



THE REFLECTOR

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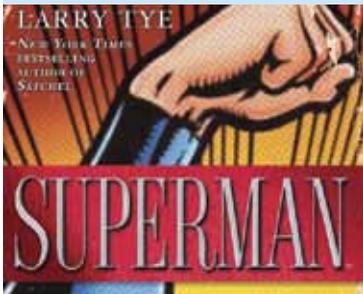
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FEDERATION



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17th Annual JCFR Grand Event on October 9



Will Recant

The Jewish Community Federation of Richmond's 2014 Annual Campaign Grand Event, co-chaired by Mark and Susan Sisisky, will be held on

Wednesday, Oct. 9, at the Virginia Historical Society.

The event will feature guest speaker Will Recant, Ph.D., assistant executive vice president of the American Jewish Joint Distribution Committee. He serves as the senior staff person regarding all of JDC's non-sectarian and disaster relief programs. In this capacity, he coordinates projects relating to the rescue, relief and renewal of Jewish communities worldwide, and develops non-sectarian programs.

He is the desk director for Latin America and Europe Community Development at JDC headquarters.

He helped secure JDC's license to work in Cuba and has visited Cuba a number of times and helped establish JDC's programs of community development and Jewish renewal.

He has worked with U.S. government agencies and Congressional members to brief them on issues specific to rescue and relief, and with Private Voluntary Organizations in program coordination partnership development and cooperation.

Before joining JDC, Recant was the executive director of the American Association for Ethiopian

Jews in Washington, D.C. He worked closely with the special Israeli envoy as liaison to the U.S. government in planning and implementation of Operation Solomon.

The evening will begin at 5:30 p.m. with cocktails and dinner followed by the lecture at 7:30 p.m., with a dessert reception immediately following.

Tickets for the lecture and dessert are: \$20 or \$100 per person for dinner and private reception with Will Recant.

For more information or RSVP, contact Ellen Moncure at (804) 545-8625 or emoncure@jewishrichmond.org.

JDC Benefits Jews in Argentina



JDC participants meet with Beatrice at the LeDor Vador Old Age Home in Buenos Aries, Argentina, including (seated/ right) Sara Rosenbaum, JCFR.

By Alissa Aronovici and Sara Rosenbaum

The Susan and Mark B. Sisisky Global Enrichment Fund of the Richmond Jewish Foundation enables Jewish young adults from Richmond to participate in service and study experiences around the world.

After a rigorous application process we were thrilled to be selected as the first-ever fellows, and traveled to Buenos Aries, Argentina, at the end of July. We are grateful to the committee for allowing us

to travel with 20 other Young Leaders from around the country to see the amazing work of the American Jewish Joint Distribution Committee, and the struggle of the Argentinian Jewish Community with engaging their community.

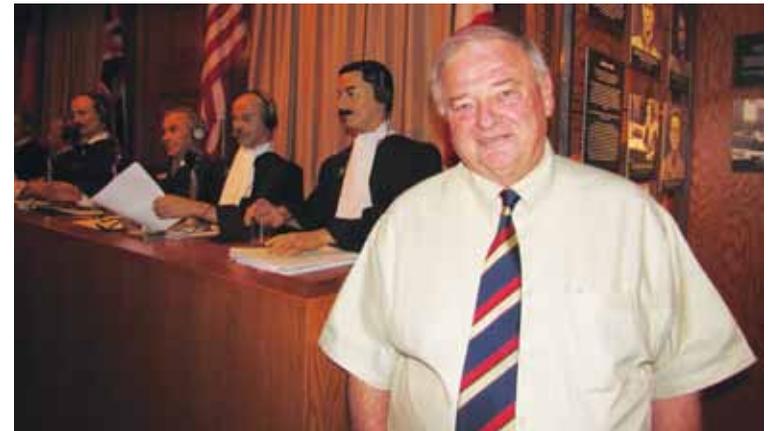
Before visiting Buenos Aries and her vibrant Jewish community with the JDC's Entwine Young Professional program, our first thoughts of the work JDC does was only of the senior citizens who relied on the organization for meal assistance or the young children attending Jewish Summer camp learning about their Judaism for the first time in the Former Soviet Union.

Now, after seeing the work of JDC and the local Jewish organizations in Argentina, we realize how much they do to assist and support a Jewish community not often on our radar.

JDC operates in more than

JDC *More on page 4*

Changes at Virginia Holocaust Museum



Dr. Charles D. Sydnor, president and CEO of the Virginia Holocaust Museum, stands in the replica of the Nuremberg Trial Court Room at the museum.

The Board of Trustees of the Virginia Holocaust Museum has announced that Executive Director Dr. Simon Sibelman left the museum at the end of July and assumed a tenured position as Leon Levine Distinguished Professor of Judaic, Holocaust and Peace Studies at Appalachian State University.

He also will teach French Studies related to the Second World War and the Holocaust in France. The board expressed its deep gratitude to

Sibelman for his devoted service over the four years he worked there, first as assistant executive director and for the past year as its president and executive director.

"I shall miss the museum and the remarkable staff who strive to keep Holocaust memory alive," said Sibelman. "Their work will go forward taking the Museum to new levels of excellence in

VHM *More on page 4*

Network JCFR Forms Young Leadership Cabinet

As an expression of the significant growth and development of the the Jewish Community Federation of Richmond's Young Leadership department in recent years, Network JCFR is excited to announce the rebirth of the Young Leadership cabinet.

Chaired by Clare Sisisky and Matthew Krug Miller, the cabinet will focus on both serving as a voice for the younger generation in JCFR as well as a think-tank for fostering

fresh and exciting philanthropic, educational and social programming ideas that will speak well and hold relevancy for the 22-45 target audience. Additional members of the cabinet include: Will Frank, Robyn Galpern, Dorry Samuels Levine, Ethan Litvin, Merry Rutrick and Robin Adolf Salzberg.

For details, contact Shoshanna Schechter-Shaffin at sshaffin@jewishrichmond.org or call (804)545-8626.

YOUNG ADULTS

If you're between the ages of 22-27, and have not previously visited Israel, now's your chance. Sign up for a FREE 10-day trip with Taglit-Birthright Israel.



Network JCFR is sending a group this winter. And we'd love to get a big turnout from Richmond. Registration opens September 9 with Early Bird Pre-registration OPEN NOW!

For details, contact:

Melanie Phillips, JCFR Young Leadership Director
(804) 545-8623 or mphillips@jewishrichmond.org



COMMUNITY CALENDAR

• **Through Sept. 15**
Levin Holocaust Art Collection
Virginia Holocaust Museum

• **Sept. 23 | 5 p.m.**
Jazz in the Sukkah
Weinstein JCC

• **Oct. 1 | 5:45 p.m.**
Beth Sholom Lifecare
Community Annual Meeting
Parkside Meeting Room

• **Oct. 3 | 7:30 a.m.**
RJF Hirschler Memorial Seminar
Weinstein JCC

• **Oct. 9 | 5:30 p.m./7:30 p.m.**
JCFR 17th Grand Event
Virginia Historical Society

• **Oct. 20 | 11 a.m.**
Hadassah Appreciation Brunch
Westwood Racquet Club

Visit jewishrichmond.org for a complete calendar of Jewish community events.

Network JCFR Set for September



A group of young professionals attended the Network JCFR Happy Hour at Legend Brewing Company on July 25.

Network JCFR plans the following programs in September.

Rosh Hashanah Potluck, Thursday, Sept. 5, 6 p.m. Brisket and chicken soup provided. RSVP for address, and to let us know what non-dairy dish you will be bringing.

Torah on Tap, Monday Sept. 9, 6 p.m. Capital Ale House- 4024-A Cox Road.

Shabbat Under the Stars, Friday, Sept. 20, 6:30 p.m. RSVP for address.

Apple Picking in Charlottesville, Sunday Sept. 29, noon. Meet at Weinstein JCC; will leave Charlottesville around 3:30 p.m. to return to Richmond from Carter Mountain Orchard.

Looking ahead to October:
Home-hosted Shabbat Dinner, Friday, Oct. 11

Haunted Pub Crawl and Walking Tour, Saturday, Oct. 26

For details and to RSVP, call Melanie Phillips, Federation Young Leadership director at (804) 545-8623 or email mphillips@jewishrichmond.org

THE REFLECTOR

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

The Reflector is published monthly by the Jewish Community Federation of Richmond. Copy must be received two and a half weeks prior to the date of publication. The Reflector reserves the right to edit or refuse any copy or advertisement submitted. Views expressed by guest writers and reader's letters do not necessarily reflect the opinion of the Jewish Community Federation of Richmond.

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Sara Rosenbaum, Director of Operations



Jewish Community Federation
OF RICHMOND

5403 Monument Avenue • Richmond, VA 23226
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Email: reflector@jewishrichmond.org



Liron Segal and Steve Gordon at the recent JCFR Network Happy Hour at Legend Brewing Company.

Shanah Tovah! Shanah Tovah! Shanah Tovah!

Happy New Year
from the Stevie Watson Team
Richmond's Home Specialists

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Insist on Stevie & The Stevie Watson Team!

Shanah Tovah! Shanah Tovah! Shanah Tovah!



A Breakthrough in 5774?

By Samuel Asher

CHIEF EXECUTIVE OFFICER, JCFR

The ten days starting with Rosh Hashanah and ending with Yom Kippur are commonly known as the Days of Awe (Yamim Noraim), or the Days of Repentance. This is a time for serious introspection. We begin the Days of Awe as we go to press.

Always worrying about our Jewish world, I will be thinking a lot about Israel as it continues negotiations, which began on August 14 in Jerusalem.

The Federation Annual Campaign starts in September. This year, our General Campaign Chair Ellen Renee Adams, along with our Women's Division Co-Chairs Susan Adolf and Rebecca Kalman-Winston, Men's Division Co-Chairs Josh Peck and Richard Thalheimer and Young Adult Division Chairs Lauren and Michael Plotkin and Andy and Jocelyn Vorenberg, are leading our team of volunteers in the 2014 campaign. They are supported by Assistant Director Matt Langsam and Women's Division Director Shoshanna

We need to continue to stand strong and support our local community, Israel and Jews around the world through our support of the JCFR annual campaign. We need to be ever vigilant in our support of Israel during this time of uncertainty. JCFR and the JCRC will stand watch and we know that you will be there with us.

Schechter-Shaffin, who are also top notch. Our new Young Leadership Director Melanie Phillips, is staffing the Young Adult Division and I know she will do a great job.

The JCFR Annual Campaign is the main fundraising vehicle for the community. We try to raise more funds every year to meet ever expanding human needs, and, indeed, we have increased our Campaign tally in every year that I have served as JCFR CEO. We have taken the Annual Campaign from about \$2.7 million to over \$3 million.

However, this year's Campaign is starting out during trying times in the Middle East. Israel is at the peace tables with the Palestinian Authority. Secretary of State John Kerry has done his utmost to bring both sides back to the table. And yet, even though I was in Israel in June and felt the calm and confidence then, I am ill at ease now. I guess the changing tides

go with the territory.

So here are some of my worries...

Two years ago when I wrote my Rosh Hashanah article the title was: *Let us pray for calmer times*. Oy! In Syria, President Bashar El Assad, was following in his father's footsteps. President Hafez El Assad of Syria, who was known as the "butcher of Hama," killed 20,000 residents of the city of Hama in 1982, as he brutally put down a rebellion. Today, Bashar el Assad is still brutally killing his people in what has become an all-out civil war. According to the UN more than 100,000 have died in the war and there are approximately half a million refugees.

Along the Golan Heights, about ten miles from where we stood in June, there have been more incidents along the border. This could also become a flash point. Hezbollah in Lebanon is still armed to the teeth. They are backed by Iran and are openly fighting on the side of Bashar El Assad in the civil war. This is also a major flash point.

In the Sinai, where the peace agreement between Israel and Egypt still holds, despite the military coup in Cairo, there is even more concern about the deteriorating situation. The JFNA Israel office reported that Grad missiles

were recently fired at Eilat and intercepted by the Iron Dome Defense system. The rocket attack comes after ongoing security concerns in Israel's southernmost city. On Thursday, Aug. 8, Eilat's airport was closed for several hours after reports of terrorist activity planned against the transport hub.

Nineteen U.S. embassies and consulates were closed last week. We were put on high alert because of Al Qaida activity and the end of Ramadan. Whether they are less of a force than they used to be, we are still responding to Al Qaida threats.

So it is against this backdrop that Israel and the Palestinian Authority are meeting in Washington D.C., Jerusalem and Jericho. We need to continue to stand strong and support our local community, Israel and Jews around the world through our support of the JCFR Annual Campaign. We need to be ever vigilant in our support of Israel during this time of uncertainty. JCFR and the JCRC will stand watch and we know that you will be there with us.

Let us hope for a breakthrough in 5774. L'Shana Tova.

As always, please give me a call at (804) 545-8622 or email sasher@jewishrichmond.org.

Welcome Eric Miller, New JCFR Director of Marketing

The Jewish Community Federation of Richmond has announced that Eric Miller has joined the staff as director of marketing.

Miller, born in Haifa, Israel, brings more than a dozen years of marketing executive experience to the Federation. This includes print, digital and social media marketing as well as brand marketing, direct-mail advertising, and website development.

He has worked with large global companies in both New York and Richmond – such as Capital One and Wachovia Securities to smaller interactive agencies on many successful cross-platform marketing campaigns.

Most recently, he was associated with Automatic Climate, a Richmond-based full-service heating and air-conditioning corporation, as marketing director. There, he led digital and print marketing initiatives to assist the company in acquiring new customers.

Before joining Automatic Climate, his broad work experience included marketing lead for Simple6 (a Richmond-based business-to-business digital advertising agency), Wachovia Securities where he helped market products to institutional clients, Capital One as a process coordinator, and marketing manager at Digitas a well known New York-based advertising agencies.

Miller holds an American Marketing Association certification in advanced strategic marketing, and received a bachelor's degree in business marketing from Trident University, Cypress, California.

To contact Miller, call (804) 545-8621 or email emiller@jewishrichmond.org.



Eric Miller

THE OFFICERS, BOARD AND STAFF OF THE
JEWISH COMMUNITY FEDERATION
OF RICHMOND
WISH YOU AND YOUR
ENTIRE FAMILY
A HAPPY, HEALTHY AND JOYOUS
NEW YEAR

MAY YOU BE INSCRIBED FOR BLESSING
IN THE BOOK OF LIFE!



JCFR Sponsors Israel Interfaith Journey in January

Building on the positive feedback received from the first Interfaith Journey to Israel, the Jewish Community Federation of Richmond is sponsoring a similar journey to Israel, Jan. 20-29, 2014.

The Federation will again partner with the First Presbyterian Church of Virginia Beach and its Minister, Albert Butzer, with Marvin Daniel chairing this experience.

Rabbi Martin Beifield Jr. of Congregation Beth Ahabah will participate as the community's Rabbi, in partnership with Rev. Butzer, they will explore with the participants ancient and modern Israel and how Judaism and Christianity intertwine throughout history.

Highlights include an opportunity to experience the excitement and culture of Tel Aviv, significant Jewish and Christian sites in Northern Israel as well as several days exploring Jerusalem and the surrounding area.

The Captain James M. Klaus Inter-Group Outreach Fund at the Richmond Jewish Foundation will support the cost of the two clergy members participating in the trip.

For information, contact Matt Langsam at mlangsam@jewishrichmond.org or call (804) 545-8652.

JDC

Continued from page 1

70 countries worldwide, and offers programs and assistance. JDC depends on Federations across the U.S. to meet the needs of the Jewish population around the world.

Argentina's Jewish community is around 241,000 – home to Latin America's largest Jewish population – the 7th largest in the world. The community was prosperous for most of its history, and can trace its roots back to the Spanish and Portuguese inquisitions. Jews here were devastated by the 2001 economic crisis that turned middle-class families into “the new poor” virtually overnight.

JDC responded immediately to the Jewish community's sizeable needs, leveraging decades-long partnerships to expand existing relief services to aid those hardest-hit by the crisis. More than 10 years later, with the local Jewish institutions' overall health largely restored, JDC has resumed its historic role as a community-development expert. At the height of the economic collapse more than 80% of the Argentinian Jewish community was receiving assistance from JDC and its partners.

Today, less than 20% of the Jewish population relies on the services provided. During our week in Argentina, we visited several Jewish organizations and participated in programs supported by JDC, including LeDor



Allissa Aronovici, JCFR board member, speaks with a student at the JDC-supported Tel Aviv school in Buenos Aires.

Vador, an Old Age Home; Tzedek pharmacy program; the shantytown soup kitchen with work-support programs mostly serving a non-Jewish Community; Tzedek; – a Goodwill-like agency – and the Jewish peoplehood outreach programs of Hillel and Moishe House.

Two programs really stayed with us. The Baby Help program, initiated by JDC in 2003 at the height of the economic crisis, has provided special assistance to babies, children up to five-years of age and pregnant women living below the poverty line. Parents have benefitted from a variety of supportive activities.

The families' ties to the community have been strengthened through their involvement in holiday programs, and new hands-on lessons in Jewish living. During our afternoon at Baby Help, we visited the homes of a few families. These were sparse conditions, and we learned there is much debate about the conditions these children live in, while compared to the Baby Help facility.

These families are hard-working and try to give their children the best life possible. We felt lots of pride that JDC offers them a remarkable program, similar to the Jewish preschool programs in our own community.

Argentina's economic crisis had a devastating impact on the country's Jewish



The clothes distribution center at The Baby Help program in Buenos Aires, which was initiated and supported by JDC.

schools. With parents out of work and unable to pay tuition, enrollment in Jewish schools decreased, and many schools were forced to close.

The Tel Aviv School and Community, which serves children up to 12 years of age, is in a historically middle to lower-class neighborhood.

Even prior to the crisis, a significant portion of the students relied on scholarships. With the crisis, the majority of the school's families were impacted, risking the stability of the school. Like many of Argentina's institutions, the school was

With support from JDC, the school began a process of improvement. The school is an important home that now continues to thrive despite the numerous challenges it has faced. Seeing the elementary-age students learning Hebrew, watching the preschoolers play in a safe environment and observing the teachers' passion to the school's mission made an everlasting impression on us.

Nominations for the next round of fellows are being accepted for a trip to Odessa, Ukraine, May 18-25, 2014. To nominate a young Jewish professional, contact Shoshanna Schechter-Shaffin at sshaffin@jewishrichmond.org or call (804) 545-8626.

VHM

Continued from page 1

the region and nationally. Most of all, I shall miss my contacts with the Richmond survivor community.”

Assuming the position as museum president and executive director is Dr. Charles Sydnor, former chairman of the museum's board.

Sydnor is well known in Central Virginia where he served as the president and CEO of Commonwealth Broadcasting, better known as WCVE-The Community Idea Stations. He served as president of Emory and Henry College (1984-92) from which he graduated in 1965.

A highly respected historian of the

Holocaust and World War II, he provided the U.S. Department of Justice and its Office of Special Investigations with expert testimony in 21 court cases involving former SS concentration camp guards and Nazi death camp collaborators. Sydnor will bring his extensive knowledge of the Holocaust and his passion to promote its pressing lessons to the Museum as it moves into an assured future.

“The future looks great for the Virginia Holocaust Museum,” enthused Board Chairman Marcus Weinstein. “Sy Sibelman took us to a new level! Charlie Sydnor will build on that and make the institution stronger and better than ever.”

For information on the museum, call (804)257-5400 or visit www.va-holocaust.com.

Admission is free and there is ample off-street, lighted parking.

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The New Comfort Sleeper™ from American Leather



JFS Administers JELF Loans for 2013-2014 Academic Year

For the past 11 years, Ellen Glass, a therapist in the JFS Counseling department, has administered loans for Jewish students through the JELF (Jewish Educational Loan Fund) program.



Ellen Glass

She is assisted by longtime JFS volunteers Barbara Cohen and Bev Koerin. Both Koerin and Cohen have backgrounds in social work; Cohen as a practitioner for over 35 years and Koerin as a professor at VCU.

The volunteers interview each loan applicant to determine financial need and to ensure students are enrolled in a program that meets JELF's criteria.

For the upcoming academic year, 12 students received loans for a total of \$48,160. Overall, JELF awarded more than

\$795,000 in interest-free loans to Jewish students throughout Georgia, Florida, South Carolina, North Carolina and Virginia, a 10 percent increase over the prior year.

Students use JELF loans for college, graduate school, vocational training, and professional courses (to update job skills or make a career change). Loans are need-based and offer "last-dollar" financing, meaning JELF provides the final dollars that bridge the gap between a student's total financial resources and the cost of attending school.

JELF has an impressive 99 percent repayment rate. As students repay their loans, JELF uses those payments as loans, creating a circle of tzedakah.

For information, call (804) 282-5644.



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

La Shana Tova!

Wishing you and your family a sweet New Year!

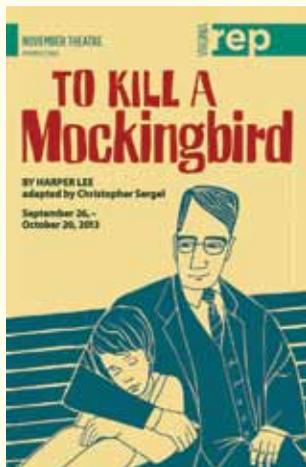


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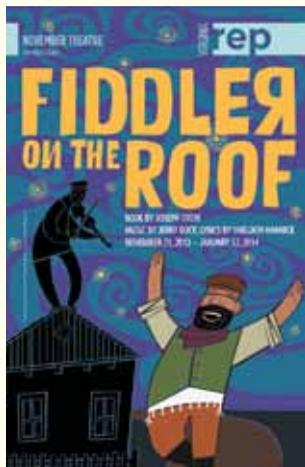
SARA BELLE & NEIL
NOVEMBER THEATRE
Marjorie Arenstein Stage



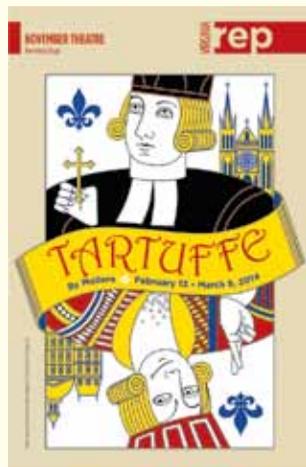
Virginia Repertory Theatre's SIGNATURE SEASON



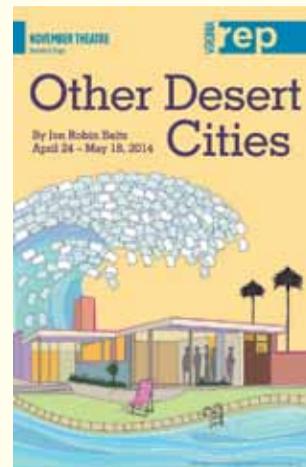
September 26 - October 10



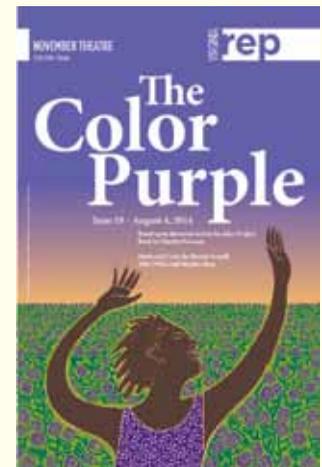
November 21 - January 12



February 13 - March 9



April 24 - May 18



June 19 - August 4

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Weinstein JCC Patrons of the Arts Kick off 2013-2014 Season

Where else can you find the Shuffle concert, The Richmond Jazz Society, Richmond Shakespeare, "Hello Dolly!," Kenneth Feinberg and more than 40 cultural arts events?



Kenneth Feinberg

The Weinstein JCC Patrons of the Arts 2013-2014 season officially opens Sept. 1. Join us as we get things started right with our Kick off event: the Shuffle concert at 3 p.m. on Oct. 6 at the Weinstein JCC.

The events include local celebrities such as Jeff Rabhan, chair of the Clive Davis School of Music at NYU; Brian Crawford, English professor and Philip Roth expert; and Slash Coleman, award-winning storyteller and author of "The Bohemian Love Diaries." The Forum will welcome Kenneth Feinberg, lawyer for Victims Compensation Funds for 9/11,

Virginia Tech Tragedy, Boston Marathon and Sandy Hook. Accomplished actor, author, storyteller Stephen Toblowsky will open this year's Fife-Davis Annual Jewish Book Fair and Gift Shop. And of course, the Israeli Film Festival, ReelAbilities Film Festival, and Jewish Family Theatre are once again mainstays of this exciting cultural arts season.

Each year the Patrons of the Arts committee and staff work tirelessly to create a unique and eclectic mix of cultural offerings to engage all aspects of our diverse community.

We welcome you to become a part of the upcoming season either as a returning Patron because you've had so much fun in the past; or as a first-time subscriber, because you've been hearing such wonderful things.

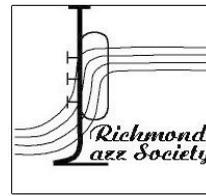
For subscription information contact Lisa Looney, director of Donor Relations at (804) 545-8608 or llooney@weinsteinjcc.org.



Jazz in the Sukkah

Weinstein JCC HAPPENINGS

It's that time of year once more and we're kicking off 5774 with a wonderful new partnership joining the Weinstein JCC family with the talented musicians of the Richmond Jazz Society.



A Sukkah will be erected in the courtyard, as is tradition at the Center. And, on Monday, Sept. 23 from 5-6 p.m., members and guests also will welcome the Debo Dabney Quartet to help celebrate Sukkot in a new and exciting way.

Join all for music and light refreshments while participants enjoy the waning days

of warm weather before fall brings a chill to the air.

Dabney has been entertaining in Richmond with his piano performances for decades, and his quartet will take all back in time to appreciate each listener's individual interpretation of the Great American songbook. Come by, have a little nosh and dance to the songs we all know and love.

For details, contact Erin Mahone, director of Cultural Arts and Jewish Education, at (804) 545-8644 or emahone@weinsteinjcc.org.



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

5400 Men's Club Programs

Sept. 2 - Labor Day - No Meeting

Sept. 9 - Dr. Rick Mayes, University of Richmond, "Obamacare."

Sept. 16 - Claire Gastanaga, ACLU:

"Currently Debated Constitutional Issues."

Sept. 23 - Charles Stillwell, headmaster, St. Christopher School, "An International Perspective on Boys' Education."

Imagine...

...a live performance of a Pop song, a Baroque concerto, an Israeli folk song, and much more!

...a concert program with more than 40 possible pieces in 19 different musical styles

...a concert where the pieces performed are chosen by...YOU!



Kick-Off Event!

SHUFFLE Concert

Weinstein JCC Patrons of the Arts Kick-Off • October 6 at 3PM

Sara Belle November Theater • General admission: \$10M/\$15NM/\$8 seniors & children

Become a Patron ticket holder so you won't miss a single unique and entertaining moment from the 2013-2014 Season.

Call 545.8608 or visit weinsteinjcc.org to purchase tickets!



'Superman, The High-Flying History of America's Most Enduring Hero'

Have you ever wondered about the Origins of Superman?

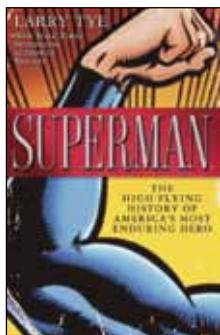
Did you know that the world's most recognizable super hero was created by two Jewish teenagers, Jerry Siegel and Joe Schuster, 75 years ago this year?

Drawing from cultural and film icons of their time, Siegel and Schuster created a character that would be lionized and lampooned – adopted by religions, academics, cultural commentators, and nerds alike. With the remarkable longevity of this iconic character in mind, Larry Tye, accomplished author, journalist, and fellowship director has written the first ever biography of the Man of Steel and a tribute to “the visionary writers and artists, publishers and performers, who kept aloft the red-and-blue-clad icon through seven decades and counting.” This fun, historic and inspiring story has been chosen as the 2013 Community Read during the

Fife-Davis Family Annual Jewish Book Fair, as part of the Weinstein JCC Patrons of the Arts season.

All local Richmond book clubs are invited to read this book, discuss, and then join us for an entertaining presentation by the author at the Weinstein JCC on Tuesday evening, Nov. 12 at 7 p.m. Weinstein JCC Patrons of the Arts subscribers will receive a copy of the book as part of their Patrons benefits.

The season opens on Sept. 1 – reserve yours today. For additional questions on the book fair or author event, contact Erin Mahone, director of Cultural Arts and Jewish Education at (804) 545-8644, or emahone@weinsteinjcc.org.



Beth Sholom HAPPENINGS

Reptile Adventures Program

The residents at Beth Sholom Lifecare Community's Parkside Assisted Living got up close and personal with the likes of snakes, iguanas, and turtles at a Reptile Adventures program recently.

The unique experience allowed many the wonderful opportunity to learn more about a group of often-misunderstood creatures through a hands-on, interactive approach.

Residents met a giant tarantula, a 9-foot-long python, and even a baby alligator,



(TOP) Ruth Rosenfeld has a close look at a snake as Shirley Kirsch, Selma Goldsmith and Ray Falkowitz look on. (Above) Gertrude Svirsky meets an iguana along with Jay Jordan.

It's time for school...
and the Weinstein JCC

Fall is a great time to join the Weinstein JCC family. Our extensive offering of classes and equipment will give you an exciting array of opportunities to get in shape or increase your current fitness level!

Don't miss our new rates for young adults & families!

New Members Get One Free Month and \$1 Registration!

People of all faiths enjoy our facilities and programs!

Call 285.6500 or visit weinsteinjcc.org

The High Holy Days... Time for Hope and Renewal



Rosh Hashanah, the Jewish New Year, is the anniversary of the creation of the world.

It is a day observed as the time when our destinies are determined. The righteous are rewarded with life, the evil are sentenced to death, and those who are truly repentant are granted a 10-day period (known as the 10 Days of Penitence or *Asseret Yemei Teshuvah*, which culminates on Yom Kippur) to seek redemption through acts of *tzedakah* and humble submission to the will of the Almighty.

Also known as Yom Ha'zikaron, the Day of Remembrance, it is the day on which we remember our duty to

God and our neighbors.

Between Rosh Hashanah and Yom Kippur, Jews are expected to repay their debts and seek forgiveness from anyone they might have wronged. They are also expected to offer unconditional forgiveness to any who have wronged them. It is only then, according to tradition, that they are truly ready for Yom Kippur, the Day of Atonement.

The observance of Yom Kippur is centered in the synagogue. According to all surveys, more Jews attend synagogue on Yom Kippur than on any other day of the year.

Five services, one more than is customary for Shabbat or a festival, are conducted on Yom

Kippur. The evening service, *Kol Nidre*, takes its name from the opening prayer. *Musaf*, *Mincha*, and *Neila* follow *Shacharit*, the morning service. Traditionally, Jews fast on Yom Kippur and work is prohibited.

There are traditional foods that are associated with the holidays. Apples and honey, symbolizing the hope for a sweet year, are usually served at Rosh Hashanah. Honey cakes are usually among the desserts at most holiday tables. Another traditional sweet treat is *taiglach*, a honey candy.

While fasting is traditional during Yom Kippur, the last meal before the day begins and the meal after it concludes are special for most families.



Among the foods traditionally included are *kreplach*, meat-filled pastries, and *kugel*, a noodle casserole.

There are probably as many holiday favorites as there are families observing the holidays.

May you be blessed with a happy and healthy year. *L'Shana Tova Tikatevu*. May you be sealed in the Book of Life.

L' Shana Tovah: Apples and Honey - What is the Origin?



Children prepare for Rosh Hashanah.

One of the most well-known customs of Rosh Hashanah is the dipping of apple pieces in honey but what is its origin?

In the time of King David, we know he had a "cake made in a pan and a sweet cake" (*II Samuel 6: 15, 19*) given to everyone. *Hosea 3: 1* identifies the "sweet cake" as a raisin cake.

Honey may have also been used in the cake, but the honey of ancient Eretz Yisrael was made from dates or grapes or figs or raisins because there were no domestic bees in the land. At that time only the Syrian bees were there and to extract honey from their combs it had

to be smoked. Still, honey was of importance in Biblical times as there was no sugar at that time.

During the Roman period, Italian bees were introduced to the Middle East and bee honey was more common.

The Torah also describes Israel as *ereetz zvat chalah u'dvash*, the land flowing with milk and honey, although the honey was more than likely date honey, a custom retained by many Sephardic Jews to this day.

Today, Israel has roughly 500 beekeepers who have some 90,000 beehives, which produce more than 3,500 tons of honey annually. Kibbutz Yad Mordechai is the largest producer of honey – 10,000 bottles a day.

Among Ashkenazic Jews, *challah* is dipped in honey instead of having salt sprinkled on it for the blessing. Then the blessing is given over the apple, "May it be Your will to renew for us a good and sweet

year," and the apple is dipped in the honey.

Dipping the apple in honey on Rosh Hashanah is said to symbolize the desire for a sweet new year. Why an apple? In *B'reishit*, the book of Genesis, Israel compares the fragrance of his son, Jacob, to *sadeh shel tappuchim*, a field of apple trees.

Scholars tell us that mystical powers were ascribed to the apple and people believed it provided good health and personal well being.

Some attribute the using of an apple to the translation of the story of Adam and Eve and the forbidden fruit which caused the expulsion from paradise.

A few years ago, an article revealed that the average Israeli eats 125 apples and 750 grams of honey a year.

Israel is self-sufficient with regard to apples with around 9,900 acres cultivated yearly, grown in the North the Galilee hills and the Golan Heights. The most popular types of apples grown are Golden Delicious, Starking, Granny Smith, Jonathan, Gala and Pink Lady.



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 Jewish Community Federation of Richmond No One Build Community Like Federation

Schedule of Local Holiday Services for 5774



Congregation Brith Achim (Conservative) 314 South Boulevard, Petersburg Rabbi Dennis Beck-Berman

Rosh Hashanah

Sept. 4 - Evening Service, 8 p.m.
Sept. 5 - Morning Service, 10 a.m.;
Tashlikh Ceremony, 1:30 p.m.
at Woodmere Lake on Walnut Blvd.
Sept. 6 - Second Day Morning Service,
10 a.m.

Yom Kippur

Sept. 13 - Kol Nidre, 7 p.m.
Sept. 14 - Morning Service, 10 a.m. ;
Afternoon (Minchah) Service,
6:30 p.m. Concluding Service
(Neilah), 7:30 p.m.; Break-the-
Fast, 8:10 p.m.

Call the synagogue office at (804) 732- 3968 or
visit BrithAchimVA.org.



Keneseth Beth Israel (Orthodox) 6300 Patterson Avenue Rabbi Dovid Asher

Rosh Hashanah

Sept. 4 - Candle lighting, 7:16 p.m.;
Mincha, 7:15 p.m.
Sept. 5 - Shacharit, 7:30 a.m., Sermon/
Shofar, 10:30 a.m.; Mincha/
Ma'ariv - 7:15 p.m.; Candle
Lighting, After 8:17 p.m.
Sept. 6 - Shacharit - 7:30 a.m., Sermon/
Shofar - 10:30 a.m., Mincha, 7
p.m.; Candle Lighting, 7:13 p.m.

Yom Kippur

Sept. 13 - Shacharit, 6:15 a.m.; Mincha,
3:30 p.m.; Candle lighting, 7:02
p.m., Kol Nidre, 7 p.m.
Sept. 14 - Shacharit - 8:30 a.m., Yizkor,
10:30 a.m., Mincha, 5:30 p.m.,
Neilah, 6:45 p.m.; Yom Kippur
ends, 8:04 p.m.

Call (804) 288-7953 for information.



Chabad Community Shul 212 N. Gaskins Road Rabbi Yossel Kranz

For information,
Call (804) 740-2000

Temple Beth-El (Conservative) 3330 Grove Avenue Rabbi Gary Creditor

Rosh Hashanah

Sept. 4 - Erev Rosh Hashanah, Main
Sanctuary, 8 p.m.
Sept. 5 - First Day of Rosh Hashanah,
Main Sanctuary, Shacharit,
8:30 a.m.; Main Sanctuary
& Social Hall, Torah Service, 9:30
a.m., Sermon, 11 a.m.; Musaf,
11:30 a.m.
Sept. 6 - Second Day of Rosh Hashanah
Main Sanctuary, 8:30 a.m.;
Torah Service, 9:30 a.m.;
Sermon, 11 a.m.; Musaf, 11:30
a.m.; Social Hall, 9:45 a.m.,
Creative Service

Yom Kippur

Sept. 13 - Kol Nidre, Main Sanctuary and
Social Hall, 7:15 p.m.
Sept. 14 - Main Sanctuary, Shacharit, 9:30
a.m.; Sermon and Yizkor, 12:15
p.m.
Social Hall, Torah Service,
10:30 a.m.; Sermon and Yizkor,
12:15 p.m.;
Main Sanctuary, Musaf, 1:15
p.m.; Avodah, 2:30 p.m.;
Hazzan Turk's Teaching,
4:15 p.m.; Mincha, 5:00
p.m.; Story for Children, 6:15
p.m.; Neilah, 6:30 p.m.,
Ma'ariv, 7:45 p.m.; Blowing of
the Shofar, 8 p.m.

For information, call (804) 355-3564.

Congregation Or Ami (Reform) 9400 Huguenot Road Rabbi Ben Romer

Rosh Hashanah

Sept. 4 - Erev Rosh Hashanah, 7:30 p.m.
Sept. 5 - Morning Service, 10:30 a. m.
Family Service/Taschlich, 3 p.m.

Yom Kippur

Sept. 13 - Kol Nidre - 7:30 p.m.
Sept. 14 - Morning Service, 10:30 a.m.
Family Service, 2 p.m.
Rabbi's Discussion, 3 p.m.
Afternoon/Yizkor/Concluding
Service, 4:30 p.m.; Break the Fast,
immediately following service

All services at the Weinstein JCC, except Family
Service on Sept. 5 at 3 p.m. For information,
contact the Temple office at (804) 272-0017.

Young Israel of Richmond/ Congregation Kol Emes (Orthodox) 4811 Patterson Avenue

Rosh Hashanah

Sept. 4 - Candle lighting, 7:16 p.m.;
Mincha, 7:15 p.m.
Sept. 5 - Shacharit, 7:30 a.m., Sermon/
Shofar, 10:30 a.m.; Mincha/
Ma'ariv - 7:15 p.m.; Candle
Lighting, After 8:17 p.m.
Sept. 6 - Shacharit - 7:30 a.m., Sermon/
Shofar - 10:30 a.m., Mincha, 7
p.m.; Candle Lighting, 7:13 p.m.

Yom Kippur

Sept. 13 - Shacharit, 6:15 a.m.; Mincha,
3:30 p.m.; Candle lighting, 7:02
p.m., Kol Nidre, 7 p.m.
Sept. 14 - Shacharit - 8:30 a.m., Yizkor,
10:30 a.m., Mincha, 5:30 p.m.,
Neilah, 6:45 p.m.; Yom Kippur
ends, 8:04 p.m.

For information, call (804) 288-8816 or email
thomas.buehler@glic.com

Congregation Beth Ahabah (Reform)

1111 West Franklin St.
Rabbi Martin P. Beifield, Jr.

Rosh Hashanah

Sept. 4 - Erev Rosh Hashanah, 7:30 p.m.
Sept. 5 - Family Service, 9 a.m.
Congregational Service, 11 a.m.
Afternoon Youth/Family Service,
2:30 p.m.

Yom Kippur

Sept. 13 - Kol Nidre. 7:30 p.m.
Sept. 14 - Morning Family Service,
9 a.m.; Congregational Service,
11 a.m.; Discussion, 1 p.m.;
Afternoon Family Service, 2:30
p.m.; Memorial & Closing
Services, 4:15 p.m.

For more information, contact Russell M. Finer,
executive director, at 358-6757 or email
R.finer@bethahabah.org

Congregation Or Atid (Conservative)

10625 Patterson Avenue
Rabbi Royi Shaffin

Rosh Hashanah

Sept. 4 - Erev Rosh Hashanah, 7:30 p.m.
Sept. 5 - First Day of Rosh Hashanah, 9
a.m.; Youth Service: K-7 grade,
10 a.m.
Sept. 6 - Second Day of Rosh
Hashanah, 9 a.m.

Yom Kippur

Sept. 13 - Kol Nidre 6:45 p.m.
Sept. 14 - Family Service, 10 a.m. ; Youth
Service for grades K-7, 11 a.m.
Minchah, 6 p.m.; Neilah, 7
p.m.; Blowing of the Shofar, 8
p.m.

For information, call the synagogue office
at (804) 740-4747

KBI Readies for 3rd Year of LIFT

Every Monday night throughout the school year, Jewish teens from around Richmond pile into the Ashers' home for an informal study session with Rabbi Asher.

As high school students gather around the large dining room table for Aliza Asher's home-baked goods and treats, Rabbi Asher delivers a class on various 21st century Jewish topics.

The homey feel gives teens the opportunity to let their guard down and socialize more easily. Often, the average teen goes to a school where they are in classes without any other Jewish kids their age. LIFT provides them with that social, educational setting to develop their Jewish identities.

LIFT is an acronym for "Leadership Initiative for Teens." The goal is to build high-level discussions in a safe environment so as to strengthen the Jewish character and the Jewish literacy of the student. This will allow them to have the confidence they need to engage with the world, while being rooted in their heritage.

Last year's curriculum had many topics including zionism, sexuality, love, self-esteem, business ethics, and how to build a Jewish Community. The classes always combine

Ancient Jewish, modern Jewish, and secular texts. These texts are used as a springboard to exciting and stimulating discussions.

The students always have fun and never leave hungry. The teens come from a variety of different backgrounds with various schools represented. Last year, there were students from Maggie Walker, Collegiate, Freeman, Deep Run, Godwin and more.

The relationships they build always go beyond the "classroom." Rabbi Asher remarked, "It's always great to see the teenagers gain a level of comfort by going to a rabbi to discuss their doubts, reservations, concerns, and inquiries regarding their Judaism." Sometimes students become eligible to go on trips with students from other cities, whether it is to a regional destination or even to Israel.

For information, email RabbiAsher@KBIRichmond.com. Members attend free, and non-members can attend for a nominal fee. Classes begin 6:30 p.m. Monday, Sept. 9.

As always, Rosh Hashanah and Yom Kippur seats at KBI are free to those who would like to attend. Visit www.KBIRichmond.com for more details.

Or Ami's Real Theology Set For September 15

Congregation Or Ami's Adult Learning Committee's Real Theology presents "Incendies," on Sunday, Sept. 15 at 6 p.m.

In this staggeringly powerful film whose story is so well revealed by a cast of sterling actors that telling too much of the plot would be a disservice to those who come to this experience for the first time. The movie

takes place in Canada and Lebanon.

The screening is free and open to the public. There will be an informal potluck before the movie and a group discussion afterwards led by Rabbi Ben Romer.

Or Ami is at 9400 Huguenot Road. For details, call (804) 272-0017 or email office@or-ami.com.



BETH SHOLOM
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**The Board of Directors of the
Beth Sholom Lifecare Community
Wish all Community Members
A Happy and Joyous New Year
L'Shana Tova**

High Holy Days at Or Ami

The High Holy Days come early this year. Congregation Or Ami welcomes all to its open services at the Weinstein JCC and at Or Ami (9400 Huguenot Rd.).

Invite friends and loved ones to share the "Days of Awe" at these services, which are free and open to the entire community on Sept. 4, 5, 13 and 14.

In addition, please join members and guests for special family events:

Thursday, Sept. 5 is Rosh Hashanah. At 3 p.m., the annual Family service and Tashlich will be held at Or Ami.

There will be a short service, Shofar

blowing, stories from Mr. G, apples and honey and a birthday cake for the world.

Always fun, this service is open to the community.

Saturday, Sept. 14 is Yom Kippur. Young families are invited to come at 2 p.m. at the Weinstein JCC for our annual Yom Kippur Family Service.

There will be a short service and stories from Mr. G, including his Jonah puppet show.

For details on High Holidays services, Yizkor books and membership, contact the Or Ami office at (804) 272-0017 or email office@or-ami.com.

Jewish Scouting Now Available in Your Community



(From left/front row) Eliana, Malka, Berel, Hudi and Nancy; (back row) Avi, Mordechai, Charlie and Drew Alexander.

Are you familiar with Scouting? Are you aware that your community offers Jewish Scouting for boys - ages 7, or 6 and going in to the 1st grade, through age 17, and for girls in grades 1-12?

After two successful fun-filled years, Cub Scout Pack 613, Boy Scout Troop 613 and Girl Scout Troop 4613 are looking for more Scouts. Our program offers exciting, age-appropriate activities, to master skills (by grade 6 and up) for challenging, yet safe camping, hiking, canoeing, cycling, archery, rifle, shotgun, horseback riding - with Shabbos, Tefila and Limudei Kodesh.

Why should my son/daughter join Scouting? Scouting supplements and complements the perspective and goals of the home, school and Shul.

It offers a unique program through which youth develop self-reliance, self-esteem, confidence, discipline, respect and the ability to work in a group.

Scouting also develops leadership skills and the ability to respond to emergencies with skills in first aid and lifesaving -

Pekuach Nefesh in action.

Led by adult role models, Scouting helps boys and girls by building superb midos and character; designing and implementing chesed projects, developing physical fitness, and exploring potential career paths.

In concert with all that Judaism holds dear, the Boy Scout Oath and Law and the Girl Scout Promise and Law are concrete statements that our youth can understand, and strive to follow.

It allows Scouts to earn a coveted award, highly regarded by many Rebbeim, universities, business leaders, and the military - in the U.S. and Israel.

For details, contact: Boy Scouts: Russ Stein at (804) 651-5825 or russ613@comcast.net. Cub Scouts: Yisrael Fletcher at (202) 288-5373 or yfletcher7@gmail.com. Girl Scouts: Heni Stein at: (804) 651-5359 or henibt18@comcast.net.

KBI is the charter organization for Cub Pack 613, Boy Scout Troop 613 and the Sponsor for Girl Scout Troop 4613.



Time For Turning a New Leaf

No matter when the High Holidays fall on the secular calendar, they usually come right around the time that the leaves on the trees in North America are turning the colors of autumn.

It seems appropriate to be turning a new leaf on our Jewish calendar right at the time that nature gives us a spectacular show in the form of leaves to signal the turning of seasons. But this year our High Holidays fall earlier on the secular calendar than usual, and Beth-El Religious School has the unusual circumstance of starting its 2013-2014 session after Rosh Hashanah.

If you have not already enrolled your children in religious school this year, why not start off the Jewish new year with Beth-El Religious School?

School starts on Sept. 8 and we have

enthusiastic, engaging teachers ready to welcome your child. Our music and tefillah programs will get your children tapping their toes and singing along.

High Holidays in early September mean that your children will celebrate Sukkot at the beginning of the year and enjoy a pancake breakfast, lovingly cooked by Sisterhood and parent volunteers, in our Sukkah.

And during the school year your children will go on an adventure of discovery as they learn Jewish values and put their learning into action through social action and tzedakah projects. We hope you'll join us, and we look forward to turning a new leaf with you. For details, contact Hazzan Marian Turk at hazzan.turk@bethelrichmond.org or at 804-740-0820.

**For Area High Holiday Services
See Page 9**

COMMUNITY NEWS

TLC in Richmond

"Judaism is the process of engaging in a unique, intimate, and ever developing relationship with G-d. Many people today feel that there isn't a place for their voice in that conversation," said Torah Learning Connection's Executive Director Rabbi Chaim Moskowitz.

The nonprofit's goal is to empower the individual to have an informed position in that dialogue. TLC provides a holistic approach for satisfying the educational needs within very specific demographics along the wide spectrum of diversity here in Richmond.

From elementary school children in public schools to senior citizens at Park Side at Beth Sholom Lifecare Community, "the Torah is an inheritance that we all equally claim as our own, and requires openness to facilitate its learning. The traditional model of the talmudic study hall has also adapted to include conference rooms during lunch breaks in the Dominion Building and at Capital One," he said.

Programs for young professionals like "Torah on Tap" provide the necessary social interaction of meeting at bars with an equally entertaining Jewish content component. Just as an ice cream store offers many flavors to cater to the widest clientele, so too this organization aims to provide something satisfying for everyone.

Rabbi Moskowitz said that growing up in Richmond and then returning after a decade of studying in the largest Rabbinical Colleges in Israel and America has shown him how big the Torah really is.

"There are many legitimate paths to reach the Almighty G-d that doesn't put extra people in this world and each of us has a one-of-a-kind contribution to make for our nation to be whole. The Talmud tells us that just as our faces are different from each others, so too our thoughts and perspectives," he said.

The faculty reflects those variations. Professor Elizabeth Alexander's course, "Exploring the Sources on Women's Ritual Participation" is based on her new book "Gender and Time Bound Commandments in Judaism."

She said, "I have really been enjoying teaching at the Torah Learning Connection at KBI. It's a place where Jews from lots of different backgrounds can come together to do serious learning together. It fills an important gap in the local Jewish scene." Jewish continuity can only exist if the generation entrusted to pass it on to the next, is successful in accepting it from the previous. Join TLC as it promotes Jewish continuity through education, there is plenty of room at their table.

For details, visit at www.TLCRVA.com.



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Empire Whole Chickens - \$2.39/lb
Empire Whole Turkeys & Turkey
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Wines for your Holiday Table

Manischewitz Wine - \$3.99 (750 ML)
Gabriel Merlot - \$7.99 (750 ML)
Gabriel Chardonnay - \$7.99 (750 ML)
Gabriel Sangiovese - \$8.99 (750 ML)
Ariel Merlot Cabernet - \$8.99 (750 ML)
Ariel Saubugon Blanc - \$8.99/(750 ML)



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Jewish Community Federation
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L'Shana Tovah

From my family to yours

*Leslie and Howard Baron
Natalie, Matthew, and Ella DeNardo
Caitlin, Harry, and Madelyn Baron*

Have a Safe and Healthy New Year!



Hadassah Membership Appreciation Brunch Schedule

On Sunday, Oct. 20, Richmond Hadassah will hold its first annual Membership Appreciation Brunch.

The brunch at 11 a.m. at the Westwood Racquet Club is entitled "Celebrating a Lifetime in Hadassah." All Hadassah members and associates can share a fun day together and celebrate being a member of Hadassah.

Special honors are planned for Richmond's six "trailblazers" – women who have been life members of Hadassah for 50 years or more. Those women are: Florence Blank, Selma Cantor, Carolyn Guertin, Rosalie Koslow, Jackie Lowenstein, and Hattie Shocket.

Additionally, the organization will recognize more than 320 women who have been life members for 25 or more years.

Full Schedule of Festivities

Co-Vice-Presidents of Membership Elaine Ragone and Beth Rochkind, along with their committee, have planned a fun-filled schedule. A number of door prizes will be awarded, and a fashion show, narrated by Susan Adolf, featuring attire from the past century will be presented.

Also, a song with original lyrics written for this event by Joyce Zasler, will be performed by Hadassah's associates. A dozen associates have already volunteered to participate, and any others who are interested are encouraged to contact Marsha Marks at (804) 285-8188.

Trailblazers Honored

Referring to these six women who have been life members for more than 50 years, Ragone said, "When an annual membership was only \$10, and a loaf of bread was 25 cents, six trailblazers spent \$100 to become life members.

That's the equivalent to over \$700 today?" Rochkind added, "Even if you don't know any of these women personally, you have to be inspired by their commitment to Hadassah. That alone is reason for us all to celebrate."

When asked about their early involvement, sisters Carolyn Guertin and Florence Blank recalled that their mother had been a member of Hadassah, and "she was so excited when Israel became a state. We were always interested in all the good work that Hadassah did... the hospital...and how it took care of everybody. It didn't make any difference whether you were Arab or Israeli, Hadassah took care of them. That's what we were interested in. All that good work."

Hattie Shocket said, "When we came to Richmond, sororities were the big thing. If you weren't pledging a sorority, you joined Hadassah. So I joined Junior Hadassah."

Selma Cantor remarked, "My mother was president. I grew up on Hadassah. I have the fondest memories of being involved in Hadassah. I made friends that I'm still friends with today."

Jackie Lowenstein added, "I always loved Hadassah. I made my mother, my mother-in law, my daughter life members, and I made my husband an associate. It was so unusual to have three generations as life members back then that we had our picture in the *Richmond Times-Dispatch*."

Rosalie Koslow remembers that it wasn't her mother who got her involved, but her father who made her a life member. "He felt very strongly about Israel and about Hadassah. I grew up in a home that talked about Eretz Yisrael,



Florence Blank



Selma Cantor



Carolyn Guertin



Rosalie Koslow



Jackie Lowenstein



Hattie Shocket

long before Israel was a state."

Tribute Book to be Created

A special compilation of messages and congratulations for these trailblazers as well as all 320 life members of 25 or more years is in preparation.

The Richmond community is encouraged to be included in this tribute

book.

Anyone interested in viewing the full list, submitting a tribute, or making a donation should visit www.hadassah.org/richmond.

For details, contact Elaine Ragone (740-8673) or Beth Rochkind (308-2538).

Hadassah Happenings

Lunch and Learn: Sept. 11

"Gray Area Heroines: Are They Blessed or Do They Make Us Uncomfortable With The Blood On Their hands?" will be the topic for Hadassah's Lunch and Learn on Sept. 11, at noon, at the Weinstein JCC.

Bring your lunch and a Jewish Bible for some lively discussion.

For details, contact Julie Beck-Berman at juliebb@aol.com.

Brunch in the Sukkah: Sept. 22

Hadassah will hold "Brunch in the Sukkah," Sunday, Sept. 22, at 10 a.m., at the home of Judy Levine-Maizels, 6222 Jeffrey Road, Richmond.

Julie Beck-Berman will speak about the meaning of Sukkah. Henri Maizels will entertain the group with his beautiful flute music.

A free brunch will be served. For details contact Harriet David at (804) 740-1208 or email harrietva@gmail.com.

Book Club: Sept. 29

In the title story of his collection "What Do We Talk About When We Talk About

Anne Frank," Nathan Englander's characters play a "thought game" in which they imagine which of their non-Jewish friends would risk their lives to hide them if, like Anne Frank, they had to escape a Holocaust.

It is an extraordinary uncomfortable thing for readers whether Jewish or not.

The book club will meet Sept. 29 at 1 p.m., at the Weinstein JCC.

For details, call Marilyn Townsell at ((804) 467-7798 or email mtownsell@aol.com.

Fundraiser at Mosaic: Oct. 9

Come eat dinner at Mosaic Restaurant in the River Road Shopping Center, Oct. 9, during a special fundraiser for Richmond Hadassah. Mosaic will be give a share of its proceeds to Hadassah.

Choose whatever you like on the menu..

For details, contact Claudia Biegler at claudiabiegler@gmail.com.

L'SHANA TOVA
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Pick-Ups Plus Partners With DeFazio's Catering

Lynn Simonoff is excited to announce that Pick-Ups Plus Catering has begun a new partnership with DeFazio's Catering and Joe DeFazio and Coleen Wingrove.

After some 33 years of providing great food, service and pleasing the palate for both the Jewish and general communities, Simonoff is still going strong and excited – her passion for food remains strong. Gail Grandis, her longtime partner has retired, but Simonoff's team remains with her, including Shirley.

The new culinary team has more than six decades of foodie experience from Kosher to Calabria. More services will be offered too.

"This is an exciting way for me to continue with my baby and train others to carry it on," Simonoff said. "Pick-Ups Plus is alive and well. Joe and Coleen have so much experience."

She will continue her Kosher catering and plans to expand her Kosher-style services. Simonoff said, "They have a so much larger operation that offers me many more options and access to additional staff, equipment and resources. I am being exposed to a whole new array of food menus and even technology to reach my customers."

What's new?

The partnership features a new location at 2601 Tuckernuck Drive in Henrico County, a new menu and a new party room. The new menus include box lunches, hot and cold lunch

deliveries, breakfast buffet, an expanded kitchen and Kosher-style menus. The new party room has a dance floor and bar, which is perfect for lunches, meetings, receptions and Bar and Bat Mitzvahs. Cooking classes also will be offered.

"Joe and Colleen are so enthusiastic about learning about the Kosher business and providing their goods and services to everybody," she said.

"Collen and I are excited to join with Lynn and offer expanded services at an easy and convenient location for pick ups, DeFazio said.

To contact Pick-Ups Plus Catering, call (804) 740-5200, or visit www.pickupsplus.com; to contact DeFazio's Catering, call (804) 337-9561, or visit www.defazioscatering.com.



Lynn Simonoff and Joe DeFazio

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Friendship Circle of Va. Holds Successful Kick Off Event



This group of teens enjoyed the Friendship Circle of Virginia special event at the Chabad Center on July 21.

There were balloons, water bottles, kids, families and community members and, of course, there were the Friendship Circle Bikers.

The Friendship Circle of Virginia kick off event on July 21 was a huge success and attracted a crowd of all ages at the Chabad Center on Gaskins Road to support this new program that builds friendships between teen volunteers and children with special needs in our community.

Dr. Sarah Kranz-Ciment, PT, DPT, director of the program, addressed the crowd, "This turnout is an indication of the importance of the Friendship Circle. Seeing so many facets of our community here together, means we have already begun to accomplish our goal." The circle will not only give support, help and encouragement to families, but also create a cadre of teenage boys and girls who will volunteer their time to visit and become friends

with the children and give them something special and unique to look forward to.

Guest speakers included Erin Mahone, who has been an advocate for individuals with special needs for nearly 10 years; Kira Marx, the parent of a child with special needs; and J.C. Wright and Benny Winkelmann, teen volunteers. The visiting cyclists spoke about the fascinating people they met and the interesting experiences they had on their cross-country journey. They also gave the Friendship Circle of Virginia its first donation. Two \$1 bills they received from a supporter they met on the road.

Rabbi Yossel Kranz gave the cyclists a certificate of appreciation from the Virginia Friendship Circle and noted that "at least one person in this room was changed for the better today." That feeling was tangible as everyone looked visibly moved and inspired by the speakers and excited about the new opportunities that we can achieve when we all work together.

The circle will start its pilot Friends at Home program in October and will be recruiting families, volunteers and support. Thank you to all who made our kick off event a success and for all those who could not make it, we hope to see you get involved and call (804) 740-2000.

focus on FOUNDATION



By Robert Nomberg
PRESIDENT & CEO, RJF

The High Holidays are here beginning our time of celebration and reflection. These days remind us that another year has passed, as we reflect on accomplishments, life-cycle events and other indications that our time spent has been purposeful. We each make that mental calculation of whether or not the balance we strike between family, work, play, volunteer efforts and other factors is correct. It is a game in which we make the rules, and we keep score.

We all want the same thing; to know that our lives have impacted the world for the better, and to feel that we will not be forgotten when we are gone. It is quite natural to desire that our lives continue to count for good. We don't want our values and influence to evaporate as if we were never here.

By establishing an endowment fund with RJF you do more than endow a program or a building – you endow your values. With your fund, your commitment to your favorite institutions will carry forward for generations to come. With every annual payout of your endowment, your name will echo through your synagogue or agency as a person or couple who believes in a vibrant Richmond Jewish community.

Imagine the effect of this on your children and grandchildren and on their offspring. Even though family members of distant generations will not have known you personally, they will know about you by your endowment. They will know something of your values and your generosity. And, quite possibly, your example may influence them to contribute to your endowment or to maybe

Endowing Your Values



even establish one on their own. You may think it takes a large amount of money to create an endowment. You may even think it has to be done all at once with a lump gift. If so, you will be surprised at how reasonable and convenient it is to start, and to contribute to it over time, including a final gift through your will.

You also have the opportunity to convey your thoughts about your philanthropy with our community's Book of Life. Through the Book of Life you can transmit not just your funds, but your family history and legacy to the next generation.

Anyone who has already committed to secure the future of Richmond's Jewish community with a permanent fund or bequest, or promises to do so in the future through Create a Jewish Legacy, to any of our partners, Israel, or any charitable organization that endeavors to sustain the Jewish people, is eligible to join the Book of Life. You have your own page to inscribe, with your own thoughts and words, including the meaning behind your gift.

Your Book of Life page, along with a family photograph, will be added to the existing statements that can now be viewed in the interactive display at the Weinstein JCC. Together, these stories will tell future generations our story — the story of Richmond's Jewish community.

To learn more about RJF's endowment program or the Book of Life, please call me directly at (804) 545-8656 or email Robert@rjfoundation.org. You will be surprised how easily you can create your own endowment.



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SAVE THE DATE

8th Annual Hirschler Memorial Professional Advisors Seminar

Topic: Estate Planning in 2013 - Dealing with the Aftermath of 2012

Speaker: David Pratt, Partner in the Professional Personal Planning Department

Thursday, October 3, 2013
7:30 a.m. - 10:00 a.m.
Weinstein JCC



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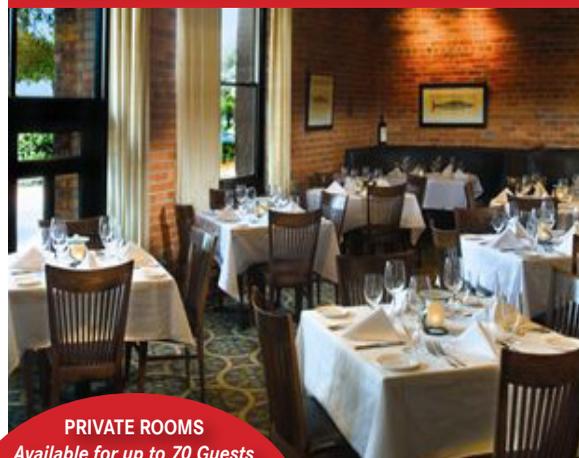
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WHAT MONEY CAN'T BUY: The MORAL LIMITS OF MARKETS with MICHAEL SANDEL

Wednesday, September 25 • 7 p.m.
Alice Jepson Theatre • Modlin Center for the Arts
University of Richmond

This year's Weinstein-Rosenthal Forum will ask "Is everything for sale?" Join Michael Sandel, author of *What Money Can't Buy: The Moral Limits of Markets* as we investigate the intersection of ethics and economics to consider how markets impact the public good.

A reception will follow in Booth Lobby.

This event is free and open to the public. No reservations are required.

For more information, visit
chaplaincy.richmond.edu/weinstein-rosenthal.



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KIKU ADATTO

Michael Sandel
Anne T. and Robert M. Bass
Professor of Government at
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The annual Weinstein-Rosenthal Forum is sponsored by the University of Richmond's Office of the Chaplaincy and funded by the Weinstein and Rosenthal families.

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