



in this  
ISSUE

## FEDERATION



**Record Turnout  
for Advocacy Day**

PAGE 11

## AGENCIES



**Sweethearts Day**

PAGE 6

## COMMUNITY



**Amy Krumbein  
Celebrates 95th**

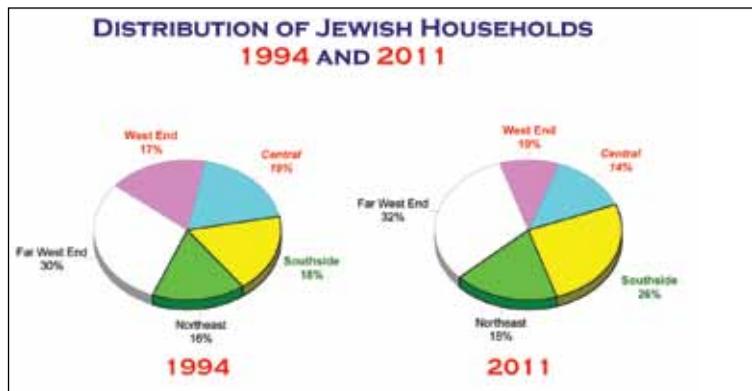
PAGE 12

## TABLE OF CONTENTS

FEDERATION	2
AGENCIES	4
FOUNDATION	6
SYNAGOGUES	8
HADASSAH	9
COMMUNITY	10

## 1994-2011

# Jewish Population Update Study Released



Since 1994, the Jewish population in Southside has grown from an estimated 18% to 26% of the total Richmond Jewish population.

The Richmond Jewish community has about 2,200 fewer Jewish members since 1994, according to the recently completed “2011 Update Study of the 1994 Richmond Jewish Community Study of Richmond.”

The study shows that in 1994 there were approximately 12,100

Jews in Richmond compared with about 10,000 in 2011.

The study was done by Ira M. Sheskin, Ph.D., director of the Jewish Demography Project of the Sue and Leonard Miller Center for Contemporary Judaic Studies and Professor, Department of Geography and Regional Studies,

University of Miami.

Sheskin presented the findings to the JCFR Board of Directors and other community leaders on Feb. 15. Former JCFR President Jim Weinberg chaired the study committee.

Sheskin said, “It’s clear that the Richmond Jewish community has gotten smaller. This is nothing to be alarmed about since it’s approximately 200 people a year. Not every trend keeps up indefinitely so there could be an increase in population in the future.”

Sheskin noted, “It’s also clear that the Jewish Community Federation is a very successful Federation.”

JCFR President Ivan Jecklin said, “The study will be of great value to both JCFR, its constituent agencies and the synagogues, as it provides a

snapshot of demographic trends when used in comparison with the 1994 study, which Dr. Sheskin also conducted.”

He said, “The study will help our communal leaders understand the size, age and level of engagement of our community. If we fail to understand what the Jewish community looks like today, we will deploy our resources in the wrong direction and be unable to effectively chart a course for our collective future.”

### Some of the major findings were:

- Richmond Has Lost About 17% of its Jewish Households Since 1994
- The Far West End and the Southside Have the Largest Jewish Populations
- Most of the Decrease Since 1994 is in the Central and West End
- The Number of Synagogue Member Households is Down 13% but the Percentage of all Households Who are Members is Steady Since 1994
- The Number of Jewish JCC Member Households is Steady Since 1994 but the Percentage of All Households Who are Members is Up From 15% to 19% Since 1994
- Jewish Preschool Enrollment Overall is Down 35% Since 1994
- Jewish Day Camp Enrollment Overall is Down 49% Since 1994
- JCFR is One of the More Successful Federations in the U.S.
- Since 1994, Adjusted for Inflation, JCFR Has Raised in Excess of \$88 million

Jecklin noted, “The study confirms and provides hard data to support what we have long suspected - that the Jewish community in Richmond today is

## Jay Jacobs is New CEO of the Weinstein JCC

Following an extensive national search, the Board of Directors of the Weinstein JCC has selected Jay Jacobs as its new Chief Executive Officer.

Jacobs will begin his tenure in Richmond on April 2, having recently served as the CEO of the Ronald Gardenswartz Jewish Community Center of Greater Albuquerque, N.M. since 2007.

Center President Lynn Schwartz said, “Jay brings to the CEO position passion for the Center’s mission, a solid record of outstanding leadership and vision, financial stewardship and the ability to achieve excellence and empower professional and lay leadership to excel in realizing our collective goals. We are excited

to have Jay join the Richmond community.”

The search for a new CEO was conducted by a twelve-member committee appointed by Schwartz and chaired by former Center President Ric Arenstein. The committee included Andy Brownstein, Deane Dubansky, Chris Greenberg, Beth Long, Steve Meyers, Jay Schwartz, Lynn Schwartz, Cullen Seltzer, Zach Sisisky, Sara Villalona and Bob Weisberger. The committee conducted the search in conjunction with the Mandel Center for Excellence in Leadership and Management at the JCC Association in New York.

Arenstein said, “The unanimous decision of our committee to recommend Jay Jacobs to the



**Jay Jacobs**

Center’s Board of Directors followed an inclusive and thorough process which engaged lay leaders and professionals from

**Jacobs** More on page 5

**Population** More on page 11

## Network JCFR is Active



A group of young Jewish professionals attended a recent University of Richmond basketball game.

Top 10 awesome things about being a Young Leader in Richmond.

10. Happy Hours
9. Mini Calendars
8. Young Leader Discounts
7. Tikkun Olam Tuesdays
6. Home Hosted Shabbat Dinners
5. Happy Hours (again!)
4. Exploring Richmond with Jews
3. Purim Masquerade
2. TribeFest 2012
1. Network JCFR

There are so many great things about being a young Jewish professional in Richmond, but not everyone knows about it. So, do what one Richmond parent does: grab a pair of scissors, cut this article out, scan it, email it, put it in an envelope and mail it, or hand deliver it to a young professional who has yet to come to an event.

To the young professional that just got this, now is your opportunity to reach out and meet people. Here is your chance to get involved and make a difference. Want to spend Wednesday nights sipping a beer with friends? Or how about

### March Network JCFR Schedule:

**J.Ed Course**, Monday, March 5, 7:30 p.m., Weinstein JCC, "The Future Jewish Leaders of Our Community: Where Are They?" Weinstein JCC Spring J.Ed Course: \$9 (Young Leader Discount Applied).

**Tikkun Olam Tuesday**, March 6, 5:30 p.m., Marywood Apartments. (1261 Marywood Ln.), Monthly volunteer opportunity - Network will bake hamentashen and celebrate Purim with residents.

**Purim Masquerade**, Saturday, March 10, 7 p.m., BlackFinn (1001 Haxall Point), Come out for a great night of tradition in a modern way. Masks expected.

**Women's Night Out**, Wednesday, March 14, 7 p.m., Weinstein JCC, For women only. Dessert reception and presentation by author Ilene Beckerman, \$10 (Young Leader Discount Price). RSVP Requested.

**Shabbat Dinner**, Friday, March 16, 8 p.m., Rabbi Dovid & Aliza Asher's home (RSVP), Celebrate Shabbat with a home-cooked meal and friends. Dietary laws observed. RSVP required.

**Cabaret Nouveau**, Saturday, March 17, 7 p.m., The Westin (6631 W. Broad St.), Beth Sholom's Annual Fundraiser - burlesque show, silent auction, bar, and heavy hors d'oeuvres, \$37.50 (Young Leadership Discount) Cocktail Attire, RSVP required.

**Happy Hour**, Tuesday, March 20, 5:30 p.m., Texas Road House (1570 W. Koger Center Blvd., N. Chesterfield, VA 23235) Appetizers and connections on us, drinks on you.

**JCFR Campaign Closing**, Wednesday, March 21, 5:30 p.m., Beth Sholom Parkside (1550 John Rolfe Pkwy), Celebrate the 2012 Annual Campaign & enjoy a light buffet supper. RSVP required.

## CALENDAR

• **March 4** | 12:30 p.m.  
**Community-Wide Purim Carnival**  
Weinstein JCC

• **March 14** | 7 p.m.  
**5th Annual Women's Night Out**  
with Author Ilene Beckerman  
Weinstein JCC  
*Co-sponsored by JCFR and Weinstein JCC*

• **March 17** | 7 p.m.  
**Beth Sholom Lifecare Community's Annual Gala, Cabaret Nouveau**  
Westin Hotel

• **March 21** | 5:30 p.m.  
**JCFR Campaign Closing**  
Beth Sholom Lifecare Community

• **March 22** | 5:30 p.m.  
**Richmond Hadassah's 100th Anniversary "Home Sweet Hadassah"**  
Virginia Holocaust Museum

• **April 18** | 7 p.m.  
**Annual Yom Hashoah Commemoration Program**  
Virginia Holocaust Museum

Visit [jewishrichmond.org](http://jewishrichmond.org) for a complete calendar of Jewish community events.

an hour one Tuesday a month with a volunteer project? Do you want to see museums? Play laser tag? Paint a picture? Read a book? Drink some wine? Attend concerts? Then email [daaronson@jewishrichmond.org](mailto:daaronson@jewishrichmond.org) to get together with Danielle and let her tell you how to make all of that and more a reality.

Happy Hours are happening all the time - in the Fan, across the river, and west in Short Pump. At a Happy Hour hosted during Tu B'shvat, attendees received seeds and mini plants (they felt trees would be too big for their apartments).

Thank you to Nannette and Nathan Shor for opening their home and providing a delicious, home-cooked, Shabbat dinner in February. Home-hosted Shabbat dinners give young leaders a taste of family and also allows them to strongly connect with the community.

If anyone is interested in welcoming a group into their home for a Shabbat meal, contact Danielle Aaronson.

The community has been helpful in providing discounts to make events and classes more financially affordable. Temple Beth-El offered a reduced ticket for the Susan Greenbaum Concert in February; the Weinstein JCC has offered discounted prices for all of its educational courses, and Beth Sholom Lifecare Community is offering a 50%-off ticket for its Cabaret Nouveau on March 17. The young leaders greatly appreciate having the opportunity to be involved in the community without breaking the bank.

TribeFest is also just around the corner. Visit [www.tribefest.org](http://www.tribefest.org) for the incredible speakers for the conference in Las Vegas on March 25-27, 2012. Network JCFR has seven young professionals attending and there is still space. If you, or anyone you know is interested, contact Danielle Aaronson soon. TribeFest will inspire you to get involved, educate you on what Jews all around the world are doing, and give you a chance to connect with camp, youth group, and college friends and meet many new ones!

Network JCFR's March schedule is full and exciting, so please check it out. Also, if you think of ideas for programs, venues, or people who would benefit from being involved, do not hesitate to contact [daaronson@jewishrichmond.org](mailto:daaronson@jewishrichmond.org) or 545-8626



Adam Scheps and Mindi Seidel at recent Tikkun Olam Tuesday at Hospital Hospitality House.

## THE REFLECTOR

הנה מה טוב ומה נעים  
שבת אחים גם יחד  
*How good & pleasant it is  
for brethren to dwell in unity.*

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## RJCL Does Many Mitzvahs

We are always told, or tell others to do what you love, write what you know, and don't do a mitzvah for thanks.

This is a lesson that Richmond Jewish Council for Literacy (RJCL) mentors at Swansboro Elementary School have learned well. During early February, it was busy with mentors everywhere. The quiet hum of industrious chatter filled every corner. The library and small tutorial rooms had several adults and children going over writing and math problems. The library had two groups of Reader's Café.

Marci Linas and Debbie Minden had handed over to Karin Fine and Beth Bertonneau the first books from the American Girl Series about Addy, a youngster who escapes to freedom during the Civil War. Another six young girls were on the path to learning the joy of a good story. Even the outdoor garden had groups taking in the unusually fine weather. As usual, it was difficult to tell who was gaining the most – the children or the adults.

It is worth mentioning that there are more male mentors than in previous years. So many young boys have no male role models and this is a gratifying change.



(From right) Katy Yoffy, along with mentees and another volunteer.

After a morning of working, the school showed its true colors - green, white, and blue - in the form of a thank-you party for the mentors. The mentees thanked their adult friends with cake and punch. Many gave out hand-made cards of thanks and provided hugs and smiles. This is how much our mentoring program means to the faculty and staff of the school. And from the growing numbers of mentors and the happy faces on them, we are growing and enjoying our time at Swansboro.

To learn about volunteering for the RJCL, contact Diane Munsey at the JCFR at 545-8654 or [dmunsey@jewishrichmond.org](mailto:dmunsey@jewishrichmond.org); or Claudia Biegler at [claudiabiegler@gmail.com](mailto:claudiabiegler@gmail.com).

## Dr. Andrew Vorenberg Invests in the Future

Dr. Andrew Vorenberg, a member of the Plotkin family which goes back many decades in the community, recently purchased a life insurance policy and named the Federation as the beneficiary.

The \$60,000 policy is expected to grow through the years with dividends being added. The plan includes small yearly donations, which will compound interest over time to eventually become the \$60,000 gift to be realized at his death.

Vorenberg explained, "While young professionals like me may not be in the position to donate large amounts of money to the Federation, we can still do our part by making small contributions to an annual fund, which can accumulate to a large donation over the years. I wanted

to do my part. Years ago as a child I remember taking part in a program to plant seedlings in Israel, which would eventually grow into forests of trees. This is a similar way to start with small amounts of money, which with yearly donations will grow into a sizeable gift.

He said he would encourage other young Jewish professionals to set up similar programs with life insurance policies. "This is a great way for others my age to be able to set up a growth fund."

Currently, the YAD group of 22-45 year olds represent about 12% of the Annual Campaign.

To learn how to make a tax deductible contribution to the Federation through a life insurance policy, contact Sam Asher at 545-8622 or [sasher@jewishrichmond.org](mailto:sasher@jewishrichmond.org).



**By Brian R Greene**  
President, Board of Directors  
Rudlin Torah Academy

*Editor's Note: This is a periodic guest column by leaders within the Richmond Jewish community.*

The students at Rudlin Torah Academy (RTA) continue to thrive in the classroom and enrich our community, with your support. At the same time, RTA's Board of Directors is working diligently to ensure the long-term financial health of the school.

Without a doubt, RTA continues to fulfill its mission of providing quality Jewish and secular education to Richmond's Jewish population, and proves its worth every day as an integral part of Richmond's Jewish livelihood.

Our students represent a unique and diverse blend of reform, conservative, orthodox, and unaffiliated Jews. They learn to think critically and creatively, problem solve, respect multiple points of view, and develop a strong sense of confidence, identity, and community. RTA's educational programming remains second to none, as underscored by our students' superior standardized test scores and the fact that our students gain acceptance into the top high school programs and universities. A vibrant energy and communal feeling penetrate each classroom to create a joyful and effective learning environment.

Our teachers – the core of our school – are dedicated and wonderful individuals who care passionately about their students' futures. They motivate students to achieve their personal best, and our students live Jewish values every day.

We are particularly proud of the contributions that our students and teachers make to the Richmond Jewish community. For example, our high school girls assist with the PJ Library Program.

## Why RTA is Important to Richmond

RTA organized a High Holiday, all-ages learning program, led by our parents and teachers, at the JCC that was well-attended. One of our kindergarten teachers will lead a puppet show at the upcoming Purim festival at the JCC.

**Jewish day schools are critical to Jewish continuity, with a proven track record of producing the leadership and backbone of the community.**

Our high school boys' basketball team continues to win games and bring people into the JCC in the process. We routinely welcome community members into our Yeshiva building to learn Torah with our boys' high school students and teachers. Showcasing our talented, intelligent, and personable students and teachers underscores RTA's role as a vital resource for the community as a whole and an integral part of the growth and preservation of the Richmond Jewish community. By witnessing our students' positive contributions and attributes, we are hopeful that the community will take an even greater role in supporting RTA.

But why is RTA important to Richmond? Simply put, Jewish day schools are critical to Jewish continuity, with a proven track record of producing the leadership and backbone of the community. A recent study by the Partners for Excellence in Jewish Education (PEJE) confirmed that Jewish day school students, when they become adults, are more likely than their Jewish non-day school peers to celebrate the Jewish holidays, join a synagogue, visit and support Israel, donate money to Jewish causes, and engage actively in their Jewish communities. A re-

cent study by the Avi Chai Foundation confirmed that graduates of Jewish day schools comprise a disproportionately high percentage of leadership positions within Jewish communities.

Jack Wertheimer, professor of American Jewish history at the Jewish Theological Seminary and director of the Avi Chai Foundation's center for policy and research, summed it up nicely when he wrote recently that, "the American Jewish community relies increasingly on Jewish day school products to serve as the energizing nucleus of Jewish life in this country."

The same PEJE and Avi Chai studies show that Jewish day school students express a stronger sense of responsibility not only towards the betterment of Jewish life, but also towards addressing the needs of the larger society. In other words, at RTA, we are not preaching insularity. Jewish day schoolers are more likely to attempt to influence social values, help those in need, volunteer their time to social change efforts, and find careers that allow them to be of service to the larger community. And, given the loving environment at RTA, I was not surprised to read that Jewish day school alumni are more likely to resist the social pressures found on college campuses to engage in dangerous behaviors such as binge drinking.

As the studies indicate, RTA's distinctive educational experience is critical to our children's and our community's future. RTA's extraordinary team of Jewish and secular educators and professional and lay leaders are committed to maintaining and growing the special institution that is RTA.

RTA's parents, Board of Directors, and supporters realize that there is much work to be done to secure our school's future.

**RTA** More on page 10

# Spring Jewish Studies Classes Offered at Weinstein JCC

in our  
AGENCIES

There are a host of Spring Jewish Studies Classes planned at the Weinstein JCC.

## The Mother's Circle Mini-Course

Instructor: Shoshanna Schechter-Shaffin

The Mothers Circle Mini-Course is a three-session workshop from the Jewish Outreach Institute that provides women of other backgrounds who are raising Jewish children within the context of an interfaith relationship an overview and guide to Jewish parenting.

Through experiential education and a supportive environment, participants will gain confidence through knowledge, and establish key goals by addressing topics such as: How to incorporate Jewish values into the home?; What a parent or guest should expect at a bris ceremony?; How to prepare the family and home for the High Holidays? Passover, and Hanukkah and others?

For information, visit [www.motherscircle.org](http://www.motherscircle.org). Babysitting is available for both sessions.

Evening Session: Tuesdays, 7 - 8 p.m., March 6 - 20

FREE (\$20 book fee optional)



## J. Ed 2012

The J.Ed 2012 education initiative stands for Jewish Education in 2012 and has been created to tantalize your Judaic sense and pique your Jewish interests. Combining facilitators from all over the Richmond community, topics from all over the Jewish map, and conversations from all over the world, each hour of this six-week course is guaranteed to alter your perceptions.

Mondays, 7:30 - 8:30 p.m.

March 5 - April 9

\$70 Weinstein JCC members/ \$85 non-members for the entire series; \$15 members/ \$18 non-members per lecture.

March 5: Danielle Aaronson, JCFR Young Leadership Director, "The Future Jewish Leaders of Our Community: Where Are They?"

March 12: Rabbi Gary Creditor, Temple Beth-El, "Privacy and Jewish Law."

March 19: Rabbi Dovid Asher, Congregation Keneseth Beth Israel, "Who is a Jew?"

March 26: Rabbi Royi Shaffin, Congregation Or Atid, "The Passover Haggadah: the Ultimate Inferfaith Text."

April 2: Robert Nomborg, president, Richmond Jewish Foundation, "L'dor V'dor: "Intergenerational Philanthropy - How to Engage Your Children and Grandchildren in Giving Back."

April 9: Professor Noah Sachs "Reading Genesis to Save the Planet: Jewish Environmentalism and the Torah."

## The Grandparent's Circle

Instructor: Shoshanna Schechter-Shaffin



The Grandparents Circle is a much-needed education

and support program for Jewish grandparents whose adult children have intermarried. In this five session program we will offer grandparents skills and techniques to nurture, and in some cases help establish, their interfaith grandchildren's Jewish identities.

It also provides participants with a supportive and open-minded environment to share their achievements, express their frustrations, and acknowledge their challenges. For more information about the Grandparents Circle, please visit [www.GrandparentsCircle.org](http://www.GrandparentsCircle.org)

Mondays, 7 - 8 p.m.

April 16 - May 14

FREE (\$20 book fee optional)

## Journeys in the Talmud:

Instructor: Rabbi Royi Shaffin

As one of the most complex and intriguing books in ancient Jewish literature, the Babylonian Talmud (written in c.500 AD) is much more than simply a code of Jewish law. In this class, the attendees will be exploring the fascinating world of the Talmud by looking at a variety of texts focusing on Jewish law, legends, philosophy, customs and history.

Tuesdays, 7 - 8 p.m.

April 24 - May 29

\$35 members/ \$50 non-members



The Weinstein JCC is supported, in part, by a generous contribution from the Jewish Community Federation of Richmond

## It's Time to Register for the Summer of 2012



These boys enjoyed themselves last summer at Camp Hilbert.

Get ready because it's time to register for the 2012 camp season.

There is nothing more exciting than a summer filled with friends, laughter and camp memories.

Why sign your child up for camp? Not only does camp provide childcare in a safe and fun environment, but summer camp experiences are proven to build confidence, social skills, independence, and develop creative and critical thinkers out of today's kids; an invaluable skill set as kids grow in today's world.

What is new this summer for Camp Hilbert?

- New "Color War" opportunities for less competitive campers

- Pioneering is now added to the BET camp curriculum, giving them a more advanced skill set in nature.

- Capitol Camps weekend trip will be returning. Capitol Camps is the official overnight camp of the Weinstein JCC. This trip (for campers entering 3rd and 4th grade)

provides an overnight experience to campers who are just getting their feet wet in the overnight camping world.

- A brand new LIT (leader in training) program for campers entering 9th grade. Instead of being part of our BET unit (for campers entering 5th-8th grades), LIT campers will be part of a travel experience that will build leadership and team skills for today's budding high-school student.

New to Specialty Camps this year is horseback riding, gymnastics by Core Kids Academy, RBA West will be instructing baseball/softball camp, a 2-week SPARC camp as well as a Sparclers Camp for K through 3rd grade, swim camp and Peak Experiences will be bringing us rock climbing instruction!

Don't miss out on all of the excitement. Download the 2012 summer camps magazine now off of our home page at [www.weinsteinjcc.org](http://www.weinsteinjcc.org).

## 5400 Men's Club

March 5 - Brett Bonda, managing director, Richmond Ballet; Katherine Funding Group, "The Cost of Smoothers and Jordan Liveman, College Education."

Teaching Artists for Minds and Motion: "Bringing Dance to Israel." March 26 - Dr. Rosa Bilbao Y Leon, VCU and Jerry Rosenthal, representing

March 12 - Dr. George Vetrovec, Louisa neighbors, "Nuclear Power: Medical College of Virginia: "No One Batman or The Joker?" (Joint Meeting) Lives Forever; But You Don't Have to Die of Heart Disease."

## Undiscovered Photo Exhibit Opens on March 15

The Weinstein JCC and Sara D November Art Gallery have been an important part of the Richmond art and photography scene through their varied year-round exhibits.

The Undiscovered Photographers show offers an opportunity for the many talented people who have not exhibited before. The opening reception for the exhibit will take place on Thursday evening, March 15 at 7 p.m.

The community is invited for the opening reception and no reservation is necessary.

Martin McFadden is the show juror. McFadden is the director and curator of 12 12 Gallery, one of Richmond's only galleries to just exhibit photography and other works on paper. His fine art photography has received international distinction from the Royal Photographic Society of Great Britain; having been an active member since 2002. His work has been exhibited in solo and group shows across the U.S. and in Europe. McFadden has curated local, national, and international photography exhibitions for 12 12 Gallery, artspace, Crossroads Art Center, and Art Works."

Prizes will be awarded to the winners courtesy of Richmond Camera. For more information, call 285-6500.

## Jewish Family Theatre

# And Then They Came for Me



The Weinstein JCC Jewish Family Theatre announces the final show of the 2011-2012 season, *And Then*

*They Came For Me.*

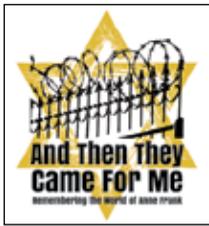
This is a multi-media stage play featuring live video of Holocaust survivors as they retell the vivid story of Anne Frank's neighbor and best friend who also went into hiding to escape the Nazis during World War II.

This play will showcase the talents of

approximately 4 to 9 actors, ages 11 to 18.

Please visit [www.weinsteinjcc.org](http://www.weinsteinjcc.org) for more audition information or contact Debra Clinton at [dclinton@weinsteinjcc.org](mailto:dclinton@weinsteinjcc.org).

The show will run May 2 - 13, Wednesday and Thursday evenings and Sunday matinees.



## Intergenerational Passover Model Seder

A special Passover celebration will be held on Wednesday, March 21 from 11 a.m. to 1 p.m. in the Israel November Auditorium at the Weinstein JCC.

Senior Adults (55+) and the 7th & 8th graders from Rudlin Torah Academy will join together in prayer, song, eating the

traditional Seder meal and making new friends.

Low-cost transportation is available to this program. Contact Shari Menlowe-Barck at 545-8611. The cost is \$16 for members / \$18 non-members

## Passover Cafe 2012

The Passover Café at the Weinstein JCC will be held Tuesday, April 10th and Wednesday, April 11th from 5:30 to 7:30 p.m. Take a break from holiday cooking and enjoy a kosher for Passover meal with your family.

Meals will be \$15 per adult and \$8 per child. There is something for everyone including vegetarian and child-friendly options. The Passover Café at the Weinstein JCC is certified Kosher for Passover by the Vaad of Richmond.

## Camp Hilbert Store Is Open

Are you ready for summer? For generations kids have attended Camp Hilbert making it a family tradition and now, for the first time, there is a Camp Hilbert store so you can show your Camp Hilbert pride. The Camp Hilbert store has t-shirts, sweatshirts, towels, sweatpants, water

bottles and lunch boxes.

And what better way to show your pride and ruach (spirit) than with some great apparel. To see the Camp Hilbert store, visit <https://tuosystems.com/stores/camphilbert>.

For information, call Alex Ross at 545-8631 or [aross@weinsteinjcc.org](mailto:aross@weinsteinjcc.org).

## Women's Room

March 5 - Capt. Gary Laden, Richmond City Police Department, "Update on Elder Fraud & Terrorism."

March 12 - Shoshanna Schechter-Shaffin, Weinstein JCC Jewish engagement coordinator, "The Secret Life of Henrietta Szold."

March 19 - Nannette Shor & Lisa Fratkin, "A Look Inside at the JCFR's 75th Anniversary Sherry Rose Mission To Israel."

March 26 - Dr. Rosa Bilboa Leon, Virginia Commonwealth University, and Jerry Rosenthal, representing Louisa neighbors, "Debate On Nuclear Energy Pros & Cons. (Joint Meeting with Men's Club)"

For information, contact Shari Menlowe-Barck, senior adult coordinator Weinstein JCC at 545-8611.

## ReelAbilities: New York Film Festival Coming in May



The Weinstein JCC and the Saul Schottenstein Foundation B are partnering with the Richmond community to bring the ReelAbilities: NY Disabilities Film Festival program here from May 14 - 21.

The Weinstein JCC was chosen to host this important and meaningful endeavor and was given a grant to make it happen by the Saul Schottenstein Foundation B.

This film festival presents award-winning films that celebrate the diversity of our shared human experience. These films are accompanied by discussions and other engaging programs to promote awareness and appreciation of the lives and stories of people with disabilities.

This event will unite dozens of community partners and offer multiple screening locations throughout the Richmond metropolitan area.

Partnering agencies include Special Olympics Virginia, Sportable, The Faison School, Virginia Commonwealth University Health Systems, T/TAC at VCU, Commonwealth Autism Service, The Arts Help, VOCAL, the Visual Arts Center of Richmond and Jewish Family Services.

For questions, contact Melissa Bunce, special needs director at the Weinstein JCC at 545-8658 or [mbunce@weinsteinjcc.org](mailto:mbunce@weinsteinjcc.org).

## Sharon Johnson Honored by Henrico Citizen

Weinstein JCC Preschool teacher Sharon Johnson was recently honored in the *Henrico Citizen* as one of their Top 20 Teachers.

The reason for this award is easy to understand for all of the children and parents' lives that she has touched in her 25 years as a Weinstein JCC Preschool teacher.

Johnson deeply respects young children and helps every child reach their potential. She teaches them to "kiss their brain" and rejoices in their accomplishments.

She creates a warm, engaging classroom

that meets the needs of every individual.

Children with developmental delays, Down Syndrome, Autism, speech and language delays, medically fragile as well as typically developing children flourish in her care.



Sharon Johnson with her students.

## Jacobs

*Continued from page 1*

our community. I am deeply grateful for the partnership of eleven dedicated and outstanding communal leaders and the support and professional guidance of JCC Association Vice President Dori Denelle and her colleagues.

"It's very satisfying to complete this endeavor having met so many outstanding JCC professionals and to have found one who so closely matches the criteria and priorities we set forth from the beginning. Jay's experience will be invaluable to us," concluded Arenstein.

Jacobs said that he is looking forward to his new position, saying, "I am inspired by the Weinstein JCCs strong commitment to leadership and fiscal soundness, its long history of service and engagement, and its passionate dedication to the goals of meeting community needs and continuing to build a

stronger market-oriented JCC."

During his tenure in Albuquerque, Jacobs excelled at helping a relatively young JCC achieve excellence in service and programming, facility enhancement, financial independence, increased professional development and creative resource development to strengthen the agency.

Prior to arriving in Albuquerque in 2007, Jacobs was executive director of the Jewish Community Center of Dallas for four years as well as its assistant executive director for five years. His career experiences have also included positions in JCCs in Salt Lake City, Cleveland and Columbus.

He is a native of Pittsburgh and earned his undergraduate degree in Social Work and Physical Education from Penn State University.



## Jill Thalhimer Campbell Joins JFS

JFS is pleased to welcome Jill Thalhimer Campbell as the newest therapist in its growing Counseling program.

She is a Licensed Clinical Social Worker (LCSW) who specializes in helping children, adolescents, and families work through issues such as Attention Deficit Hyperactivity Disorder (ADHD), defiant behavior, anger, depression, anxiety, and trauma. Campbell has day and evening hours to accommodate family schedules.

Prior to joining JFS, she worked as clinical



Jill Campbell

manager for Dominion Day Services for five years, where she provided in-school and after-school counseling for elementary school-age children. She received her Master's of Social Work (MSW) from VCU and her Bachelor's of Social Work (BSW) from McDaniel College in Maryland.

Campbell lives in Richmond with her husband, Louis and their 14-month old son, Eli. To schedule an appointment with Campbell, call JFS at 804-282-5644, ext. 239.



*Jewish Family Services is supported, in part, by a generous contribution from the Jewish Community Federation of Richmond.*



## Residents Celebrate Sweetheart's Day

On Feb. 14, Beth Sholom Woods residents were honored and serenaded by the staff at the Woods Valentine's Day Karaoke Show.

Warming up the audience was Mark Finkel, Executive Vice President of Beth Sholom Lifecare Community, who kibitzed and amused the assembly with promises of taking everyone to Administrator Sue Berinato's house for Valentine's Tea.

Residents, who were mostly clad in red, began the party by standing at attention and belting out their rendition of "God Bless America." Then, wowing the crowd were the stars of the show, the Beth Sholom staff: Cathy Baab, Woods service coordinator; Ginny Potteiger, Woods assistant administrator; Mary Woody, Campus Human Resources director; Annette Nixon, Woods secretary; Marie Faggins, Woods housekeeper; Deirdre Arnowitz, Campus social services director; Matt Farmer, Nursing Home administrator; Dr. Rebecca Merritt, Gardens administrator, and Sue Berinato, Woods administrator.

"We may have to hire the staff to



Residents take part in festivities.

perform at our birthday parties!" remarked Charlotte Silver, Woods Resident Council long-time entertainment chairman. "It was the best thing I've seen yet!" said Bonnie Blake who has been living at the Woods since 1989.

The residents clapped, sang or mouthed the lyrics that were flashed up on the big-screen television. Employees presented a mix of songs that ranged from Alan Jackson, Frank Sinatra, Johnny Cash, Whitney Houston, Everly Brothers, and movie tunes. During the reception, the staff and residents continued the party with Elvis numbers, requests and other standard hits.

### Beth Sholom Lifecare Community's Annual Gala

## CABARET NOUVEAU

*Expect the Unexpected!*  
Westin Hotel

March 17, 2012  
7:00 p.m.

Contact Selma Harlow for tickets and information at 421-5143

## focus on FOUNDATION



## How RJF Invests Your Charitable Dollars



By Robert Nomberg  
PRESIDENT & CEO, RJF



(From left) Bryan Kocen and Allen Cohen.



Have you ever wondered how investment portfolios for endowments are created? Several dozen community members recently attended a breakfast presentation by Glenmede, Richmond Jewish Foundation's investment manager to learn the answer.

Glenmede's presentation titled, "Investing Through Richmond Jewish Foundation to Strengthen Our Community Today and for Generations to Come" focused on the evolution of endowment investing and how Glenmede creates the RJF portfolios based on their investment process and philosophy.

Adam Plotkin, RJF Investment Committee chair, welcomed the attendees by stating, "Year in and year out we raise millions of dollars to support our community in Richmond and around the world, but there is also a need in our community for permanent and reliable sources of funding for our valued institutions and programs. This is for our long-term survival, especially after experiencing the effects of economic downturns and recessions." Plotkin added, "Through the Create a Jewish Legacy initiative over 100 individuals and families have promised over 200 new legacy gifts for approximately \$17 million dollars.

Nina Cohen, Glenmede director of philanthropic advisory services, and Adam Conish, director of Glenmede's endowments and foundations group, focused the presentation on how historically endowments invested in a mix of stocks and bonds to generate interest and dividend income. To help reduce risk and create growth in the



Dr. Donald Brown and Nina Cohen from Glenmede.

funds over time the modern endowment allocation now includes additional asset classes and alternative investments.

Attendee Andrew Pegalis said, "This morning's event demonstrated how well run RJF is and why they selected Glenmede to manage their accounts. Endowment Fund management is not what it was just a few years ago."

RJF selected Glenmede as its investment manager last summer. Glenmede is an independent investment and wealth management firm founded in 1956 by the Pew family to manage the assets of their charitable interests. Today, it provides investment and wealth management services to endowments and foundations, individuals, and family offices.

Through Glenmede, Richmond Jewish Foundation offers several fund options. The Long-Term Fund is used for true endowments where growth over a long time horizon is needed. The Short-Term Fund has a shorter time horizon and is typically used for donor advised funds. The Invest Israel Fund is a new offering from RJF designed for long term growth focusing on the Israeli stock market and government bonds.

To learn more about how RJF invests the assets entrusted to its care, please contact Robert Nomberg at (804) 545-8656 or email robert@rjfoundation.net.

# Temple Beth-El Religious School is Full of Learning, Fun



January and February have been busy for the students at the Temple Beth-El Religious School.

All grade levels have been busy learning and having fun.

Many of the classes have been taking field trips to enhance their learning. The sixth grade visited the mikveh in January. The use of mikveh is an authentic part of Jewish tradition. It is important for our students to be acquainted with this important component of Judaism.

The 3rd grade made a trip to Beth Sholom Gardens. The students and residents visited. They got to know each other, played BINGO, and enjoyed a snack together.

The confirmation class visited three area churches that reflect significant differences in Christianity. This integrates with studying the 10th grade has done about the development of Christianity away from Judaism and the different denominations of Christianity. The 10th grade has recently looked at Islam in the same way. It has been a very interesting study and the students have asked many good questions.

The 8th and 9th grade have had some great speakers for their program. Mark Smith spoke about finding, feeding, and fueling, their passions. Mark does extensive volunteer work for FeedMore, and Virginia Blood Services. Deb Clinton of SPARC and Jewish Family Theater also visited the class to speak and do an acting exercise with the students. Jordan Pinsky spoke with the high school class as well. Most recently Dr. Lori Pasternak was the guest speaker. Dr.



Beth-El 6th and 7th graders celebrated Tu B'Shevat.

Pasternak's veterinary practice is called Helping Hands. Located in Carytown, Dr. Pasternak's practice provides affordable surgery and dental care for pets.

Our 7th grade class had a parent learning day that provided an opportunity for the students and parents to learn together about the Holocaust. A short movie preceded a great discussion with the students and parents.

The primary grades celebrated Tu B'Shevat with a seder. The students were adventurous about tasting new foods, and enjoyed the different dried and fresh fruits. They finished up their morning with singing and dancing to celebrate the trees.

Grades 3 through 7 celebrated Tu B'Shevat with planting, games, and a tasting of fruits traditionally eaten on this holiday.

For a school-wide project, the students donated almost \$400 to buy trees through the JNF to be planted in Israel. The religious school was able to purchase 40 trees with their donations. They should be very proud of their support to strengthen and renew Israel.

## Brett Bonda Will Speak at Beth-El Men's Club in March

Brett Bonda, managing director of the Richmond Ballet, will speak at Temple Beth-El Men's Club Speaker Brunch on Sunday, March 11. Bonda is in his 26th year with Richmond Ballet and serves as the artistic and administrative coordinator for Minds In Motion, the cornerstone of the Ballet's outreach initiatives.

Bonda was a member of Richmond Ballet's professional company from 1985-1995 and has served as a panelist for the National Endowment for the Arts and a

juror for the Coming Up Taller Awards. He received *Richmond Magazine's* Teresa Pollack Award for Excellence in the Arts. He is a graduate of Virginia Intermont College, where he earned a B.A. degree in ballet, with a dance teaching emphasis.

The brunch is held at Beth-El's Parham Road campus. The doors open at 10 a.m. and the speaker is at 10:30 a.m. Please RSVP by March 6 to Martin Sutzah at 747-0765 or martin4907@gmail.com

## Scouts Go Camping in Winter

Brrr! On a chilly Saturday night on Jan. 28th, Troop 613 arrived at their overnight camping destination around 8 p.m. - S. Douglas Fleet Boy Scout Camp.

Along with their Scout Leaders, Boy Scouts Charlie Alexander, Asher Ackman, Moshe Ackman, Jacob Zedd, and Webelos Cub Scout Yossi Collins were there for fun and to work on some rank qualifications.

Scoutmaster Russ Stein and a parent, Craig Collins, built a small campfire while the boys and other leaders set up the campsite. What's a campfire without roasted marshmallows? Sitting around the campfire munching on their marshmallows they sang some. Stein thought to bring along his old childhood Scout song book and guess what song they found in the book? Adom Olam! After a few rounds of singing, Stein told the boys the story of "Trying To Do The Job Alone." Soon, it was time to turn in for the night.

In the black of the night, everyone turned all the flashlights and lanterns off in the camp to try and identify the massive amount of constellations. There was not a sound to be heard for miles around them except for the mysterious sounds of waterfowl on the nearby lake. The silence was broken with Assistant Scoutmaster Ben Melton blowing Taps on his bugle; it was time to turn in.

Early the next morning at 7 a.m., the boys awoke to the sound of Melton blowing Reveille. Once everyone washed up, Stein

## in our SYNAGOGUES

taught the boys about how to start a fire, the different types of fires you can build and fire safety so they can qualify for their Fire 'N Chit Card. The scouts then prepared a hot breakfast and treated themselves to eggs, French toast and Stein's specialty of "Toad in the Hole." Preparing and cooking their own meals on an overnight was part of their achievement requirements towards Tenderfoot. The boys were responsible for cleanup after each meal (KP, which stands for Kitchen Police).

After KP was complete, Stein reviewed what they learned about fire and fire safety, and the proper use of a pocket knife, a hand axe, a three-quarter axe and a saw. These skills were required for the scouts to qualify for their Totin' Chip Card, which allows them the privilege of carrying and using a pocket knife, an axe and a saw at appropriate Scout Events. Each boy took a turn swinging and chopping into an existing thick tree stump. Even assistant scoutmaster Drew Alexander, committee member Bruce Ackman and one of the parents - Barton Zedd tried their hand at swinging the three-quarter axe.

All that strenuous effort made them hungry so the Scouts cooked up a hearty lunch of creamy tomato soup and grilled cheese sandwiches. It was Troop 613's first overnight camping trip and there were a lot of lessons learned. Everyone is now looking forward to their next overnight.

## Dr. Wendy Klein to Speak at Beth-El School Fundraiser



Temple Beth-El's Sisterhood will host Dr. Wendy Klein, on April 22 to benefit the Jacob and Selma Brown Religious School.

Klein is associate professor Emeritus of Medicine, Obstetrics & Gynecology, Virginia Commonwealth University School of Medicine and senior deputy director emeritus, VCU Institute for Women's Health.

The event, which will include lunch and discussion, will be at the Temple Beth-El synagogue on Grove Avenue, will begin at 1 p.m.

"The issue of women's reproductive rights is certainly front & center in the

news," said Dr. Klein, "and clearly there are a great many misconceptions that need to be addressed." She will examine the history of women's health and reproductive rights in this country and the impact of recent political trends including religious fundamentalism.

She believes that the politicization of reproductive choice, contraception, and even cancer screening is skewing our approach to health care and we are on a slippery slope that requires a cautionary approach.

Klein is also the co-founder of VCU's Institute for Women's Health, now a National Center of Excellence, and deputy editor of the "Journal of Women's Health."

For ticket information, contact tbesisterhood1@gmail.com.

## Or Ami Happenings



The beginning of 2012 has been busy at Or Ami. The seats are full on Friday evenings and a lively Torah study brunch follows on Saturdays at 10 a.m. This is open to all and keeps on growing.

On February 4, the OATY and OMG youth groups (high school and middle school) combined forces for a wonderful spaghetti fundraiser. They raised over \$300 for “The Girl Effect”(www.thegirlffect.org), which works to help girls all over the world lift themselves out of poverty. Teens really invested themselves in organizing and executing this event. They shocked their parents by cleaning up and washing dishes. Karaoke entertainment was provided by DJ David Sporn. We look forward to more of these events. Next is a family game night.

On Feb. 11, Or Ami held its annual New Member Social - the most successful new member get together to date. Dubbed “Schmoozapalooza,” new members and the board participated in a rousing game of Or Ami Jeopardy. After more schmoozing, everyone participated in a get-to know-you style of speed dating. This was the most outrageous fun and really helped us all to

get to know one another.

As Or Ami heads into March, we invite all who are interested to attend Shabbat Across America with us on March 2. A pot-luck dinner is at 6:15 p.m. followed by worship at 7:30. If you can join, please bring a dish to share for dinner or dessert.

Quick catch your breath and come back on March 7 at 6:30 p.m. to join members and guests for a Purim Schpiel you can groove to. Wear your best flower child attire and dig out those hippie sandals. Come and sing a-long to some not-so-familiar old tunes. All you need is Love and bring some Hamantaschen to share.

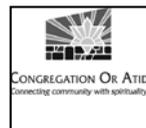
### Other Events

On March 18 at 6 p.m., Congregation Or Ami presents “Keeping the Faith,” a film about a priest and rabbi who fall in love with the same woman. A potluck will precede the screening; discussion will be led by Rabbi Ben Romer. The is free and open to all.

Also, there’s a three-part lecture and discussion series on Sundays at 2 p.m., which is also free and open to all.

For all, call 272-0017. Email: Office@Or-Ami.com. Website: www.Or-Ami.com.

## Or Atid Celebrates the End of Future is Now Campaign



Congregation Or Atid celebrated the end of its Future Is Now campaign with a beautiful Shabbat service and champagne toast oneg.

Each family who gave was called forward to lay a brick on the symbolic Wall of Nehemiah. The end result signified the unity of the Congregation as it moves forward in its next chapter. Over 95% of the congregation gave generously to the campaign.

Please join the congregation for its first Purim Palooza in the Patterson Avenue location. Members and guests are invited to dress up for the Magilla Masquerade. Groggers will be supplied.

The story of Esther, Mordeci, and Haman (BOO! HISS!) will come to life through the Magilla reading. Our religious school classes will each perform an act that will highlight our talented youth and our contemporary approach to learning.

Old school members will be dusting off a tune or two from Purim spiels past to honor the long standing tradition of raising the roof for Purim. Purim Palooza starts at 6:30 on Wednesday, March 7.

Congregation Or Atid also invites the



Or Atid families in front of the Wall of Nehemiah.

greater community to come together for “It’s Not Your Zayde’s Seder” on the second night of Passover, April 7. The family-friendly Seder will begin at 6 p.m. with traditional elements, thought-provoking discussions, and activities for the children. A catered dinner from Pick Ups Plus will be served so no dishes to wash at home.

Contact the office at 740-4747 to RSVP no later than March 23. Adult tickets (13 and up) are \$30; children (5-12) are \$18; and kids under 5 are free.

Come see how Rabbi Royi Shaffin creates a meaningful Passover Seder for the young and the young-at-heart.

For more information on Or Atid activities, call 740-4747.

## Beth Ahabah’s Youth Musical Ensemble Goes on Tour

The Beth Ahabah student musicians of Ruach Chadash will have an exciting opportunity Friday, March 16 - Saturday, March 17 to go on tour to Washington D.C.

Ruach Chadash comprises 20 students who sing and play a full repertoire of Jewish music. The youth musicians range from elementary school age through high-school and are under the energetic direction of Hannah Piracha, music teacher and song leader at Beth Ahabah religious school. They have performed at Beth Ahabah for holiday programs, at Youth Shabbat Services and for the community-wide Purim Celebration.

This tour is a collaborated effort among the youth music groups of Beth Ahabah, Washington Hebrew Congregation and Temple Beth Or of Maple Glen, Pa. Over 100 young musicians will spend 24 hours together at Washington Hebrew Congregation playing; singing; and learning together through music. On Friday evening and Saturday morning the groups will participate in Shabbat Services with each leading both familiar and original pieces of service music. Saturday’s program will feature workshops and music sharing sessions and will culminate in a concert and Havdallah service. The concert will be open to the community.

Ramona Brand, director of Education and Hannah Piracha, Music director have worked closely with Cantor Susan Bortnick



Several of the Ruach Chadash musicians.

and song leader Audrey Katz of Washington Hebrew Congregation and Lisa Ashery, Choral director from Temple Beth Or for the past year to see the fruition of their goal of bringing young Jewish musicians together for an exciting musical experience. Their combined three youth choirs and two youth musical ensembles will play a wide range of pieces including traditional service music, music of contemporary Jewish artists and even show tunes written by Jewish composers. They all hope to expand the program next year to include more youth music groups from Mid-Atlantic area synagogues.

All are invited to the Community Concert at Washington Hebrew Congregation at 4 p.m. For information please contact Ramona Brand at r.brand@bethahabah.org.

## Rabbi Andrew Goodman to Speak at Beth Ahabah in March



Congregation Beth Ahabah announces that Rabbi Andrew Goodman will speak on Friday evening March 16 on a topic at the forefront of so many of our minds today - “Jew U: The 21st Century Jewish College Experience.”

Rabbi Goodman is the first director of Jewish Life and Campus Rabbi at the University of Richmond. He is responsible for leading University of Richmond’s Hillel and other religious, cultural, and social programming in Jewish life. He also works alongside Chaplaincy colleagues to bring people of different faiths together for dialogue and action.

Prior to moving to Richmond, Rabbi Goodman was the Rabbi at Temple Beth Israel in Plattsburgh, N.Y. As a rabbinical

student he served as Pastoral Care Intern for DOROT, a social work agency working with homebound seniors. Also, while in seminary, he was a commissioned officer in the United States Naval Reserves and served as a Chaplain Candidate in the United States Navy Chaplain Corps working with enlisted service members and officers, sailors and marines, Jews and non-Jews alike.

Goodman holds a B.A. from the University of Michigan in Psychology and English and a Master’s in Hebrew Literature from Hebrew Union College—Jewish Institute of Religion in New York City. His rabbinic thesis, From Out of the Depths I Call to You: The Psychology of Teshuvah, explores the psychological processes of engaging in repentance. He was ordained at HUC-JIR New York in 2008.

# KBI Participates in NCSY Winter Regional Convention

Rabbi Dovid Asher and his wife Aliza accompanied a dozen teenagers to the Pocono Mountains for the NCSY Convention weekend where they joined approximately 270 other high schoolers.

After registering, they had their choice of horseback riding, outlet shopping, or paintball for the Friday activity. As sunset arrived, the group together with the other 400 participants experienced a truly uplifting Shabbat with song, lively discussion, and lots of food.

It was great for the teens to meet other Jewish teens from different parts of the region - Philadelphia, New Jersey, Baltimore, Silver Spring, and, of course, Virginia. Saturday night they hung out at a water park, and they still had time for arcades and bowling. Some of the Richmond college students, Don Cantor, Penina Cantor, and Leora Lewis, were madrichim/advisors for the students.

Together they got to know each other, whether it be through sports or just schmoozing. Sunday was a wrap-up, a late morning, and information on all their wonderful summer programs.

The students came back slightly tired but excited and appreciative for having had an awesome Jewish experience. Many of the students asked about future programs, either over another weekend or over their vacations.

Lydia Sonenklar said, "I liked all of the singing and the activities that inspired really positive spiritual and social growth." She added, "I went into the convention expecting a bunch of very orthodox teens, but instead, I was welcomed by a completely non-judgmental environment which I think most effectively promotes Jewish growth."

Brittany Presner said, "The NCSY Convention really changed my view on my Jewish identity as a teenager. This convention really showed me that you can be spiritual as well as religious. The group discussions on how prayer affects you really hit home with emotions with everyone. NCSY has really changed my view on how I wish to live my life as a Jewish person."

Rabbi Asher and Aliza agreed it was a wonderful opportunity to spend such quality time with tomorrow's leaders.

# Congregation Brith Achim Launches 3rd Friday Series

Congregation Brith Achim is launching a new monthly Third Friday Food, Fun & Worship.

Rabbi Dennis Beck-Berman, said, "Our Friday night series is open to everyone and will be held on upcoming Third Fridays: March 16, April 20, May 18, and June 15.

He said, "The fun begins at 6:30 p.m. with a delicious dairy dinner along with the traditional Sabbath rituals and spirited songs. An animated Torah study for adults

and children will follow."

Services at 7:30 p.m. will incorporate some lively new melodies and music, followed by our scrumptious oneg in the Social Hall.

Each month, there will be a special holiday theme. For those of you looking for something new and exciting in your life (religious life, that is), here's your big chance.

For more information contact the Temple at (804) 732-3968 or BrithAchim@aol.com.

# Author At Hadassah Reception

A wine and cheese reception and talk by award-winning Maggie Anton, author of a trilogy of historical novels, "Rashi's Daughters," will be hosted by Richmond Hadassah Sunday, March 18 at 5 p.m. at the Weinstein JCC.

Now a Jewish scholar, Anton was raised in a secular, socialist household with little knowledge of her religion. In 1992 she began studying Talmud. In 2006 she

retired from being a clinical chemist in Kaiser Permanente's Biochemical Genetics Laboratory to become a fulltime writer.

"Rashi's Daughters" is the story of life, love and Talmud in Medieval France.

For further information contact Gail Moskowicz at gail.twk@verizon.net or Robin Jackson at rocknrobin@comcast.net

## HADASSAH news



Joining 300,000 members across the U. S., the 900-member Richmond Chapter of Hadassah will celebrate the 100th anniversary of Hadassah at "Home Sweet Hadassah" on March 22 at the Virginia Holocaust Museum.

"It's very exciting to be a part of history as we celebrate Hadassah's Centennial anniversary," said Elaine Ragone, Home Sweet Hadassah's committee chair. "The outpour of support from our community has been overwhelming. Thanks to our sponsors the Home Sweet Hadassah committee has been able to plan an exceptional program."

The evening, which begins with hors d'oeuvres by Pick-Ups Plus and music by Klezm'Or'Ami'm at 5:30 p.m. will highlight Gov. Bob McDonnell's proclamation honoring Hadassah's Centennial.

On display will be a pictorial chronology of Hadassah's 100 year history designed by Jenny Ragone, a 4th generation life member. After the event, the display will be available for use by Hadassah chapters across the country. Richmond Hadassah's talented Mazelettes will sing an original song written by Art Bloom based on his

# Hadassah's 100th Celebration

award-winning entry in the American Zionist Song Competition for Israel's 50th Anniversary.

A skit written by Beth Rochkind about Henrietta Szold's journey of founding Hadassah will be performed by Home Sweet Hadassah's committee members. The Richmond Home Sweet Hadassah committee is chaired by Ragone. Members are Melissa Brownstein, Beth Edelstein, Debbie Friedman, Linda Price, Beth Rochkind, and Shelley Zimmerman.

Sponsors of the evening are Weinstein Properties, primary sponsor; and Print Shack, Jewish Community Federation of Richmond, Richmond Jewish Foundation, Weinstein JCC, Virginia Holocaust Museum, Klezm'Or'Ami'm, Traks Greek and Italian Restaurant, Westbury Pharmacy and Market, Virginia Linen Service, Sabra, Costco and Staple's.

Couvert is \$18 perperson. Send a check payable to Hadassah to Bella Gurevich, 5011 Snowmass Terrace, Glen Allen, 23060.

RSVP by March 12. Your check is your reservation. For additional information, contact Elaine Ragone at talk2el@aol.com or 740-8673.



# Upcoming Programs

## Book Clubs for March

Hadassah's afternoon Book Club will meet March 11 from 12:30 to 2 p.m. at the Weinstein JCC. "The Ghost of Hannah Mendes" will be discussed. This is a delightful story by Naomi Regan, a highly entertaining author.

Based on the true story of Dona Gracia Mendes, a converso in 15th century Spain and Portugal, it follows her fictionalized descendants in 21st century New York. Fearing her granddaughters will know nothing of their heritage, this grandmother sends them off to Europe to track a legendary manuscript and to meet "a nice Jewish boy." If you like history, genealogy and a good read, you will enjoy this book.

The evening group will meet March 12 at 7 p.m. at the Weinstein JCC. "Songs For a Butcher's Daughter" by Peter Manseau will be discussed. This poignant novel is concerned with languages. It is partly an examination of how language can both isolate and liberate the members of an immigrant community.

For information, contact Julie Beck Berman at julieBB@aol.com for the afternoon group and Hannah Cohen at ahcohen@comcast.net for the evening group.

## Women Only Seder

Richmond Hadassah will hold its 11th annual Women's Passover Seder and potluck Kosher dinner March 25 at 5 p.m. at the Weinstein JCC.

Using a thoughtful and inspiring Haggadah created especially for Hadassah, Melinda Gold and Amy Beth Lehman, chairs of the event, will conduct the Seder with everyone participating.

A women only Seder, Hadassah members are encouraged to bring their mothers, grandmothers, aunts and adult daughters to celebrate the strength of Jewish women.

We will gather in the Weinstein JCC's Israel November auditorium to enjoy each others' company, stories and, of course, delicious food.

For further information contact Melinda Gold, meltooth@gmail.com, 523-6901 or Amy Beth Lehman amybeth@cansino.com, 740-2462.

## School Choice Finds Wide Support in Virginia



Event Coordinator Amanda Chase and Jimmy Barrett stand with RTA school representatives at School Choice Rally.

Representatives from The Yeshiva Gedolah of Virginia, Rudlin Torah Academy's post high school, joined an estimated 800 supporters in a school choice rally at the capitol on February 7th.

Rally speakers included Gov. Bob McDonnell, Attorney General Ken Cuccinelli, State Sen. Mark Obenshain, Del. Jimmie Massie, and

Kevin Chavous, former District of Columbia City Councilman who helped usher in the city's charter school and scholarship programs.

Jimmy Barrett of WRVA was the emcee. Nearly 800 students, teachers, parents, administrators, homeschoolers and school choice advocates attended.

Among the organizations in the coalition hosting the rally were: The Family Foundation, the Virginia Catholic Conference, the Virginia Assembly of Independent Baptists, Americans for Prosperity, Old Dominion Association of Church Schools, Union of Orthodox Jewish Congregations of America, Agudath Israel of America.

Also, Alliance for School Choice, Federation For Children, Thomas Jefferson Institute and the Virginia Council for Private Education. The Virginia Association of Independent Schools, RTA's accrediting agency, also supported the rally.

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Kedem Grape Juice - 64 oz./\$5.99

Benzi Gefilte Fish - 22 oz - \$4.99 loaf

Haolom Sliced Muenster or Mozzarella - 8 oz. \$2.99/6 oz

Haolom Shredded Cheddar or Mozzarella / 6 oz/\$3.99

X-Large Eggs/Dozen - \$1.39

#### Wines for Your Seder Table

Manischewitz Wines - 750 ml - \$3.99 bottle

Herzog Select Merlot - \$8.29 bottle

Baron Herzog White Zinfandel - \$6.49 bottle

Bartenura Moscato - 750 ml - \$11.29 bottle

Joyvin Wine - 750 ml - \$8.49 bottle

Additional Kosher Wines Also Available

*We also carry a complete selection of Passover Giftware, Grocery, Delicious Desserts and Dairy Items for Your Holiday Celebration*

## RTA

*Continued from page 3*

We have assembled a Board that is, truly, a "working board" whose members are not afraid to tackle issues relating to debt, enrollment, marketing, and community relations. As the President of the RTA Board, I am proud to work with my fellow Board members, RTA parents, RTA staff, and community members to ensure that RTA continues to provide quality Judaic and general studies, and to produce quality Jews that enrich the Richmond community, for years to come.

Fortunately, the Jewish Community Federation of Richmond understands the importance of RTA's role in the greater Richmond Jewish community. For years, Richmond's Federation has supported RTA, offering financial assistance through its annual allocations process and then some.

For example, earlier this year,

Federation, along with the Richmond Jewish Foundation and a generous RTA donor, provided a secured loan that has allowed RTA to carry out its daily operations relatively free from cash flow constraints while we endeavor to sell one of our three buildings to pay down our debt. We are thankful that the Federation appears to share the belief that RTA and its mission are critical to the long-term survival and prosperity of Richmond's Jewish community.

As Barry Shrage of Boston's Combined Jewish Philanthropies so succinctly and perfectly stated, "more than day schools need Federations, Federations need day schools."

RTA's decision to sell one of its buildings was not an easy one. We realize, however, that the long-term survival of Jewish day schools require non-traditional thinking

and bold decision making. We are proud that Federation has stood with us as we move forward.

But selling a building is not RTA's only answer to securing its future, and we continue to take other proactive steps. We have been working closely with members of Federation's leadership to develop a strategic plan and widen our donor base.

In October 2011, RTA's Board of Directors formed three new committees to review and analyze our policies relating to tuitions, compensation and benefits, and scholarships. We charged each committee with the task of answering three questions: (1) what is RTA's current policy and how does it impact our finances? (2) what are other Jewish day schools doing? and (3) what changes, if any, should RTA consider making to its current policy?

The tuition committee contacted approximately 20 Jewish day schools across the country, including schools in our "peer group" - smaller, Jewish schools in the South. As a result of the study, RTA's Board approved certain changes with respect to our tuition policies that will be implemented for the 2012-13 school year. The remaining two committees will report during the Spring.

We have experienced wonderful community support during the past year. We raised over \$100,000 at our Chesed dinner last June and hope to repeat that success this year. The recent 3rd Annual Run-A-Latke drew more runners, more sponsors, and raised more money than the first two races, and we feel confident that those numbers will continue to grow.

And, our Parent Volunteer Association continues to produce

results and recently embarked upon its annual Shalach Manot fundraiser, during which our parents and friends will deliver Purim baskets across the Richmond area.

It is wonderful to see RTA's students and teachers shine so brightly in our community.

It is likewise wonderful to see first-hand the sense of commitment, energy, community cooperation, and optimism as we move forward together to secure RTA's mission and future as well as the future of the Richmond Jewish community.

For more information about RTA or to schedule a visit to our school, please contact me at (804) 864-1100, bgreene@thegreene-firm.com, or RTA's Principal Rabbi Hal Klestzick, at (804) 784-9050, rabbiklestzick@rudlin.com.

# Record Turnout for Jewish Advocacy Day

In record numbers, members of the Jewish community in Richmond, Northern Virginia and Tidewater descended upon the Capitol to participate in Virginia Jewish Advocacy Day - Date with the State - on Feb. 1.

During the day, the group of approximately 200 heard from Gov. Bob McDonnell, Lt. Gov. Bill Bolling and Attorney General Ken Cuccinelli in addition to visiting with dozens of state senators and delegates. The Jewish Community Federation of Richmond once again teamed up with Richmond Hadassah for this important legislative undertaking.

Richard Samet, Jewish Community Relations Committee chair for the Richmond



**Gov. Bob McDonnell addresses Jewish Advocacy Day attendees.** Courtesy of Frank Kohh Photography

Federation, welcomed the attendees at breakfast. Following the event, Samet said, Thanks to the hard work of the professional staffs and volunteers of all of the participating Jewish communities and the dedication of the attendees, the 2012 Jewish Advocacy Day was a success, with 175 members of the statewide Jewish community in attendance. I understand that the breakout sessions with the

communities' legislators were also productive, particularly with regard to promoting the economic benefit of continued financial support for the Virginia Israel Advisory Board.

In his remarks following lunch, Gov. McDonnell praised the Jewish community's efforts in meeting face to face with their legislators. He thanked the group for inviting him once again, noting this was his 5th consecutive Jewish Advocacy Day appearance. "It's very important that you have a voice. Taking time out to visit with your elected officials shows your interest."

The governor described his recent trip to Israel to promote business and job opportunities in the Commonwealth.

It was part of a two-country trade mission. "I had a remarkable visit to Israel. Israel is truly a land of miracles. I saw many extraordinary things while there. Israel is the most

important and friendliest country in the Middle East."

During his four day visit, he went to Jerusalem and met with Israeli President Shimon Peres. He also met with a number of business leaders and heads of several companies that already do business in Virginia. In addition, he had meetings with the Manufacturers Association of Israel, the Israeli equivalent to the U.S. Chamber of Commerce.

"My most uplifting day was when I visited Emek Hefer," the governor noted in response to a question from community member Inge Horowitz. He attended a "Minds in Motion" performance by local Israeli and Arab teens, along with First Lady Maureen



**Inge Horowitz asks Gov. McDonnell a question about his visit to Emek Hefer.** Courtesy of Frank Kohh Photography

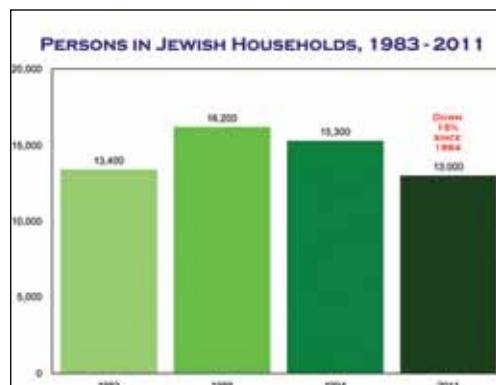
McDonnell. Minds in Motion was established by the Richmond Ballet during several visits in the past few years.

"To see the Israeli and Arab kids from a nearby area interact and dance together was truly exciting," the governor said.

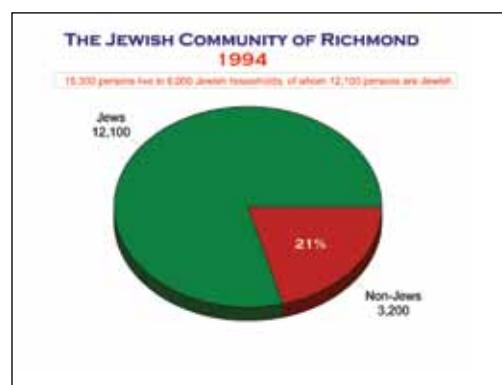
This was McDonnell's second trip to Israel. As Virginia attorney general, he went with other attorneys general in 2007.

## Population

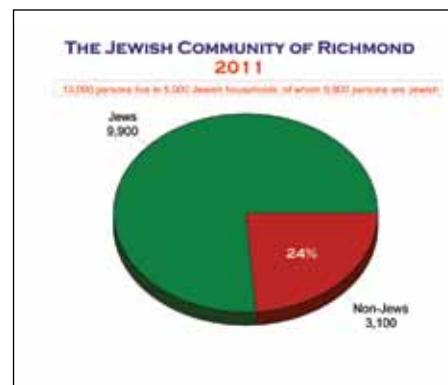
Continued from page 1



This slide shows the estimated changes in Jewish households from 1983-2011.



In 1994, there were an estimated 12,100 Jews in Richmond in 6,000 Jewish households.



In 2011, there were an estimated 10,000 Jews in Richmond in 5,000 Jewish households.

smaller than it was in 1994. Our community has also dispersed from a concentration in the near West End, as Jews seek newer housing in the suburbs."

Jecklin explained, "The study is the first part of a larger community database project on which JCFR is working. The confidential database will help our agencies and synagogues streamline their marketing and understand where to focus their resources. We are currently partnering with the Weinstein JCC on the pilot phase of the project, and the database

will evolve as more agencies and synagogues join us in this endeavor. Richmond is in the forefront of communities who are taking a forward-thinking approach to understanding the makeup and needs of our Jewish community. We are very fortunate to have the assistance of community members like Neil Ackerman, Rich Lehman and Jim Weinberg, who are well-versed in the legal and technical matters that have arisen."

Other members of the committee chaired by Weinberg were Rabbi Martin Beifeld,

Jr., Andy Brownstein, Deane Dubansky, Rabbi Ben Romer and Cullen Seltzer.

Sheskin did a major community study for Richmond in 1994. The purpose was to update information from 1994 that could be obtained without conducting new telephone interviews.

A method using counts of Distinctive Jewish Names from a computerized directory was used to estimate the number of Jewish households and their geographic distribution.

In addition, institutional surveys

were administered to the Weinstein JCC, JCFR, Rudlin Torah Academy and area synagogues to collect membership, enrollment and JCFR campaign information.

Sheskin has completed 42 major Jewish community studies for Jewish Federations throughout the country.

In the past six years, he has completed studies for West Palm Beach, South Palm Beach, Detroit, Las Vegas, Middlesex County (NJ), San Antonio, Allentown (PA), Portland, Maine, and New Haven (CT).

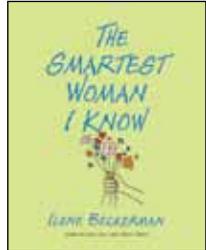
He has also been a consultant to numerous synagogues, Jewish day schools, Jewish agencies and Jewish Community Centers throughout the country. In total, he has completed over 110 studies for over 80 Jewish organizations and commercial entities.

Sheskin was a member of the National Technical Advisory Committee of United Jewish Communities from 1988 to 2003. This committee completed both the 1990 and 2000-01 National Jewish Population Surveys. He also serves on the board of the North American Jewish Data Bank.

His publications include books entitled "Survey Research for Geographers" and "How Jewish Communities Differ." He is the author of numerous articles on Jewish demography, including the annual article on Jewish demography which appeared in the *American Jewish Year Book* and is now published on [www.jewishdatabank.org](http://www.jewishdatabank.org).

To read the Executive Summary and the full report, visit [jewishrichmond.org](http://jewishrichmond.org).

# Annual Women's Night Out: "The Smartest Woman I Know"



On Wednesday, March 14, The 5th Annual Women's Night Out presents *The Smartest Woman I Know* by Author Ilene Beckerman.

Co-sponsored by the Weinstein JCC and the Jewish Community Federation of Richmond, the event begins at 7 p.m., at the Weinstein JCC.

All women in the community are invited to this program.

This promises to be a delightful evening with Beckerman, whose many books have captivated woman of all ages. Her "every woman" memoirs about mothers, daughters, grandmothers and

granddaughters move us to tears and make us laugh out loud, too.

Her first book, *Love, Loss and What I Wore* illuminates the experience of an entire generation of women. *The New York Times* Book Review wrote, "An instant success!" This moving and cleverly illustrated memoir is now an international Off-Broadway hit adapted by Delia and Nora Ephron.

A dessert reception and book signing will follow the program. Contact Shari Menlowe-Barck at 545-8611 for more information. For tickets contact Lisa Looney at 545-8608.

The reception & author event is \$15 for Weinstein JCC members /\$18 non-members. The reception and discounted autographed book is \$25 for members / \$28 non-members. The cost of the book only is \$15.95. The event is free to Patrons of the Arts.

# Annual Student Art Contest at the Virginia Holocaust Museum



Several of the entries from last year's Holocaust and Tolerance Education Visual Arts Contest.

The Virginia Holocaust Museum proudly announces its Seventh Annual Holocaust and Tolerance Education Visual Arts Contest.

This year's theme focuses student creative attention on the theme of loss: loss of life, loss of family, loss of community, loss of culture.

Indeed, this year's theme and the essential purpose for the contest reverberate powerfully with words spoken by Helen Keller: "No loss by flood and lightning, no destruction of cities and temples by the hostile forces of nature, has deprived man of so many noble lives and impulses as those which his intolerance has destroyed."

Sponsored by the Joint Holocaust Education Committee, the Jewish

Community Federation of Richmond and the Virginia Holocaust Museum, the contest is held every year in order to encourage young people to apply the lessons of history and their own lives to issues of moral courage and to the dangers of prejudice, peer-pressure and indifference.

By encouraging their creative senses, students positively engage these important topics and provide remarkably innovative, meaningful responses to the community.

The competition is strictly limited to middle and high school students in the Commonwealth of Virginia. Guidelines for the contest may be seen on the Museum's website, [www.va-holocaust.com](http://www.va-holocaust.com).

All artwork must be by postmarked April 4, 2012, or delivered in person to the Virginia Holocaust Museum by 4:30 p.m. on that same date. All entries will be publically displayed at the Virginia Holocaust Museum. Award presentations will be made at the Museum on Wednesday, April 18 at 7 p.m. as a part of its annual Yom Hashoah Commemoration Program.

For further information, contact Rena Berlin, director of education, VHM; [rberlin@va-holocaust.com](mailto:rberlin@va-holocaust.com) or 257-5400 ext. 234.



## Amy Krumbein Dances to Celebrate 95th Birthday

By Joan Ruby

What does a person do to celebrate a ninety-fifth birthday?

If you are Amy Meyers Krumbein, you take dancing lessons and rumba with the instructor in front of two hundred guests at your birthday celebration.

Amy Krumbein is not just a party girl. The walls in her den are filled from top to bottom with citations from numerous Jewish and secular organizations for services rendered by both Amy and her late husband, Nat.

Amy's mother, Annie and father Max, both migrated to America from Latvia. Steeped in Jewish learning, her parents taught Amy to "love Judaism and your community. It was automatic, like breathing." Her parents continued, "You have to share your money and yourself."

After a stint in the army, Amy and Nat moved to Charlotte, N.C., where her

## COMMUNITY news

parental advice was utilized for the first time. Amy investigated a nursery school for her son, Charles. There were only church affiliated schools in Charlotte then. So what did Amy do? She convinced the conservative synagogue to create a kindergarten and first grade program.

When mothers told Amy they had no way of getting their children to the newly created school, she taught several of the women to drive.

Next, her money sharing was put to the test. Two women arrived at her apartment door soliciting for the United Jewish Appeal. Amy's mother had just visited and felt Amy needed a new dress. Mother Annie gave her \$100 to outfit herself.

This was in the 1940's. What is that \$100 worth today? Amy decided it was more important to give the needy the money. Her new dress would have to wait. To this day Amy does not need to be asked twice. She is excited to be able to share her good fortune with others.

Upon her arrival in Richmond in the 50s, Amy met Rhoda Thalhimer and Frances Lewis who nominated her for the presidency of the Jewish Family Services.

"I was a willing volunteer. I didn't need convincing," Amy says. That was her introduction in the city to the executive boards of most of the Jewish organizations and several community boards.

To this day Amy is still raising funds for Hadassah and any other organization which asks for her help.

"I feel very privileged to reach 95 healthy, happy, and surrounded by all my children, and most of my grandchildren who live here in Richmond."

Happy Birthday, Amy Meyers Krumbein.

## Hold The Date!

### 2012 Campaign Closing

**Wednesday, March 21, 2012**  
5:30—7:00 p.m.

**Beth Sholom Lifecare Community**

**Honoring Outstanding Campaign Workers:**

**Lisa & Seth Kaplan**  
**Tracy Retchin**  
**Franklin Wolf**