



Ha'Kol

COMMUNITY NEWS FROM THE KJA, HESKA AMUNA & TEMPLE BETH EL

Volume 3 ♦ Issue 7 ♦ August 2011

Friday Night Live

August 19, 2011

5:30 p.m.

**Dinner, Shabbat,
Songs, Swimming**
AJCC 6800 Deane Hill Drive
A joint program of the KJA,
Heska Amuna Synagogue
and Temple Beth El
Prayer, song, and dancing

**Led by Rabbinical student
Jennifer Gubitz**
Rabbi Beth Schwartz and
Rabbi Alon Ferency

**5:30 p.m. Wine, Challah and
Meal**

6:45 p.m. Musical Shabbat celebration under the trees!



**Everyone is
Welcome!**

**Reservations
due by Monday,
August 12. Your
payment is your
reservation.**

For more
information and
costs, please go to
page 20.

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Heska Amuna Synagogue

HaShofar



Welcoming

By Rabbi Alon Ferency

At Heska Amuna Synagogue, we surely enjoy each other's company very much, and we love being Jewish together. That alone makes a *great* Synagogue. But, the following question arises in my mind again and again: Are we doing all we can to make our community inviting to strangers, visitors, and the uninitiated? Can we do more? Heska Amuna Synagogue is certainly a warm community, but are we a welcoming community?

For example, Central Baptist Church of Bearden reserves the parking spaces closest to the building for guests. What message does that communicate to a visitor? You are the most important person here today!

On a different note, my rabbi Daniel Shevitz recently wrote this about parking spaces in Jerusalem: "The common sign posted above the space warns: *Rechev zar yigarer* – foreign cars will be towed... Everybody has someone, or some group, whom they consider *zar* [an outsider, someone who is unwelcome]. Everyone is *zar* to somebody. The rules of who is outside and who is inside are subtle and plastic, but they can also be fierce." Which message do we consistently communicate? At any moment, are we saying to guests, "You are the most important person here today!" or do we sometimes subtly say that you (and your car) are foreign to me, and I am uncomfortable with your presence?

Who is *zar* to us? Which people are we happy to see in the Synagogue? With whom are we uneasy? I would contend that if we are only warm toward people we already know, we are not yet truly welcoming. Then, what else does it mean to be both warm and welcoming? Daniel Shevitz further said, "We can push the boundaries, though, and make the membranes of our communities more and more permeable. When the Torah reminds us that we are created in God's image, we are asked to consider the outrageous proposition that everyone is, to some degree, like us." Even strangers.

Perhaps we should aspire to a non-judgmental mindset, or at least non-judgmental attitudes. Maybe we can avoid placing our personal Jewish expectations on our guests. No one has to do anything Jewish these days, and if they do, it is a blessing for them, for us, and for Judaism. Pragmatically and programmatically, welcoming may even mean directing Synagogue resources to folks who aren't members! We can cater programs for newcomers and even non-Jews to engage with the Synagogue. It may mean creating special prayer experiences for seekers. We could have services designed not for the in-crowd of people who know what they're doing, but for people who haven't a clue how to pray Jewishly. At the least, welcoming probably means giving up your prized seat to a guest, and interrupting your prayer experience to explain to her or him how Jewish prayer works. That's a mitzvah, too. A Culture of Welcoming may yet entail something that many Jews are hesitant to do: out-reach. Maybe we could spread the good word about Heska Amuna to other Jews and non-Jews. You never know who might need this place as their home, anchor, or touchstone.

Among Our Members

- ◆ Condolences go out to the following members and their families: **Nancy Young** and **Jeff Talman** on the death of Nancy's father, **Everett Young**; **Marilyn** and **Howard Pollio** on the death of Howard's mother, **Ellen Chayet**. May their memories be a blessing.
- ◆ Get well wishes go out to the following people who were ill or recuperating during the past month: **Larry Bayer**, **Alexander Berube**, **Elaine Brown**, **Susan Brown**, **Harriet Cooper**, **Bernie Iroff**, **Judy Rattner**, **Marcie Shloush**, and **Myra Weinstein**.
- ◆ Mazel Tov to the following members and their families: **Mary Linda Schwarzbart** on her YMCA nomination; **Judi** and **Martin Abrams** on daughter Deborah's marriage to **Dave Hicks**; **Siri Khalsa-Zemel** and **Michael Zemel** on the birth of granddaughter, **Zoe Sparks**, daughter of **Abby** and **Jason Sparks**, sister of **Sammy**.
- ◆ Todah Rabah to **Ethel Wittenberg** who continues to work in the Synagogue office every week. We appreciate your time and the effort on behalf of the shul.

Av/Elul 5771

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From the President

By *Gilya Schmidt*

Tennessee has a reputation as the Volunteer State, and we are all proud of it! But Tennessee does not have a monopoly on this proud tradition. Jews have given of their time, money and energy for a lot longer than there has been a state of Tennessee, and we as Jews are proud of that! So we are twice blessed, as Jews and as Tennesseans, for our generosity and willingness to go the extra mile.

We at Heska Amuna are indeed fortunate to count among our congregants many volunteers who offer a helping hand for a myriad of tasks that need attention. As president of the shul, my focus is primarily on the religious services side of congregational life. I marvel every day at the selflessness of individuals who get up at the crack of dawn to help make the daily minyan on Sundays, Mondays, and Thursdays, and not only come, but participate by davening and reading Torah. All of our Shabbat services are lay led, with backup from Rabbi Ferency when needed.

Whenever services occur, our volunteers spring into action. There are 52 Shabbatot in a year, with 7 aliyot, a Maftir, a Haftarah, Psukei D'Zimra, Shacharit, Torah service and Musaf every time. If we total these parts of the service, there are 676 opportunities in a year for congregants to participate in the service. In addition, we have an inspiring contemporary service one Shabbat a month, festivals and fast days, the High Holy Days, and Shiva minyanim. Thank you, each and every one of you, for your dedication and for bringing beauty to our service.

Volunteering to participate in services is easy: go to the Heska Amuna website at www.heskaamuna.org, look under Services, select Upcoming and Signup, and enter the way in which you would like to participate in a particular Shabbat. Perhaps it is your bar or bat mitzvah anniversary, your birthday, your wedding anniversary, or no occasion at all, just for the joy of participating in services with your fellow congregants.

You don't know how to daven or read Torah? Not a problem. We have the tutors to teach you - several of us will be happy to teach you hymns, prayers, Torah and Haftarah trope at a mutually agreeable time. Chief Rabbi Jonathan Sacks of Great Britain reminds us that "the more we give, the more we are given." Don't wait to join the team of Heska Amuna volunteers, sign up today!

2011-2012 Board of Trustees Officers

Scott B. Hahn, *Chair*

Gilya Schmidt, *President*

Barry Allen, *Chair Elect*

Edward Feldman, *Treasurer*

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Annette Winston

Judaica Shop News

The mezzuzah announces entrance to a Jewish home. The tzedakah box is filled for *tikkun olam*. Find special Judaica items - mezzuzot and kosher scrolls, tzedakah boxes, challah boards, candlesticks, havdallah sets and candles, Chanukiyot, seder and matzah plates, artwork that make one's house a Jewish home. Beautiful jewelry, tallitot for men and women and kippot to express your Judaism personally. Beautiful Judaica with an emphasis on the handmade and made in Israel. We also offer b'nai mitzvah and wedding gift registries.

From the Chair of the Board

By *Scott Hahn*

This is one of the few times of year where the Jewish and secular calendars tend to dovetail one another. Between Shavuot and Rosh Hashanah, there is the fast of Tisha B'Av, and little else. It is not an uncommon practice for yeshivas to let out during summer vacation. In our community, many of our youth go to camps or summer programs. The adults head to Hilton Head or Destin. As much as I enjoy keeping a schedule, there is something very refreshing about summer. The days are longer, the pace a bit slower, and people are more relaxed. While Shabbas allows us to recharge and renew on a weekly basis, there is still nothing quite like a summer vacation.

People tend to assume that synagogues shut down for the summer. I would prefer to look at summer as a time to explore new ideas and possibilities. Often times some of our most creative ideas come when we are away from our normal routines and schedules. So my challenge for you this summer is to enjoy the extra daylight. Do all those activities that lend themselves to warm weather. But I also want you to use a small portion of that time to be creative. Try to come up with a program or idea that could benefit the synagogue. Then take that idea and share it with Margy Goldman, Programming vice chair, or myself. We are always open to suggestions and new ideas about doing things. Have a great summer and I hope to see you at Friday Night Live in August.

Kabbalat Shabbat Hoot'nanny

Friday, August 12
6:00 p.m.

Join us on the Synagogue porch, or just come to sing along at our *Kabbalat Shabbat Hoot'nanny*. Got a stringed instrument? Bring it along. We had a wonderful turnout in June for our first Kabbalat Shabbat Hoot'nanny - The playing and singing was immensely warm and fun. Enjoy Appalachian instruments, traditional Jewish music, song, and prayers to welcome the Sabbath, with tasty treats afterward.



Save the date of September 16 for our next *Kabbalat Shabbat Hoot'nanny* and cookout starting at 6:00 p.m. Weather permitting! Enjoy dinner and music ushering in Shabbat with your Heska Amuna family.

Heska Amuna Synagogue *HaShofar*

Rabbi Alon C. Ferency

e-mail: rabbi.ferency@heskaamuna.org

Chair of the Board

Scott Hahn

e-mail: hachair@heskaamuna.org

President

Gilya Schmidt

e-mail: hapresident@heskaamuna.org

Religious School Director

Anna Iroff

e-mail: education@heskaamuna.org

Office Administrator

Marian Jay

e-mail: tantamay@heskaamuna.org

Heska Amuna Synagogue

e-mail: info@heskaamuna.org

Permanent Schedule

Friday Night Services.....Varies
Saturday Morning Service.....9:30 a.m.
Mon. & Thurs. Minyanim.....7:00 a.m.

Evening minyanim can be arranged by calling President Gilya Schmidt, 694-6213, one week before.

Sunday Minyan.....9:30 a.m.

For a list of Heska Amuna's funds and other information, please visit www.heskaamuna.org

Heska Amuna Synagogue is an affiliate of United Synagogue of Conservative Judaism.

HaShofar editor - **Marian F. Jay**.

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Heska Amuna Religious School News

By Anna Iroff, Education Director

Things to Remember!

Upcoming School Events

- ◆ **Sunday, August 21** – 1st Day of Religious School classes, PreK – Prozdor! Opening Day Parent Assembly – Time TBA
- ◆ **Wednesday, August 24** – Religious School, grades 3-6
- ◆ **Sunday, August 28** – Storytelling Program at Temple Beth El, PreK -Prozdor
- ◆ **Wednesday, August 31** – Religious School, grades 3-6
- ◆ **Sunday, September 4** – NO Religious School – Labor Day



Todah Rabbah To Our Friends and Supporters!

Thank you to the following people who made generous donations to the Religious School:

- ◆ **Lidia and Lucian Palcu** in honor of **Peggy Littmann** for teaching the Adult Education Beginning Hebrew class this spring
- ◆ **Pat and Gene Rosenberg** in memory of **Everett Young**, father of **Nancy Young**.

Thank You!

Alert Us When Loved Ones are Ill, Injured

Federal law keeps us from knowing who is in the hospital. If you or a loved one is hospitalized, please let us know so we can place you on our Misheberach list.



HESKA AMUNA SISTERHOOD BOARD MEETING

**August 7,
10:00a.m.
Brunch**

**at Natalie
Robinson's
Lake House**

Please let us know of your plans to attend.
E-mail admin@heskaamuna.org.

Support Heska Amuna and Temple Beth El Buy Grocery Store Certificates

Everyone has to eat, so you can help your temple or synagogue raise funds without increasing your monthly expenses. Purchase grocery certificates and a percentage will go to your local organization. Complete the form and mail it or call a representative to learn more.

Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Heska Amuna Synagogue

EarthFare	\$25	\$50	\$100	
Kroger	\$25	\$50	\$100	\$200
Fresh Market	\$25	\$50	\$100	
Food City	\$25	\$50	\$100	
Total Amount _____				

Temple Beth El

EarthFare	\$25	\$50	\$100	
Kroger	\$50	\$100	\$200	\$300
Fresh Market	\$50	\$100		
Food City	\$50	\$100		
Total Amount _____				

Please complete the form, mail your check payable to Heska Amuna Sisterhood and send to either Marilyn Liberman, 7932 Corteland Drive, 37909 or Gene Rosenberg, 717 E. Meadecrest Drive, 37923.

Temple Beth El, P.O. Box 10325, Knoxville, TN 37939-0325. Gift Cards can also be obtained in person from the Temple Office or any of the following individuals: Patti Austin 483-3049; Ruth Sherrill 690-5015; Evan Sturm 584-0429.

Contributions from Caring People

For a list of synagogue funds, please visit our website at www.heskaamuna.org

Donations received as of June 28

BRADLEY STURM MEMORIAL FUND

In memory of Frances Sturm and Bradley Sturm

By: Louise Spector

COHEN-PRESSER FUND

In honor of the B'nai Mitzvah of Jacob Messing and Esther Sitver; in honor of Carol and Ed Feldman on their 50th anniversary

By: Marilyn Presser

GERTRUDE GLAZER COHEN AND I.B. COHEN ENDOWMENT FUND

In memory of Frances Schanowitz, Everett Young and Ellen Chayet

By: Susan and Arnold Cohen

CEMETERY FUND

For the yahrzeits of Nathan Robinson and Frank Robinson

By: Joyce and Harold Diftler

GENERAL FUND

For Philip Chazen's yahrzeit

By: Eric Chazen

In honor of: Esther Sitver on becoming a Bat Mitzvah, Stella and Bernie Iroff's 60th wedding anniversary, the birth of Siri Khalsa and Michael Zemel's granddaughter, Zoe Sparks, Judi and Martin Abrams' daughter Deborah's marriage to Dave Hicks

By: Scott Hahn

In honor of their birthdays and anniversary

By: Helene and George Messing

For Frances Sabler's yahrzeit; get well wishes to Alexander Berube; in honor of: Mary Linda Schwarzbart's YMCA nomination, Bob Martin's conversion; mazel tov to Judi and Martin Abrams on daughter Deborah's marriage to Dave Hicks; in memory of Everett Young

By: Rosalie and Stephen Nagler

For Benjamin Tew's yahrzeit

By: Arnold Tew

A general donation to the fund

By: Robert Weatherstone

In memory of Everett Young

By: Wendy and Ted Besmann

LEIBOWITZ FUND

For Leon Leibowitz's yahrzeit

By: Peggy and Gale Hedrick, Mary Beth Leibowitz and Michael Eisenstadt

RABBI'S DISCRETIONARY FUND

Thanking Rabbi Ferency for all his help during their time of need

By: Phyllis and Martin Brownstein

A general donation to the fund

By: Heather and Geoffrey Laing

SISTERHOOD GENERAL FUND

A general donation to the fund

By: Ernest Wright

SYLVIA AND BERNARD COHEN NON-PRINT LIBRARY

In honor of Neil Cohen's marriage to Riva Nelson

By: Nancy and Jeff Becker

WINICK LIBRARY FUND

For the yahrzeits of Herbert Smullian, Max Friedman and Jennie Friedman

By: Scott Hahn

In honor of Bob Martin's conversion

By: Pat and Gene Rosenberg

Thanking Marilyn Burnett, Rabbi Ferency, Lynn Fuson, Josh Gettinger, Charlene Gubitz, Heather Hirschfeld, Marian Jay, and Arnold Tew for helping and assisting with the Shavuot study

By: Mary Linda Schwarzbart

In memory of Everett Young

By: Marilyn and Harvey Liberman

Yahrzeit Fund

Louis Tobe and Irene Baskin

By: Selma Tobe

Esther and Joseph Himmelstein and Sarah and Jack Poloway

By: Faye and Sydney Himmelstein

Abraham Jacobs

By: Elise and Herb Jacobs

Ruth Kahan

By: Genevieve Kramer

Sol Leeds

By: Joani and Gary Leeds

Murray Rosenblatt and Mildred Rosenblatt

By: Lesley and Bernie Rosenblatt



Sponsor a Kiddush - It's So Easy

All kiddushim are deliciously prepared by Marilyn Burnett. Call Gene Rosenberg at 693-3162 for more information and to reserve a date.

Community Calendar

AUGUST 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 MCDC: <i>COLOR WARS!</i> 7a HA-minyan 6:30p KJA-Archives Comm, BR	2 4-7p AJCC-private pool party 5:15p Drama Class, BBYO room 6p CCR&R Training, AL 6p TBE-Exec Comm Mtg 6-9:30p Fencing, AJCC	3 5:30-9:30p Fencing, AJCC gym	4 7a HA-minyan 11a TBE-News & Schmooze MCDC Overnight 7:30p HA-Exec Comm	5 4:45-5:30p JFS-Shabbat services at Echo Ridge 8p TBE-Shabbat service, Lizzie Noon bat mitzvah	6 9:30a HA-Shabbat services
7 9:30a HA-minyan 10:30a HA-Sisterhood Board mtg @ Natalie Robinson's House	8 MCDC: <i>Camp Finale</i> 7a HA-minyan 8a-3p AJCC Preschool In-Service Retreat, AL 7:30p KJA Exec Comm	9 8a-3p AJCC Preschool In-Service Retreat, AL 12:30p KJA-Archives, BR 5:15p Drama Class, BBYO room 6-9:30p Fencing, AJCC	10 8a-3p AJCC Preschool In-Service Retreat, AL MCDC Late Night	11 7a HA-minyan 8a-3p AJCC Preschool In-Service Retreat, AL 7:30p Israeli dancing, AJCC gym 7:30p HA-Board mtg.	12 8a-3p AJCC Preschool In-Service Retreat, AL 6p HA-Kabbalat Shabbat Hoo'nanny 7:30p TBE-Shabbat service	13 9:30a HA-Shabbat services 11a-1p AJCC-private pool party
14 9:30a HA-minyan 10:30-3p TBE-Teacher In-service	15 7a HA-minyan	16 5:15p Drama Class, BBYO room 6-9:30p Fencing, AJCC	17 5:30-9:30p Fencing, AJCC gym	18 7a HA-minyan 7:30p Israeli dancing, AJCC gym 7:30p HA-Rabbi & Rel Serv	19 11:30a—Hinda Duhan Unveiling at New Cemetery 5:30p FRIDAY NIGHT SHABBAT LIVE , AJCC	20 9:30a HA-Shabbat services
21 9:30a HA-minyan 9:30a HA-religious school first day 9:30a TBE-religious school 7-9p AJCC-private pool party	22 7a HA-minyan 7p KJA-Wellness Series 7p KJA-Israel Partnership Comm, AL	23 5:15p Drama Class, BBYO room 6p HA-New board members orientation 6-9:30p Fencing, AJCC	24 11a KJCCFF Board mtg, BR 4:15p HA-religious school 5:30-9:30p Fencing, AJCC gym	25 7a HA-minyan 6-10p Israeli Folkdance workshop, AJCC gym 7p HA-Ed Comm	26 7:30p TBE-Shabbat service	27 9:30a HA-Shabbat services
28 9:30a HA-minyan 9:30a HA & TBE religious schools meet at TBE: Syd Lieberman, storyteller 10:30a Hadassah Board Installation, Harry's	29 7a HA-minyan	30 5:15p Drama Class, BBYO room 6-9:30p Fencing, AJCC	31 4:15p HA-religious school 5:30-9:30p Fencing, AJCC gym 5:45p TBE-Midweek Hebrew-Pizza 6:15p TBE Adult Education			



AJCC Preschool is still accepting children 18 months – 5 years of age for the 2011-2012 school year. Please call Melissa at (865) 690-6343 for more information.

K N O X V I L L E



Tikkun Olam delegate Ethan Snow (with basketball) at the opening introduction activity in Israel. Samantha Hull and Gabe Oleinik were with Ethan on the trip to Israel and all hosted Israeli teens here in late July.

Israeli Dance Workshop on August 25

The AJCC and the Knoxville Israeli Dancers will present the 15th annual Israeli Folkdance Workshop with Dany Benshalom and Ruthy Slann, Thursday, August 25 from 6 to 10 p.m. in the AJCC gym. Fees are AJCC members \$11.00; non-members \$14.00; students \$6.00. Everyone is invited. Dances are taught in great detail and are easy to learn for beginners.

Questions? Call Fay at (865) 694-2628 or e-mail: faheetagal@gmail.com.



Professor Named to NIH Review Post

Jeffrey Becker, Chancellor's professor and head of the department of microbiology at the University of Tennessee, Knoxville, has been named a member of the National Institutes of Health (NIH) Drug Discovery and Mechanisms of Antimicrobial Resistance Study Section, Center for Scientific Review.

His term began July 1 and will run through June 30, 2015. As a member, Becker will review grant applications submitted to the NIH concerned with the identification of novel antimicrobial, antifungal, and anti-parasitic agents for the prevention and treatment of infectious diseases and the study of the evolution, mechanisms, and transmission of resistance. He will make recommendations on the applications to the appropriate NIH national advisory council or board and survey the status of research in their fields of science.

"As a member, Jeff is of great value to medical and allied research in our country," said Chancellor Jimmy G. Cheek. "His duty and service requires mature judgment and objectivity as well as a major commitment of time and energy."

Becker was selected through a peer-review process on the basis of his demonstrated competence and achievement in microbiology as evidenced by the quality of his research accomplishments, publications in science journals, and other honors. Becker has trained more than thirty doctoral students who hold faculty or staff positions at many major institutions, has published more than 240 peer-reviewed articles, and has been awarded grants for research from many national agencies.



KJA Member Honored By YWCA

Mary Linda Schwarzbart, Business and Grants Consultant, CSD of Knoxville, Inc., was one of six finalists selected for the equality award at the 2011



YWCA's Tribute to Women. The YWCA honors outstanding women in the community with its annual YWCA Tribute to Women event.

Schwarzbart is a steering committee member for Citizens for the Ten Year Plan; founding member, East Tennessee Civil Rights Working Group; member, East Tennessee Community Design Center Board; member, Heska Amuna Synagogue, Heska Amuna Rabbi and Religious Services Committee; Knoxville Jewish Alliance B'nai Tzedek Committee and Community Relations Committee; Leadership Knoxville Introduction Knoxville Committee; member, Arnstein Jewish Community Center; member, Knoxville Chapter of Hadassah; member, League of Women Voters.

Past honors include the 2001 YWCA Tribute to Women Volunteer/Community Service finalist; Leadership Knoxville Class of 2005; University of Tennessee Chancellor's Associates, Class of 2010; East Tennessee Regional Leadership Class of 2007; Knoxville Utilities Board nominee.

H A P P E N I N G S

A Taste of Partnership Celebration

Bernie Rosenblatt, Renee Hyatt, Jeff and Nancy Becker,
Deborah Oleshansky and Jeff Gubitz invite you to travel with us and enjoy
Six Incredible Days In Israel

Tuesday, February 28 – Sunday, March 4, 2012

Bringing together the Communities of our Hadera-Eiron & Southeast Partnership To Celebrate 10 Years of Success!!

Highlights To Include:

- ◆ 5 Star Hotels: the Dan Caesarea in Caesarea and the Inbal in Jerusalem
- ◆ 2 full days of touring and fun and learning in the Hadera-Eiron Region with our Israeli partners, exploring the unique beauty of this special part of Israel
- ◆ A Gala Celebratory Event To Note our 10th Anniversary
- ◆ Scavenger Hunt in The Neve Tzedek Neighborhood in Tel Aviv
- ◆ Shabbat in Jerusalem
- ◆ The Kotel (Western Wall)
- ◆ Yad Vashem and the Israel Museum

Projected land only cost based on double occupancy to include the above and hotel accommodations, all touring, most meals, guide, tips and more is **\$986** person. A single room supplement is available for approximately \$480 per person.

Pre and Post trip extensions are available.

A meeting for interested persons will be held at Jeff and Nancy Becker's home on Sunday, August 21 at 3:30pm. Details will be arriving in your mailbox soon.

For more information and to register for this celebration journey in Israel, please contact Jeff Gubitz at Jgubitz@jewishknoxville.org or (865) 690-6343.

Sponsored by the Knoxville Jewish Alliance, the Jewish Federations of Charlotte, Chattanooga, Daytona, Ft Myers, Jacksonville, Nashville, Pinellas County , Volusia & Flagler, Florida and our partners in the Hadera-Eiron Region.

Former Duke Player to Join Israeli Team

Former Duke basketball star Jon Scheyer joined Israeli powerhouse Maccabi Tel Aviv, saying his college experience prepared him well for coping with high expectations. Scheyer, 23, led Duke to a national championship in his senior year in 2010. Hall of Fame Duke coach Mike Krzyzewski has called Scheyer one of the best players he's ever coached.



Jon Scheyer

Because he is Jewish, Scheyer is eligible to become an Israeli and not count against a league cap on foreign players. He is expected to take a leading role for the defending Israeli champion, which lost the title game of this year's European championship to Greece's Panathinaikos.

Scheyer, a 6' 5" guard, was mobbed by fans at the airport upon his arrival. Maccabi lost just a single game in the Israeli league last year and reclaimed a title it has dropped only three times over the past four decades. The team has also claimed five European championships.



Israeli NBA Player Traded to Cleveland

It has been reported that the Sacramento Kings have sent Omri Casspi, the second year forward, plus a first round pick to the Cleveland Cavaliers for power forward J.J. Hickson. Casspi is the first Israeli born NBA player. After a very successful rookie campaign, Casspi had experienced a very inconsistent year under the Kings' head coach, Paul Westphal.



Omri Casspi

TEMPLE BETH EL TIMES



From the Rabbi's Study

By Rabbi Beth Schwartz

Rabbis generally have two major activities in the summer. We try to take some vacation, and we prepare for the High Holy Days. One of the things that I am proudest of in my tenure serving Temple Beth El is the growth of the Ritual and Worship Committee. As time has gone by, they have become more and more engaged in the ritual and spiritual life of the congregation. They have stepped up to learn not only how to lead services, but what services are about. They have become students of Torah and prayer. They have gained a sense of how worship proceeds through the year and taken an active role in planning services, understanding issues of Jewish practice outside of the sanctuary, and they have been a sounding board for me.

I have been happy to see “fear of the bimah” give way to confidence, learning our prayer book, and willingness to help and teach each other. Last year, we studied the *Avinu Malkeinu* prayers for the High Holy Days and the result was a new service for the afternoon of Yom Kippur. This year we have studied *Unetaneh Tokef* and *Kol Nidrei*, and joined the process of piloting the forthcoming new Reform *machzor*, the High Holy Days prayer book. These activities will be reflected in our worship for the Days of Awe this fall.

This is the committee with which I work most closely. Every rabbi needs a group of members who are willing to engage seriously with Jewish tradition and shape it to congregational life. Several members have been on the committee for quite a while; they bring an understanding of Temple Beth El’s customs to combine with our Reform Jewish heritage to support and enrich our Shabbat and festival observances, and to other aspects of Jewish practice in Knoxville. Please join me in expressing appreciation and thanks to the members of the Ritual and Worship Committee: Co-chairs Susan Derrington and Liz Gassell; members Chuck Dickey, Norma James, Mark Kline, Dan Smith, and Linda Zaretski; and service leaders Laurie Fisher and Meredith Jaffe. Deborah Roberts and Stu Elston have been past members, co-chairs, and service leaders as well. *Todah rabbah!*



1 Av—1 Elul 5771

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August Services

August 5, 8:00 p.m. – Lizzy Noon will be called to the Torah as a bat mitzvah. Lizzy is the daughter of Chuck and Missy Noon and the sister of Evan and Keaton.

August 12, 7:30 p.m. – Shabbat Evening services

August 19, 6:00 p.m. – Shabbat at the Pool, AJCC Pool

August 26, 7:30 p.m. – Shabbat Evening services



Adult Education

Adult Education resumes on Wednesday, August 31, at 6:15 in the Temple Library. Our topic will be Preparing for the High Holy Days, and this year we will study the Torah readings, both those that are in *Gates of Repentance* and some that are being proposed for the new *machzor*.

Message from the President

By Deborah Roberts

This will be a year of transition for us as Rabbi Beth Schwartz serves her final year here at Temple Beth El. In her 12 years here, Rabbi Schwartz has done tremendous good for our congregation, our Jewish community, and the East Tennessee community as a whole. In many ways, our entire Jewish community has forged a much more cohesive relationship through her leadership.

As we prepare for the changes to come, we will continue to benefit from Rabbi Schwartz's leadership in our worship, learning, and many celebrations. Of course we will also face the usual challenges. The coming year will definitely bring us opportunities to grow stronger as we explore who we are and what directions we as a congregation will pursue in the years ahead. As always, your participation can make all the difference.

Two fabulous chances to join with our entire Jewish community are slated for the last two weeks of August. Shabbat at the Pool on August 19 is always a delightful way to experience worship in a more relaxed setting. With great food and wonderful music, the atmosphere is certain to fill you with joy.

Then on Sunday, August 28, renowned storyteller Syd Lieberman will share his unmatched skills in two programs: presenting stories at a joint religious school gathering and then helping us find our own stories at an afternoon workshop for adults. I hope you will join us for either or both - I know you'll be glad you did!

Temple Beth El Funds: The Licht Youth Fund

By Rabbi Beth Schwartz

When I first came to Temple Beth El, Richard Licht introduced himself as having been a member of the congregation since long before he was born. The roots of his family tree in Knoxville were planted well over 100 years ago with our early members the Samuel family. I recently asked Richard to talk about the endowment fund that is in his family's name. The Licht Youth Fund was the first of our endowed funds to be named for a donor family. It was established in memory of Max Licht, who died in 1953, by his widow, Mary Kichler Licht, and his son, Leonard Licht. Max Licht was Richard's grandfather. It was also an innovation because it was intended to be a fund for new technology. In the early 1950s, this meant the new-fangled audiovisual equipment that could show the short films that Rabbi Meyer Marx liked to use as teaching tools.

After Mary Licht died in 1970, the name of the fund was changed to the Max and Mary Licht Fund. And when their grandson, David Licht passed away in 1994, Richard wanted to do something for the Temple in his brother's memory. Recognizing that young adulthood is time for spiritual exploration, and often drifting away from Judaism, Richard wanted to help Temple Beth El by providing additional resources for teens and young adults, and so the fund was renamed once more, as the Licht Youth Fund.

There is so much about Judaism that we who are born Jewish simply absorb as we grow up, and those of us who choose Judaism must learn more consciously. But young people face the particular challenge of learning to be Jewish in a diverse and assimilated society. The Licht Youth Fund is intended to provide opportunities for "practical Judaism," that is, for activities of *Tikkun Olam*. The Licht Youth Fund has been used for activities like trips for religious school students.

It's Time for Sisterhood!

By Karen Smith, Sisterhood Liaison

A new year of Sisterhood is fast approaching, and plans are underway for our opening meeting on Sunday, September 11 at 10 a.m. at Temple when Sisterhood welcomes **Joan Cronan**, UT interim vice chancellor/director of athletics. **Program Vice Presidents Mimi Brody** and **Kathy Young** tell us this is one program you don't want to miss. A delicious brunch, visiting with friends old and new, and a great speaker make this a memorable morning.

Membership Vice Presidents Honerlin Del Moro and **Reneé Hyatt** will be at Sisterhood's opening meeting on September 11 to greet returning members, introduce new members, and give out "It's Full of Sisterhood" folders. Honerlin and Reneé have mailed out Sisterhood membership information for the new year and will be glad to collect your dues of \$40.00.

Oneg Shabbat Co-Chairs Karen Smuckler and **Ava Radoff** are working on Oneg assignments. Thanks to everyone who returned the Oneg date request form, and watch for your Oneg assignment.

Beiler Floral Fund Co-Chairs Emma Fleischmann and **Lisa Sayles** remind everyone that flower arrangements for Shabbat are \$36.00. What a wonderful way to remember or honor someone for a life cycle event or special occasion.

Finally, watch for information soon from **High Holiday Child Care Chair Tamara Sturm** about child care for the holidays.



Plan for an August 30 Rosh Chodesh Event at Temple Beth El

The combined Sisterhoods of Heska Amuna, JCOR, and Temple Beth El will celebrate Rosh Chodesh Elul on the evening of August 30. Arrive in the social hall at 6:00 pm for a light meal and a discussion of "the month of Divine mercy and forgiveness."

Our special project will be to create Jewish New Year greetings for those who live in nursing, assisted, and senior residences in our community. No artistic talent required, just your enthusiasm and friendship.

RSVP to Meredith Jaffe at ldlady@charter.net or (865) 408-1420.



Temple Beth El Religious School August Update

By Norma James, Education Director, nfjames77@gmail.com

Lizzy Noon becomes a Bat Mitzvah Friday, August 5.

What a summer treat this will be as the third Noon is called to the Torah. Lizzy has been working hard all summer with her tutor, Dan Smith. Lizzy's Mitzvah Project has been the upkeep and beautification of the Holocaust Memorial in west Knoxville. Her wonderful classmates and teacher Aaron Margulies have helped her with her project. You will be able to see a poster display about Lizzy's project in the lobby the evening of her service. We hope that you will join us in celebrating with Lizzy and her family for this very special simcha. See page 15 for more information.

Teachers Travel to Mississippi:

As you know, our Religious School uses the ISJL (Institute of Southern Jewish Life) curriculum. This summer Tara Bain, Laurie Fisher, Rachel Bleuze, and Brett Smuckler traveled to Jackson, Mississippi for the annual conference. This is the largest group we have ever sent. Our teachers are very excited to share what they have learned with our students, parents, and staff this school year.

Religious School Starts August 21:

This gives everyone a chance to get a week of regular school under our belts before we add Religious School. We will have a parent coffee/meeting that morning hosted by our wonderful School and Youth Committee. Parents of new and returning students are asked to attend this very important meeting, which begins at 10:15. School hours are 9:30-12:30.

Do you have a child ready to start Religious School for the first time?

We would love to have any child turning four this fall and older. Our school has a terrific program of hands-on study for children from preschool to 10th grade. We are looking forward to having several new family memberships this August. However, membership is a big step for some families. If you are not currently a member of Temple Beth El, you may enroll your child in our school for one school year without joining our congregation just to give us a try. Contact Norma James at nfjames77@gmail.com for more information.

Famous Storyteller visits TBE August 21.

Syd Lieberman will be our special guest for a day of storytelling for our students. This will be our first CLC day with Heska Amuna Religious School. Not only will Sid tell stories, he will also teach our students how to tell their own stories. **But wait, there's more!** Sid will also lead a workshop for teachers, parents and all interested members from Heska Amuna and Temple Beth El. A lunch will be provided for a small fee, followed by Syd's workshop. Baby-sitting will be available during the workshop. Please put this on your calendar. RSVP to Norma James or Deborah Roberts if you plan to attend. For more information on this event, go to page 14-15.

Midweek Classes Start for 4th-7th grades Wednesday, August 31:

Midweek classes are extremely important in the preparation for a child's Bar or Bat Mitzvah. It is also a valuable time to engage both academically and socially with Jewish peers. We will begin our classes this year with a pizza dinner at 5:45. For those of you with food allergies, Norma will happily accommodate your needs, or you might just want to bring your own sack supper. The important part is spending time hanging out with the students before classes begin at 6:15. Classes end at 7:30. Parents are welcome and encouraged to attend adult education with the Rabbi during Midweek classes.

Important August Events:

August 5: Lizzy Noon Bat Mitzvah

August 14: Religious School Staff In-service at Temple Beth El. 9:00-3:00

August 21: First day of Religious School. 9:30-12:30 Parent meeting 10:15

August 28th: Syd Lieberman Story-teller visit. CLC Day with Heska Amuna at Temple Beth El

August 28: Syd Lieberman teen and adult workshop with lunch. 12:30-3:30.

August 31: First Midweek Hebrew session 4th-7th grades. Pizza at 5:45 and Class 6:15-7:30.

September 5: Labor Day Holiday. No Religious School.

Condolences

We send our condolences to Robert, Beth, Joel and Benjamin Heller on the death of Rob's mother, Dorothee Heller. May her memory be for a blessing.

We are saddened by the loss of long time AJCC and Temple member Joe Miller, who passed away at his home. Joe was past AJCC president and a Temple trustee. We send our condolences to his wife, Sylvia Miller, and family. The family requests that memorial donations be made to Temple Beth El, 3037 Kingston Pike, Knoxville, TN, 37919; the Arnstein Jewish Community Center, 6800 Deane Hill Drive, Knoxville, TN 37919, or the charity of your choice.



Temple Beth El

*Cordially invites all
Prospective Members, New Members
and Existing Members
for a Wine & Cheese Social
outside on the patio
(Social Hall if raining)*



Friday, September 9

at

*6:30 p.m. in the evening
followed by 7:30 p.m. Shabbat Services*

Sponsored by Membership Committee

*RSVP: Amy Rosenberg 356-6830 or
Rockybergs@tds.net*

TEMPLE BETH EL TIMES

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Temple Office Hours
Monday – Friday
9:00 a.m. – 4:00 p.m.

Visit our website: www.tbeknox.org

Mazel Tov!

- ◆ **Sandra Parsons** earned a Bachelor's degree in Management from the University of Phoenix. Sandra's proud family of children includes Laura, Linda, Edward, Irving, Hazak, Blake, Kalisa, and Kirk.
- ◆ Mazel Tov to **Allison and Robert Shagan** on the birth of their fourth child, and third son. New baby Jack joins big sister Lauren and brothers Aaron and Sam. May this new baby be happy, healthy, and blessed.



SAVE THE DATE

TBE CHANUKAH LATKE DINNER



Friday, December 9, 2011

6:00 – 7:30 p.m.

Followed by Shabbat Services

Gabe Oleinik's Confirmation Speech

As many of you know, I was not present for the confirmation service. I was in school in New Hampshire, but that's a story for some other time. I'm here now, and this is my Confirmation speech.

The Torah is the text of worship for the Jewish people. The text was written by the ancients, through the manifestation of G-d in their hearts. This continues on in our hearts still today. The Torah contains the rules that a Jew should live by and the manners in which to worship. It also tells us the stories of the Israelites, who were freed from Egypt and wandered through the desert to find the Promised Land, led the entire way by our G-d.

The Torah reminds us of our devotion to G-d and of the laws of ancient Israel. We read from the Torah on Shabbat, at bar and bat mitzvahs, and on other holidays. These many readings of the Torah make it apparent that it was and always has been a very important part of Jewish worship.

We use the Torah to teach our children about G-d and the Israelites, and one day, they will teach their children with the Torah. We use the Torah service as a means of getting every one together to see the Torah and hear our scripture being read. People have busy lives, and often cannot find time to come and hear the Torah reading and worship, so they try to set aside time to come to Shabbat services to worship Adonai.

At my previous synagogue, we would have a D'var Torah for every Shabbat service, but we would never read the Torah. This could be because there was never more than fifteen people at every service, but that isn't important. What surprised me when I came to Knoxville and joined the congregation of Temple Beth El, was the fact that every Friday night, the Torah is removed from the ark and read. I had always just assumed that you were supposed to have someone write the D'var Torah and read it for the congregation. I never knew anything else. I now see that reading the Torah at every service is important, and that it makes me personally feel more connected to G-d. The Torah unifies us, as friends, as family, and as a Jewish people. We learn new things from each Torah portion, things about being a Jew, praising G-d, and the hardships and triumphs of our ancestors.

The Torah means to us today, in that sense, the same as it did to the Israelites. We see it as a precious possession, which contains the text that Moses first wrote as he was told by G-d. We take out and hold the Torah high to show that it is ours, and that it will always remain that way. The way in which we, as individuals, decide to read and interpret this scripture, is based on our own beliefs and what we think it means to be Jewish. Each child interprets much of what we learn about the Torah in Hebrew school differently. We all have different views on the importance of the Torah to the Shabbat service.

Tonight our portion will include the story of the spies who crossed into Canaan. The people of Israel lost faith in G-d and they did not remember that he would help them take over the land of the giants. They were afraid, but Caleb and Joshua remembered their G-d, and they believed that he would help them. They were the only Israelites who had been held in Egypt allowed into Canaan. From this we can see that having faith in G-d is important and that it can help us with many overcome fear, gain bravery, and accomplish things that others thought that you couldn't. That is how our ancestors triumphed, and how we still do today.

A Story Worth a Thousand Pictures

Stories are the heart and soul of Judaism - and each of us has our own. Stories have the power to inspire, to challenge, to heal....and to join us across the generations. To help us share our stories with family, friends, and fellow congregants, Temple Beth El is hosting a special day with renowned artist, Syd Lieberman. We are inviting the entire community to participate in this exceptional event.

On Sunday, August 28, Syd will spend the morning telling stories - Jewish of course - to the youngsters from both religious school. Of course, it's okay to come even if you're not in religious school. In the afternoon, he will lead a workshop for adults (and high school students) to help us discover the power of our own stories. Each of us has a unique memory of a time in our Jewish lives that defines who we are, or helps us see where we came from and perhaps where we are headed. Preserving the stories from our synagogues, our community, and our families is a gift that will last many lifetimes. It is a fabulous tool for anyone interested in archives and family histories.

Syd is an internationally acclaimed storyteller, an author, and an award-winning teacher. Many of his best-loved stories deal with growing up and raising a family in Chicago. He is also known for his original historical pieces and his signature versions of Jewish and literary tales. Syd's work has garnered awards from ALA, *Parents' Choice*, and *Storytelling World*. He has taught storytelling at the Kennedy Center and Disney World, and received commissions to write pieces for NASA; the Smithsonian Institution; Historic Philadelphia; Johnstown, Pennsylvania; and the Van Andel Museum Center. Currently, he is creating stories for the U.S. Capitol Visitors Center and teaching their 180 docents and volunteers how to tell stories. Most of you have heard of the National Storytelling Festival in Jonesborough, TN - Syd is a favorite there and has recently finished a week as Storyteller-in-Residence at the National Storytelling Center. You can learn even more about him by going to his website: www.sydliberman.com.

We are thrilled to have someone of Syd's caliber to entertain and teach us. Our gratitude goes to the Beiler Cultural Fund for sponsoring this event so that everyone can attend. You will not want to miss this inspiring opportunity to turn your own gem of a story into a lasting treasure.



Temple Beth El Presents

Acclaimed Storyteller

Syd Lieberman

Sunday, August 28th

Stories with Syd

Syd's fabulous repertoire of stories for children incorporates a wide range of characters with just the right touch of gentleness and humor – and perhaps a message or two.

10:00 am - 11:00 am - Grades 1- 5

11:15 am - 12:15 pm - Grades 6-10

Workshop for Adults, Teachers & High School Students

“Mining for Gold: Making the Most of Moments Worth Telling”

*Discover the gems of your Jewish life
and polish them into lasting heirlooms.*

12:30 pm - 1:15 pm - Deli Lunch with Syd - \$7.00

limited to Workshop Pre-Registrants

1:30 pm - 3:30 pm - Workshop

TO REGISTER FOR WORKSHOP - Call 524-3521

Babysitting & Kids' Meals available - CD's for sale

Program Generously Sponsored by the Beiler Culture Fund

MITZVAHS

Lizzy Noon Becomes a Bat Mitzvah

Elizabeth Noon, daughter of Chuck and Missy Noon, will celebrate her becoming a bat mitzvah on Friday, August 5, 2011. Lizzy is an honors student at Webb Middle School where she has participated in several activities such as cross country, soccer, and the middle school play. In her free time, Lizzy enjoys baking, walking her dog, reading and hanging out with friends and family.

For her mitzvah project, Lizzy and her Temple Beth El Religious school classmates cleaned up the Holocaust Memorial at West Hills Park. They weeded the area, restacked the stones, and planted grass seed. A few weeks later, Lizzy and her family trimmed and mulched the six evergreen trees and planted some flowers.

Lizzy also tutors at the Boys and Girls Club in downtown Knoxville. She loves working with the children! Lizzy and her family welcome friends and family and from Washington, D.C., Kentucky, Georgia, Connecticut, and Washington state. The congregation is invited to join the Noon family for the bat mitzvah and the Oneg Shabbat.



Donations to the funds of Temple May 23 – June 17, 2011

General Fund

By:

Elliot & Nadine Rosenberg

In memory of:

Shirlie Goodfriend by Susan & Tommy Hahn

Shirlie Goodfriend by Kathi & Dick Balaban

Shirlie Goodfriend by Cathleen Rose

Dr. Sylvain Fribourg by Paul Erwin & Renee Hyatt

Ian D. Kinney by Harold & Shirley Freedman

Shirlie Goodfriend by Naomi & Jeffrey Cafpe

Jennie Zuckerman by Eugene Zuckerman

Shirlie Goodfriend by Frank Child

Esther Margolina by Bella Safro

Shirlie Goodfriend by Rocky & Janet Goode

Shirlie Goodfriend by Andi & Allen Schwartz

Rabbi's Discretionary Fund

In memory of:

Edwin Schnitman by Mimi Pais

Adele Stone Bernard by Maurice Greif

Patricia Lang Zivi by Richard Zivi

Margaret Moss by Stuart & Neil Moss

Preservation Fund

In memory of:

Leopold Schiffer by Larry & Judith Schiffer

In honor of:

Dick Jacobstein's many years of Chairing the Funds Financial Committee Liz Gassel & Mike Pardee

Care Committee Fund

In memory of:

Ruth Sherrill by Linda Bolt

Ruth Sherrill by Kenneth & Phyllis Hirsh

Ruth Sherrill by Liz Gassel & Mike Pardee

Strasburger Sacred Music Fund

In memory of:

Bertha Ehrlich by Linda Bolt

Marx Educational Fund

In memory of:

Albert Eisenstadt by Michael Eisenstadt & Mary Beth Leibowitz

Harry Marx by Ursula Marx

Patio and Grounds

In memory of:

Jeanette Grusin Hyatt by Renee Hyatt, Paul, Jenny & Noah Erwin

Endowment Fund

In memory of:

Lillian Pomerantz by Ken & Phyllis Hirsh

Sisterhood Contributions

In memory of:

Capt. Orlando A. Porter, Jr. by Honerlin Del Moro

Cemetery

By: Gertrude Siegel

Ha'Kol

August 2011

Open Letter to the Jewish residents of Anderson County

Dear Jewish residents of Anderson County:

I am writing today, as a neighbor and friend, inviting you to join the Knoxville Jewish Alliance, individually or as a group. This is not meant to be a request for anyone to change their way of life, just a suggestion to add to it. The Knoxville Jewish Alliance is ready and willing to expand its services to include anyone and everyone in East Tennessee who takes interest in our mission. There is no reason that we should exclude or forget the many wonderful friends we have next door, in and around Oak Ridge.

Over the last 2 ½ years, I have made this offer several times in casual conversation. I think it is now time that I say it in writing. I realize and appreciate that for some people this is a difficult conversation. Interestingly, I have never had someone tell me it is difficult for them personally, only for "others in the community." So since some people will find this topic of greater significance than others, I thought it best to be clear about some of the issues upfront and for all to see:

This is not about money: The Oak Ridge Jewish community conducts an annual campaign much in the same way KJA does. Though I may be wrong, I believe that 100% of the funds go to support international social services through Jewish Federations of North America. For this effort, I can only say "mazel tov" and keep up the good work. KJA has no intention of interfering with this fundraising. In fact, KJA aspires to do similar international funding but currently has too many local needs to meet before we can send money to JFNA in the way we did for decades.

This is not about JCOR (Jewish Congregation of Oak Ridge): KJA has a wonderful working relationship with Temple Beth El and Heska Amuna. We have joint programming, efforts to reduce redundancies and a mutual desire to improve Jewish life in Knoxville for all. The Jewish Congregation of Oak Ridge is welcome to jump right into the mix in any way the membership would like to participate. A new and additional relationship with a federation/JCC organization should only be viewed as positive.

It is about communication: Recently, a lovely lady from Oak Ridge wondered why a program there had not been advertised by KJA. My guess is that a small error on the KJA side caused us to miss the message. However, the message the lady received in return was that not only are we sorry we missed this event, but we DON'T want to miss the opportunity to publicize ANY Oak Ridge Jewish event in the future. We are only as good a communicator as the information we receive. Our website and *Ha'Kol* are ready for your participation.

It is time: In a time where the Jewish community of the United States is changing, we need to be closer together rather than farther apart. New people, new ideas, and new competition are changing the landscape for Jewish life in East Tennessee. We will meet challenges, grow and have a few laughs along the way if we are all working together.



Stephen Rosen

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KJA 2011 Campaign

Campaign Goal \$350,000

As of 7/12/2011

2011 Annual Campaign: \$303,891

52 new donors

143 increased gifts from 2010

It's not too late to make your gift, please call the KJA office at 690-6343 or Gene Rosenberg at 693-3162.

You can also go online at www.jewishknoxville.org and click "donate."

Tzedakah—Who and Why

By Gene Rosenberg

How do we determine who is entitled to receive our tzedakah? Our commentators clearly are suspicious of the motives of those who would investigate claims of poverty too closely. Why? Do you think fraud is very common among those who seek support from the community or from government programs? What about beggars on the street? Do you give money to panhandlers? Why? In this time when online fraud is likely, are we allowed to be more skeptical?



The answers to these questions can only be what every individual feels on a personal basis or on personal experiences.

What about financial commitments to our Knoxville Jewish Alliance annual campaigns? Do you think the dollars you commit give you the “biggest bang for your buck?”

Consider what the Knoxville Jewish community would be if there was not an annual campaign. Consider what it would be if there was not the AJCC. Consider who, where, and when would schedule, organize, and plan all these meetings we don't like to attend but which are the fabric of the Jewish community.

If you are at all skeptical regarding your commitment (pledge) to the campaign(s), an easy simple way to overcome these feelings is to get involved...volunteer...participate. BE A DOER, NOT A VIEWER! It is never too late. See firsthand where your dollars go and, more importantly, what your dollars do.

If you have not made your commitment for Campaign 2011, now is the time. Tzedakah is everybody's concern, not just a chosen few.

No time is too short; no amount is too little. No one can do it all, everyone can do something. No one can give it all, everyone can give something.

Jewish Family Services News

By Laura Faye Berry, BSSW, Esq.,
Jewish Family Services Director

We so often say that the Knoxville Jewish Alliance is a volunteer-driven organization. Because so much of the work that our volunteers do goes on behind the scenes, I wanted to take this opportunity to tell you about just a few of the activities that Jewish Family Services volunteers do every year.

- ◆ Provide Mitzvah Meals to community members recovering from an illness or injury
- ◆ Participate in Family Promise, cooking meals, hosting dinner, and providing children's activities for situationally homeless families in our community
- ◆ Visit our long-term care residents, which includes bringing holiday celebrations to them, holding monthly Shabbat services, blowing the shofar for them at Rosh Hashanah, delivering cookies at Hanukkah, and more
- ◆ Sending birthday and Rosh Hashanah greetings to our long-term care residents



If you are involved in any of these activities, thank you for all that you do. If you are looking to volunteer, please call me at 690-6343 ext. 18 or email me at lberry@jewishknoxville.org. We will help you find an activity that best suits your interests and activities. Our goal is to make volunteering a mutually beneficial experience.

Lunch and Then Some

By Laura Faye Berry, BSSW, Esq., Director

Please join us for this month's Lunch and Then Some (formerly Friendship) program.



The Lunch and Then Some group enjoys a movie.

Wednesday, August 17:

Markman's Jewelers
Markman's Jewelers has been a mainstay in Knoxville since Harold and Ida Markman opened their first store here in 1976. Come hear about the background of this family-owned and operated business and learn about the history of the diamond industry.

Program location: **Rothchild's, 8807 Kingston Pike**

The luncheon begins at noon and the program begins at 12:30. Lunch is \$9. There is no cost for attending the program alone. For more information, please contact Laura Berry at 690-6343 ext. 18 or LBerry@jewishknoxville.org.



Mimi Pais, speaker at the June luncheon, addresses the crowd.

A Garden Update

By Melissa Schweitzer, Preschool & Camp K'Ton ton Director

If you are a regular reader of the *Ha'Kol* or a parent of a preschooler, then you know that the Preschool has a gardening program to connect our students with nature and the food they eat. We thought you might enjoy an update on our efforts.

The weather and spring schedules did not sync as expected. Ms. Ginny, who facilitates most of the planting, faced the weather conditions with a great deal of creativity. The children started seeds that we nurtured on shelves and walls of classrooms.

Whenever there was a nice planting day, the children diligently worked to move their small seedling to a bigger space outdoors. We now have a nice bed of corn, beans, and squash; one lone carrot (oh, the teaching moments there);

tomatoes; pumpkins; and a healthy area of sunflowers. Our herb garden is overflowing and our blueberries are just beginning to ripen. We also have eaten a few small tomatoes.



Lessons from our garden continue to be harvested on a daily basis. There was an interesting discussion about why the corn was "lying down for a nap" and when it would wake. We have learned that the birds on the campus really love strawberries and eat them even before they turn ripe red. Lavender and flowers must be protected from the lawn mower when they are small or they will not get "big". We discovered that flowers will change into pumpkins in the fall and big

scientists are interested in how many bees and birds we have near our garden and sunflowers. We are also all learning the difference between tools and toys and how to use them.

Our garden is rich maybe not so much in food yet but is overly

abundant in literacy, math, science, and social studies.



KNOXVILLE JEWISH COMMUNITY

Ha'Kol

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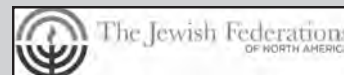
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Teen Adventure Program (7-9 Graders) Have a Busy Week

By Jonathan Branton, TAP Director

This was our busiest week yet, and I don’t anticipate us slowing down! On Monday, we volunteered at Brakebill Nursing Home. The children enjoyed talking to the residents, as well as loading the birdfeeders on the perimeter of the building. Tuesday we made our weekly trip to R.B.I. Fitness and worked on our agility, strength, and hand-eye coordination. Wednesday we went tubing down a lazy river in Townsend.



Thursday (with the 6th grade group) we went to ESPN Knoxville 1180am and sat in on my friend’s, Alex Anderson, show (http://www.espnradioknoxville.com/index.php?option=com_content&view=article&id=1606&Itemid=144). All of the campers sat in studio for the live broadcast, and several were even interviewed by Alex. The campers seemed to have a great time.



Friday began with pizza and ended with us making banana bread in the AJCC kitchen!

An on-going project we are working on is the garden located behind the tennis courts. In the future, we are going to build: a compost barrel, a sun dial, and a bench to put next to the garden.



Local musician, Josh Gaither, who came and played guitar for the kids last week, will be making a few more appearances this summer. The campers gave him a list of songs they would like for him to play the next time he comes to the AJCC.



Ha’Kol Subscriptions Available

Have a college student or friend who’s moving? Help them stay in touch with their friends and Jewish community with a subscription to *Ha’Kol*. One \$25.00 subscription provides 11, 36 page issues chock full of news, features, photographs, and more about our East Tennessee community.

Subscribing is easy. Just provide the KJA with the name and mailing address of the subscriber and make your payment. Our staff will do the rest.

Name and Mailing Address:

Yes, I’d like to pay: By enclosed check Please bill my KJA account Please bill my credit card

Please send checks or requests to KJA, 6800 Deane Hill Drive, Knoxville, TN 37919 or via e-mail to hakol@jewishknoxville.org.

MCDC Theme Weeks Offer Diversity (and Educational Activities)



(Above far left) Indoor hockey gets competitive during MCDC's Sports Around the World Week.

(Above) Robert Mann sorts Lego's into different color groups during Lego camp.

(Below) Dalet teacher Lisa Roach reads a story about living in the Arctic to Devyn Martin and his classmates during Snow Week.

(Above) Camper Shamstaj Lalani and counselor Blake Sowell enjoy a field trip at the World's Fair Park in downtown Knoxville.

(Above) Mr. Bond, the Science Guy, enthalls his audience during Back to Nature Week.

(Right) Camp K'ton stays busy during a CandyLand summer. Andrew, William and Gracie play in the Toddler pool.





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Knoxville Jewish Community Family of Funds

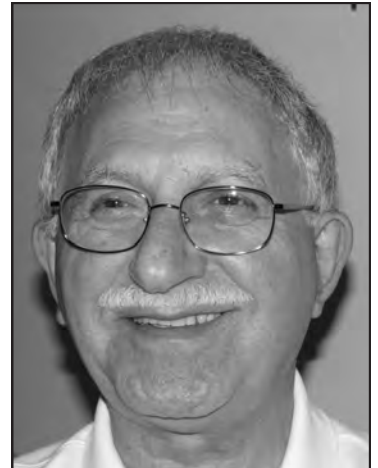
A Supporting Foundation of the Knoxville Jewish Alliance and the East Tennessee Foundation to preserve and strengthen the Jewish Community of Knoxville

A Word From Incoming President Bernie Rosenblatt

I am honored and pleased to be able to serve as the KJCFF President for the next two years. The Family of Funds was created:

- ◆ To build an endowment which would provide for the financial sustainability of all of the Jewish organizations and agencies in Knoxville;
- ◆ To support and enhance the aims, goals, and objectives of the Jewish community of East Tennessee;
- ◆ To support and enhance the aims, goals, and objectives of the Jewish community of East Tennessee in supporting and nurturing the charitable, educational, and religious purposes of the worldwide Jewish community;
- ◆ To provide assistance to any organization, whether or not Jewish, which contributes to the quality of life and culture in the United States.

By making grants (over \$77,000 in 2010!) from Donor Advised, Designated or other Funds the KJCFF can help organizations meet their needs and individuals can realize their philanthropic goals. It is my hope that we will be able to significantly increase the number of funds and that we will be able to count on many of you to establish legacy gifts. Please do not hesitate to call me or any member of our Board when you would like to discuss how you can help the Knoxville Jewish Community in perpetuity. Thank you. – Bernie



KJCFF Board Adds Two New Members

The KJCFF is pleased to welcome Ellen Markman and Carole Martin to the KJCFF board. These two new members bring with them leadership experience in the Knoxville Jewish community, as well as the community at large.

Community leader Carole Herson Martin joined the KJCFF Board in May. Carole brings to the board many years of community service, both within the Jewish community and the region. Carole is a retired teacher who has continued her child advocacy work by service on the Boards of Directors of Child and Family Tennessee, The Webb School, Great Starts, Knox County Community Services Agency, Heska Amuna Synagogue and the Washington University Parents Council. Carole was also a member of the Leadership Knoxville Class of 2000, which renewed her commitment to service with worthwhile community endeavors such as the KJCFF.

The KJCFF board is honored to have Carole join the board and knows the Knoxville Jewish community will benefit from her commitment. (Next month KJCFF will feature new board member Ellen Markman.)



Carole Martin

Donations

- ◆ **Bradley Sturm Memorial Fund**
Louise Spector in memory of Bradley Sturm and Frances Sturm
- ◆ **Heska Amuna Synagogue Cemetery Fund**
Heska Amuna Synagogue

Grants

The Sylvia Robinson Memorial Fund is sponsoring the Yom Kippur musical performance at Heska Amuna Synagogue. Sylvia Robinson was a long-time member of Heska Amuna Synagogue who loved music and this fund supports programs that honor her legacy.

KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF DIRECTORS

Bernie Rosenblatt, President; Scott Hahn, Vice President; Dick Jacobstein, Secretary/Treasurer; Jeff Becker; Bernard Bernstein; Arnold Cohen; Bobby Goodfriend; Jacki Imbrey; Herb Jacobs; Ellen Markman; Dick Jacobstein, Past President; Carole Martin; Alexandra Rosen; Mel Sturm; Jeff Gubitz, Ex-Officio; Susan Contente, Donor Development Specialist

The Board of Directors of the Knoxville Jewish 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/kjcff

Mazel Tov!

Heska Amuna Synagogue

Happy Anniversary!

Karen and Pace Robinson
Sandy and Jay Witherspoon
Francie and Neil Foster
Wendy and Richard Good
Marilyn and Jerry Solomon
Elaine and David Dobbs



Shelley and Jeff Hecht
Barb Levin and Josh Gettinger
Ellen and Bill Berez
Jane and Sheldon Cohen
Kathy and Morty Goodfriend
Evelyn and Steve Oberman
Nancy and Jeff Becker
Brandy and Bruce Pearl
Myrna and Irv Rusotto

Happy Birthday!

- ◆ Arnold Cohen
- ◆ Harriet Cooper
- ◆ Myra Weinstein
- ◆ Laura Berry ◆ Hal Manas
- ◆ Judi Abrams
- ◆ Peggy Hedrick
- ◆ Bernie Rosenblatt
- ◆ Naomi Rowe ◆ Bill Berez
- ◆ Anne Ehrenshaft
- ◆ Barry Winston ◆ Elaine Brown ◆ Anne Bendriem
- ◆ Gary Spiegelman ◆ Regis Loffman ◆ Herb Jacobs
- ◆ Joe Goodstein ◆ Abraham Brietstein
- ◆ Sandy Robinson ◆ Deborah Routman



All members whose birthday or anniversary occurs in August are invited to receive a blessing at kiddush on Shabbat morning, August 13.

TEMPLE BETH EL

Happy Birthday!

- ◆ Howard Teitelbaum ◆ Isidor Sauers ◆ Ela Polsky ◆ Mary Weiss
- ◆ Claudia Fribourg ◆ Brian Gross ◆ Ida Markman ◆ Diana Harris
- ◆ Ethan Brody ◆ Stuart Elston ◆ Phillip Seifert ◆ Kim Hookman
- ◆ Alex Khaddouma ◆ Sean Popkin ◆ Robert Schoenfeld
- ◆ Leonard Brown ◆ Joel Heller ◆ Emily Shor ◆ Michael Goodman
- ◆ Julia Gunn ◆ Miriam Hicks ◆ Barrett Schaefer ◆ Sandra Kronick
- ◆ Andrew Pais ◆ Ava Radoff
- ◆ Jerry Winston ◆ Dennis Brock
- ◆ Clark Derrington ◆ Alan Gassel
- ◆ Landon Wilhite ◆ Robert Heller
- ◆ Will Brody ◆ Laura Schlittler
- ◆ Victoria Traugot ◆ Wesley James
- ◆ Valerie Rosenbaum
- ◆ Michelle Fisher ◆ Zeev Gilat
- ◆ Sophie Pollock



Happy Anniversary!

- Robyn and John Pavan
- Lawrence and Kim Hookman
- Dick and Sheila Jacobstein
- Mark and Shelley Mangold
- Simon Badalov and Yelena Golburt
- Joe and Sylvia Miller
- Zakhar Sapozhnikov and Yelena Sapozhnikova
- Mark and Lucy Barkan
- Mark and Marcy Frankel
- Dennis Brock and Elizabeth Diamond
- Henry and Claudia Fribourg
- Michael and Laura Shenkman
- Allan and Bunny Gerson
- Aaron and Imelda Margulies
- Chuck and Missy Noon
- Jeffrey and Tamra Brown

JAHRZEIT

TEMPLE BETH EL

August 5

◆ Jeannie Levy ◆ Victor Strasburger ◆ Asya Jargonskaya ◆ Pastor Serrato ◆ Samuel Gelber ◆ Efim Golburt ◆ Harold Licht
◆ Harold Karklin ◆ Herbert Nash ◆ Garrett Bickman ◆ Jackie Bickman ◆ Marie Elston ◆ Emilie Strasburger

August 12

◆ Yankel Iancovsky ◆ Milton Bessemer ◆ Ethel Taylor ◆ Abram Golburt ◆ Albert Greenberg ◆ Emanuel Taylor
◆ Benjamin Herrmann ◆ Marcus Herrmann ◆ Janet Perris ◆ Anne Prial ◆ Lillian Schaefer ◆ Matvei Ioselev ◆ Sara Pais

August 19

◆ Herman Forest ◆ Orsella Davis ◆ Jerome Bernstein ◆ Rose Shenkman ◆ Sidney Spero ◆ Daniel Goodman ◆ Zan Bailey
◆ Gilbert Klein ◆ Adele Zacharias

August 26

◆ Charles Evans ◆ Max Slome ◆ Ida Altshuler ◆ Wolfe Brody ◆ Morris Hochenberg ◆ Jeanette Galloway ◆ Dora Stein
◆ Henry Weinstein

September 3

◆ Milton Levy ◆ Louis Bronstein ◆ Hermina Beiler ◆ Rudy Crohn ◆ Henry Igar ◆ Tillie Solomon ◆ Hannah Strasburger
◆ Frances Guthman ◆ Vincent Salomone ◆ William Schwartz

Heska Amuna Synagogue

August 6

◆ Matilda Corkland ◆ Barbara Fay ◆ Bertha Licht ◆ Edward Lippner ◆ Mel Nagler ◆ Edward Mottzman ◆ Mary Corkland
◆ Ethan Goodfriend ◆ Dorrie Barnett ◆ Esther Bebergal ◆ Harold Licht ◆ William Gurwitsch ◆ Yetta Lipshin ◆ Rose Martin
◆ Samuel Millen

August 13

◆ Benjamin Jaffe ◆ Morris Goldman ◆ Sylvia Goldstein ◆ Samuel Merlin ◆ Max Millner ◆ Karl Liberman ◆ Hyman Levison
◆ Muriel Boothman ◆ Katie Ross ◆ Marian Schneider

August 20

◆ Mollie Brietstein ◆ Mildred Dreyer ◆ Meyer Brilliant ◆ Harry Fayonsky ◆ Abraham Chaskin ◆ Jacob Green
◆ Lester Robinson ◆ Abraham Rosenblatt ◆ Abe Zwick ◆ David Wender ◆ Hugo Klein ◆ Zeleg Berez ◆ Jacob Menachem

August 27

◆ Kenneth Cohen ◆ Sally Moskowitz ◆ Samuel Routman ◆ Judy Schwartz ◆ Esther Balloff ◆ Mervin Horn ◆ Gussie Richer
◆ Jane Rosenblatt ◆ Max Cohen ◆ Joseph Leeds ◆ Thomas Miner ◆ Steven Shersky ◆ Betty Billig ◆ Morris Shorr



Hadassah Highlights



The Knoxville Chapter of Hadassah Installation Brunch Buffet

The Slate Presented for the 2011-2012 Executive Board

President	Cindy Pasi
Programming Vice President	Shuli Mesa
Treasurer	Laura Floyd
Records Administrator	Jill Weinstein
Corresponding Secretary	Amber Case
Recording Secretary	Kathy Goldstein
Advisor	Bonnie Boring

All Chapter Members, Associates, and Guests are Invited

Come to Harry's Deli

131 Gay St., Knoxville, 37902

Owned and Operated by Amy and Ben Willis-Becker
A New Downtown Knoxville Favorite: "Not Your Ordinary Deli,"
as reported by the *Metro Pulse* and the *Knoxville News Sentinel*.

Sunday, August 28, 2011

10:30 a.m. to 12:30 p.m. for Brunch

12:30 p.m. to 1:30 p.m. for a short meeting with all Board Members

Meeting conducted by Hadassah Region Area Vice President Brona Pinnolis

Cost for BRUNCH = \$18.00 per person (includes drink, tax, & gratuity)

TO CAR POOL AND RIDE TO THE BRUNCH, ARRIVE AT HESKA AMUNA SYNAGOGUE BY 10:00 a.m.

At least 10 items will be offered on the Buffet, which will include such deli-cious treats as Chocolate Cherry Scones, Seasonal Fruit Salad with Honey Yogurt, Roasted Vegetable Stratta, Mini Bialys with White Fish Salad, Lox and all of the fixings.



To attend Brunch or to Car Pool, RSVP to Mary Evars-Goan
(865) 690-4617 or goan@knology.net on or before August 25, 2011.

Keepers of the Gate are Rising to the Challenge!

Over 300 people have joined Keepers of the Gate or increased their annual giving level above \$1000, getting us closer to our 2012 BY 2012 Challenge. "Centennial Keepers", those who have become Keepers (or stepped up their gift) during Hadassah's Centennial campaign, will be specially recognized during the Centennial Convention in Jerusalem in October 2012. Visitors can admire the prestigious Keepers of the Gate pillars at Hadassah Hospital-Ein Kerem with the names of all those who have given annually to Hadassah for at least 5 years. If you are a Keeper and your name is not yet inscribed, pre-pay your gift up to the 5 year benchmark to ensure that your name will be inscribed in time for the Centennial Convention. With the devoted support of over 4,000 Keepers of the Gate, millions of dollars are enabling Hadassah's mission to continue for the next 100 years.

Become a Centennial Keeper Today!



The Knoxville Chapter of Hadassah Keepers of the Gate are *Marcia Shloush, Jill Weinstein, and Mary Evars-Goan.*



Help Israel by Purchasing Tree or Water Certificates

Yes, you can help Israel simply by contacting *Marian Jay* and purchasing a tree certificate for \$12.00 or a much needed water certificate for \$18.00. You may designate a name for either certificate in memory of someone, sending get well wishes to an individual, in honor of a birthday, anniversary, birth, marriage, engagement or someone's accomplishment.

Israel is always in need of trees and water. Please help the forests by planting a tree and helping the trees grow in Israel by giving them some water. You can call *Marian* at 524-8234, mail your request and a check to her at P.O. Box 10983, Knoxville, TN. 37939 or e-mail her at mayfayjay@aol.com to arrange for a tree or water certificate to be sent out for you.



The Knoxville Chapter of Hadassah Needs YOU!

Your spot is still open and waiting on you.

We need:

- ◆ Someone to help with our bulletin;
- ◆ Someone to help with our events;
- ◆ Someone to help with our membership;
- ◆ Someone to help keep us organized;
- ◆ Someone to help with our fundraising.

We Need You Now!

Please e-mail Cindy at tenntrio@ymail.com or Shuli at shulime@gmail.com.



Generation to Generation; Give the Gift of a Lifetime – Hadassah for Life



Bonnie Boring made it a family affair by gifting her mother and her daughter with life memberships to Hadassah in January.

*Bonnie Boring
Hallie Boring
Corrine Blecher*

Large Certificates

By Lee Miller, Chair

The following Large Certificates have either been mailed or are in progress:

- ◆ **FRANCES SCHANOWITZ**, Mother/mother-in-law of Ellen & Bill Berez
- ◆ **NATALIE MILLEN BROWN**, Daughter of Norman & Lila Millen
- ◆ **SHIRLEY CHASAN**, Mother/mother-in-law of Stuart & Jill Chasan
- ◆ **SHIRLIE GOODFRIEND**, Mother/mother-in-law of Bobby & Wendy Goodfriend
- ◆ **RUTH SHERRILL**, Friend to all
- ◆ **DOROTHEE HELLER**, Mother/mother-in-law of Rob & Beth Heller
- ◆ **ELLEN CHAYET**, Mother/mother-in-law of Howard & Marilyn Pollio
- ◆ **LEONA KESSLER**, Sister/sister-in-law of Harold & Becky Winston

When your honoree doesn't need one more tchatchkee, the perfect gift is a Hadassah certificate, for those times when you REALLY want to send them your very best. I have lovely certificates in many shapes, sizes and donation prices. Don't forget to "shop" with me when looking for that perfect gift to honor or memorialize that special person.

Mazel Tov! Mazel Tov!

Mazel Tov to Ramat Hadassah Szold Youth Village for being singled out to receive the Israel Education Prize, presented by the Israel Ministry of Education. This village is receiving recognition for enabling their students to reach their full potential and therefore be integrated into Israeli society as fully productive citizens. The rise in the percentage of students who achieve matriculation certificates and are now entering the IDF is most heartening. Our partnership with Avi Naor and the Jewish Agency for Israel is a winning relationship for us all. We are proud to watch ass Director Michal Stern leads her team of educators as they bridge the difficult social and emotional gaps and guarantee success for all.



What Is It?

Esther Through the Lenses is an exclusive online educational opportunity for Hadassah members. This program will explore the Book of Esther through text, step-by-step analysis and open discussion about what it means to be a modern day Esther.

How Do I Begin?

All you need to start is to log into your MyHadassah account and click on the *Esther Through the Lenses* icon. Don't have a MyHadassah account? **Sign up today at www.hadassah.org/myhadassah.**

When Will New Content Be Posted?

At the beginning of every month a commentary on Esther will be posted with relevant questions for discussion. The sections will remain available so that participants can join the discussion at any time or refer back to past study sections at a later date.

When Do We Start?

Now, sign up today and get started.

Hadassah Highlights

Knoxville Chapter of Hadassah

Executive Board

Cindy Pasi	President tenntrio@ymail.com
Shuli Mesa	V.P. Programming shulime@gmail.com
Laura Floyd	Treasurer floydfam@knology.net
Jill Weinstein	Records Administrator jillweinstein@comcast.net
Amber Case	Corresponding Secretary casea201@gmail.com
Kathy Goldstein	Recording Secretary kathygoldstein@gmail.com
Bonnie Boring	Advisor unresources@aol.com

General Board

Mimi Pais	American Affairs
Elaine Dobbs	Associates
Peggy Littmann	Book Club & JNF
Carol Feldman	Condolence Cards
Raeus Cannon	Directory
Charlene Gubitz	Greeting Cards & Arrangements
Nora Messing	Historian/Yearbook
Marcie Shloush	HMO Luncheon
Mary Evars-Goan	HMO Luncheon
Nancy Britcher	HMO Luncheon
Rachel Hale	Hospitality Cards
E.L. Gordon	Jewish & Zionist Education
Lee Miller	Large Certificates
Judi Abrams	Layettes
Myra Weinstein	Leadership Development
Marilyn Abrams	Life Membership
Stefanie Rich	Member at Large
Marian Jay	Tree & Water Certificates
Marian Jay	Parliamentarian
Lynn Fuson	Publicity
Jill Weinstein	Youth Aliyah
Joyce York	Web Master

www.knoxville.hadassah.org

Welcome to Our Newest Members

Jenny Pfeffer
Mara Nagler
Liz Spenser
Samantha Spenser



Isn't it time you joined Hadassah?
Email Cindy at tenntrio@gmail.com

Hadassah Remembers Charlotte Bloomberg

Hadassah mourns the passing of Charlotte R. Bloomberg, an inspiration to the entire Zionist movement, who died Sunday, June 19, in Medford, Mass. She was 102. In addition to having the Mother and Child Center at Hadassah Ein Kerem named for her, Mrs. Bloomberg was the oldest living alumna of Hadassah's premier



youth program, Young Judaea, as well as a generous supporter of it.

"The Jewish people, Israel and Hadassah have lost a truly inspirational figure, a role model and a friend," said Hadassah National President Nancy Falchuk. "We are tremendously sad at her passing but also incredibly grateful for the legacy she left us and the rich, full life she shared with us. Our hearts go out to her son, Mayor Michael Bloomberg, and her daughter, Marjorie Tiven."

"But it is we who were thrilled to have shared in HER life," Falchuk said. "Hadassah mourns Charlotte Bloomberg today, a true Zionist, but we know that after we, too, are gone, our descendants will know her name and benefit from its blessings. May her memory be for a blessing and may her wonderful family be comforted among the mourners of Zion and Jerusalem."

Let's Celebrate Together in Jerusalem!

October 15-18, 2012

This is going to be BIG – really BIG

This is going to be EXCITING – really EXCITING

This is going to be INSPIRATIONAL, EMOTIONAL, DRAMATIC!
THIS IS GOING TO BE A DO NOT MISS EVENT!

Join Hadassah as we Gift to Israel the Sarah Davidson Wetsman Medical Tower

A State of the Art 14 story hospital in Jerusalem!

www.hadassah.org

Celebrate Hadassah's 100th Year & Support the Hadassah Directory for as little as \$10

Let Knoxville Hadassah members and their families know about your business!

Benefits of putting an ad in the Hadassah directory:

- 1) inexpensive rates
- 2) specific target
- 3) support great cause
- 4) full year's coverage

Size	Dimensions (h/w)	Prices
Black & White Display ads		
Quarter (1/4) page	3.5 x 2.25	\$65
Third (1/3) page	2.375 x 4.5	\$80
Half (1/2) page	7.5 x 2.25 (vertical)	\$95
	4 x 4.5 (horizontal)	
Full page	7.5 x 4.5	\$165
Other Listings		
Yahrzeit ad space	2.375x 4.5	\$75
In Memoriam	2 line-listing	\$10
Professional pages	2 line-listing	\$40

We can even design an ad for you!!

Deadline:
August 30th

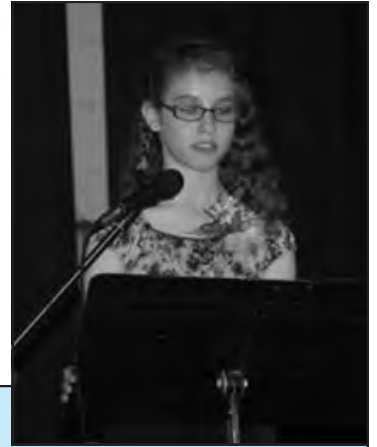
For info contact Raeus at:
raeusjae@gmail.com
865-382-6117



Stanford Eisenberg Knoxville Jewish Day School

KJDS Graduates 4 This Year!

KJDS graduated four bright, sweet girls this year. A special thank you to Ellen Kern from Stand and Deliver for preparing the girls to give their first public address. Havah Anovitz, Leah Anovitz, Taylor Kolnick, and Kalisa Parsons all graduated the evening of May 24 at a graduation ceremony at the AJCC which was attended by family, friends, and community members. Each graduate gave a speech about who they believe to be a hero and how that person has impacted their life thus far. Havah and Leah have been with the school since we first opened our doors and we have enjoyed watching them grow. All of the girls will be deeply missed as they move on to middle school, but we know that they will be successful and are ready to move on to the next phase of their lives. Best of luck girls!



Taylor Kolnick

As I take the stand at my fifth grade graduation, I am grateful for my past opportunities and look towards my future. I am inspired by women like Gloria Steinem who fought for women to have equal rights and pursue a higher education. Because of independent minded, smart and stubborn Gloria Steinem I have unlimited opportunities open to me.



Taylor with her Mom

Gloria was a staunch activist for women's rights. She believed that women should be treated equally and have the same rights as men. She believed in it and got to work, she gave public speeches and wrote books and articles to spread her message. She wasn't discouraged by people who disagreed and ridiculed her. She kept sharing her message. She was stubborn and even in the face of a disappointing result s, never gave up. Her determination is an inspiration to me.

Mom, you were an example of this determination these past two years when you decided to go back to school. I know I may have complained a little bit but I want you to know how proud I am of your commitment and accomplishment. I only hope that I will show that same level of determination for the things I set my mind to.

It was important to me that Gloria Steinem was Jewish. Being in a Jewish school this year meant so much to me. I really enjoyed feeling part of the Jewish community KJDS offers and feeling like I belonged here in Knoxville, TN. I learned more Hebrew this year than I had ever before. After years of feeling like an outcast around the Christian holidays I now feel like I've learned enough about being Jewish and my holidays and feel proud to be Jewish even though not a lot of people around me are.

Thank you mom, dad, KJDS teachers and friends for bringing me to this point I look forward to making you proud in the future.

Leah Anovitz

I have been here at KJDS since the very first day the school

Leah gives her graduation speech

opened. I have come to really treasure being in a private school. The best part of private school has been working with my heroes every day. I've had role models who taught me to be strong and Jewish.

A hero is someone who makes a difference in our world. Heroes can be everyday people who serve as role models for me. At KJDS I have had lots of heroes – teachers and community people who have helped me become who I am now. There are so many of you!

When I first came to KJDS I really despised math, and it was my worst subject. But now, if anyone asked me what my favorite subject is, I would have to say it's math. Over the last two years, Mrs. O has worked extra hard with me, and I have finally realized that I can have fun in math! I just needed someone to convince me to work hard and stick with it until I got it!

KJDS has provided me with many special friends, who share their experiences with me and who support me when I need support. I loved having an extra grandma close by that I can spend time with. When I practiced for the play, I had extra coaches helping me learn my part. I've even had people who taught me cooking, soccer, and PE.

When I move to middle school I'm going to keep in touch with all the people I've been with for the past five years. When I have trouble with math, I'm going to remember how to keep at it until I succeed. When I want a grandma nearby, I can call my special friend. When others ask me for help, I know I'll be there for them the way my heroes at KJDS have been available for me. It's just what we do!

Kalisa Parsons

As I prepare to move on to middle school, I've been thinking a lot lately about the opportunities for change. When I think about change, I am reminded of Dr. Martin Luther King Jr. I've learned so much about his life's work at making changes in our society.

Dr. King had a vision of a world where differences in people would be accepted and encouraged. He was not afraid to stand up for what he believed. His courage inspires me to leave KJDS without fear. King was an outsider among the people he most wanted to influence, but he never let that stop him. Before I came to

KJDS, I knew what it felt like to be different. I was an adopted, multiracial, Jewish child in a public school with no other Jewish children except my brother. We definitely felt different. At KJDS I am not an outsider. Here, we all learn about our Jewish heritage. We ignore our differences in ethnic backgrounds. It doesn't matter if we are white, black, converted, Israelis, or mixed. After four wonderful years here, I know I can return to the world of public schools and be strong about being different. I just have to remember how hard King had to struggle. I know I can succeed no matter where I am.

I have learned to question things. What would our world be like without people like Dr. King? I'm a member of a minority in so many ways! Jews are in the minority here in Knoxville, but I can still be a part of society. Is that because King and others worked so hard for equality? I'm multiracial, but nobody even notices that. Is that because Abraham Lincoln and the Constitution of the United States guaranteed my freedom? I'm a girl who can do anything I want for the future thanks to people like Dr. King, and Rosa Parks, and Gloria Steinem who worked so hard to make our society what it is today.

I am sad to be leaving KJDS. I'm going to miss everyone involved in the school. My teachers and my classmates mean a lot to me. They have grown important in my heart. I give a big thank you to everyone who taught me and everyone who helped me over the last four years. I want to thank Mrs. O and Morah Debbie, Donna, Lisa and Miss Lori for helping me overcome my fears on stage and off so I could talk to you today.

Havah Anovitz

I have studied many heroes in Jewish history. Two of the most famous are Rachel and Leah. Like Rachel, I have a sister Leah. Siblings are the best gift in the world, although I confess we kids don't always admit it. Having a sister has taught me to share and to respect others.



Mrs. Ohriner and her 4 graduates

I remember the story of how Rachel was a shining example of a sister who put her sibling first. Rachel was so unselfish that she made sure Leah was married first. Rachel helped Leah keep her dignity, even as others, like their father, were ignoring Leah's needs. Rachel put Leah's feelings ahead of her own. She showed she truly loved her sister.

I can understand wanting to take such good care of a sister. Leah and I are in the same small class at KJDS. We are 50 percent of our 5th grade class! Leah and I are not just sisters; we are fellow students. Because of this, we've spent the last five years learning to treat each other better than

we might otherwise.

My sister and I were proud to be in the first class at Stanford Eisenberg Knoxville Jewish Day School. Our parents fully trusted Rabbi Yossi, Miriam Esther, Morah Rishi, and all the teachers to build the best school ever and so we were the first students to walk through the doors of this fine school over five years ago. I thank my loving parents for providing me this opportunity. I thank my incredible principal and my terrific teachers for their guidance and dedication.

I've been lucky to share my classroom and class time with my best friend forever, my sister Leah. I thank Hashem that I, like Rachel, will always have Leah to support me as I continue to carry the banner of a KJDS graduate.

Welcome Back To School

School is just around the corner! The teachers have been busy all summer preparing for the return of their wonderful students! Ms. Jennifer, Ms. Amie, and Ms. Jessica traveled to Las Vegas this summer to attend the National Conference on Singapore Math and Differentiated Instruction. We also have two active boards installed now, one in Ms. Jessica's room and one in Mrs. Ohriner's room. The teachers can't wait to put these to good use with their students.

There will be a phase in period again this year to start off the school year. We will have two half days of school, August 11 and August 12. The first full day of school will be August 15. We can't wait to see everyone!

Orwitz Family Gives Interactive Board

In the July issue, we were so excited to report on our *Fund a Cause* purchase of an interactive board for Mrs. Ohriner's 4th-5th grade classroom. We are thrilled to report that since then we have purchased and installed a second interactive board in the 2nd-3rd grade classroom. Thanks to the generosity of Allen and Leah Orwitz, Ms. Jessica and her 2nd-3rd grade class will also have their learning enriched by the Promethium Interactive Board. Ms. Jessica, and Mrs. Ohriner will attend a three-day training this summer to learn how to maximize the board's opportunities for their students.

A huge thank you to Allen and Leah Orwitz, Kim Rosen's parents, for their generous donation.

Welcome Back Mrs. Cruz!

By Miriam Esther Wilhelm

When you say the name, “Mrs. Cruz,” to any of our fifth graders, their faces positively light up! This is because Mrs. Cruz was their first grade teacher! In the 2007-08 school year, KJDS was extremely lucky to have Mrs. Cruz on staff, but a job transfer by her husband’s employer kept her from continuing in August of 2008. We were all disappointed to see her go, but now she’s back! Another job transfer has her returning to Knoxville and we are so excited to invite her back onto our staff as the K-2 literacy specialist. We’ve missed her and she’s missed us and we are delighted to have her returning!

Corinne Cruz is a creative, captivating teacher who comes with 14 years of teaching experience, nine of which were as a first grade teacher. She is an advocate of small grouping and, to quote a previous principal, she “never seems to run out of good ideas.”

One of Corrine’s proudest accomplishments was the district’s “New Teacher of the Year” award, given to her in her very first year of teaching. In Las Vegas, she served on the Literacy Committee, the Social Committee and co-chaired the Student Intervention Team.

At KJDS, Mrs. Cruz built our literacy curriculum, which consistently has our students testing above grade level. She is coming back to us having just about completed her Masters in Literacy and having implemented a literacy intervention program for struggling readers. Corrine is a unique person who constantly strives to learn from others. She is excited to take what she has learned in the time gone from KJDS and make our Literacy program even better!

Kidtown

All year long, the KJDS students work hard to earn money that they can use to purchase goods or services at “Kidtown.” Kidtown is a kind of shopping mall created by the students. The kids set up their booths in the largest classroom and sell items they have made or provide interesting services. This year, some of the storefronts included manicures and pedicures, bobbing for apples, jewelry sales, fortune readers, tattoos, hoola-hooping, and so much more. The kids really enjoyed creating their products, as well as spending all of their hard-earned money!



Heidi and Sophie bobbing for apples



Lila applying make-up to Ms. Amie

End-of-Year Field Trip to Chattanooga!

KJDS students enjoyed a trip to Chattanooga for a fun-filled day to celebrate the end of the school year. K-1 went to Rock City, which is located at the top of Look Out Mountain, and meandered through the many trails featuring massive ancient rock formations, gardens with more than 400 native plant species, and breathtaking panoramic views. On a clear day you can even see seven states! Grades 2-5 went to Ruby Falls to view a 145-foot underground waterfall located more than 1,120 feet beneath the surface of Look Out Mountain, all while enjoying the many geological wonders located throughout the cave. They then all met up at



K-1 class at Rock City



Coolidge Park on the Tennessee River to enjoy lunch outdoors and a ride on the carousel before heading back to Knoxville. A memorable day was had by all.

Cool rock formations at Ruby Falls

Three KJDS Staff Members Head to Vegas

KJDS will be supplementing state-allotted funds to send three teachers to the National Conference on Singapore Math Strategies. From July 12-15, our teachers will be in Nevada strengthening their knowledge of the newly adopted Singapore Math Curriculum.

The conference will focus on breakthrough strategies that make math accessible and enjoyable for teachers and students. The Singapore Math method not only emphasizes problem solving and model drawing, but also prepares students for algebraic thinking. Strengthening our students abilities to problem solve enables our students to learn the skills, concepts and processes necessary to solve a variety of problems and succeed in our global economy.

1st Annual KJDS Olympics

This year KJDS has had the honor of having Tamara Sturm volunteer her time to teach PE. Tamara came to school twice a week and worked with the kids on different kinds of activities, from group games to individual activities, all the while promoting a healthy, active lifestyle. As an end of the year event, Tamara set up the 1st annual KJDS Olympics, which involved three teams - Team USA, Team England, and Team Israel. There were both individual and team competitions and all students were included. Some events included sprinting, long jump, hoola hooping, gymnastics, sack races, and tug-o-war, just to name a few. The kids had a blast! It was a big success and they can't wait to do it again next year. Thanks so much Tamara!

Segev having fun in the sack race



The girls preparing for the hoola hoop competition



Getting ready for the tug-o-war competition

Stanford Eisenberg Knoxville Jewish Day School

KJDS Staff and Board

Head of School

Miriam Esther Wilhelm

Principal

Jennifer Dancu

K-1st Grade Teacher

Ms. Amie Cottrell

K-2 Literacy Specialist

Mrs. Corinne Cruz

2-3rd Grade Teacher

Ms. Jessica Vose

4-5th Grade Teacher

Ms. Jenifer Ohriner

Hebrew Teacher

Miriam Esther Wilhelm

Music & Drama Teacher

Morah Debbie Richman

Art Teacher

Mrs. Laurie Barocas

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Ha'Kol is a joint community project

The Jewish Community Archives of Knoxville and East Tennessee

The Way We Were ca 1940



Rose and Max Robinson Anniversary Party Photograph

Front row: Sarah Zwick, Abe Zwick, Rose Gourse, her parents Gertrude & George Gourse

Second row: Sam Sovelove, William & Celia Shaw, Eva Slovis, Sarah Robinson, Lou Slovis, Nathan Robinson

Third row: Rose & M.B. Robinson, Rose & Rabbi Jerome Mark, Jennie & Max Friedman, Melvin Robinson, Max & Rose Robinson, Alfred Robinson, Sylvia & AJ Robinson, Rabbi Leo Bergman, Mary & SH Robinson

Sarah & Abe Zwick were the grandparents of Carole Zwick-Mandel; Eva & Lou Slovis were the parents of Marilyn (now Presser) & Norbert Slovis; Max & Jennie Friedman were the grandparents of Scott Hahn; Sylvia & AJ Robinson were the grandparents of Pace Robinson; Sarah & Nathan Robinson were the parents of Joyce Diftler.

For more information on these families, go to the Archives webpage at www.jewishknoxville.org/archives [click on Ha'Kol: "The Way We Were"], to explore all our links to discover more historical gems.

Send your visual memories of "the way we were" to the Archives, c/o Knoxville Jewish Alliance.