



# Ha' Kol

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

Volume 5 ♦ Issue 7 ♦ August 2013

Everyone's Invited to Celebrate

## Shabbat at the Pool

**Friday, August 16**

Arnstein Jewish Community Center  
6800 Deane Hill Drive, Knoxville

*A joint program of the Knoxville Jewish Alliance, Heska Amuna Synagogue, Chabad, and Temple Beth El. Shabbat at the Pool features dinner, swimming, Shabbat, singing, prayers in English and Hebrew with transliterations. This event is open to the entire Jewish community.*

Services led by:

Rabbi Alon Ferency, Rabbi Mathew Michaels, Rabbi Yossi Wilhelm

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

6:45 p.m. Musical Shabbat celebration under the trees!  
(Rain venue—AJCC Gym) - Everyone welcome

Adults \$12    Children (10 and under) \$6    Family cap \$36



Meal reservations  
due by Monday,  
**August 12**  
*Your check is  
your reservation—  
send yours today!*

Mail your payment  
(payable to KJA) to  
KJA, 6800 Deane  
Hill Drive, Knoxville,  
TN 37919

Questions? Call  
690-6343 or email  
[rhale@  
jewishknoxville.org](mailto:rhale@jewishknoxville.org)

### IN THIS ISSUE

#### KJA Ha' Kol

Presidents Message.....	2
Campaign .....	3
Jewish Family Services.....	3
Preschool .....	5
UT Hillel.....	6
Suzy Snoops.....	7
Donations .....	7

#### Heska Amuna HaShofar

High Holy Day Schedule.....	12
From the Rabbi.....	13
From the Chair.....	14
HA Religious School.....	14-15
Sisterhood News.....	16
Among Our Members.....	16
Contributions.....	18

#### Temple Beth El Times

Rabbi's Message.....	18
High Holy Day Schedule.....	20
Presidents Message.....	20
Sisterhood News.....	22
Religious School.....	23
Book Review.....	24
Contributions .....	25

#### Community News

Hadassah Highlights.....	30
Knoxville Jewish Day School.....	34
KJCFF.....	8
Jewish Congregation/Oak Ridge.....	28
Community Calendar.....	9

# Knoxville Jewish Alliance

KNOXVILLE  
JEWISH  
ALLIANCE  
*Building Community  
Enriching Lives*

# Ha' Kol

## KJA President's Report

By Renee' Hyatt

*We are fortunate to have Judge Mary Beth Leibowitz, a committed member of our own Jewish community serving on the Board of Trustees of Jewish Federations of North America. I appreciate her sharing her perspective on how we are and should be connected to K'lal Yisroel.*

It is my pleasure and honor to serve our community and all small federations as a member of the Board of Trustees of the Jewish Federations of North America (JFNA), and to sit on its Budget and Finance Committee as well as the Futures Committee for its wholly-owned subsidiary, the United Israel Appeal. This work has been a double blessing for me, enabling me to continue the work and friendships I have made in my 27 years of work with JFNA and its predecessors UJA and UJC, and also to further my lifetime belief that the Jewish people are, in the words of the sages, all responsible one for the other. As the largest of the Jewish social service organizations, JFNA and its member federations serve individuals and communities such as our own throughout the world. We are living in amazing and sometimes disturbing times, but we are also active participants in the pantheon of Jewish history.

We also are writing the history of the small communities of JFNA. As small federations we have many issues of our own. We recognize that large and intermediate communities have a separate set of problems. It has become more difficult for some communities to tread water and serve their people. Everyone needs to step up into the leadership roles all of us are capable of in order to keep our small communities viable. We have less business-based and more professional members, we take on more elderly members who are brought here by family and who need resources, and we lose most of our youth to greener pastures. We generally have too much work for too few resources, and are often paid little notice by the national organization which is dependent on the larger size cities for their ever shrinking dollars. So much for politics.

Here's the good news however! We, the small cities federations, have active and vocal representation and leadership on the national level that come from the small communities. The Knoxville and Chattanooga professional and lay leadership are particularly active in positions of national leadership and advocacy. We have sent many of our young people to Birthright (and should strive for 100 percent participation.) This program has proven direct positive effects on Jewish involvement of our young adults, Jewish marriage and new community leadership. We can become more active and connect to the greater Jewish world through missions around the world. We can take part in the many programs designed to lead our people into the next five millennia of the Jewish People. Please join me at the General Assembly of the JFNA in Jerusalem in November, 2013. Please consult the website, [www.JFNA.org](http://www.JFNA.org), for further information.

## August 2013

### KJA Ha' Kol

President's Message.....	2
Campaign.....	3
Jewish Family Services.....	3
Preschool.....	5
UT Hillel.....	6
Suzy Snoops.....	7
Donations .....	7

### KJA 2013 Campaign

**Campaign Goal \$375,000**

As of 7/16/2013

2013 Annual Campaign: \$333,068

38 new donors

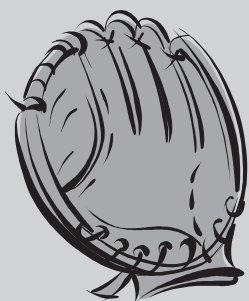
108 increased gifts from 2012

*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](http://www.jewishknoxville.org) and click "donate."*

## AJCC Invites Adults to Play Co-Ed Softball



Co-ed softball for adults age 18 and older began mid-July and runs through August 25 at the Arnstein Jewish Community Center, 6800 Deane Hill Drive.

Players meet at 10:00 a.m. on Sundays. If interested, please email Rachel Hale, KJA program manager, at [rhale@jewishknoxville.org](mailto:rhale@jewishknoxville.org) or call 690-6343 x16. Please check your calendar so that you can let her know which Sundays you can play. She will email a waiver to be signed and brought to your first game and add you to the softball email list for information and updates.

# REVERSE RAFFLE

OCTOBER 20, 2013

DETAILS TO FOLLOW

◆ ◆ ◆ **GRAND PRIZE \$10,000** ◆ ◆ ◆



**Knoxville**  
JEWISH ALLIANCE

**Get your tickets NOW!**  
kja@jewishknoxville.org  
or (865) 690-6343

**ONLY 250 TICKETS WILL BE SOLD! SEE PAGE 9 FOR DETAILS.**

## Hit the Ground Running

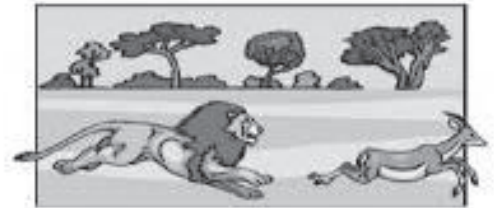
By Gene Rosenberg, KJA Campaign Chair

Every day in Africa a gazelle wakes up. It knows that it must run faster than the fastest lion or it will be killed. Every day a lion wakes up. It knows that it must outrun the slowest gazelle or it will mean death. It doesn't matter if you are a lion or a gazelle; when the sun comes up, you better be running.

You may ask yourself what this has to do with our annual Knoxville Jewish Alliance campaigns. I think there is a reasonable comparison; that's only an option. You don't have to agree.

Survival for our community is constant. How wonderful, if after Pacesetters and Mitzvah Day in early February, we could say that we reached our goal(s) and rested on our laurels for the rest of the year. That isn't how it works. The campaign is a 24-hour, seven-day a week, 52-week challenge. The KJA, Arnstein Jewish Community Center, and all those organizations and activities they encompass are there for us. We need to be there for them.

If you have not yet made your commitment to KJA Campaign 2013, please consider doing so. After that, take some time and visit the gazelles and lions (along with all the other animals) at our terrific Knoxville Zoo. Most of them have already made their pledges....they don't monkey around!



## Jewish Family Services News

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

Community members often call Jewish Family Services looking for the best places to donate items. Since we get these calls on a fairly regular basis, I thought the larger community might find these suggestions useful as well. Of course, if the item (s) you are looking to donate is not covered here, please feel free to call Jewish Family Services at 690-6343 ext. 18 for more suggestions.

- **Goodwill, the Salvation Army, KARM,** and other area thrift stores will usually pick up your larger items. They often cannot take large furniture pieces (such as big corner-unit desks), older tube TVs, and car seats.
- **Habitat for Humanity RESTORE** can take many of the same items as other thrift stores, plus they also accept construction supplies such as cabinets, doors and windows, light fixtures, bathroom and kitchen fixtures, and working appliances. <http://www.knoxvillehabitatforhumanity.com/restore>
- **East Tennessee Technology Access Center** accepts computers/printers, wheelchairs, walkers, bath seats, transfer

benches, and many other assistive devices to loan to their clients who cannot otherwise afford the items or have been denied insurance coverage for them. <http://ettac.org/index.html>

- For non-working electronics, **e-Cycle of Knoxville** is a great option for keeping electronics out of landfills. They will pick up at your home or business. <http://www.ecycle-today.com/>
- **Family Promise of Knoxville** is often in need of furniture, kitchen items, towels and bedding, and other household goods as they help homeless families secure new housing. Often times these families lost their furniture and household goods because they had nowhere to store them during their housing search. <http://www.familypromiseknoxville.org/>
- **The Department of Children's Services** often needs clothing for children of all ages and baby items. They can also put you in touch with a foster care association that collects children's items for foster families (clothes, furniture, strollers, etc.). <http://state.tn.us/youth/dcsguide/knox.htm>
- **Animal shelters**, such as **Young-Williams**, are a great place to donate used stuffed animals. Animal shelters can also use things such as both dry and canned pet food, medium or larger pet carriers, washable pet beds, and carpet squares. <http://www.young-williams.org/>

# You Had Me at Challah!

## Come and Bake Challah with Deborah Oleshansky

**Sunday, August 25**  
**10:00 a.m.-Noon at the AJCC**

Instruction will be hands on. You will get a chance to make challah dough from scratch and learn to braid a traditional challah. You'll make your own challah that you can take home to impress your friends and family! We will also discuss the significance of challah and explore the beauty of the challah baking tradition.

Deborah will also explain the mitzvah of challah as well as its spiritual and inner meaning – **particularly as it relates to Rosh Hashanah! We will also learn the special Rosh Hashanah shapes and braiding techniques.**



Please tell us if you plan to attend this **FREE** event by contacting Rachel Hale at [rhale@jewishknoxville.org](mailto:rhale@jewishknoxville.org) or (865) 690-6343 X16.

# trifecta



Jewish Activities Group

*trifecta* is a **NEW** social group for Jewish men and women in the Knoxville area. *trifecta* welcomes singles and couples who wish to reconnect with old friends and make new ones within our community. *trifecta* was conceived by Jewish community volunteers who recognized the need for fun and meaningful activities for Jewish adults.

## August Activities

- August 6** Enjoy dinner out at Calhoun's-Bearden Hill at 6:30 p.m.
- August 11** Meet at Sullivan's/Maryville for lunch at 11:00 a.m., then go see *Fiddler on the Roof* at 1:00 p.m at Clayton Center for the Arts. Show tickets—Adults \$22; Seniors and students \$20. If you want to sit as a group, call or email Rachel before August 5.
- August 27** Meet at the AJCC at 6:00 p.m. to carpool to Jazz on the Square. Bring a chair and a smile. FREE!



Please let us know you're joining in the fun.  
[rhale@jewishknoxville.org](mailto:rhale@jewishknoxville.org) or (865) 690-6343 x16

## Preschool versus Daycare

By Melissa Schweitzer, AJCC Preschool Director

Occasionally the question comes up, "What is the difference between preschool and daycare?" Parents probably may not be able to tell the difference in a name. Some daycares use well known curriculum and some preschools do not. The following are ways that AJCC Preschool is different from traditional daycare. We define daycare as a place where a child is supervised for safety, fed, and given different materials to play with. Often in traditional daycares, group sizes are larger and teachers may or may not have any early childhood education.

Preschool, and especially our AJCC Preschool, is a place where learning and inquiry is encouraged daily. We use a play-based curriculum, High Scope ([www.highscope.org](http://www.highscope.org)) as a model for structuring the day. Children participate in a combination of child-directed play and teacher-directed play in order to engage in oral language, letter recognition, mathematics, art, science, cultural concepts, and build social independence. Our teachers utilize their rich experience and education in early childhood development to guide children to question, explore and experiment with the world around them. We encourage imagination; ask open ended questions, and present invitations of discovery.

The AJCC Preschool's low teacher-student ratios help to provide opportunities for the child and teacher to form a trusting, respectful relationship that creates an environment where children can develop a love of learning. You will not find child created art that looks perfect or all the same hanging in the classrooms. You will not find children sitting at tables doing endless worksheets. We are active learners. Preschool children need to the chance to use their senses and their whole bodies to build knowledge and true understanding. Teachers provide opportunities for the students to explore independently and even to work out some of their own conflicts while keeping a watchful eye. Most children can memorize the alphabet song or counting to 10 by the time they are two years old. We help them to understand the information on a higher level such as being able to identify a letter out of order or understand that there are 10 other children in their classroom.

Knowledge is not acquired and understood overnight. It is a messy process that requires repetition, guidance from trusted adults, the ability to ask questions, experimentation, and good old-fashioned hard work. This is what we provide at the AJCC Preschool. We start with early learners at 14 months old and continue through age 5. For a tour of the AJCC Preschool or more information, please contact us at (865) 963-8001.



## UTK Hillel Jewish Student Organization

Wishes you a sweet and healthy New Year 5774

**Rosh Hashanah Dinner for area college students:  
Wednesday evening, September 4  
Morning Services September 5-6**

**Yom Kippur:  
Kol Nidre September 13  
Services/Break Fast September 14**

**For details, contact:  
Deborah Oleshansky  
[doleshansky@jewishknoxville.org](mailto:doleshansky@jewishknoxville.org)  
(865) 690-4232 or (865) 405-6623  
Facebook/utk hillel**

***UTK Hillel is a program of the Knoxville Jewish Alliance***



### Hillel T-shirts For Sale

Show your Big Orange spirit with a unique t-shirt that says "Tennessee Go Vols!" in Hebrew and help UT Hillel at the same time. T-shirts come in sizes S-XL and cost \$10.00. Contact UT Hillel Director Deborah Oleshansky at [doleshansky@jewishknoxville.org](mailto:doleshansky@jewishknoxville.org) or 690-6343 to make your purchase today!

KNOXVILLE JEWISH COMMUNITY

# Ha' Kol

Volume 5, Issue 7

Issue Date: August 2013

Published eleven times per year by the  
Knoxville Jewish Alliance, Inc.  
6800 Deane Hill Drive  
Knoxville, TN 37919

#### Officers

Renée Hyatt	President
Adam Brown	Treasurer
Patrick Messing	Secretary
Manny Herz	VP Education & Culture
Gene Rosenberg	VP Campaign
Judith Rosenberg	VP Public Relations
Bryan Merrell	VP Administration
Marilyn Wohl	VP Jewish Community Services
Stephen Rosen	Immediate Past President
Jeff Gubitz	Executive Director

#### Board Members at Large

Justin Bell, Barbara Bernstein, Adam Braude, Marilyn Liberman, Rosalie Nagler, Deborah Roberts, Bernie Rosenblatt and Matthew Theriot

For a complete list of board members, please visit [www.jewishknoxville.org](http://www.jewishknoxville.org).

#### Ha' Kol Publication Staff:

Jeff Gubitz, Publisher; Joyce York, Editor; Mary Ann Merrell, Chair, Publications; Publication Layout by Martha Andrus



## Make a Gift Through Appreciated Securities and Save on Taxes

Now is the time to make your annual donation to the Knoxville Jewish Alliance by gifting appreciated securities. Gifts of long-term securities (that are held for more than one year) help support the many services that the KJA sponsors and provides our donors significant tax advantages. This is also a great opportunity for philanthropic planning. Gifts of appreciated securities offer a two-fold tax savings:

- ◆ If donors itemize deductions, they may receive a charitable deduction for the **full fair market value of the securities** on the date of the gift.
- ◆ **The donors do not pay capital gains tax on the increase in the value of the securities.**

Please note that the savings does not apply if the donors sell the stock and then transfer the proceeds. Remember to alert the KJA when you transfer stock. Your gift will help change the lives of the many people we serve locally, in Israel, and in endangered Jewish communities throughout the world.

Please call Jeff Gubitz at (865) 690-6343 with any questions.

## Suzy Snoops

Please share your good news with friends and family in our Jewish community by sending information to Ha'Kol's Suzy Snoops column. We welcome information about lifecycle events, people in the news, new jobs, honors, and awards. Please email your information or the link to a news article to [jyork@jewishknoxville.org](mailto:jyork@jewishknoxville.org). We welcome photos as well.

### Local Teen Selected for Medical Youth Summit

**Michael Dryzer** has been selected by Brandeis University to represent Webb School of Knoxville and the state of Tennessee at the Global Youth Summit on the Future of Medicine. Michael, a junior at Webb, is the son of Scott and Lynn Dryzer. Michael is one of 175 delegates selected for the inaugural program. Delegates will gain unique, behind-the-scenes insight into health care through experiential learning, guest lectures and networking opportunities with leaders and innovators in the global medical community.

### Researcher Leads Collegiate Biology-Math Program

This summer, some of the best and brightest college math students in the U.S. visited Knoxville to explore the interface between math and biology. They participated in a program hosted by the National Institute for Mathematical and Biological Synthesis (NIMBioS), a national organization based on the University of Tennessee campus that promotes new and creative ways of applying the methods of mathematics to biological research.

For this summer's visiting undergrads, the challenge was to develop voice identification software that would automatically identify individual bird calls from remote, unmanned recordings taken in the field. **Arik Kershenbaum**, Ph.D., a research fellow with NIMBioS who specializes in the vocal communications of animals, assisted with this project and was interviewed in a *News Sentinel* article. (<http://www.knoxnews.com/news/2013/jun/29/bird-calls-and-binary-codes-students-combine-and/>)

## KJA Donations

June 1 - June 30, 2013

### Pessa Brody

Donation to Archives in honor of Barbara Bernstein's 80th birthday

### Marian Jay

Oklahoma Disaster Relief Fund

### Peggy Littmann

Oklahoma Disaster Relief Fund

(Right) *Chrissie Freeland, an AJCC Smokin' Salmon for 13 years, was honored as a Senior Swimmer at the July 16 home meet by AJCC Coaches Megan Edman, Paul Anastasio, and Fallon Parker.*



(Left) *Parents Kaye and Jeff Goodfriend congratulate Riley Goodfriend after her first swim meet heat of the season.*



(Above) *Kindergarten campers learn yoga's upward dog position during a sports lesson taught by camp specialist Blue.*

(Left) *Counselor Andrew Meeks encourages a first grade swimmer during an instructional swim class.*





# K J C F F

## Knoxville Jewish Community Family of Funds

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

### Changing Lives through Charitable Foundations

*By Scott Hahn, Esq., KJCFF President*

One of the fascinating aspects of creating a charitable fund is that there are no limits to its creativity, or how many people's lives you can change. I recently learned about the amazing story how a charitable foundation is doing just that in Kalamazoo, Michigan. If you are fortunate enough to go to high school in Kalamazoo and maintain good grades, the Kalamazoo Promise will give you a full scholarship to any public college in Michigan. Between 65 and 100 scholarships are given out every year. To date, a total of \$44 million has been allocated for the scholarship program. The foundation that oversees the project is made up of completely anonymous donors. For many of the scholarship recipients, they will be the first person in their family to receive any form of higher education.

There is no reason that the KJCFF can't continue to change lives right here in Knoxville, Tennessee. If you have a project that you are really passionate about, a fund can be established to see your dream become a reality. A fund does not have to be limited to a Jewish cause, but can be used for any charitable purpose. It is one of my goals over the next few months to discuss with individuals or groups of people how we can take these ideas and bring them to light. If you have an idea for a fund, or would like to know more about how the KJCFF works, I would be more than happy to discuss all the possibilities our community foundation has to offer.

#### Donations

##### **Heska Amuna Cemetery Fund**

*For Yizkor and the yahrzeits of Jim Nash and Douglas and Margo Morrison  
Arnold and Mary Linda Schwarzbart*

##### **Heska Amuna Educational Enrichment Fund**

*In memory of Irvin Darivoff  
Gerri Diftler*

#### Grants

- ◆ Heska Amuna Synagogue received a grant from the **Heska Amuna Cemetery Fund** to support cemetery grounds maintenance and utilities for 2013.

### How to Make a Donation to a KJCFF Fund

1. Make the check out to **KJCFF**;
2. Note the fund name in the memo line on the check. If you are making a donation in memory or in honor of someone, please include a memo noting that and letting us know if you want someone to receive an acknowledgement that a donation was made;
3. Mail donations to KJCFF, 6800 Deane Hill Drive, Knoxville, TN 37919

#### **KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF DIRECTORS**

Scott Hahn, President; Carole Martin, President-Elect; Jacki Imbrey, Secretary/Treasurer; Bernard S. Rosenblatt, Past President; Jeff Becker; Bernard Bernstein; Abraham Brietstein; Arnold Cohen; Robert Goodfriend; Herb Jacobs; Richard Jacobstein; Ellen Markman; Howard Pollock; Pace Robinson; Alexandra Rosen; Mel Sturm; Jeff Gubitz, Ex-Officio; Laura Berry, Administrative Director

**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](http://www.jewishknoxville.org/kjcff)

# AUGUST 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p><b>Beginning August 12, AJCC Pool hours will be as follows:</b></p> <p><b>Mon-Fri 4-7 p.m.</b> <b>Thursday 4-8 p.m.</b></p> <p><b>Saturday 1-7 p.m.</b> <b>Sunday 12-7 p.m.</b></p>				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



## Deli and Dollar Raffle

Will you be the lucky winner of \$10,000 that night? You won't know until you buy a ticket.

**Sunday: October 20**

Doors open at 6:00 p.m.

Arnstein Jewish Community Center

Your \$100 ticket buys you a chance to win \$10,000 in the reverse raffle and enjoy a great deli dinner with beverages. Additional dinners are \$25.00 each. Winners must be present to win. More information to follow.

# K N O X V I L L E

Please join the Arnstein Jewish Community Center, Temple Beth El, Heska Amuna Synagogue, Knoxville Jewish Day School, BBYO, Teen Connection, Jewish Congregation of Oak Ridge, and UT Hillel.

We will work together as 1 united group in the Jewish community to fight this disease that effects 1 out of every 8 women in their lifetime. Your support will make a huge difference in a cancer patient's life!



Don't delay, register today at

[www.makingstridesknoxville.org](http://www.makingstridesknoxville.org)! There is

no registration fee. The event is scheduled for Sunday, October 6 at the World's Fair Park. This is a family friendly walk.



THE OFFICIAL SPONSOR  
OF BIRTHDAYS®

When my mom was diagnosed with cancer, I was only 5 years old in kindergarten. Because I was at such a young age I didn't know what was happening to my mom. I was confused on why she had no hair or why we had to help her because she was sick when she usually helped me. Until I started to grow older, I started to realize how that time was very heartbreaking and how much she struggled to overcome cancer. I walk in the Making Strides Against Breast

Cancer Walk to support my mom who fought very hard and is now 8 years cancer free. I also walk to support and help the other families who are going through the same thing I did, and I hope that many others will walk to support my family and the ones in need! - Stephanie

Please sign up for our Making Strides Against Breast Cancer walk of Knoxville team. We are counting on you to join our team, Arnstein Jewish Community Center!

*I walk to honor my mother who has been cancer free for 8 years. Without organizations such as the American Cancer Society who raise money for cancer treatment through walks like this one, who knows if my mom would have had the correct treatment to help her fight breast cancer. I am very grateful for the people who come out and walk because they are the reason my mom can proudly call herself a survivor.*  
- Danielle



# H A P P E N I N G S

## The **AJCC** and the **Knoxville Israeli Dancers**

present the 17<sup>th</sup> annual

### **Israeli Folkdance Workshop**

Dany Benshalom & Ruthy Slann

**Thursday, August 29, 2013---6:00 to 10:00 p.m.**

**Arnstein Jewish Community Center**

**6800 Deane Hill Drive, Knoxville**

AJCC members-\$11.00; Non-members-\$14.00; Students-\$6.00

Everyone is invited; dances are taught in great detail;  
easy to learn for beginners.

Come, let's be happy and dance! Refreshments served!

Questions? - Call Fay at 865-694-2628

(H); 865-384-3872 (C); or e-mail: [faheetagal@gmail.com](mailto:faheetagal@gmail.com)



### **Jewish Community Winter Coat Drive**

*By Joyce Traugot, Marty's Mission chairperson*

Marty's Mission will begin collecting gently-used coats, jackets, hats, and gloves beginning September 21 (after Sukkot) for the FISH Pantry Clothes Closet. Donation barrels will be at the Arnstein Jewish Community Center, Heska Amuna Synagogue, Temple Beth El, and the Knoxville Jewish Day School. The Clothes Closet is available to people in difficult financial situations and enables them to clothe their families at a cost that they can afford. The cost to these families is extremely minimal. Let's help families in need be sure that they, and their children, are warm for the upcoming winter.

Second Harvest Food Drive barrels are also located at the AJCC, Heska Amuna, and Temple Beth El. Your contributions are welcome.

Any question or to volunteer, please call me at (865) 675-6260. Thank you in advance for your participation in this new and exciting program supported by Marty's Mission.



**New cub scout pack forming at AJCC in Fall 2013. For boys entering grades 1 to 5. Interested? E-mail [jewishscoutingknoxville@gmail.com](mailto:jewishscoutingknoxville@gmail.com)**

### **Fiddler on the Roof Musical in August**

The Foothills Community Players will present the classic musical *Fiddler on the Roof* August 8-11 at the Clayton Center for the Arts, 502 E. Lamar Alexander Parkway in Maryville. In addition to the Jewish themes, the production is directed by Terry Silver-Alford and the character Hodel will be played by Rachel Brown, daughter of Ken and Susan Brown.

Individual ticket prices are adults - \$17.00 and students/seniors - \$15.00 each. Groups of 10 people or more can purchase tickets for \$12:00 each. Tickets can be purchased in person at the Clayton Center for the Arts box office (865-981-8590). Hours are Monday-Friday 10:00 a.m. - 6:00 p.m. and 1 hour prior to events. Online tickets are available through [www.knoxvilletickets.com](http://www.knoxvilletickets.com).



*See page 4 for Trifecta.*



## HIGH HOLY DAY SCHEDULE

**Selichot** - Saturday, August 31 - Services at 8:30 p.m.

This joint program with Temple Beth El will be led by Rabbi Alon Ferency and Rabbi Matt Michaels. The evening will begin with Havdalah, followed by the service and changing of the Torah mantles, and concluding with desserts.

**Erev Rosh Hashanah** - Wednesday, September 4 - Services at 6:00 - 7:00 p.m.

**First Day Rosh Hashanah** - Thursday September 5 - Services at 9:30 a.m.

**Tashlich Ceremony and Service** – Thursday, September 5 at 4:30 p.m., at the river off Cherokee Boulevard by the fountain. In case of rain, Tashlich will be held Friday September 6 at 4:30 p.m. at the river off Cherokee Boulevard by the fountain.

**Second Day Rosh Hashanah** – Friday, September 6 - Services at 9:30 a.m.

**Memorial Service** - Sunday, September 8 at 11:00 a.m. Joint service with Temple Beth El at the New Jewish Cemetery, 3170 Keith Avenue, Knoxville.

Services Will Be Conducted by Rabbi Alon Ferency and Rabbi Matt Michaels.

**Kol Nidre** – Friday, September 13 Kol Nidre begins promptly at 7:00 p.m.; Meditative instrumental music will precede the service and accompany Kol Nidre. Please bring non-perishable food items for the Jewish Community Food Drive, sponsored by the AJCC Preschool, Heska Amuna, Temple Beth El, and Chabad.

**Yom Kippur Day** – Saturday, September 14 - Services at 9:30 a.m.; Yom Kippur afternoon study session immediately following services in the Winick Library.

**Minchah, Neilah, and Ma'ariv** at 6:15 p.m. Shofar and Havdalah after sunset, followed by Break-the-Fast.

Watch for further High Holy Day Information in the September issue of *Ha'Kol*

**Erev Sukkot**- Wednesday, September 18 – Family dinner and decorating at 5:30 p.m.

**First Day of Sukkot** – Thursday, September 19 - Services at 7:00 a.m.

**Second Day of Sukkot** – Friday, September 20 – Services at 9:30 a.m.

**Shemini Atzeret** – Thursday, September 26 – Services at 9:30 a.m. Yizkor is recited.

**Shemini Atzeret** – Thursday, September 26 - Congregational Dinner at 6:00 p.m. Followed by Service at 7:00 p.m.

**Simchat Torah** – Friday, September 27 – Services at 9:30 a.m.



Av/Elul, 5773

## INSIDE THIS ISSUE

High Holy Day Schedule.....	12
From the Rabbi.....	13
From the Chair.....	14
HA Religious School.....	14-15
Sisterhood News.....	16
Among Our Members.....	16
Contributions.....	18

## Heska Amuna Synagogue's Mission Statement

- ◆ Heska Amuna Synagogue is a sacred home, animated by Jewish tradition:
- ◆ Finding purpose through reflection (*Cheshbon HaNefesh*);
- ◆ Healing lives through service (*Chesed*); and
- ◆ Celebrating God with awe and joy (*Yirat Shamayim*).

## Order Lulavs and Etrogs

Please place your orders for Lulavs and Etrogs by **Tuesday, August 13**. Cost for a lulav and etrog set plus shipping cost will be determined once they arrive. Pick up your Lulav and Etrog at the Synagogue on Monday, August 16 from 9:30 a.m. – 4:30 p.m., Tuesday August 17 from 9:30 a.m. - 1:30 p.m.; or Wednesday, August 18 from 9:30 a.m. to 1:30 p.m.

## In 5774, “Will Transformation!”

By Rabbi Alon Ferency

Thanks to each and every member of our growing community for a 5773 of transition and transformation.

This summer, we said a fond farewell to Marian Jay and Anna Iroff. Marian was among the first faces I met here, and she served our community as Office Administrator for nearly 33 years, keeping the Synagogue running smartly, steadily, and always with a tender greeting, warm smile or heartfelt story to share. Her presence and wisdom will be sorely missed. Anna Iroff, who joined the Synagogue as education director when I came as Rabbi, goes on to a promising career in Speech Language Pathology in the Maryville City Schools. Her leadership, mentorship, and friendship have made me a better rabbi. We look forward to welcoming Betty Golub into the new position of Youth and Family Services Director (YFSD); we are blessed to have her experience, energy, and generosity. Likewise, we are excited about Bradley Drew, a new Operations & Administration Director (OAD); he brings a wealth of new skills and expertise. Thanks to Rosalie Nagler and her team for the massive effort that went into recruiting our YFSD, and also thanks to Barry Allen for the work he put into developing and recruiting the position of OAD. As you can imagine, finding the right personnel is a time-consuming effort, and your lay leaders and I made it a priority to ensure that we have the best possible staff in place for the coming year.

In addition to new staff and roles, we embraced a significant change in our ritual life, with the adoption of *Siddur Eit Ratzon* as the Synagogue’s official prayer book. We believe it is just the thing for Synagogue regulars and spiritual seekers. These important and vital changes to our personnel structure and liturgy, as well as innovations in our lay leadership, management, programming, and

membership, grow out of an extensive process to forge a Mission and Strategic Plan, ably shepherded by Ted Besmann. Our mission is on the *HaShofar* letterhead, and the plan is available by request from the office. Together, they advance an agenda of Open Source Judaism, by re-allocating our staff resources, re-imagining the stewardship of Synagogue funds, and re-conceiving program and volunteer growth. All aspects of the plan are intended to transform the experience of Synagogue engagement and streamline our systems, in order to clarify professional roles, avoid volunteer burn-out, reduce members’ financial strain, and enhance our future creative output. Furthermore, even while we prepared a multi-year Strategic Plan, we began a new membership arrangement for young adults which has already borne fruit.

At the same time, we convened various groups to better coordinate our community resources. Rabbis Michaels, Wilhelm and I study weekly in *chavruta* in my office, and we look forward to sharing with you the fruits of our Talmud study. Likewise, on a bi-monthly basis, the “East Tennessee Jewish Professionals” meets for coffee, where the executives of our diverse institutions meet to chat, catch up on business, and discern areas of community action. Furthermore, I meet regularly with selected local clergy-persons for a brown-bag lunch in my office, to learn from each other’s experiences as pastors in the region. This sheds insight on what is becoming one of my key roles for the Synagogue: ambassador to secular Jews and non-Jews in our community, for example, on a newly formed Community Health Council.

In 5774, I hope to continue to grow in my flexibility and availability, improve my management and financial skills, and produce more work in light of our mission. Together, I hope we can grow in spiritual vibrancy. With a new and vital team in place, I think we can all be excited about the energy moving us forward. I am!

## Synagogue Elects New Officers at Annual Meeting

Heska Amuna Synagogue elected new officers and board members at its 2013 Annual General Membership Meeting, held on Sunday, June 16. The following board members were elected:

Chair - Barry Allen  
 President - Jenifer Ohriner  
 Treasurer – Edward Feldman  
 Secretary – Joshua Hedrick  
 Education Vice Chair - Ellen Schnoll  
 Financial Vice Chair – Markus Eisenbach  
 Facilities and Human Resources Vice Chair – Gabriel Spenser  
 Programming Vice Chair – Shuli Mesa  
 Past Chair – Scott Hahn  
 Past President – Gilya Schmidt  
 Sisterhood Co-Presidents – Peggy Littmann and Lynn Fuson

### New Board Members

Jeff Becker  
 Herb Jacobs  
 Jeff Jacobson  
 Jeanne Kidd  
 Barbara Mintz  
 Susette Panitz  
 Harold Silber

Thank you to Bernard Bendriem, Ken Brown, Lynn Dryzer, Margy Goldman, Rachel Hale, Rosalie Nagler, Pat Rosenberg and Joe Sitver who have served most recently and are now leaving the Board.

*Attendees at the 2013 Annual General Membership Meeting*



## From the Chairman of the Board

By Barry P. Allen

Last month, as a reminder, I indicated that I would introduce myself to those of you who do not know me, but I had some important people to thank first. Before I could follow through on the introduction, I had to end the article, and change into my secret costume. Well, the introduction is coming, but first things first. Heska Amuna Synagogue is pleased to welcome two new people to our staff, and their introductions take priority.

Our new Youth and Family Services Director (YFSD) is Betty Golub. She is heading up our Religious School and directing our family-oriented programming, including Shabbat and holiday services. Betty started her job on July 1. She has a cousin who is a dentist in Oak Ridge. She and her husband are moving to town from New Jersey, where she has a long history of educational accomplishments at a variety of synagogues there. We are very excited to have such an experienced educator and school principal join our staff, and we are very pleased to welcome her and her husband to our community.

Our new Operations and Administration Director (OAD) is Bradley Drew, who started on June 24. Bradley and his wife and infant son are in the process of moving here from Morristown, Tennessee. Bradley has an extensive history of customer service and management in the automotive industry; he is also very adept with technology. These are all very transferable skills as he has decided to change careers and pursue a different path in the non-profit world. We are very happy to welcome Bradley and his family to our synagogue.

You will note that the titles for Betty and Bradley are longer than simply "Education Director" or "Office Administrator." There is a reason for this change. We went through a long and detailed Strategic Planning process over the last two years; the effort was headed by Ted Besmann. The report of Ted's committee soon will be available on the website. Suffice it to say that the committee looked closely at the two jobs and wanted the titles to reflect what we viewed as the expanded responsibilities and duties of those positions. We are fortunate that we found two people whom we believe fit our strategic model as well as Betty and Bradley.

Now, about that introduction. I guess the cat is out of the bag that my family did live in New Jersey before we moved to Knoxville. However, my wife and I have strong Southern roots. Heidi is a native of Charleston, SC, and I grew up in Atlanta. We are both lawyers. She is the general counsel for Team Health, which is headquartered here; they provide staffing services to hospital emergency departments, and also provide anesthesiologists, hospitalists, and billing services. I practice law with The Lawyers of Brown & Roberto; my practice deals with veterans' disability claims and requests by veterans to upgrade their military discharges. I retired as a colonel from the U.S. Air Force Reserve in 2006; my entire 30-year career was spent as a Judge Advocate (military lawyer).

We have two daughters and a son. Our oldest daughter, Rebecca, is a senior program manager with the Foundation for Jewish Camp in Manhattan. Our younger daughter, Abigail, is the CEO of a large answering service company (Call Experts) in Charleston. Our son, Eddy, is a sophomore at Boston University.

As for that secret costume, I've run out of space for now. Check back next month for details about that "not so secret" secret. Have a great summer!



Bradley Drew

### Tot Shabbat

**Friday, August 23, 6:00 p.m.**

**Shabbat Dinner & Services  
for Young Families**

Shabbat dinner starts at 6:00 p.m. and is only \$10 per family for a delicious Shabbat meal! Tot Shabbat services are designed for children ages 2-6, though all are welcome. Join us as we welcome Shabbat with food, friends, music, and fun!

Tot Shabbat is open to Heska Amuna Synagogue members and non-members so bring your friends for a wonderful family Shabbat experience!

\*\*Please RSVP to Betty Golub,  
[morahbetty@heskaamuna.org](mailto:morahbetty@heskaamuna.org) or 522-0701 by **Tuesday, August 20.**

*In honor of Shabbat, please send your check to the synagogue office either before or soon after Tot Shabbat.*



Join us for

**Gan K'tan!**

**Sunday, August 18**

**10:00 a.m. to 11:30 a.m.**

The theme for this month's  
Gan K'tan class is *Rosh HaShanah*



### Things to Remember!

#### Upcoming School Events

- Sunday, August 11 – **Opening Day with Potluck Lunch!**
- Wednesday, August 14 – **Religious School, grades 3-6**
- Sunday, August 18 – **Religious School, PreK – Prozdor and Gan K'tan**
- Wednesday, August 21 – **Religious School, grades 3-6**
- Friday, August 23 – **Tot Shabbat**
- Sunday, August 25 – **Religious School, PreK – Prozdor**
- Wednesday, August 28 – **Religious School, grades 3-6**

## Heska Amuna Religious School Welcomes Jewish Students for Fall 2013

By Betty Golub, Youth and Family Services Director

*Barachim Habaim* – Welcome to the 5774 school year for all of our students of Heska Amuna Religious School. It is going to be a great Jewish Journey for the coming New Year. I am so looking forward to sharing with you my love of Judaism and being Jewish. Our Religious School is not your “father’s (or for that matter your mother’s) Hebrew School! Each day will be filled with exciting lessons and a love of Jewish learning!

Children **pre-Kindergarten through 12<sup>th</sup> grade** are welcome as Heska Amuna Religious School students. Our religious school has a proud tradition of offering quality Hebrew and Judaic education for students of all ages. We also offer a monthly preschool program called **Gan K’tan**. Please remember all children are welcome in our Heska Amuna community even if both parents are not Jewish or if they have never been in a religious school before.

Depending on the your child’s age, classes meet one or two days a week. Students in grades preK-2 and 7-12 meet Sunday mornings, 9:30 a.m.-12:30 p.m., and grades 3-6 meet Sundays 9:30 a.m.-12:30 p.m. and Wednesdays 4:15-6:30 p.m. Our **Gan K’tan** classes meet **one Sunday per month** from 10:00 a.m.– 12:30 p.m. The curriculum for each grade level includes age-appropriate Hebrew language, Jewish holidays and ethics, Torah stories, art, music, library, games, and lots of Jewish fun! Not only is our school a wonderful educational experience for your child, but it is a gateway for your family into an exceptional community of people committed to a life of Jewish education, family learning, holiday celebrations, and more. We will spend many Sunday mornings together learning with our children. Please become an integral part of our Religious School. The coffee is always on every Sunday!

If you have or know a child who is eligible for this program and would like more information please call the synagogue office or set up a conference with our Religious School Director, Betty Golub. Don’t be left out! Now is the time to join this dynamic, innovative, creative Jewish Education program at Heska Amuna Synagogue.

If you are interested in enrolling your child(ren) in our program, please contact Betty Golub at [morahbetty@heskaamuna.org](mailto:morahbetty@heskaamuna.org) or call 522-0701. I am always happy to answer any questions and even schedule a tour of our school. If you have not yet made a commitment to membership at a religious institution, please contact us to learn about our special introductory rates and packages for new members. Let’s begin our Jewish journey together as we embark on the new year of 5774!

**Enroll today!** Registration packets are available from the synagogue office or online at [www.heskaamuna.org/school.html](http://www.heskaamuna.org/school.html).

*Heska Amuna Religious School is the educational branch of Heska Amuna Synagogue which is affiliated with the Conservative Movement. We offer a comprehensive supplemental Jewish education program for learners of all ages in an environment that offers the very best in traditional learning, spiritual renewal, and a commitment to excellence in Jewish learning and living.*



### Religious School News

By Betty Golub, Youth and Family Services Director

Shanah Tovah to the Heska Amuna community! Our New Year of 5774 will be a wonderful Jewish journey for our school! Try to answer the following questions all about Rosh Hashanah. Stop by the Education Office with your answers and receive a sweet treat!



Betty Golub

- ★ Why do we eat a lot of honey on Rosh Hashanah?
- ★ What is the name of the ceremony where we throw our sins away?
- ★ What are the three (3) things we do on Rosh Hashanah to improve ourselves for the coming year?
- ★ There are two (2) blessings we recite before we blow the Shofar. One is to thank God for commanding us and the other blessing is called?
- ★ Which book of the Tanach does the Tashlich prayer come from?
- ★ What is the name of the prayer book we use during the High Holy Days?
- ★ Now test your Hebrew vocabulary:  
Rosh Hashanah is the beginning of the Ten (10) Days of Repentance known as ...  
How do we say the following in Hebrew?  
Day of Remembering  
Day of the Shofar

From my family to yours, may 5774 be filled with peace and good health for everyone!

### Heska Amuna Religious School

Please join us for the  
5774 School Year

Classes begin Sunday, August 11  
Pot Luck Lunch to follow classes  
For more information, please contact  
Education Director Betty Golub  
at (865) 522-0701 or  
[education@heskaamuna.org](mailto:education@heskaamuna.org)



## From the President

By Jenifer Ohriner

Many years ago, Rabbi Mimi Feigelson, a scholar-in-residence here at Heska Amuna, reminded us that "Pesach is always just around the corner." I'm reminded of that statement, but I've recently changed it to "the High Holy Days are just around the corner!" This year the holidays are really early – beginning the evening of September 4, and occupy a major portion of the month of September. As always, Heska Amuna is glowing in anticipation of the visits from all our congregants and we are preparing beautiful services, Shofar blowing, study sessions to help our congregation enter the new year of 5774.

Evan, Philip, Mitchell, Shoshana, Taliah, Ariyeh, Elior and I want to wish everyone *L'Shanah Tovah Tikatevu*, may you be inscribed for a happy, healthy and safe new year. See you soon!

## 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.



## Among Our Members

- ◆ Condolences go out to **Sharon and Ross Toedte** and family on the death of Sharon's father, **Gerald Simon**. May his memory be a blessing.
- ◆ Get well wishes go out to the following people who were ill or recuperating: **Joyce Beerman, Greta Besmann, Elaine Brown, Harriet Cooper, Eliyahu ben Shulamit, Stella Iroff, Marian Jay, David Linwood, Judy Rattner, and Rushal Faygel bat Michal**.
- ◆ Mazal tov to the following people and their families; **Anna Iroff and Jared Bailey, Martha and Marty Iroff, and Stella Iroff** on Anna and Jared's engagement, **Annette and Barry Winston** on the birth of their granddaughter **Lydia Rose**, daughter of **Sam and Leah Winston**.
- ◆ Todah Rabah to **Sandy Parker** who continues to help out in the office every week. We appreciate your time and the effort on behalf of the Shul.

## Meet Our New Members

### Lauren and Jesse Javors and Jake and Luke

Both Lauren and Jesse were born in Massapequa, New York and they have two sons, Jake and Luke. Lauren has been an account executive at Aramark for seven years and Jesse works for Food Network International and is currently enrolled at UT in the Professional MBA program. Lauren's hobbies include cooking, baking, working out and enjoys being in sales, and has been ranked in the top 5% of the company nationally as a top performer. Jesse's hobbies are playing blues guitar, harmonica, and enjoying family. Jesse has traveled the world with his parents during his father's time in the Billy Joel band, as well as with his current job. Jake is entering second grade at Farragut Primary School and is a budding artist and a natural comedian. Luke is an energetic 3 ½-year-old entering his last year of preschool at the AJCC.

## Heska Amuna Synagogue *HaShofar*

**Rabbi Alon C. Ferency**

e-mail: [rabbi.ferency@heskaamuna.org](mailto:rabbi.ferency@heskaamuna.org)

**President**

Jenifer Ohriner

e-mail: [hapresident@heskaamuna.org](mailto:hapresident@heskaamuna.org)

**Chair of the Board**

Barry Allen

e-mail: [hachair@heskaamuna.org](mailto:hachair@heskaamuna.org)

**Youth and Family Services Director**

Betty Golub

e-mail: [morahbetty@heskaamuna.org](mailto:morahbetty@heskaamuna.org)

**Operations and Administration Director**

Bradley Drew

e-mail: [admin@heskaamuna.org](mailto:admin@heskaamuna.org)

**Heska Amuna Synagogue**

e-mail: [admin@heskaamuna.org](mailto:admin@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 Jenifer Ohriner, 719-0584, 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](http://www.heskaamuna.org)

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

*HaShofar* material copyrighted by Heska Amuna Synagogue.

## Keep Us Informed

If you or a loved one is ill or hospitalized, please let us know so that we can attend to him or her as a community, and place the name on our *Mi Sheberach* prayer list. Unfortunately, federal law prohibits hospitals from notifying us when community members are admitted.

## A Heartfelt Goodbye to Marian Jay

Dear Knoxville Jewish Community Fremily ~ Friends and Family

Your response to honor me on my retirement from Heska Amuna after almost 33 years has been overwhelming and has left me reeling. It's taken me these past two weeks to wrap my head around your thoughtfulness of heart, your letters, messages, cards, emails, phone calls and an abundance of donations. I had the idea that I could write a personal note to all of you but I hope you'll understand and accept this public thank you instead. Writing over 150 cards and letters would do so much damage to my already arthritic hands and too much time would elapse before I would be able to finish reaching out to each of you.

Through the years, you have welcomed me into your lives and homes as family, included me in your life cycle simchas and sorrows, allowed me to care for your children and to be a part of your lives. I'm grateful to you for all of that and so much more. In honoring me on this milestone in my life, your generosity, kindness and compassion have deeply touched me. I thank you so much for thinking of me and you will always have a place in my heart.

Many of us identify strongly with our work, and we're sometimes not sure who we will be without that work to define us. I've wondered how retirement ~ no re-direction ~ will affect me and I can tell you that so far, it's been terrific. There's a different rhythm and tempo in my daily routine but I have adjusted just fine. As I leave my career with Heska Amuna and look forward to this next journey, knowing that I'm a part of this kind and nurturing community is very reassuring and comforting. Todah Rabah for being in my life, for your love and support and for being my fremily.

~Marian Jay



*Clockwise from top:*

*Rabbi Alon Ferency and Marian Jay share a hug.*

*Marian Jay and Nancy Becker*

*Laura Floyd remembers Marian's many years at Heska Amuna.*

*Bernie and Lesley Rosenblatt and Nora Messing congratulate Marian on her 33 years of service.*

## Contributions from Caring People

For a list of synagogue funds, please check our website at [www.heskaamuna.org](http://www.heskaamuna.org).

**Donations received by June 28, 2013**

### BRADLEY STURM MEMORIAL FUND

*In memory of Bradley Sturm and Frances Sturm*

By: Louise Spector

### EDUCATIONAL ENRICHMENT FUND

*In memory of Terry Darivof's loved one*

By: Bob, Dona, and Gerry Diftler

*For Lewis Littmann's yahrzeit*

By: Peggy and Mark Littmann

*In honor of the following people who helped with Andrew's Bar Mitzvah: Rabbi Alon Ferency, Michael Burnett, Marian Jay, Debbie Johnson, Anna Iroff, Pat Rosenberg, Marilyn Burnett, Marion Bayer, Peggy Littmann, Mindy Goldberg, Gilya Schmidt, David Floyd, Patrick Messing, Mary Ann Merrell, Miriam Weinstein, Kim Rosen, Mary Evars-Goan, Charlene Gubitzi, Barbara Leeds, Anita Kay, Sandy Parker*

By: Jill and Doug Weinstein

*In honor of Meredith and Bradley's marriage and in memory of Santa Floyd*

By: Nancy and Jeff Becker

### GENERAL FUND

*Earmarked for the Deli in memory of Santa Floyd*

By: Marilyn Burnett

*In honor of Rabbi Ferency for Meredith and Bradley Holtz's wedding*

By: Mitch and Margy Goldman

*In honor of Meredith and Bradley's wedding*

By: Mitch and Margy Goldman

*In memory of Jeffrey Goulston*

By: Sandra and Jerome Koffler

*General Donation to the Fund*

By: Scott Hahn

*In honor of Marian Jay's Retirement*

By: Susette and Raphe Panitz

*Earmarked for the kitchen in observance of Dorothy Blue's yahrzeit*

By: Nora and Pat Messing

*In honor of Evan Nagler's graduation*

By: Joni and Steve Hirschhaut

### LEIBOWITZ FUND

*For Gussie Richer's yahrzeit*

By: Gale and Peggy Hedrick

### RABBI'S DISCRETIONARY FUND

*In commemoration of Isadore's unveiling*

By: Terry Abrams

*In observance of Isaac Benhayon's yahrzeit*

By: Jack Benhayon

*In observance of the yahrzeits of Louie Freeman and Harold Brownstein*

By: Phyllis and Martin Brownstein

*In observance of Carol Glasman's yahrzeit*

By: Michael Glasman

*In observance of Morton Simpson's yahrzeit*

By: Evelyn Oberman

### WINICK LIBRARY FUND

*In observance of Edward Mottzman's yahrzeit*

By: Susette and Raphe Panitz

*In observance of the yahrzeits of Nathan Quadow, Joseph Russler, Sarah Gershek, and Fannie Russler*

By: Nikki Russler

### YAHRZEIT FUND

*Bek and Max Hurvich and Clara and Ben Goodstein*

By: Joe and Marion Goodstein

*Shirley Leeds*

By: Jack Baran, Linda, David, and Steven Leeds

*Belle Linke*

By: Simpson Linke

*Joseph Weinbren and Joseph Green*

By: Anita and Jeff Miller

*Homer Kramer*

By: Genevieve Kramer

*Thekla Naumann*

By: Trudy Naumann Dreyer

*Rose Robinson*

By: Alfred and Sandy Robinson

*Lily Pincus and Zelda Baskin*

By: Selma Tobe

## 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. It's now possible to contribute any amount toward the weekly Kiddushim to help defray the Synagogue expenses by mailing your check to the Synagogue Office, marking Kiddushim.



# TEMPLE BETH EL TIMES



25 Av—25 Elul, 5773

## Measuring Life

By Rabbi Mathew D. Michaels



As we stand on the threshold of a new year, we have the opportunity as well as the obligation to look back and look ahead. The prayers we will recite urge us to reflect on how we spent the past year and to consider the changes that will add more depth and meaning to our lives. In the coming days we will spend much time, as individuals and as a community, in contemplation and prayer. We will “take stock” of ourselves and evaluate how well we “measure-up” to our own expectations.

Our sages remind us that when God “measures” an individual, God does not hold the tape measure vertically. No, God measures the true worth of a person

by putting the tape measure around one’s heart. The sages want us to focus not on physical growth, status or stature, but rather on our deeds of loving-kindness, our compassion, our sensitivity and caring towards one another.

We are to stand in awe of the miracles of life that we so often take for granted. Those miracles of life are not the great events that history records, rather they consist of the daily living of everyday life. The miracles include the love and support we give and get from family and friends; the health we enjoy or which is restored to us after an illness; the ability to learn, function, and be productive; the joys and sorrows we share with one another as we allow our lives to be enriched by each other; and so much more...

While studying in Israel several years ago, my daughter Mara came across a quote from Rabbi Abraham Twerski that she has “incorporated” as part of her own philosophy, outlook and approach: "Life is not measured by the number of breaths we take, but by moments that take our breath away."

As we enter the New Year of 5774, may each of us experience a full measure of moments that take our breath away. From my family to yours, I wish you a sweet year filled with health, joy, peace and contentment.

Shanah Tovah u’metukah

## Inside This Issue

Rabbi’s Message.....	18
High Holy Day Schedule.....	20
Presidents Message.....	20
Sisterhood News.....	22
Religious School.....	23
Book Review.....	24
Contributions.....	25

## Add Your Family to Our Tree of Life

The *Shem-Tov Tree of Life*, an original metal sculpture designed by Abraham Pardee, son of Temple members Liz Gassel and Mike Pardee, has been installed and will grace our lobby for generations.

As your simcha brought joy and beauty into the life of your family, let it do the same for your Temple family. What nicer way for you to congratulate, thank, or honor the people who are important to you than with an addition to our beautiful Shem-Tov Tree of Life? Your contributions will fill the leaves, stones and tree trunks with commemorations of life’s joyous occasions!

In addition, silver-colored birds will be added to identify the recipients of the Ruth Sherrill Distinguished Service Award.

Do not miss the opportunity to participate in this visual representation of the history and future of our congregation and those they love. Call the Temple Office (524-3521) for an order form and more information about purchasing a part of the Tree. All proceeds will benefit our Temple Beth El Preservation Fund.



## President's Message

By *Stu Elston*

We have momentum! Now we need to direct it.

In my message last month, I remarked on the wonderful changes we have all seen over the past year. A highly successful completion of our rabbinic transition. Excited and engaged Shabbat service attendees. A record-setting auction/fundraiser. Installation of the Shem Tov Tree of Life. And more! This is our momentum.

As the High Holy Days approach over the next month and we anticipate the arrival of a new year, we owe it to ourselves to decide where we want that momentum to take us. Where will we be, where do we want to be, and where do we want to be headed when the year following the next arrives and we celebrate our 150<sup>th</sup> anniversary?

These are important questions that our newly installed Temple Board of Directors will grapple with during their term. To guide the process, I plan to engage the Long Range Planning Committee that is mandated by our constitution and bylaws, but which has been inactive for a number of years. Some of the work that committee would have done was done by our Rabbinic Search Committee, and we have other input from a planning process we undertook six or seven years ago, so we have lots of ideas to start

with, but any sensible process is going to need more input – more modern and timely input – from the congregation at large. I would like to see this process result in clear and definite statements about who we are, what our core values are, and what we see as our near - and farther-term goals. On its face, this is obvious – we are Reform Jews, we share core values with other Reform Jews, we want to sustain a vibrant congregation responsive to its members' Jewish needs beyond our 150<sup>th</sup> and 200<sup>th</sup> anniversaries.

But the devil is in the details, as the saying goes. In many respects, we have been wandering in the wilderness. What does our promised land actually look like? What do we do, day to day, to make progress toward these broader goals? Is there something we should be doing that we are not? I would encourage each and every member of our congregation to consider these and related questions. What is *your* vision of Temple Beth El, what should we be emphasizing, how can your Temple meet and continue to meet your needs as a Reform Jew? Since we are a relatively small congregation dependent on volunteers for many of the functions we expect of our Temple, what will engage your interest and sustain that interest?

Every issue of our email Blast, and your Temple directory has a list of Temple board members and officers. Choose one you know, or make it a priority to know one of them; share your thoughts on these issues with that person. Help us make Temple Beth El the Temple you'll want to keep on your radar screen.

## Temple Beth El High Holy Day Schedule 2013-5774

<b>Saturday, Aug. 31</b>	<b>8:45 p.m.</b>	<b>Selichot – Joint service with Heska Amuna at Heska Amuna</b>
<b>Wednesday, Sept. 4</b>	<b>7:30 p.m.</b>	<b>Erev Rosh Hashanah</b>
<b>Thursday, Sept. 5</b>	<b>9:00 a.m.</b>	<b>Children's Service</b>
	<b>10:00 a.m.</b>	<b>Morning Service</b>
	<b>12:30 p.m.</b>	<b>Luncheon</b>
	<b>1:30 p.m.</b>	<b>Tashlich</b>
<b>Sunday, Sept. 8</b>	<b>11:00 a.m.</b>	<b>Cemetery Service- Joint Service with Heska Amuna at New Cemetery</b>
<b>Friday, Sept. 13</b>	<b>7:30 p.m.</b>	<b>Erev Yom Kippur – Kol Nidre</b>
<b>Saturday, Sept. 14</b>	<b>9:00 a.m.</b>	<b>Children's Service (Yom Kippur Services)</b>
	<b>10:00 a.m.</b>	<b>Morning Service</b>
	<b>1:00 p.m.</b>	<b>Discussion</b>
	<b>2:30 p.m.</b>	<b>Afternoon Service</b>
	<b>4:30 p.m.</b>	<b>Memorial Service - Yizkor</b>
	<b>5:30 p.m.</b>	<b>Concluding Service – Ne'ilah</b>
	<b>6:30 p.m.</b>	<b>Break-the-Fast</b>

# - Celebrate the Joy of Shabbat - Saturday, August 17

10:30 a.m.



Join us for a Learner's Minyan

We Will Focus on a Deeper  
Understanding of the  
High Holy Days

5773-5774

Join Rabbi Michaels in Prayer and Study

A light luncheon will follow

Sponsored by the Ritual and Worship committee of Temple Beth El

## Leadership Shabbat

Temple's legacy of leadership was definitely visible on Friday, June 28, when Rabbi Michaels installed the 2013-14 Officers and Board of Directors. Rabbi Matt Michaels emphasized that leadership is not only crucial to our continuation as a congregation, but to the holy tasks that Judaism entails. That message was palpable when five past presidents passed the Torah to current president, Stu Elston. Stu, in turn, recognized the completion of Rabbi Michaels' first year at Temple Beth El - and his positive influence on our congregation. Afterwards everyone enjoyed a sumptuous oneg, hosted by Phyllis Hirsh and Lesley Kraukauer.

As we welcome our new board members, we also extend our gratitude to all those who served on last year's board.



*L-R Front: Chip Rayman, Stu Elston, Henry Fribourg, Wilma Weinstein, Liz Gassel, Dan Smith*

*Middle: Ann Wayburn, Nina Reineri, Hayley Goldfeld, Linda Mongeon*

*Back: Bob Freeman, Ellen Markman, Phyllis Hirsh, David Fleischmann, Kathy Young*

## It's Time for Sisterhood at Temple Beth El

By Karen Smith and Kathy Young, Sisterhood Co-Presidents

Mazel tov to the new Sisterhood Board members. They were installed at "Sisterhood Goes Out" on May 9 when Sisterhood members enjoyed a fun evening at Copper Cellar Restaurant that included dinner, an installation service with Sisterhood Past President Liz Gassel, and "Jewish Humor" with Sisterhood member Mimi Pais.

Plans are underway for a new year of Sisterhood 2013-2014. The Sisterhood Board is working on the Sisterhood calendar with program ideas. Mark your calendar for Sisterhood's opening meeting on Sunday, September 29, at 10:00 a.m. at Temple.

Watch your mail during the summer for Oneg and membership information for the coming year.

Beiler Floral Fund Co-chairs Emma Fleischmann and Bella Lester remind everyone that a standard flower arrangement for bimah flowers for Shabbat, holidays, or special occasions is \$36.00. Please contact Emma if you would like to order a more elaborate or personalized arrangement. What a lovely way to remember someone for a lifecycle event or a special occasion.

Please help Sisterhood support the Domestic Abuse Shelter by donating individual snack items and juice boxes and Second Harvest Food Bank/Marty's Mission by donating non-perishable food items. Boxes are located in the Temple lobby for these items.

*It's time for Sisterhood!*

# Rosh Chodesh Elul

## Celebrate with Sisterhood<sup>3</sup> at

### Temple Beth El

## Tuesday, August 6, 6:00 p.m.



The combined Sisterhoods of Heska Amuna, JCOR, and Temple Beth El will celebrate Rosh Chodesh Elul on the evening of August 6. Arrive in the Social Hall at 6:00 p.m. 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 and other greeting cards for those who live in nursing, assisted, and senior residences in our community. No artistic talent is required, just your enthusiasm and friendship.

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

## A Heartfelt Thank You

Dear Friends,

I feel that whatever words I say, they cannot adequately convey my gratitude for the special recognition I received last May. Temple Beth El and this Knoxville community have been my home all of my life, so this is extra special for me. To be honored with kind words, a special blessing from my Rabbi, beautiful gifts, a precious presentation from my young students, a Technology Lab named in my honor, and a magical oneg was truly a "cup runneth over" evening in my life. I am so thankful to the many people who worked very hard to create such an amazing Shabbat. To say that I was surprised is an understatement; I was speechless! I am not sure what I have done to deserve this, but I know that my parents would have been very proud. I promise to strive in every way I can, to live up to the love you have shown me. I am truly blessed.

Love, Norma



## Temple Beth El Religious School Update

By Norma James, Education Director, [nfjames77@gmail.com](mailto:nfjames77@gmail.com) or [normajames@tbeknox.org](mailto:normajames@tbeknox.org)

**First day of Religious School is August 18. First Midweek class is August 21.**

### It's time to come back to school!

Summer is great fun for families because we get a break from the routine of school and school activities. That doesn't mean we are not busy. I am certain our wonderful students will return with all kinds of tales of summer adventures. Back to school does NOT mean the fun is over. This is going to be a great year at Temple Beth El Religious School. **Our theme for the year is "Hands-on, Minds-on, Hearts-on Judaism" (an ISJL motto).** I am totally pumped about what we can accomplish.

### Welcome to Knoxville, Betty Golub.

I am very excited to have the opportunity to work with Heska Amuna's new religious school director. Betty comes from New Jersey with lots of experience, energy, and ideas. We have been planning some great programs for our students. I look forward to continuing a close relationship with our sister school down the street.

### Do you have a child who will turn four during this year? We would love to have your child in our school.

This year we will have a teacher for our three- and four-year-olds and a teacher for our kindergarten students. This allows us to tailor the learning to the developmental level of the child. If you even think you *might* like to try this, give me a call or send me an email. I believe early childhood Jewish education is very important in setting the groundwork for a positive religious school experience.

### Family Education? Family fun? Let's do it!

Jewish education is all about the family. One of my goals this year is to provide families with resources to connect a joyful Jewish education with a joyful Jewish home. We have a diverse congregation, and that means that there is more than one way to have a "Jewish home." Let's explore what this means together.

### What's New at the ISJL?

Glad you asked. How about a brand new Hebrew program? Laurie Fisher attended the Hebrew Track at the June ISJL Conference in Mississippi and learned all about it. We are changing over to the new Behrman House Hebrew program that includes online learning so that students can continue to learn from their home computers as well as at religious school. We will begin this program with our 2<sup>nd</sup>-4<sup>th</sup> grade students and move it up from there.

Norma attended the Technology Track at the ISJL Conference. Clearly the sky is the limit for technology. I learned what it means to be 21<sup>st</sup> Century learners and how we need to adjust our education to meet their needs. My short-term goal is to get our lab up and running and add some great software that students and teachers can use. My long-term goal is to have a truly 21<sup>st</sup> Century religious school within a 21<sup>st</sup> Century congregation. HEY! If you have upgraded to a new iPad, we can sure use your old one. There are great apps out there for all ages. I would love to have an iPad for each classroom eventually.

### Registration information has been emailed to you.

I also attached a calendar for the year. If you did not receive the email, you can send me an email, text me (865) 719-2614, or pick up a form from Cara in the office. You can return your registration early or bring it with you on the first day of school.

### Do you have friends who might like to try religious school for their children?

Word of mouth is one of the best ways to get new students. We offer a trial year without requiring Temple membership. Ask me for details.

### Enjoy the last bit of your summer!

# TEMPLE BETH EL TIMES

*Rabbi Mathew Michaels*

[rabbimichaels@tbeknox.org](mailto:rabbimichaels@tbeknox.org)

*Stuart Elston, President*

[president@tbeknox.org](mailto:president@tbeknox.org)

*Norma James, Religious School Director*

[nfjames77@gmail.com](mailto:nfjames77@gmail.com)

*Temple Beth El Office Staff*

Cara French

[secretary@tbeknox.org](mailto:secretary@tbeknox.org)

**TBE Office Phone:** (865) 524-3521

**TBE Fax:** (865) 525-6030

**Temple Office Hours:**

Monday – Thursday:

10:00 a.m. – 5:00 p.m.

Friday: 10:00 a.m.—4:00 p.m.

**Visit our website:** [www.tbeknox.org](http://www.tbeknox.org)

### AN IMPORTANT NOTICE FROM YOUR RITUAL AND WORSHIP COMMITTEE!

We have the honor of compiling the Memorial Book used for the afternoon Yom Kippur Yizkor Service and for other Yizkor Services throughout the Jewish Year.

Once you receive your **Memorial Book "new entries, updates, and additions" form** in the mail from us, we ask that you return it to Temple Beth El **BEFORE AUGUST 8**. Our priority is to have accurate contents and the book published in time for the High Holy Days.

THANK YOU,  
THE RITUAL AND WORSHIP COMMITTEE

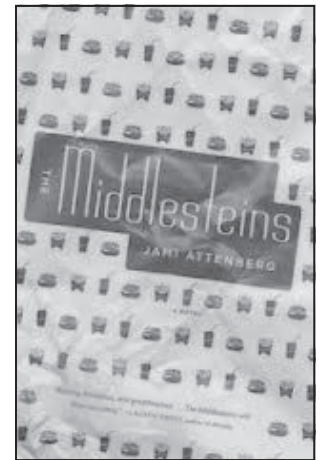
### Book Review—*The Middlesteins*

By Laurie Fisher

*The Middlesteins* by Jami Attenberg is a compact family drama about a woman, Edie, who brings on her premature death by compulsive eating. Her family members' reactions, some of whom are trying to help her, comprise the action in this story. There is her somewhat spineless husband who has left her after many years, her teacher daughter who drinks too much, her pot-smoking son who is a family man with a good job and house in the suburbs, and her skinny, obsessive daughter-in-law who has her own issues with food. Add in to this mix her twin grandchildren, whose b'nei mitzvah are being planned throughout the book.

The author delves into the feelings and motivations of the characters by writing each chapter from the point of view of a particular character. There is much that is universal about this family and also much that assimilated American Jewish readers will recognize. Miscommunication, longing, love, resignation, desperation, and blame are all themes that occur throughout as this family struggles to come to terms with Edie's eating disorder and the issues it reveals.

Jami Attenberg writes with definite sympathy, and sometimes empathy, for her characters infusing subtle humor into difficult situations. Particularly poignant are the struggles of Edie's adult children to come to terms with their parents short comings and how they affect their own lives. Attenberg is slyly good at writing her characters to be real rather than caricatured. At different times we have empathy and feel frustration, dislike, recognition, sadness, and sympathy for her protagonists. In that respect this book is well-written and deftly takes the particular and makes it universal. The reader does not have to be a part of middle class Jewish America to appreciate the difficulties of the Middlesteins.



### 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 _____	
<b>Total Amount</b> _____				

#### *Temple Beth El*

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

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: Amy Rosenberg 356-6830; Patti Austin 483-3049; Evan Sturm 584-0429.

## Contributions to the Funds of Temple Beth El

Donations listed were received as of June 27, 2013

### BEILER FLORAL FUND

*In honor of Rabbi Michaels' birthday*  
By: TBE Sisterhood

### CLARENCE STRASBURGER MEMORIAL SACRED MUSIC FUND

*In memory of Clarence Strasburger*  
By: Linda Bolt

### DAVIS EDUCATION ENHANCEMENT MEMORIAL FUND

*In memory of Esther Margolina*  
By: Ilya & Bella Safro  
*In honor of her mother's memory (Paula Zatlin)*  
By: Joani Wilson  
*In honor and congratulations to Marilyn Wohl in placing as a  
finalist in the 29<sup>th</sup> YWCA Tribute to Women*  
By: Joani Wilson  
*In honor of Brian & Karen Smith's new granddaughter, Stella*  
By: Joani Wilson  
*In memory of Allan Gerson*  
By: Mark & Carol Harris  
Donation by: Aron & Hayley Goldfeld  
Donation by: TBE Sisterhood  
Donation by: Nina Reineri  
Donation by: Goodfriend Foundation

### ENDOWMENT FUND

*In memory of Lillian Pomerantz*  
By: Ken & Phyllis Hirsh

### ERMA GERSON COMMUNITY FUND

*In memory of Allan Gerson*  
By: Scott Hahn  
By: Richard Licht & Shirley McGuire  
By: Joel, Debbie, Lindsey & Eric Margolis  
By: Marilyn Presser  
By: Donna Solod

### GENERAL FUND

*In memory of Friedel Nash*  
By: Martin & Margot Nash  
*In memory of Sidney Ivins*  
By: Bob & Wendy Goodfriend  
*In memory of Adele S. Bernard*  
By: Maurice Greif  
*In memory of Richard Monroe Hecht*  
By: Edith Hecht  
Donation by: TBE Sisterhood  
Donation by: Mark & Marcy Frankel  
Donation by: Goodfriend Foundation

### GOODFRIEND HOLOCAUST EDUCATIONAL FUND

*In memory of Edwin Schnitman*  
By: Arthur & Mimi Pais

### LIGHT YOUTH FUND

*In memory of K.C. Derrington*  
By: Susan Baker

### MARX FAMILY EDUCATION FUND

*In memory of Gussie Potter*  
By: Ivan Brody  
*In memory of Albert Eisenstadt*  
By: Michael Eisenstadt & Mary Beth Leibowitz  
*In honor of Hannah James and her big brother Karl James*  
By: Bill Hicks & Diana Steinfeld-Hicks  
*In memory of Doba Solotovskaya*  
By: Maria Shusterman  
*In memory of Harry Marx*  
By: Ursula Marx  
*In memory of Allan Gerson*  
By: Mark & Carol Harris  
Donation by: Aron & Hayley Goldfeld  
Donation by: Alan & Karen Smuckler  
Donation by: TBE Sisterhood  
Donation by: Hal & Amy Rosenberg  
Donation by: Wesley & Norma James  
Donation by: Fred & Mary Seals  
Donation by: Nina Reineri

### RABBI'S DISCRETIONARY FUND

*In memory of Margaret Moss*  
By: Stuart and Neil Moss  
*In honor of Rabbi Michaels officiating their wedding*  
By: Andrew & Abbie Lawler  
*In memory of Harold Zimmerman*  
By: Marilyn Kallet  
*In memory of Patricia Lang Zivi*  
By: Richard Zivi  
Donation by: Rabbi William Tepper

Thank  
You

# Mazel Tov!

## Heska Amuna Synagogue

### Happy Anniversary!

Carole and Bob Martin  
 Karen and Pace Robinson  
 Sandy Parker and Steve Beber  
 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  
 Charlotte Slovis-Cooper and Gerry Cooper  
 Evelyn and Steve Oberman  
 Nancy and Jeff Becker  
 Brandy and Bruce Pearl  
 Myrna and Irv Russotto

### Happy Birthday!

◆ Arnold Cohen ◆ Harriet Cooper ◆ Lee Wittenberg  
 ◆ Laura Berry ◆ Hal Manas ◆ Judi Abrams  
 ◆ Peggy Hedrick ◆ Bernie Rosenblatt ◆ Naomi Rowe  
 ◆ Geri Spindel ◆ Bill Berez ◆ Anne Ehrenshaft  
 ◆ Barry Winston ◆ Elaine Brown ◆ Anne Bendriem  
 ◆ Gary Spiegelman  
 ◆ Regis Loffman  
 ◆ Herb Jacobs ◆ Julia Galanti  
 ◆ Joe Goodstein  
 ◆ Abraham Brietstein  
 ◆ Wojciech Biernacki  
 ◆ Sandi Robinson  
 ◆ Deborah Routman



*All members whose birthday or anniversary occur in August are invited to receive a blessing at kiddush on Shabbat morning, August 11.*

## TEMPLE BETH EL

### Happy Birthday!

◆ Howard Teitelbaum ◆ Isidor Sauers ◆ Ela Polsky  
 ◆ Claudia Fribourg ◆ Daphne Hicks ◆ Brian Gross ◆ Diana Harris  
 ◆ Stuart Elston ◆ Phillip Seifert ◆ Kim Hookman ◆ Alex Khaddouma  
 ◆ Sean Popkin ◆ Robert Schoenfeld ◆ Leonard Brown ◆ Joel Heller  
 ◆ Emily Shor ◆ Julia Gunn  
 ◆ Sylvia Miller ◆ Miriam Hicks  
 ◆ Barrett Schaefer ◆ Sandra Kronick  
 ◆ Andrew Pais ◆ Ava Radoff  
 ◆ Jerry Winston ◆ Clark Baker  
 ◆ Alan Gassel ◆ Landon Wilhite  
 ◆ Robert Heller ◆ Will Brody  
 ◆ Victoria Traugot ◆ Wesley James  
 ◆ Valerie Rosenbaum ◆ Sophie Pollock



### Happy Anniversary!

John and Robyn Pavan  
 Lawrence and Kim Hookman  
 Dick and Sheila Jacobstein  
 Marc and Shelley Mangold  
 Simon Badalov and Yelena Golburt  
 Zakhar Sapozhnikov and Yelena Sapozhnikova  
 Mark and Lucy Barkan  
 Mark and Marcy Frankel  
 Henry and Claudia Fribourg  
 Michael and Laura Shenkman  
 Aaron and Imelda Margulies  
 Chuck and Missy Noon  
 Jeffrey and Tamara Brown  
 Chip and Brenda Rayman

# JAHRZEIT

## TEMPLE BETH EL

### August 2

◆ Judy Schwartz ◆ Regina Sunshine ◆ Hilda Freedman ◆ Louis H. Gassel ◆ Albert Hess ◆ Paul Kantowitz ◆ Joseph Silverstein  
 ◆ Sylvia Kaplan Cooper ◆ Max Morrison ◆ Jeannie Samuel Levy ◆ Minnie Skigen ◆ Esther Balloff ◆ Johan Kann ◆ Edward Lippner  
 ◆ Pastor Serrato ◆ Patricia Speed ◆ Asya Targonskaya ◆ Samuel Gelber ◆ Efim Golburt ◆ Robert G. Russell III

### August 9

◆ Harold J. Licht ◆ Harold Karklin ◆ Herbert Nash ◆ Garrett Bickman ◆ Jackie Bickman ◆ Marie Elston ◆ Emilie Ehrlich Strasburger  
 ◆ Esther S. Bernstein ◆ Milton Bessemer ◆ Ethel Taylor ◆ Abram Golburt ◆ Albert Greenberg ◆ Emanuel Taylor

### August 16

◆ Benjamin Herrmann ◆ Ryan Kolnick ◆ Ernest Engel ◆ Irene Sudakoff Gregory ◆ Marcus Herrmann ◆ Janet Perris ◆ Anne Prial  
 ◆ Lillian Schaefer ◆ Anne Kadison Weinstein ◆ Matvei Ioselev ◆ Sara Pais ◆ Herman Forest ◆ Katie Lippner ◆ Charles Kantrowitz  
 ◆ Orsella Davis ◆ Ruth Schwartzman ◆ Jerome Bernstein ◆ Rose Shenkman ◆ Sidney M. Spero

### August 23

◆ Daniel Goodman ◆ Zan Tamar Bailey ◆ Gilbert Klein ◆ Abraham Rosenblatt ◆ Charles M Evans ◆ Max Slome ◆ Ida Altshuler  
 ◆ Anna H Blatt ◆ Wolfe Brody ◆ Morris Hochenberg

### August 30

◆ Jeanette Galloway ◆ Paul P Grower ◆ Dora Stein ◆ Helen Webber ◆ Edith Gypsy Parish ◆ Henry Weinstein ◆ Armand H Abel  
 ◆ Nathan Bergman ◆ Manny Sparks ◆ Harold Garber ◆ Bella Goldfeld ◆ Milton Samuel Levy ◆ John Oberteuffer ◆ Louis Bronstein  
 ◆ Beatrice Bush ◆ Millie Gelber ◆ Sarah Richman ◆ Berkeley Slutzker ◆ Anna Wechter ◆ Cassel Wechter ◆ Hermina Beiler  
 ◆ Edith Bronstein ◆ Rudy Crohn

## *Heska Amuna Synagogue*

### August 3

◆ 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

### August 10

◆ Robert Messing ◆ Oscar Isaacs ◆ A.J. Robinson ◆ Estelle Binder ◆ Seymour Landis ◆ Hyman Liberman ◆ Molly Thorp  
 ◆ Ida Chandler ◆ Julius Gruenberg ◆ Albert Ring ◆ Bella Allen ◆ Ethel Foster ◆ Lawrence Hahn ◆ Sylvia Leibowitz ◆ Rebecca Millen

### August 17

◆ Dustee Bendes ◆ Rosa Deitch ◆ Barney Levine ◆ Louis Roth ◆ Shlomo Shloush ◆ Tessie Siegel ◆ Helen Tobe ◆ Samuel Poster  
 ◆ Irene Deutsch ◆ Rebecca Krauss ◆ Martin Schwab ◆ Ada Garber ◆ Sylvia Greenfield ◆ Gershon Cooper ◆ Andy Frank  
 ◆ Max Hasden ◆ Muriel Littmann ◆ Wolf Brody ◆ Jennye Grusin ◆ Louis Perelman ◆ Daniel Goodman ◆ Hannah Nius  
 ◆ Anna Belle O'Brien ◆ Emanuel Schenkel

### August 24

◆ Betty Presser ◆ Bea Schwartz ◆ Robert Zalkin ◆ Esther Zelfman ◆ Adrian Burnett ◆ Freda Samet ◆ Abraham Silber  
 ◆ Decia Bendriem ◆ Louis Slovis ◆ Leah Schiff ◆ Sarah Billig ◆ Esther Perlberg

### August 31

◆ Abraham Drutz ◆ Dora Frumin ◆ A. Stanley Robinson ◆ Molly Cohen ◆ Harry Davis ◆ Erwin Herz ◆ Frieda Robinson  
 ◆ Sophie Merlin ◆ Irwin Bendes ◆ Sally Dyller ◆ Isadore Schwarzbart ◆ Charlotte Kalotkin

# Jewish Congregation of Oak Ridge



## From the President's Corner

By Sig Mosko

As I write these notes, we are in the midst of preparation for our 70<sup>th</sup> Anniversary Celebration! We are aware that we already have many attendees registered including several former Oak Ridgers. Many people should be recognized for their respective roles in making this event a great success. Fran Silver is the general chairperson; Rachel and Don Carlson are working on the program book advertising; Sam and Nona Poole have put in many long hours cleaning up the facilities and grounds; many others are helping out and will be acknowledged later.

The High Holy Day season is almost upon us and we will be seeing many changes to our longstanding JCOR traditions. Cantorial duties will be performed by members of our ritual committee that includes Bruce Tomkins, (chairman), Jim Bogard, Mel Tobias, Moshe Yair, Zane Bell, and a host of volunteers. We are going to produce a special edition of our Beth-El Newsletter with our traditional New Year Greetings. Look for instructions below and in email notices.

## Sisterhood Happenings

- MAZEL TOV! MAZEL TOV! to Becky and George Charles on the marriage of **Dyanna and Pramodh Nanjaya** and to **Linda and Zane Bell** on the engagement of their son, Noah to Orly Perlstein. The wedding will take place in Israel next spring.
- Game night was held on Wednesday evening, June 19. **Rebecca Badurina** came up with the idea of having a monthly game night of fun for our children and adults. Lucky for us she has two teenage children and could bring a variety of board games for all to enjoy! There were about 20 people, and healthy snacks were consumed. Emails will be sent for future game nights, as evenings will change.
- Todah Rabah to **Sam and Nona Poole**, for beautifying the walkways at the synagogue with beautiful flowers.

## Judaica Gift Shop

Call Mira Kimmelman at 483-7972  
or Judy Raman at 482-1509

## Hadassah Cards

Hadassah cards and certificates for all occasions can be purchased by calling Mira Kimmelman - 483-7972.

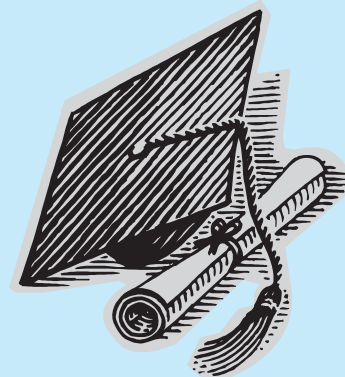
## Torah Fund

Call Eileen Handler at 482-1341 or Brenda Mosko 483-9463 to send cards for all occasions. Contributions are needed to fund the Jewish Theological Seminary.



## Mazel Tov

- to **Linda and Zane Bell** on the engagement of **Noah to Orly Perlstein**, from Sisterhood and **Eileen Handler**
- to **Ilana and Moshe Siman-Tov** on granddaughter **Gabriella's** high school graduation, from **Yardena and Moshe Yair**
- to **Vera and Leon Maya** on grandson **Jeffrey's** high school graduation, from **Yardena and Moshe Yair**
- return to good health to **Bernice Lawson**, from **Fran Silver**
- to **Blanche Dresner**, from **Hilda and Irv Barrack**



## 2013/5774 New Year's Greetings

JCOR invites members and friends to include a New Year's message in our holiday mailing. Everyone's greetings will be mailed to you and to all JCOR members and affiliate members, and will be emailed to our entire mailing list of members and friends. Greetings are \$36 each.

To join this happy tradition, please send your name, phone, address, email, and greeting text with a check to JCOR for \$36 to JCOR, P.O. Box 5434, Oak Ridge, TN 37831 by August 23.

## Upcoming Events

Please see our calendar at [www.jcor.info](http://www.jcor.info) for the most comprehensive list of upcoming events.

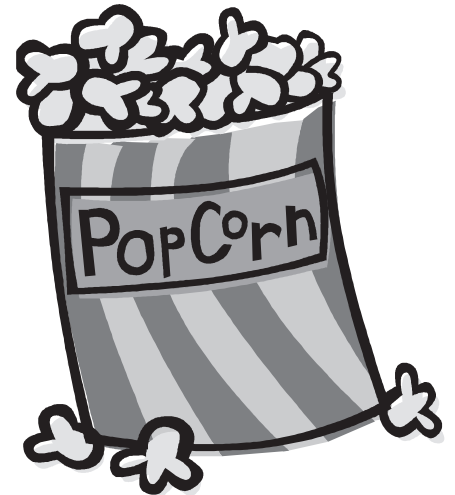
**Saturday, August 10**, after the Shabbat Morning Services  
Study Session - *Jacob Frank - Another Messiah*

**Saturday August 24, 7:00 p.m. – Jewish Film Series**

*Copenhagen*, United Kingdom, 2002, 117 minutes, NR. No one knows for sure what transpired when German physicist Werner Heisenberg (Daniel Craig) met with his Jewish Danish counterpart, Niels Bohr (Stephen Rea), in Copenhagen -- the event became the stuff of modern scientific mythology.

**Saturday August 24, 7:00 p.m. – Junior Film Series**

Parents, bring your kids down in their PJs for a film party of their own while you enjoy the Jewish Film Series upstairs - for only \$5 per child to cover childcare. Popcorn, drinks, and fun included! Contact Katie Niad for additional information- [katie@niad.net](mailto:katie@niad.net).



## Hosts and Hostesses

Thank you for your hospitality. If you need to make an exchange, please do so and notify Eileen Handler 482-1341

### August

- 3 Edith and Mel Halbert, Rose Holz
- 10 Diana Jacobson, Yardena and Moshe Yair
- 17 Mira Kimmelman, Brenda and Sig Mosko
- 24 Shelby and Mark Kaye, Peggy and Randy Laxton
- 31 Nona and Sam Poole, Avigail and Victor Rashkovsky

### September

- 7 Shirley Schwartz, Hilary Shreter
- 14 YOM KIPPUR
- 21 The Kimmelman family in honor of Mira's 90th birthday
- 28 Vera and Leon Maya, Ilana and Moshe Siman-Tov



*Sean and David Badurina playing Blokus with Hilary Shreter and Levi Laxton*



*Al Good, Rebecca Badurina, Matt Niad, Peggy Laxton, and Sylvia Goldenberg playing Rummikub.*

## Jewish Congregation of Oak Ridge

P.O. Box 5434, Oak Ridge, TN 37831

Phone (865) 483-3581

E-mail: [jcortn@juno.com](mailto:jcortn@juno.com)

Website: [www.jcor.info](http://www.jcor.info)

Rabbi Victor Rashkovsky



# Hadassah Highlights

## President's Message

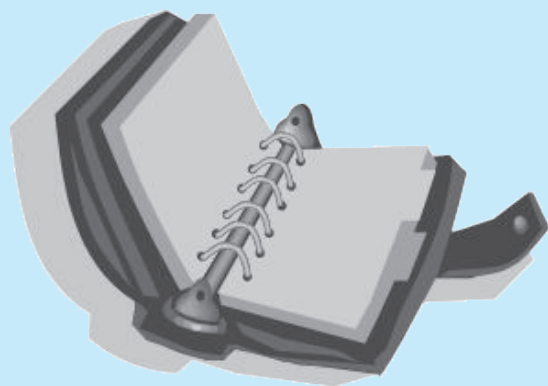
By Shuli Mesa, Co-President

“Hadassah’s real value is incalculable. One cannot put a price tag on the dedication of an army of thousands of volunteers in the Diaspora, defending Israel and helping us build bridges to the rest of the world,”

Dalia Itzik, Member of Israel’s Knesset.

What we do is priceless...but we cannot do it alone. With Cindy Pasi’s recent departure as president, a hole has been left in our chapter and we need your help to maintain the level of excellence that she succeeded in creating. It was only a few months ago, at the Spring Regional Conference, that the Knoxville Chapter received the highest award the Region can give when it was named the Star Chapter of the Southern Region. This was quite an achievement as we competed against several large and active chapters such as Nashville, Birmingham, and Memphis.

As a volunteer, the path is not always laid out before us. Our dreams are big and our expectations are even bigger. We are making every effort to bring you programs that both entertain and educate you, to include and intrigue you, but we do not have an entire army of volunteers at our disposal. It is time for you to take Hadassah into your own hands. It is time to reshape as we reorganize and we want you there.



## Save these Dates.....

**August 29** Hadassah’s Feet First Program

**November 10** Hadassah’s HMO Luncheon

**December 15** Hadassah Installation Lunch

## Hadassah Nefesh (The Soul of Hadassah)

By Shuli Mesa, Co-President

Welcome to the first installment of a new monthly column that will bring you closer to the soul of Hadassah. You will be introduced to what truly makes Hadassah tick. Yes, we fundraise and advocate; we build towers and connect with world renowned doctors; not to mention that we can throw a raging party; but there is more that drives these ladies. Join us monthly to see what facts and findings make our heart beat and our soul kvel.

So it shall be written, so it shall be done....

Did you know that Israelis consume the most fruits and vegetables per capita than any other country in the world? With obesity on the rise and health care concerns branching to new heights, a proper diet full of nutrients has become high in demand. The Choose My Plate campaign encourages consumers to focus on fruits and vary the veggies. While in Israel, growing vegetables has become an art based on choosing the right hybrid varieties, fertilizers, and irrigation methods. Such agricultural advancements and focus has led to many achievements including the engineering of cherry tomatoes in 1973 (where would our salads be without that little miracle?) Current efforts are being directed towards new citrus varieties that have a smaller seed content, longer shelf life, a pleasant appearance and a longer marketing season. Now you know why the fruits and veggies taste so much better in Israel. So, go ahead and feed your soul.

## Help Israel by Purchasing Tree or Water Certificates

Fires have ravaged the Carmel Forest, near Haifa, in northern Israel. Many of us met the Israeli firefighters who visited Knoxville and showed pictures of this tremendous fire and the destruction. Five million trees on 12,500 acres are gone. We must reforest, replant, regrow. Plant a tree – or ten, or more – today. Since 1926, through generous donors like you, we have partnered with JNF to drain swamplands, plant forests, develop water resources and preserve Israel's ecology. Giving opportunities include:

- One Tree - \$18
- Ten Trees - \$150 (Circle of Trees)
- Fifty Trees - \$750 (Garden of Trees)

Yes, you can help Israel simply by contacting Joyce York and purchasing a tree certificate for \$18.00 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 Joyce at 384-6177, mail your request and a check to her at 2054 Smoky River Rd, 37931 or email Joyce at [joyceyork12@gmail.com](mailto:joyceyork12@gmail.com) to arrange for a tree or water certificate to be sent for you.



## Large Certificates

- ★ In memory of **Santa Mary Floyd**, mother of Frank (Laura) Floyd
- ★ In memory of **Gerald Simon**, father of Sharon (Ross) Toedte
- ★ In memory of **Allan Gerson**, husband of Bernice "Bunny," father of Gary (Shelley), Hillary, and Marty (Karen)
- ★ In honor of the retirement of **Marian Jay**



### Layettes

*By Judi Abrams*

Just one new layette to report. Please help HADASSAH welcome **Lydia Rose Winston**, granddaughter of **Barry and Annette Winston** and daughter of **Sam and Leah Winston**.

Mazel Tov!

Please e-mail me at [jmksal@aol.com](mailto:jmksal@aol.com) so that I can add your name to this new Layette!

Thank you.



# Hadassah Highlights

## Knoxville Chapter of Hadassah

### Executive Board

Shuli Mesa & Raeus Cannon	Co-Presidents <a href="mailto:shulime@gmail.com">shulime@gmail.com</a> <a href="mailto:raeusjae@gmail.com">raeusjae@gmail.com</a>
Laura Floyd	Treasurer <a href="mailto:floydfam@knology.net">floydfam@knology.net</a>
Shuli Mesa	V.P. Programming <a href="mailto:shulime@gmail.com">shulime@gmail.com</a>
Barbara Mintz	V.P. Membership <a href="mailto:barbara@bmintz.com">barbara@bmintz.com</a>
Marcia Shloush	V.P. Fundraising <a href="mailto:marcias@comcast.net">marcias@comcast.net</a>
Kathy Goldstein	Recording Secretary <a href="mailto:kathygoldstein@gmail.com">kathygoldstein@gmail.com</a>
Elizabeth Spenser	Corresponding Secretary <a href="mailto:elspenser@pstcc.edu">elspenser@pstcc.edu</a>
Bonnie Boring	Advisor <a href="mailto:unresources@aol.com">unresources@aol.com</a>

### General Board

Elaine Dobbs	Associates
Peggy Littmann	Book Club & JNF
Carol Feldman	Condolence Cards
Raeus Cannon	Directory
Charlene Gubitz	Greeting Cards
Nora Messing	Historian/Yearbook
Marcia Shloush	HMO Luncheon
Mary Evars-Goan	HMO Luncheon
Nancy Britcher	HMO Luncheon
Rachel Hale	Hospitality Cards
EL Gordon	Jewish & Zionist Education
Mary Ann Merrell	Large Certificates
Judi Abrams	Layettes
Marilyn Abrams	Life Membership
Jill Weinstein	Records Admin/ Youth Aliyah
Joyce York	Trees/Water
Marian Jay	Parliamentarian
Lynn Fuson	Publicity
Stefanie Rich	Member-at-Large
Liz Spenser	Webmaster
Samantha Spenser	Bulletin Editor

[www.knoxville.hadassah.org](http://www.knoxville.hadassah.org)

# Hadassah's Jumping in Feet First

*Enjoy a relaxing evening as we dip our toes into the  
World of Hadassah.*

**Thursday, August 29, 7:00 p.m.  
Arnstein Jewish Community Center Adult Lounge**

*Has the work week got you blistered?  
Does your sole need a lift?  
We have the answer....*



The evening will combine time to learn about the Knoxville Chapter of Hadassah and its impact in our local community, America, and Israel. You will be able to conveniently buy tree and water certificates and cards, network with members and much, much more. We will take extra good care of your twinkle toes with the renowned techniques of reflexology. Of course, there will be the famous Hadassah Nosh!

For more info or to RSVP please contact:  
Barbara Mintz at [barbara@bmintz.com](mailto:barbara@bmintz.com)

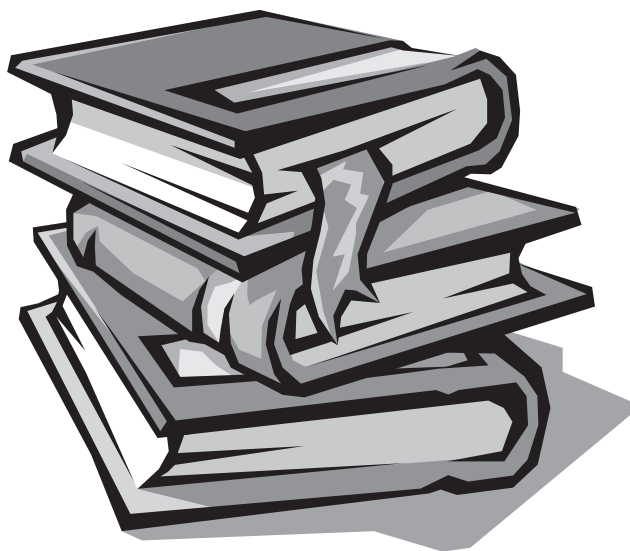
## Hadassah Book Club

By Peggy Littmann, Chair of Hadassah Book Club

Our August discussion for the Hadassah Book Club will be *The Book Thief* by Markus Zusak. We will meet on August 20, at Barnes and Noble on Kingston Pike, 7:30 p.m. in the coffee shop area.

*The Book Thief* is a memoir with a difference. Death is the narrator, but Death is no avenging angel come to strip Man of his dignity and rip him from the arms of loved ones. This Death is sentimental; he cares for souls; he is "haunted by humans." In one instance, Death is about to take a character but notes a resurgence of life. "It was nice to be fought off in that dark little room. I even managed a short, closed-eyed pause of serenity before I made my way out."

Liesel is the book thief. She finds a book on grave digging while at her brother's funeral, and this book helps her maintain a link to her past. Early on she steals the remains of a book from a pile of books which the Savonarolean Nazis had burned. She later steals from the Mayor's wife, but learns that she was aiding her in this effort. At a time when ideas are being routinely quashed, Liesel is striving for knowledge. And, it is this search, her "thefts," and the confluence with the Mayor's wife, which ultimately brings salvation to Liesel.



Future offerings will be:

- ◆ **September 17**, Barnes and Noble for *The Golem and the Jinni*, by Helene Wrecker
- ◆ **October 15**, Barnes and Noble for *And the Mountains Echoed*, by Khaled Hosseini

Any questions, call Peggy at 588-6661 or 776-1013, [plittmann@comcast.net](mailto:plittmann@comcast.net). Best wishes for a summer of great reading!

## Passing the Torch

By Cindy Pasi

It is with mixed feelings that I announce to the Knoxville Chapter of Hadassah that I am resigning my position as President effective June 1, 2013. My son-in-law has been recovering from a very serious accident and his recovery is going to take quite some time. This has put great stress on my family. I have accepted a transfer to the Daytona office so that I can be nearer to my family to assist them during his recovery. Ric and I left the first of June to find appropriate housing and to attend to all the details of a move. I am now working in Port Orange, Florida.

Sharing in the work of Hadassah has been extremely important for me. The passion that Henrietta Szold held and shared with so many has truly become my passion. I am so thankful to all those that have shared that passion and that I have joined arms with in the last few years. It has been an awesome adventure. Naturally the high point truly was being in Jerusalem when the Sarah Davidson Wetsman tower was dedicated and being able to attend the convention. To be in Jerusalem with those in our chapter and from around the world was something I will never forget. The hospital was built with hard work and love and truly is a bridge of peace to all that enter her doors. We must continue this work even in these very difficult economic times. I am asking each and every one of you to do just that, as I will be doing in Daytona.

I have asked Shuli Mesa and Raeus Cannon to step in as co-presidents in my stead through December 2013. After that, they have both agreed to continue being co-presidents through 2015 and I am very grateful. I am thankful that we have such dedicated people in our chapter that will step up when most needed and on very short notice. I don't know what will happen in the next few months as we all take on new roles and responsibilities so may all our eyes look to the future and keep up the vital work of Hadassah. Thank you all for making this past two years such a wonderful experience for me.





# Stanford Eisenberg Knoxville Jewish Day School

## Education Report

Submitted by Miriam Esther Wilhelm, Head of School

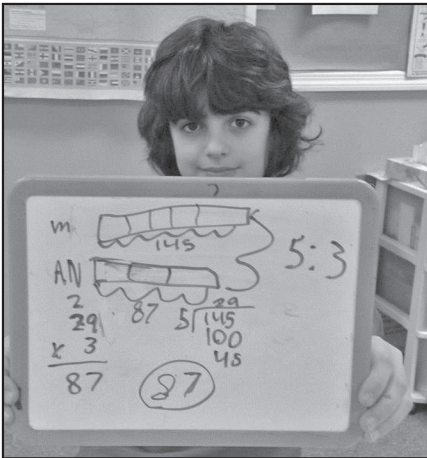
After reviewing our education report, the KJDS board requested that we publish in the Ha'Kol so all can see and enjoy.

### Highlights from the year:

**Staff:** We have an outstanding staff and are excited to be welcoming them back. Mrs. Cruz and Ms. Julie currently co-teach in the K-1 classroom. Ms. Julie will be out in the beginning of the year for maternity leave. Mrs. Cruz will cover as long as Ms. Julie is out on maternity leave. The only teacher we will be losing is our art teacher, Ms. Dana. We are in the process of interviewing prospective new art teachers and Ms. Dana will be involved in the hiring process. Ms. Stephanie Levin volunteered her time and taught PE. She has done a wonderful job and will be continuing as our PE teacher next year. Apparently the word out there amongst new, young arrivals to town is that you want to work or volunteer at KJDS to get “in” to a fun and great community. For many of them KJDS, has been the doorway to the greater Jewish community. They love working with the students, the staff and feel welcomed and appreciated in our warm environment.



**Curriculum:** We had our teachers work with a Singapore math coach this year. The teachers all appreciated her input and felt it gave them the ability to maximize the curriculum. They are all in love with the “bar model” approach to problem solving which is one of Singapore Math’s unique strengths. Based on test scores, students continue to be working way above grade level in Literacy. Much of the research they do is student driven and diverse in opportunity. Science units are heavily focused on experimental science and the students are thoroughly enjoying their social studies classes. Ms. Kari’s 4-5<sup>th</sup> graders fell in love with the American history they were learning this year as it was presented in such a dynamic and intriguing manner. We



continue to use the Hebrew Talam program and enjoyed watching our 2-3 class present a play, spoken completely in Hebrew this year. They did a fabulous job with minimal preparation. Morah Revital now teaches Hebrew twice a week and the addition of a native Hebrew speaker to our staff has been wonderful, not to mention how devoted she is to our students and school.

**Technology:** We’re in the midst of a fabulous journey called technology. It’s been a great experience integrating our new technology: a new activBoard, our new activExpressions and iPads into the classrooms. Students have created PowerPoint and Prezi presentations, created research wordles, explored webquests, created and narrated Hebrew cartoons, checked math answers using QR codes and much more.

Continued on page 35

## Education Report

*Continued from page 34*

**Technology, continued:** After much research we decided to continue our technology plan with our newest purchase, our ActivTable. We are one of the first schools in the Knoxville area to purchase an ActivTable, which offers students the opportunity to collaborate in their work. The next step in our technology plan calls for additional training. We are taking an exciting approach to this training based on Google's 80-20 model. We can't wait to keep you posted on where this takes us.

**Parent Survey:** Over the year, the PTA surveyed the parents. There was a consistent line of real appreciation and value for the teachers, educational philosophy and curriculum. The one area the parents would love to see improvement in is the playground. We are currently upgrading our playground and will continue to look for other opportunities to improve it. The surveys were a real testimony to the trust and love the parents have for the school.

**End of year programs:** We ended the year with a few fabulous programs: PechaKucha and Special Friend Recognition Night, Field Day, Gelt Mart, Visit from author Marc Tyler Nobelman, Fine Arts Night and Graduation. All of these events take a committed group of volunteers and staff who go above and beyond and we are lucky to have such a dedicated talented group. During **PechaKucha Night**, every single student took the mic to share a "pechakucha" style presentation about their passion in front of a crowd of parents, special friends and family. Ellen Kern, who coached the students, remarked about the night. "The kids performed above and beyond expectations. Here are a few observations: 1. Each student was poised and prepared. Although nervous, they plunged right in and did the job at hand. 2. I noticed that when a few forgot their next line, they simply waited until it came to them. Such patience! No ums, uhs, or other filler words. That was amazing. KJDS kids are awesome and so talented! I felt honored to coach them."



**Social Media Academy:** We had the phenomenal experience of participating in the Darim Online Social Media Academy. Throughout the process we attended webinars, worked with a personal coach, created an editorial calendar for our Facebook posts, community emails and website and launched our first social media fundraiser which, including the matching funds, raised close to \$19,000 for our school. They have currently opened registration for next year's academy. This past year, Avichai fully funded the program. Next year schools will pay \$10,000 to participate in the Academy. Thank you to Jennifer Kanarak, Raeus Cannon, and Kevin Joseph for

being our committed team and seeing us through the Academy.

This email represents the powerful reach of social media: "I am thrilled for the children at KJDS that their experience is so good, but it honestly pains me when I see your posts about M, and compare it to what X is doing. The differences are stark... Our situation hasn't changed, but there are always choices to be made in life. So, I'm thinking about this again. It's been lovely to hear about all your adventures through Facebook. I was especially intrigued by your comment about M evaluating his strengths and weaknesses. Is that something all the students do every year? Thank you."

**Group-wide project:** This past year we've implemented a lot of exciting things from Ron Clark's book *The End of Molasses Classes*. One of the things we did was divide the school into four teams, which they remained in throughout the year, and worked on various projects. Our Ed Committee is hard at work helping us prepare a school-wide project that will have each team research a different Jewish community and present their work based on Howard Gardner's *Multiple Intelligences*.

**Admissions:** We currently have 33 students enrolled for the 2013-2014 school year. Three out of our 6 grade levels are currently full and despite losing our two wonderful Arel's for the year, we will be growing from 28 students to at least 33. Our new students include children from two families who will be moving to Knoxville this summer and are so excited to have a Jewish Day School in which to enroll their children. We find that parents choose KJDS because of its academic excellence coupled with the loving Jewish environment. We are delighted to see our KJDS family continue to grow.



## From Our President

By Nancy Becker, KJDS President

The 2012-2013 school year ended on such a high note! The wonderful projects and innovations initiated throughout the year were amazing, and I hope you will all read the attached education report for the details. Credit goes to Miriam Esther Wilhelm, Head of School, Jennifer Dancu, Principal, and the terrific staff. Supporting them is our Education committee: Dr. Rich Adlin, Trudy Dreyer, Alice Farkas, Rabbi Alon Ferency, Martha Iroff, Stella Iroff, Rabbi Matt Michaels, and Emily Theriot.

The Board, too, has been working hard to assure success. I want to thank our Board members who are rotating off this year: Gary Sturm, Dr. Ron Sebold, and Daniel Messing. All of them have put their hearts into our work for the school, and in "retiring," all of them said they would still work with us for the school's success on whatever projects we needed them to. Our new Board members, Tamara Sturm and Dr. Bill Berez, were welcomed at our Annual meeting. Bill had taken a hiatus from the Board for a couple of years and is now back with us, ready to do battle! Tamara has been one of the driving forces behind all the parent projects and fundraisers, and we know she will add her energy and enthusiasm to the Board. We will miss Dr. Itamar Arel this year, as well as his two boys, Ron and Ori, as they take a sabbatical in California. But, we know they will come back with ideas and enthusiasm for the following school year. The full Board for the 2013-2014 school year is:

Nancy Becker, President  
 Dr. Jeffrey Becker, Vice President  
 Mindy Goldberg, Secretary  
 Dr. Jeff Abrams  
 Barry Allen, JD  
 Dr. Bill Berez  
 Rob Blitt, JD  
 Bonnie Boring  
 Gene Rosenberg  
 Evan Sturm  
 Tamara Sturm  
 Rabbi Yossi Wilhelm  
 Miriam Esther Wilhelm, Head of School

We have had so many special community people add to the school's success and we thank all of you so much. I especially want to mention a few of you who have donated your professional services: Wendy Besmann, Arnold Cohen, Kim Isenberg, Judith Rosenberg, and Mary Linda Schwarzbart.

You are awesome. Please forgive me if I have left anyone out, and know that you are important to us.

I leave all of you with an open invitation to come visit the school. It is truly a gem in our community, and we would like everyone to *kvell* with us.



*Students celebrate with Nancy, our board president, on her birthday*



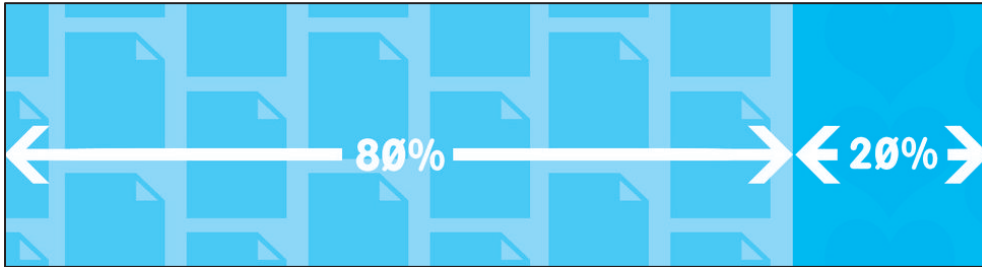
## Welcome Kristin Kendall!

We are excited to welcome Kristin Kendall as our new art teacher for the 2013-2014 school year. Ms. Dana needed to take a break from teaching for medical reasons. We will miss her but know she will be in to visit us often!

Kristin Kendall is a progressive, internationally recognized artist whose primary objective is creating realistic representations of the human figure and landscapes. She was born and raised in Powell, TN and currently resides in Knoxville where she provides private lessons and practices art full time. Her formal training comes from Carson Newman College where she earned her B.A. in Art with an emphasis in graphic design. Eventually realizing her skill should be taken advantage of and shared, she received her certification to teach art K-12 from Lincoln Memorial University in 2011.

Kendall is a member of the Portrait Society of America through which her work has been internationally recognized. She continues to disclose her art on local, regional, and national levels through exhibits and competitions, as well as fulfill her passion for capturing the likeness and essence of people by commissioning portraits.

The conducive combination of her inherited creativity and long-lived interests in architecture and design has influenced her art with imagination, detail, and precision. Her work speaks for itself, capturing the simplicity, intricacies, and refinement of everyday life.



## Technology A la carte

Flipped classroom, Implementing iPads in the classroom, ActivTable, ActivBoards, ActivExpressions, Netbooks, Document Cameras, Google Apps, Educational Apps, Student blogs.

We floated all of these ideas around as we tried to come up with where to focus our technology training this summer. There are so many opportunities it is often overwhelming. With training being a fundamental component of our technology plan at the Stanford Eisenberg Knoxville Jewish Day School, we struggled to determine a school-wide technology goal for the coming year. As we spoke, and brainstormed inspiration from the NAJDSC, and our recent participation in the Darim Online Jewish Day School Social Media Academy came together and an idea formed.

One of the famous benefits of working at Google is the 20 percent time program. Google allows its employees to use up to 20 percent of their work week at Google to pursue special projects. That means for every standard work week, employees can take a full day to work on a project unrelated to their normal workload. At Hewlett-Packard, 3M, and Google, "many" of their best and most popular products come from the thin sliver of time they granted employees to work on whatever they wanted to.

We decided that instead of us choosing a school-wide goal we would allow each teacher to choose a technology-based project that they'd like to implement in their classroom. We'd take the money we would have spent training and pay our teachers to spend the time to research, create and implement a project that they were passionate and excited about. We have a treasure of knowledge, experience and skill amongst our staff and with so many learning opportunities readily available on the internet we know we will have a rich, informative and exciting journey. The program has no outcome benchmarks but process requirements. The focus is on the experience. Because we are offering the freedom to "work on whatever you want" we are also offering the freedom to fail, because without failure there can be no innovation or true experimentation. Regardless of whether the project plays out as we hope, we know there will be valuable lessons learned from the process.

In addition to choosing and implementing a project there will be a reflective and reporting process where teachers will reflect, share and teach each other about their project and what they have learned. Not only will teachers benefit from their projects and experience, they will learn from everyone's research and projects. And at the end of the project we will have a staff where each teacher is well versed and experienced in different areas of technology and available to support each other in their area of expertise.

We are thankful to Susan Sutton, PhD, who is the Director for the Center of Teaching Arts & Technology & Distance Education at Roane State Community College and Nikki White a multimedia technician at Roane State Community College for offering support to our teachers as they begin this project.

# Stanford Eisenberg Knoxville Jewish Day School

## KJDS Staff and Board

### Head of School

Miriam Esther Wilhelm

### Principal

Jennifer Dancu

### Office Administrator

Joelle Adajian

### K-1<sup>st</sup> Grade Teacher

Corinne Cruz

Julie Parrish

### 2-3<sup>rd</sup> Grade Teacher

Jessica Vose

### 4-5<sup>th</sup> Grade Teacher

Kari Schubauer

### Hebrew Teacher

Miriam Esther Wilhelm

Revital Ganzi

### Music & Drama Teacher

Morah Debbie Richman

### Art Teacher

Kristen Kendall

### PE Teacher

Stephanie Klein

### Board of Directors

Nancy Becker, President

Dr. Jeffrey Becker, Vice President

Mindy Goldberg, Secretary

Dr. Jeffrey Abrams; Barry Allen; Dr. Bill

Berez, Rob Blitt; Bonnie Boring; Gene

Rosenberg; Evan Sturm; Tamara Sturm;

Rabbi Yossi Wilhelm, Miriam Esther

Wilhelm, Head of School

### Education Committee

Nancy Becker, Chair

Dr. Richard Adlin

Trudy Dreyer

Alice Farkas

Rabbi Alon Ferency

Martha Iroff

Stella Iroff

Rabbi Mathew Michaels

Emily Theriot

### Financial Aid Chair

Mel Sturm

### Parent Committee Chairs

Tamara Sturm

Shelly Abrams

*Ha' Kol* is a joint community project

## The Jewish Community Archives of Knoxville and East Tennessee

### The Way We Were in 1957



#### Heska Amuna Religious School Graduating Class, 1957

Heska Amuna religious school graduation held at the Fifth Avenue synagogue. The students are, left to right: Roberta **Reiser**, Richard **Ceen**, Doris **Landis**, Arnold **Schwarzbart**, Madelyn **Strauss**, Norman **Slovis**, Shelli **Mauskopf**. The official photograph hangs in the hall at Heska Amuna. Doris Landis **Raskin** (aunt of Knoxville's Melissa **Sturm**) lives in Sevierville, and Arnold **Schwarzbart** lives in Knoxville.

To learn more, go to [www.jewishknoxville.org/archives](http://www.jewishknoxville.org/archives). If you can identify the woman on the left, please let us know.

Send your photos of the interior of the Fifth Avenue synagogue, or Temple Beth El's first permanent home at Broadway and Vine, or any photos of "The Way We Were" to [archives@jewishknoxville.org](mailto:archives@jewishknoxville.org).