

KJA Community Events Calendar

AL=Adult Lounge
BR=Board Room
HA=Heska Amuna
TBE=Temple Beth El

For up-to-date information, please visit
www.jewishknoxville.org

JULY

15
8a AJCC Golf Tournament-Avalon
9:45a-Minyan-HA

16
7:45a-Swim Team Practice
11:30a-Jewish Family Services
2:45p-Swim Team practice-AJCC Pool
7:30p-KJA Board Meeting-AL
7:30p-Israeli Dancing-Gym

17
2:45p-Swim team practice-AJCC pool
7p-Rit & Wor Committee-TBE
7:30p-Rabbi & Rel Serv Committee-HA

18
2:45p-Swim team practice/Party-AJCC pool
6:30p-BELLYDANCING-gym

19
2:45p-Swim team practice-AJCC pool
7p-Adult pool party-pool

20
City Swim Meet - UT Aquatic Center
8p-Shabbat services-TBE

21
City Swim Meet - UT Aquatic Center
9:30a-Services-HA

22
City Swim Meet - UT Aquatic Center
9:45a-Minyan-HA

23
3-6p-Kinderdance Summer Program-AL
6:00p-10 Steps to Discipline-UT Child Care Training

24
Tisha B'Av
3-6p-Kinderdance Summer Program-AL

25
9-5-Archives Work Session-BR
3-6p-Kinderdance Summer Program-AL
6:30p-BELLYDANCING-gym

26
3-6p-Kinderdance Summer Program-AL

27
3-6p-Kinderdance Summer Program-AL
8p-Shabbat services-TBE

28
9:30a-Services-HA

29
9:45a-Minyan-HA

30
6p-Archives work-BR

AUGUST

1
4p-Archives work-BR
6:30p-BELLYDANCING-gym
3
6:30p-Tot Shabbat service-HA
8p-Shabbat services-TBE

Knoxville Jewish Alliance
Building Community
Enriching Lives
6800 Deane Hill Drive
Knoxville, TN 37919

4
9:30a-Services-HA
Torah study following Kiddush-HA

5
9a-Talmud study-HA
9:45a-Minyan-HA

6
7:30p-Israeli Dancing-Gym

7
1:30p-Friendshipper Book Group-AL
6p-Executive Committee-TBE
7:30-Executive Committee-HA

8
12p-KJCFF Board Meeting-Offs
6:30p-BELLYDANCING-gym

9
12-Noon-Friendshipper Luncheon-Gym

10
6:30p-Shabbat Live-Pool AJCC
8p-Shabbat services-TBE

11
9:30a-Services-HA
10a-Torah Study-TBE
Torah study following Kiddush-HA

12
9a-Talmud study-HA
9a-Joint HARS/TBE staff in service
9:45a-Minyan-HA

13
7:15p-KJA Executive Committee-BR
7:15 pm-KJA Executive Committee Mtg.

14
Rosh Chodesh Elul
11a-Hazak-HA
6p-Sisterhod Rosh Chodesh event-HA
7p-Board of Directors Mtg-TBE
7p-Board of Trustees Mtg-HA

15
Rosh Chodesh Elul
6:15p-Adult Ed-TBE
17
Stephen Pfeffer-Rodriquez Bat Mitzvah-HA
8p-Shabbat services-TBE

18
9:30a-Stephanie Pfeffer-RodriguesBat Mitzvah-HA
Torah study following Kiddush-HA

19
9a-Talmud study-HA
First day of Religious School-HA
9:45a-Minyan-HA

20
7:30p-Israeli Dancing-Gym

21
10:30a-Friendshippers Steering Com-AL
7p-Rit & Wor Committee-TBE
7:30p-Rabbi & Rel Serv Committee-HA

22
6:15p-Adult Ed-TBE

24
6:30p-Andrew Messing Bar Mitzvah-HA
8p-Shabbat services-TBE

25
9:30a-Andrew Messing Bar Mitzvah-HA
Torah study following Kiddush-HA

26
9a-Talmud study-HA
Day of Learning - Institute of Jewish Studies
9:45a-Minyan-HA
1p-B'nai Tzedek Prog-AL

28
11a-Hazak-HA
7:30-B'nai Tzedek Meeting-AL

29
6:15p-Adult Ed-TBE

30
6p-Knoxville Israeli Dancers-Gym

31
6:00p-Logan Brown Bar Mitzvah-HA
8p-Shabbat services-TBE

SEPTEMBER

1
9:30a-Logan Brown Bar Mitzvah-HA
Torah study following Kiddush-HA

2
9a-Talmud study-HA
9:45a-Minyan-HA

3
Labor Day
7:30p-Israeli Dancing-Gym

4
1:30p-Friendshipper Book Group-AL
6p-Executive Committee-TBE
7:30-Executive Committee-HA

5
6:15p-Adult Ed-TBE
6:30p-AIPAC Meeting-Offsite

7
7 PM Tot Shabbat-HA
7:30p-Shabbat services-TBE

8
9:30a-Services-HA
10a-Torah Study-TBE
Torah study following Kiddush-HA
Selichot Services

9
9a-Talmud study-HA
9:45a-Minyan-HA

10
11:30a-FJS Committee-BR
11:30a-Jewish Family Services Committee Mtg
7:15p-KJA Executive Committee-BR

11
11a-Hazak-HA
7p-Board of Directors Mtg-TBE

12
6:30p-Erev Rosh Hashanah-HA
8p-Erev Rosh Hashanah-TBE

13
Rosh Hashana
8:30a- Rosh Hashanah-First Day-HA
9a-Children's Ser-TBE
10a-Rosh Hashanah Ser-TBE
12:30p-Rosh Hashanah Luncheon-TBE

14
Rosh Hashana
8p-Shabbat services-TBE

15
9:30a-Services-HA
Torah study following Kiddush-HA

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KNOXVILLE JEWISH COMMUNITY

W o i c e

AJCC Announces New Preschool Director

The Preschool Director Search Committee is pleased to announce the hiring of our new Early Childhood Director. Brooke Seeliger began her duties on Monday, July 9.

Seeliger, a native of Mississippi, received her Bachelor's degree in elementary education and her master's degree in elementary education from William Carey College. She has taught elementary school in Mississippi and Oklahoma before moving here with her family in January.

Among her accomplishments is the publication of the 21st Century Literacy Toolbox, created while she pursued her master's degree. Seeliger has successfully

written and edited a study publication for teachers and parents and has extensive experience in curriculum mapping and Student Progress Monitoring systems.

When not teaching, Seeliger enjoys time with her family and working with computers, public speaking, photography, reading, rollerblading and sports.

The search committee met on many occasions and reviewed over 25 resumes and interviewed many candidates. The committee consisted of Seth Schweitzer, Scott Hahn, Ellen Schnoll, Marilyn Liberman, Karen Gallaheer, Tamara Sturm, Kim Rosen, Terry Adkisson and was staffed by Jeff Gubitz.

Knoxville Supports Israel: Past, Present and Future

Below is a reprint from the AJCC Menorah from the summer of 1967. With memories of the Holocaust fresh in their minds, the Jewish community of Knoxville rallied to the aid of the State of Israel when its existence was in jeopardy.

Knox Community Answers Israel Emergency Call

The Knoxville Jewish community joined Jews everywhere throughout the world when the call was made for an Emergency United Jewish Appeal Fund to help the State of Israel, when hostilities started with Egypt on June 5.

The emergency meeting was held at Heska Amuna Synagogue with Rabbi Harold Rubens of the Temple and Rabbi Max Zucker of the Synagogue leading the affair. Joel A. Caller was selected as chairman and Joseph Goodstein co-chairman of the special committee.

At this meeting, \$108,330 was raised and further solicitation brought the total to more than \$137,000. Every Jewish family in the city was contacted and responded nobly. Many of our non-Jewish friends responded voluntarily and about \$4,500 was raised from this source.

Today, the Knoxville Jewish Alliance continues this tradition by raising funds for social services in Israel on a daily basis through our annual campaign. In order to put 1967 in perspective, you have to consider that \$127,000 then is the equivalent of over \$700,000 today. This figure is 75% larger than our current annual campaign of just over \$400,000. Last summer, we got a taste of what life was like in those days through the war and Israel Emergency Campaign response. Hopefully, we won't be put to the test like the community was in the 1960s. At the same time, we constantly strive to save Jewish lives abroad and improve Jewish life at home. A strong and growing annual campaign gives us the best opportunity to meet these objectives.

Thank you to the Barbara Bernstein Knoxville Jewish Community Archives Committee for reminding us of Knoxville's long relationship with Israel

Ahoy Maties! The AJCC Invites You to an Adult Pool Party

The Adult Pool Party is Thursday, July 19, from 7 – 10 p.m. The Theme is Pirates of the Caribbean and the cost is \$10 per person. The party features swimming and dancing, a scavenger hunt, appetizers and drinks. Call 690-6343 and reserve your place today.

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KNOXVILLE JEWISH COMMUNITY

voice

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Chairperson, Men's Division Campaign; Chairperson, Women's Division, Campaign; Chairperson, Youth Division Campaign; and Executive Director, KJA, Inc. (ex officio), and chairpersons of these committees: Melissa Feinbaum, Allocations; Budget; Event Fundraising; Long-Range Planning; Pace Robinson, Facilities; Pace Robinson, Personnel; Camp; Children's Programs; Cultural Arts; Manny Herz, Institute for Jewish Studies; Ellen Kern, Leadership; Jewish Knoxville; AJCC Membership; Susan Silver, Adult Recreation and Wellness; Marilyn Burnett, Jewish Family Services; J.P. Dessel, Jewish Student Center; Bernie Shorr, Seniors/Friendshippers; Arnold Cohen, Community Relations Committee and Jane Cohen, Publications.

The KJA strives to serve Jewish life by providing the democratic forum, the organizational structure, the physical home, and financial means to support and promote the cultural, intellectual, and general welfare of the entire Jewish Community of Knoxville and the Jewish community across the world. The KJA is affiliated with the United Jewish Communities. The AJCC, a division of KJA, is a beneficiary of the United Way of Greater Knoxville. It is affiliated with the (JCCA) Jewish Community Center Association.

Knoxville Jewish Community Voice Staff
Editor: Joyce York • Staff: Wilma Weinstein, Jeff Gubitz, • Publications Committee Chair: Eleanor Shorr



United Jewish Communities General Assembly

November 11 - November 14, 2007
Nashville, Tennessee

You have heard about this exciting event and you want to be a part of it—and you know that UJC has offered price discounts to Tennessee residents as a way of saying "thank you" for hosting this important conference.

As a volunteer/delegate, you can volunteer for any one four-hour shift and attend the remainder of the conference as a delegate.

Cost: \$200.00 (in-state rate for Tenn. Federation Communities only). Rather not volunteer and just attend? Registration fees are \$275. Regular registration fees are \$525.00. Gaylord Opryland Hotel rates are \$189 per night with double occupancy.

Volunteer Benefits

- Attend any GA program for free on the day you volunteer, before or after your shift
- Play a significant role in one of our Jewish community's most exciting events
- Shop at the Global Jewish Marketplace, an outstanding exhibit featuring Israeli and local artists, crafts, jewelry and Judaica

Volunteer Jobs

- Serve as ambassador for our community in welcoming delegates from around the world
- Provide information for the delegates about the GA and the City of Nashville
- Direct participants to sessions
- Assist delegates at the Gaylord Opryland Resort and Convention Center

To register as a volunteer: Register online at www.jewishnashville.org

We are Wireless at the AJCC

Next time you have to come to the Center to pick up a child or have some spare time before you swim or go to a meeting, bring your laptop computer with you. We now have a wireless port available for you. Check in at the office and they will give you the password for the public access. Come and surf the net while you wait. Come and surf the net if you need to "escape" from your house or office as well!



A Few Words From Jeff Gubitz

Who exactly is the Knoxville Jewish Alliance and what do they do? The answer is really quite simple. It's you. And every other member of the Jewish community in the greater Knoxville area.

The KJA was created to centralize and fund the services for all members of our community and, as well, for Jews around the world. Working in partnership with the United Jewish Communities and our beneficiary agencies like the Joint Distribution Committee and the Jewish Agency for Israel, KJA identifies the needs and mobilizes human and financial resources to meet those needs. The KJA provides a continuum of programs and services from the Jewish enrichment of our children through preschool, MCDC/Camp K'ton ton, Bnai Tzedek, Hillel, to social services for our elderly through the Friendshippers. Jewish Family Services runs the gamut of helping to meet the needs of those in the community who need a "hand" or some help through the rough periods in life. We have a great facility for swimming and soon we will resume our cultural focus at the Center. Through your support of the UJC/KJA Annual campaign, you play a vital role in helping the KJA get the job done. Think of it as a triangle: KJA, the United Jewish Communities and you. So if anyone asks you who KJA is, just point your heart. Because that is where it all begins.

The AJCC Annual Golf Tournament is July 15

The Landmark at Avalon

Don't play?

Come root for your favorite players and join us for our now famous buffet lunch - \$12.00. Call the AJCC for reservations.

Sponsor a golf cart \$30.00 --- if you don't play, but you still want to participate, this is a great way to help make our event a great success. You will have a cart with signage showing your sponsorship.

UJC Funds Katrina Relief Effort

The UJC Emergency Committee recently approved more \$2.1 million in funding for those impacted by Hurricane Katrina, bringing to more than \$20 million in aid UJC has allocated for victims in the Jewish and general communities.

These recent allocations culminate the major portion of the UJC/Federation disaster response, which raised more than \$28.5 million since the August, 2005 storm and ensuing flooding. Of all contributions, most of them via a UJC-coordinated continental mailbox fundraiser, UJC received and allocated \$20.1 million, with federations sending the rest directly to individuals and relief groups, about half of which went to support evacuees in their new host communities.

"From even before Hurricane Katrina made landfall, UJC has been working with Gulf Coast communities to assure that the continental federation system brought its full weight to bear on helping those whose lives were affected by this catastrophe," said UJC Emergency Committee Chair Carol Smokler.

"Whether delivering emergency aid in the hurricane's wake, helping evacuees get back on their feet and recovering their lives, or helping rebuild communal organizations, the UJC/Federation system was responsible for one of the most effective, and powerful, responses to Hurricane Katrina."

Ultimately, 75 percent of UJC/Federation Hurricane Katrina relief went directly to the Jewish community, while 25 percent went to the general community (including Jewish organizations helping Jews and non-Jews).

Last month's Katrina allocations by the UJC Emergency Committee, totaling \$2,107,651, included;

- \$1.01 million in escrow for the Jewish Federation of Greater New Orleans to continue the two-year Jewish Community Stabilization Plan, which was launched with the Jewish Federation of Greater Baton Rouge and the Biloxi, Ms. Network community, as well as the transfer of \$195,720 for the New Orleans federation as part of the two-year plan;
- \$450,000 for the Jewish Funds for Justice to expand its capacity to make loans and promote financial development projects in the New Orleans area;
- \$400,000 for Grantmakers in Aging-Hurricane Fund for the Elderly, for six New Orleans projects dealing with geriatric care, low-income residents, community housing, legal aid for home rebuilding; senior job-training; and social services for low-income elderly;
- \$126,600 to the Mental Health Association of Mississippi, Gulfport and its Project Resilience; Strong Preschoolers, Strong Parents, to work with preschool children who suffer from, or are at risk of, post-traumatic stress disorder;
- \$65,000 to Kaboom! Operation Playground, to fund the construction of a playground in a New Orleans neighborhood (UJC has already funded a similar project in Long Beach, Ms., which is due to break ground March 14);
- \$50,000 to the New York Board of Rabbis, to extend the capacity of a pastoral care counselor stationed for two years in Mississippi, Baton Rouge and New Orleans.

In the coming months the UJC Emergency Committee may consider further aid proposals if funding becomes available.

In the past two years, UJC worked with dozens of Jewish organizations, as well as those in the general community, to oversee a disaster relief strategy that created a blueprint for effective emergency responses in the future. UJC was among the major charitable organizations to be invited to the White House to be recognized for their Katrina aid last year.

Disaster relief partners in the Jewish community included: the American Jewish Committee; B'nai B'rith; the Jewish Council for Public Affairs; the Association of Jewish & Family Children's Agencies; the American Jewish Joint Distribution Committee; the International Association of Jewish Vocational Services; the JCCs of North America; the Jewish Education Service of North America; the Jewish Funds for Justice; the Jewish Funders Network; the American Jewish World Service; Mazon: A Jewish Response to Hunger; Hadassah; Hillel; the Foundation for Jewish Campus Life; CLAL - the National Jewish Center for Learning and Leadership; the Orthodox Union; the United Synagogue of Conservative Judaism; the Union for Reform Judaism; Chabad; and the Jewish Agency for Israel.

"The UJC/Federation response to Hurricane Katrina demonstrated our continental federation system at one of its finest hours, coming together to achieve a greater impact for those in need than any one community could have made alone," said UJC Board of Trustees Chair Joe Kanfer, of Akron.

Super Summer & Fall Friendship Line-Up!

By Beth Heller, Senior Activities Director

Mark your calendar and join us for the following exciting programs!

Sunday, July 29: New Friendship Program! Matinee & Dinner!! Meet at Downtown West Cinema 8, 1640 Downtown West Blvd., at 2:45 p.m. Choose any movie beginning between 3:00-4:00 p.m. Titles may include: Jindabyne, Daywatch, Once, Crazy Love, plus additional titles. Dinner at Pelancho's, 1516 Downtown West Blvd., at 6:00 p.m. Participants purchase own tickets & meal.

Thursday, August 9: Is it Funny...or Is it Anti-Semitic? featuring Mimi Pais. Noon at the AJCC. \$8.00 per person for luncheon catered by Marilyn Burnett; no charge for the program alone.

Thursday, October 11: Rob Heller's presentation on the opening of his exhibit, "Living On" in Warsaw and photos and discussion of his trip to Poland. \$8.00 per person for catered luncheon; no charge for the program alone.

Wednesday, November 7: Growing Up Jewish Around the World, featuring Barbara Bernstein. \$8.00 per person for catered luncheon; no charge for the program alone.

TRANSPORTATION!

Need transportation? Rides available to ALL luncheon programs! Don't miss out!! Contact the AJCC, 690-6343.

An Emotional Fond Farewell

By Beth Heller

I would like to take this opportunity to share with the community the news that I will be leaving my position as Senior Adult Program Director for the Knoxville Jewish Alliance to accept a full time position at the East Tennessee Foundation as Program and Scholarship Associate.

After sixteen years at the Arnstein Jewish Community Center/Knoxville Jewish Alliance, it is difficult to say good-bye. As both editor of the Menorah/Voice (1991-2000) and as senior adult program director (1991-present), I have grown both professionally and personally. I have seen many changes over the years, and I have always been proud and honored to be a part of this organization, which is, in so many ways, the heartbeat of the Knoxville Jewish community.

I am proud of my accomplishments during my tenure as I have seen both the newsletter and Friendship programs grow and evolve. In 1991, the Menorah was four pages long and was published nine times per year. It was, at that time, mailed only to AJCC members and paid subscribers. When I left my position as editor to focus on the Friendshippers in 2000, the Knoxville Jewish Community Voice was averaging 18-24 pages in length, with new articles, columns and highlights, reaching the entire Jewish community. This growth could not have been accomplished without the support of the Publications Committee, the "reporters", and the KJA staff.

The Friendship Program has grown significantly over the years, not only in numbers, and in program variety, but in the participants' sense of personal

FRIENDSHIPPER BOOK GROUP:

The Friendshipper Book Group meets the first Tuesday of the month at 1:30 p.m. at the AJCC. Contact the AJCC for details. New members welcome! Interested? Contact the AJCC, 690-6343.

FRIENDSHIPPER DISCRETIONARY FUND

Looking for a way to honor a friend, send get well wishes, or just let someone know you care? A contribution to the Friendshipper Discretionary Fund is a great way to show you care. The Friendshipper Discretionary Fund purchases equipment to be used by the Friendshippers and helps cover the costs of special Friendshipper programs and speakers. For more information, please contact Ed Hunter at the Knoxville Jewish Alliance, 690-6343.

Thank you to the following people for their assistance with the June Friendshipper luncheon program: Joan Markel of the UT McClung Museum for her fascinating presentation; Alice Farkas and Zilla Weininger for their help with serving the food; and the Rosen Fund for subsidizing transportation.

Suggestions? Ideas for programs? Know someone who would like to be added to the Friendshipper mailing list? Please contact the AJCC, 690-6343.

The Friendshipper Program is a program of the Knoxville Jewish Alliance. Thank you for your support.

investment and mutual support. I am indebted to the extremely effective and dedicated Friendshipper Steering Committee whose commitment, skills and support have helped enable the Friendshipper program to become the strong, meaningful, and fun program it is today! I am also grateful to the Friendshipper phone committee whose members have consistently reached out before each and every program to fellow Friendshippers to give program information and to take reservations. I want to thank all the Friendshippers for their friendship, their commitment, their support, and for sharing their wisdom with me. They have helped me to grow, and their involvement in the community is truly a gift to the entire Jewish community of Knoxville.

As I leave I know that I will miss working for the Knoxville Jewish Alliance, interacting with members of our great community on a daily basis. But I also know that I remain a part of the Jewish community, and I share with you the vision that we all continue to work and play together to keep our community strong and growing.

I would like to thank the KJA board members for their leadership, dedication, and hard work. Over the years, they have consistently supported me and the Friendshipper program, as well as the publication of the community newsletter. Finally, I would like to say that it has been a joy to work with my colleagues at the Knoxville Jewish Alliance. The KJA staff here is indeed a family of individuals who work tirelessly for the benefit of the Jewish community.

Shorrlines:

By Eleanor Shorr, KJA Publications Chairperson

When did cookouts become the norm to celebrate our most patriotic holidays? Bands and waving flags place a dim second to grilled hamburgers, hot dogs, potato salad and, of course, the clarion call of the stores to SHOP.

Does any one remember or care why we celebrate Memorial Day, Flag Day, and Independence Day? Have we become so blasé about recalling what each of these holidays represent that long weekends are more vital and exciting than honoring our heroes on Memorial Day, flying the Flag on Flag Day and teaching our kids at least that the 4th of July is a lot more than just eating ice cream and fireworks? We listened with utter disbelief to a recent man-on-the-street program where no one knew or could remember from what country we won our independence.

Well, in spite of our human failings, get-togethers do serve to foster our well-being. Let's face it – a good kosher hot dog in one hand and an ice cold drink in the other while watching the fireworks is also a very good memory. – and apropos of that, we just received a great invitation for a pre-holiday meal.

Reservations were made at our club for two in the center aisle, next to the lox counter, near the produce department and very close to the cookies and brownies. Tiny hors d'oeuvres on toothpicks and dessert in small, oh so small, paper cups were being offered by ladies in their smart outfits with hairnets firmly in place. Sam's Club – what a way to celebrate!

Camp MCDC = Summer of Fun 2007

Extreme and ultimate games and activities, exciting overnights, visits to the Knoxville Zoo, camping, tubing, and more are just some of the fun-filled activities that Milton Collins Day Camp campers enjoyed during the summer of fun 2007.



Campers created their own animals during one art activity.



Camp Kton ton campers in Gimel class work on a special art poster.



Ilana Blumenthal shoots a free throw during basketball practice.



Hats on for a Gimel class camper during Camp Kton ton.

AJCC Smokin Salmon Off to Enthusiastic Start

Excited swimmers enjoyed the Smokin Salmon practice meet while parents learned new tasks in running a meet. Thunderstorms postponed the Maryville meet, disappointing swimmers who had traveled to Alcoa for the match-up. But at the Gulf Park meet, every swimmer improved his or her time and the girls finished first in 26 out of 35 events which is quite a feat for a small team.



McKenzie Felthoff swims butterfly at the practice meet.



Young swimmers watch the action from the sidelines.



Two swimmers race neck and neck to the finish line.



Volunteers hand out race cards to young swimmers.

Suzy Snoops

• Congratulations to **Arnold Cohen** and **Susan Silver** on their marriage.

• Mazal tov to **Donald Kaplan** and **Amanda Weiss** on the birth of their son, **Alfred Jefferson "A.J." Kaplan**

• Congratulations to **Barbara Leeds** and **Shirley Leeds** on daughter and granddaughter **Rachel's** marriage to **John Harris**

• Congratulations to **Serina** and **Jeffrey Scott** on the birth of their son **Joshua**, who joins brothers, **Thomas** and **Zachary**

• Mazal tov to **Janet** and **Bert Gurwitch** on the birth of their granddaughter, **Josephine Maya Rutledge**, who joins her sister, **Cooper**.

• Mazal tov to **Marilyn** and **Harvey Liberman** who celebrated their 50th anniversary

• Congratulations to **Gilya Schmidt** on her son **Richard's** marriage to **Clare Robson**

• Congratulations to **Neil Cohen** on the birth of granddaughter, **Molly Mae Cohen**

• Mazal tov to the following Aleph class students at Heska Amuna Synagogue on their Matan Siddur ceremony: **Alexander Berube**, **Stephen Brown**, **Erez Dessel**, **Hunter Lowentritt**, **Brandon Messing** and **Jacob Messing**

• **Sam Haywood**, son of **Ellen Schnoll** and **Terry Haywood**, graduated magna cum laude from Washington University in St. Louis with a BA in Biology. He will attend Feinberg School of Medicine at Northwestern University. **Sam** was recently nominated for membership in Sigma Xi, a scientific research society.

• The Goldring/Woldenberg Institute of Southern Jewish Life (ISJL) has added a Knoxville native to

its staff. The expanding regional program provides a comprehensive religious and Hebrew school curriculum, including on site and remote technical assistance and support, to nearly 40 congregations. Two senior fellows are joined by new colleague, **Megan Roberts**, who began her two-year appointment as Education Fellow in June. **Roberts**, daughter of **John** and **Deborah Roberts**, is a 2006 graduate of Indiana University, with degrees in Jewish studies and history

• **Samantha Meiselman**, daughter of **Jay** and **Joni Meiselman**, was called to the Torah as a bat mitzvah in March. Her grandparents are **Dr. Stanley** and **Adell Robinson Bernard** of Nashville, and her great-grandparents are the late **Sam** and **Mary Robinson**.

• **Mark Thomas Chernoff**, son of **Sam Mark Chernoff** and **Diane Hirsch**, grandson of **Dr. Saul** and **Evelyn Robinson Chernoff**, and great-grandson of the late **Mary Robinson**, graduated from Texas State University, San Marcos, Texas.

Messing to Celebrate Bar Mitzvah

Andrew Messing, son of Michael Messing and Joyce York and brother of Jacob, will celebrate his bar mitzvah on Saturday, August 25 at Heska Amuna Synagogue. Rabbi Louis Zivic will officiate. Andrew will also lead Friday night services, starting at 6:00 p.m.

Andrew is an eighth grade honors student at Cedar Bluff Middle School, whose favorite subjects are mathematics and science. He is a member of the Cedar Bluff Technology Student Association and the school orchestra, where he plays the cello. He has attended Heska Amuna Religious School since

preschool and joins the Prozdor teen program this year. Andrew enjoys computer and video games, movies and theater, and reading manga, mysteries and fantasy fiction.

For his tzedakah project, Andrew worked with children at the Arnstein Jewish Community Center's Camp K'ton ton.

Relatives and friends from New Jersey, New York, Indiana, Tennessee, and France will help the Messing family celebrate this occasion. The Messing family invites the community to this simcha.



Brown to Celebrate Simcha

Logan Michael Brown will become a bar mitzvah on Saturday, September 1, 2007 at Heska Amuna Synagogue. Logan is the son of Adam Brown and Jill Brown. He is the grandson of Robin Brown and the late Gordon "Gordy" Brown, and great-grandson of Edie Brown and the late C.B. "Buster" Brown.

Logan is a seventh grade honor student at West Valley Middle School. He plays tennis on the WVMS team and

performed with the Knoxville Opera Company's production of Carmen. Logan is an avid XBOX player and enjoys baseball, reading and tormenting his younger brother, Stephen.

His mitzvah project is with the HABIT program, taking his dog Dreidel to visit Homewood Assisted Living residents. Joining Logan for his simcha will be family and friends from around the Southeast.



Pfeffer-Rodriguez to Celebrate Simcha

Stephanie Pfeffer-Rodriguez, daughter of Carlos and Jenny Pfeffer-Rodriguez, and sister of Carlos Eduardo, José Francisco, and Vanessa, will celebrate her bat mitzvah at Heska Amuna Synagogue when she leads 6:30 p.m. services on Friday night, August 17 and Saturday morning, August 18 at 9:30 a.m.

Stephanie just finished seventh grade at Farragut Middle School with highest honors, where she was active in the Farragut Middle School Orchestra playing the violin. Stephanie's interests include painting and drawing, photography, knitting, and work with any kind of craft.

Stephanie has attended Heska Amuna Religious School for the last four years, and will join the B'nai Tzedak youth program this summer. Her bat mitzvah

tzedakah project includes volunteer work at Iva's Place, a shelter for homeless and battered women in Lenoir City. She will also be collecting toiletry items, bath and hand towels, and used cell phones. Two boxes for this purpose will be placed at Heska Amuna Synagogue.

Stephanie is the granddaughter of the late Oscar Pfeffer who was a very well known, appreciated, and loved member of the Jewish and commerce community of Caracas, Venezuela, Switzerland, Hong Kong, and Japan. Family and friends from Venezuela, New York, New Jersey, and Florida are expected to join the Knoxville community in celebration of this simcha. The Pfeffer-Rodriguez family invites the congregation to celebrate this joyous simcha with them.



WHAT DO YOU KNOW?

Daily updated Israeli and Jewish World News headlines and stories are a click away from www.jewishknoxville.org. Our up-to-date web calendar shows events for KJA, AJCC, Heska Amuna, Temple Beth El and Chabad and links to Torah portions, too!

You can make or pay your Campaign pledge from the Donations link on the website. Sponsors can advertise to the WORLD from our website for a small fee. The first 3 businesses to sign up online will get 3 months free! We already have a few of our favorite vendors listed there...check out the KJA Sponsors link for details. Forms for AJCC membership, Camp, Swim team and Preschool are there too.

P2K Efforts Lead to Award

By Leslie Snow, P2K Chairperson

In 2000 a group from Knoxville took a mission trip to Israel and stopped in Hadera for a fact finding visit. As a result of that trip, Knoxville joined the regional Partnership 2000 program or P2K. P2K pairs a city in Israel with a city in the United States in an effort to strengthen the bond between the two countries. Our Camp Tikkun Olam stems from the P2K program.

Former director of the Knoxville Jewish Alliance, Bernie Rosenblatt, described the early years of Camp Tikkun Olam by saying, "We dreamed up the idea of Camp Tikkun Olam by figuring that the future depended on our youth having a relationship with Israel and that the best way would be to develop friendships with Israeli youth." He went on to say, "We also felt that rather than just sightseeing it would be important if the teens could accomplish something together...hence the community service projects and the art project. Judy and Abraham Brietstein were our chairpersons and we developed the concept and programs together."

Since its inception, over 30 teens from Knoxville and Hadera have

participated in the program. This year, the camp's biggest yet, 9 students from Knoxville and 8 students from Hadera will be participants in Camp Tikkun Olam.

It's been a big year all around. Recently, the Hadera-Eiron/Southeast Region, which includes Knoxville and Camp Tikkun Olam, was honored with the Award of Excellence for the YP2K (Youth Partnership 2000) Program. In her application for the award, Meredith Dragon, the coordinator for the Southeast Region Consortium, said, "The program has been so successful that other partnerships have been emulating this project. When we look at the future of our Jewish youth – this is the type of project that should make us feel positive. It instills a sense of place and belonging to teens that they so desperately need. It ties them to our people and our land in a global perspective. YP2K touches the lives of youth and their families and will achieve significant impact on the regions in the USA and Israel for years to come."

Tikkun Olam Summer 2007

By Deborah Oleshansky, Camp Tikkun Olam Director

Nine local teens are participating in this year's Tikkun Olam program through the Knoxville Jewish Alliance. They are joined by eight Israeli teens for community service, travel, and cultural exchange. The teens were here from July 3-July 15 and will then be in Israel until August 1. Students enjoyed some of the following activities;

Friday, July 6: Temple Beth El Kabbalat Shabbat service and pasta supper

Saturday, July 14: Heska Amuna Shabbat morning services and kiddush lunch

Saturday, July 14: Amstein Jewish Community Center pool party and art project dedication

For additional information, see the September issue of the VOICE or contact Deborah Oleshansky, 690-6343 or doleshansky@jewishknoxville.org.



Camp Tikkun Olam 2007: Front: Mara Hahn, Bryna Oleshansky, Middle: Rachel Troff, Britt Sturm Back: Zach Kramer, Harris Bailey, Emma Silver-Alford, Will Brody. Jacob Pais, not pictured.

Tel Aviv University Professor Finds Positive Results for Hormone Replacement Therapy

The U.K.-based International Menopause Society (IMS), headed for the past two years by menopause specialist and Tel Aviv University (TAU) professor Amos Pines, announced good news this month for women around the world: controversial estrogen replacement therapy in fact decreases the chances of heart disease among its users during the early postmenopausal period.

Research like this and continuing education on women's health issues are the mission of the IMS. An active member of the IMS for the past 12 years, Pines, a member of TAU's Sackler Faculty of Medicine, was voted in as IMS president for a three-year term by the society's board.

One of the most meaningful and recent projects the IMS has undertaken is to reverse public opinion on the risks of hormone replacement therapy. After a 2002 Women's Health Initiative (WHI) study was published, more than half of menopausal women everywhere stopped using this effective anti-hot-flash and mood-balancing therapy prescribed by their doctors.

"Some people called it a tsunami," recalls Pines, "It was a catastrophic event in the history of menopause. And we were the only society to raise our voices against the new N.I.H. guidelines. We believed that the interpretation of the study was not right and led to the wrong conclusions and misleading media coverage. Too many women stopped taking hormones and they suffered for no valid scientific reason."

The IMS is the most-trusted independent menopause society in North America and Europe; the world's most important opinion leaders are at its helm. The Society is also active in developing standards and education on women's health in Asia, the Far East, Latin America and Central America.

For more information about the IMS and its activities, please visit: www.imsociety.org.

The PJ Library is coming to Knoxville!

By Emily Theriot

What is the PJ Library?

The PJ Library (PJ for pajama!) is a unique program that seeks to engage Jewish families with young children in Jewish life. In order to accomplish this goal, each participating family with children between the ages of six months and six years, will receive a monthly mailing of a Jewish children's book, CD, or the occasional parenting resource. Each book comes with guides to help families use the selection in their homes. The book and music list was chosen by foremost early-childhood and children's literature experts. The list includes a wide array of themes such as Jewish holidays, folktales and Jewish family life.

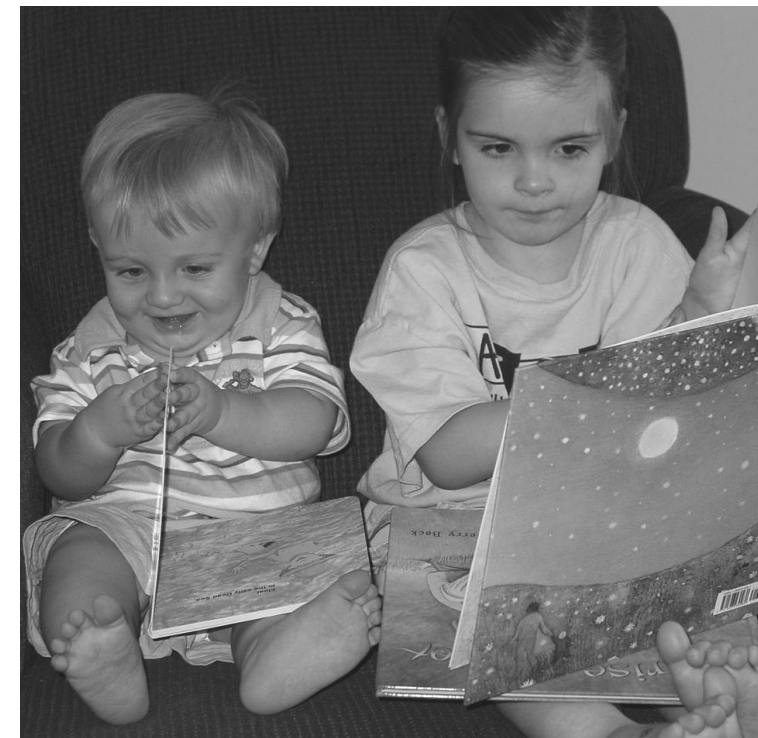
Created by the Harold Grinspoon Foundation, the PJ Library is FREE for the first year of participation, with a nominal donation requested each year thereafter.

Why does the Harold Grinspoon Foundation (and the Knoxville Jewish Alliance) believe this is an invaluable program?

Parents and children have warm memories of that special time right before bedtime, when they snuggle together and end the day with a book. Reading stories and listening to music together are among the most powerful and nurturing early childhood experiences. The PJ Library will turn these special moments into Jewish moments.

How did The PJ Library come to Knoxville?

Grace and Thomas Theriot (the children of Emily and Matthew Theriot) were signed up with the Houston area program by their grandparents Castine and Tom Theriot. Emily, a former elementary school teacher, was so impressed by the quality of the books and the corresponding parent guides that she decided Knoxville area children needed the PJ Library too. She met with Miriam Esther Wilhelm and Melissa Schweitzer and the three started the groundwork. Through generous donations from Castine and Tom Theriot, Emily and Matthew Theriot, The Knoxville Jewish Day School, the AJCC Preschool, and



the Knoxville Jewish Alliance, the initial funding was established and the program was started.

At this time, The PJ Library is offered in 35 communities around the country. Starting in August, Knoxville will be number 36! If you are interested in getting involved or helping out please contact Miriam Esther Wilhelm at info@kjds.org, Melissa Schweitzer at melissamk@knology.net, or Emily Theriot at emily_theriot@yahoo.com. First two passages taken from The PJ Library website (www.pjlibrary.org) under "Frequently Asked Questions."

The Jewish Community Archives of Knoxville and East Tennessee

The Way We Were



Friendshippers' Luncheon at a Chinese restaurant.
Helen Ecker, Lillian and David Liberman in foreground. Ca 1990-1995.

Outsourcing Goes to Israel

By Dani Wasserman

India and China have long monopolized the outsourcing markets, particularly in software development, leaving other competing countries in the dust.

Now however, for the first time, an unlikely source is offering an alternative to these outsourcing Goliaths: the ultra-Orthodox community in Israel.

Talpiot, a new Israeli technology group composed of hundreds of observant Jews who produce US-standard, professional, top quality work at a fraction of the cost. As the offshore division of Matrix, the leading information technology company in Israel, Talpiot is providing a stable economic alternative for American-based businesses searching for cost-efficient, reliable services.

Located in Modi'in Illit, an orthodox town in the center of Israel, Talpiot's 300 employees work for some 30 clients from the United States and Israel (and that number is growing steadily) including Motorola, Amdocs and Hewlett-Packard.

The company provides a unique work environment that takes into account the special needs of the religiously-observant community. Offices are set up with the traditional population in mind and Orthodox Jews, particularly women, have flocked to the company.

The arrangement is a win-win situation. Talpiot's clients enjoy professional, top quality, yet cost-efficient service. At the same time, members of the ultra-Orthodox community are able to significantly increase their family income without compromising their ideals or lifestyle. Indeed many of the women involved feel empowered by becoming profitable and productive members of their communities.

"This is not only a great way for U.S. companies to slash their development costs," explained Joseph Rosenholtz, Talpiot's representative in America, "but it is also a serious opportunity for them to assist Israel in a long term and meaningful way."

Talpiot's winning formula has proven effective. The company's clients receive top of the line work from intelligent, highly-educated, Orthodox workers. And the religious employees earn significant wages while maintaining their traditional lifestyles.

TBE to Celebrate Anniversary

By Wilma Weinstein, TBE president

Temple Beth El, 3037 Kingston Pike, is celebrating its 50th anniversary on Kingston Pike with a gala weekend September 28, 29 and 30, 2007. Dr. Harold Winston, who was a member of the location committee that found the place to build the new home for Reform Judaism in Knoxville, has been appointed Honorary Chair.

Special guests will be coming to help ensure a special weekend. Stimulating services are planned for Friday night and Saturday morning and a special ceremony at the Saturday night dinner will mark this milestone along with a band so everyone can kick up their heels and have some fun. The children will have a special program developed for Sunday morning.

Please save the dates and plan to be part of this special weekend as we reaffirm our commitment to Judaism and to Temple Beth El. For additional information, please contact me at my e-mail bridgegarden37912@yahoo.com or telephone 865-539-1538.

TEMPLE BETH EL SISTERHOOD NEWS

By Liz Gassel

Sisterhood finished the season with an evening out dinner at the Mandarin House. A new slate of officers was approved by about 25 attending members. We are delighted to retain Liz Gassel as our ongoing President and we welcome new member Belinda Smith as our Treasurer. The evening was highlighted by our guest speaker, News Sentinel columnist and TBE member, Leslie Snow who held us spellbound with reminiscences of her past.

The TBE Sisterhood is planning an eventful calendar for the coming year. We will begin in August with Sisterhood Shabbat for which we are preparing services with special prayers submitted by our members. We are also starting a first Tuesday of the month craft get-together. So if you are into stitching, knitting, crocheting painting etc. please give Karen Smith a call at 691-3231 and join us. And of course Sisterhood is also involved in the planning of TBE's upcoming 50th anniversary events with many of our members serving on various committees. Sisterhood will be providing the Oneg for the Friday night service of the 50th Anniversary weekend in September.

We will also be providing child care, apples and honey for Religious School and the Break the Fast Meal for the High Holidays. We look forward to seeing all of you in the coming months.



Leslie Snow, editorial writer for the Knoxville News Sentinel and Temple Beth El member, speaking to the Sisterhood of Temple Beth at their final meeting of the year.



Knoxville Jewish Community Family of Funds *A Supporting Foundation of the Knoxville Jewish Alliance and the East Tennessee Foundation to preserve and strengthen the Jewish Community of Knoxville*

KJCFF Gets New President

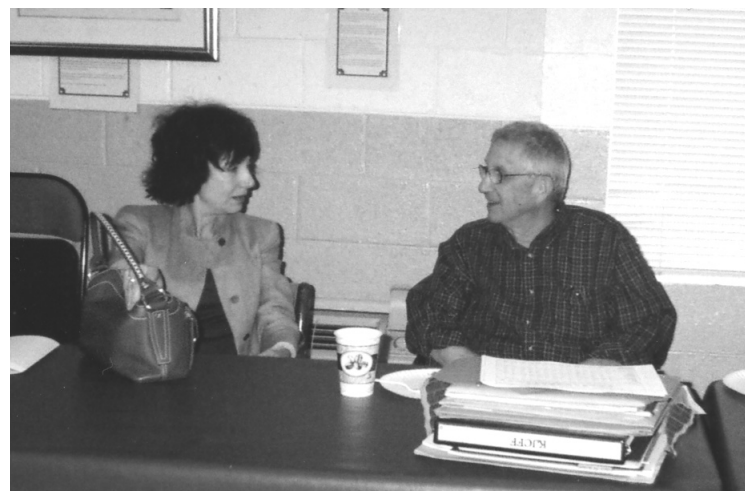


On May 15 Mary Linda Schwarzbart chaired her last board meeting as president of the Knoxville Jewish Community Family of Funds. She has presided as the KJCFF president for the past two years and has accomplished many of her goals. Mary Linda began her term wanting to make endowment development her number one priority. Under her tenure, the KJCFF grew by over a dozen funds, including the B'nai Tzedek program (our teen philanthropy initiative) which has 30 funds of its own. And just as impressive, under Mary Linda's leadership the endowment itself topped

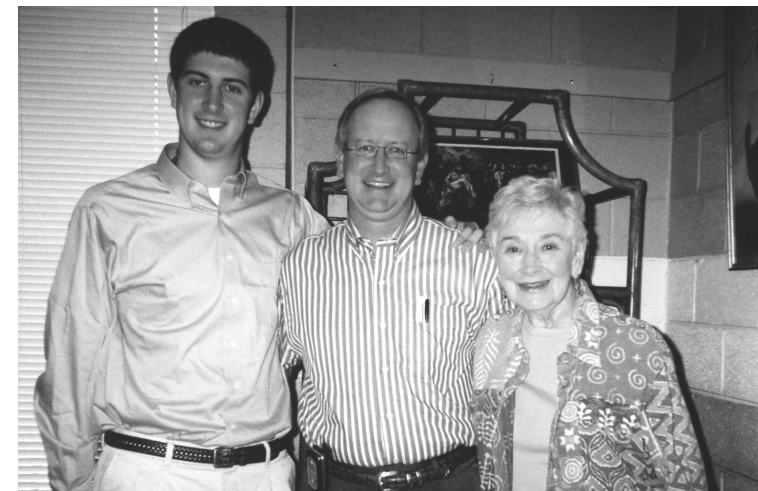
the \$2 million mark. Other accomplishments were to add a more formal structure to the KJCFF, including quarterly meetings and grant requests, as well as to codify the systems of the KJCFF. As Mary Linda passed the gavel to Pace Robinson, she quoted from Pirke Avot: Rabbi Tarfon taught that "It is

not our task to complete the work, but neither are we free to desist from it." Stating that she has neither completed nor desisted, Mary Linda concluded her term as President.

Pace Robinson began his two-year term as KJCFF president with his son, Eli, and his mother, Natalie, present. He told the board members that he is a fifth generation Knoxville native to participate in the Jewish community. He added that was on his mother's side. Pace is looking forward to his presidency and said that he was very grateful to his predecessors, specifically recognizing both Jeff Becker who founded the KJCFF and Mary Linda for her many accomplishments. He expressed his belief that the KJCFF is truly a community foundation that depends on the commitment of its board for its continued success. Pace is looking forward to the continued growth of the KJCFF and knows that our community will benefit from support provided by grants from the more than 30 designated and donor advised funds currently held, as well as those that will be established in the future.



Board members chat before the meeting.



Eli, Pace, and Natalie Robinson

Donations:

- B'nai Tzedek Fund of Britt Sturm
Britt Sturm
- B'nai Tzedek Fund of Jennie Frost
Mary Linda and Arnold Schwarzbart in honor of her Bat Mitzvah
- Dr. Bernard S. Rosenblatt Fund
Bernie and Leslie Rosenblatt to B'nai Tzedek Fund of Britt Sturm in memory of Dale Hasden

- Ted and Dolly Reback Youth Fund
Martin and Judi Abrams
Melanie and James Colley
Robert Diftler
Joan and Gary Leeds
Karen Nash
Evan Schenkel
Emily Zuckerman

KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF DIRECTORS

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The Board of Directors of the Knoxville Jewish Community Family of Funds

thanks the Knoxville Jewish Community, the staff of the Knoxville Jewish Alliance and the East Tennessee Foundation for their support and encouragement. The KJCFF encourages you to help insure the healthy future of our Knoxville Jewish community by including a commitment to the KJCFF in your financial and estate planning.

To learn more about KJCFF philanthropic opportunities, call 690-6343 or visit our website at www.jewishknoxville.org