

# Shalom 02|23

The Journal of the Reading Jewish Community published by the Jewish Federation of Reading/Berks

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## Together again: Join us at Community Shabbat

By Amanda J. Hornberger

On March 10 our community will gather for its annual community Shabbat service and dinner. Together Again for the first in-person Community Shabbat since 2020, all members of the community are invited to attend. Jewish Federation of Reading/Berks is once again joining with Chabad Lubavitch of Berks County, Keshet Zion Synagogue and Reform Congregation Oheb Sholom on this special, annual community event.

Chabad Lubavitch of Berks County (2320 Hampden Blvd., Muhlenberg

Township) will serve as the host location for this year's Community Shabbat. A kosher meal of matzo ball soup, chicken, roasted potato, kugel and vegetables will be served. A vegetarian meal is available upon request. Kids meal will be chicken fingers and french fries.

Dinner cost will be \$30 per adult. Youth ages 13-17 will be \$15. Children 12 and under are free. All are welcome, and if you need financial assistance to attend, please contact Carole Robinson at 610-921-0624.

By popular request, musical entertainment is again being provided

by White Shabbos! Rabbi Josh Alpert aka Mr. Shabbos is a world class Jewish musician featuring musical styles such as country, bluegrass and rock. Audiences are sure to have a toe-tapping good time.

Past Community Shabbats have sold out. We expect another great crowd at Community Shabbat on March 10, so people are encouraged to reserve early. RSVP with payment is required by Thursday, March 2, online at [ReadingJewishCommunity.org](http://ReadingJewishCommunity.org), by email at [info@jfreading.org](mailto:info@jfreading.org) or by calling 610-921-0624.

Wintertime hasn't slowed down the many activities spearheaded by the Jewish Federation of Reading/Berks. Clockwise from left, new Federation CEO Brian Chartock, assisting at the Jewish Family Service Olivet Food Pantry on Jan. 4, children at the Lakin Preschool absorbed in their work, and Helene Berne enjoying one of the twice-monthly JFS Friendship Circle programs for older adults. Read more about these activities inside this issue.



# Compiling annual Honor Roll a humbling, heartening experience

# Development

**By Laurie Waxler**  
*Development Director*

Putting together the annual Honor Roll (Pages 8-9), a collection of the various donations to the Federation, is always humbling. It's a moment to truly appreciate the generosity of our community and a reminder of your generosity and passion for our small Jewish community. I want to send a big THANK YOU to everyone who donates and supports our mission.



There are various ways to support the

Federation, and they are all reflected in the Honor Roll totals. It includes our Annual Campaign, our Passover Campaign, donations directly to our Jewish Family Service, JCC Memberships, Shalom Sponsorships and Memorials and Honorariums. These are all important aspects that support our organization and keep us moving into the future.

I will always put in this disclaimer: If you are somehow misrepresented in our Honor Roll, it is a reflection on me, not the Federation. That said, my goal is to make everyone who donates feel appreciated, and if that's not happening, we need to

work harder. I'm always eager for feedback from our community members, so don't ever hesitate to reach out.

My next task will be to get the tax letters out by the end of the month. We are required by law to send letters out to anyone who donates \$250, but our Federation chooses to send them to everyone to encourage you to review your letter and contact me ASAP with any discrepancies. The tax letters should represent all tax-deductible donations received between Jan 1 and Dec 31, 2022.

As always, many thanks for your continued support of the Federation!

## Maimonides Society addresses the Damar Hamlin incident

**By Laurie Waxler**

If you follow sports, and even if you don't, you probably now know who Damar Hamlin is. During the first quarter of the Monday Night Football game on Jan. 2, this otherwise healthy 24-year-old safety suffered a cardiac arrest on the football field in front of millions of fans watching on television and thousands of fans at the stadium that night. As I was watching, it brought tears to my eyes, watching the reaction of fellow players, coaches, and fans witnessing firsthand as first responders worked feverishly to revive him.

Dr. Andrew Waxler, a local cardiologist, addressed our Maimonides Society members Jan. 11 during a Zoom session, about what could possibly have happened. While it appears the doctors taking care of Hamlin and the player himself have been pretty quiet about any possible diagnosis, the most common thought among health care professionals is that he suffered from something called commotio cordis.

While uncommon (about 10-20 cases per year,) it is more common to happen in sports such as baseball and lacrosse. Essentially, it is defined as a sudden impact to the chest wall causing an abnormal heart rhythm (ventricular fibrillation) in the absence of pre-existing a heart condition. Dr. Waxler explained that there is no underlying condition that predisposes someone to this, it is really just bad timing, and bad luck for the victim.

Dr. Waxler went on to say that Hamlin was very lucky he had such a quick response from first responders, receiving both CPR and an AED shock that most likely brought his rhythm back to normal. Not all people who survive cardiac arrest are that lucky, mostly due to lack of timely response. The silver lining noted is Damar Hamlin's case has a happy ending and that our general population has seen, firsthand, the benefits of learning CPR and having AEDs available in public places.

The Maimonides Society looks forward to our next event on Sunday, Feb. 23, when



*Dr. Andrew Waxler*



*Dr. Jody Musso*

Dr. Jody Musso, a Tower Health emergency physician, will present "Is There a Doctor on Board?"

This session will address tips for health care professionals who arrive on the scene of an emergency outside of their medical practice and/or hospital and what devices may be readily available, or how to proceed if they're not.

The Maimonides Society is open to all Jewish health care providers in Berks County. If you'd like more information, or are not on our mailing list, please email me at LaurieW@jfreeding.org.

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**Jewish Federation**  
of Reading/Berks  
**Maimonides Society**

### "Is There a Doctor on Board????"

Presented by  
**Jody Musso, DO, FAAEM**  
*Tower Health Medical Group  
Emergency Medicine*

**Sunday, February 26**  
**9:45 am - 11:30 am**

**Jewish Community Center**  
1100 Berkshire Blvd, Suite 125  
Wyomissing, PA



Learn the latest about what to do in a medical emergency, responding as a bystander health care professional, outside your medical office or hospital. What are the most common emergencies and what is widely available to you at various locations, ie planes, schools, restaurants, etc...

*Open to all Jewish health care professionals in Reading & Berks County.  
Includes light breakfast, education and & social networking opportunities.*

Register by emailing Laurie Waxler at LaurieW@jfreeding.org



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# Am Yisrael Chai

By **Brian Chartock**  
CEO

Dear Federation community,

From the time I learned to walk, talk, and think, Judaism and Israel have played vital roles in my life. I remember vividly my own experiences growing up at the local JCC, Solomon Schechter Day school, Midrasha, and the Jewish Theological Seminary; and how these experiences helped to shape and guide my values and principles; moreover, how each of those happenings shaped my personal Jewish journey.



As I begin to settle into my new "home" at the Jewish Federation and Jewish Cultural Center in Reading/Berks, I do so without trepidation knowing that my family is becoming part of a larger family. Thank you for welcoming me and my family so warmly.

Partnering and collaborating with our local synagogues, rabbis and cantors, and with the Jewish agencies, and other nonprofits, along with the lay leadership, volunteers and staff will always be a top priority for me. In addition, helping to grow our preschool will be a key focus. Last

and certainly not least, continuing to build and sustain a culture of philanthropy and community engagement that will ensure our long-term strength and success, will always remain so critical and central. Together, we will continue to implement Federation's vision and mission:

**Our Vision**

The Jewish Federation of Reading and the Jewish Cultural Center is committed to celebrating Jewish life and maintaining Jewish connections. We are a place of education and Jewish culture for people of all ages. We are a vital resource where Jewish ideas and ideals are instilled in our children and grandchildren for future generations. We strive to increase county-wide measurable participation in Jewish life with the goal of having the maximum number of members from our community involved in all expressions of Jewish life, and we nurture Jewish values from generation to generation. We will accomplish this by building partnerships to create multiple strategies and programs that enable:

- Every Jewish child and teen in Berks County to participate in meaningful Jewish experiences that will create lasting Jewish identities.
- Every member of the Jewish community, regardless of age, to actively participate in Jewish living and learning.

• Every member of our Jewish community to live out his or her life in dignity.

• Our community to participate in Israel's future and help to rebuild and revitalize all of Israel.

• Us to advocate for Jewish security in Berks County, Israel and throughout the world .

**Our Mission**

To further the welfare of the Jewish community; to plan for the philanthropic, physical, social, cultural, and educational advancement of the Jewish community; and to foster cooperation among local Jewish organizations directed toward that end.

Together, we will exceed our goals. As Theodor Herzl famously remarked, "If you will it, it is not a dream."

The Jewish Federation of Reading/Berks has a remarkable, proud history-- a history filled with rich programming, social services, education, philanthropy and community. Over the next generation, together, we will build upon our proud past traditions, plan strategically for our future and live in the present ... making our greater Jewish community the very best in class.

Please reach out to me and stop by to visit with me when you are at the

Federation office.

I look forward to building lasting relationships with each and every community member as we continue our journey ... together. My email address is [brianc@jfreading.com](mailto:brianc@jfreading.com) and phone number is 610-921-0624.

I would like to thank personally Sheila Bornstein, the Board of Directors, the Search committee, Amanda Hornberger and the entire talented, dedicated staff of the Federation, JCC, JFS and the Lakin Preschool. All of whom helped to make my arrival so seamless and special.

It is a true privilege and an honor for me to have been chosen as the Federation's next Chief Executive Officer. As we continue to grow stronger together as one community, and get to know one another, I promise to do my very best to continue the excellence that has been established and strive to rise to even greater heights.

In closing, I would like to thank each of YOU. Your constant financial and community support means so much to the Federation.

The Reading/Berks Jewish community is truly blessed.

May we go from strength to strength.

Am Yisrael Chai.

L'Shalom,

Brian

# ADL study finds antisemitic beliefs widely held in U.S.

From Federation staff

An Anti-Defamation League survey released in January finds that antisemitic tropes have proved distressingly durable among Americans of all ages, decades after many thought that such hostility and prejudice had faded significantly. The survey centered on respondents' views of antisemitic tropes that depict Jews as clannish, conspiratorial and holders of power.

The survey shows "antisemitism in its classical fascist form is emerging again in American society, where Jews are too secretive and powerful, working against interests of others, not sharing values, exploiting — the classic conspiratorial tropes," Matt Williams, vice president of the ADL's Center for Antisemitism Research, told The

Washington Post.

People responding to the survey were asked to affirm or reject 14 statements, such as whether Jews: "have too much control and influence on Wall Street," "are more willing than others to use shady practices to get what they want," or are "so shrewd that other people do not have a fair chance."

The ADL's center was created in response to a spike in the past few years of reported incidents of antisemitic violence, harassment and high-profile rhetoric.

ADL researchers found that almost 4 in 10 Americans believe it's mostly or somewhat true that "Jews are more loyal to Israel than to America," about 7 in 10 Americans believe Jews stick together more than other Americans

do and more than one-third think Jews don't share their values and "like to be at the head of things." About 1 in 5 believe Jews have too much power in the United States, don't care what happens to others and are more willing than other Americans to use "shady practices to get what they want."

Williams and others who helped review the study noted that the views of Americans under 30 and those of Americans over 30 are very similar. Of Americans ages 18 to 30, 18% said six or more of the statements were true, while among those 31 and older, 20% did. Of younger Americans, 39% believed two to five statements, while among the older group, 41% did.

This defies conventional wisdom that older Americans harbor more antisemitic views than younger people. The report found 90% of those

surveyed agreed Israel "has a right to defend itself against those who want to destroy it" and that 79% agreed Israel is a "strong U.S. ally in the Middle East." However, 40% at least slightly agreed that Israel "treats Palestinians like Nazis treated the Jews," and 17% disagreed with the statement "I am comfortable spending time with people who openly support Israel."

Ilana Horwitz, an assistant professor of Jewish studies at Tulane University, told the Post that it's particularly alarming that the survey found 3% of Americans believe all the statements in the survey are mostly or somewhat true.

She noted that 3% may seem small, but it amounts to about 8 million people, while there are only 5.8 million adults who identify as Jewish in the U.S.

**February ✨ Shevat-Adar**



**Shabbat Candle Lightings**



**Torah Portions**

<p><b>February 3</b> 5:07 p.m.</p> <p><b>February 10</b> 5:15 pm</p> <p><b>February 17</b> 5:23 pm</p> <p><b>February 24</b> 5:32 p.m.</p>	<p><b>February 4/13 Shevat</b> <b>Beshalach</b> (Exodus 13:17-17:16)</p> <p><b>February 11/20 Shevat</b> <b>Yitro</b> (Exodus 18:1-20:23)</p> <p><b>February 18/27 Shevat</b> <b>Mispatim</b> (Exodus 21:1-24:18)</p> <p><b>February 25/4 Adar</b> <b>Terumah</b> (Exodus 25:1-27:19)</p>
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## Shalom

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<b>General Offices:</b>	<b>1100 Berkshire Blvd., Suite 125 Wyomissing, PA 19610</b>
<b>Phone:</b>	<b>610-921-0624</b>
<b>Web site:</b>	<b>FAX: 610-929-0886 www.ReadingJewishCommunity.org</b>

<b>Jewish Federation of Reading</b>	
<b>CEO:</b>	<b>Brian Chartock</b>
<b>Chair:</b>	<b>Sheila Bornstein</b>
<b>Communications Director:</b>	<b>Mark Nemirow, Editor</b>
<b>Proofreaders:</b>	<b>Federation staff</b>

*The opinions expressed in Shalom are of the writers and not the Jewish Federation of Reading/Berks*



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# The Sabbath of the Song

By Cantor Ted Prosnitz  
Keshet Zion Synagogue

In December we recalled the Maccabees. Where did that name come from? The initial letters of the phrase הַמַּכְבֵּי / Who is like You, O Lord, among the mighty, combine to form the word מַכְבֵּי Maccabee. The phrase



is from the Torah, Exodus 15:11. In a Sefer Torah/Torah scroll, it appears right in the middle of the column as part of what is known as the Song at the Sea (Ex. 15:1-19). Uniquely in the Torah, its orthography recalls the walls of water through which the Israelites passed through safely to escape the Egyptian army chasing them. It looks like this:



On Saturday, Feb. 4, the parsha/ weekly portion of the Torah will include this text, therefore that day is known as Shabbat Shirah/The Sabbath of Song.

When the Torah is read publicly it is actually chanted, using a special musical system. That system is more than simple melody, it accents the words and punctuates the verses for proper understanding. Consider this verse in English: Woman without her man is nothing

In the absence of punctuation, its meaning is ambiguous. It could mean:

Woman, without her man, is nothing.

Or it could mean:

Woman! Without her, man is nothing.

Well, that was fun. Maybe we will look at t'aamim/trope/cantillation again another time. Now let's think about music and why it is part of our worship practice.

One reason is halacha/religious law. The Talmud teaches: Anyone who reads the Scripture without melody... or song, of him the Scripture says "Moreover I gave them laws that were not good" (Meg. 32a).

When we love something, we try to beautify it, a practice called in Hebrew, Hiddur Mitzvah. Adding music enhances our experience. Psalms are attributed to King David, also known as the Sweet Singer of Israel. Proverbs are cited to support raising our voices in song: "Another interpretation of 'Honor the Lord with your wealth' (Prov. 3:9): If you have a pleasant voice, chant the Shema and go before the Ark (i.e. pray the Amidah)

... with the talent God has given you" (Tanhuma Re'eh).

Music is a means of communicating with God and enables the heartstrings of our souls to be touched. As long ago as the 1st Century BCE, Philo wrote, "Truly heavenly (music)...when it touches the ear, is ecstatic" (Questions and Answers on Genesis). Music helps us express what may otherwise be inexpressible!

But we do not need any ancients to tell us how moving music can be. Why else do so many people watch singing competitions on TV, go to concerts, sing in the shower, hum a few bars, or just whistle a happy tune? And the benefits of singing are not limited to individuals. Singing together, as a choir, or as a congregation, can reduce stress by releasing endorphins and oxytocin, and strengthen feelings of togetherness and community.

Weekly, Shabbat is a reminder of Creation and the Exodus from Egypt. The Song at the Sea is such a foundational element to us that it is part of the daily service. It begins: ה' י-י / I will sing to the Lord. I hope you will sing to the Lord on Shabbat Shirah, on other Shabbatot, and on every day when you realize (in the words of our siddur):

If our mouths were filled with song as water fills the sea...

We would still be unable to thank You adequately

For the smallest fraction of the numberless bounties

You have bestowed upon our ancestors and upon us.

# RCOS to host Purim Spiel

Reform Congregation Oheb Sholom

On March 6, Reform Congregation Oheb Sholom is having its Seventh Purim Spiel. Writer/director Mike Pardo has upped the ante this year and chosen an "All Motown" theme for the spiel. Yes, that's right — all your favorite songs from the Motor City! It will be a riotous, wild evening of musical comedy nonsense that is sure to delight every member of your family!

We will start our Purim celebration in the Sanctuary at 6:15 p.m. with a reading of the megillah. This portion of the evening should last about 45 minutes and is not recommended for small children. Our Purim spiel performance will begin in the sanctuary at 7 and should last about an hour, followed by an oneg in our social hall featuring everyone's favorite Purim dessert — hamantashen! YUM!

The play is G-rated and suitable for the entire family, so we're hoping to see everyone there! And by "everyone," we mean EVERYONE! The spiel is open to one and all, whether you're an RCOS member or not.

Members of "Mike's Mishegoss Players" will be returning to entertain you, led by spiel veteran Jessica Leisawitz returning in the role of the beautiful Queen Esther. Neil Hoffman played the evil Haman in our very first Purim spiel and reprises his delicious villainy this year. Marj Shearer, who has played virtually every character in the Purim story, takes her first crack at playing Mordechai. Mike plays the drunken King Ahasuerus with Ellen Azrael as his kvetchy wife, Queen Vashti. As the two Evil Plotters, we have Megan Elbaum and spiel newcomer Galen Newman. And to tell the story of Esther, we have not one narrator, but two — Judith Kraines and Vicki Graff.

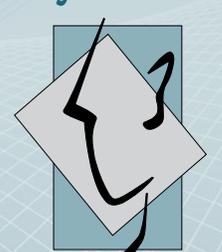
Noisemakers will be provided to blot out the dreaded name of the evil "H-Man." Guests are also encouraged to come to the event in costume.

So, reserve the evening of March 6 for an unforgettable night of entertainment and merriment! Mike's "All Beatles" Purim spiel really ROCKED! His "All Sinatra" spiel had plenty of SWING! Hopefully, this year's "All Motown" spiel will have rhythm, blues and lots and lots of SOUL!

## Obituary

**Ruth Isenberg**, 96 died Jan. 14 at the Highlands. Born in Boston, she graduated with a BA in economics from Radcliffe in 1947. She worked as an expense controller for RH Stern and for NORC, a research institution. Ruth enjoyed traveling and hosting family events, as well as cooking, spoiling her grandchildren, tennis, keeping up with old friends and making new ones. She was a member of Keshet Zion Synagogue and volunteered and supported numerous organizations, including Prospectus Berco. She was married to the love of her life, the late Paul Isenberg, for 61 years. She is survived by her children Henry (Rolande) of New Hampshire, Dr. James (Pauline Kennedy) of Virginia. Joan of Piitsburgh, four grandchildren, and a large extended family. She was predeceased by a daughter, Laura.

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## Shabbat Shirah

We are welcoming the community to join us for  
**Shabbat Shirah**  
Come and hear why this is called the Sabbath of Song.

When: Saturday February 4, 2023 @ 9:30 AM  
Where: Keshet Zion Synagogue

# A powerful memorial

By Haia Mazuz

A special chamber music concert is scheduled for March 3 at the Albright College Memorial Chapel.

Each year Friends of Chamber Music in Reading PA (FOCM ) presents a woodwind concert in memory of Jake Krumholz. Generous donations were made by the William Davidson Foundation to FOCM and the Jewish Federation of Reading in Jake's memory when he died in 2015. He and the late William Davidson were fast friends forever, since they met in college. Jake loved listening to clarinet music and played his own instrument regularly with musician friends.

A little over a year ago I was chatting with my friend, pianist extraordinaire Caleb Flick. We'd met several times when he accompanied singers at Berks Opera Company events. Caleb mentioned that he had been working with clarinetist Alexander Fiterstein and violist Kim Kashkashian (among the greats in their fields). I was always on the lookout for the next "William Davidson chamber music concert" performed in memory of Jake Krumholz.

Caleb had done so much for the music communities in his hometown of Harrisburg and in Reading. I longed to have him appear on our series. FOCM agreed! A date was confirmed and a program selected for the

70th season of FOCM concerts, 2022-2023.

Tragedy intervened last July when Fiterstein, 37, died in a traffic accident. Shock waves went through the community of Caleb's friends.

The memorial concert that Caleb helped put together has ironically become a memorial to Caleb as well as to Jake Krumholz.

The ensemble "Fiterstein and Friends" will include three greats in their field:

Clarinetist Alexander Fiterstein

Violist Kim Kashkashian

Pianist Shai Wosner

We hope you will take advantage of this opportunity to hear great music, honoring the memories of Jake Krumholz and Caleb Flick.

Make an evening of it by inviting friends and family. Have dinner together prior to the performance at Albright's memorial chapel.

Admission is free of charge!

Additional information about FOCM and the illustrious musicians can be found at:

<https://chambermusicreading.org>

<https://www.fiterstein.com>

<https://www.kimkashkashian.com>

<https://www.opus3artists.com/artists/shai-wosner/>



## Architectural lessons at Noontime Knowledge

Sara Howells, co-founder of Triptych Federation, presented "Architectural Lessons from the Kibbutz: Daniel Libeskind" on Dec. 20. Libeskind is impassioned about community and connection; his architecture tells the stories of his family and the Jewish people.



The Friends of Chamber Music of Reading present

**Fiterstein & Friends**

*presented in memory of Jake Krumholz*

**Friday, March 3, 2023–7:30PM**  
**Memorial Chapel, Albright College**  
**13th & Union St, Reading**

Artists:

Alexander Fiterstein, clarinet

Kim Kashkashian, viola

Shai Wosner, piano

Three internationally acclaimed artists come together to perform rarely heard works by Mozart and Schumann for this unconventional ensemble, as well as new compositions highlighting the unique timbres of the instruments. This concert celebrates the life of the young and talented pianist from our community, Caleb Flick, whose tragic death in a car accident occurred as our season was being scheduled.

For more information visit  
[www.chambermusicreading.org](http://www.chambermusicreading.org)

*This concert is funded in part by a grant from the William Davidson Foundation.*

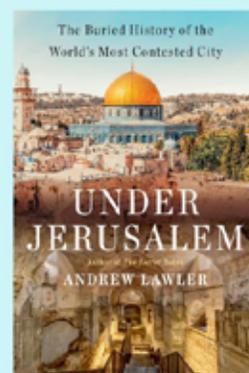
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JOIN US FOR OUR MONTHLY  
**NOONTIME KNOWLEDGE**

*with author*

**Andrew Lawler**

**Tuesday, February 21 at noon at the JCC**



*Under Jerusalem takes readers into the tombs, tunnels, and trenches of the Holy City. It brings to life the indelible characters who have investigated this subterranean landscape. Lawler is a contributing writer for Science and a contributing editor for Archaeology.*

**RSVP by calling the JCC at 610-921-0624 or email**  
**[info@jfreading.org](mailto:info@jfreading.org)**

**Books available for signing & purchase at event**

Noontime Knowledge is a free program, held on the 3rd Tuesday of each month, provided by the Jewish Federation of Reading/Berks to educate our community on a variety of topics.

## Grief support group

Do you or someone you know have an interest in participating in a grief support group?

Please contact Carole at [CaroleR@JFReading.org](mailto:CaroleR@JFReading.org) or call 610-921-0624.

# Explore Jerusalem's hidden history

**By Amanda J. Hornberger**

Contributing writer for *Science* and contributing editor for *Archaeology* Andrew Lawler will join us at the JCC for Noontime Knowledge on Tuesday, Feb. 21, at noon. Lawler is the next author in Literatour Berks and will discuss his book "Under Jerusalem: The Buried History of the World's Most Contested City."

In 1863, a French senator arrived in Jerusalem hoping to unearth relics dating to biblical times. Digging deep underground, he discovered an ancient grave that, he claimed, belonged to an Old Testament queen. News of his find ricocheted around the world, evoking awe and envy alike, and inspiring others to explore Jerusalem's storied past.

In the century and a half since the Frenchman broke ground, Jerusalem has drawn a global cast of fortune seekers and



missionaries, archaeologists and zealots, all of them eager to extract the biblical past from beneath the city's streets and shrines. Their efforts have had profound effects, not only on our understanding of Jerusalem's history but on its hotly disputed present. The quest to retrieve ancient Jewish heritage has sparked bloody riots and thwarted international peace agreements. It has served as a cudgel, a way to stake a claim to the most contested city on the planet. Today, the earth below Jerusalem

remains a battleground in the struggle to control the city above.

"Under Jerusalem" takes readers into the tombs, tunnels, and trenches of the Holy City. It brings to life the indelible characters who have investigated this subterranean landscape. With clarity and verve, acclaimed journalist Andrew Lawler reveals how their pursuit has not only defined the conflict over modern Jerusalem, but could provide a map for two peoples and three faiths to peacefully coexist.

After his lecture, Lawler will be on hand to sign copies of his book which will be available for purchase that day.

Registration is requested by calling 610-921-0624 or email [info@jfreeding.org](mailto:info@jfreeding.org) Thank you to our Literatour Berks sponsors and partner Exeter Community Library for their support!

## Trivia Night fun for all

**By Amanda J. Hornberger**

Come try out your luck with trivia at the JCC on Saturday, Feb. 11. Co-sponsored by Jewish Federation of Reading and Keshet Zion Synagogue, gather your friends for a competitive

game of trivia.

This fun night will be hosted by Jim Marlin and for \$10 per JCC member and \$18 per non-member you will receive wine and cheese, participate in trivia and have the chance to win some FUN prizes!

Come early to make your team with trivia starting at 7 p.m. We kindly ask for RSVPs by Friday, Feb. 10 to reserve your spot. RSVP to [info@jfreeding.org](mailto:info@jfreeding.org), 610-921-0624 or at [ReadingJewishCommunity.org](http://ReadingJewishCommunity.org)

# Jewish Cultural Center

92nd St. Y Programs

Game Nights

Community Shabbat

Reading Jewish Film Series

Great Decisions

Interfaith Mitzvah Day

Yom Ha'atzmaut

PJ Library

PJ Our Way

Leo Camp Lecture

Tech Tuesday

Yom Hazikaron

Art Exhibits

Yom Hashoah

Annual Meeting and Picnic

Purim Carnival

Richard J. Yashek

Memorial Lecture

Kristallnacht Remembrance

Youth Events

Purim Masquerade Party

Bridge

Chevre

Mahjong

Trips to NYC/Philadelphia

Lakin Holocaust Library

& Resource Center

Shabbat B'yachad

Community Calendar

**FEDERATION & KZ**  
**TRIVIA NIGHT**  
Tease Your Brain & Win Prizes!

**Saturday, February 11**  
JCC  
1100 Berkshire Blvd.  
Suite 125 Wyomissing  
Come early to build your team!  
Game starts at 7:00pm

**WINE & CHEESE**  
\$18 per person or \$10 per JCC member

**To register**  
[www.ReadingJewishCommunity.org](http://www.ReadingJewishCommunity.org)  
or call 610-921-0624

Jewish Federation of Reading/Berks

KZ Keshet Zion Synagogue

# Federations work to bring more young adults to Israel

## Jewish Federations of North America

Responding to an increase in applications for Masa Israel Journey, Jewish Federations of North America allocated \$3 million to enable an additional 1,000 young Jewish adults from former Soviet Union countries to take part in a transformative experience in Israel. Participants hail from Russia, Ukraine and Belarus. They will join 1,550 OTHER participants from these countries. The allocation was made by Jewish Federations' Ukraine Crisis Relief Fund, with a generous grant from the Jack, Joseph and Morton Mandel Foundation. The \$3 million will

be matched by the government of Israel.

"The opportunity to bring these young people to Israel from Russia, Ukraine and Belarus goes directly to the heart of who we are as a Jewish people. Our Jewish Federations did not hesitate, immediately raising the necessary emergency funds for Masa to expand its capacity during this difficult period," JFNA Chair Julie Platt said. "Moments such as these make me truly proud of the global support network that Jewish Federations have built to respond to the needs of Jewish communities, not just in North America, but in Israel and across the globe."

Masa Israel Journey was created 19 years ago with The Jewish Agency for Israel and the Israeli government to increase the number of young Jews taking part in long-term experiences in Israel. To that end, Masa has encouraged the development and creation of 200+ programs to attract young people to Israel. For those who see Israel as their future home, Masa offers programs that focus exclusively on Aliyah preparatory assistance, including language, professional development and other skills that facilitate an easy and successful integration into Israeli society.

"When we learned of the additional young Jews from Russia and the FSU who wanted to join Masa, there was no question we had to do everything to make it happen. I am tremendously moved by the immediate response of our partners at Jewish Federations and the Mandel Foundation," said Jewish Agency Chairman of the Board Mark Wilf. "Masa is the flagship program for young Jews to connect with Israel and I am grateful we are able to offer them this wonderful opportunity."

"Fostering Jewish leadership is a core mission of the Mandel Foundation and I'm delighted that, together with the Jewish Federations of North America, we are

able to help additional young Russian and FSU Jews participate on the meaningful Masa Israel Journey program, which will undoubtedly enrich both their futures and that of the State of Israel," said Steve Hoffman of the Mandel Foundation.

In addition to the allocation for Masa, Jewish Federations made a recent allocation of \$7 million for emergency winter relief for over 22,000 Ukrainian Jews through the American Jewish Joint Distribution Committee, and to support the high costs of Russian Aliyah to Israel. Over the past year, over 54,000 new immigrants arrived in Israel from Russia, Ukraine and Belarus with the aid of the Jewish Agency for Israel.

In 2022, Jewish Federations raised a collective \$84.2 million for Ukraine aid. Funds have been directed to their core partners JDC, The Jewish Agency and World ORT, as well as to over 50 NGOs providing humanitarian aid and relief to refugees in Ukraine and neighboring countries. Funding has supported emergency operational costs, temporary housing and transportation costs, security, humanitarian support and trauma and medical relief, and immigration and absorption in Israel.

## JEWISH FAMILY SERVICE VEHICLE DONATION PROGRAM



Enjoy tax benefits when you donate your vehicle to JFS. Contact Carole at 610-921-0624 or CaroleR@JFReading.org or go to <https://careasy.org/nonprofit/JFS-Reading>.

## All Around the Town

Mazel tov to **Ellen and Don Abramson** on the birth of their granddaughter Lila Schachter. Lila's parents are Michele and Brian Schachter..

\*\*\*

Congratulations to **Aspen Weizer**, daughter of **Ilene and Jeffrey Weizer**, on being named student of the month at Blue Mountain High School.

Aspen is a member of the English, Mathematics, Science, Social Studies, Phi Sigma (President 2x), and National Honor Society (President).

She is member of the French and International Club (President 2x). She is a four-year participant in varsity tennis, twice serving as captain, and she is a competitive dancer at Dance Pointe Studio.



Send good news to [Marknem@aol.com](mailto:Marknem@aol.com) or call 610-921-0624.

*Until next time: Shalom!*

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 Seder hosted by Rabbi Michelson & Cantor Prosnitz  
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 Event hosted by:  
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# 2022 JEWISH COMMUNITY CAMPAIGN

## HONOR ROLL OF DONORS

**TOTAL GIVING: \$531,782 as of Dec. 31**

*Many thanks to all who make it possible for us to continue our mission of serving the Jewish community of Reading and Berks County.*

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*Many thanks to everyone who contributed to the Ukraine Fund. With your contributions and the Federation's \$25,000 match, we sent \$56,183 to support Jewish Federation of North America's efforts in Ukraine.*

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# Magazine recognizes Israeli innovations

## Israel21c.org

Five products based on Israeli technology were cited in *Time* magazine's Best Inventions of 2022 among "200 inventions changing the way we live."

In the AI category, the magazine chose subsurface mapping platform Exodigo and automated vehicle inspection app Ravin AI.

The technology used last September when a sinkhole suddenly opened on a major highway in Tel Aviv, Exodigo uses electromagnetic, radar, LIDAR, and other sensors on carts and drones to get a 3D picture of underground infrastructure. Recently, the California Department of Transportation used the platform to identify utility lines for

a project to extend Highway 70. The company is also doing pilot projects in Florida and Texas.

Ravin AI's intelligent inspection app enables anyone to capture the condition of a vehicle accurately. It leverages advanced computer vision and deep learning to analyze car damage and generate a 360-degree condition report or repair estimate. This technology can be applied to use cases such as insurance claims, car rentals and fleet management.

In the Accessibility category, *Time* chose Intuition Robotics' ElliQ robot.

This voice-operated, AI-powered "chaperone robot" for elders initiates conversation and helps its human companion develop healthy social,

physical, and mental habits. It keeps track of conversations and health conditions and can contact predesignated people in case of emergencies. It even makes small talk, tells jokes and plays games. Last May, the New York State Office for the Aging announced plans to distribute 800 ElliQ robots to older adults.

In the Apps & Software category, HR-tech tool HiBob made the cut.

HiBob's platform enhances employee productivity, engagement and retention while handling tasks such as payroll processing, benefits management, hybrid onboarding and task scheduling for remote and onsite employees. With a workforce of over 700 "Bobbers," the company caters to

fast-growing mid-size companies with multiple global worksites.

In the Household category, *Time* chose Epic Cleantec's OneWater system.

Epic Cleantec, the U.S. affiliate of Israel's Paulee CleanTec, developed OneWater for wastewater treatment in high-rise buildings where solid and liquid waste is separated. The liquid graywater is treated and reused for cooling towers, toilet flushing and irrigation, while the solids are turned into odorless fertilizer in onsite landscaping.

Last May, Epic appeared on Fast Company's World Changing Ideas list. And on Jan. 18, Epic was selected as a winner of the Uplink Global Freshwater Challenge at the World Economic Forum in Davos, Switzerland.

## JFS TRANSPORTATION SYSTEM

This program provides transportation to members of the Jewish community, age 60 and over or those with disabilities, who have no other way of getting around. It allows participants to retain their independence and keeps them from becoming homebound and isolated. It can be used for medical appointments, synagogue attendance, shopping and other errands.

It is easy to participate. Purchase a book of 25 taxi tickets from the Federation at a cost of \$25. Each coupon is worth \$3. The phone number for Reading Metro Taxi is printed on the ticket book. Call the company and arrange your ride. At the end of the ride, sign your coupon(s) before giving them to the driver. Tipping is left to the passenger's discretion. The coupon does not include the cost of tipping.

*This program is subsidized by the Jewish Federation of Reading/Berks*

## JFS hospital and outpatient visits

By Carole Robinson and Sari Incledon

Jewish Family Service social workers visit Jewish patients at local hospitals, senior communities, nursing homes and rehab centers.

Our goal in these visits is both to be friendly and supportive at a difficult time, and to provide social services that

supplement and complement the case managers at these locations.

If you or a loved one is at a local hospital or nursing home and would like a visit, please call us.

If you or a loved one are treated at a hospital out of our area we are also available for follow-up visits upon discharge.

At times of ill health, stress or crisis, families are often looking for information about home care, transportation services, senior communities, nursing homes and

rehab. This is what we're here for.

Please call Jewish Family Service social workers for help at 610-921-0624.

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# The most beautiful day of your life

**By Carole Robinson**

I recently had the opportunity to attend a Tech Tuesday class taught by retired educator Michael Farrara. He demonstrated how to take photos with our Apple iPhones and improve their appearance with various editing tools. Thank you for showing us how to capture moments in our lives and beautify them!



In life, we usually don't have the ability to edit our actions and improve the outcome. The past is beyond our control, the future is undetermined, but the present gives us new opportunities to share our blessings with those less fortunate. Holidays can be a difficult time for those struggling physically, emotionally, or financially. Esther Shanahan organized a mitzvah project for the RCOS Sisterhood Chanukah party held on Sunday, Dec. 18. She created a "Mitzvah Menorah" for JFS clients, inviting RCOS members to select a tag with "wish list" items and spread holiday cheer.

Jewish scholar Moses Maimonides describes one of the highest degrees of charity as "one who gives in such a manner that the giver knows not the identity of the recipient, nor the recipient the identity of the giver." In the spirit of Maimonides, JFS would like to thank all the anonymous donors who gave to unknown recipients. JFS was able to distribute meaningful gifts to 20 clients due to the thoughtfulness of Esther Shanahan and the generosity of RCOS Sisterhood, RCOS members, and the Momentum Moms who participated in this beautiful mitzvah.

Some JFS clients chose specific items they needed; other clients were surprised to receive a gift which JFS selected for them. Many donors went above and beyond the original requests, adding gift cards and other goodies to their gift bags. Your kindness brightened and beautified the holiday for our clients, as evidenced by the following comments. "The gifts fit perfectly and we are very happy with them." "It's so expensive to fill my car with gas. The Giant gift card was a good surprise." "I lost a lot of weight and needed new jeans. I don't have to

worry about my pants falling down now." "Fresh fruit is such a treat." "I can work more hours now that I have an extra pair of slacks and a dress shirt." Smiling ear to ear, one client joyfully exclaimed, "I am so happy!" And they all told me, "Thank whoever bought this very much!" As you can see, this special Chanukah mitzvah didn't need any editing!

Other people who helped spread Chanukah joy were the JFS latke deliverers. JFS delivered latkes and apple sauce to seventy Friendship Circle members and other community seniors. Thank you to Eddie Kazan, Cindy Balchunas, Sue Farrara, and Judy Schwank who helped ensure our seniors got a taste of the holiday.

Author Mark Twain wrote, "Give every day the chance to become the most beautiful day of your life." Thank you to all our volunteers and donors who give willingly of their time and resources, making "the most beautiful day" for themselves and for others!



*Meryl Marks opening the gifts she received from the RCOS Sisterhood "Mitzvah Menorah"*



*Retired educator Michael Farrara leads a JCC Tech Tuesday class explaining how people can make the most of the features on their cellphones.*

## Mitzvah Menorah

**By Esther Shanahan**

Chanukah has a magic all of its own. As a child, I looked forward to lighting the menorah with my family, savory latkes served with applesauce and sour cream, and my dad emptying his collection of saved pennies onto the floor, spoils for whoever would win dreidel that night. Presents were almost an afterthought — I can only recall a handful of those, while the smell of cooking latkes and candles burning remain indelible in my memory. As a parent, Chanukah is even more magical, although infinitely more work! I watch my children's eyes glimmer with joy as we say the bracha and light the candles; I see their appreciation for presents, gelt, food, and family, and my heart is happy.

When the RCOS Sisterhood committee met to plan the December Chanukah party, held for the first time since 2019, we knew without a doubt there would be traditional food, games, music, and sufganiyot! Jess Leisawitz suggested we incorporate a mitzvah project in conjunction with the party, and we all considered: What could we do that would capture the spirit of Chanukah?

When Jess asked for suggestions, I thought about what we usually choose to



*Esther Shanahan and Carole Robinson*

do, which is pick a tag from a local Angel Tree and fulfill a Christmas wish for a local child or family. We've been doing this for as long as I can remember: When I was a child, my mom would lead the charge and pick the gifts; when I was in college, the English department would "adopt" a few families for Christmas, and now, as a parent, I ask the kids to help me fulfill Christmas wishes.

As we chatted, we discovered that all

of our families generally chose Angel Tree tags or other, Christmas-based charities to give back to the community during the holiday season, and

I thought, 'wouldn't it be nice to do something \*just\* for Hannukah?'

I wondered whether maybe Carole Robinson of the Jewish Federation would be able to connect us with Jewish Family Service clients, and the idea for the Mitzvah Menorah was born.

Carole did all of the legwork and compiled a wishlist for her clients. We set up the Mitzvah Menorah in the entry way of the synagogue along with tags that had recipients' initials and requests. The congregation did the rest. Every wish was fulfilled — we collected clothing, gift cards, a beautiful fresh fruit basket for one very lucky recipient, and it was wonderful to know that our Chanukah mitzvah project was going to impact local Jewish individuals as they celebrated the holiday.

We are so appreciative of everyone who made a donation, and spread the word about our project to make it a success! Going forward, the Sisterhood hopes to make it an annual tradition, and when the winter chill hits the air and the nights grow long, we'll look forward to conjuring some light and spreading more Chanukah cheer.

Jewish Family Service

Food Pantry

Friendship Circle

Counseling Services

Transportation

Financial Assistance

Hospital and

Home Visitations

Living with Loss

Information and

Referral

Case Management

Holiday Programs

# Learning about health care decisions



Friendship Circle listening to Tom Maggiaro from Compassus lead a discussion on health care decisions. Jewish Family Service's Friendship Circle meets twice monthly for fellowship, fun and educational activities. See below for upcoming programs.

## Friendship Circle February programs

Friendship Circle is held on the first and third Thursdays of each month at 1 p.m. at the JCC. An optional lunch is served, followed by an entertaining or educational program or holiday celebration. Programs are free; optional lunch is \$7. Contact Carole at 610-921-0624 to make lunch reservations.



### Thursday, Feb. 2 - Tu B'Shevat Seder with Ziv

Celebrate Tu B'Shevat, the New Year for Trees, with Ziv, our Israeli Shaliach. Participate in a Seder, taste a variety of fruits and nuts, and learn about how Tu B'Shevat is observed in Israel.

### Thursday, Feb. 16 - Meet Brian Chartock

Come meet Federation's new CEO, Brian Chartock. Brian will tell us about himself and share some of his background and experiences.



Volunteer Corinne Wernick packing groceries at the SDA Food Pantry on Jan. 10.

## Thanks from Jewish Family Service

Thank you to our January Food Pantry volunteers: *Cindy Balchunas, Raymond Gehring, John Incledon, Pete Jacobson, Sid Lempiner, Mary Neville, Jennie Reilly, Mike Schein, Ellen Schwartz, Jannine Shapiro, Corinne Wernick, and Yvonne Wittels.*

*Our pantries are busier than ever! We provided food for over 1,600 people in January, including almost 700 children.*

## Plastic Grocery Bags Needed

*JFS needs plastic grocery bags for our food pantries. Drop off at the Federation office between 9-4.*

# Students work to make processed foods healthy

**Israel21c.org**

Can processed food ever be anything but junk food? Is it possible for energy bars, snack items, ready-to-make meals and other convenience foods to be nutritious and even environmentally friendly? This was the challenge presented to students from Turin, Helsinki, Madrid and the Technion — Israel Institute of Technology at a Food Solutions competition funded by the European Institute of Innovation and Technology.

The two Technion teams won gold and silver medals for their innovative ideas.

The gold medal went to OmeleTofu, an instant (just-add-water) vegan omelette in a choice of mushroom or shakshuka flavor. The product is freeze-dried, which preserves the ingredients' nutritional values better than heat-based drying methods.

The team of graduate students behind OmeleTofu — from the department of data and decision sciences and

the department of biotech and food engineering — came up with the idea to help one team member's vegan boyfriend find a healthful fast-food option. Garuda Labs helped them make the prototype.

The silver medal went to Proteinchick, a vegan, gluten-free, low-sugar, savory protein snack made from chickpeas and lentils with a cashew-based filling.

The chickpea cooking water is used to bring the ingredients together in a process that gives it a fluffy and crunchy texture. A chef from Bishulim culinary school helped make the prototype.

"We think of 'fresh' and 'natural' as the healthy and 'green' choices," Prof. Maya Davidovich-Pinhas, one of the teams' guides, explained. "But that's not quite true. Modern processing methods, based on scientific knowledge, can preserve and even enhance the food's digestibility and nutritional values."

In addition, fresh products require cold storage and cold transportation, which have a high energy cost that shelf-stable products do not incur. Fresh products also spoil quickly, and often go to waste.

Davidovich-Pinhas pointed out that food processing has been a part of human history for millennia.

"It's what enabled people to preserve food for winter, make it safe for prolonged periods, and carry it on long journeys. Even cooking is a form of processing food, which makes nutrients easier to digest, renders the food safer, removes toxins and pathogens," she said.

"Health-consciousness, a scientific approach and new technology enable us to do the same things in smarter ways, and to get novel healthy food solutions."

OmeleTofu and Proteinchick join a line of victories for Technion students in Food Solutions competitions since the



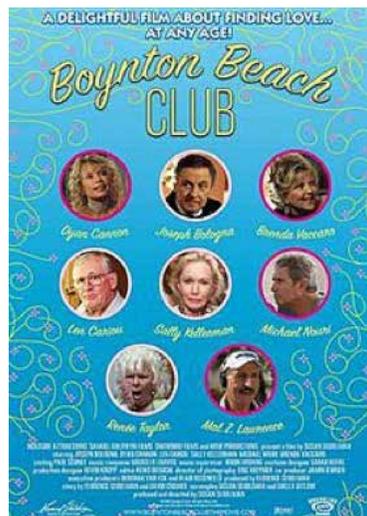
initiative's launch in 2017.

Previous winners include vegan oat-based labneh, soy-based yogurt, low-sugar chocolate cake, spirulina-enriched falafel, and a solution to help prevent spoilage of natural juices.

## JFS MOVIE MONDAY

Join us for a movie of Jewish interest and popcorn on the 4th Monday of the month at 1 p.m. at the JCC. Call the Federation office at 610-921-0624 to reserve your seat; walk-ins are welcome if seating is available.

### “Boynton Beach Club” Monday, Feb. 27, 1 p.m.



A romantic comedy about our amazing capacity to rebound and fall in love at any age.

Join the good times at the Boynton Beach Club, where the sun never sets. Celebrate life, love, and finding happiness again.

Join us in the RCOS Chapel on Saturday,  
February 11th at 10:00am

## Tot Shabbat

Join Rabbi Michelson for a musical, story-filled interactive hour for children through grade 2. Members & non-members welcome. No registration required. Future Tot Shabbat dates: 3/11, 4/15, 5/13, 6/17.



# 04.15.23

THE RUTH & IRVIN BALIS  
VOLUNTEER APPRECIATION AWARD  
WILL BE PRESENTED TO

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SATURDAY, APRIL 15, 2023  
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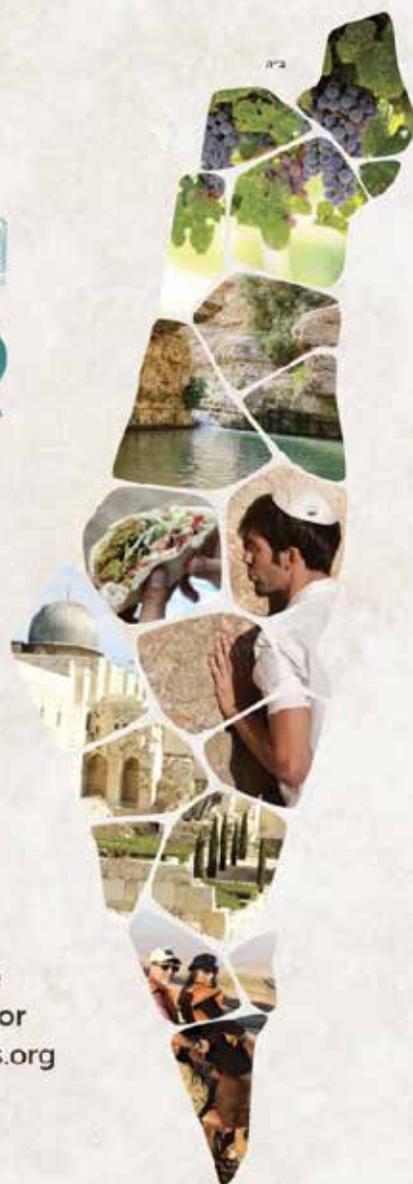
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LANDANDSPIRIT.ORG

# Events feature fun, learning and service



Clockwise from top left, CTeenjr's got to work packing essentials for Safe Berks shelter clients; Chabad Hebrew School families were joined by "Mr Shabbos" on Zoom for a beautiful Havdalah service together featuring a popcorn bar, hot chocolate bar, S'mores station and waffles and pancakes station; a great time was had making gourmet pizzas and stromboli at Chabad men's cooking class; at a recent Lafalafel class at Chabad participants enjoyed making falafel and laffas and then combining them for a delicious dinner together.

## WHAT WOULD YOU DO IF YOU WEREN'T AFRAID?

A DISCUSSION OF THE BOOK BY MICHAL OSHMAN

IT IS EASY TO THINK THAT THE DAILY CHALLENGES WE EXPERIENCE IN THE 21ST CENTURY ARE NEW AND UNLIKE ANY THAT PEOPLE FACED IN THE PAST. THE AUTHOR DRAWS ON HER OWN LIFE AND A WIDE RANGE OF JEWISH TEACHINGS TO OFFER PRACTICAL ADVICE FOR COMMON CONCERNS, SUCH AS A BROKEN HEART, PARENTING, OVERCOMING SETBACKS, AND GETTING THE MOST OUT OF YOUR CAREER. SHE CHALLENGES YOU TO EXPLORE WHAT MATTERS AND OFFERS SOLUTIONS TO YOUR EVERYDAY STRUGGLES.

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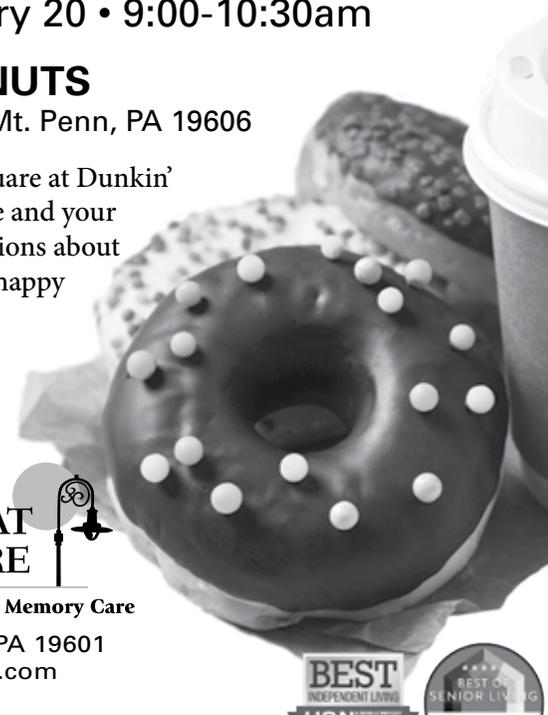
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# Tu B'Shevat in Israel

By Ziv Laskin

This month we are celebrating Tu B'Shevat, the birthday of the trees. One of the customs of this day is planting trees.

I would like to introduce you to the biggest organization planting trees in Israel — the Israel-Jewish National Fund (JNF) or Keran Kahymet Le'Israel.

JNF was founded on 1901 at the fifth World Zionist Congress. It is a nonprofit organization working on behalf of the Jewish people, JNF purchased about 2.6 million dunams of land, prepared land for agriculture, raised settlements on the land and laid the foundations for the establishment of the State of Israel. JNF works for the sustainable development of the country — ecologically and socially — and for the preservation of the country's environmental resources for future generations.

The JNF, then and today, has been planting trees all over Israel, from the first tree in 1909 at Bet Shemen Forest, which is the biggest forest in Israel, with more than 223 million trees.

Moreover, JNF provides public parks, hiking trails, lookout points and more.

JNK develops the land of Israel with



קרן קיימת לישראל  
K K L - J N F

trees. Plants and trees are symbol of life, it is impossible to exist without them. Trees give us oxygen, food, protection and more.

On Tu B'Shevat, we have an opportunity to express our thanks for the trees and truly think how we could preserve the environment for future generations.

## Poetry corner A Child

Ethel Engel submitted the following poem, written by her late sister Anna Engel in 1975, as a reflection of their childhood struggles. This poem was meaningful to both of them.

*A child is a ray of sunshine  
That grows brighter every day  
It brings a hope for future times  
When it can light the way!  
For all our lives a glowing light,  
Which we have taught wrong from right!  
A foundation strong and unbendable  
Results a human being strong and dependable!*

— Anna Engel

Reform Congregation  
Oheb Sholom invites you to



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**WEDNESDAY  
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to Attend Our

**ONEG SPEAKER SERIES**

**Down the  
Rabbit Hole of  
Authoritarianism**

Presented by Millersville  
University Professor Emeritus

**Jack Fischel  
Friday, April 21st**



The events of August 17 in Charlottesville, Virginia, where neo-Nazis, wielding banners and swastikas, shouted "Jews will not replace us" marked a turning point for American Jews and our society as a whole. When President Trump, in the aftermath of the "unite the right" rally, responded by saying there were "very fine people on both sides," it became clear that the president had, perhaps unknowingly, legitimized ant-Semitism and racism as white supremacists, neo-Nazis, and other far-right groups moved from the shadows into the mainstream of our cultural and political life.

Dr. Fischel's lecture will detail how conspiracy theories, the use of the "big lie," and the challenge to factual reality threaten the very fabric of our democracy.

Dr. Jack Fischel taught for 36 years at Millersville University and subsequently taught a course on the Holocaust at Messiah College for the next 16 years. A prolific writer, Dr. Fischel is the author/editor of nine books on the Holocaust and Jewish popular culture and history.

**Shabbat Service at 7pm. Speaker/Oneg at 8pm.**

# Tel Aviv Groove hits U.S.

**Israel21c.org**

Orly Segal, by her own account, became an Israeli culinary mogul quite by accident. Twenty years ago, she stopped off at a restaurant near her home in Tel Aviv after a difficult day's work as a political communications adviser.

Chatting with the chef there, she realized she had the knowledge, tools and passion to pivot away from politics and into food – at a time when culinary PR in Israel was far from being a thing.

"I started over from the beginning," Segal recounts. "And I think I was the first one in the country to do public relations in the culinary field."

"We took care of the opening of Machneyuda, of Shalom Kadosh, the opening of the Messa restaurant, Avi Bitton, Yossi Shitrit – really all of the biggest names in the Israeli culinary field."

"Over the years we began specializing in content. We produced cookery books for chefs, online series, culinary conferences, events and festivals."

Her latest big project is Tel Aviv Groove, which saw Segal and her partners bring the essence of Tel Aviv to Los Angeles with a series of pop-up culinary events.

"The goal is to take my Tel Aviv, this contemporary city with its diverse culinary scene and tempo, to other places around the world," she explains. "Each event had alcohol, food, art, video art, contemporary Tel Avivian music."

Tel Aviv Groove is set to hit the U.S. again in February, this time in LA and New York. Go to [tlvgroove.com](http://tlvgroove.com) to watch for details.

"Each time the festival looks different. It consists of Israeli chefs who are guests for special evenings with their own menus at local restaurants. Some of the restaurants are owned by Israeli chefs and others aren't. There are also tasting workshops, such as olive oil tastings and sommelier workshops."

The idea for the festival, Segal notes, came from her need for an invigorating challenge – which was certainly met.

"It was above and beyond all expectations. We were really welcomed there. The events had crazy waiting lists, the headlines were super flattering and the restaurateurs had fun," she tells ISRAEL21c.

"Another thing that surprised me in LA was that I was sure that most of the audience would be Israelis and people

from the Jewish community. But a lot of the crowd were American foodies who absolutely loved our food."

She has since received dozens of inquiries from restaurateurs, chefs and Jewish organizations that want to host Tel Aviv Groove.

"It's really heartwarming, and I think there's a hunger not only for the culinary aspect of things, but for the DNA of Tel Aviv that we bring with us. It's contemporary culinary – it's happiness, it's life," she adds.

The success of the enterprise, Segal notes, also does a good for Israel on a grander scale.

"In my opinion, this is real diplomacy," she says. "It's not only the interactions that we had with people there. I believe that sort of thing brings to the fore the stuff that's easy to love about us. It's delicious and it's happy. In my view, the things that bring people together the most are food, music and art."

One of the goals that emerged from this project is to put together a platform for recommendations of where to eat in Tel Aviv.

"I think that what's nice about Tel Aviv is that unlike other cities around the world, you have to really try hard in order to eat badly here," Segal says. She's hard pressed to single out stars because there are so many, at so many price points.

"There's Popina by chef Orel Kimchi, and for something simpler a sandwich at Nordinyó in Nahalat Binyamin. I love eating falafel at the Kosem, and I love eating at my mom's," she says.

**Local wine and olive oil**

Segal also recommends trying locally produced wine and olive oil.

"Israel offers wine lovers an almost spiritual wine experience," she adds. "From boutique wineries located in the world's very first wine regions, such as La Forêt Blanche winery or Vitkin Winery, to huge wineries that tell Israel's history, like Binyamina."

"As for olive oil, our goal now is to take with us in February olive oil from as many oil mills as possible. The olive harvest just ended, and there are absolutely amazing olive oils this year because of the climate of the passing year. All the olive mills have crazy quality oils that I want to bring over with me so people can love them like I do."

# World Wide Wrap

Start Super Bowl Sunday with a real Spiritual Experience



Haven't put tefillin on in a while? Forgotten how? Want to learn how? Want to experience an intimate connection with the Creator of the Universe? Adults, teens, and pre-teens: come and join people around the world who are learning about and putting on tefillin. Then enjoy a bagel breakfast.

When: Sunday, February 12, 2023 @ 9:00 AM

Where: Keshet Zion Synagogue



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**Year of Hakhel - Unity** ב"ה

## An Evening of International Cuisine

**Sunday, March 26<sup>th</sup> • 7:00pm**

Listen to Berks community people tell their story about being Jewish in a foreign country

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# An Afternoon With The Pros

Meet former Harlem Globetrotter Derek "The Wizz" Murphy & Tiffara Steward as they mix life lessons with basketball tricks for an entertaining, interactive event for kids of all ages!

When: Sunday, March 19 @ 1:00pm  
 Where: The Wyomissing Church of the Brethren  
 2200 State Hill Rd  
 Wyomissing, PA 19610



**Register at:**  
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[keshetzionoffice@gmail.com](mailto:keshetzionoffice@gmail.com)  
 610-301-2083

**Wyomissing Church of the Brethren**  
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**Contributions as of Jan. 13**

**Federation Jewish Community Campaign**

In memory of:

**Stuart Bleznack** — Helene Singer, Debbie and David Goldberg

In memory of **St. Cyrian LaPrince** with our condolences to daughters-in-law **Shelly LaPrince** and **Antoinette LaPrince** — From your Momentum sisters

**Doris Levin Fund**

In memory of:

**Marcia Gross** — Stephanie Arbige

**Francine LaPort** – Stephanie Arbige

**Honorials and Memorials**

Contributions may be made to the following Funds:

**Federation Jewish Community Campaign**

**Jewish Family Service**

**Leo Camp Lecture Fund**

**JFS Food Bank**

**JFS Taxi Transportation Program**

**Holocaust Library & Resource Center**

**Doris Levin Fund**

**Sue B. Viener Memorial Fund for PJ Library**

**Harry & Rose Sack Fund**

**Evelyn Thompson Fund**

**Lakin Preschool**

In honor of:

**Ellen & Don Abramson's new granddaughter** — Beth & Bob Caster

In memory of:

**Holli Winick-Vlau's mother** — Beth & Bob Caster

**Do you remember?**

**By Tootie Moyer**

- Babies did not use pacifiers- they sucked on their thumbs
- No cellphones — you had to dial to make a call
- You had to take a bath — there were no showers
- Baths were once a week- everyone had their own night
- You talked person to person on the phone — there were no messages
- The JCC was located on Reed Street and then Fifth Street in Reading

- Men went to the barber shop for a haircut, not a women's salon
- You got a dime or quarter for Chanukah
- Luden's cough drop factory was located at Eighth and Elm Street — you can buy these online now
- You could not buy chicken parts, only a whole chicken
- These famous people: Sonya Heine, Bert Lahr, Loretta Young, Fay Wray, Woody Herman, Peter Lorre
- My father was the only bagel baker — the closest bakery was in Philadelphia

- Getting all news from the radio or newspapers.
- Mothers stayed home; they did not work outside the home
- Women were only allowed to hold jobs as: babysitters, receptionists or office workers
- We got dressed nicely to go out to dinner or movies.
- Only men were allowed to hold jobs like bus drivers, judges, taxi drivers, politicians, store owner, lawyer, doctor
- Houses only had one bathroom

for the family

- Vacuum cleaners were sold door to door
- All pillows were stuffed with feathers
- Only men wore jeans

I am often asked how I got to be 98 years old. My answer is always this:

1. My children
2. My doctors
3. My friends
4. Cheerios

Try It! Try it! It works.  
See you soon again. Stay Well.

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**CTEEN JR.**

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**IN GRADES 6-8**

**MEETING BI-MONTHLY**  
**SUNDAYS @12-1.15**  
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**FOR MORE INFO PLEASE**  
**CONTACT CHANA AT 610-334-1577**

**This month's dates: Feb. 5 and 19**

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**by Chana**

ENHANCE YOUR SHABBAT EACH WEEK WITH DELICIOUS, FRESH, HOME BAKED CHALLAH - PLAIN OR WITH TOPPINGS.

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