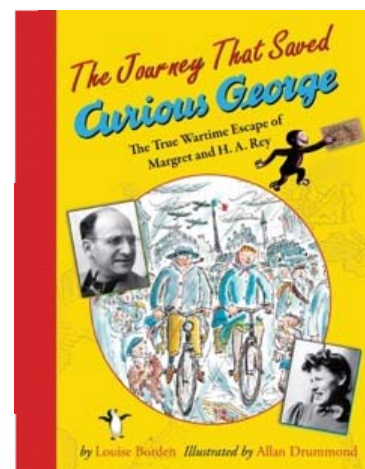


invite you to join us for a day with

## Curious George and his Creators

Meet author Louise Borden and learn about the amazing journey to save Curious George. Separate children and adult programs will explore the true wartime escape of Margaret and H.A. Rey, creators of Curious George, from France in 1940.

Special appearance by Curious George!



**Sunday, September 30, 2018**

**Kids program at 4 pm**

**Adult program at 6 pm**

Exeter Community Library

4569 Prestwick Drive, Reading, PA

**Event is FREE!**

Kindly RSVP to [info@jfreading.org](mailto:info@jfreading.org) or 610-921-0624

Event sponsored by Jewish Cultural Center of Reading and Exeter Community Library



PJ Library of Reading is generously sponsored by the Sue B. Viener Memorial Fund of the Jewish Federation of Reading/Berks.



# Development

Annual Campaign

Women's Philanthropy

Maimonides Society

Your Jewish Legacy

Chai Circle

L'Chaim Society

Book of Life

Letter of Intent



2018 totals  
as of July 13

Jewish Community  
Campaign  
\$210,682

\*Includes transfers from Donor  
Advised Funds

## From the President's Desk

# Watch for focus on social action in the coming year

By William D. Franklin  
President

Margo Levin and I attended the Jewish Council on Public Affairs (JCPA) national conference in April. Ruth Messinger was a key speaker. Her main message was: "In a democratic society



where wrong exists, some are guilty but all are responsible. Every social issue is a Jewish issue because Judaism forms

our values and we must act on them."

Taking these words to heart, Margo agreed to chair our JCRC (Jewish Community Relations) Committee and has initiated program planning for 2018-19. Informed by our Jewish values, these programs will address major social issues of today such as gun violence, voting rights, immigration and others. They will also expand our work with Reading's Muslim, Afro-American, Hispanic and LGBT communities.

We are fortunate that Messinger, the immediate past President of American Jewish World Service, will highlight our

Leadership Dinner in October. She will speak at a community lunch with our non-Jewish partners and later to the Jewish community. In mid-January, we will continue along this arc of action by bringing Roy Waterman, JCPA's Criminal Justice Manager, to speak on the radical inequalities in our justice system. Other programs and film discussions are being planned to keep the momentum and action going. We are working to build action-oriented relationships and bridges to counter community polarization.

Rabbi Jonathan Sacks said, "The

only historically proven way for people to build community across differences is to build things together." In this spirit we are embarking on a new five-year strategic plan to connect the interests and needs of the community with the programs and services of the Jewish Federation. We are conducting focus groups to learn more about what our future community should look like. Several community-wide meetings will be held in the fall to communicate our initial findings and discuss their ramifications. Join us to build our future.

## JCHS to feature course in American Jewish history

Barbara Lerner will be teaching a Reading Jewish Community High School 2018-2019 course in American Jewish History. This course will reflect the experiences of her participation in the third annual National Educators Institute (NEI), The Art and Science of Teaching Jewish History in America.

It is an innovative program designed to transform the teaching of American Jewish history by utilizing the trove of artifacts and resources available at the National Museum of American Jewish History (NMAJH) in Philadelphia. Of the 25 admitted teachers, Lerner was the only community Jewish high school instructor.

NEI's goal is to enhance the teaching and learning of American Jewish history in secondary schools and raise student achievement by improving



Barbara Lerner

teachers' knowledge, appreciation, and aptitude for teaching Jewish history and encourage students to appreciate the wonders and challenges of American Jewish life, past, present,

and future.

This special program will:

- Contextualize contemporary challenges facing American Jews helping students to better understand where we have been and better to appreciate what sets them apart both as Americans and as Jews.
- Deepen their understanding of America and show them how their ancestors fit into the larger picture of American society.
- Communicate the enduring power of religion in America and show how Jews have formulated religious identity in a distinctively pluralistic setting.
- Bridge the gap between collective experiences and personal stories, helping students to find the links between their own history and the history of the Jewish people.

• Encourage students to integrate Jewish and secular studies by forging chronological and conceptual links between them.

• And most importantly, help them better appreciate human potential. "The ability of American Jews — young and old, men and women alike — to change the course of history and transform a piece of the world. American Jewish history is, after all, not just a record of events; it is the story of how people shaped events — establishing and maintaining communities, responding to challenges, working for change. That, perhaps, is the greatest lesson of all that American Jewish history can offer our students: that they too can make a difference, that the future is theirs to create." (Jonathan Sarna, 2004)

## JCHS switches to morning hours, announces classes for fall

By Rabbi Barry Dov Lerner

Jewish Community High School

Reading Jewish Community High School will meet Sundays at the JCC, 9:30 a.m. to 12:15 p.m. during the upcoming school year. Teens will discuss classical and modern Jewish teachings, find contemporary meaning in the concepts and values of Jewish tradition and build a teenage Jewish community. Students are encouraged to ask the questions that matter to them and develop answers that engage them.

### Bioethics — Living in a World of Tradition and Change

Today we are often asked to choose between modern science and Jewish tradition. We will examine emerging scientific discoveries and technologies in a wide variety of areas such as genetic engineering, drug research, clean-tech and renewable energy, control of agricultural pests using pheromones and when does death become final to name a few. We will focus on key differences between secular and Jewish approaches in interpretation, analysis, and application of bioethical concepts — as well as similarities. Our goal is not to solve these fundamental ethical dilemmas. Rather, we want to prepare ourselves for making informed decisions as Jews and citizens who will continue to be confronted by increasing challenges of

modernity and our tradition.

### Jewish Wit — A Historical Explanation of Why It Is or Once Was Funny

What does Jewish humor say about the history of our people — where we have lived, the languages we have spoken and the circumstances we survived or enjoyed. Why are there so many Jewish comedians and writers? What in our history helps to explain the humor? Is tragedy ever funny? We will share examples and then ask ourselves, "Why is it funny?" Who would have told such a story, where, under what circumstances and for what reason? What does that humor tell us about those Jews — when they lived and where? Do stereotypes come from within the Jewish community, from outside the Jewish community or from both sources? Why and does it matter? How is it relevant to today?

### Pirkei Avot — Traditional Texts in Modern Media

The only Talmudic text that does not deal with laws is Pirkei Avot (usually translated as "Ethics of the Fathers"). These Talmudic tidbits of moral and ethical insights are most often taught in contemporary film and You-tube media in depicting contemporary dilemmas and choices. We will view selected scenes depicting these truths and then examine

their importance for the future of the Jewish community and Western civilization.

### Jewish Food — Fact or Fiction?

What makes a food Jewish? Is it family tradition or rabbis and cookbooks? This class will explore numerous aspects of Jewish belief, identity and practice connected to food. Examples include kashrut, learning from our neighbors, the environment, personal diet, and the surrounding culture. We will also prepare food for people in need as a form of tikkun olam. Last but not least, we will certainly enjoy some food together.

### Perspectives on American Judaism

American Judaism emerged in the 20th century as a multi-pronged

enterprise. Students will examine this story from the beginnings of the American Jewish community in 1654 to today as Jews immigrated to new places while holding on to tradition and adapting to new circumstances.

### Do-It-Yourself Judaism

As students assume responsibility for their connection to a meaningful heritage, we will share some loving traditions and new opportunities to create reflective moments, rituals, and ceremonies beginning at birth. We will look at both ancient and contemporary rituals and create new ones where gaps may exist. This syllabus will be expanded and focus on the interests of the class.

## ROMEO group to meet

Retired old men eating out or ROMEO groups can be found across the country. The JCC is looking to start a ROMEO group and is seeking interested retired men in the community!

The concept is simple. Retired men meet for lunch every month. Everyone pays their own way and no transportation is provided. The lunch venue and day of the month remain the same even as the group participants change. The

JCC ROMEO group will meet on the first Tuesday of each month at noon in Wyomissing Family Restaurant, 1245 Penn Ave. Lunch typically lasts about 90 minutes.

The inaugural meeting is scheduled for Tuesday, Sept. 4.

If you are interested please contact Bob Caster at 610-587-1985, speak to Bill Franklin at the Federation or email [info@jfreeding.org](mailto:info@jfreeding.org).

## Shalom

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



# Shabbat dinner program to continue, expand

By Amanda J. Hornberger

Did Shabbat B'yachad spark your interest or involvement in other Jewish experiences? In a recent survey 100 percent of the young families who participated in our Shabbat B'yachad Shabbat dinner program last year agreed with that statement.

Based on the success of our Shabbat B'yachad program Jewish Federation of Reading will continue to sponsor the program for 2018-2019.

Described as a "great way to connect across congregations" last year, Shabbat B'yachad brought together 13 families with young children for Shabbat dinners in homes every other month. The first two years of this program were funded thanks to a grant from the Harold Grinspoon Foundation. This year Jewish Federation of Reading has committed to continue to fund and support these Shabbat dinners.

Most of our original Shabbat B'yachad

families will remain in the program, but we are looking for other families raising young children to join the program next year.

We are also looking to create a similar program for the empty-nester households.

Any family interested in participating in the families with young children Shabbat dinner group or the empty nester Shabbat dinner group should contact Amanda Hornberger at [amandah@jfreading.org](mailto:amandah@jfreading.org) or 610-921-0624.

# JCC archive in process of being digitized

By Amanda J. Hornberger

The December 1980 edition of *Shalom* carried the headline " '81 Goal: 100% Involvement". Elie Wiesel, Nobel Laureate and Holocaust survivor, was pictured on the front page of that edition as the first Leo Camp Memorial Lecture speaker. This unique piece of Reading's Jewish history is now digitized as part of a new ongoing project for the JCC.

Thanks to the efforts of volunteer Abby Goldberg and Federation staff, this summer the JCC is digitizing items and papers from the old JCC. Thus far images of the trophies and plaques from the JCC have been digitized. If you are interested in picking up one of the trophies or a plaque pertaining to you or a family member, please contact the JCC at 610-921-0624 to see our collection. Items not claimed by the end of the summer will be discarded.

As a newer staff member, I

have enjoyed looking through the old Shaloms and seeing the rich Jewish traditions, history and fun so evident throughout the years in Reading. Abby, a June Wyomissing High School graduate who is headed to college in the fall, has been hard at work this summer scanning old issues of *Shalom* and making them searchable so we have better access to those interesting, historical tidbits hidden in our archives.

In addition to the *Shalom* archive and JCC items there is a large collection of pictures from the old JCC that we will be digitizing. We need your help to identify people in pictures!

Due to our large archive this digitization project will continue through the fall and winter. If anyone is interested in helping with this project by identifying individuals in photos or scanning please contact Amanda at [amandah@jfreading.org](mailto:amandah@jfreading.org) or 610-921-0624.



# Post-film discussion after screening of WWII spy drama at Goggleworks

By Amanda J. Hornberger

Join us Sunday, Aug. 19 for a special post-film discussion following the screening of "Catcher Was a Spy" at the Goggleworks Film Theatre.

The film tells the story of retired Major League Baseball player, Moe Berg, who lived a double life working for the Office of Strategic Services during World War II and helped the United States beat Germany in the race for the atomic bomb. Paul Rudd stars as Berg. The cast also includes Mark Strong, Sienna Miller, Jeff Daniels, Tom Wilkinson, Giancarlo Giannini, Hiroyuki Sanada, Guy Pearce and Paul Giamatti. The film was directed by Ben Lewin and written by Robert Rodat and was based on the book of the same name by Nicholas Dawidoff.

"Catcher Was a Spy" opens Aug. 17 at Goggleworks Film Theatre with showtimes at 3 and 7 p.m. on weekdays. On Saturdays and Sundays there are screenings at noon, 3 and 7 p.m.

Jewish Federation of Reading will lead a special post-film discussion following the 3 pm screening of "Catcher was a Spy" on Sunday, Aug. 19. Our discussion will be led by Brian Engelhardt, a local baseball historian and author of "Reading's Big League Exhibition Games."

Tickets are available for purchase at the Goggleworks box office starting 30 minutes before showtime. The film is rated R and runs 98 minutes. The theater is located inside the Goggleworks Center for the Arts, located at 201 Washington St. in Reading.

The JCC cordially invites you to

# ISRAELI WINE TASTING

Saturday, October 20, 2018

7:30 p.m.

555 Warwick Drive  
Wyomissing, PA 19610

Explore cheese and Israeli wine pairings with local wine expert George Reppert.

Seating is limited. RSVP required by October 3, 2018 to [info@jfreading.org](mailto:info@jfreading.org) or 610-921-0624

Cost for JCC members:  
\$20 single or \$35 couple  
Cost for non-members:  
\$25 single or \$45 couple



Jewish Cultural Center

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

### Plenty of summer fun at Friendship Circle



*The Jewish Family Service weekly Friendship Circle program continues all summer with fun, interesting programs. Clockwise from top left: Lila Shapiro, left, learns about “Judith” from Jennifer Koosed; Becky Hughes makes a presentation on covered bridges; from left, Sylvia Wenger, Margo Levin, and Louise Zeidman discuss Margo’s recent trip to Poland and Israel. Friendship Circle meets Thursdays at 1 p.m. for lunch followed by a program at 1:45.*

### Local campers, staff have another great summer at Camp Harlam



*Reform Congregation Oheb Sholom was well-represented at the Union for Reform Judaism’s Camp Harlam in Kunkletown, PA. From left are Chloe Carlin, Samantha Feresse, Molly Nemirow, Rabbi Brian Michelson, Holly Michelson, Alexandra Levin and Ruby Nemeroff. Not pictured: campers Danielle Radosh and Aspen Weizer and staff member Bryce Weizer. RCOS members Will and Nate Stein attended the URJ’s SciTech 6 Points Sci-Tech Academy in Byfield, Mass*

*Holly Michelson with Reform Congregation Oheb Sholom campers, from left, Ruby Nemeroff, Dani Radosh and Aspen Weizer. Holly and her husband, Rabbi Brian Michelson, spend time each summer working at Camp Harlam.*

# Meir Panim youth clubs offer respite from violence at border

As violence on Israel's southern border persists and agricultural terrorism burns the Holy Land, Hamas rockets are fired towards Israeli cities from Gaza. Until now, Israel's army performed limited retaliation due to the complexity of the situation. However, in self-defense, the Israel Air Force has begun to target launching sites in the Gaza Strip. Responding to this show of force, rockets were fired into southern Israel, triggering red alert sirens and sending Israelis into bomb shelters.

This brings the frightening sounds, smells, and sites of terror back into the lives of Sderot's citizens, who live just across the border from the Gaza strip. "With war continuing to rage within view of Sderot's residents, children in this area are already like war veterans," stated Danielle Rubin, Director of American Friends of Meir Panim, which is supported by local dollars through the Jewish Federation of Reading's Israel Now campaign. "We must help to keep them safe and hopeful for their future under these very trying circumstances."

Since April 13, hundreds of kites with burning tails and explosive balloons have been flown into Israeli territories from Gaza. Called "agricultural terror," these incendiary devices have burned thousands of acres of farmland and caused millions of shekels worth of damage.

"With Israel's southern border continuing to suffer from terrorist activities, we are grateful that we have been able to help ease the suffering of Sderot's children," Rubin said. "Our local youth clubs are providing a safe and comforting place for teens. They are serving as healthy outlets to



maintain a sense of normalcy amidst the crisis."

The youth clubs are located within converted bomb shelters. Should a red alert siren go off while the youth are in the club, they are already safe. "Meir Panim renovated the bomb shelters to make them feel more like relaxing spaces to hang out rather than places to hide from rockets," Rubin said. "These clubs provide traumatized teens with a safe place to socialize and expand their horizons."

Activities Meir Panim provides at the Sderot youth clubs include cooking classes, dancing, laugh therapy, music, and carpentry workshops. In addition, they host fun group activities like barbecues, holiday parties, sports, and important lectures on violence, and risky activities.

One example of the importance of the clubs is the great work being done for 17 Sderot teens through the leadership group, NOVA (Youth for

Building the Future). Participants are involved in social action, perform volunteer work, and contribute to the community. They also participate in discussions about social issues such as racism, absorption and acclimation difficulties, the army and national service, working rights of teenagers, education, the security situation, and acceptance of others. These discussions help to strengthen the teens' communication skills and develop leadership qualities.

An especially moving activity is when participants visit war veterans. The youth listen to the veterans' war stories, which they now can deeply relate to, and express their appreciation for their service by giving a small gift and a lot of warmth. The group also visits hospitals several times each year to cheer up patients and give gifts.

Meir Panim hopes that youth attending this program will grow to become some of Israel's greatest leaders due to their compassion and unique life experiences. Children at the centers have personally requested an upgrade of some of the aging equipment. This includes a ping-pong table, computer games and remote controls, office equipment, yard furniture for a sitting area, and sports equipment – a volley ball, a net, a basketball, and a punching bag.

"Meir Panim is able to continue our network of social welfare programs in Israel only through generous donations from our amazing supporters," said Rubin. "We are so grateful that we are able to make a positive impact on the lives of struggling Israeli children."

## All Around the Town

Mazel Tov to our community's recent high school graduates honored in the *Reading Eagle's* Berks' Best scholarship competition:

**Abby Goldberg**, daughter of David and Debbie Goldberg, winner in the mathematics category; nominee in science.

**Audra Nemirow**, daughter of Mark and Geri Nemirow, finalist in communications.

**Matthew Driben**, son of Jeff and Lynn Driben, nominee in communications and computer science.

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Congratulations to **Phil and Megan Elbaum** and big brother Cameron on the birth of Noa Elbaum.

*Until next time: Shalom!*

## Obituary

**Marilyn F. "Lynn" Salpeter**, 94, of Wyomissing. She is survived by her stepdaughter Helen Coleman and stepsons Alan and Howard Salpeter, her eight grandchildren and nine great-grandchildren.

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**Shirley Blacker**, 96, of Morristown, N.J., passed away on June 23. Shirley, formerly of Lorraine Road, Reading, was born in Paterson, N.J., before moving to Fair Lawn, N.J., and then Reading in 1960. Shirley was predeceased by her husband of 43 years, Morris. He was owner of Reading Rayco Auto Interiors for more than 50 years. She was a past member of Keshar Zion Synagogue. Shirley is survived by her sons Robert Blacker and wife, Debbie, of Morristown; and Stuart Blacker and wife, Margie, of Short Hills, N.J.; five grandchildren and three great-grandchildren.

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**Daniel N. Meyers**, 28, of Oley. Daniel graduated from Exeter High School and worked as maintenance technician at Hafer Petroleum in Birdsboro, he was also a certified welder. Dan enjoyed working on cars with his friends and loved his Harley Davidson motorcycle. He is survived by his mother, Suzanne, of Boyertown and his father Lee and his wife, Karen, of Florida. Daniel is also survived by his brother, Michael of Philadelphia and his sisters; Elizabeth and her husband John Madore of Maryland and Alison Meyers of Lancaster, there are also three nieces.

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**Irma "Icy" Cohen**, 94, of the Highlands at Wyomissing. Icy enjoying reading and playing bridge, she was a regular at the Wednesday Bridge game at the JCC. She is survived by her son Randy Cohen and her daughter Jan Cohen-Cruz and husband, Dionisio Cruz. Other survivors include her three grandchildren and their spouses.



Yetaesh Ayalo receives an Outstanding Soldier Award during Israel Independence Day celebrations.

## A proud and inspiring day for graduates of IsraElite, Yemin Orde Youth Village

Congratulations to IsraElite graduate, Yetaesh Ayalo, and to Yemin Orde graduate, Raphael Barrer Larrat, who both received an Outstanding Soldier Award in the Israel Defense Forces during Israel's Independence Day ceremonies in Jerusalem. This special ceremony takes place each year for 120 outstanding IDF soldiers

Yetaesh is now serving her third year as a fighter with the Airborne Rescue and Evacuation Unit. In recognition of Yetaesh's achievements and leadership, her father received approval to immigrate to Israel from Ethiopia and be at his daughter's side during the special ceremony. Yetaesh's advocacy for her father and her leadership were noted extensively in Israeli media.

IsraElite is a gap year leadership program for at-risk and immigrant women. The program empowers young women from the margins of Israeli society with the tools necessary to rise to leadership

positions in their national service and beyond.

Raphael Barrer Larrat immigrated to Israel from Brazil in 2012 and graduated from Yemin Orde Youth Village in 2014. His IDF unit commanders cited Raphael's excellent leadership, capabilities, motivation, professionalism, values and dedication. He now serves in the Givati Brigade.

Yemin Orde's Gap Year Leadership Programs for Immigrant Men and Women are designed specifically to meet the unique needs of marginalized at-risk youth. These programs operate under the auspices of Village Way Educational Initiatives and are supported through private philanthropy. Yemin Orde is proud of these two young leaders who exemplify the Village Way and are role models for their generation.

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

### LOCAL CONGREGATIONS AND SERVICE TIMES

**REFORM CONGREGATION OHEB SHOLOM (610) 375-6034**

Friday, Aug. 3: Shabbat service, 6 p.m.

Fridays, July 27, Aug. 10, 17, 24 and 31: Shabbat service, 7:45 p.m.

Saturday, Sept. 1: Josh Cole Bar Mitzvah, 10 a.m.; Selichot service, 8 p.m.

**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.

at Reform Congregation Oheb Shalom

# Liberal Zionism isn't dead, but it needs to wake up to new realities

By Jonathan S. Tobin

*Editor in Chief, Jewish News Syndicate*

The only argument worth having now is between Zionists of all stripes — liberals as well as conservatives — and those who oppose the Jewish state's existence.

American Jews who identify as both political liberals and supporters of Israel are speaking up lately about their plight. They have been caught in the crossfire between leftist anti-Zionists and the Jewish right, and many are starting to feel like orphans of history. As historian Jarrod Tanny wrote recently in *The Forward*, those who share the antipathy of fellow liberals for President Donald Trump and Israeli Prime Minister Benjamin Netanyahu, but support Israel, are feeling very lonely. He argued nonetheless that those who claim this label must stick to their support for a two-state solution and a secure Jewish state while continuing to oppose the policies of the two governments.

The sense of isolation he was feeling was heightened by the American Jewish Committee's latest survey of American Jewish and Israeli opinion, which showed that the majority of Israelis approve of Trump while U.S. Jews are overwhelmingly opposed to him. Trump's recognition of Jerusalem as Israel's capital and his consistent support for the Jewish state in the conflict with the Palestinians was demonstrated again when U.S. Ambassador to the United Nations Nikki Haley waged a lonely and courageous fight against a

biased condemnation of Israel at the United Nations over violence along the border with Gaza. That has not only endeared him to most Israelis but to the minority of Jews who are either politically conservative or religiously Orthodox.

But the problem here is not so much the level of "resistance" to Trump as the idea that those who think ill of him are beginning to view Israel and its people as the moral equivalent of a red state populated by a tribe of Jewish "deplorables."

Part of the problem is that some critics of the Netanyahu government have adopted the same sort of rhetoric used by opponents of Trump. They don't merely disagree with Netanyahu's governing coalition about the peace process or even its friendly relationship with Trump. As two critics asserted in *The Forward* asserted, they consider it to be a band of "fascists" threatening democracy and leading Israel towards "apartheid."

Netanyahu is far from perfect, and his government is guilty of overkill in its attempts to deal with advocates of BDS; banning them from the country is both counterproductive and unnecessary. But his left-wing opponents seem to have a problem with democracy since they are unable to make their peace with the fact that he keeps beating them at the ballot box, and legal problems notwithstanding, retains the support of the majority of Israelis.

As for the standoff with the Palestinians, claims about the long-

term damage to Israel of maintaining the anomalous situation in the West Bank have some merit. But as long as the Palestinian Authority subsidizes terror and spews anti-Semitism—and their Hamas rivals are Islamists who have been waging a violent assault on the border with Gaza in the name of the "right of return," which is synonymous for Israel's destruction — such arguments remain unpersuasive. Under these circumstances, it's easy to comprehend why the majority of Israelis don't see a rational alternative to Netanyahu's policies and appreciate Trump's willingness to be more supportive of Israel than his Democratic predecessor whom the majority of American Jews supported.

That puts American liberals unalterably opposed to Trump and against Netanyahu in a tough spot. But the notion that liberal Zionism is dead is absurd. Support for the Jewish state and opposition to those who wish to deny the right of the Jewish people to a state or their right of self-defense doesn't require one to back either leader or to give up on the idea of a two-state solution.

What is dead is the tired, right-left debate about settlements and borders that has divided liberal Zionists from conservatives. What both sides must understand is that their old arguments are obsolete.

When the day comes that a Palestinian leadership is willing to recognize the legitimacy of a Jewish state, no matter

where its borders are drawn, then the two camps can resume battling. But until then, Zionists of all stripes must wake up to the fact that they are on the same side in the only real debate going on today. The rise of anti-Zionist and pro-BDS groups — like Jewish Voice for Peace and IfNotNow — hasn't merely stolen the thunder from liberal Zionist organizations, they have recast the argument about Israel to one that is focused on the Jewish state's legitimacy.

Our partisan differences in America and Israel are insignificant when compared to that unsettling reality. Hard as it may be for many of us who are so deeply invested in disputes that have dominated Jewish life for a generation, they must come to realize that the debate has shifted. If you love Israel, the enemy isn't the settlement movement or those who want "peace now," but advocates of intersectional ideology that falsely casts Israel as an imperialist colony that is the moral equivalent to both apartheid and Jim Crow.

That means the Jewish right needs to stop demonizing anyone who disagrees with them about settlements as a self-hating Jews, and liberal Zionists need to resist the impulse to view anyone who supports Trump or Netanyahu as an accomplice to fascism. The defense of Zionism requires us to put aside our long-standing labels and take up the current struggle with the same passion we summoned in the past to oppose each other.

## Narrowing the gap: What being pro-Israel really means

By Matt Goldberg

*National executive director,*

*Jewish Community Relations Council*

Two recent stories in the news have reignited debate on what it means to be pro-Israel.

The first concerns Leslie Cockburn, a Democrat running for the U.S. House in Virginia's 5th Congressional District. About 25 years ago, she co-authored a book targeting the American-Israeli relationship.

In its review of the book, *The New York Times* said, "Its first message is that, win or lose, smart or dumb, right or wrong, suave or boorish, Israelis are a menace. The second is that the Israeli-American connection is somewhere behind just about everything that ails us."

Her political opponents have accused her of anti-Semitism based on this book.

However, Cockburn recently reminded voters that the book was written 27 years ago. She also said, "the U.S. should support Israel, and yes, the U.S. should be supporting, to some degree, the Palestinian Authority."

Furthermore, she said she was seeking the support of J Street, a pro-Israel advocacy organization that, while supporting Israel, is often critical of the

current government's policies.

The second story concerns the advocacy organization If Not Now, which is primarily composed of Jews highly critical of Israel's treatment of the Palestinians, who want a forum with campers at Camp Ramah, a group of Conservative movement camps around the United States and Canada. Proudly pro-Israel, Camp Ramah has rebuffed this group, some of whom are its alumni.

In the Israel advocacy world, there are many national organizations, spanning the political spectrum from very left to very right.

I cannot emphasize enough the number of conversations our organization has had about the proverbial pro-Israel tent — who is in, who is out — but I will shine some light as best I can.

Criticism of Israel is not anti-Semitic. While some pro-Israel groups specifically do not criticize Israel's actions under any circumstances, those that do love Israel no less.

Our own national organization, the Jewish Council for Public Affairs, has criticized Israel recently on its treatment of asylum seekers and non-Orthodox Jewry. While there is less national criticism of Israel's treatment of the

Palestinians, most that engage in it remain deeply Zionist.

Case in point: J-Street, a pro-Israel organization. Its voice needs to be heard. Should J-Street endorse Cockburn, it should go a long way toward dispelling any thoughts that she is anti-Zionist.

Conversely, criticizing only Israel is anti-Semitic; that's why we oppose BDS in all its forms. Advocating for a boycott or sanctions against Israel and not China, Russia or any other country, whose human rights record is far worse (even if you believe Israel is guilty of all the crimes of which it is accused, which is ludicrous) is anti-Jewish. One BDS response to this goes, "Well, you have to start somewhere." Well, when that start always appears to begin with the world's only Jewish state...

That brings us back to the proverbial tent, which tells us who is kosher on Israel and who isn't. While the range is wide, our measuring stick should be basic Zionism: Belief in a Jewish and democratic state composed of some part of the biblical land of Israel. There can be strong disagreement on what that parts of the land should be Palestinian, but this is fundamental. Recognition of a Palestinian entity must also be a part of

entry to our tent.

There are groups on the extreme right that deny that there is even such a thing as a Palestinian. Some advocate mass land confiscations, evictions and population transfers. All this should be anathema to Jews.

For Jewish groups, the same rules apply. Jewish Voices for Peace is clearly anti-Zionist and often promotes blatant misinformation about Israel. It cannot be taken seriously. But a group like If Not Now is more complicated. Its writings, while certainly one sided, are not propaganda-type lies. I would propose that all Zionists and pro-Israel advocates read about them and think long and hard about some of the things they are saying.

Israel is a complicated nation, but the "Israel is always right" people and those who say "Israel is always wrong" do have something in common: Their messages will always be unable to convince those with nuanced views.

Why? Because Israel, like all nations, is sometimes wrong and sometimes right.

Our goal as pro-Israel advocates ought to be to emphasize the good, while not denying bad. Hopefully, Israel continues to strive to live up to its own high moral bar that it rightly sets for itself.

## American pediatricians go on mission to Kenya with IsraAID

*Israel21c.com*

Marking its first joint Israeli-American medical specialist mission, Israeli humanitarian aid organization IsraAID arranged for a delegation of American pediatricians to join the organization's ongoing medical program in Kakuma Refugee Camp in Kenya.

According to IsraAID, Kakuma is one of the world's oldest and largest refugee camps and is chronically understaffed. It houses more than 185,000 refugees from countries across the region. Nearly 60 percent of Kakuma's refugee population is under the age of 18.

The mission participants, led by Dr. Michelle Sandberg and Dr. Sabrina Braham from the Stanford University School of Medicine, landed in May and were greeted by Israeli peers in the camp's two hospitals and six clinics operated by the International Rescue Committee and Kakuma Mission Hospital. The US doctors also will train Kakuma's medical staff.

"Major health issues affecting Kakuma's residents vary, and have recently included malaria, lung infections, tuberculosis, HIV, malnutrition and cholera," said IsraAID in a press

statement. "By providing up-to-date training in pediatrics, the visiting physicians can make a real difference to the long-term prospects of Kakuma's children."

Sandberg said it will be challenging to work in an area with limited resources.

"It will also be hard to bear witness to so much suffering, but I hope to have an impact by increasing awareness of the refugee problem in this part of the world and the important work IsraAID is doing," she said.

IsraAID launched its activities in Kakuma in 2011, working to support

the psychological, water and medical needs of refugee and host communities. Programs include two Child Resource Centers serving more than 150 refugee children per day, water technician training for unemployed young people and specialist medical support for Kakuma's hospitals and clinics.

Since 2001, IsraAID medical teams, search-and-rescue units, post-trauma experts, community specialists and other professionals have responded to emergencies and disasters in 46 countries. The organization also runs long-term aid programs in 16 countries.

# 10 incredible Israeli techs that are transforming lives worldwide

## Israel21c.com

"The companies featured in Solution Nation are addressing acute pain points — blindness, amputations, food shortages, polluted water, radioactive contamination and more," writes David Wanetick, author of a new book describing 62 Israeli companies developing solutions to problems "that threaten to end life itself or materially degrade the quality of life."

"The primary audiences for Solution Nation are investors and business professionals," said Wanetick, a California resident who's written company and patent valuation reports for Israeli companies and has invested in Israeli companies for about 15 years. "I wanted to enable readers to make a determination as to whether the featured companies will succeed in delivering their solutions to intractable problems to the market," writes Wanetick.

**Food security:** In Africa, a staggering 30 to 50 percent of post-harvest corn fails to reach the market. A lot of that loss is due to rodent, fungus or aflatoxin infestation that happens when the grain is being dried and stored. Tel Aviv-based Amaizz resolves this problem with solar- or electric-powered modular drying, disinfection and storage units lined with thermoplastic and capped with anti-algae meshes. The units' unique ventilation system balances the humidity, precipitation and temperature. Amaizz started sales with a unit in Senegal and is developing an add-on disinfection system as well as a heating system that will be targeted to corn farmers in Latin America and Eastern Europe. The system also could be modified to deal with crops such as wheat, sesame, sorghum, rice, and coffee.

**Water security:** Caesarea-based NUFiltration helped solve the problem of what to do with some of the 125 million dialyzers (artificial kidneys used in dialysis) discarded annually worldwide: They sanitize and repurpose these sophisticated filters as water-purification devices for developing countries. Inside the NUF machines containing four to 640 dialyzers, a single dialyzer can purify 50 to 200 liters of water per hour. "A system

with eight dialyzers that costs one-third of an equivalent, leading filtration system can produce eight liters of water per minute. This is easily enough to supply all of the daily water needs to 200 to 300 people in Africa — in one hour," writes Wanetick. The water purifiers are operated with hand pumps or solar power, requiring no chemicals and little maintenance, as their membranes are self-cleaning. NUF systems are operating in Ecuador, Colombia, Peru, Fiji Islands, Cambodia, Vietnam, Ethiopia, Ghana, Kenya, Tanzania and Nigeria.

**Health security:** Senecio of Kfar Saba put a twist on an existing mosquito-control method of releasing sterile male mosquitoes in infested areas by using airplanes rather than vans, greatly increasing the coverage perimeters. "Releasing millions of sterile male mosquitoes from airplanes traveling at 250 kilometers per hour, in what I call Operation Infinite Romeo, presents monumental challenges," writes Wanetick. Among these challenges are sourcing the fragile insects, packaging them in containers, estimating the number needed per acre (four sterile males for every wild female) and determining optimal flying routes and times of day for release. "Senecio has developed sophisticated algorithms and robotic processes set up in assembly-line formation" to accomplish these tasks.

Netanya-based BioGenCell is developing a stem-cell therapy to treat a painful vascular disease called critical limb ischemia, a leading cause of amputations. The company's BGC101 compound, when mixed with the patient's own stem cells taken from a simple blood draw, creates natural artery bypasses and enhances the formation of additional blood vessels to better supply blood to damaged tissue. While other biotech companies are pursuing cures for the same disease using stem cells from bone marrow, BioGenCell's method is less invasive. When injected, the BGC101 formula "knows" to grow only where revascularization is needed.

OutSense, based on Kibbutz Nahsholim, is developing a device

that clips onto a toilet bowl to facilitate frequent and hands-free screening for signs of colorectal cancer. The device's spectral isolation and imaging technologies rapidly analyze solid waste for indicators including blood content, microbiome stability, texture and color that could be warning signs for cancer, irritable bowel syndrome, colitis or Crohn's disease. The smart device can even distinguish among different people in a household based on Bluetooth signals from their nearby devices. "Such frequent screenings should be at least as successful in detecting digestive diseases as submitting to expensive and invasive colonoscopies once every decade," writes Wanetick.

**Clean energy:** TaxiBot, a semi-robotic pilot-controlled towing tractor made by a division of Israel Aerospace Industries, allows pilots to leave their aircrafts' engines off during taxiing and parking. The result is a significant savings on jet fuel and carbon dioxide emissions, as well as reduced risk of hearing loss for ground crews. TaxiBot, already in use at the Tel Aviv and Frankfurt airports and certified for Boeing's B737 and A320 planes, can reduce the number of gallons of jet fuel consumed when a plane is taxiing by 84 percent. "Given the fact that each gallon of fuel emits 9.57 kilograms of carbon dioxide, the reduction in carbon dioxide emissions would be more than 6,000 kilograms per hour," writes Wanetick.

**Fire safety:** Fighting Treetop Fire of Jerusalem is developing infrared laser technology for pruning the tops of trees to prevent the spread of active forest fires. "Fires occurring on the tops of trees can be fifty times hotter, and move much faster, than fires on the ground," Wanetick explains. Firefighters will be able to use FTF lasers to trim leaves off high branches just by scanning the lasers across treetops from as far away as one kilometer, including from helicopters over difficult terrains and in windy conditions.

Another Jerusalem firm, Salamandra Zone, developed a technology enabling people to use elevators to escape high-rise fires. Ordinarily, elevators are

avoided in case of fire because they're not protected from flames, extreme heat and toxic gases. Salamandra Zone's B-Air E unit, placed on top of elevator cabs, converts toxic gases into breathable air in nanoseconds. Sensors in B-Air E determine the types, concentrations, and mix of chemicals that should be released to convert the smoke to air depending on which materials are burning. The pressure of the purified, cooled air being pushed into the elevator cab prevents smoke from entering when the elevator is moving or when its doors open. For added safety, the units contain an extra battery, pump and sensor. Backup electricity can operate it for at least three hours.

**Automotive safety:** GuardKnox of Ramla has a Communication Lockdown product that prevents any app, patch or upgrade from making contact with a connected vehicle unless it was specifically sanctioned by the automaker. The device protects vehicles from cyberattacks even when traveling in areas lacking communications signals. "Suppose an automaker sets the upper range of a particular car's speed signal at 120 miles per hour. Separately, suppose that the activation of automatic braking requires agreement from two independent sensors. No matter which access points hackers use to try to manipulate the car's speed or braking protocols, GuardKnox blocks any instructions that are not sanctioned by the car manufacturer," writes Wanetick.

The Eyes-On system from Foresight Automotive in Ness Ziona uses stereovision cameras to capture a range of data about objects in the path of the car that pose a potential hazard, and warns drivers visually or audibly about these objects. Foresight has demonstrated in hundreds of tests that at medium distances of 20 to 30 meters, Eyes-On can determine the distance to the object with an accuracy of 20 to 30 centimeters. The cameras capture between 30 and 45 images per second and achieve near 100 percent accuracy beginning with the first frame.

## First-ever female tank commanders make IDF history

For the first time in IDF history, four female soldiers, including a new immigrant from England, have become tank commanders after a 16-month pilot program and will be deployed to the Egyptian border with Division 80.

"There has never been such an experience in the IDF," said chief armored officer Brig.-Gen Guy Hasson, adding that the four female tank commanders are "four amazing and determined women. We understand the potential in the operational value of both the Border Defense Forces and the Armored Corps," Hasson said, stressing that "there is potential here for girls who really want to work for the defense of the state."

The pilot program began with 15 female recruits beginning basic training in southern Israel, with two recruits dropping out just after two weeks. The 13 remaining recruits then moved to Shizafon where they were divided into three squads headed by a senior tank commander, completing their tank training on the Merkava Mark-3 model, which they would be operating. This part of the program was designed to test the recruits' ability to perform routine border security, differentiating them from their male counterparts who also train for all-out war exercises. Throughout the training, the recruits were monitored by army nutritionists, doctors and exercise instructors.

In December, the recruits finished



their training and were applauded by the head of the corps' training brigade Col. Moran Omer during a ceremony. "We're standing before a bit of history. For the first time, a tank operator medal will be pinned on the uniform of female IDF soldiers," he said. "You stood up to the difficult physical challenges, learned the profession and, no less importantly, you learned to love the power of metal. We demanded you complete the full and long training program ... after you were fully trained as fighters in the Border Defense Force — no simple mission in itself — and

you did so successfully."

One of the first female tank commanders, 20-year-old Sgt. Charlotte Feld-Davidovici made aliya to Israel from England two years ago.

"Becoming one of the first female tank commanders in the IDF means not only do I get to fulfill my role of defending the country, but I also get the opportunity to bring women forward in combat and open up chances for future generations to defend their country just like their male counterparts," she said.

When the IDF announced that it was

considering the possibility of having women serve in the armored corps, several former high-ranking officers and religious groups come out against it, including former IDF chief rabbi Yisrael Weiss, who argued that if a male and female soldier are put "into a closed box for a week... you'll get a little tank soldier in another nine months." The IDF responded to the criticism, stating that even if the pilot program is deemed successful, there would be no mixed-gender tank crews and female tank crews will not be part of battalions, which would operate in enemy territory. Rather, they would only be deployed to the borders.

Hasson confirmed that there will be no mixed tanks. Every tank under female command will have only female fighters. "It's a first-of-its-kind role for women and opens a door for women for a new roles," said 20-year-old Noga Shina, another graduate of the course. "People around me think this is a very positive opportunity because this is the first job of its kind and I get to be a pioneer and to be one of the first women in the Armored Corps." According to Hasson, if they are required to engage an Islamic State group terrorist squad attempting to infiltrate from Sinai, they will be able to do so.

While an additional three recruits dropped out during their tank training, the other 10 finished and will serve as combat soldiers in the IDF's Caracal Battalion.

# Golan residents launch viral campaign to aid Syrian refugees

The Golan Regional Council has launched an initiative to collect items for children and humanitarian aid for Syrian refugees fleeing the conflict in southern Syria.

Hundreds of thousands have been forced flee their homes and villages to the buffer zone near Israel's Golan border as fighting between the Assad regime and the rebels intensifies.

"The refugees have arrived (at the buffer zone) without basic equipment for proper survival," said Golan Regional Council head Eli Malka. "In addition to the humanitarian activities that the IDF has been carrying out in recent days, I have decided to open a center for collecting supplementary equipment in order to enable the refugees to exist in a humane manner."

Malka explained plans for a mobilization and collection of items in each of the communities. From there the material would be taken to the council's center and transferred to the IDF, which will give out the aid and items to Syrian refugees.

"We would love any families in the Golan to make sealed bags for a Syrian child with toys and small toys, coloring pages, crayons and sweets that will not melt, to provide them with a moment

of sweet and sweet joy," Malka said. "These are our neighbors, and we see this as a mitzvah to help them in times of trouble. Thank you in advance to anyone who joins this mission."

There was also a call for baby bottles, pacifiers, clothes, shoes, and other such things for the refugees. Within hours the council's Facebook post had been shared nearly 200 times and liked more than 400 times with people from across the country volunteering to donate items from areas such as Jerusalem, the Galilee and Tel Aviv.

The Golan Regional Council, which is made up of about 32 Israeli villages and towns, has repeatedly appealed for urgently-needed items such as blankets, non-perishable food, toys and clothes.

A Facebook post in response appealed to the residents of Rehaniya in the Haifa area and Kafr Kama in the lower Galilee to take part in the initiative to assist the refugees. "The children's toys or gift bags will be donated to comfort the (Syrian) children who are going through such a difficult period," the post said, adding that a truck would take the items to the councils' center in the Golan Heights. People volunteered



from Kibbutz Dan, offering to donate a box filled with games, adding that "we also translated a few games into Arabic. We will be happy to donate games in Arabic."

All the aid collected by the council was to be transferred to the IDF for delivery to the refugees. On one recent week the IDF transferred humanitarian aid as part of a special operation that

took place over several hours. Three hundred tents were transferred along with 13 tons of food, 15 tons of baby food, medical equipment and medicine and 30 tons of clothing and footwear.

This humanitarian aid was specifically transferred by the IDF to camps where Syrians fleeing hostilities are residing in the southern and central Syrian Golan Heights.

## Making friends while racing with 'the other' in Jerusalem

Israel21c.com

Philip, like many of the teens involved in Arab and Jewish Jerusalem running group Runners Without Borders, doesn't know enough Arabic to converse with his counterparts from Arab neighborhoods. But as a recent Russian immigrant, he barely speaks Hebrew either.

While running through Jerusalem's Liberty Bell and Mesila parks for training once a week, Philip nevertheless has made friends. "He found common ground with both sides, communicating with signals and a few words as they run together," says Israel Haas, cofounder of RWB, which encourages Jewish and Arab residents of the city to meet, interact and cooperate through athletics.

RWB was formed in November 2014 in response to a tense year punctuated by racial violence and war. Haas was organizing a mixed boys running group and Shoshana Ben-David was separately

organizing a mixed girls running group. "We did not know each other and we were connected by some friends," Haas explains. "We decided to join forces and establish an NGO." They engaged a Jewish coordinator and an Arab coordinator in addition to professional running coaches.

From the very beginning, Haas felt that typical Arab-Jewish coexistence efforts based on the Western emphasis on dialogue don't take into account the Middle Eastern mindset and are therefore of limited value. "When you want to bridge between two sides you can't use the tools of one side and not the other. That's why Shoshana and I chose sports, and specifically running, because we both are runners and we know it's a very easy platform. In football or basketball you need to communicate in a common language but in running you just run together and everybody is equal."

Since participants are a self-selecting group eager to interact, Haas has not witnessed any problems between the two populations, many of whom live on the remote edges of the city in low socioeconomic conditions. "We try to avoid politics as much as we can. The message we try to convey is one of just wanting to break down the barriers and let people get to know each other," says Haas.

Some RWB runners feel this is best accomplished by learning one another's language. "Walid from the Arab neighborhood of Ras el-Amud joined us at age 15 and started learning Hebrew seriously and practiced by conversing while training. Now, at 18, he speaks Hebrew very well and insists on talking on the phone in Hebrew with Jewish participants and the Jewish coordinator," says Haas. "And he's not the only one. We also see Jewish participants taking Arabic courses."

One testament to its positive impact

is that school principals from the Arab neighborhoods of eastern Jerusalem refer adolescents to the group. However, a challenge remains in overcoming some Palestinian leaders' desire to avoid "normalization" with Jewish Israelis. While Arab and Jewish RWB runners have participated every March for four years in the Jerusalem Marathon, only Arab runners have been allowed to register for the Bethlehem Marathon later the same month. Haas is optimistic that this policy will change. "We have about 50 runners from East and West Jerusalem involved in ongoing activity on a weekly basis," says Haas. He recently launched a separate crowdfunding campaign to give an extra boost of stability to the youth team. "We just want to create a common zone where Jews and Arabs can get to know each other. If you know each other, you won't do bad things to each other," concludes Haas.

## Tunnel-detection tech offers safer, cheaper colonoscopies

A promising new technology for improving colonoscopies got its start as a way to remotely explore smuggling tunnels. When a tunnel is discovered, homeland security or military personnel need to quickly and safely determine what's inside. Beersheva-based startup IBEX Technologies developed a thin inflatable "sleeve" that can be robotically piloted into a dark tunnel. A camera attached to the front end of the sleeve transmits real-time live video and high-resolution images.

IBEX's RoboSleeve also can be used by first responders during disasters such as earthquakes, hurricanes and collapsed mines, and to inspect sewage, water and gas piping systems. As IBEX's founders, Oleg Popov and Raphael Moisa, continued to work on their autonomous sleeve, they thought about other types of "tunnels" that might be relevant for their technology. That's when they hit on the idea that would become Consis Medical, a spin-off from IBEX focused on the 2-meter long tunnel inside the human body: the colon.

Colonoscopies are the current gold standard for early detection

and prevention of colorectal cancer, the second most lethal cancer in the world with 1.4 million new cases diagnosed a year worldwide. Doctors recommend regularly colonoscopies beginning at age 50. More than 15 million colonoscopy tests a year are performed in the United States. If colon cancer is caught early, the five-year relative survival rate is 92 percent.

However, colonoscopies are expensive. A single endoscope — the medical device used to perform the procedure — costs upwards of \$60,000, and clinics typically purchase several endoscopes. In addition, cleaning an endoscope after each use costs about \$100 due to the special equipment needed. Moreover, the procedure is notoriously uncomfortable and runs a chance of complications, including perforating the colon.

Consis Medical designed a self-propelled disposable endoscope that enters the colon like a "soft elongated party balloon," said Ido Agmon, Consis Medical's business development manager. As the balloon inflates, using liquid or gas, an "inverted sleeve expands and carries itself all the way

through the colon, gently and quickly."

The device, so far tested in animal models and colon simulator, is meant to be cheaper, safer and more comfortable than a traditional endoscope.

The balloon is discarded afterward. The only part needing cleaning is the electronic head containing a camera and light source.

Although the Consis Medical sleeve works very differently than Given Imaging's PillCam Colon 2 camera capsule or Check-Cap's C-Scan x-ray capsule — both Israeli companies — all are intended to be less invasive than traditional colonoscopies.

Another Israeli company, GI View, received FDA approval a year ago for its disposable self-propelled endoscope. German company Invendo makes a disposable endoscope that received FDA approval in January.

Agmon says Consis Medical's projected price is the lowest, at about \$100 per unit, and could help the company break into emerging economies, including China and India, where the number of colonoscopies is growing rapidly.

"Our plan is to get into the first

human clinical trials in the next 12 months," Agmon says. It will be another three to four years until the FDA approves a fully functional device.

He says the company is looking to collaborate, rather than compete, with big companies in the colonoscopy space to bring down the costs of the exam and to help avoid lawsuits.

Regarding virtual colonoscopies, Agmon says there are two problems: First, virtual usually means using a CT machine with x-rays to examine the colon, not necessarily a cheaper or safer alternative.

Second, while virtual exams and capsule technologies can spot suspicious polyps, they cannot remove them. A classic colonoscopy is needed in order to do a biopsy. "So most doctors prefer the real colonoscopy from the start," Agmon says.

Consis Medical has its own management team and investors — primarily the Israeli Innovation Authority — and is still small, with just three people on staff. The goal for 2018, Agmon says, is to raise \$2 million to build out the team and take the company through clinical trials.

**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 July 13**

**Federation Jewish Community Campaign**

In honor of:  
**Michele Abramson's marriage** – Barbara Nazimov  
**Matthew Driben's high school graduation** – Barbara Nazimov  
**Audra Nemirow's high school graduation** – Barbara Nazimov  
**Isaac Singer's high school graduation** – Barbara Nazimov  
**Talia Rotenberg's Bat Mitzvah** – Barbara Nazimov  
**Richard and Elizabeth Nassau's son's wedding** – Rob and Yvonne Oppenheimer  
 Thank you to Rabbi Michelson for officiating the wedding ceremony of my niece Nancy Nitzberg to Donald Cresswell – Al Diamond  
**Henry Singer's birthday** – Debbie Goodman and John Moyer, Sue Wachs

In memory of:  
**Adrienne Bartos** – Judy Copeland

**Jewish Family Service**

In honor of:  
**Matthew Driben's high school graduation** – Al and Betsy Katz  
**Abby Goldberg's high school graduation** – Al and Betsy Katz  
**Brian Wernick completing his Surgical Residency at St. Luke's Hospital** – Betsy and Al Katz  
**Michele Abramson's marriage** – Evelyn and Jay Lipschutz

In memory of:  
**Adrienne Bartos** – Kathleen and Richard Roeberg  
**Lynn Salpeter** – Marcia and George Eligman

**Evelyn Thompson Nursery School Fund**

In honor of:  
**Matthew Driben's high school graduation** – Beth and Bob Caster

**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>\$25</b>
<b>Holocaust Library &amp; Resource Center</b>	<b>\$18</b>
<b>Doris Levin Fund</b>	<b>\$10</b>
<b>PJ Library Fund</b>	<b>\$10</b>
<b>Harry &amp; Rose Sack Fund</b>	<b>\$10</b>
<b>Evelyn Thompson Fund</b>	<b>\$10</b>

**Abby Goldberg's high school graduation** – Beth and Bob Caster  
**Anna Balchunas' graduation from NYU** – Beth and Bob Caster  
**Marj Berman's graduation from Columbia's Mailman School of Public Health** – Beth and Bob Caster  
**Dana Rosenzweig receiving her MBA from the Wharton School** – Beth and Bob Caster  
**Brian Wernick completing his surgical residency at St. Luke's Hospital** – Beth and Bob Caster  
**Troy Fidler's Bar Mitzvah** – Beth and Bob Caster  
**Benjamin Primack's Bar Mitzvah** – Beth and Bob Caster  
**Talia Rotenberg's Bat Mitzvah** – Beth and Bob Caster

**JFS Taxi Transportation Program**

In memory of:  
**Shirley Blacker** – Michael and Barbara Charnoff

**Doris Levin Fund**

In memory of:  
**Adrienne Bartos** – Linda and Mickey Roeberg

**Sue B. Viener Memorial Fund (PJ Library)**

In honor of:  
**Michele Abramson's marriage** – Sue Wachs

**THE SHO FAR FACTORY**

**SUNDAY, AUGUST 26, 2018  
3:30 PM  
Chabad 2320 Hampden Blvd**

- **WATCH** a real and usable Shofar fashioned before your eyes
- **GAIN** new insights into the significance of the Shofar!
- **HEAR** a demonstration of the traditional blasts!
- **LEARN** how to blow your own Shofar!

**WORKSHOP FOR CHILDREN AND ADULTS**  
 \$10 each (includes each participant taking home a shofar).  
 Event co-sponsored by Chabad & The Jewish Federation of Reading

August	Av-Elul
Shabbat Candle Lightings	Torah Portions
<b>August 3</b> 7:58 p.m.	<b>August 4/Av 23</b> Eikev (Deuteronomy 7:12-11:25)
<b>August 10</b> 7:50 p.m.	<b>August 11/Av 30</b> Re'eh (Deuteronomy 11:26-16:17)
<b>August 17</b> 7:40 p.m.	<b>August 18/Elul 7</b> Shoftim (Deuteronomy 16:18-21:9)
<b>August 24</b> 7:30 p.m.	<b>August 25/Elul 14</b> Ki Teitzei (Deuteronomy 21:10-25:19)
<b>August 31</b> 7:19 p.m.	

**TOT SHABBAT  
END OF SUMMER  
BBQ**

**11:00 AM, SUN., AUGUST 26TH**  
 HOSTED AT THE HOME OF JENNIFER & JOSEPH WOODWARD  
 8 HUMMINGBIRD ROAD, WYOMISSING  
 FAMILIES WITH CHILDREN THROUGH GRADE 2  
 & SIBLINGS ARE WARMLY WELCOME.  
 PLEASE BRING A DESSERT. RSVP BY FRI., 8/17 TO  
 JHWEISSMAN75@GMAIL.COM

**RSVP to [info@jfreeding.org](mailto:info@jfreeding.org) or 610-921-0624 by Aug. 20.**

# More fun at the JCC Annual Meeting and Picnic



ENRICHING LIVES  
מעשרים חיים

## IT ALL STARTS WITH YOU

You make everything we do – possible.



ENRICHING LIVES  
מעשרים חיים

### Shelter

Every night in the U.S., **553,742** people experience homelessness. Federation helps families get emergency cash assistance to keep a roof over their heads.

### Awaken Identity

More than **half a million** young adults have participated in Federation-sponsored trips to Israel as part of strengthening their Jewish identity and connection.

### Nourish

In Israel, **350,000** children, live at or below the poverty line. Federation-funded partners serve lunch to children who get very little breakfast or dinner at home.

### Provide Crisis Relief

Three-quarters of Jewish Houston live in areas hard hit by Hurricane Harvey. Federation was on the ground **within 24 hours** – doing whatever was needed. As we did in Florida after Hurricane Irma, New Orleans after Katrina and anywhere else where disaster has struck.

### Sustain

Approximately 100,000 Holocaust survivors live in the U.S. today, with an estimated **30,000** living in poverty. Federation helps survivors live the remainder of their lives in dignity and comfort.

### Educate

Over the past decade, with the help of Federation funding, Jewish community day school enrollment in the U.S. has grown by **over 40%** – so that today almost **300,000** day school students are enrolled.

