

SHALOM

The Journal of the Reading Jewish Community. Published as a community service by the Jewish Federation of Reading, Pa.

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CHESHVAN-KISLEV 5775

2014 Jewish Community Campaign nearing its end

By Paul Landry

The 2014 Jewish Community Campaign will be ending Dec. 31 to make way for the 2015 Campaign. With the problems that exist in Ukraine, Israel and domestically, we need everyone's support this year more than ever.

- Israel continues to provide psychological support to its citizens who have been affected by the summer of missile attacks, and still needs economic support to bolster an economy that was shaken by having so many people in shelters for so long. It also needs support to strengthen its ability to respond to future attacks, now that Hamas missiles can reach nearly all of the country. The Jewish Federations of North America's \$30+ million "Stop the Sirens" campaign continues to help with those efforts.

- In Ukraine, disruptions continue. While

the issues with ISIS/ISIL have taken over the headlines, there is still conflict and disruption in the southeast of Ukraine, and thousands of Jews continue to live uncertain lives. Funding from Jewish Federations of North America

continues to allow our partners in the field to help with food, medicines, cooking and heating oil and other staples for Jews who remain in the contested areas. And they provide emergency shelter and general support for the many Jews who have had to flee their homes.



Paul Landry

- Here in Berks County, Jewish Family Service continues to provide support to those who need help. Hospital, nursing home and in-home visits; help with navigating the health care system; help finding all sorts of services provided by other agencies; advice to adult children of elderly relatives; support for Jewish religious education, and much more.

Your gift to the Jewish Community Campaign allows the Federation to continue to run the local programs and to support the provision of services to Jews overseas. It is one way in which you can practice TZEDAKAH!

If you haven't already given, please do so now! You can use the information from the Campaign ad on page 14 to send your gift. Or you can reply to one of the mailings that we will be sending before the end of December.

Either way, your gift is IMPORTANT!

Dance company a hit on and off the stage

The Koresh Dance Company wowed a capacity audience in the Miller Center for the Arts at Reading Area Community College Oct. 18 and engaged in several outreach activities for Berks County youth and families that weekend.

The company was founded in 1991 by Israeli-born choreographer and artistic director Ronen (Roni) Koresh.

Members of the company conducted dance workshops for adults and children at Reform

Congregation Oheb Sholom. Participants learned Israeli folk dance infused with the Koresh signature contemporary dance style and heard a talk about how Koresh's Israeli roots have influenced the troupe's choreography.

The performance at the Miller Center was presented in partnership with the Jewish Federation of Reading with additional funding from Jerome I. Marcus and the Rubin Family Fund of the Jewish Federation of Reading

and as part of the Foundation for Reading Area Community College's Annual Celebration for Education Gala. In its "Come Together" program, the company juxtaposed Middle Eastern music with classical favorites, all with the troupe's trademark athleticism and skill.

The group's local engagement included a workshop for children in the Reading School District, a master class for area dance students and a "Focus on Israel" program especially for the area's Jewish community.



Students from the religious school at Reform Congregation Oheb Sholom learn Israeli dances from members of the Koresh Dance Company.



A dance workshop for adults.



Neil Hoffman, Roni Koresh and a Koresh dancer discuss the troupe's performance.



A dance workshop for adults.



Celebrating a new year with help from JFS

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Honoring our mothers and fathers

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Teen looks back on memorable summer travels

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Gratz enables learning in classroom and beyond

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JEWISH FAMILY SERVICE: Equine therapy aids children, adolescents, adults

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2014 totals as of Oct. 15

Jewish Community Campaign \$465,442

***Includes transfers from Donor Advised Funds**

Edna Rubin's fund continues to support the Jewish community

The Rubin Educational Family Fund, established by the late Edna Rubin to promote educational activities for the Berks County's Jewish community, continues to bring benefit to all of us. Annually we are fortunate to have educational and cultural programs supported by her generosity. As stated previously by Alan Leisawitz: "Edna's good deeds and her love of the Jewish community of Reading and Berks County ... will make it possible for generations of local Jewish adults and children to enjoy cultural activities, improve their knowledge of their religion and expand their intellectual horizons for many years to come." Although she is no longer physically with us, her presence and fine work continues to benefit us. Thank you Edna.

Programs supported by Rubin Fund

The Road to Masada lecture series presented by Tim Blessing, PhD.

Music Discovery series presented by Ann Leisawitz

Cinema: The Jewish Lens Trivia Night

Upcoming events

Evocation of the Lost World of the Roman Ghetto: The Poetic Project of Crescenzo Del Monte lecturer Daniel Leisawitz Ph.D.

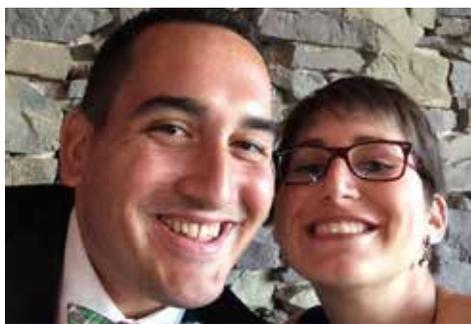
Homeland for the Jewish Soul: The Jewish Deli, presented by Ted Merwin Ph.D.

Jewish Film Series

All Around the Town

Judy and Frank Synnamon are delighted to announce the marriage of their son David Synnamon to Jenna Freudig, daughter of Chris and Bob Freudig of Mertztown. Jenna is a physician's assistant at St. Luke's Hospital in Allentown. David is the injury prevention manager for the city of Allentown. The couple will reside in Breinigsville.

Congratulations to **Brett and Jamie Diamond** on the birth of their daughter Julia Sarena Diamond and to grandparents Charles Diamond and Peggy Dixon and



David Synnamon and Jenna Freudig

great-grandfather Al Diamond.

Until next time: Shalom!

Obituaries

Marilyn Frank, 82, formerly of Reading. Marilyn worked at Albright College for many years and was very active in the Jewish community. She is survived by her daughters, Susan F. Viskin of Concord, MA and Wendy S. Frank of Groton, MA. Other survivors include her four grandchildren.

Morton S. Daniels, 87, of Florida, formerly of Reading. Morton had a long sales career at his family store — Shaffer Furniture. He is survived by his wife Brigitte Daniels, and his sons: David, Ken, and Rob and his two grandchildren. Other survivors include his brother Allen Daniels of South Carolina and his sister Eleanor Malkin.

Evelyn Jacobs Kravatz, 77, of New York, formerly of Reading. She had a master's degree in art history and had a strong background in theatre, ballet, films, art and literature.

She is survived by numerous cousins and their families in the Philadelphia area and on the West Coast.

Sandra "Honey" Youngerman, 80, Muhlenberg Township. A longtime teacher, she worked in several local nursery schools including the JCC preschool.

She is survived by her husband, Sanford "Sy" Youngerman; three sons: Hank, Reading; Mitchell and wife, Jamie, Pittsburgh area; and Brian and wife, Denise, Mt. Joy, Pa.; and grandsons Benjamin and Ryan; and a sister, Frances in Florida; and several nieces and nephews.

IFCJ ups the Aliyah game

eJewish Philanthropy

The International Fellowship of Christians and Jews will dramatically increase its efforts to bring more olim to Israel from the former Soviet Union and countries in crisis across the world.

The project will be led by former Director General of Aliyah and Absorption at the Jewish Agency, Eli Cohen, who will join the Fellowship as Vice President for Immigration and Absorption. Cohen served in a series of senior positions at The Jewish Agency and the World Zionist Organization and is finishing his term as Deputy CEO of Mekorot, Israel's National Water Carrier. Cohen will initially be tasked to build a strategic plan for aliyah and absorption.

The Fellowship, led by founder and President Rabbi Yechiel Eckstein, has long supported immigration and absorption (aliyah and klita) in Israel and over the years has contributed over \$150 million to help fill those needs. Until now that assistance has been done through partner organizations, in particular The Jewish Agency, where Rabbi Eckstein served as chairperson of the Aliyah Committee and a member

of the Executive Board.

Over the past year the Fellowship has assisted Jews from Ukraine who wished to make aliyah, paid for flights for thousands of new immigrants and funded half of the project to bring more Ethiopian Jews to Israel. The Fellowship has made a strategic decision to enhance its work both in assisting aliyah to Israel and in the absorption of new immigrants through cooperation with the government and organizations active in the field.

In discussing the Fellowship's new plans, Rabbi Eckstein told eJP: "I view increasing the number of new immigrants to Israel as a Zionist project and as a central pillar of the work of the Fellowship to support Israeli society and assist Jews in need of help across the world. From our work with Jewish communities we see both a need and a desire to move to Israel, especially from the former Soviet Union. Jews are yearning to fulfill their dream to make aliyah, but they need appropriate socio-economic support to make that a reality, and we intend to provide that for them from preparation for aliyah until their successful absorption in Israel."

FOURTEENTH ANNUAL JEWISH FOOD AND CULTURAL FESTIVAL

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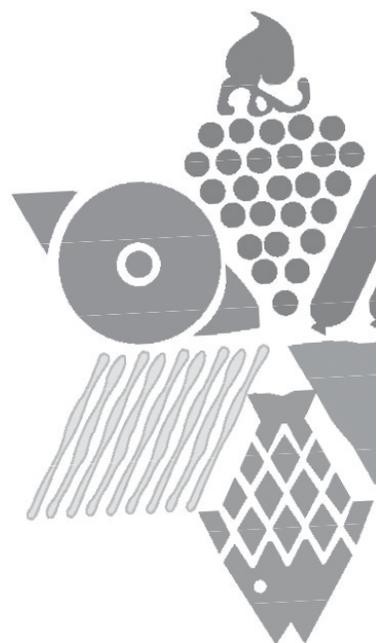
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From the President's Desk

Honoring our mothers and fathers

By William D. Franklin
President

Every Thursday I have the pleasure of meeting and mingling with 25 to 30 members of our Jewish seniors community. The Federation hosts weekly subsidized kosher lunches and brings in speakers and entertainment to keep our seniors connected and enrich their lives. I learn firsthand of the Reading Jewish community's history and meet some of the individuals who shaped it. It is a



chance for us to laugh and learn, mingle and schmooze, get questions answered and receive guidance and referrals for various social services. When asked why they come, Leon Lonker said: "I come for the comraderie, friendship and feel there is something special about being Jewish. I grew up with a lot of these people and feel a strong bond with them." Bernard and Hilda Feldman added — "We've been coming for years. It's a place to go and enjoy seeing friends, enjoy their company and have good food."

Their faces and stories remind me of my wife's and my families. The Holocaust survivors' stories are heartbreaking but remind me of our incredible will to

survive. Often two and three generations are present — their love and caring fills the room. It's wonderful to feel "at home." Please join us and bring those who you feel could contribute and benefit by being with us.

It is also a weekly reminder of the important role the Federation plays in the lives of our Reading Jewish community. We work to counter potential feelings of loneliness and isolation. We also present Jewish holiday programs throughout the year. Various transportation needs are tended to, and monthly routine health checkups are provided by visiting nurses. Attendance is monitored, often leading to home visits and consultation with other

family members to ensure excellent care for the entire family as they struggle to navigate the next stages of our parents' lives. All in all, it is a wonderful way for us to bring meaning into our lives and stay knowledgeable about the well-being and needs of our seniors.

Working to create and sustain Kehillah — community — we "honor our mothers and fathers" and make it possible for them to age with dignity, receive assistance when in need and participate fully in Jewish life from cradle to grave. A key role of the Federation is to link our community's funding needs and opportunities with our donors' interests to help bring our core principles to life.

E Pluribus Unum

By Larry Rotenberg
Chairman

At the end of the summer, Bill Franklin, Meir and Haia Mazuz and I were discussing themes for the 2015 Campaign. I had offered the phrase "E Pluribus Unum," which can be seen on every 50-cent coin. It means, roughly, "we are many, but we are one"



After some brief discussion, it was decided that while the spirit of this Latin phrase was helpful, it would not quite fit. And so we went with Bill Franklin's suggestion, of "One people; one heart."

But deep in my heart, I could not let go of my idea, in spite of its Roman provenance. And the reasons for that are many, and I will share some of them with you.

We have some 2,500 Jewish souls in Berks County, give or take. And among these, in addition to the fact that close to half are not affiliated, we have Orthodox, Conservative, and Reform.

Within each of these major groups, there are factions who take exception to this or that aspect in their own organization, never mind the others.

Between each of these groups, there is a history, sometimes going back more than a century, of slights, real, or imagined, which still linger in the collective unconscious.

It's like the old joke about the Jew stranded on an island, by himself, and when he is finally rescued, he is asked why he built not one, but two synagogues, since he was the only person there. He answered that he built one for himself, and the other one is the one "that I would never put a foot into."

But as we approach the beginning of another year, we can no longer afford to hold onto these small grievances. We must find a way to nurture every drop of Yiddishkeit, whatever its source. We must be inclusive of families with converts. We must include families or individuals, however different they are. We must make a home for everyone. In order to survive,

we must unite. United, we have the vitality and the cross-fertilization of people, ideas, ideals, and creativity. Divided, we will expend our energies and our resources to no good end.

I have always felt that the greatest miracle of the Jews has not been that they have survived tyrants from Haman to Hitler. Rather, the greatest miracle is that we have survived more than 3,000 years of squabbling amongst ourselves.

And so, let us unite, so that Jewish life will not become an endangered species in this community, and our grandchildren, for many generations to come, will still remember their past, even as they look to their future.

Updating your will? Don't forget those beneficiary designations

By Paul L. Landry

In last month's issue I spoke about "beneficiary designations" and how they were the easiest way to leave a gift to the Federation.



This month I would like to look at them in another context — using them to leave assets to your heirs.

The most important thing to remember about them is that, just as you would update your will when some substantial change occurs in your life, you should update your beneficiary designations too. Remember, the assets that pass by beneficiary designation are not covered by your will. And when we consider savings accounts, retirement accounts, life insurance, etc., they can be passing substantial amounts of money to your heirs. Make sure that, as your situation changes, the assets in those financial instruments go to the right people or organizations.

Some of the more common mistakes that can be avoided are:

Not naming a beneficiary. If you don't name anyone, the plan's default provisions might come into play, or your estate becomes the beneficiary. That could cause those assets to go through probate and they may not end up where you would have wanted.

Failure to list contingent beneficiaries. If your beneficiary dies first and you haven't named a contingent (or secondary) beneficiary, it's the same as having no beneficiary at all. Again, either the default provisions apply or your estate becomes the beneficiary and those assets go through probate.

Missing beneficiary designation forms. Without a verifiable form to prove beneficiary status, the default provision of the plan, whatever it is, can apply. Don't count on the company to have up to date copies. Companies go out of business or move or are merged/sold and anything can happen to the paperwork. Keep copies of your

beneficiary forms in a safe deposit box, and make sure your financial advisor, estate attorney and executor have copies.

Lack of specifics. Simply listing "my children" as your beneficiaries can be a problem, especially in a blended family. The list of possible problems is long — so be specific!

Using shortcuts. Don't rely on one of your heirs to pass assets to other heirs. Again, the list of possible problems is long, including the fact that the heir who receives the assets has no legal obligation to pass them on. If you want one of your heirs to receive an asset from your estate — specify it! It may make for a longer document, but your wishes will be accomplished.

Not considering the financial or emotional readiness of beneficiaries. Your heirs will get the money in your IRAs, retirement accounts,

life insurance and annuities almost immediately upon your death, with no restrictions. If this worries you, consider naming a trust as beneficiary; then you can place limits on when and how the money is to be used.

The above is not an exhaustive list. Just like your will, you should consult an attorney experienced in estate planning if you are dealing with a large amount of money or a complicated situation. The cost will be well worth it.

If you would like to explore this further, feel free to contact me. I am not an attorney and can't provide legal advice, but I can help you think about your situation and clarify your thinking before you take any action. You can call me at 610-921-0624 or e-mail me at paul@jfreeding.org.

All contacts are without obligation and completely confidential.

SHALOM

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General Offices: 1100 Berkshire Blvd., Suite 125
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Phone: 610-921-0624 FAX: 610-929-0886
Web site: www.ReadingJewishCommunity.org

Jewish Federation of Reading

Chairman: Larry Rotenberg
President: William D. Franklin
Communications Director: Mark Nemirow, Editor
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The opinions expressed in Shalom are of the writers and not the Jewish Federation of Reading

Next deadline, Nov. 5

2014 INTERFAITH KRISTALLNACHT OBSERVANCE

Sunday, Nov. 9

Circle of light 6:30 pm.;
Interfaith Service, 7 pm.

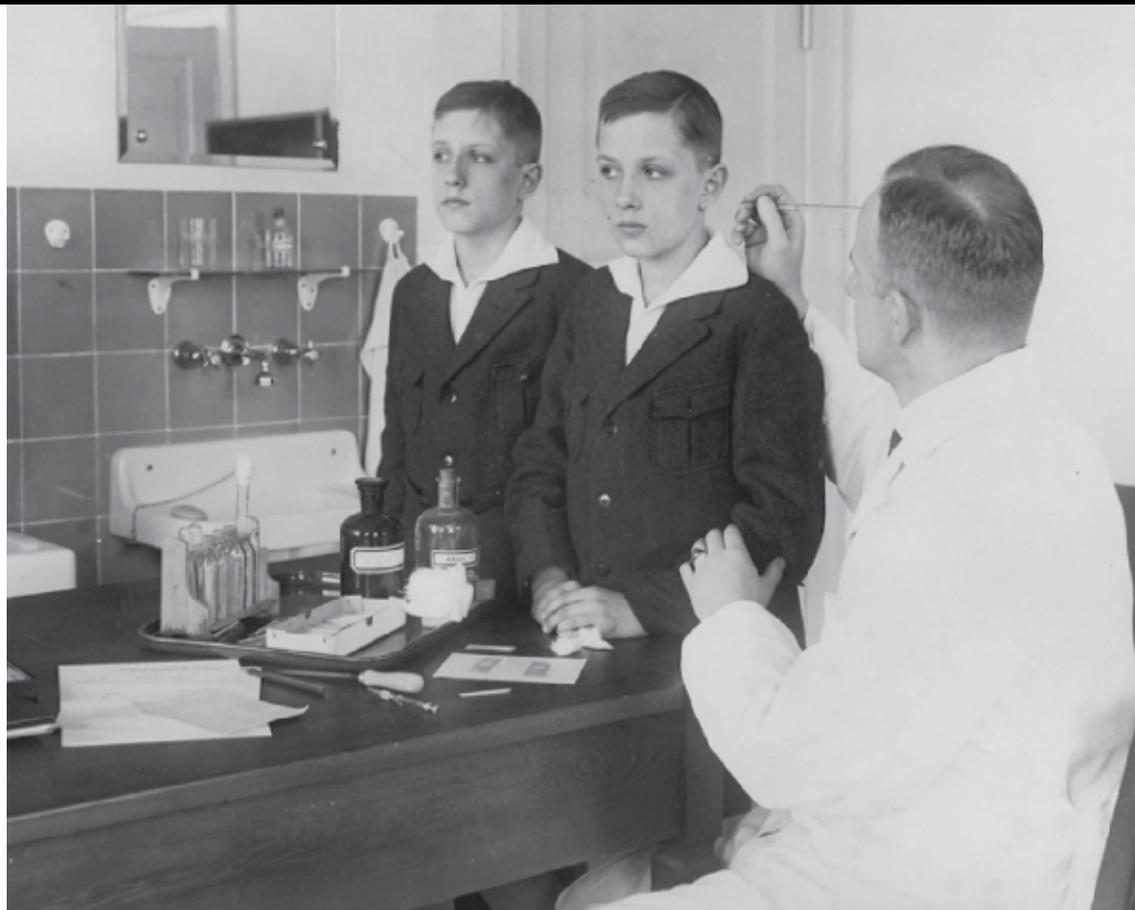
CHRIST EPISCOPAL CHURCH
Fifth and Court Streets, Reading

held in conjunction with the Jewish Community
and Trinity Lutheran Church

PUBLIC LECTURE

DEADLY MEDICINE

THE GERMAN MEDICAL PROFESSION AND NAZI MEDICAL CRIMES



In his laboratory at a new eugenics institute in Berlin, geneticist Otmar von Verschuer takes blood samples from twins as part of his research study on hereditary links to criminality, mental retardation, tuberculosis, and cancer. In 1927, he recommended the forced sterilization of the “mentally and morally subnormal.” *Archiv zur Geschichte der Max-Planck-Gesellschaft, Berlin*

1:30 p.m.

Reading Public Museum Auditorium
500 Museum Road
Reading, Pennsylvania

Register:
ushmm.org/events/deadly-medicine-reading

7 p.m.

Albright College
Wachovia Theatre
1621 North 13th Street
Reading, Pennsylvania

Register:
ushmm.org/events/deadly-medicine-albright

Tuesday November, 18

HOW DID MEMBERS OF A PROFESSION committed to helping and healing people become complicit in Nazi crimes? This lecture explores the role of physicians in forced sterilizations and the mass murder of Germany’s mentally and physically disabled.

The events are free and open to the public, but registrations are requested.

The afternoon event is co-presented by the Reading Public Museum, which is hosting the US Holocaust Memorial Museum’s traveling exhibition Deadly Medicine: Creating the Master Race from September 14 to January 7.

The evening event is co-presented by the Edwin and Alma Lakin Holocaust Library and Resource Center, which is a partnership between Albright College and the Jewish Federation of Reading.



Featuring a talk by Dr. Patricia Heberer Rice, a historian with the Center for Advanced Holocaust Studies at the United States Holocaust Memorial Museum in Washington. She specializes in the subject of medical crimes and eugenics policies in Nazi Germany.



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THE CAMPAIGN

L'Shana Tovah 5775!



Seniors celebrate Rosh Hashanah at The Heritage at Green Hills during one of several High Holiday events held by Jewish Family Service around Berks County.



Seniors at the Rosh Hashanah luncheon and service at the Manor at Market Square.



Seymour and Beverly Bloom and daughter Merryl Eisenberg at Rosh Hashanah services at Berks Heim.

Arlene and Jake Krumholz and Floyd Ruttenberg attend Rosh Hashanah services at Berks Heim.

Congregational News

Moving forward — Camera, sound, action!

By Rabbi Yosef Lipsker

Chabad Center of Berks County

The words from my title are used by movie and TV producers as they get ready to record their handiwork. It is a signal that the script is now about to get a face. Thus far it was just words on a paper, and now the silent story will become filled with beautiful designs and color, accompanied by the captivating sounds of the actors and the music.



In our day and age the end product

will soon enter our living rooms in the shape of a DVD — or something more sophisticated delivered by a local network streaming straight into our home. Whenever we feel the urge, we will settle down on the sofa, grab a bag of popcorn and take in the action. Very soon we feel transported into a surreal setting that duplicates reality.

The concept of a movie has been around since the beginning of time, with one important difference. The film from the past was in each individual's mind; in the imagination. Now that same imagination can be projected for someone else's enjoyment — or otherwise.

Imagination is very important. Through it, we recall the people we love, the experiences that continue to mould us, and the interesting things we observe during our lifetime. The Torah discusses the imagination at length. At times it cautions us to its pitfalls (letting our fantasies get the better of us); while at other times it promotes its benefits.

We have just concluded the most amazing month in Judaism, the Jewish month of Tishrei, from its intense solemnity to the climax of joy. From the additional prayers to the deep sounds of the Shofar. From the innocence of white on Yom Kippur to the pure pleasure of being the Torah's feet. Throughout, we

have moved along with it.

But it must not be in vain. It must be drilled into our daily consciousness. The religious energy is not a one-off, but a force that can carry us forward as we go back to our daily lives. The Torah wants the memories and experiences of this special month to be fixed clearly in our imaginations to be replayed over and over again. G-d wants us to adapt the movie of Tishrei as one that can really help us in a meaningful and true way.

So pick out the highlights, and compose the narrative — the one that will lift you and inspire you to a year ahead filled with the greatest joys and blessings.

Learning & Community Building Programs at KZ

Monday, Nov. 3 at 7 p.m. — Brokenness & Wholeness in the Jewish Tradition, 7 p.m.

Monday, Nov. 17 at 7 p.m. — Midrash & Art: 7 p.m. — Study a piece of Rabbinic text and create your own artistic interpretation. No previous experience necessary.

Sunday, Dec. 7 at 11 a.m. — Grandparent's Group: Celebrating & Approaching this Holiday Season Together — Being a grandparent brings a special joy into our lives. Come together with other grandparents to share and discuss ways of celebrating this holiday season with your grandchildren. This session is especially designed for grandparents with intermarried children.

LOCAL CONGREGATIONS AND SERVICE TIMES

KESHER ZION SYNAGOGUE (610) 374-1763

Weekly services Saturdays: 9:30 a.m.; Tuesdays, 7:30 p.m.
Friday Evening Service — Please call for service information
Babysitting available upon request with one week's notice

REFORM CONGREGATION OHEB SHOLOM (610) 375-6034
Friday, Nov. 7 at 6 p.m.; Fridays, Nov. 14 and 28 at 7:45 p.m.
Friday, Nov. 21, 150th anniversary Shabbat service, 7 p.m.
Saturday, Nov. 22: Tot Shabbat, 10 a.m.

CHABAD CENTER OF BERKS COUNTY (610) 921-0881
Saturday mornings: 9:30 a.m.; Friday evenings: 6:30 p.m.

CONGREGATION SHOMREI HABRITH

Lunch & Learn with Rabbi Rachel Schwartz

All classes at noon at Keshet Zion Synagogue

Midrash & Memory:

The People in Our Biblical Neighborhood

Nov. 4 — Isaac. Nov. 11 — Joseph.

Nov. 18 — Serach Bat Asher, Nov. 25 — Moses

All are welcome to join.

Please RSVP at kzsecretary@entermail.net
or call 610-374-1763

150th Anniversary Shabbat Celebration

It all started in 1864 with 20 dedicated families and a small, rented room serving as their sanctuary. In 2014, Reform Congregation Oheb Sholom not only celebrates its "Sesquicentennial," but also our beautiful, spacious synagogue and a membership of over 220 families!

Please join us at a special Anniversary Shabbat service, featuring nationally recognized, guest speaker **Rabbi Jonah Pesner**, Vice President of the Union for Reform Judaism.

Friday, November 21st, 2014

7:00pm

A special Oneg, hosted by Sisterhood, immediately follows the service

Members and Non-members are welcome



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Chanukah fun for the whole family!

Save the date! Chanukah is almost here and RCOS invites you and your family to our annual Chanukah service and dinner celebration.

Friday, December 19, 2014

6:00pm Services

7:00pm Dinner

RSVP by December 12

We will light the Chanukah candles together on the bimah, so please bring your menorah from home. Dinner is graciously sponsored by Sisterhood, and attendees are asked to bring a side dish or dessert. Children 3-12 are invited to participate in supervised activities following the service.

*Members and Non-members are welcome
RSVP to Temple Office 610-375-6034*



Introduce your children to the joy of Shabbat. Tot Shabbat is a musical, story-filled Shabbat morning experience geared towards families with young children through grade 2. Bring your family and friends to celebrate with Rabbi Brian Michelson and stay for a pint-size Oneg offering grape juice, challah, and child friendly treats.

November 22, 2014

December 13, 2014

January 24, 2015

February 21, 2015

March 21, 2015

April 18, 2015

May 16, 2015

June 20, 2015

Tot Shabbat services are held Saturday mornings at 10am at Reform Congregation Oheb Sholom located at 555 Warwick Drive, Wyomissing, PA 19610. No registration is required. Please call the Temple office with any questions: 610-375-6034.



PJ Library and Kesher Zion Synagogue invites you to a

Pajama Party and Teddy Bear Sleep Over!

November 16 at Kesher Zion Synagogue 3:30 -4:30 PM

Come in your Pajamas and bring a stuffed animal!

When you go home your stuffed animal* will stay at the synagogue for a special stuffed animal sleep over. You can pick up your stuffed animal in the morning and see pictures of how much fun they had at night.

Kesher Zion Synagogue
1245 Perkiomen Avenue
Reading, PA 19602
610-374-1763

RSVP and questions to kzsecretary@entermail.net

*We recommend bringing a stuffed animal your child won't miss for one night. Morning stuffed animal pick up will also be available at the JCC.





What is the *L'Chaim Society*?

It's your way to make a gift to the Federation that doesn't cost you anything in your lifetime!

Want to know more? Call Paul Landry at 610-921-0624 or e-mail at paul@jfreeding.org!

Youth News

My Israel experience

By Bryce Weizer

This past summer I had the privilege of participating in L'Dor V'Dor, NFTY's trip to Eastern Europe and Israel. The goal was for me and my Camp Harlam friends to learn about the European Jewish community before the Holocaust and then travel on to Israel. I had no idea what to expect. I never could have known how beautiful and life-changing this trip was going to be.

We started in Prague in the Czech Republic, where we got a glimpse of Jewish history before the Holocaust. This was a high point in history during which the Jews flourished. Unfortunately we then moved on to Terezin, the first concentration camp on our trip. My counselor Jesse commented, "Our history is a rollercoaster; we have our ups and we have our downs." That really stuck with me as we went on to Birkenau and Auschwitz in Poland. We spent a great deal of time learning about this in class, but that never really prepared us for what we experienced. There is

a feeling that comes over you that you just can't explain. The whole group was somber and full of emotion. It was like a wave of realization washed over us all.

We flew from Warsaw to Tel Aviv, and the whole group just began clapping as we landed in Eretz Yisrael. Wow, what an awesome feeling. We were finally there. We experienced an amazing bonding while sleeping under the stars in the Negev Desert. At 3 a.m. the group was very united as we climbed Har Shlomo (Mount Solomon) and Masada, just in time to see the sunrise.

Jerusalem was more than I ever imagined because there was so much to learn about the civilization there and the Old City. It was at the Western Wall that I felt the most connected to my Jewish roots. The city is physically small but very compact. I also loved the candle museum that we toured.

I was impressed by the seas in Israel including the Red Sea, Mediterranean Sea, and Dead Sea. NFTY had a full itinerary for us, and we enjoyed

snorkeling, floating in the Dead Sea, making wooden boats and just relaxing in the pollution-free water.

One of the best parts of the trip was the opportunity to do an elective. I chose my Chavaya to be "Start-up Nation." I spent several days learning about Israel's technological industry. Some of the other teens did army training, others hiked from "Sea to Sea," and the rest did mission work (Tikkum Olam). We all reunited and shared our experiences.

We were matched up with a group of Israeli students who were just as happy to meet us as we were to see them. I was able to have dinner at one of their houses, and we continue to keep in touch. In some ways their world is so different from ours, but we are so similar in other ways. There was a significant connection. They live every day with the possibility that the sirens will go off and they will have to go to the bomb shelters.

As you know, during our summer trip the conflict with Hamas escalated in the Gaza Strip. There were several occasions

when the sirens sounded and we had 90 seconds to get to a bomb shelter. We were never sure whether there was an actual threat to us or not. Our itinerary was changed several times because of the war, and we spent more time in the north, Tiberius, where it was safer. As one of my friends was sent home due to his parents' anxiety over the news, I called and pleaded with my parents to let me stay. Due to airport closures and escalating events all our flights home were canceled. It appeared to be tougher on those in the states listening to the news. NFTY took great care of us and arranged for our departure once it was safe.

My Israel trip was a fantastic experience with so much to do and see. I made so many new relationships and got so many new experiences that I will never forget it. If you have not been to Israel, I hope my article inspires you to make travel plans soon.

I want to thank the JCC of Reading and Rabbi Michelson of RCOS for helping to make this trip possible.



Liberty Region

2014-2015 Calendar



****Please watch for the announcement of the date, time and location of Back to BBYO Night in your chapter/community!**

Regional Kick-Off

September 6

Brunswick Zone XL, Feasterville, PA

Open to ALL teens in grades 9-12

Come celebrate the official start to an incredible year of BBYO with bowling, laser tag, arcade games, friends and fun!

Regional Leadership Training Institute (RLTI)

September 12-14

Camp Kweebec, Schwenksville, PA

Open to ALL members

This convention focuses on the development of participants' leadership skills through interactive programming, skills workshops and teen-led training sessions.

Tournies Convention

November 14-16

Allentown JCC, Allentown, PA

Home Housed

Open to ALL members

During this convention weekend, teens compete to show chapter spirit in many different activities ranging from water polo to debate – there is an event for everyone!

In Training (IT) New Member Convention

February 6-8

JCC of Wyoming Valley, Wilkes-Barre, PA

Home Housed

Open to ALL NEW members

New members are invited to spend the weekend getting to know one another and learning more about BBYO.

International Convention (IC)

February 12-16

Atlanta, GA

Open to ALL members

IC is an opportunity for members to become more familiar with BBYO on the international level, experience innovative Shabbat services, take part in community impact projects and connect with Jewish teens from all around the world.

WOW Weekend Convention

March 27-29

Location TBD

Open to ALL members

During WOW Weekend, teens experience "wow programming" in a variety of topics, such as community service, social action and brotherhood/sisterhood.

March of the Living (MOTL)

April 13-27

Poland and Israel

Open to ALL members

MOTL is a two weeks-long program focused on Holocaust education and remembrance. Teens spend one week in Poland and end their trip with a week-long celebration of the Jewish people in Israel.

Spring Fling Convention

May 15-17

Camp Kweebec, Schwenksville, PA

Open to ALL members

As the culmination of the program year, this convention allows to teens to listen to State of the Region addresses from their regional presidents, hear and take part in Life Ceremonies given by outgoing seniors, and elect the Regional Board for the following calendar year.

BBYO Liberty Region
610-351-2444

liberty@bbyo.org

www.bbyo.org

<http://bbyo.org/region/liberty/>

What I could learn

By Anne Seltzer

On Rosh Hashanah eve Rabbi Brian Michelson gave a sermon that focused a lot on his dog, Gertie. It was a great sermon, and one of the things he mentioned was that



some people in his congregation treat their pets better than they did/do their children. Well of course I knew that one of the people he was referencing was me, which he verified during the oneg. I thought about that and came to the conclusion, not for the first time, that there is a reason for that. There are plenty, but we won't go into them. What I will focus on is lessons to be learned from Buttons.

1. Stop and smell the roses. And trees, and grass, etc. When I used to walk before Buttons, I would just walk and not notice my surroundings. Because she likes to stop every few yards to smell something or other, I have learned to notice my surroundings and how beautiful a particular flower or bush is. I have also noticed what new landscaping and additions and decks people have put on their homes.

2. Be patient. This is a virtue that serves Buttons well. Whether it is sitting patiently by the counter in Hollywood Cleaners for them to give her a treat or at our feet at dinner waiting for a bit of food, she will sit and sit. They say good things come to those who wait.

3. Sleep often. Buttons probably sleeps about 16-18 hours a day. Not continuously, but in snatches during the day when nothing is going on, and during the night when we sleep. Yes, she does sleep with us. But she can awaken at a moment's notice raring to go.

4. Be enthusiastic. Whether it is bye-bye in the car for errands or out for a walk, off to Pat's or to see one of her friends, Buttons is always enthusiastic for the outing and adventure. Life is one great big adventure for her and she is always ready to embrace it.

5. Growl when necessary.

Buttons is always alert for perceived danger and growls at anyone or anything she sees a threat. She doesn't do it unnecessarily, and gets attention when she does.

6. Protect what is yours. Buttons is very territorial and will often be seen guarding the perimeter of her/our house. She will run from one end of the yard to the other, back and forth, to make sure that people know it is her territory. But if she ascertains, or we ascertain for her, that the person/dog passing by is no threat, she will wag her tail and be nice.

7. Greet others. As anyone who has been to our house knows, Buttons is an enthusiastic greeter. Whether she hasn't seen you for five minutes or five years, you get the same treatment. She always makes you feel at home and welcome.

8. Love a lot. Buttons is not an overly affectionate dog. She is not much of a licker or cuddler, except when she is scared. But she does show love in her own way. If you are having a bad day, she will climb up next to you or lay down next to you with a big sigh. She won't leave your side.

9. Be loyal. Refer to "love" and "protect what is yours" above. She is loyal to her "pack," and we know in spite of her aloofness that we are her pack and she is our furry child.

This is a treat for Buttons and her canine friends.

Basic Dog Biscuits

1½ cups whole wheat flour
1 tsp. beef or chicken bouillon granules or stock
1 tsp. salt (or less) ½ c. hot water
1 egg

Optional Add ins - broth, eggs, oats, liver powder, wheat germ, shredded cheese

Dissolve bouillon in hot water. Add remaining ingredients. Knead dough until it forms a ball (approximately 3 minutes). Roll dough until ½ inch thick. Cut into slices or bone shapes (you can purchase a bone shaped cookie cutter to make shapes with). Place dough pieces on lightly greased cookie sheet. Bake at 350° for about 30 minutes. Doggies enjoy!



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Herd by a Horse: Equine therapy for children, adolescents and adults

By **Sari Incledon, M.Ed.**

A recent meeting with retired teacher Stef Brok (daughter of Doris and Bob Brok) introduced me to a Berks County program that is new to me and probably new to many in our community. Stef is a facilitator with Herd



by a Horse, which offers a variety of services to many populations.

The following information about the benefits of equine therapy is taken from the Herd by a Horse website.

Equine therapy is experiential in nature. This means the participant will learn about themselves and others by participating in activities with the horses, and then processing (or discussing) feelings, behaviors, and patterns.

Equine therapy involves setting up

ground activities involving the horses (no riding will take place), which will require the participant or group to apply certain skills. Non-verbal communication, assertiveness, creative thinking, problem solving and leadership are among the many skill sets that equine therapy will focus on. Many times participants feel as though they should be comfortable around horses to participate in equine therapy. Even those who are uncomfortable around horses can have a meaningful experience.

Those who are familiar with horses recognize and understand the power of horses to influence people in incredibly powerful ways. Developing relationships, training, horsemanship instruction and caring for horses naturally affects the people involved in a positive manner.

Naturally intimidating to many, horses are large and powerful. This creates a natural opportunity for some to overcome fear and develop confidence. Working

alongside a horse, in spite of those fears, creates confidence and provides wonderful insight when dealing with other intimidating and challenging situations in life.

For parents, sometimes setting boundaries and limits and then trying to decide what the best type of consequence is appropriate leaves many feeling inadequate. Sometimes having someone from the outside offer suggestions in a non-threatening non-blaming manner is what it takes to be "Herd". This is where Herd by a Horse, utilizing horses in the therapy sessions provides a new perspective that both parents and children usually have not seen before.

All of the exercises are presented in a manner that seem fun, but always have significant meaning behind them. Utilizing horses to support therapeutic process for individuals and groups promote insight in a new and exciting manner.

According to *Psychology Today's*

Therapy Directory Herd by a Horse sessions are designed for individual, group and family participation. Sessions are 75 minutes long, and horses are used during all the sessions. Also time is spent on discussions, goal setting, personal reflection and homework. The program deals with a wide array of including dual diagnosis, substance abuse, relationship issues, and anxiety, depression and relationship issues. For more information call David Rosenker at 484-494-2908.

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Gives Thanks**

Jewish Family Service thanks all those who helped with our Rosh Hashanah programs at Berks Heim, Manor at Market Square, and The Heritage. Thank you to everyone who has donated winter clothing for our People First Collection and shopping bags and food to our food pantry. Thanks to all who help at our monthly food pantry. Your efforts are greatly appreciated.

Living with Loss

Mondays, Nov. 3 and 17

3 - 4:30 p.m. at the JCC

For more information, call Sari at 610-921-0624

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Jewish Family Service offering help in choosing health plan

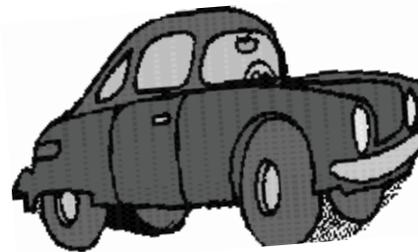
Medicare — Open enrollment is Oct. 15- Dec. 7

ACA (also known as Obamacare) — Open enrollment is Nov. 15-- Feb. 15,

Phyllis Dessel, who formerly worked at the Berks County Area Office of Aging, is willing to share her expertise and assist people who need help choosing a health insurance plan.

To make an appointment with Phyllis please call JFS at 610-921-0624.

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Gratz JCHS News

Take advantage of many great opportunities to learn

By Rabbi Barry Dov Lerner
Branch Director, Gratz JCHS

Gratz Jewish Community High School is a partner in the Greater Reading Jewish Youth Community, and we work in collaboration with all of the youth groups in the community.

If there is any way in which we can help involve our students with these groups, we welcome a call.

And in turn, we hope that all of the community Jewish youth groups will encourage their members to participate in Gratz JCHS. Come and see what we are about, and perhaps we can help respond to your questions.

We are encouraging our parents and students as well as other teens in the community to take advantage of Gratz JCHS educational programs:

1. Regular classes, 6-8:30 PM, Sundays, meeting at the JCC, grades 8-12. Current courses being offered include:

The American Jewish Experience, Authority and Rebellion, Media Messages, Jewish Literacy and Comparative Religion offered also as a Concurrent College Credit class.

2. College Credit course again available at our Reading Branch, which serves our students in many different ways.

The Gratz College Concurrent Enrollment Program allows juniors and seniors in high school to enroll in college courses for credit prior to high school graduation.

This program is in partnership with Gratz JCHS.

Credits earned through Concurrent Enrollment can be transferred to other colleges or universities.

There are many benefits of Concurrent Enrollment:

- Students transition from high school to college easily.
- Students can get a taste of what college is like without being completely overwhelmed by a whole new environment.
- Students establish relationships with college professors in a relaxed and supportive environment.
- Teachers are flexible with



high school students' schedules.

- Students learn while in

high school how to manage the expectations of a college course.

■ Provides high school students an opportunity to take classes that interest them.

■ Classes offer a chance for students who do not take AP or IB classes to demonstrate a more rigorous course-load on their transcripts.

■ Students accumulate credits prior to entering college so they will be able to graduate from college early or on time.

■ Students in these courses have pre-college opportunities to become not only more familiar with college course expectations, especially review of their writing and speaking skills.

3. There is opportunity for Transfer Credits to every student's JCHS transcript. All JCHS students may request that their transcript be sent in support of college applications. Any student who completes a JCHS/Gratz College Concurrent Enrollment course may request a Gratz College transcript to be sent. Information about these procedures is available by contacting the office of student records at jchs@gratz.edu.

4. JOLT your mind with our online learning program!

Gratz is a pioneer in online Jewish education, and the Jewish Community High School of Gratz is proud to offer a variety of outstanding and challenging courses for teens in grades 8-12 through this innovative platform.

Students from anywhere in the world with an Internet connection are able to enroll.

Local JCHS students may take Jewish Online Learning for Teens courses in addition to their regular branch studies, in order to earn additional JCHS credits. Please consult your branch director. These courses carry additional tuition fees.

Some of the courses being offered include:

- Judaism and Social Justice
- Why the Jews: The History of Anti-Semitism
- Israel Encounter

For more information about any aspect of Jewish Online Learning for Teens, please contact Rabbi Erin Hirsh, Director of JOLT, ehirsh@gratz.edu or 215-635-7300 ext.183.

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**Contributions as of Oct. 15
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In honor of:
Misa’s Fugue receiving Emmy nominations for best Documentary and Screen Writing – Hilde Gernsheimer

In memory of:
Helen Levine – Hilde Gernsheimer

Jewish Family Service

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In memory of:
Martin Schneider – Sid and Esther Bratt
Marilyn Frank – Ruth Isenberg

Federation Jewish Community Campaign

In honor of:
Gary Lattin’s retirement – Rick and Debbie Zelnick

Honorials and Memorials

Contributions may be made to the following Funds:

Federation Jewish Community Campaign	\$10
Jewish Family Service	\$10
Leo Camp Lecture Fund	\$10
JFS Food Bank	\$25
JFS Taxi Transportation Program	\$20
Holocaust Library & Resource Center	\$18
Doris Levin Fund	\$10

Engagement of Ellice and Rich Gunter’s daughter Brooke to Zach Pistilli – Randy and Esta Neugroschel

Marriage of Anne and Alan Seltzer’s son Matthew to Jamie Klimberg – Randy and Esta Neugroschel

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Harriet Zeigerman – Rob and Yvonne Oppenheimer

Friendship Circle Fund

In honor of:
Birth of Jayne Kleinman’s twin grandsons – Gaye and Glenn Corbin

In memory of:
Martin Schneider - Kevin Horowitz

Israeli firm’s initiative helping to ensure global food security

Israel21c.com
Why did the giant Chinese conglomerate Shenyang Yuanda Enterprise Group purchase the little Israeli agri-tech startup AutoAgronom for \$20 million? Two words: food security. This is one of the most pressing issues in the world as population spikes upward alongside a reduction in usable farmland and available water. Commercial farmers everywhere, including the world’s most populous country, are seeking ways to grow more food crops with fewer resources and waste. AutoAgronom seeks to fill this need by taking Israeli drip-irrigation to the next level. Its Root Sense technology uses sensors to examine a variety of

soil and weather conditions around the roots. After analyzing that data via advanced algorithms, the system’s controller provides automatic irrigation and fertilization (“fertigation”) customized to each crop. “By tailoring our solution, we have been able to show tremendous traction with over 70 types of crops, significantly increasing crop yields while reducing the use of water up to 50 percent and fertilizers by 70 percent,” says AutoAgronom’s vice president for international marketing Osher Perry. He spoke with ISRAEL21c from Boston, where AutoAgronom recently wrapped up a four-month accelerator program at MassChallenge Israel for

promising startups. Perry is heading to California to start marketing the Israeli solution to drought-stricken farmers and to represent AutoAgronom at the CleanTech Global Forum competition. It placed first ahead of Paulee CleanTec, BreezoMeter, EVR Motors and GreenIQ at the Israeli CleanTech Open Global Ideas finals in September. AutoAgronom launched in 2008 after a decade of research and development

by CEO Nissim Danieli, a farmer with experience in controller systems, and CTO Shaya Redler, an expert in technologies based on “fuzzy logic,” which deals with approximate reasoning. A single Root Sense system can cover 250 acres and consists of seven sensors, a controller and software. Irrigation is achieved through capillary movement of water through non-drain drip lines, using less water than in regular drip irrigation.

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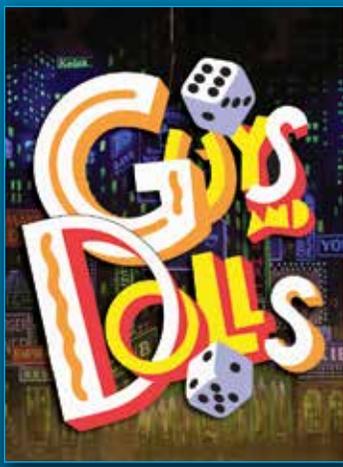
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