



Shalom12|17

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

Your Federation Supports:

- Jewish Education
- Food Pantry
- Friendship Circle
- Chevra
- Community Shabbat
- Reading Jewish Film Series
- PJ Library
- Jewish Family Service
- Jewish Cultural Center
- Lakin Holocaust Library
- & Resource Center
- Israel & Overseas
- Camp Scholarships
- Israel Trips
- Jewish Community
- High School
- Emergency Support
- Lakin Preschool
- Richard J. Yashek Lecture
- Transportation
- Maimonides Society
- Your Jewish Legacy
- 92ND ST Y Programs
- Joint Distribution Committee
- Meir Panim
- Annual Campaign
- Jewish Agency for Israel
- Yemin Orde
- School Education Programs
- Interfaith Unity Council
- Israel Advocacy
- Youth Events
- Great Decisions Series
- Jewish Community
- Relations Council
- Community Holiday Programs
- Women's Philanthropy
- Jewish Federations
- of North America
- Counseling Services
- Leo Camp Lecture
- Shabbat B'Yachad

Join us for Chanukah on Ice

By Amanda J. Hornberger

Ice skates. Ice sculpture menorah. Warm latkes. Crafts. Chanukah music. Hot chocolate. Friends and family. Sound like a recipe for fun? Come join us for this and more at Chanukah on Ice on Sunday, Dec. 10, sponsored by Chabad and Jewish Federation of Reading/Berks.

The entire community is invited to join us at Body Zone in Spring Township from 4:30 to 6:30 p.m. on Sunday, December 10 for ice skating and warm Chanukah food. The cost is \$10 per person which includes your ice skate rental and the food including warm soup, latkes and other treats.

Chanukah on Ice is for all ages: seniors to youngsters are invited to attend and do crafts, enjoy the Jewish music and marvel at the menorah made out of ice, even if you don't skate!

RSVP is requested to chabadofberks@gmail.com or Brenda at 610-921-0624 by Dec. 8.



Reading community remembers Kristallnacht



On Nov. 9, the Jewish community gathered with members of Reading's Christ Episcopal Church and other Christians to commemorate 79 years since Kristallnacht, the Night of Broken Glass, considered to be the start of

the Holocaust. Our community was fortunate to have survivors as well as second- and third-generation family members light the six memorial candles. Pictured, from left, are Holocaust survivor Esther Bratt; Michele Leisawitz,

Bratt's granddaughter; Rosayle Yashek, wife of the late Holocaust survivor Richard J. Yashek; Holocaust survivor Mariette Jacobson; Jacques Jacobson, Jacobson's son; and Holocaust survivor Hilde Gernsheimer.

Our place in the community

By Richard Nassau
Development Director

Federation is proud to be a partner agency of United Way of Berks County. Federation's broad network of more than 50 programs and services supports our Jewish community and helps people throughout Berks County. The range and number of services we offer is impressive for a Jewish community our size.



Federation's Jewish Family Service (JFS) and Jewish Cultural Center (JCC) provide many of these programs directly. There are also many programs that are the result of our partnerships with Berks County agencies and charities, including each synagogue, area colleges and local churches.

Our JFS Food Pantry is an example of how your gift and our community partnerships feed the hungry. This past October 190 families received groceries distributed through the JFS Food Pantry. The Pantry is an affiliated partner of the Berks County Food Bank. The Food Bank is the central agency that acquires and distributes food to people in need. This successful partnership relies upon our monthly volunteers (another successful partnership) and the Boys and Girls Club here in Berks County. It is their community hospitality that provides us with the space to set-up and distribute the groceries at the Olivet Club House in Pendora Park.

Other Federation community partnerships include Albright College, home to the Lakin Holocaust Library and

Resource Center. Through the Lakin Library we help sponsor Holocaust education programs at public and parochial schools throughout Berks County. The partnership includes annual lectures at Albright in memory of past community leaders Leo Camp and Richard J Yashek. Each year these lectures fill the auditorium at Albright to capacity. Jeffrey Rosen, CEO of the National Constitution Center, was the most recent speaker, attracting a large crowd this past October for the 38th annual Leo Camp Lecture.

Last month we continued our partnership with area churches as we again joined with Christ Episcopal Church to support the Kristallnacht Remembrance Service.

We also partner with local companies. During Sukkot, we worked with the Wyomissing Home Depot to create a Sukkah Kit craft project. Home Depot hosted the event and donated all the supplies the 16 participating PJ Library kids needed for the project.

We've partnered with the Wyomissing Family Restaurant, which donated the hummus and donuts for the well-received tasting event last month following the screening of "Hummus! The Movie." The movie is part of our Reading Jewish Film Series which is now in its fourth year thanks to Fox Theatres and Federation's Rubin Educational Fund.

The Greater Reading Unity Coalition, another partnership, continues to address issues of intolerance and hate. Federation, along with organizations from the Hispanic, Islamic and African-American communities, formed the coalition to work together, speak at school assemblies and encourage diversity in the greater community.

Your support provides services to the poor and elderly wherever it is needed, including the former Soviet Union and elsewhere in Eastern Europe. These services come through our international partners, Jewish Agency for Israel, Joint Distribution Committee, and Jewish Federations of North America. In Israel, disadvantaged and immigrant youth receive critical social services at Meir Panim and Yemin Orde. Nationally our U.S. partnerships meant a quick response to the recent natural disasters and humanitarian crises. The result of our national network of community Federations, like Houston, and the work of emergency aid organizations IsraAid and Nechama.

These are just a few examples of our place as members of the greater Berks County community. Not seen are the many examples of individual contributions being made every day by members of our Jewish community. Contributions that come not from dollars but from the time and talents of our community members. Community members who serve on nonprofit boards, lead professional organizations, sponsor art programs or provide free medical services. The range and numbers are impressive for a Jewish community our size.

It's no real surprise, as our partnerships and community member contributions reflect our Jewish values. How by working together to support not just Federation's annual campaign, but other charities as well, members of our Jewish community foster community, connect families, engage and educate the next generation, and enrich lives.

On behalf of the many thousands of people you help, thank you for your partnership.

End of year is opportune time for tax planning

The following is for informational purposes only and should not be construed as legal, tax or financial advice. When considering gift planning strategies, you should always consult with your own legal and tax advisors.

Year-end is often the most opportune time to consider financial and tax planning strategies. As this article is being written, Congress and the White House are negotiating significant changes in the tax laws that could, if enacted, impact financial strategies and tactics. This makes it more important than ever to meet with your advisers to review your investment portfolio and consider tax, financial and charitable giving strategies before Dec. 31. Things may become clearer as year-end approaches, but this will require you to be flexible and prepared to act in a short time frame. For example, it appears that most changes in the tax code would be effective after the start of 2018.

Income Taxes: If comprehensive tax reform (or even a slimmed down "tax cut package") is enacted, both marginal tax rates (the rate you pay on "the next dollar" of income) or the effective tax rate (your average rate on all items of income and deductions) is likely to change. Current thinking is that the top tax rate of 39.6 percent will continue to apply for those with incomes in excess of \$1 million. The mix of changes to specific tax deductions and credits by any tax reform plan will also have a dramatic impact on your overall tax situation.

Tried and true year-end tax strategies generally revolve around shifting some tax burden to a future year. Deferring receipt of a bonus payment to 2018, accelerating deductions into this year by prepaying a deductible expense, or making larger charitable gifts all can lower this year's bill which leaves those saved tax dollars in your pocket rather than the government's. Keep in mind however, that you need to factor in the application of the alternative minimum

tax (AMT) to determine if shifting income and deduction strategies provide maximum savings in your financial situation.

It is expected that comprehensive tax reform will repeal the AMT for future years, but it will most likely remain in place for 2017 and needs to be addressed in your calculations. And if tax reform cuts back or eliminates other deductible items such as state and local income tax or property taxes, it again may make sense to consider accelerating the payment of these items after factoring in the application of the AMT.

Keep in mind that if you itemize deductions, gifts of cash to public charities such as Federations are fully deductible, up to 50 percent of adjusted gross income. Any excess can be carried forward and could be deductible for up to five years. Tax reform could increase this AGI limitation for cash gifts to 60 percent starting in 2018.

Investment Assets: With the stock market at an all-time high, year-end is an opportune time to review your investment portfolio and consider timing the recognition of capital gains and losses for assets held long-term (more than one year) and short-term. Under most tax reform plans, it appears that most capital gains sales will remain "tax advantaged" with a top rate of about 24 percent.

Part of your capital asset review could be consideration of a gift of appreciated securities to charities. For example, you can avoid paying any capital gains tax on the value of securities transferred to the Federation and may be able to receive a charitable contribution deduction for the full fair market value of the securities at the time of the gift.

Remember that gifts of appreciated assets are fully deductible up to 30 percent of adjusted gross income. Again, any excess can generally be carried forward and be deductible for up to five years.

Donating appreciated stock to create or add to an advised fund at Federation is an excellent way to maximize tax saving

from such gifts as well as provide you with a vehicle from which you can make recommendations for future charitable grants.

However, in cases where the current fair market value of the stock remains below your cost basis, it most likely makes sense to sell the stock first, recognizing the tax loss, and then gift the proceeds to charity.

IRA Charitable Rollover: Over the past 10 years, many individuals over age 70½ have utilized the IRA charitable rollover to transfer up to \$100,000 each year from their retirement accounts directly to public charities, such as Federations. (Note: transfers to DAFs, supporting organizations, and private foundations do not qualify for this tax benefit.)

The IRA Charitable Rollover was made a permanent part of the tax code several years ago, and this important charitable giving incentive can also be used to designate the distribution directly from your retirement account for a specific use at the Federation including the annual campaign, a special endowment fund, or a perpetual campaign gift like a Lion of Judah Endowment.

Estate Taxes and Life-time Giving: It is expected that any comprehensive tax reform plan will make significant changes (including potential repeal) to the estate tax, the generation-skipping transfer tax and perhaps the gift tax. Such changes, if enacted, could dictate modifications to your estate and bequest planning, as well as lifetime gifting strategies. Again, the watchword here is: keep a close eye on Washington to see how tax reform could impact your current estate plan.

Federation professionals are available to work with you and your professional advisors to maximize the benefits of these and other tax planning strategies for you and for the entire Jewish community. For more information, contact Richard Nassau at 610-921-0624.

Development

- Annual Campaign
- Women's Philanthropy
- Maimonides Society
- Your Jewish Legacy
- Chai Circle
- L'Chaim Society
- Book of Life
- Letter of Intent



2017 totals
as of Nov. 15

Jewish Community
Campaign
\$405,934

*Includes transfers from Donor
Advised Funds

From the President's Desk

Work goes on building community connections

By William D. Franklin
President

Hummus is popular throughout the Middle East. In November, our film series featured "Hummus! The Movie," a movie shot in Israel, that ignores religious and political divides and goes straight to the deeper question of who makes the best hummus.



More than 100 members of our Jewish, Christian and Muslim communities came, enjoyed the movie, and stayed afterwards to meet each other, discuss the film and gobble up the hummus and doughnuts provided by the Wyomissing Restaurant and Bakery. Our thanks to Hamid Chaudhry, whose hummus reinforced its deliciousness and community building power.

The next day our Greater Reading Unity Coalition met with Superintendent Dr. Steven Gerhard and other Gov. Mifflin

School District administrators along with ministers of churches in the district to discuss ways we could work together against bigotry and bullying in their schools. Our coalition of Jews, Hispanics, Muslims, African-Americans and the LGBTQ community shows students that we get along with each other and so should they. We discuss our areas of agreement and disagreement and show them how to learn about each other.

However, on the issue of divides, there is a growing schism between American

Jewry and Israel. The Israel Book Group will be reading "Danger: Three Jewish Peoples," by Avraham Avi-Hai to better understand these issues and brainstorm possible solutions. And we are planning community celebrations of Israel's 70th birthday. These will highlight Israel's successes and global outreach with programs covering key issues. We also need to learn more about each other as a trans-national community so that we too can come together.
Happy Chanukah

Helping our community's kids go to Jewish camps

Recent studies have shown that attending a Jewish summer camp has a tremendous impact on shaping Jewish life. For example, 21 percent are more likely to feel that being Jewish is important, 26 percent are more likely to belong to a synagogue, 37 percent are more likely to light Shabbat candles and 55 percent are more likely to feel emotionally attached to Israel.

Looking at what other communities are doing shows support for the idea that a 'needs-based' approach is the most effective method. To this end, the Jewish Federation of Reading's Board recently voted to end its blanket \$250 per applicant summer camp scholarship program and replace it with a needs-based one.

Details are being finalized by the newly formed Camp Financial Aid committee working with our synagogues to ensure a comprehensive community approach. Plans for several camps to present their programs to parents in January are underway.

The committee will help parents coordinate their applications with the camps' financial aid programs as well as the Grinspoon Foundation's One Happy Camper scholarship program to maximize funding.

Our goal is to provide more



opportunities for Reading Jewish children who want to attend a Jewish summer camp. Further information will be provided by e-blasts in

December since most camps require applications by the end of February.

If you have any questions or know of individuals who would benefit

from this program, please contact Bill Franklin at the Federation office: 610-921-0624; williamf@jfreading.org

Gifts of Appreciated Securities



With the stock market at an all-time high, consider making your charitable contribution to the Jewish Federation of Reading with appreciated stock or other securities. It is cost effective and can provide tax savings. Benefits include:

- No capital gains tax on the increased value;
- A charitable income tax deduction for the full fair market value if you itemize deductions;
- Any unused deduction can generally be carried forward;
- Stock gifts are an easy way to support programs and services important to you.

To qualify for these tax advantages, the asset must have been held for longer than one year and you must make your gift before December 31. Always consult your own financial advisor to determine if this type of gift is right for you. This material is informational only. It is not intended to provide or be relied upon for, tax, legal or accounting advice.

For more information, email RichardN@JFReading.org or call Richard Nassau at 610 921 0624.

Shalom

A newspaper serving the Jewish community of Berks County, Pennsylvania, and published monthly, September through June, under the Jewish Federation of Reading/Berks. Funded by the Annual Jewish Community Campaign.

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

Jewish Federation of Reading
Chair: Haia Mazuz
President: William D. Franklin
Communications Director: Mark Nemirow, Editor
Proofreaders: Federation staff

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



So what do you think?

Send your letters (350 words max.) to: The Jewish Federation of Reading/Berks, 1100 Berkshire Blvd., Suite 125, Wyomissing, PA 19610 or c/o: brendas@jfreading.org

Film examines ultra-small Jewish communities

By Amanda J. Hornberger

Beyond the large cities where many American Jews live are small communities of Jews that are slowly disappearing. The documentary “There Are Jews Here” follows the untold stories of four once thriving American Jewish communities that are now barely holding on. For many of the Jews in these communities, Jewish identity is an ongoing and urgent challenge; if they don’t personally uphold their communities and live Jewish lives, they and their legacies could vanish.

“There Are Jews Here” is the third film in the 2018 Reading Jewish Film Series and will be shown on Wednesday, Dec. 13 at 7 p.m. at FOX EAST, 4350 Perkiomen Avenue, Exeter Township (next to Boscov’s East).

The 2018 Reading Jewish Film Series is

co-sponsored by the Rubin Educational Fund of the Jewish Federation of Reading and Fox Theatres.

Admission is \$5 per films and all films will be shown on Wednesday evenings at 7 p.m. at FOX EAST. Tickets can be purchased at the theater beginning at 6:30 p.m. the day of the screening, and series tickets can be bought at the JCC. Cash and checks are accepted.

The complete list of dates and films for the 2018 Reading Jewish Film Series can be found below:

Dec. 13 — “There Are Jews Here”

Jan. 24 — “The Women’s Balcony”

March 7 — “Body & Soul: An American Bridge”* with the Central Pennsylvania African American Museum

April 4 — “Fanny’s Journey”



May 16 — “The Venice Ghetto, 500 Years of Life”*

*Special event following screening

Shabbat dinner program for families continues

By Amanda J. Hornberger

Young families participating in our Shabbat B’yachad dinner program continue to praise the dinners as a way to bring the community together. Children are experiencing Shabbat

together and meeting other kids from different synagogues and neighborhoods, while parents get to interact and enjoy the evening with other adults as well.

If you are a family with kids

ages 1-12 and are interested in joining Shabbat B’yachad please contact us! We’d love to have new families join in the fun in 2018.

Please contact Amanda Hornberger at amandah@

jfreading.org or 610-921-0624. Interested families can learn more about the program, its requirements (Only one: participate in up to four FREE, Shabbat dinners from January-May) and the MANY benefits!

Intergenerational Tot Shabbat, PJ Library program at Highlands

By Amanda J. Hornberger

Kids through grade 2 are invited to join Reform Congregation Oheb Sholom’s Rabbi Brian Michelson and PJ Library of Reading for Tot Shabbat at the Highlands on Saturday, Dec. 16 at 10 a.m.

Tot Shabbat is a fun way for children to learn about Shabbat and includes music and stories. A pint-sized Oneg will follow.

Highlands residents as well as grandparents and great-grandparents are invited to join the fun! All children are

welcome! This event is free and no RSVP is required.

The Highlands is located at 2000 Cambridge Ave. in Wyomissing.

PJ Library is a program that offers free, Jewish-themed books sent to the homes of

children whose families sign up to receive them. Our local PJ Library program also holds a variety of fun and educational events for Jewish children. Please contact the JCC if you’re interested in participating in PJ Library.

Israel Book Club

Alan Dershowitz’s ‘What Israel Means to Me’

By Moisey Schneider & Andi Franklin

Alan Dershowitz is a great supporter and defender of Israel who understands that the deep emotional pull of this ancient land and youthful state has distinct and personal meanings for each of us. He states that Israel provokes more passion, receives more media coverage and criticism, than any other country in the world. It is no surprise that tiny Israel, the Jew among nations, attracts such attention from the world ... Jews always do.

Amos Oz was once asked what commodity is most prevalent in Israel, and he answered, “Good arguments.” In place of the low level of intellectual discourse about the Middle East, Dershowitz’s book “What Israel Means to Me” offers a collection of “love songs” in which many of the world’s distinguished politicians, diplomats, journalists, scholars and religious leaders share their feelings, hopes, and memories about Israel. These are often strongly worded but thoughtful reflections on Israel. But always with the intent of making Israel better and stronger. Here are four brief synopses of the 80 essays that comprise this book.

Shulamit Aloni

Shulamit Aloni is the founder of the Civil Right Movement in Israel and was a member of the Knesset for more than 20 years. For her, Israel is home in the broadest sense of the term. As a Labor Zionist who grew up in the early years of the state, she has strong criticism for the changes that have occurred. She feels that there has been deterioration from a socialist welfare state whose guiding principal was social solidarity to a brutal capitalist society with a large gap between the rich and the poor. She believes that there is not sufficient equality of rights for all the country’s citizens and that the religious laws governing personal status are oppressive. However, she ends her essay with a strong note of hope. She says, “(David) Ben Gurion spoke of a treasured people, and the treasure is ethics, knowledge, culture, art, science,

literature, openness, and listening to and respecting every single person ... Change must come about, and what must come, will come.”

Melvin Konner

Melvin Konner, a professor at Emory University in Atlanta, touches on the current situation. He says Israelis are Jews with teeth. They have made us very proud. Do they make mistakes? Of course. Do they harm others? Sometimes. However, he feels that the world through its millennial abandonment has lost the right to criticize Jews for defending themselves.No nation hinges its survival on contingencies. Israel means that Jews have breath to say “Never Again” and to raise their arms in their own defense quite plain and simple. But most of all he believes that this is the greatest adventure in Jewish history and wishes he could be a greater part of it.

Michael Oren

Michael Oren is an author, former paratrooper, advisor to Yitzhak Rabin and past Israeli ambassador to the United States. Israel, for him, is about responsibility. In his view, the challenge confronting Israelis today is to deal with the consequences of their successes and failures, setbacks and achievements. He says, “I feel blessed and privileged to live in an age when Jews can make their own sovereign decisions and address their ramifications. Having the ability to shape our lives as Jews, to defend them and fulfill them, that is what Israel means to me.”

Pat Robertson

Pat Robertson is the founder and chairman of the Christian Broadcasting Network. He believes that “the survival of the Jewish people is a miracle of God. The return of Jews to the land promised to Abraham, Isaac and Jacob is a miracle of God. The remarkable victories of Jewish armies in battles in 1948, 1967 and 1973 are clearly miracles of God. The technological marvels of industry and

agriculture are testimony to God’s watchful care over your nation. To our Jewish friends, we say: we are with you in your struggle. We believe that the emergence of a Jewish state in the land was promised by God. To our Jewish friends, we say we are with you as a wave of anti-Semitism is again engulfing the earth.” And he requests that we neither commit national suicide nor give away the symbols of our spiritual patrimony. And he ends saying-“Thank you and God bless you.”

There is an old joke about a Nazi rally during the 1930s at which Hitler was ranting and raving about the Jews. He ended the speech with a rhetorical question: “Who has caused all of Germany’s many problems?” A member of the audience responded loudly, “The bicycle riders.” Taken aback, Hitler asked, “Why the bicycle riders?” To which the man replied, “Why the Jews?”

Recently in Europe a public opinion poll asked which country posed the greatest threat to peace, and 59 percent answered Israel. Eighty years and more than 6 million lives later little has changed. Dershowitz understands that a new and different kind of Holocaust is not out of the question. When more than 6 million Jews now live in Israel, one nuclear bomb could accomplish in a minute what Hitler worked years to do. Today, Iran is threatening Israel with nuclear devastation. Dershowitz states: “These threats must be taken seriously. That is why I will devote all my life to assuring that Israel, the Jew among nations, does not suffer a fate like that suffered by the Jews of Europe.” This book is a plea and a guide for us to join in that important effort.

Next book discussion to take place in January

We will be discussing our next book, “Danger! Three Jewish Peoples,” by Avraham Avi-Hai in early January. An e-blast will be sent when the date is set. We hope you will join us. Thank you.

JCHS students enjoy interfaith experience

By Rabbi Barry Dov Lerner

Students in the Reading Jewish Community High School joined their Christian and Muslim counterparts for “A Common Heart: A Teen Experience” on Nov. 18 at Reform Congregation Oheb Shalom.

It was the latest in a series of events aimed at promoting dialogue between the faith communities.

During the course of the program each group of teens learned things they didn’t know about the others. Christians learned that not every religion believes in the Trinity, that Jews have more than one book to study and that there are different movements of Judaism. Jews and Christians learned that Muslims see Jesus as a prophet, and the Christians taught the others that Christmas has less religious significance than Easter. Most importantly they learned what they had in common in terms of belief God and the process of gaining religious responsibility as one grows into an adult. The participants agreed they wanted to know more about the other faith groups and expressed an interest in visiting their places of worship and youth groups.

I was amazed and concerned that each of the youth groups could only deal — and often minimally at that — with their own faith observances, rituals and customs, but they didn’t know the basis or source(s) for those laws, customs and observances — Jewish, Christian, Protestant and Muslim alike. We all have a major educational responsibility to prepare these teens for what they will encounter in college and afterwards as they choose their own faith identity and comfort zones.

Positively, they were wonderfully respectful and willing to speak with each other, often in the context of new relationships just initiated. There was trust and equally there was interest.

This experience confirmed my plan to offer an introductory class in the three monotheistic religions for the next change in class choices for the Reading JCHS.

Teens not currently enrolled are welcome to begin in January — if not immediately. Classes meet Sundays from 5:30 to 8 p.m. at the JCC.

To learn more, please contact me at 215-572-9175 (not on Shabbat, please) or write an email to bdlerner1@gmail.com.”

Making the gift of an etrog grow

Thanks to RCOS and Rabbi Brian Michelson for etrogim shared with my own collection to take seeds and prepare them for planting. In years past I’ve been able to raise more than 15 etrog trees and give them away to synagogues and several newlywed Jewish homes

Kacie Horowitz and Jamie Zamrin helped Rabbi Dov collect seeds from several etrogim. The seeds will be refrigerated and then frozen for a number of weeks before being soaked in water,



Jewish, Muslim and Christian teens learn more about one another during “A Common Heart: A Teen Experience.”

then placed in a growing medium and kept warm before being placed out of doors.

Assuming we get some positive results, there will be a gift of an etrog tree — hopefully more than one — to RCOS and the Federation-JCC suite.

How old is the etrog?

Of the large variety of citrus available, one of the oldest, dating back to 8000 B.C., bears etrog fruit. What is an etrog? It is generally too acidic for most people’s taste buds, but it holds special religious significance for the Jewish people. If you are intrigued, read on to find out how to grow an etrog tree and additional care of citron.

The origin of etrog, or yellow citron (*Citrus medica*), is unknown, but it was commonly cultivated in the Mediterranean. Today the fruit is primarily cultivated in Sicily, Corsica and Crete, Greece, Israel and a few of the Central and South American countries. Now they are being grown in warm U.S. areas, especially the Southwest. The tree itself is small and shrub-like with new growth and blossoms tinged with purple.

How to grow an etrog tree

Like most citrus trees, the etrog is sensitive to cold. They can survive short bursts of freezing temps, though the fruit will likely be damaged. Etrog trees thrive in subtropical to tropical climates. Again, as with other citrus, growing etrog citron dislike “wet feet.” Propagation occurs via grafts and seeds.

Etrog citron for use in religious ceremonies cannot be grafted or budded onto other citrus rootstock, however. These must be grown on their own roots or from seed or cuttings descended from stock known to have never been grafted. Etrog trees have wickedly sharp spines, so be careful when pruning or transplanting. You will probably want to plant the citron in a container so you can move it indoors as temperatures dip.

Be sure the container has drainage holes so the tree’s roots are not drenched. If you keep the tree indoors, water once or twice a week. If you keep the etrog outdoors, especially if it is a hot summer,



Kacie Horowitz and Jamie Zamrin collect seeds from an etrog.

water three or more times per week. Lessen the amount of water during the winter months. Etrog citron is self-fruitful and should bear fruit within four to seven years. If you wish to use your fruit for Succot, be aware that you should have your growing etrog citron checked by a competent rabbinical authority.

Citrus trees are self-fruitful, meaning they will produce fruit without having another tree nearby. As with any fruit bearing tree, spider mites, scales, caterpillars and other insects are common. Spraying dish washing detergent (about a teaspoonful in a spray bottle — 2 tablespoonful in a gallon of water) should keep the insects away.

Citrus trees require a period of cold weather in order to induce flower budding. For most citrus trees, it takes about four to six weeks in the 50 to 68 degree range to get reasonable flowering (North of Miami this should not be an issue). Be very careful if temperatures drop below 40 degrees for an extended amount of time(more than two weeks).

Read more at Gardening Know How: Growing Etrog Citron: How To Grow An Etrog Tree www.gardeningknowhow.com/edible/fruits/etrog/growing-etrog-citron-trees.htm

Holocaust education reaches most Pa. schools

The Pennsylvania Jewish Coalition (PJC) commends the Pennsylvania Department of Education and the Act 70 of 2014 Task Force (comprised of professional educators focused on the Holocaust, genocide and human rights violations) on reaching their goal of having guided more than 90 percent of the Pennsylvania public and charter schools to offer instruction on the Holocaust and related issues in their curriculum. The Pennsylvania Board of Education approved the survey of the state’s public and charter schools, confirming that 90 percent of these schools are sensitizing students to the Holocaust, genocide and human rights

violations through such instruction. The board likewise made recommendations for the commonwealth to continue to update resources and training on these subjects.

Act 70 encouraged schools to teach their students about the Holocaust, genocide and human rights violations. Over the past three years, the Pennsylvania Department of Education has worked with the task force to develop guidelines for schools to teach these subjects, create free resource materials for teachers and offer free training for teachers.

“Pennsylvania’s Jewish communities applaud Curriculum Adviser Sally Flaherty of the Pennsylvania Department of

Education for spearheading the effort to implement this important educational initiative in our schools,” said Marc Zucker, chairman of the Pennsylvania Jewish Coalition.

“The PJC is grateful to the Wolf administration for its persistence in implementing Act 70 of 2014 and to the Pennsylvania Board of Education for recommending that resources and training in these areas be updated. We, as a society, need to continue educating our students about crimes against humanity so they will foster tolerance and speak out against bigotry and hatred in all its corrosive forms,” Zucker said.

[Camp Scholarships](#)

[Israel Trips](#)

[Jewish Community](#)

[High School](#)

[Lakin Preschool](#)

[Better Together](#)

Enrollment under Affordable Care Act ends soon

By Sari Incledon, M.Ed.

Open enrollment for a new health insurance policy for 2018 runs through Dec. 15. Even though the present administration has vowed to dismantle the health care reform law, consumers can still sign up on the federal exchange. Some can still get subsidies to help lower premiums, if they qualify. Many insurers



raised the rates of plans to make up for the president's end of support for cost sharing subsidies. Many consumers, however, will be shielded from the rate hike because they get premium subsidies that limit their monthly cost to less than 10 percent of their monthly household income. The shorter enrollment period makes it important for current consumers to shop and compare the plans available. Otherwise they will be automatically re-enrolled in their current plan or a similar one if it has been discontinued.

AAA members may borrow car seats

Do you have visiting children or

grandchildren who may need temporary use of a car seat while they are visiting you? Don't buy one. AAA members can borrow a car seat for up to one month with the club's car seat loaner program.

A cash deposit of \$50 for up to two weeks or \$75 for use between two and four weeks gets you the appropriate type of child's safety seat for the size of the child and the expertise of certified Child Passenger Safety Technicians to help you with the use and installation of the seat.

An appointment is required. Call 610-374-4531 for details.

Wishing a happy 100th birthday to Herb Schneider

This month family and friends from near and far will be gathering to celebrate Herb Schneider's 100th birthday. The Jewish Federation and Jewish Family Service sends our greetings to Herb Schneider. Herb has been a regular at Friendship Circle for more than a decade and his wit, intelligence and kindness are admired by all.

Herb was born Dec. 17, 1917, in the Bronx to Rose (nee Goldenberg) from Romania and Max Schneider, from Poland, who met in New York City. Like many Jewish immigrants who arrived in New York at the turn of the 20th century Max worked in the garment industry. His job was sewing linings into women's coats. The family lore is that Max worked too fast, workers were paid by the piece, not by the hour, and he sparred with the union bosses. Max felt New York was

not for him. Rose's sister Edith was married to Louis Hyman of Reading, and she encouraged Max and Rose to join them. The family now included younger brother Martin, born in 1920, and his sister Bernice, born in 1923, after the family settled in Reading.

When he first arrived in Reading, Max worked for a furrier, Divini on Fifth Street, but he eventually opened a candy store, that expanded to a grocery store at 1227 Perry St. in Northeast, Reading. The family lived above the store, but their kitchen and dining room were on the first floor, so Rose could cook for the family and work in the store. The couple worked hard to support their family and make a success of their business. The store was open seven days a week from 6 a.m. to midnight. An advantage to being a grocer was that when



times were rough during the Depression there always was food on the table.

Herb attended two elementary schools that are no longer in existence – one was 11th & Pike, where the library stands now, and one at 10th & Union. He remembers having to repeat the first grade when he arrived in Reading, and that first- and second-graders were together in the same class. He attended grades 7-9 at Northeast Junior High and he attended Reading High from 10th – 12th grade. His was the last class that graduated in January. Other Jewish members of his class included Gladys Oritsky Skaist, Esther Lieberman Mann, Myer Charnoff, Martin Rudolph, Saul Miller and Melvin Ruttenberg. There were no school buses in those days, so he and his siblings walked to their schools and to religious school at Shomrei Habrith on Eighth Street (that building still stands). He recalls that to prepare for Shabbat, Rose would put a live chicken in a burlap bag and give it to Herb, who would roller skate to religious school, and take the chicken to the shochet (butcher)

next door at Shomrei Habrith, and then skate home with it. There are about 150 centenarians in Berks County — but few if any are like Herb — he takes no prescription medicines, lives on his own and still drives. Herb's favorite recreational activity, dating back to his childhood may have played a part in his longevity. At a young age, he learned to play tennis at the 11th & Pike Park and on the clay courts at Albright College. He was Reading High's tennis champion and with his partner Tommy Albert reached the quarterfinals of the state championship in 1936. He continued playing tennis in college and was the captain of Drexel's tennis team. Herb entered Drexel Institute of Technology in 1936 initially as a co-op student, hoping to alternate work with his studies, but at the height of the Depression there were few opportunities to work, so he continued as a traditional business administration student. In those days tuition and all fees were \$345 a year, and he was fortunate that his parents could afford that. There were no men's dorms so he lived in a fraternity house and worked hard to help with other expenses, working at a gas station and at a job with the National Youth Administration (a New Deal program) that paid 25 cents an hour. Probably his favorite job was as a waiter in a girl's dorm, which took care of his breakfast and dinner. His two years of required participation in ROTC offered him the opportunity to go to Officers Candidate School for the Marines, but in 1940 he failed the eye test.

Continued on Page 7

Food pantry volunteers honored



JFS hosted a lunch to honor our hardworking food pantry volunteers on Oct. 31. Doug Long, Marketing and Development Manager for the Greater Berks Food Bank, spoke about the impact the organization has made thanks to the generosity of its many volunteers, the support of the community, and pantries such as ours. In November the JFS Food Pantry served 8,000 pounds of food, including fresh meat and produce, to 170 families. Above, Candy Ninfo, Director of the Pendora Park Olivet Club where the JFS food pantry is held, with volunteers Michael and Phyllis Warshaw.

Plenty of fun at Friendship Circle



Hallie Vaughan portrays a "Hello Girl" to commemorate Veterans Day with Friendship Circle.



Melanie Pomerantz and Steven Barth were featured performers at Friendship Circle in November. Our group meets each Thursday at 1 p.m. for a variety of special programs.



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

All Around the Town

Mazel tov to **Lina and Alex Eydlin** on the birth of their grandson Maksim in Boston. Delighted parents are Lyuba Eydlin and her husband Dmitriy Iokvid.

Mazel tov to **Carole and Michal Robinson** on the birth of their granddaughter Freya to parents Benjamin

and Kari Robinson.

Mazel tov to **Andi and Bill Franklin** on the birth of their grandson, Jacob Frederick Franklin to parents Danny Franklin and Erica Guyer.

Until next time: Shalom!

Obituary

Norman Mitchell Kaye, 65, of Wernersville. Norman was the master salesman, not for the sale, but rather for the relationships he created. He is

survived by his wife, Mary Ellen and his brother Rabbi Steven Kaye and his wife, Lori, of Denver, Colo. Other survivors include his sisters-in-law, brothers-in-law and his nieces and nephews.

HERB SCHNEIDER

Continued from Page 6
Following graduation he worked briefly for Macy’s in New York and then did accounting work at Reading Hardware. He was drafted in July 1941. For a year at Fort Bragg, N.C., he worked at “Salvaging Soldiers” a program that provided poorly educated draftees with instruction in basic reading and writing skills. He then entered Officers Candidate School for Air Force Aviation Ordination in Aberdeen, Md. It took 13 weeks to learn how to use fuses for bombs. His training continued in Salt Lake City; Spokane, Wash.; El Paso, Texas; and Pueblo, Colo. He rose to the rank of first lieutenant. In Wisconsin the men he supervised made crates to pack their tools and

ship them to England. They were part of the 351st bomb group, and his men were responsible for loading bombs onto B17 bombers. Except for three months in Scotland, Herb spent the rest of the war serving with distinction in Polebrook, England.
Herb’s military service won him many medals including the Bronze Star for devising an ingenious way of loading bombs on trailers. But he is most proud of receiving the Soldier’s Medal, which is given for a heroic act of valor that entailed a personal choice of risking one’s own life in a situation not involving direct encounter with the enemy. Herb’s men were loading 500-pound bombs on a plane when one slipped out of its shackle, fell down a half-inch from the tarmac and

Save the Date: Jan. 20

RCOS Planetarium Night

Dinner, Havdalah service and a show,
6 to 8 p.m. at Reading Public Museum’s Neag Planetarium

ENGAGE

in new friendships.





ENGAGE

WELLNESS-FOCUSED LIVING
AT THE HIGHLANDS

610-775-2300
2000 Cambridge Ave.
Wyomissing

THEHIGHLANDS.ORG

A member of Reading Health System 

Medicare program at JCC



Phyllis Dessel, right, works with Debbie Cieplinski in selecting an insurance plan during her Jewish Family Service “Basic Introduction to Medicare” program on Nov. 8.



Herb Schneider with Jewish Family Service’s Carole Robinson, left, and Sari Incledon.

the safety blocks in the fuse fell out. The bomb was armed and if it had gone off, the six men loading the plane would have been killed. The men came to Herb, and he put the safety blocks back into the fuse and then proceeded to wench it back into the plane, thus preventing a disaster, and saving many lives at the same time.
The most famous member of the 351st was Capt. Clark Gable, and Herb recalls having dinner with him. Both were hoping they wouldn’t be sent to Russia or the Far East. Every year Herb attends the 351st bomb group reunion and looks forward to the next year’s in Dayton, Ohio. Herb continued his service to our country when in 1947 he joined the Pennsylvania Air National Guard, and during the Korean War he served at Dover Air Force Base in Delaware from 1951 to 1952.
In 1946 Herb met Shirley “Rickey” Rekoon, an Albright social work student from Verona, N.J., at a dance in the Jewish War Veteran’s building in Reading. He was playing pool and she was with a date from New York and another couple. When Rickey met Herb she told him he sounded like an Albright friend, Herb Hyman, who turned out to be Herb’s cousin. He joined her group, not caring about being a fifth wheel, and decided to pursue her. They were married in a rabbi’s study in Newark in 1947. Rickey’s father and her four brothers, who were like brothers to Herb, surprised the couple with a new Chevrolet for a wedding present. This was at a time when there was rationing for many consumer goods, including cars, so it was a very special gift. The couple drove their new Chevy to Canada to tour Montreal and Quebec for their honeymoon.
Following jobs at a men’s suit shop and at the Veterans Administration, Herb spent a 35-year career as manager of Harold’s Furniture, retiring in 1986. At the time Harold’s was one of 13 furniture stores in Reading.
In addition to taking care of her kids, Rickey enjoyed volunteer work for Head Start, her daughters’ Girl Scout troop and was president of

the Shomrei Habrith sisterhood. She and Herb were proud of their three children. Craig was a book editor, who taught scuba diving and hiked the Appalachian Trail and the Pyrenees. He moved back to Reading in the 1990s and sadly, died of cancer two years ago. Nancy, a retired teacher and her husband, Doug Nagle, a guidance counselor live in Ohio and have four grown children. Penny Beitman of Harrisburg, a teacher’s assistant has adult twins and one grandchild. Nancy, Penny, their kids and a large extended family of nieces and nephews enjoy keeping in touch and visiting Herb. During their marriage Rickey and Herb enjoyed traveling widely. They visited many European countries, several Caribbean islands, and made yearly trips to the Catskills or Poconos. They also enjoyed day trips to places of historical and cultural significance. For 10 years Herb was a loving caregiver to Rickey when she was stricken with Alzheimer’s disease, caring for her at home and then visiting her daily at her care facility until her death in 2005.
Herb has always been civic-minded and has volunteered in many arenas to work to improve our community. In the Jewish community he was a president of Shomrei Habrith, served on its board and was a commander of post #170 of the Jewish War Veterans. He was a president of Reading Rotary, committee man for Boy Scouts and on the board of the American Lung Association.
He served the city of Reading in many elected capacities – the school board, on the Charter Study Commission and on the 2006 Tax Study commission. As a business leader he was vice president of the Downtown Merchants Association.
Herb Schneider has led a long and accomplished life. He is fun to be with, always telling stories and jokes and willing to help those in need, as well as being a devoted father, grandfather, great-grandfather and friend.



SAVE THE DATE COMMUNITY SHABBAT 2018

Friday, Feb. 9
Hosted by Kesher Zion Synagogue

Service and dinner to be held
at Reform Congregation Oheb Sholom,
555 Warwick Drive, Wyomissing

Service at 6 p.m.
Dinner at 7 p.m.

More details to follow

Chabad and Jewish Federation invite the community to

CHANUKAH ON ICE

SUNDAY, December 10 • 4:30 - 6:30 PM
At the BODY ZONE - 3103 Papermill Rd

\$10 per person / \$45 max per family

- LIGHT THE CANDLES WITH US ON A CARVED ICE MENORAH
- ENJOY HOT CHICKEN SOUP, LATKES AND OTHER SNACKS
- SKATE TO CHANUKAH MUSIC • CHANUKAH CRAFTS

RSVP to chabadofberks@gmail.com or Brenda @ 610-921-0624

REFORM CONGREGATION OHEB SHOLOM
INVITES YOU AND YOUR FAMILY TO A

Chanukah Shabbat Family Service & Dinner

WE WILL LIGHT THE CANDLES TOGETHER ON THE
BIMAH SO PLEASE BRING YOUR MENORAH FROM HOME

FRIDAY, DECEMBER 15
6:00 SERVICE • 7:00 DINNER

YOUR CHECK IS YOUR RESERVATION.
CHECK PAYABLE TO RCOS &
DUE TO TEMPLE OFFICE BY DECEMBER 8TH.
ADULTS \$16. CHILDREN 6 & UNDER \$10.
MEMBERS AND NON-MEMBERS WELCOME.

BUFFET DINNER INCLUDES CHICKEN, LATKES &
APPLESAUCE, SIDE DISH, DESSERT, & DRINKS.
VEGETARIAN OPTION AVAILABLE UPON REQUEST

BH

ANNUAL COMMUNITY-WIDE CHANUKAH AT THE MALL

..... HELP US CONSTRUCT A

GIANT COIN MENORAH

Bring your spare change and ask those you know if they can too!

Tuesday, December 12, 2017 @ 6:00 PM
at the Berkshire Mall (Boscov's Entrance)

Dreidels

Chocolate
Gelt

Potato
Latkes

Jewish
Rock & Roll
Band

FUN FOR THE WHOLE FAMILY!
ALL PROCEEDS WILL BE DONATED TOWARDS HURRICANE RELIEF EFFORTS

Sponsored by: Chabad Lubavitch of Berks County,
The Jewish Federation of Reading/Berks & Boscov's Dept. Store

Eight presents not enough

By Rabbi Matthew Abelson
Kesher Zion Synagogue

When I was in middle school, the Christians and the Jews would jokingly compete about who had the better religion. We would go through a variety of categories and compare. Often times, the debate would arrive at a comparison of Christmas and Chanukah. While my Jewish friends and I had never celebrated Christmas, we had watched enough TV to know what Christmas Day looked like and how happy the day appeared. Nevertheless, one of my Jewish friends would reliably point out, “On Christmas, you only get presents for one day, but for Chanukah, we receive presents for eight days!”

I have heard some Jews remark that Chanukah is a minor festival — barely respected by the rabbis who composed the Mishna and Talmud — and that placing so much emphasis on this holiday is ill-advised. The only reason, they say, that we place so much emphasis on Chanukah is because of Christmas, and that’s not a good reason. Our holidays should gain their importance from within our tradition



and heritage, not from without. I acknowledge the merit of this outlook. Indubitably, the pilgrimage festivals of Sukkot, Pesach, and Shavuot outrank Chanukah in importance. But come Shavuot — which, by the way, falls on May 20-21 in 2018 — only a minority of Jews are eating cheesecake and staying up till daybreak. During Chanukah, Jews across the board light candles in menorot at home. Most rabbis today are pragmatic. They acknowledge that Chanukah is a minor festival, but none of us is going to discourage those who celebrate Chanukah by insisting that Shavuot is more important.

To return to my childhood, the Jewish kids were obviously overjoyed that we would receive presents for eight days, and some of the sting of not celebrating Christmas — which was everywhere around us — was abated by way of the eight presents. Nevertheless, our parents began to wonder whether eight presents was too many. They wanted to raise kids who were ripe, not spoiled.

I am not a father, but I know what having children meant to my father. For him, his three sons were the essence of his life. Nothing had ever brought him the joy that being a father did. Reflecting on that leads me to declare: Even eight presents is not enough. The way my father felt about his

kids is how many parents feel about their children. A parent can never really explain to her child how special and wonderful the child is to the parent. No amount of words can express that. A parent can say, “I love you,” until she’s blue in the face, but those three words will not be able to capture the inner feeling the child produces in the parent’s heart. That’s where gifts become relevant. The gift is the way a parent conveys to the child the feeling the child produces in the parent. The excitement and joy the receipt of the gift produces in the child may give the child an inkling of what the parent feels for her.

Even if the parent gave the child a gift every day of the year, the parent could still never communicate the sensations that having a son or daughter produce in the parent. If a gift every day of the year is not enough, then a gift each day for eight days is clearly insufficient. Children cannot fully appreciate what we mean to our parents until we ourselves become parents, and the cycle starts over again. In truth, the gifts we give our children during the eight days of Chanukah may seem as if they are for the child; they are actually for the parent. In giving the gifts and in recognizing that no amount of gifts could convey to our children what they mean to us, we gain the lesson that Chanukah seeks to teach.

What is Chanukah?

By Rabbi Brian Michelson
Reform Congregation Oheb Sholom

Only with reference to the holiday of Chanukah does the Talmud ask, “My Chanukah?” “What is the significance of Chanukah?” This question is not asked of any other holiday in the cycle of the Jewish year. What is it about Chanukah that the rabbis found it necessary to pose this fundamental question?

With all the other holidays of the Jewish year, the significance is obvious. Whether it is the celebration of freedom on Passover, or the giving of the Torah on Shavuot, or celebrating the victory over Haman on Purim: the meanings of the holidays are clear. Chanukah, however, is open to different interpretations and views.

One can easily view Chanukah as



a military celebration: a holiday that celebrates the victory of the weak over the strong, the few over the many. We could see it as a festival that celebrates the deeds of man. Alternatively, one can view the holiday in more spiritual terms. The miracle of the oil — divine intervention in averting what could have been an energy crisis preventing the proper rededication of the Temple.

Thus, “My Chanukah?” — What is Chanukah? Is it a physical or metaphysical celebration? Do we express gratitude to the mighty Maccabees and their armies? On the other hand, do we express our thanks to God? The answer to what is Chanukah and how do we celebrated it is clearly both. In our service, we recite the words of Al HaNisim, For These Miracles, which emphasizes the military victory — the human achievements. However, we also light the Chanukah menorah in memory of God’s intervention.

Chanukah, in my opinion, is the perfect

mix. It is a holiday where we recall and recognize great human achievements. We remember soldiers and civilians who banded together to defeat an army that could not be beaten. At the same time, we are reminded that human achievement is only a part; God’s involvement cannot be diminished or excluded.

Chanukah reminds us that in life we live in partnership with God. God and the people must work together to redeem ourselves, the Jewish people and the world in which we live. Chanukah reminds us that we cannot achieve this on our own nor can we expect God to do it for us.

“My Chanukah?” — What is the significance Chanukah? Chanukah reminds us that we are members of a partnership and that neither half of this partnership can succeed alone. Our strivings and our achievements can be made holy when learn to recognize this. May your Chanukah be a joyous one.

Lighting our candles to combat the darkness

By Rabbi Yosef Lipsker
Chabad Center of Berks County

When one lights a candle in a dark room, where does the darkness go?

The answer given is that darkness has no existence of its own. It is a nonentity because it is simply the absence of light. Once a candle is lit, the darkness disappears. It doesn’t go into the closet, or to the next room. It simply disappears.

When igniting a small flame in a dark room, the room immediately becomes illuminated with the light of the candle. The larger the flame, the more illuminated the room becomes. Nevertheless, even the smallest flame is enough to expel the darkness. Because darkness is nothing.

On the first evening of Chanukah we light one candle. On the second night we light two, and so on, until the eighth night of Chanukah all eight candles of the Menorah are lit.

We start with one candle, enough for the initial expulsion of darkness. Each day we go a step further in brightening our lives with another candle, until



the light reaches its ultimate goal; to completely dispel the darkness.

Every year on Chanukah we celebrate the great triumph of the Macabees, led by the illustrious Judah the Macabee, over the vast Greek armies which had invaded the Holy Land of Israel, and threatened to prevent the Jews from practicing their traditions.

The Macabean army, small and weak as they were, prevailed, with the help of G-d, over the intruding enemy.

The victory is a symbol of a small glimmer of light being triumphant over the great darkness which seemed to be in command. With the notion that darkness is but the lack of light, the victory was easily attainable.

This is the ongoing battle we face every day.

In a world where G-dliness is, say, not on everyone’s prioritized agenda, one may feel at times that darkness is in fact prevailing. It may seem that the mundane is sometimes taking more precedence in our daily lives and directing our every day activities. To combat the darkness which conceals the G-dly light, we must light that small candle, bring that little bit of G-dliness

back into our lives.

Once we begin with that, with the tiny flame within us, the process of ridding the world of spiritual darkness will increase, until we will be able to bask in the ultimate G-dly light.

Wishing all of you a holiday filled with light!!!

Congregational News

Chabad

Kesher Zion

Reform Congregation

Oheb Sholom

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.
at Reform Congregation Oheb Sholom, 555 Warwick Drive, Wyomissing

REFORM CONGREGATION OHEB SHOLOM (610) 375-6034
Friday, Dec. 1: Shabbat service, 6 p.m.
Fridays, Dec. 8, 22 and 29: 7:45 p.m.
Friday, Dec. 15: Chanukah Shabbat at 6 p.m.
Saturday, Dec. 16: intergenerational Tot Shabbat at the Highlands, with PJ Library, 10 a.m.

CONGREGATION SHOMREI HABRITH



Jewish Food & Cultural Festival at RCOS bigger than ever



Big crowds filled Reform Congregation Oheb Sholom all day during the Food Festival.



Mike Pardo explains the ark and Torah while visitors view displays on holidays and rituals.



Volunteers were busy all day keeping the food moving.



Tracy Weiss and Margo Levin make the blintzes just right.

Pennsylvania reaches trade agreement with Israeli agency

The Pennsylvania Jewish Coalition (PJC) commends the Pennsylvania Department of Community and Economic Development (DCED) and the Israel Innovative Authority (IIA) on the signing of a Memorandum of Understanding (MOU) to encourage cooperation in industrial research and development and innovation between Israeli and Pennsylvania companies. The MOU was signed Nov. 6 at the Big Data & Digital Health Summit at Thomas Jefferson University in Philadelphia.

For several years, the Pennsylvania Jewish communities, Philadelphia Israel Chamber of Commerce and

the Pennsylvania Jewish Coalition have been working with the DCED, the IIA, and the Israeli Consulate's office to encourage companies based in Israel to broaden their operations to communities within the commonwealth, and vice versa. Through this agreement Israeli and Pennsylvania companies will each have research opportunities, financial support and other resources to expand and improve their businesses.

"Pennsylvania's Jewish communities applaud Governor Tom Wolf, DCED and the IIA for signing a Memorandum of Understanding to help advance the global reach of Pennsylvania

businesses," said Marc J. Zucker, PJC chairman. "This memorandum is a strong statement encouraging companies from Israel and Pennsylvania to share their entrepreneurial skills, innovation and resources."

"Reaching this historic understanding has been a cooperative effort between the Jewish Federations throughout the Commonwealth, the Pennsylvania Israel Chamber of Commerce and the Pennsylvania

Jewish Coalition working with the economic development offices in both Israel and Pennsylvania," Zucker said.

. "This is an important first step in helping businesses in both Israel and Pennsylvania find synergy in areas of common interest. It's a pioneering initiative for mutual improvement of our respective industries and businesses, and reflects the growing importance of both Pennsylvania and Israel in international trade."

**MANOR AT
MARKET SQUARE**

Independent Living & Personal Care with No Buy-In Fee!

More than you expect!

- ✓ Large apartments
- ✓ Three nutritious meals served restaurant style
- ✓ On-site physical therapy
- ✓ Transportation
- ✓ Flexible living options that enable couples to stay together

Call Heather or Jill at
610-616-5112 to schedule a tour!

LEARN MORE AT

803 Penn St., Reading, PA 19601 • www.manoratms.com

**GET
THINGS
DONE.**

with OptionLine, our
Home Equity Line of Credit

CHECK IT OFF YOUR LIST:

- ✓ Home repairs or renovations
- ✓ Consolidate high-rate debt
- ✓ Pay for college
- ✓ Whatever you need!

Fulton Bank

fultonbank.com
1.800.FULTON.4

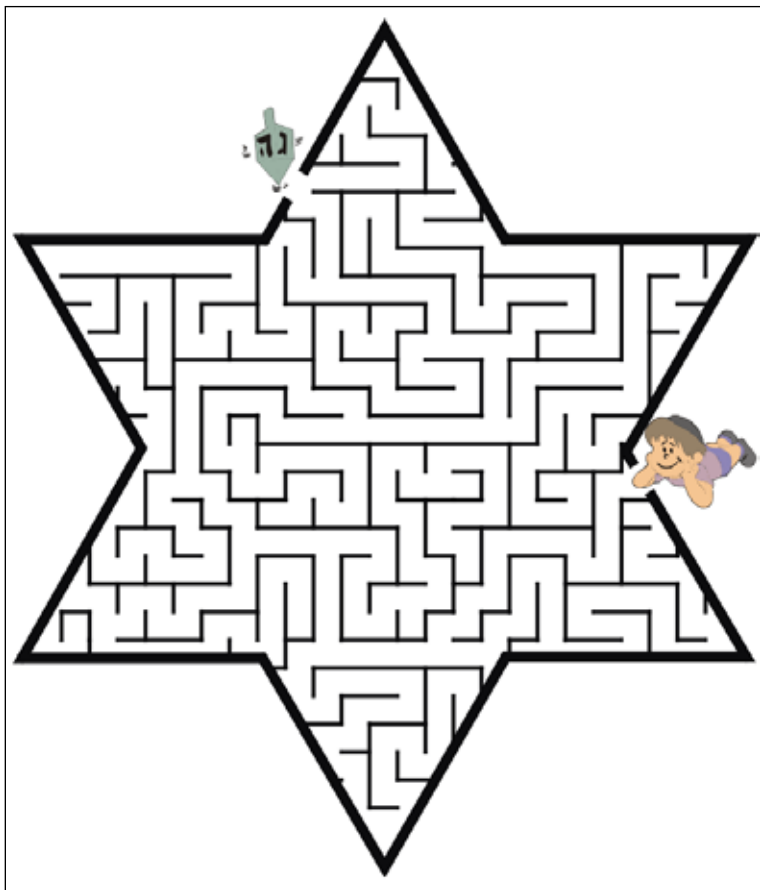
Fulton Bank, N.A. Member FDIC. Subject to credit approval.





Chanukah is almost here! Parents, remember to start lighting your menorah on the night of Tuesday, Dec. 12, and continue for eight nights. We start with one candle plus the shamash, then add an extra candle each night until all the lamps are lit.

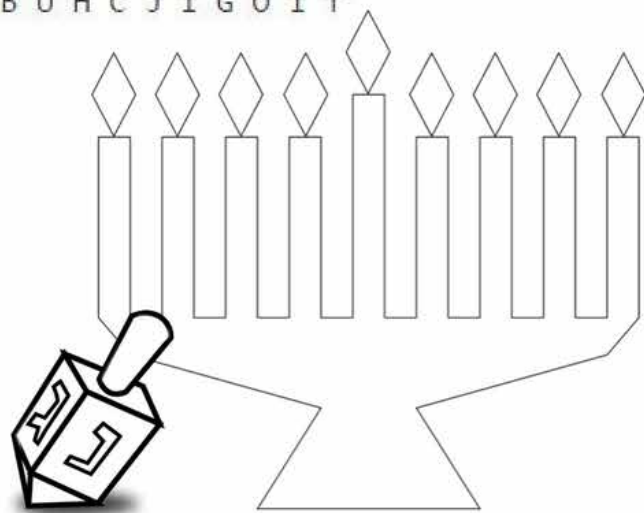
See Page 8 to learn about local Chanukah events



HAPPY HANUKKAH

S E K T A L F J H A E K C X C H H B O C
W H Z D C F E E V A I U Z N A L A N E A
W V A E H K V R S D D O L N W E J T A N
R C Z M I X L U C A V U U C Y M D A R D
M C E Q A A V S A C Y K J V B K X Y N L
B A J R G S N A J T K N S E V I V O N E
A F C F N H H L Z A R X A G J B Q V O S
W J Q C A O H E H Z V Q K G C W X C Y P
A S G L A A M M H P T X Q A F I Q B C S
G G L P R B B S O Q C L D Y I U L F W P
V E T O J U E L O J X X B K H S S B H D
L U N D J I E E H A K U N A H C O T J V
P E X Q C Q L B S X D H R R G A T D C F
M C H N D L Q J E V A E B L O U W G K O
E A A M J E T L S K P F D I M A R G L A
U M R G P D T E V X S M N L P P C D R M
H Z O T O I O E M Q W B X H Y N K K Y R
Q V T W V E W K P L R H G R Q N L Z O P
A Z P R E R O C U K J E H F L W R P Y R
P C N T F D C N B L B U H C J I G O I T

CANDLES
CHANUKAH
DREIDEL
HALLEL
HANUKKAH
JERUSALEM
JUDAH
LATKE
MACCABEES
MENORAH
SEVIVON
SHAMASH
SUGANYA
TORAH

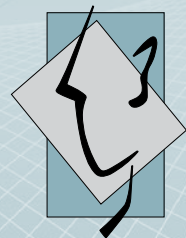


FIND YOUR LIGHT

And share it with those who need it most. You have the capacity. Just like the candles you add to the menorah, you can bring light, warmth and comfort to those who are struggling without them. * Your gift to Jewish Federation delivers relief and brightens the lives of thousands of people at home, in Israel and in more than 70 countries worldwide. * Find your light. Federation will help it shine.



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. Hearing and Balance Disorders State of the Art Hearing Aid Fittings In House Hearing Aid Repairs

ENT Head & Neck Specialists, PC
985 Berkshire Blvd., Wyomissing
610-374-5599 • www.ent-hns.net

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 Nov. 20

Lakin Holocaust Library & Resource Center

In memory of:

Marvin Segal – Rosalye Yashek

Jewish Family Service

In memory of:

Seymour Bloom – Judy and Jim Schwank

Federation Jewish Community Campaign

In honor of:

Myrna and Marshall Fineman’s 60th anniversary – Helene and Henry Singer

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

Sue B. Viener Memorial Fund - PJ Library

In memory of:

Herb Wachs – Andi Watkins and Jeff Sternlieb, Dena and Vic Hammel, Helene and Henry Singer

10 Israeli companies that can wean the world off fossil fuels

Israel21c.com

Fossil fuels are an unsustainable source of energy, dirtied by pollution and politics. But global attempts to find alternatives on a mass scale have had limited success. Could Israel be the country that finally puts fossil fuels to rest with the dinosaurs?

“When we talk about killing fossil fuels, Israel is not yet seen as tops in the world, as we are in water or cyber technologies,” says clean-energy activist Yosef Abramowitz, whose Energiya Global social development company is bringing solar power to Africa. “But in each related niche — solar energy,

battery technologies and electric car components — there is tremendous respect for Israeli companies.”

In 2011, the Israeli Prime Minister’s Office launched its Alternative Fuels Administration and Fuel Choices Initiative, aiming to implement government policy and support for fuel alternatives research and industry that can serve as a model for other countries while helping reduce Israel’s dependence on oil for transportation. Since then, the number of alternative fuel research groups in Israel has grown from 40 to about 220 and the number of companies in this field to about 500.

Here are 10 Israeli companies trying to accelerate the end of fossil fuels.

1) Aquarius Engines — This startup is reinventing the combustion engine to power the “series” hybrid EV car of the future. The lightweight Aquarius engine has a single-piston linear engine. A cylinder moves the fuel from side to side to generate electrical current, much like sea waves can do through an up-and-down movement. A car fitted with the Aquarius engine would have a range of 745 miles per 13-gallon tank, which would have to be filled every five or six weeks.Aquarius is working with Peugeot to test its engine in a concept car. The company also is developing a lightweight portable generator.

2) Brenmiller Energy — Founded in 2012 in Rosh Ha’ayin, Brenmiller Energy has created products for renewable energy including a thermal storage system that hybridizes any power source — wind, solar, biomass, nuclear, natural gas — to provide reliable, clean energy anywhere. The B-Gen unit’s first cycle transfers the heat coming from different sources; the discharging cycle delivers steam on demand on a megawatt or gigawatt scale. Commercial projects are underway in several countries.

3) Doral Renewable Energy Resources Group Doral — This was the first company to connect a solar PV system to the national electricity grid, back in 2008. Its several branches operate renewable energy projects (natural gas, biogas, wind, solar) throughout Israel, especially in kibbutzim in periphery and rural areas, including what will be the largest PV power plant in the Israel. Doral recently entered a joint venture agreement with Invenergy, the largest privately held electricity producer in the United States. Doral is planning to introduce advanced means of electricity production, storage and smart grid solutions to eliminate the need for external electricity suppliers.

4) Eco Wave Power — The Tel Aviv-based company’s proprietary technology extracts energy from ocean and sea waves and converts it into affordable, zero-emission renewable electric power.

5) ElectRoad ElectRoad of Rosh Ha’ayin, founded in 2013, is developing a smart transportation technology for underground electric coils that recharge EVs wirelessly as they travel. Its Dynamic Wireless Electrification System would initially be implemented for electric public buses. The revolutionary technology reduces the need for a large battery and for recharging or refueling the vehicle

during the day.



6) Energiya Global — This Jerusalem-based renewable-energy developer will invest \$1 billion over the next four years to advance green power projects across 15 West African countries. Energiya Global and its associated companies developed the first commercial-scale solar field in sub-Sahara Africa in Rwanda, and broke ground on a similar plant in Burundi that will supply 15 percent of the country’s power.

7) H2 Energy Now — H2 Energy Now is building a prototype battery-free solution for storing and increasing the usability of alternative energy from intermittent sources — sun and wind — to meet times of peak demand reliably. Radio waves separate water into hydrogen and oxygen and then recombine them in a fuel cell when energy is needed. H2 Energy Now is in the finals for several contests and is in talks with worldwide energy corporations. In addition, the company was one of four winners of the AES Corporation’s 2017 Open Innovation Contest for designing a ceramic drone enabling unmanned inspection solutions for extreme heat environments in the global power industry.

8) New CO2 Fuels - Founded in 2011, NCF is raising funds toward a working model of its technology to transform two waste streams — industrial water and carbon dioxide — into a hydrogen-carbon monoxide synthetic gas, which is then turned into liquid fuels, plastics and fertilizer. The conversion process is fueled by concentrated solar energy or byproduct heat from the industries themselves. NCF signed a cooperative agreement with Sinopec Ningbo Engineering to address carbon dioxide pollution in China.

9) Solaris Synergy — Solaris Synergy of Jerusalem developed a solar-on-water power plant that converts a water surface into a cost-effective and reliable solar-energy platform.

10) StoreDot — Electric vehicles can never be mass marketed unless they have batteries that store a charge longer, weigh less and charge up faster. StoreDot of Herzliya concentrates on fast charging. In June, City A.M. ranked StoreDot No. 1 on its list of the 100 most disruptive startups in the world. StoreDot is developing a pack for EVs comprised of hundreds of its proprietary EV FlashBattery cells. Together, the cells take only five minutes to charge fully and provide up to 300 miles of driving distance. In addition, FlashBattery is environmentally safer than a lithium-ion battery.

December	Kislev-Tevet
 Shabbat Candle Lightings	 Torah Portions
December 1 4:20 p.m.	December 2/Kislev 14 Vayishlach (Genesis 32:3-36:43)
December 8 4:19 p.m.	December 9/Kislev 21 Vayeishev (Genesis 37:15-28)
December 15 4:21p.m.	December 16/Kislev 28 Mikeitz Chanukah (Genesis 41:1-44:17)
December 22 4:24 p.m.	December 23/Tevet 5 Vayigash (Genesis 44:18-47:27)
December 29 4:28 p.m.	December 30/Tevet 23 Vayechi (Genesis 47:28-50:26)



03.17.18

THIS YEAR’S
RUTH & IRVIN BALIS AWARD
WILL BE PRESENTED TO

ADRIENNE CARDINAL

SATURDAY, MARCH 17, 2018
COCKTAILS AT 6:00 PM
DINNER AT 7:00 PM

SAVE THE DATE

weis wishes you a Happy Chanukah!



Streit's Chanukah Candles
44 count

49¢



Kosher Boneless & Skinless
Chicken Breast Fillet - per pound

\$4⁹⁹



Fresh Kosher Whole or Cut Up
Fresh Chickens - per pound

\$2⁴⁹



Golden
Potato Pancakes
10.6 ounce

2 FOR \$5



Tabatchnick Frozen Soups
14.5 or 15 ounce

2 FOR \$4



Elite Milk Chocolate Coins
0.53 ounce

3 FOR \$1



Raisin Challah Bread
each

\$3⁴⁹



Streit's
Potato Pancake
Mix
6 ounce

2 FOR \$3



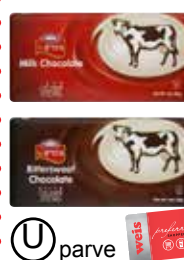
Tabatchnick Chicken
Broth or Cream of
Tomatoe Soup
32 ounce

2 FOR \$4



Kedem
Sparkling
Juice
25.4 ounce

2 FOR \$7



Selected
Elite Chocolate
Bars
3 ounce

4 FOR \$5



Osem
Falafel Mix
6.3 ounce

2 FOR \$4



Streit's
Egg noodles
8 or 12 ounce

4 FOR \$5



Lipton Kosher
Soup Mixes
1.9 or 4.09 ounce

2 FOR \$3



Savion or Streit's
Fruit Slices
8 ounce

2 FOR \$5

Weis Proudly Accepts



Prices Effective November 30, 2017 through December 20, 2017

*We also carry many of your favorite Kosher deli,
dairy, frozen and grocery products.*

We reserve the right to limit quantities. Not responsible for typographical or pictorial errors.

weis