

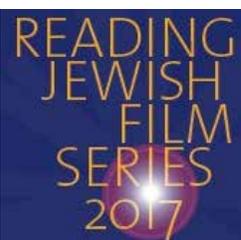
# SHALOM

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**2017 totals as of March 17**

**Jewish Community Campaign \$194,470**

*\*Includes transfers from Donor Advised Funds*

## Having a ball at Purim celebration

The community gathered for the first Purim Masquerade Party on March 4 at Stokesay Castle. The slider and stir fry station were enjoyed by all and everyone enjoyed good conversation and fun. The band provided great entertainment all night. A JCC Rummage Raffle was also held that night, and \$350 was raised for JCC camp scholarships for youth. Based on the success of this event, we will be holding this event again in 2018. Please save the date of March 10, 2018, for the next Purim Masquerade Party at Stokesay Castle.



*Ladies in masks at the Purim Masquerade Party*



*Lisa Levine, Carole Robinson and Karen Kabakoff get into the party spirit*



*Philip Elbaum, Adam Spiegel, Ben Leisawitz and Adam Levin enjoy the party*

## Yemin Orde spreading philosophy around Israel

Thirty educational communities are partners in Yemin Orde's Village Way Educational Initiatives. This includes 10 youth villages, 17 schools and three residential communities. To date, Village Way Educational Initiatives has impacted 1,500 educators and 11,800 youth at-risk.

Yemin Orde's efforts are supported by local dollars through the Israel Now campaign of the Jewish Federation of Reading.

The Village Way integration process is changing the awareness and attitudes of individual educators, which changes their behaviors with the children in their care. The tools provided by the Village Way methodology help them find new ways of encouraging, supporting, and building up their students, while also guiding them through the setbacks and difficulties that arise. We remind educators in our

partnering communities, that "It takes a village to raise a child," but also that "All a child needs is one adult who believes in him." We help all the educators to find ways of becoming that meaningful adult in the lives of the children in their care. The Village Way process transforms a community as a whole, impacting the programs, policies, physical space, and the community traditions and culture.

Over the past six months each of these youth villages, schools, and residential communities integrated the Village Way methodology in different, individual ways. The staff of these communities work with their facilitator to find solutions that best fit the needs of their youth, utilizing the tools and wisdom provided from the framework of the methodology. Each educational community develops an annual Village Way work

plan that outlines its educational programs and policies for the entire year, with clear goals and objectives for each, within the framework of the Village Way.

The most apparent marker of success is the implementation of educational programs that are making a real difference in the lives of the children.

At the end of the three-year integration process, the partnering communities become Village Way Graduate Communities, which continue to provide meaningful educational programs, engage in staff learning and benefit from the many Village Way resources available to them. Last year Yemin Orde initiated a project for continued sponsorship of key educational programs for those graduate communities that continued to meet Village Way implementation criteria.

Some examples of Villabve

Way Educational Initiatives programs:

**Ktziney Yam Youth Village in Ashdod:** Implemented diverse extracurricular activities to ensure each child has an opportunity to experience success.

**Ashdod Amal Technology High School:** A new community service program has students volunteering with a retirement home every week, developing strong relationships with the residents, and feeling empowered and valued in the contribution they are making to their community.

**Manof Youth Village:** Its Graduate Program provides critical support and involving graduates in village life.

**Eemunah Torah and Arts Academy:** A learning session focused on 'empowering parents in the eyes of the children, and em- powering children in the eyes of the parents.'

# Passover Matzo and memories

By Richard Nassau  
Development Director

Passover, already; wait, weren't we just celebrating...? Yes it is early or late or on time, but it is here. What is it about this holiday that for me and for so many others evokes such strong memories?



I know it is not about the matzo, though I do remember wandering around the backyard balancing the unleavened bread on my back as our middle child led a long line of family, friends, and neighbors through a very muddy desert. This was followed later by a lively discussion with everyone about Exodus, its timeliness and importance for people; followed still later by a discussion with my neighbors

about possible grass seed varieties I should consider.

I know it is not about our wine-stained Haggadahs, though I do remember a family with young children asking me in front of a grocery's "matzo display," my thoughts about the Haggadah they had in their cart. We had a nice lively discussion about their childhood Seders and the many varieties of child friendly haggadahs they might consider.

I know it is not about Elijah, though I do remember two local visiting university educators debating the meaning of why we open the door. They were strong debaters, and it was more than just a lively discussion, fueled perhaps by the structure of the Seder. There was no resolution of course. Suffice it to say it was memorable as some wine was spilled and some dishes needed to be replaced. For our visiting educators there were no varieties to consider. It

was all about your view of the door, and there were only two answers. Was it opened to look out or to look in?

So what is it about Passover and these memories? I recently read a 2005 article on Passover written by Rabbi Patricia Karlin-Neumann. She quotes a friend's child who said, "When you're Jewish, everything important happens at home." We can debate that thought, but Passover does give us the opportunity to bring together family, "Jewishness," and community in one place. More importantly, it allows us to do this in our home. We can't always anticipate what will happen, and it is never the same twice, but we do have the ability to create the space in a way that is meaningful to us.

My middle child has grown. I still see him leading us over branches in the backyard and readily admit there are still a few patches that could do

with a bit of grass seed. My haggadahs still need to be replaced. They are now very well worn but also include a few new ones that are child-friendly. You never know whom you might encounter at the store or what young family in our community may be in search of a Seder.

My door is open. My view sometimes looks in, but more times I look out into our community, locally and beyond. We debate, ask questions, and have more than just two viewpoints. Maybe that's what it is about Passover. There is a "Jewishness" that you can try to explain, but it is participating that makes it memorable. It could be a Federation program or a family Seder. There are a variety of choices for you to consider. Either way you never know if you're going to spill some wine or end up with some muddy shoes.

I wish you a happy and healthy holiday.

# Meir Panim teaches takers how to give in honor of Purim

Purim is commemorated in unique ways as compared with other Jewish holidays. While most holidays have a relatively somber tone, Purim is known for its festivities of feasting, drinking and dressing up. However, for Israel's poor and lonely citizens, enjoying Purim is a challenge. Therefore, Meir Panim, Israel's premiere charity organization, has organized unique activities to enhance the day for all.

On Purim, the Book of Esther is publicly read during both the holiday's evening and day. It decrees commandments one must fulfill on the holiday. These include eating a festive meal, exchanging food packages with friends, and giving charity to the poor.

"The commandments of Purim are not 'suggestions'," said Goldie Sternbuch, Director of Overseas Relations for Meir Panim, to Breaking Israel News. "These are obligations. Yet, for Israel's 1.7 million poverty stricken citizens, fulfilling God's commands is an impossibility."

In order to ensure that as many people as possible observe God's commandments on Purim, Meir Panim goes out of its way to provide what is needed to celebrate the holiday. At their free restaurant-style soup kitchens throughout the Holy Land, patrons enjoy extra holiday delicacies and volunteers often don costumes in the spirit of the day.

"Meir Panim strives both to remedy immediate hunger as well as help people out of the vicious cycle of poverty," continued Sternbuch. "Purim is a 'giving' holiday. We are commanded to give food and charity to all who need. Therefore, every soup-kitchen patron receives two gift packages. One for themselves and one to give away to someone else. People need to feel that they are not only takers but givers."

Though giving charity is a year-round commandment, on Purim the Talmud states that "everyone who asks shall receive". Therefore, Purim is the day of the year particularly known as a time to give and receive.

Thus, Meir Panim's youth programs have arranged for the children, who are from poverty

stricken and dysfunctional homes and used to being takers, to be givers. For Purim, the children will dress up and visit the homes of elderly and housebound people to deliver packages of food provided by Meir Panim. They will do the same at their local hospital striving to bring joy and generosity to those who may need it more than they do.

"It is important for everyone to know that they can be a giver," Sternbuch told Breaking Israel News. "No matter what a person's circumstances are, everyone has something to give, whether a warm smile or a large donation. Giving is what makes the world a better place."

Meir Panim is supported by local dollars through the Jewish Federation of Reading's Israel Now Fund.

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From the President's Desk

# As we celebrate freedom, let us remain vigilant

By William D. Franklin  
President

On the evening of April 10, Jews all over the world will be celebrating Passover, our national 'birthday'. It was a day that changed the world for the better.



At our recent well-attended 92nd Street Y program, Bernard-Henri Lévy, Europe's foremost philosopher and activist, spoke about his book "The Genius of Judaism." In his book he explains how Judaism and Jewish peoplehood are important to the world and why the global resurgence of anti-Semitism poses an existential threat to all. Jews are not only a "chosen people," Lévy states, but a "treasure"

whose spirit must continue to inform moral thinking and courage. It is because we continuously doubt, question, and study to understand that we "unfold the meaning" of things and solve problems.

Lévy pointed out that anti-Semitism and hatred continue to exist both in Europe and the United States. The recent swastika incident at the Exeter Public Library brought this painfully home to our Reading Jewish community, but the response of the general community was warm and reassuring. Shortly after, our Greater Reading Unity Coalition presented to more than 2,000 Boyertown High School students, showing that Jews, Christians, Muslims, Hispanics and Afro-Americans do productively live together. Outreach to more schools is underway.

Lévy stated that anti-Semitism is the

oldest hatred and has worn "different clothing in different times." In today's world he believes that the dress it wears is anti-Zionism, for the elimination of the Jewish state will mean the elimination of the Jewish people.

Lévy also spoke of the Jewish tradition of each generation interpreting and reinterpreting our sacred texts, which allows us to make and sanctify necessary changes. Our tradition of interpretation 'defreezes' the word and through that process 'defreezes' the world. Recently Reform Congregation Oheb Sholom and Keshet Zion Synagogue overwhelmingly approved moving ahead and are preparing an agreement as the initial step of sharing the RCOS facilities for worship, study, meetings, and other events. Change is not easy, but we hope this will be

successful and will strengthen the future of our Jewish community.

Other events in the next few months include a Sharsheret program on "Cancer Genetics and the Jewish Family" on April 2. Sharsheret is a national not-for-profit organization that supports young Jewish breast cancer patients and their families. Looking a little farther forward, on May 1 we remember those who lost their lives fighting in the War of Independence and in subsequent battles, on Yom Hazikaron. That same evening we will be celebrating Israeli Independence Day, Yom HaAtzmaut. We start April celebrating the birthday of the Jews, and we begin May with the 69th birthday of the modern state of Israel.

Have a good Passover. Hag Pesach Sameach.

## Federation working to address community security

Unfortunately, Jewish communities across the country are under attack, with more than 148 terrorist threats to our institutions in more than 30 different communities. Hate-filled vandalism and desecration of our sacred places are being perpetrated to wreak havoc and instill fear.

As these threats have magnified in number and scope, your Reading Jewish Federation and Jewish Federations across the country have been active on several fronts:

1) We recently convened a meeting with our synagogues and Lakin

Preschool to review with Wyomissing Police our building security, safety plans and steps to be taken to increase security. Enhanced security for our cemeteries was also discussed. Research into options and their cost is underway and a follow-up meeting is planned for early April.

2) We are in daily contact with the Secure Community Network for warnings and updates. They are working with federal officials in law enforcement and homeland security to aid investigations of bomb threats

and cemetery desecrations. On the national level, the FBI, the Department of Homeland Security and local law enforcement agencies have all been valuable partners in addressing this challenge.

3) We are also in regular contact with the Anti-Defamation League to share in their wide network of information and guidance on when and how to respond. They were extremely helpful to JFR and the Exeter Public Library during the recent anti-Semitic incident at the library.

4) Within the next few weeks the Jewish Federation of North America will be implementing a new, powerful and cost-efficient emergency notification system to link the leadership of local Jewish institutions and organizations to enable immediate response to crisis situations.

If you are the victim of or witness to an anti-Semitic act, immediately call the police and then Bill Franklin at the JCC 610-921-0624 (office) or 610-927-7126 (cell) to ensure appropriate follow-up steps are taken.

## We never shook hands

By Rabbi Joel Weintraub

When I was first introduced to Albert Boscov, of blessed memory, or rather when he introduced himself to me, in his effusive and ebullient manner, it was at the bar/bat mitzvah (I forgot which, it was more than 30 years ago) of one of his loyal employee's child. He attended because his employees were family to him. I of course extended my hand to reply to our introduction and wish him and Eunice a good Shabbos. It never happened. Before my hand had the opportunity to clasp his, I was already embraced by one of his warm, friendly and sincere hugs. Whenever we encountered each other from that time forth, he always embraced me with one of those friendly hugs.

On one occasion, I managed to hug him before he hugged me. This incident was a big surprise to me and to Albert. Because, when it came to expressing his sincere warmth and friendship, he was indeed "the fastest hug in the West" (and in the East too).

We all recognized that he was a titan in

the business world. When I took one of the Boscov bus early bird specials at 6:00am to New York City, most of us were drowsy and perhaps half asleep. Not Albert, who was wide awake, completely alert and totally focused on going over with every buyer line by line on their sales sheets, a dreary task in itself, or so it seemed to me, the goals and purpose of their efforts and what they had hoped to achieve in New York City. Albert, like all great men realized that not only was "G-d to be found in the details" but business success as well.

Often times when I met with Christian clergy, they were very interested in Albert Boscov. I answered their questions to the best of my ability giving the history of which I had been made aware. But there was more to it than the simple questioning. Clearly, as it appeared to me, they were literally jealous that he was one of us, that he was an MOT, that he was our member, a proud and distinctly Jewish member and why they were not blessed with his equal. This is not meant to be a criticism, as there are jealousies

that are "kosher," and this is one of them. Had the situation been reversed, we too would have been possessed of this "kosher" jealousy. Who would not want Albert Boscov to be one of their own?

Of course, the correct answer is that there is no one to equal Albert Boscov. Unique as a businessman, he created the Boscov empire; unique in his being a benefactor of all worthwhile Jewish endeavors in our community and beyond, and unique in the secular world in all of his philanthropy in that arena as well. I remember when a picture of him was on a large poster on Route 422, on the Albert Boscov Highway. It was a well-deserved honor.

The Mishna teaches that there are three crowns, the crown of Torah, the crown of Priesthood and the crown of Kingship; and the crown of a good name (an excellent reputation) is above all of them. There is an obvious question, the Mishna states there are three crowns, but actually there are four according to the Mishna itself, "the crown of a

good name excels them all." The goal for every Jew and indeed every human being is to attain the crown of a good name, a golden reputation. Albert Boscov reached the highest of the crowns which he wore proudly and yet with a touch of humbleness — the crown of a good name, a golden reputation — all the days of his life.

Albert Boscov was the role model for us all in accomplishing the ultimate in our heritage and tradition and that is Kiddush HaShem, the public sanctification of the name of G-d.

May his noble deeds speak for him in front of the divine throne of the Almighty and when my time comes I anticipate being greeted by him once again, not with the handshake but rather with that warm hug of friendship, concern, generosity and kindness of which he was so famous.

May his soul be bound with the Rock of Eternal Life and may his memory be a blessing for us all.

Rabbi Joel Weintraub led Keshet Zion Synagogue from 1982 to 2006.

## SHALOM

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

Next deadline, April 5

## It's Simcha Supplement time

If you had or are having a bar/bat mitzvah or graduation (high school or higher) in your family this Jewish year, share the good news with the community. Please submit a few sentences about the person and their accomplishment, along with a photo.

Text and photos can be sent to [Marknem@aol.com](mailto:Marknem@aol.com) or to the Federation office.

**DEADLINE IS APRIL 30.**

**WE CANNOT GUARANTEE PUBLICATION OF ITEMS SUBMITTED AFTER DEADLINE**

## Double feature, early start time at April Jewish Film Series event

By Amanda J. Hornberger

For the first time the Reading Jewish Film Series will show a double feature on Wednesday, April 5, at FOX EAST. The two films will be presented in conjunction with the Islamic Center of Reading and were chosen because they highlight the humanity and common ground behind the cultural and religious divide between Israel and its neighbors.

Because of the double feature, we will start our first film at 6:30 p.m., earlier than usual, with ticket sales beginning at 6 p.m. We'll begin with "Women in Sink," a British-Israeli documentary short set in an Arab hair salon in Haifa. Both Arab and Jewish women frequent the salon and chat with the director (who is shampooing their hair!) about politics and love.

Second in the double feature, the American documentary "In Search of

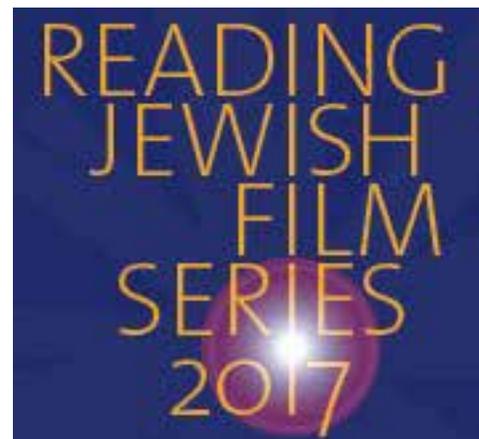
Israeli Cuisine" will play at 7:10 p.m. The film is a portrait of the Israeli people told through food. The film's chef and guide is Michael Solomonov, a James Beard Award winning chef and co-owner of acclaimed Zahav in Philadelphia. In 2011 he made an appearance at a Jewish Federation of Reading Leadership Gifts event at the home of Sandy Solmon and Douglas Messinger, where he cooked a memorable meal for those in attendance.

The filmmakers follow Mike into hot restaurants and home kitchens, wineries and cheese makers, street food vendors and markets. The food traditions are incredibly diverse: Moroccan, Persian, Lebanese, French, Italian, Russian, Jewish, Arab, Palestinian, Christian, and Druze, kosher and non-kosher, secular and religious. All over the country, he discusses traditions, ingredients, the origins, and the

future of Israeli Cuisine.

After the screening of the two films, there will be a facilitated discussion with Elsayed Elmarzouky of the Islamic Center of Reading and Haia Mazuz of the Jewish Federation of Reading. "Women in Sink" and "In Search of Israeli Cuisine" will be shown on Wednesday, April 5 at 6:30 p.m. at FOX EAST, 4350 Perkiomen Avenue, Reading (next to Boscov's East). If you are unable to make the first film at 6:30 p.m. guests will be permitted to enter before the start of the second film at 7:10 p.m.

The 2017 Reading Jewish Film Series is co-sponsored by the Rubin Educational Fund of the Jewish Federation of Reading and Fox Theatres. Admission is \$5.



The final film in this year's series will be "Apples from the Desert," to be screened May 17.

## Greater Reading Encore Chorus presents 'And So I Sing' at RCOS

The Greater Reading Encore Chorus will present a free concert "And So I Sing" on Sunday, May 7 at 2 p.m. at Reform Congregation Oheb Shalom. The program will feature songs commemorating Memorial Day, pieces reflecting both Jewish and Christian traditions, and a medley from "Fiddler On the Roof."

The chorus is directed by David

Rutt and accompanied by Bonnie Levan. Several RCOS members sing with this group.

Encore Chorus is composed of singers age 55 or older. The only other requirement for members is that they love to sing. Similar choruses exist all over the United States, the program having been started in 2007 in Washington DC.

### Purim Carnival fun at JCC



More than 70 people turned out for the annual Purim Carnival at the JCC. Above, the crowd enjoys a performance by magician Eddy Ray. At left, Gabrielle Gurwitz provides some assistance for his magic act.

## Holocaust Memorial Day 2017

By Amanda J. Hornberger

In honor of Holocaust Memorial Day, Yom Hashoah, Jewish Federation of Reading will hold commemorative candle lighting and readings by our local Holocaust survivors and survivor family members at The Highlands on Monday, April 24, at 7 p.m. The community is invited to The Highlands Cultural Center for the candle lighting and readings, which will be followed by a performance by the Reading Theatre Project based on the book, "Rose Under Fire."

"Rose Under Fire" is a young adult novel based on real experiences of women in Ravensbrück Concentration Camp during the Holocaust. The book was adapted for the stage by community member Vicki Haller Graff. A facilitated discussion and light reception will follow the performance.

This event is free and open to the community. I hope you will join us at The Highlands at 7 p.m. on Monday, April 24 as we remember the Holocaust and honor those who survived.

### Obituary

**Mildred (Resnick) Lickstein**, 94 of Boynton Beach, Fla., and formerly of Reading. Micki was a member of Keshar Zion Synagogue and volunteered as Gift Shop Chairman. She is survived by sons: Leslie Lickstein and his wife, Barbara, and Scott and his wife, Catherine. There are also six grandchildren and seven great-grandchildren.

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**Marcus Henry Claster**, 91, of

Palm Beach Gardens, Fla., and formerly of Reading. Marc served in the Marine Corp during World War II and the Korean War. Afterwards he ran the Heather Shop with his mother and sister and subsequently worked as a Realtor. He is survived by his children Andrea Claster Greenspan, Michele Jacobson, Max Claster and Jennifer Claster. Other survivors include his two grandchildren Ben and Sam Greenspan. Marc was predeceased by his sister Phyllis (Claster) Goldstan.

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# Special post-film discussion of 'The Zookeeper's Wife' April 19

By **Amanda J. Hornberger**

Jewish Federation of Reading is pleased to announce a special post-film discussion following a 6:45 pm screening of the new film "The Zookeeper's Wife" on Wednesday, April 19 at FOX EAST, located at 4350 Perkiomen Ave., Reading, PA (next to Boscov's East).

"The Zookeeper's Wife," starring two-time Academy Award nominee Jessica Chastain, is the real-life story of a working wife and mother who became a hero to hundreds during World War II. In 1939 Poland, Antonina Żabińska (Chastain) and her husband, Dr. Jan Żabiński (Johan Heldenbergh) run the Warsaw Zoo, which flourishes under his stewardship and her care. When their country is invaded by the Germans, Jan and Antonina are stunned and forced to report to the Reich's newly appointed chief zoologist, Lutz Heck. To fight back on their own terms, the Żabińskis covertly begin working with the Resistance and put into action plans to save lives out of what has become the Warsaw Ghetto, with Antonina putting herself and even her children at great risk.

Following the 6:45pm screening on Wednesday,

## Holding U.N. to account after decades of bias

By **Ben Cohen**

For those worrying about the thrust of the foreign policy of a future Trump administration, President Donald Trump's address to Congress Feb. 28 provided welcome relief.

Though details were scarce, the underlying message was clear — Trump correctly identified "radical Islamic terror" as America's prime enemy, and yet spoke of the importance of our "Muslim allies," thereby offering a clear indication that we are not at war with Islam as a whole.

The president spoke with enthusiasm of America's key alliance with Israel.

He also reinforced the importance of NATO, pointing out that the alliance was forged in the bonds of two World Wars and the Cold War, emphasizing the shared experience of fighting totalitarianism that remains the foundation of our alliances from the Atlantic to the Pacific.

It is right that we recognize the value of our historic alliance with our fellow democracies. But affirming those principles shouldn't blind us to those international institutions that have dominated the post-World War II global order but are in sore need of dramatic reform.

The United Nations wasn't featured as a topic in Trump's address, but his new U.N. ambassador, Nikki Haley, has been making bold efforts to revitalize America's support for Israel.

Haley has made clear her distaste for the U.N.'s systemic bias against Israel, and the Trump administration is reconsidering its participation in the U.N. Human Rights Council (UNHRC), since its *raison d'être* seems to be condemning Israel.

At the same time, UNHRC has prevented grievous human rights abusers, from Venezuela to Saudi Arabia, from serving as members and participating in its decisions.

But issues with the United Nations go well beyond the UNHRC. More than 40 years ago, the U.N. General Assembly passed the Soviet-inspired Resolution 3379, equating Zionism with racism — a resolution that was rescinded in 1991. The same day, the Committee on the Exercise of the Inalienable Rights of the Palestinian People was created. The committee makes it unambiguously clear that the "inalienable rights" that it represents include "exercise by Palestinians of their inalienable right to return to their homes and property from which they have been displaced and uprooted." Note the terminology used here — not "Palestinian refugees of the 1948 war," but all Palestinians, including those born after 1948 in the Arab world, in Europe, in North America and in Latin America.

It doesn't take tremendous insight to realize that it is a formula for the elimination of Jewish sovereignty in the land of Israel — the very same formula that drives the BDS hate campaign against Israel and gives it the undeserved gloss of human rights. This committee continues today to churn out an endless stream of anti-Israel propaganda through international conferences and publications.

Thus, after decades of bias, it is time for the entire world to take notice and hold the U.N. accountable.

*Ben Cohen is a Senior Editor at The Tower Magazine and the Director of Coalitions at The Israel Project. Publications he has written for include Commentary, The Wall Street Journal, Ha'aretz and Tablet. He writes a weekly column for JNS.org, a news agency serving the Jewish media. Follow him on Twitter @BenCohenOpinion.*

April 19, the Jewish Federation of Reading will host a special post-film discussion with Jennifer Koosed, Ph.D., professor of Religious Studies and Holocaust Studies at Albright College. Dr. Koosed teaches a course on Religious Responses to the Holocaust as part of the Holocaust Studies minor at Albright College. She will be discussing the role of righteous Gentiles as rescuers of

Jews during the Holocaust.

Tickets (general \$9.50, seniors \$6.75) can be purchased in advance at [foxshowtimes.com](http://foxshowtimes.com) and at the FOX EAST box office during regular business hours or on the day of the event.

We welcome all members of the community to join us for this special event!

## Upcoming events in the community



For more information on any of these events please call 610-921-0624.

**Sun Apr 2, 2017**

**10:30 am** What's Jewish about Breast Cancer and Ovarian Cancer?

**Where:** Penn State Berks, 1800 Broadcasting Rd, Reading, PA 19610

**Preregistration required at [www.readingjewishcommunity.org](http://www.readingjewishcommunity.org)**

**2pm** Cancer Genetics and the Jewish Family

**Where:** 1100 Berkshire Blvd, Wyomissing, PA 19610

**Wed Apr 5, 2017**

**6:30 pm** Reading Jewish Film Series: Women in Sink & In Search of Israeli Cuisine

**Where:** Fox East, 4350 Perkiomen Ave, Reading, PA 19606

**Sun Apr 9, 2017**

**10 am** PJ Library at Reading Public Museum

**Where:** Reading Public Museum, 500 Museum Rd, Reading, PA 19611

**Tue Apr 11, 2017**

JCC Closed for Passover

**Wed Apr 12, 2017**

JCC Closed for Passover

**Mon Apr 17, 2017**

JCC Closed for Passover

**Tue Apr 18, 2017**

JCC Closed for Passover

**Thu Apr 20, 2017**

**7 pm** JFR Board Meeting

**Where:** 1100 Berkshire Blvd, Wyomissing, PA 19610

**Mon Apr 24, 2017**

**7 pm** Yom Hashoah Event

**Where:** The Highlands at Wyomissing, 2000 Cambridge Ave, Wyomissing, PA 19610

**Mon May 1, 2017**

**7 pm** Yom Hazikaron/Yom Ha'atzmaut Event

**Where:** Reform Congregation Oheb Sholom, 555 Warwick Dr, Wyomissing, PA 19610

**Wed May 17, 2017**

**7 pm** Reading Jewish Film Series: Apples from the Desert

**Where:** Fox East, 4350 Perkiomen Ave, Reading, PA 19606

**Thu May 18, 2017**

**7 pm** JFR Board Meeting

**Where:** 1100 Berkshire Blvd, Wyomissing, PA 19610

**Mon May 29, 2017**

JCC Closed for Memorial Day

**Wed May 31, 2017**

JCC Closed for Shavuot

# Israel Book Club meets in April

By Amanda J. Hornberger

Exploring the role of Middle Eastern countries is the topic of the latest selection for the JCC Israel Book Club. In his book "The Tail Wags the Dog: International Politics and the Middle East," Efraim Karsh argues that the Western view of Muslims and Arabs as hapless victims is absurd. On the contrary, modern Middle Eastern history has been the culmination of long-existing indigenous trends.

Karsh argues that it is only when Middle Eastern people disown their victimization mentality and take responsibility for their actions, and their Western champions drop their

condescending approach to Arabs and Muslims, that the region can at long last look forward to a real "spring."

We'll be meeting to discuss the book and select our next book on Thursday, April 13, at Bill and Andi Franklin's home, 1110 Fairview Ave., Apartment 4, Wyomissing.

"The Tail Wags the Dog: International Politics and the Middle East" can be found at the Exeter Public Library along with Amazon.com and other major book retailers.

If you have questions or would like more information about the JCC Israel Book Club please contact Amanda at amandah@jfreeding.org or 610-921-0624.

# PJ Library explores Thomas the Train!

By Amanda J. Hornberger

Kids and parents are invited to a special PJ Library event at the Reading Public Museum on Sunday, April 9! Our group will have early access to the museum for a personal tour of the Thomas the Train exhibit including a craft and story time.

Admission is free for children and the cost for adults is \$6, which include admission to the museum for the entire

day. RSVP is required with payment by April 1.

All children are welcome! This event is free for kids courtesy of PJ Library of Reading which is generously supported by the Sue B. Viener Memorial Fund.

Please RSVP to Brenda at brendas@jfreeding.org or 610-921-0624 by April 1. For additional information or any questions please contact Amanda.



## Cooking kreplach at Chabad

The latest installment of Chabad's series of cooking classes featured a lesson in how to make kreplach.

# All Around the Town

Mazel tov to parents **Korissa Quinter and Chad Schlanger**, big brother Lawrence, and grandmother Sue Schlanger on the birth of Ari J Schlanger.

\*\*\*

Mazel tov to parents **Stephanie and Kevin Sutorius** and grandmother **Debbie Cieplinski** on the birth of Piper Katherine.

\*\*\*

Congratulations to **Steve and Aleta Cohn** on the birth of their son Ariel. Delighted grandparents are **Stu and Carol Cohn**.

\*\*\*

Mazel Tov to **Alexa Antanavage**

and **Russell Farbiarz** on the birth on Noah Eli Farbiarz on March 12.

\*\*\*

Congratulations to **Molly Nemirow**, daughter of Geri and Mark Nemirow, on winning the Holly Altenderfer-Nancy Voigt Middle School Voice Scholarship from the Reading Musical Foundation and for being named to the Junior High County Chorus by the Music Educators of Berks County.

*We love good news about members of our community! Please share it by emailing Marknem@aol.com.*

*Until next time: Shalom!*

CHABAD LUBAVITCH OF READING INVITES YOU TO A כ"ה

**MOTHER & DAUGHTER**

# LOAVES OF LOVE

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*the beauty of this tradition unique to women.*

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COVER: \$16

*RSVP is a must by April 18 to lipskerreading@aol.com or 610-334-1577*

# Left vs. Right Debate rescheduled at the JCC

By Amanda J. Hornberger

Two expert journalists will be in Reading on Thursday, May 4, to discuss the issues facing Israel, one from the right side, the other the left and exchange real solutions for peace. The event was rescheduled from its original March date due to a snowstorm.

Jonathan S. Tobin, senior online editor and chief political blogger of *Commentary* magazine, and J. J. Goldberg, editor-at-large of the *Forward* newspaper and former U.S. bureau chief of the Israeli news

magazine *The Jerusalem Report*, will be the debate participants.

Join us for an interactive conversation on Israel with Tobin and Goldberg on May 4 at 7 p.m. at the JCC. Following a moderated conversation the audience will be able to ask questions at this free event. Questions will be accepted that evening or prior to the event via email to Amanda at amandah@jfreeding.org.

The event is free, but RSVPs are encouraged to Brenda at Brendas@jfreeding.org or 610-921-0624.

REFORM CONGREGATION  
OHEB SHOLOM PRESENTS

**ONEG SPEAKER SERIES**

***We Finally Have A New President...Now What?***  
featuring **Bernard Whitman.**



**APRIL 21st**

Bernard is a brand & political strategist with over 25 years experience advising some of the world's most powerful leaders, companies, and organizations. He is a frequent television commentator with more than 500 media appearances on networks including CNN, MSNBC, Fox News, ABC, CNBC, and Fox Business. Bernard is the brother of student Cantor Harriet Dunkerley.

**SHABBAT SERVICE AT 7:00 PM**  
**SPEAKER/ONEG AT 8:00 PM**



Mr. Whitman will present in the Social Hall during the oneg for about 45 minutes. The Speaker Series is for adults only. Babysitting is available for free for children ages 2-8 and tweens ages 9-13 with a reservation by calling the office by Friday, April 14th, 610 375-6034. Appreciation is extended to Sisterhood for supporting the Speaker Series onegs.

# Profiles in Leadership: Michele & Ben Leisawitz

*Profiles in Leadership is a series of articles to help the community get to know board members of the Jewish Federation of Reading along with their families and why they actively participate in our community. We hope it inspires you and others to become more involved with our programs and in shaping the future of our Jewish community. This month – Michele and Ben Leisawitz.*

### Who were your greatest influences in shaping your Jewish identity?

**Michele:** Without question, my family, especially my grandparents, Sidney and Esther Bratt. Both are Holocaust survivors and made it a point to instill in our family how important it is to have a strong Jewish identity. Growing up, my parents, Jay and Evelyn Lipschutz, always worked hard to make sure that we had Shabbat dinners, a Jewish education and a true sense of what it is, and how fortunate we are, to be Jews. Ben and I strive to do the same for Leah and Adam.

**Ben:** My parents, Elliott and Doris Leisawitz, and grandparents, Paul and Harriett Leisawitz and Irvin and Catherine Persky, were all instrumental in shaping my Jewish identity — each in different ways. Michele and her family have also been tremendously influential.

### What led to your involvement with the local Jewish community?

**Michele:** Judaism has always been extremely important to me — in both the religious and communal sense. I attended a Jewish Day School, participated in both USY and BBYO, spent summers at Camp Ramah and was the president of Hillel at Franklin & Marshall College. Since moving to Reading, I have made a conscious effort to get involved with the local Jewish community. Everyone made that so easy and welcomed me, and many others, with open arms. Although being a part of a smaller Jewish community forces us each to work a bit harder, it also provides us with the opportunity to get involved and make a difference. My goal is to help foster an environment that instills Jewish values, identity and unity, within our community.



**Ben:** My parents and grandparents instilled in my brothers and me the importance of being active in the local Jewish community and to take great pride in our faith. Now, raising our family locally, almost all of our social activities involve the Jewish community. Michele became friends with a wonderful group of women associated with the Jewish community. Fortunately for me, all of the significant others get along, as well. The group is incredibly inclusive and welcomes everyone to be a part of it. And it's not just our group, we've found that the entire community is a pleasure and joy to be around. Case in point — the Purim Ball at Stokesay Castle in March was a great time had by all! Make sure to mark it on your calendars for next year!

### What is most significant to you about our Jewish community here in Reading?

**Michele:** From my personal experience, I have found that there are a large number of young families that are excited about our community's future. Lakin Preschool, PJ Library and Tot Shabbat have brought the young families together. Our Jewish nursery school is a treasure and continues to play an important role in our children's lives. I have made such amazing friendships, and it's clear that our generation is eager to take on leadership roles and carry on the incredible work of past leaders in the community. The number of young/new Jewish families that have been willing to become involved is extremely encouraging.

**Ben:** Its rich tradition is the most significant aspect of our local Jewish community. Times and circumstances have changed, yet we are faced with a unique opportunity to focus our efforts to strengthen the community once again. Sure, it may call for creative thinking, and certainly some compromise, but it's essential that we understand that our similarities are more important to our continued vitality than the manner in which we each specifically identify (e.g., Reform, Conservative, Orthodox). I don't at all suggest that how one identifies should be compromised. I only suggest that uniting as a community is uplifting and should be celebrated. To me, it's being among Jewish people that makes me feel the power of Kavannah (it's amazing what the rabbi teaches the kids (and adults) at Tot Shabbat). Perhaps, down the road, a Jewish campus where we can share certain resources and rejoice together, yet maintain our individual beliefs, would be a wonderful place for our local Jewish community to call home

### What are your hopes for your children and the Jewish community?

**Michele:** My hope is that their excitement for Judaism continues to flourish. I love when Leah and Adam explain to Ben and me why we eat apples and honey on Rosh Hashanah, discuss what outfits they will be wearing on Purim or wake us by their voices singing Bim Bam across the hallway. They learn so much from Lakin Preschool, Tot Shabbat and Torah Tots, etc. Our home, like many of our friends' homes, is constantly filled with Jewish songs, stories and little anecdotes.

**Ben:** I agree with Michele 100 percent.

Introduce your child to the joy of Shabbat!

## Tot Shabbat

is a musical, story-filled, interactive hour for children through grade 2. Bring your family & friends to celebrate with Rabbi Michelson and stay for a pint-sized oneg of juice, challah, fruit, and child-friendly treats.

Join us next time! April 22nd at 10 am

Members and non-members are invited. No registration is required. Tot Shabbat services are held Saturday mornings at 10:00 am at Reform Congregation Oheb Sholom, 555 Warwick Drive, Wyomissing unless noted. Please call the Temple office with any questions, 610.375.6034.



Our final Tot Shabbat of the season will take place on May 13th

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### Purim at Chabad



Purim celebrations at Chabad included a New York-themed celebration on the day of the holiday, above, along with a class just for kids on the art of making hamantaschen leading up to the big day.

# Jewish Agency upping security in communities around world

The Jewish Agency for Israel, which usually deals with immigration to Israel and Zionism among Jewish communities around the world, has been funding security measures for Jewish communities over the past four years in light of the rise in anti-Semitic incidents.

So far 110 synagogues, 80 schools and preschools, and 75 community centers are among the projects taken on by The Jewish Agency's Emergency Assistance Fund for Jewish Communities. Meanwhile 115 communities have secured the entrances to buildings, 90 communities installed closed-circuit television systems, fences were built around 50 Jewish community facilities, and 30 institutions installed gates and padlocks for the safety of the community's population thanks to the Fund's support. In addition, protective equipment was donated to numerous communities.

The Fund was set up following the Toulouse terror attack in 2012, which claimed the lives of a teacher and three students at a Jewish school. The terrorist entered the school freely, without any security measures — a gate, a camera, a guard, or a screening booth — to stop him. It was Natan Sharansky, the chairman of The Jewish Agency, who initiated the establishment of the fund.

"We know that a terrorist looking to harm Jews will look for the easiest target, and any security measure standing in his way will contribute to deterrence," explained Josh Schwarcz, The Jewish Agency's secretary-general, who directs the Emergency Assistance Fund.

"We asked ourselves which other communities worldwide face similar situations and how many such schools do not have the means to protect themselves. This took place at the same time as the rise in global anti-Semitism, the return of ISIS fighters from Syria and Iraq to Europe, a rise in the level of threats, and the number of murderous terror attacks. In coordination with the government, we decided to set up the fund for Jewish communities, based on the core value that 'all Israel are responsible for one another,'" Schwarcz continued.

The fund collects contributions from Jewish donors around the world, without any Israeli governmental funding. So far it has helped more than 200 Jewish communities and organizations worldwide, and allotted millions for security measures in those communities.

Any Jewish community interested in receiving monetary assistance needs to submit a detailed application via the internet, specifying its needs: a fence, cameras, gates, screening booths, concrete obstacles, bulletproof glass, intercom and locking systems, and so on.

Security officers working on behalf of the fund visit the community to examine its request. Many times the security officer discovers that the request was simply impractical. For instance, one community asked to install 20 cameras, but the officer reached the conclusion that a much smaller number would be sufficient.

The fund decided not to subsidize guards for Jewish institutions for financial reasons: in France alone there are 700 Jewish institutions, and the cost of hiring guards for each one would be prohibitive.

There was one exception, though: after the terror attack in the HyperCacher kosher supermarket in Paris, the community experienced tremendous anxiety, and there was a serious lack of trained Jewish security guards.

The fund decided to distribute challenge grants to schools to encourage the hiring of guards based on a matching system: for every shekel put in by the fund, the community matched it, and after three years, the community commits to

taking the funding upon itself.

Today, thanks to the fund, there are 23 additional trained Jewish security guards in Jewish schools around France.

The fund decided against purchasing weapons and instead has been focusing on security measures and protection. "We are helping Jews protect themselves. It is important to note that the Agency is not responsible for the safety of Jews in the Diaspora, but in a climate of fear, Jews simply do not frequent the community's establishments. Jewish life cannot thrive or, in some cases, even exist. We do not want Jews to make Aliyah out of fear, but rather out of a sense of attachment and belonging, which is a large part of why we would like to ensure the safe participation of Jews in Jewish and Zionist activities."



## Rock Shabbat at Oheb Sholom

Former student cantor Joanna Alexander returned to RCOS on March 17 for a service with a special musical flair.

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# Both generations learning at 'Better Together' sessions

**By Rabbi Barry Dov Lerner  
Jewish Community High School**

In our March "Better Together" study session, teens and seniors took on the serious subject of antisemitism as such events increased recently, whether actual damage or bomb threats or even the prank of a swastika put into a library parking lot in shaving cream. Thankfully we learned that the swastika was indeed just a prank. Initially we speculated that the seniors had experienced more antisemitism than the teens — and it turned out not to be so.

One of the seniors, Charon Snyder, afterwards sent Rabbi Dov a note, which we have permission to share. It speaks not only to the wonderful ambience we have achieved in our meetings together but also to the mutuality of respect each generation has for the other:

"I have not been able to clear my brain of last night's discussion. Most

people my age, the 70 and older group, complain that things were so tough for us and that the younger generations have it so easy. I disagree.

"Not one Jewish student my age was the only Jewish student in a school in Berks County. Although we were a minority we were never alone. There was always another student who shared our history. We interacted with the same people everyday in all our activities, both in and out of school.

"I feel sad for these students who are the only Jewish student in a school. They do not have the support system that my generation in Berks County had. They are dealing with more antisemitism than I did. They have a great deal of inner strength."

The Reading Jewish Community High School offers a great opportunity to students who are often one of a very few Jewish teens in a school. It's not just a socializing experience but one of sharing in



the identity and values that are still in a process of forming. Here they are also able to interact with Jewish adults who are dedicated to their study and their growth,

supplementing the values of their family and synagogue. We are grateful for the sponsorship and support of the Reading Jewish Federation.

## BDS impact worse than people realize

The impact of the Boycott, Divestments and Sanctions movement against Israel on US campuses is worse than most people realize, according to Richard D. Heideman, a Washington-based attorney who recently was elected president of the American Zionist Movement.

In an interview with *The Jerusalem Post*, Heideman recounted an exchange he recently had with students at the University of Michigan, where he studied years ago. "I was shocked to hear about the intimidation and threats they receive — it's more than rallies trying to encourage organizations to divest investments in Israel — it's really the making of violent attacks that physically threatens and intimidates a student body. Some say it's free speech — I think it's hate speech and has to be talked down and responded to," he said. He believes that such activity is having a damaging effect on the identity of young Jewish students and of their views of Israel. When you feel intimidated, it thwarts the willingness to speak out freely in an exchange of ideas," he explained.

Heideman is one of the foremost legal experts on fighting the BDS movement and pursuing legal actions on behalf of victims of terrorism in courts around the world. He also serves as the chairman of the Israel Forever Foundation and honorary president of B'nai B'rith International. Heideman believes the public opinion war against Israel began decades ago. Pointing to the 1975 UN "Zionism is racism" resolution, Heideman says one must ask what preceded it. "When you take Zionism as a national movement for the re-establishment of the Jewish homeland in the land of Israel and officially have nations of the world adopt a resolution that says Zionism is racism, you have to ask how Israel came to be viewed in such a negative light."

He says a major shift in tactics against Israel came following the country's victories in the 1967 and 1973 wars. "Those who were against Israel as a nation-state shifted from a strategy of planned physical attacks to an attack in public upon the good name of Israel and the good name of the Zionist movement. In 1975 when the PLO and other groups and Arab countries were able to get the UN to adopt the resolution, it served as a platform for assaults in the press, through organizations and in world public opinion."

Heideman believes those who oppose Israel's very existence, including Iran and the PLO, have been winning that war.

"We have done a terrible job standing up for our own good name," he said. He

noted that while the "Zionism is racism" determination was revoked, the U.N. has since been used for Israel-bashing. "It has been a well-planned attack and it continues to this very day ... what we face is a mixture of assaults on Israel and the Jewish people, not only verbally but also threats and continued physical attacks — not by a formal army, but by terrorist organizations and individuals who identify with those who prefer to teach and practice hate and who do so under the guise of freedom-fighting," Heideman says. "When you're afraid to wear religious symbols, you don't enjoy freedom of religion and when that fear precludes you — even those who don't come here [to Israel] out of fear — it's proof of the negative results of the concentrated effort to assault and malign Israel and the Jewish people.

Heideman's mission is to repair Israel's tainted image through truth and advocacy. "The last time I saw my grandmother before she passed away, she said 'don't ever forget that at the end of your days all you will take with you is your good name,'" he recounts. "The good name of Israel and the Jewish people is very precious," he stressed. "We have a great challenge to strengthen the good name of Israel and the Jewish people and of Zionism as a movement that has brought us to this time and this place."

Heideman seeks to mold a new forward-looking approach to the understanding of who the Jewish people is and who Zionists are — "committed to the concept that the Jewish people are entitled to a nation-state as the Jewish people with our homeland re-established in Israel with Jerusalem as its capital." He believes focus groups would be helpful in understanding Diaspora views of Israel, Judaism and Zionism. "If we're not afraid to ask the questions we can learn a lot about ourselves — I intend to seek out professionals to find out what has happened to our good name."

He believes a major factor has been the aforementioned continuous "Israel bashing," asserting that when you "beat long enough," it has an impact. "Disaffection from the Jewish community, I believe is at the greatest percentage in my lifetime and it comes as a result from the beating," Heideman says. "They haven't heard or studied the motives and damage initiated against us by the other side."

He believes education, particularly of the younger generation, is key to arming Diaspora Jews with the right tools to stand up and respond to the bashing.



## RCOS hosts regional youth group event

Reform Congregation Oheb Sholom hosted the election of officers for the regional chapter of the National Federation of Temple Youth in March.

Join Chabad of Berks County for an enchanting

# Passover Seder



Relive the exodus, discover the eternal meaning of the Haggadah, and enjoy a community Seder complete with hand-baked Matzah, wine, and a wonderful dinner spiced with unique and traditional customs.

Explore the Kabbalistic insight of the number four: **Four** cups of wine, **four** sons, **four** questions and **four** types of freedom. Discover the Seder's relevance to today's modern Jew.

For more info and reservations:  
917-767-0130  
chabadofberks@gmail.com  
www.l-chaim.org/seder

**First Seder Night:**  
**Monday, April 10,**  
**7:30 p.m.**  
**Suggested donation:**  
**Adult, \$36; Child: \$18**

Please RSVP  
by April 8

# Congregational News

## Share this season of rebirth with others

By Rabbi Yosef Lipsker

Chabad Center of Berks County

Last March I drove the six hours round trip to New York City to pick my parents up so that they could join us for the holiday of Passover. I was celebrating my 50th birthday over Pesach, and it was very special to me that my mom and dad could be a part of this moment in my life.



One year later, my dad is gone. I look back at this time last year, and I will forever cherish the memories of the final time my parents were able to be in my home together. My heart is full,

warmed by the memories of the gorgeous spring sun shining on us, the smiles, the laughter and happy times.

The thought of the joy I was blessed to have experienced last spring carries me through the darkest days, the hard days, the ups and downs, the “winters” of life.

Although we recently found ourselves in the throes of a late winter, the message of Passover is about spring, of rebirth, of new beginnings.

Spring is a reminder to us; stay passionate. Keep living. Be lively.

My father was one of the liveliest people I had the pleasure of being close to. He was a musician by trade, yet it was always far more than a career for him. Music flowed through his very veins,

and he was passionate and excited about music until his final breaths. In fact, hours before his passing, using the remainder of his energy, my father danced to an impromptu kumzitz in his hospital room.

My parents poured all their energy, money and spirit into providing a home away from home to visitors from near and far. Their Brooklyn home was constantly packed with guests.

On an average night, you could find my mother cooking up a storm until the wee hours of the morning, only to be awake again with the sun, continuing her dedication to ensure that anyone and everyone would be comfortable walking through her doors.

“All who are hungry come and eat.”

This is one of the lessons of Passover. Our doors are open to those who may need it. My parents lived and breathed this all year round.

Each week, and on every holiday, as I open my home to those who need a place, I think of my parents, who have instilled me with their strong values; give, give give, until you can give no more. And then give a little more.

As we welcome Passover this year, I invite you to join me on a Passover mission. Invite someone who has no place to be for the Passover Seder meal, and let them be a part of the rebirth, the living and new beginnings.

Wishing you a happy and joyous Passover from Chana and myself.

## Freedom: Austere and crisp

By Rabbi Matthew Abelson

Keshar Zion Synagogue

In the food we eat, one may witness the transition from holiday to holiday. On Purim, we consume thick, doughy triangles filled with jelly. On Pesach, we eat thin, unleavened, crisp circles or squares.



In Judaism, you are not what you eat, but what you eat is both symbolic and nutritious. You remain who you are no matter what you eat. What you eat, however, provides instruction.

The closing chapters of Megillat Esther recount acts of self-defense tinged with vengeance: “So the Jews struck at their enemies with the sword, slaying and destroying; they wreaked their will upon their enemies” (9:5). The thick, doughy,

jelly-filled hamantaschen of Purim represent the quality of vengeance.

As Jews underwent Emancipation and engaged with the Enlightenment, the quality of vengeance was suppressed. Concerned with integration into majority Christian societies, our people’s decision made sense. Already Christianity had characterized the God of the New Testament as superior to the God of the Old Testament in that the Old Testament’s God is a God of vengeance. That our God was characterized as vengeful was bad enough; having ourselves characterized as vengeful was inadmissible.

Vengeance, however, is so very human. While Christianity has claimed that it lives by forgiveness alone, its incorporation of Constantine’s sword suggests that forgiveness alone cannot sustain a society.

Ecclesiastes teaches:

“A season is set for everything...

A time for ripping and a time for sewing,

A time for silence and a time for speaking;

A time for loving and a time for hating...” (3:1-8).

Purim was our “time for hating.” We hated Haman, and we hated him well. Hate is like the hamantaschen — doughy and thick, tasty but fattening. The heaviness of the hamantaschen is the heaviness of vengeance and hatred. No one can live this way for more than one day a year. We must leave hatred behind and embrace the new season, the season of “silence,” the holiday of Pesach. The thin, austere, and crisp unleavened bread symbolizes freedom. Hatred and vengeance are human, and they are given their due in our tradition.

Nevertheless Purim is a minor holiday; whereas Pesach is a festival.

The eight day Festival of Unleavened Bread’s symbol is the spare, crisp matzah. Freedom is not doughy, thick — filled with wet, sweet jelly. The matzah’s constitution teaches us what freedom is. The food’s symbolism is an instruction of how to constitute ourselves.

Rather than dense, we should be crisp; rather than doughy, we should be light. We must excise vengeance from ourselves and embrace freedom. Too many of us imagine that freedom looks like a hamantaschen. Impossible! Freedom is the matzah! From giving the yeast only 18 minutes to rise, we learn that we should not be full of ourselves. Pesach is the season for deflation. More silence, more action, a less inflated sense of ourselves: these are the instructions for the coming holiday.

## Don’t forget to pay attention to the unspectacular

By Rabbi Brian Michelson

Reform Congregation Oheb Sholom

Spectacularitis.

It is a common problem in this world. It is the disease of only focusing on the spectacular. It occurs when we become impervious to the ordinary and simple. It must be big, flashy, or dramatic or it does not elicit our attention.



There is a story of a movie producer who remarked that he wanted “a film that begins with an earthquake and works up to a climax.”

The Prophet Elijah will soon be visiting our Seder tables. The Bible relates that Elijah sought to experience God’s presence at Mount Sinai. We are told that a storm broke, but God was not in the storm. Then there was an earthquake, but God was not in the earthquake. Finally, a still small voice wafted in the desert. When Elijah heard it, he wrapped his face in his mantle, for he felt the presence of God. Not in a storm, not in an earthquake, but in a still,

small voice. It was for Elijah and for us a reminder that great things do not always come with fanfare. We are reminded not to overlook the greatness of the small, not to be oblivious to the wonders of the simple and usual, and not to miss the drama of the quiet and routine. It is there if we are willing to listen for it.

In our busy lives, we often forget to pay attention to the unspectacular. We don’t always see or hear it. We are so immersed in the din of the day to day — involved in the details of living — that there is no room for anything but the most dramatic. However, I think that is a shame.

We must be careful; let us not confuse achievement with importance. Undoubtedly, some people do have the stuff of heroes. It has been my experience, however, that, for the most part, real heroes do not indulge in heroics. True heroes are singularly unspectacular. They are not “Superpeople.” There is nothing glamorous about the person whose life has been unduly harsh; yet, in the face of it all has retained his or her faith, cheer and courage. In my book, that person is a hero. As is the woman

who, without any fanfare and honor rolls, anonymously makes it possible for a poor student to go to college. Heroism, as I see it, is a daily affair. It is around us all the time. We do not hear about it because real heroes are essentially quiet and unspectacular individuals. Part of what makes them heroes is that they do not think of themselves as heroes. They are not in the storm or in the earthquake.

They speak, act and live with still, small voices.

This year, as you sit around the Seder table, listen very carefully to Elijah. He reminds us that the real core of life, the values we hold most dear, are really in the unspectacular and ordinary moments of life.

May you and your dear ones have a happy and healthy Pesach.

### LOCAL CONGREGATIONS AND SERVICE TIMES

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

KESHER ZION SYNAGOGUE (610) 374-1763  
Weekly services Saturdays: 9:30 a.m.; Tuesdays, 7:30 p.m.  
SERVICES HELD AT JCC, 1100 Berkshire Blvd., Suite 125, Wyomissing

REFORM CONGREGATION OHEB SHOLOM (610) 375-6034  
Fridays, April 7 and 14: 6 p.m. Fridays, April 21 and 28: 7 p.m.  
Saturday, April 22: Tot Shabbat, 10 a.m.

CONGREGATION SHOMREI HABRITH

### April ☆ Nisan - Iyar



Shabbat Candle Lightings

April 7  
7:17 p.m.

April 14  
7:24 p.m.

April 21  
7:31 p.m.

April 28  
7:38 p.m.



Torah Portions

April 8/Nisan 12  
Tzav (Leviticus 6:1 – 8:36)

April 15/Nisan 19  
Pesach (Exodus 33:12 – 34:26)

April 22/Nisan 26  
Shemini (Leviticus 9:1 – 11:47)

April 29/Iyar 3  
Tazria-Metzora (Leviticus 12:1 – 15:33)

**Know someone who would like the Shalom? Please share their address and we'll add them to our mailing list.**

Gardening with Vicky

# Last year's garden still paying dividends

By Vicky Sokoloff

Last year I did some experimenting with vertical gardening. Even though we have a fairly large planting area, I always seem to want to plant more than there is room for. One way to fit more is to grow up rather than out and around.

A local hort club program mentioned the idea of growing potato in a compost bin. I had one sitting around not doing much, so I decided to give it a try. It made the job easier and took very little space, but the results were marginal. Since we grow bamboo I also decided to make bamboo teepees for the peas and beans instead of planting them in rows. That worked really well. The

crop was just as good, and it was much easier to get around and pick them. This year the teepees will be taller.

Last month I talked about what we got from the garden. So now I'd like to say a bit about what goes back into the garden. Around February I start saving eggshells. They are a must for tomato, pepper and eggplant. But they are also very good for most flowers and other plants as well. Wash shells from raw eggs and let them dry. Then put them in a paper bag and crush them. A lot will fit in a small space. They are ready to be put into planting holes or spread around plants.

Azaleas will benefit from used tea grounds. Dry some used tea bags. Cut

open the bags and gather the tea. Spread around the entire drip line under the azalea bush.

It's hard to know how the recent crazy weather will affect the coming growing season. In February when the temperature went to the 60s, crocus and iris were blooming. The jasmine was the best it's ever been. Then came March and all those flowers were buried under 20 inches of snow and the temperature dropped to near zero. But in the middle of the March 14 blizzard we had a welcome visit from a large woodpecker who spent more than two hours in one spot on a wild cherry tree. His antics were a wonderful distraction from the accumulating snow.



Woodpecker visit March 14



Jasmine nudiflorum blooming Feb 25



Iris reticulata blooming Feb 25



The kids never let David forget the year he just couldn't find the afikoman

## Do you remember?

By Tootie Moyer

OK, all you "youngsters." Here I am again to see if you remember these things that Reading had many, many years ago.

I remember all of them because I'll soon be 93 years "young" with a good memory most of the time.

I hope you remember them also.

1. Carsonia Park. We took a trolley from Penn Street to the park. "Wow" did we have fun in the pool, on the Thunder Bolt, the Whiz Bang and of course the Tunnel of Love.

2. Boscov's Variety Store on Ninth Street

3. Really good stores on Penn Street - Pomeroy's, Whitner's, The Kins Co., Jeanette Shop, Josephs and Martins.

4. When we had milk and bread delivered to our homes.

5. We had a kosher butcher and a Jewish deli.

6. The Reading Fair was where the Fairgrounds Farmers Market is now.

7. We went swimming in the Fleetwood Pool, where the water was from the mountains and was ice cold - I mean "ice cold".

8. Our family doctor took care of all our aches and pains; we didn't know what a "specialist" was.

9. We went dancing in Pottstown at the SunnyBrook

Ballroom - the big bands played there - Benny Goodman, Harry James and Tommy Dorsey.

10. Bagels were small and crisp, not just dough with a hole in the middle. My father was the only bagel baker in Berks County.

11. Water that we drank came from the kitchen spigot - not a plastic bottle.

12. When families played cards or board games after supper. We played Parcheesi.

13. When a wedding cost \$200 not \$10,000 or more as of now.

14. When a postage stamp was 7 cents.

15. Two dollar bills were common.

16. The Orthodox shul was on Eighth Street, the women sat upstairs and the restrooms were in the basement.

17. When cameras used film that had to be developed.

18. We didn't lock our doors.

19. When we never said "no" to our parents - we did what they asked us to do.

20. The word "sex" was never used. It really was a "bad" word. It was used only to say male or female.

If you remember most of these things, good for you. You and I had a great life in Reading; didn't we.

See you soon - Stay well!

**PLEASE NOTE HIGHLIGHTED CHANGES DUE TO**

**RESCHEDULED DATE**

**Hadasah**



WHEN? SUNDAY - **APRIL 30<sup>th</sup>, 2017**

WHERE? JCC - 1100 BERKSHIRE BLVD - WYOMISSING

TIME? 1:00PM - 3:30PM

WHAT? BAP (BRING A PRIZE) **COFFEE & DESSERT BINGO**

**WANTED:** ANYONE WHO WANTS TO HAVE FUN! ENJOY COFFEE & DESSERT WHILE PLAYING BINGO WITH YOUR FRIENDS. ALL WE ASK IS THAT **YOU BRING A PRIZE WORTH APPROXIMATELY \$10.00**

(THESE WILL BE DISTRIBUTED AS GAME WINNING PRIZES)

AND A DESIRE TO HAVE FUN AND LAUGH! WE WILL SUPPLY THE REST. MEN ARE ENCOURAGED TO JOIN IN AND NO EXPERIENCE IS NECESSARY.

THINK YOU QUALIFY? HAVE QUESTIONS? WANT TO CONFIRM YOUR ATTENDANCE? DON'T HESITATE TO CONTACT ANY ONE OF US. **PLEASE RSVP BY 4/16.**

Jan Simon - [CHOIR2354@AOL.COM](mailto:CHOIR2354@AOL.COM) - 610.698.5029

Gaye Corbin - [GAYECORBIN@YAHOO.COM](mailto:GAYECORBIN@YAHOO.COM) - 610.207.8825

Susan Wilson - [WEXLER718@HOTMAIL.COM](mailto:WEXLER718@HOTMAIL.COM) - 610.301.2082



**Join us for this very special service & Oneg on April 28th at 7:00 pm**



*Reform Congregation Chev Sholom celebrates Israeli Independence Day*

**We will also be announcing forthcoming events commemorating Rabbi Michelson's upcoming rabbinical milestones.**

*The service will be followed by a delicious Mediterranean Oneg!*

# Jewish Family Service

## Help with downsizing and moving

**United  
Way**



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

Sooner or later most of us will either be downsizing our home and moving, or our family members will. This can be a daunting proposition, and often people put off a needed move because of all the work involved. This is especially true for seniors who may lack the physical



stamina or the organizational ability to undertake such a massive task.

Fortunately, our area has several companies that help with all aspects of a move. Many of the owners of downsizing and moving companies got into this business after personally helping parents and family members struggle with the process. Their goal is to reduce stress and provide client centered personal services. All companies listed below offer similar services and some offer a complimentary evaluation to determine how the company can help the client.

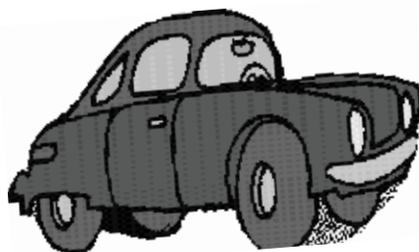
Disposition of personal property is a major part of what downsizing companies help with, through direct sales, donations to nonprofits, auctions and gifts to family members. The companies work with the clients to develop customized floor plans so clients can decide what possessions can move with them. Services may include cleaning, repairing and staging of current home, shredding of old documents and coordinating utility moves and hook-ups. Packing and unpacking are other important services offered by the below listed companies. All the companies listed below have been used by people I know with positive results.

### Local Companies

- Beyond the Fork in the Road – Senior Moving Solutions**  
www.beyondtheforkintheroad.com – Phone – 1-717-335-8080  
President/Founder – Elizabeth Fry  
Logistics Director – Nancy Ulrich
- Transition Connection**  
www.transitionconnection.com – Phone – 484-372-0824
- TLC Ladies**  
www.tlcladies.com – Phone – 1-717-228-8764
- Ridgewood Family Services**  
Phone – 610-507-3446  
Gail McKim - owner

Enjoy Tax Benefits While Contributing to

Jewish Family Service Vehicle Donation Program



Call Sari at 610-921-0624,  
e-mail sari@jfreeding.org  
or go to  
[www.charitableautoresources.com](http://www.charitableautoresources.com)

Jewish Family Service Food Pantry Collection



We are serving more families each month! Please bring donations of canned tuna, soup, fruits and vegetables to the JCC.  
Thank you!

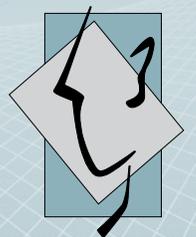
We also need plastic and paper grocery bags!

*Jewish Family Service thanks  
Dr. Harriet Comite and her staff  
for generously providing  
professional services to a JFS client.*

*Jewish Family Service thanks  
the Social Action Committee  
of Reform Congregation Oheb Sholom  
for its donation of 100 Shalach Manot  
Purim gifts that we delivered to residents  
of nursing homes and senior communities.*

**Wanted:  
Good News!**  
Share your simchas with the  
community. Just call the Federation  
office or email [Marknem@aol.com](mailto:Marknem@aol.com).

**Pediatric and Adult Patients  
Treating Ear, Nose, Throat Problems  
Thyroid Nodules, Neck Masses & Sinusitis**



**ENT**  
Ear • Nose • Throat

**HEAD**

**NECK**

Specialists, P.C.

### Physicians:

James P. Restrepo, M.D., FACS, ECNU  
Charles K. Lutz, M.D., FACS  
Jeffrey S. Driben, M.D., FACS, ECNU  
Scott J. Cronin, M.D.

### Nurse Practitioner:

Rosemarie Montgomery  
MS, CRNP, FNP-C

**THE AUDIOLOGY  
CENTER**

Diagnostic Audiology & Hearing Aid Services

### Audiologists:

Kathleen D. Vivaldi, AuD, FAAA  
Melanie A. Appler, AuD, FAAA  
Matthew R. Bonsall, AuD, FAAA



Providing diagnostic and rehabilitative services for all types of hearing loss, for any age group.  
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## Senior Identity Protection

Presented by Berks County Detective Pamela Mathias

→ **Saturday, April 29** ←  
**10am - 12pm**

RSVP TO 610-616-5112

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**FREE DOCUMENT  
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United Documents will  
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### Federation Honorial - Memorial Card Information

Please mail your payment with complete information to the Jewish Federation, PO Box 14925, Reading, PA 19612-4925 or bring to the Jewish Cultural Center, 1100 Berkshire Blvd, Suite 125, Wyomissing. You may set up a "savings account" for the purpose of sending cards. Please contact the Jewish Federation at 610-921-0624 for further information.

### Contributions as of March 17

#### JFS Taxi Transportation Fund

In memory of:  
Susan Hollingshead – Harriet Baskin

#### Jewish Family Service

In honor of:  
Birth of Betsy & Al Katz's new granddaughter Mia Shoshana – Carol and Gordon Perlmutter  
Don Abramson's birthday – Susan Schlanger

In memory of:  
Albert Boscov – Al and Betsy Katz  
Rabbi Eliyahu Lipsker – Edith Mendelsohn, Lynn & Jeff Driben  
Susan Hollingshead (Edith Mendelsohn's daughter-in-law) – Roger Schein, Ruth Isenberg, Amy Schein-Hollowbush  
Ruth Rushwald – Rochelle Mann

#### Federation Jewish Community Campaign

In memory of:  
Susan Hollingshead (Edith Mendelsohn's daughter-in-law) – Hilde Gernsheimer  
Albert Boscov – Hilde Gernsheimer, Jim and Jackye Barrer, Madelyn Fudeman, Lila Shapiro and family  
Rabbi Eliyahu Lipsker – Madelyn Fudeman, Lila Shapiro and family  
Marc Claster – Cheryl and Eric Farber

### 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	\$25
Holocaust Library & Resource Center	\$18
Doris Levin Fund	\$10
PJ Library Fund	\$10
Harry & Rose Sack Fund	\$10
Evelyn Thompson Fund	\$10

#### Doris Levin Memorial Fund

In memory of:  
Muriel Kornspan – Stephanie and Dennis Arbige, Carole and Mike Robinson  
Richard Robinson (Mike Robinson's father) – Stephanie and Dennis Arbige

#### Evelyn Thompson Nursery School Fund

In honor of:  
Birth of Chad and Korissa Schlanger's son Ari – Beth and Bob Caster  
Elliott Leisawitz's birthday – Sid and Esther Bratt

In memory of:  
Albert Boscov – Sid and Esther Bratt  
Rabbi Eliyahu Lipsker – Beth and Bob Caster  
Sharon Berman's father - Beth and Bob Caster

#### Friendship Circle Fund

Get well/speedy recovery:  
Elaine Safir – Margaret Levine

# The app from Israel that helps you eat to beat diabetes

**Israel 21c.com**  
Specific foods and food combinations affect each individual's blood-sugar level differently, it was revealed last year by the Personalized Nutrition Project, a clinical study carried out in Israel.

Already available in Israel and soon in the United States, DayTwo is the world's first health-improvement and disease-prevention solution based on the groundbreaking gut microbiome research of Prof. Eran Segal and Dr. Eran Elinav from the Weizmann Institute of Science.

Both scientists are involved in the company, located in Adanim near Hod Hasharon.

The gut microbiome — bacteria residing in everyone's intestines — interacts with the digestive and immune systems, and its diversity holds certain clues. DayTwo and the Weizmann researchers developed an algorithm for predicting individualized blood-glucose response to thousands of different foods and meals based on gut microbiome information and other personal parameters.

Co-founder and CEO Lihi Segal explains how the DayTwo process works.

"You come online to our site and

go through the registration process where you fill in a questionnaire about your medical history, physical characteristics, lifestyle and diet. We then FedEx the kit to you."

The DayTwo kit contains instructions for taking a small stool sample and sending it to DayTwo's lab, where the DNA of your body's microbiome is sequenced using next-generation metagenomics. That data is plugged into an advanced machine-learning algorithm.

In about six to eight weeks, you will receive your microbiome report and a mobile (initially only iOS) or web application where you can access, for six months, personalized recommendations on meals that help you balance your blood sugar.

"It's not a list of ingredients because the body doesn't work that way," says Segal. "For example, pasta with meatballs and pasta with cream sauce may have different effects."

If you want to build your own meals, the app rates foods from A+ to C- so you can see easily which combinations are better for you than others. It will even help you evaluate fast-food or restaurant meals.

"Our target audience is pre-diabetics and diabetics who are not insulin

dependent, as well as healthy people who are interested in balancing blood-sugar levels" says Segal, who was previously COO and CFO of Sisense, an Israeli provider of business intelligence and analytics software. She explains that the name of the company "alludes to the journey to better health that you are taking with us."

Ahead of DayTwo's American launch later this quarter, pre-orders are being accepted online. The 20-employee company received a license for the technology in August 2015 and scaled up quickly with the financial backing of angel investor Marius Nacht, cofounder and chairman of Check Point Software Technologies. DayTwo is now in the midst of a Series A financing round.

Last December, DayTwo announced a clinical trial in collaboration with the Microbiome Program at the Mayo Clinic Center of Individualized Medicine in Minnesota to help calibrate the predictive algorithm for the US market.

And in February 2017, DayTwo and the Weizmann Institute scientists began collaborating with Johnson & Johnson's Janssen Research & Development Company, to evaluate DayTwo's platform for the effective interception

of gestational diabetes, Type 2 diabetes and metabolic syndrome-associated disorders.

"We believe Janssen's experience in developing diagnostic and therapeutic products will help us introduce new and groundbreaking innovations that promote individual health," said Segal.

Because the gut microbiome can change over the course of months or years, DayTwo is studying the need to retest after a certain period, Segal adds.

DayTwo offers a monthly subscription model offering users additional features beyond the one-time report and six months of app usage.

"Once you have your personalized recommendations we want you to be able to share your results with everybody who touches nutrition in your life, such as your employee wellness program, your dietician and doctor," explains Segal. For example, you might be able to log into the website of your favorite takeout eatery through DayTwo and order dishes according to your personalized ratings.

DayTwo will have a U.S. office for sales and marketing, and plans to expand sales to additional countries in the future. Segal pledges to keep R&D in Israel.

## EVERYTHING'S RELATIVE

by Jordan B. Gorfinkel • www.jewishcartoon.com



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# weis wishes you a *Happy Passover*

## Kosher Fresh Chicken Items



**Fresh Kosher Boneless Chicken Breast Fillets**

**\$4.99** per pound



**Fresh Kosher Cut Up Chicken Fryers**

**\$1.99** per pound



**Fresh Kosher Whole Broiler Chickens**

**\$1.99** per pound

We have a selection of Kosher for Passover cakes and cookies made by Lilly's Bakery Shop.



Manischewitz Coconut Macaroons 10 ounce

**\$3.49**



Manischewitz Gefilte Fish 24 ounce

**2 FOR \$6**



Dr. Brown's Soda 6 count

**\$3.99**



Manischewitz Matzo Meal 16 ounce

**2 FOR \$5**



Rokeach Shabbos Candles 72 count

**\$1.99**



Manischewitz Matzo Ball Soup Mix - 5 ounce

**2 FOR \$3**



Kedem Grape Juice 64 ounce

**2 FOR \$6**



Gold's Horse Radish 6 ounce

**\$1.99**



Manischewitz Matzos 5 pound

**FREE** Manischewitz Matzos

5 lb, with any \$50 purchase. \*Limit 1 per transaction; \$50 purchase excludes price of Matzo

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