



# SHALOM



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

Volume 43, No. 5

MAY 2013

IYAR-SIVAN 5773



**Happy homecoming for renowned local author**  
  
Page 4

**Gratz event shows program's strengths**  
  
Page 5

**Lamenting the decline of America's Jewish delis**  
  
Page 10



**2013 totals as of April 19 Jewish Community Campaign \$272,519**  
  
\*Includes transfers from Donor Advised Funds

## Educator delivers powerful message on humanity and the Holocaust

By Becca Gregg  
*Courtesy of Reading Eagle*

When a Tennessee middle school embarked on an ambitious Holocaust project in 1998, America took interest.

There were national news articles. Television segments. A documentary. And eventually, even a nonprofit organization inspired by the film. The lofty goal of the students? To collect 6 million paper clips to honor the lives of Jews killed by the Nazi regime and its collaborators from 1939 to 1945.

According to Holocaust expert Dr. Rachel Korazim, though, the very thing that made the project unique was the one that would make it irreverent.

"Human beings are not identical paperclips," Korazim told a packed lecture hall at Alvernia University on Sunday. "It defeated the whole purpose."

Korazim was the keynote speaker for the university's and local Jewish community's April 7 observance of Yom HaShoah, or Holocaust Remembrance Day. She stressed the "danger of remembrance through nothing but numbers."

"Reducing them to numbers is what the Nazis had done and wanted to do," she said of the Holocaust victims. "Giving them (Nazis) a posthumous victory? Why?"

Korazim, an Israel-based education consultant, urged the more than 100 people in Alvernia's Bernadine Hall to humanize the victims - to think of them as more than a number or a black-and-white photo, and rather of who they were and the stories that they left behind.

"Can we remember 6 million stories? Of course not," she said. "But can you do one more, and then next year maybe one more, and listen more patiently to the story?"

Korazim's lecture capped a three-day visit to Alvernia, which she began April 5 by leading classes designed to help school teachers and professors develop meaningful lessons on the Holocaust.

"Our mind is so used to those black-and-white pictures that we think of those Holocaust people as coming from a different place," Korazim said. "So much so that we think the

**More on Dr. Korazim's visit. Page 3**

Holocaust land was black and white. And little girls back there never had colored ribbons in their hair. And the sky was never blue over Warsaw. And was there no green grass over the Czech Republic? Of course there was."

Those black-and-white photos, she said, have resulted in a loss of character for the people shown in them.

"Do not be satisfied with just the numbers," she urged again. "Try to look for the real person behind the picture."

The remembrance, organized jointly by Alvernia and the Jewish Federation of Reading, concluded with a candle-lighting ceremony led by Rabbi Brian Michelson of Reform Congregation Oheb Sholom in Wyomissing.

"We have come to remember those who cannot be forgotten," said Tammy Mitgang, Jewish Federation president. "We have come to remind not others, but ourselves of what was done and what was not done. We have come to ask questions that cannot be answered, but that cannot be left unasked."



*Photos by Harold Hoch, courtesy of Reading Eagle*  
**ABOVE: Dr. Rachel Korazim speaks at Alvernia University.**

**BELOW: Part of the large crowd at the event.**



## Jewish Federation Day at the Park! SUNDAY, JUNE 9 FEDERATION FAMILY FRIENDLY ANNUAL MEETING

**Schedule:**  
**10:30am: Annual Meeting** (Light breakfast will be served)  
**11:30am: Kids Club Gate Opens & Tours\***  
**12:30pm: Regular Gates Open**  
**1:35pm: Game Time**



**Fun for the Kids!**  
**Super Hero Day!**  
Kids receive a Fightin' Phils Super Hero Cape  
Autograph session with superheroes  
& the Crazy Hot Dog Vendor

**\*Enjoy a 'behind the scenes' tour of the stadium**  
**Stay for the game at 1:35pm, FREE admission**  
**Fightin' Phils vs Harrisburg Senators**



# Federation News

## Terror can happen anywhere

By Alvin Katz  
Chairman

Upon returning from Israel this past spring, I was asked numerous times if I felt any fear while traveling the country. My answer always was NO. It is hard to describe, but in fact, there is a sense of security and you just don't think about it. Just ask anyone



who has returned from Israel. Life goes on with what is their normalcy.

Our normalcy was shattered last month in Boston, my hometown. A beautiful and friendly city. A city full of history, sports and some of the nicest people you would ever want to meet. Our hearts and prayers go out to those who have been physically and emotionally affected by this dastardly deed.

Even with all the attention paid to the security of the race participants and

spectators, the terrorists were still able to create the havoc they intended to. So, is there really any difference viewing security here and in Israel? I don't think so. It is only a matter of how you perceive security.

Here security is taking off your shoes to go through security at an airport, to go through a metal detector, having bags checked. In Israel it is constant vigilance. Being constantly aware of your surroundings and reporting suspicious

items or activities but going on with your daily activities. We in the United States have become too complacent in our daily activities. We need our leaders to think more like Israelis and review our methods in dealing with our security.

Adopt those methods that will effectively root out the terrorists who are attempting to alter our way of life and frustrate them by showing them that we, like the Israelis, will not submit to their terror.

## Legacy-Heritage

By Paul L. Landry

According to the Oxford dictionary:

A *Legacy* is:  
1 - A gift left in a will. 2 - Something handed down from a predecessor.

A *Heritage* is: 1 - Anything that is or may be inherited. 2 - Inherited circumstances, benefits, etc.

Two words that are similar in definition and sometimes are used interchangeably. And they are two words that are deceptively important to us all. I use the word "deceptively" because most people tend not to think about them even as they influence every part of our lives.

The things we do and how we do them. The way we think. The things we include as part of our lives and that feel "right" somehow. All of those things, and more, come from the Legacies we have received from generations of ancestors. Together, those legacies form our Heritage.

And no group of people has a richer Heritage than the Jewish people. Being Jewish in 2013 is the result of thousands of years of Legacies.



But what if those generations of ancestors had not taken the time to leave Jewish Legacies for us? And, if we do not leave legacies for our descendants, who will?

Who will educate our children in their religion, in the Hebrew language, in the meaning of Passover, Yom Kippur, Rosh Hashanah and other holy days? Who will bring Jewish themed movies and events to the area? Who will arrange Jewish cultural experiences and celebrate traditions? Who will support ongoing Jewish religious education for our post-Bar/Bat Mitzvah teens? Who will teach future generations our values such as tikkun olam and our ability to impact the world?

Some of those things will happen, in part, at home and in the synagogue. But others simply benefit by being shared or built upon more broadly through community. Jewish Federation of Reading provides many of those cultural, social experiences.

With your help the Federation can continue doing all those things for generations to come, strengthening and enriching Jewish life in Berks County. How can you help?

Leave a Jewish Legacy for Berks County by arranging for a gift to the Federation through your estate, because all of these things require funding. A part of why they currently exist is that previous generations established their own Jewish legacies that provide the funds to help support today's activities. Continue that tradition!

A bequest is the simplest, but not

the only way, to do that. And it does not need to be a huge amount of money. Modest estates can make a substantial difference! You can make a difference. Please consider taking this important step.

For more information please call me at 610-921-0624 or e-mail at paul@jfreeding.org. All conversations are confidential and without obligation.

### Innovative services provided to homeowners and business owners for over 80 years.



- General Pest Control
- Bed Bug Control
- Bioremediation
- Termite Control
- Bird Control
- Vegetation Management

## Ehrlich

Your Local Pest Control Experts

610-372-4500

[www.jcehrlich.com](http://www.jcehrlich.com)

# GIANT®

Quality. Selection. Savings. Every Day.™

## We're your store for all your Kosher favorites.



Quality. Selection. Savings. Every Day.

[GiantFoodStores.com](http://GiantFoodStores.com)



**"I FEEL LIKE I LIVE ON A CRUISE SHIP!"**  
— Hilde Gernsheimer

Hilde Gernsheimer says moving to The Highlands was the best move she's made. From her spacious, two-bedroom apartment to meeting wonderful people, enjoying daily fine dining and participating in social events, Hilde says, "At The Highlands, you have everything you need to live a full — and fun — life. My one piece of advice: move here while you're still active!"



Learn more about the "cruise ship lifestyle" at The Highlands today! Call 610.775.2300 or visit [www.thehighlands.org](http://www.thehighlands.org).

RESIDENTIAL LIVING | PERSONAL CARE | NURSING CARE

2000 Cambridge Avenue, Wyomissing, PA 19610

A member of The Reading Hospital health system.





From the President’s Desk

# A lesson from August

By Tammy K. Mitgang  
President

It was at the conclusion of a workshop held for educators at Alvernia University that Holocaust educator Dr. Rachel Korazim summarized by saying: “I hope that you realize that as educators, one can never teach the entire scope of the Holocaust, and therefore you need to make conscious educational choices.” She then asked the group to consider one final photograph. It was the photograph of August Landmesser (pictured at right), a ship worker at the Blohm + Voss shipyard; taken in 1936 during the launch of a navy training vessel in Hamburg, Germany. Amid hundreds of fellow Germans obediently lifting their arms in the Nazi salute, August is the one man defiantly standing with his arms folded.

Rachel’s challenge to the educators was not only to encourage their students to learn about the beautiful, full lives of those murdered before they were herded off to be starved, beaten and slaughtered, but to teach students to consider the consequences of small changes that take away their rights and the rights of others.

“Ask them to consider what happens if those seemingly small, sometimes ‘subtle’ changes gain movement and momentum - the proverbial ‘train going down the tracks.’ Teach them to think and rethink what they consider obvious or what at first glance seems inconsequential, even tolerable.”

She reminded us of one such change that occurred in Germany’s predominantly Catholic schools. It involved the way prayer or ‘grace’, over the noon meal, was offered.

Rather than thanking G-d for their ‘daily bread’, teachers and administrators were instructed to require that children thank “The Führer” for their noontime meal. Clearly not in keeping with the teachings of the Catholic Church, but mandated and implemented in the schools nonetheless.

Dr. Korazim then encouraged the teachers to put themselves in the place of those German educators. “Would you have the courage to refuse the mandate, knowing that your actions would certainly mean a loss of your job and possibly imprisonment or even worse?



## Who was August Landmesser?

August was a former member of the Nazi party who later came to oppose Hitler’s regime after marrying a Jewish woman, Irma Eckler. Together, they had two daughters. Under Nazi law, he was found guilty of “dishonoring the race” and boldly showed his rejection of Hitler’s doctrine at the launch of the ship, Horst Wessell. He and his wife were jailed by the Gestapo and their children sent to an orphanage.

August was freed in 1941 from prison but was drafted into the war. Later, he was declared missing in action and presumed a casualty of the war.

He was identified in the above picture in 1991 by one of his children. In 1996, Irene Landmesser, a daughter, wrote a family history, saying she hoped to share the story of how her family had been torn apart.

Would you overlook or downplay the change – after all, it was so minimal in the scope of the school day and the consequences could be severe? Or, would you fold your arms and join August Landmesser in an act of defiance?” asked Korazim. “What if thousands of people had chosen to fold their arms early in Adolf Hitler’s rise to power and defied his orders? Would history tell a very different story?”

Lessons are not just for the classroom or for others. I left the session asking myself what I would have done. What would you have done?

## THANK YOU, ALVERNIA UNIVERSITY

Special thanks to Dr. Thomas F. Flynn, president of Alvernia University; Joseph J. Cicala, PhD., Vice President for University Life and Dean of Students; Scott Davidson, MA, Director of Campus Ministry and Frank Vecchio, M.A., M.Ed. Director of Field Experiences for your partnership in co-sponsoring and hosting the educator workshops and the Community Yom HaShoah Remembrance event on Sunday, April 7. The Alvernia staff and faculty were welcoming and your friendship and support are greatly appreciated.

## THANKS TO OUR SPIRITUAL LEADERS

And “thank you” to Rabbi Brian Michelson for leading the memorial candle lighting service at the conclusion of the program. Joining Rabbi Michelson were Rabbi Minna Bromberg of Keshet Zion Synagogue and Rabbi Yosef Lipsker of the Chabad Center of Berks County.

## HEARTFELT COMMUNITY SUPPORT

Thank you Reform Congregation Oheb Shalom for making it possible for Dr. Korazim to speak at services on Friday evening, April 5.

Thanks to Dr. Neil Hoffman and Judith Kraines for opening their home to Dr. Korazim for Shabbat dinner and to the Mission to Israel participants who shared a fun-filled evening of laughs and wonderful memories with Dr. Korazim. (note: The group first met Dr. Korazim at Yad Vashem in Jerusalem)

And, thanks to Amanda Schaeffer, coordinator of the Holocaust Library and Resource Center at Albright College for helping to coordinate the Community Holocaust Remembrance event. The Center is a community education resource located on Albright’s campus. Contact Amanda at [aschaeffer@alb.edu](mailto:aschaeffer@alb.edu) or by calling 610-921-7214. Hours: Monday – Thursday 4 pm to 7 pm.

## TODA (תודה), DR. RACHEL KORAZIM

for helping us to revisit and rethink the words we use when we talk about the six million “ones”, individuals – ‘not paperclips’, murdered – not exterminated like bugs; each person an extraordinary individual.

## Albright College Hosted Dr. Korazim as an Experience Event

Albright College hosted Dr. Rachel Korazim on Thursday, April 4 at Klein Lecture Hall as an “Experience Event” for students.

The lecture in Israeli Contemporary Literature – Echos of the Holocaust was presented to a packed hall with more than 90 students in attendance.

The talk was a look at reflections of the Holocaust in recent works of Israeli literature and explored how Israeli society deals with the Shoah as a significant influence on who Israelis are and how they behave.

The interactive session included excerpts from selected writings that were discussed with an engaged group of students.

Dr. Korazim was joined by Albright faculty member, Dr. John S. Incledon, professor of Spanish and director of the Holocaust Studies Program and Amanda Schaeffer, coordinator of the Holocaust Library and Resource Center located on the Albright campus in partnership with Jewish Federation of Reading.

It was one of numerous events in which Dr. Korazim took part during her stay of several days in Berks County as she reached out to students, educators and the rest of the community to share her unique perspective on the Holocaust.



## Israel Mission reunion with guest scholar

Participants in the October Mission to Israel trip gather for a reunion with Dr. Rachel Korazim, who made a series of local appearances on the weekend of Yom HaShoah. She spoke to educators and students at Alvernia University, at a Shabbat service at Reform Congregation Oheb Shalom and at the community Holocaust remembrance at Alvernia.

Korazim, an Israel-based educator specializing in teaching about the Holocaust, addressed the group during its journey to the Holy Land.

The Mission was a joint venture between the Jewish Federations of Reading and the Lehigh Valley.

## SHALOM

A newspaper serving the Jewish community of Reading, Pennsylvania, and published monthly, September through June, under the Jewish Federation of Reading. Funded by the Reading United Jewish Campaign.

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

### Jewish Federation of Reading

Chairman: Alvin Katz  
President: Tammy K. Mitgang  
Communications Director: Mark Nemirow, Editor  
Proofreaders: Esther Strauss & Federation staff  
Member: American Jewish Press Association

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

Deadline for the June issue is May 5



# Local author and his wife thrill packed house at JCC with talk on books

## Staff report

The Jewish Cultural Center of Reading was packed as more than 160 people flocked to hear hometown author Bob Spitz and his wife, fellow writer Becky Aikman, talk about their new books and writing as a couple – ‘back to back’.

It was April 11, the first time the writing duo shared the same venue, and Bob Spitz took the lead.

After all, he grew up in the Reading area, and this was familiar ground. Becky Aikman didn't flinch. Confident in a room surrounded by widows representing groups inspired by her book, she shared the emotional rollercoaster of being faced with the loss of her spouse at age 40. Channeling her energies toward more positive efforts, she decided to write a book that followed a group of women — a handful of widows brought together by sheer timing; the first five women to sign up for the project. Becky admits the friendships weren't instant, but it may have been those very differences that later formed the close relationships that endure today. The women still get together every month to catch up on new relationships, family and everyday life.

As the ringleader in her book, “Saturday Night Widows, The Adventures of Six Friends Remaking Their Lives,” the question for Becky isn't “if” there will be a film deal, but rather, “when?”

Aikman, a graduate of the School of Journalism at Columbia University in New York, is a former reporter for *Newsday* and writer and editor at

## Business Week.

Bob Spitz is synonymous with rock royalty having written a *New York Times* best-seller on The Beatles and a background in entertainment management. He represented rock stars Bruce Springsteen and Sir Elton John.

He writes regularly for magazines and newspapers including *The New York Times Magazine*; *The Washington Post*; *Rolling Stone* and *O, The Oprah Magazine*. His latest biographical work is “Dearie, The Remarkable Life of Julia Child.”

Clearly comfortable in his own pages, he shared with the audience his adventures with Julia Child as one of her “dearies” following a chance meeting in Sicily in 1992, and her contributions to food celebrity today.

Reinventing herself and emerging as one of the world's most beloved figures, Julia Child spent a career spanning decades transcending the skillet and inspiring viewers to challenge themselves and their culinary skills.

In an interview, Bob Spitz said: “Everything about Julia Child was a revelation. I never realized that she felt so lost in her early life — that she considered herself nothing more than a dilettante or “social butterfly” and was headed for nothing more remarkable than a secretary of, if possible, a housewife.

Critics have applauded his book as the biography Child richly deserves.” The audience that night couldn't have agreed more.



Becky Aikman, Sue Hess and Bob Spitz take time for a photo-op after a busy book-signing session at the JCC. Hess is a local widow who was inspired by Aikman's “Saturday Night Widows.”



An appearance by local native Bob Spitz and his wife, Becky Aikman, draws a big crowd to the JCC.

# Jackie Robinson and the Jews: A story you won't see at the movies

## Staff report

Jackie Robinson's name can never be forgotten by anyone who ever watches a major league baseball game. His number 42 is on display in every ballpark as a reminder of the sacrifices he made to integrate the game in 1947. The recent movie biography “42” has raised his profile even higher.

Just about everyone knows, or should, about how Robinson and Brooklyn Dodgers executive Branch Rickey broke down the barriers to blacks in big

league baseball, and about all the trouble Robinson endured to make it happen.

But there is a Jewish connection to his story that few people realize. A recent Jewish Exponent story retold how in 1962, the retired Robinson intervened in a protest outside Harlem's Apollo Theater. Demonstrators were angry at its Jewish owner, Frank Schiffman, and his plan to open a restaurant with lower prices than a nearby black-owned establishment. The protesters used anti-Semitic rhetoric, depicting Schiffman as

akin to Shakespeare's Shylock.

One black leader rose to defend Schiffman. It was Robinson, who would later write that he was ashamed to see other leaders of his community stay silent in the face of anti-Semitism.

Robinson used his syndicated newspaper column to condemn the protesters. That angered black nationalists, who retaliated by protesting against the baseball and civil rights icon.

In turn, several mainstream black leaders came to the defense of Robinson

and Schiffman. The Rev. Martin Luther King Jr. was among those offering support. The protests ceased.

Robinson had a long history of criticizing anti-Semitism in the black community. He had witnessed the valuable contributions Jews were making to the black community's struggle for rights.

“He hated anti-Semitism just as he hated prejudice against blacks,” wrote Roger Kahn, a legendary baseball author. “Without qualification and from the gut.”

*A happier, healthier lifestyle for seniors*



Research shows that seniors who receive proper nutrition, exercise, and engage in an active social life, will maintain their health longer and lead happier lives. At Manor at Market Square, we provide healthy meals and lots of opportunities to socialize with new friends in our elegant, yet affordable community.

**Call Nicole today at 610-790-1707 to arrange a personal tour!**

**MANOR AT MARKET SQUARE**  
Independent Living Personal Care

All-Inclusive Monthly Rent • No Buy-ins  
24-hour On-call Nursing Care  
Meals • Housekeeping • Activities • Transportation

803 Penn Street • Reading, PA 19601 • [www.manoratmarketsquare.com](http://www.manoratmarketsquare.com) • 610-373-0800

## Jewish Federation of Reading, PA BOARD OF DIRECTORS AND MEMBERS SPECIAL MEETING NOTICE

**Annual Meeting, Sunday, June 9, 2013 at 10:30am  
At**

**The “Fighting Phils” First Energy Stadium  
(Route 61 just south of the Bypass. Enter on the third base  
side- near Carpenter Technology Bldg.)**

**Distribution of Annual Report  
Election of Officers and new Board Members  
Light breakfast provided at the meeting**

**Annual Meeting will be followed by (Approx. 11:30am):**

- **Special “Behind the Scenes” of the stadium tour prior to the game**
- **Autograph session with various superheroes and the Crazy Hot Dog Vendor**
- **Kids (under 14) will receive a “Fightin Phils” Superhero Cape**
- **Free admission to the game (First pitch at 1:35pm) – The “Fightin Phils” host the “Harrisburg Senators”.**



# Special event gives guests a good look at Gratz program

**By Rabbi Barry Dov Lerner**

From April 7 to April 14, Gratz Jewish Community High School remembered modern Jewish history that many of our older community members have lived through and witnessed.

For Yom HaShoah April 7, students of the Gratz Reading Branch had a special showing of “A Green Kipah” to emphasize the often-overlooked courage and bravery of Jewish resistance during the Holocaust. One student read a tribute written by a friend and colleague of branch director Rabbi Barry Dov Lerner, and they lit a memorial candle.

Gratz students were grateful to share the evening with parents and siblings and with members of the Reading Jewish Community. As Rabbi Dov said to the students, it was a moment in which the presence of the adults validated the students’ extra special effort to study Judaism weekly, and the presence of the students validated the efforts of the adult Jewish community to ensure the presence of the Gratz program.

The Gratz curriculum includes a course in Video Values, in which film scenes are used to launch discussions of significant Jewish concepts. For Yom HaZikaron, “Day of Remembrance for Israeli Fallen Soldiers and Victims of Terrorism” and Yom HaAtzmaut, “Israel Independence Day,” the students saw scenes from “Operation Thunderbolt,” the story of the 1976 raid on a hijacked plane at Entebbe Airport in Uganda

Participants were asked which speeches made in the film were “most important.” Rabbi Dov explained that for him, the two most important scenes and speeches were: (1) Yonatan Netanyahu addressing the troops, saying that they

were going thousands of kilometers from home, to save Israelis and Jews because they were Jews, and that if they didn’t make the effort, no one else would; (2) that in the fighting, the Israeli soldiers were ordered not to shoot any of the Ugandans who did not fight them - only self-defense was permitted and life was to be respected.

After the film, the entire audience came into the lobby of the JCC, and the youngest child present lit a memorial candle, followed by recitation of the Mourner’s Kaddish for all who gave their lives for the establishment and sustaining of the modern State of Israel. Following the candle-lighting ceremony, everyone enjoyed a wonderful snack of hummus and pita chips, salad and Israeli candies.

Then - back to classes for the students and for those who wished to watch the film

At the end of the evening, instructor Marley Weiner spoke about being in Israel the week before, attending an educational seminar for Jewish camp educators. She witnessed Yom HaShoah in Israel, in a museum established to remember those who came from the German DP camps to Israel to begin their new lives as Israelis.

**Get ready to register!**

Watch for registration information for 5774 and course offerings for Gratz JCHS students, all Jewish youth in the greater Reading community in eighth through 12th grade. The program also includes the possibility of earning college course credits at a significant savings for Gratz students when they move on to college.

For information and answers to specific questions, don’t hesitate to write Rabbi Dov at [bdlerner1@gratz.edu](mailto:bdlerner1@gratz.edu).



**The great Judge, I will  
do everything in my  
power to protect and  
defend our constitutional  
rights and freedoms**

**-Michelle Bachmann**

**Elect  
FUDEMAN  
Judge**

**Vote May 21**

**FUDEMANforJUDGE.com**

POL. ADV - AUTHORIZED AND PAID FOR BY COMMITTEE TO ELECT FUDEMAN JUDGE

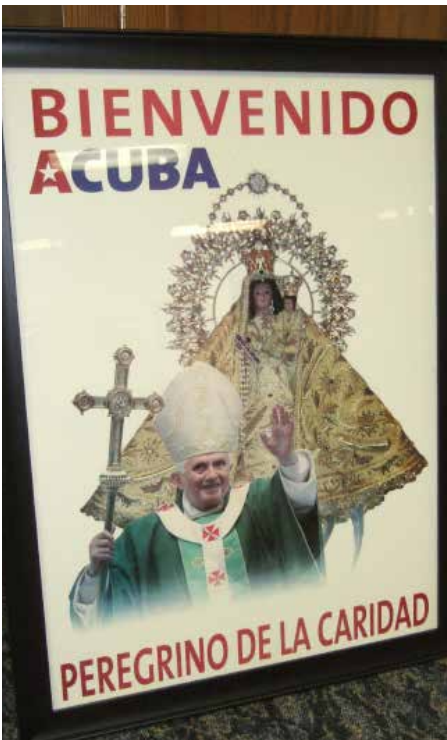


# Poster found in Cuba an apt gift to mark Alvernia partnership

## Staff report

The day before Federation President Tammy Mitgang left for a mission to Cuba, Pope Benedict XVI announced he would be resigning his position. That same morning, she met with Dr. Joseph J. Cicala, Vice President for University Life and Dean of Students, and Scott Davidson, Director of Campus Ministry at Alvernia University to plan the shared Community Yom Hashoah event. Needless to say, there was discussion about the pope's decision to step down due to health concerns. He was the first pope to resign in 600 years. Upon Tammy's return from Cuba, she presented Alvernia University with a special "thank you" for its partnership, a framed poster of Pope Benedict's visit to Cuba in 2012. She discovered the poster while shopping in the Plaza de Armas market.

In a press photo taken in March 2012, right, the same poster can be seen hanging in a window in Santiago, Cuba.



# Israel Now update: How local Federation dollars are helping

## Staff report

Thousands of people were able to celebrate the Passover holiday with dignity thanks to the tremendous efforts of the **Meir Panim** staff and volunteers.

Nearly 2,000 individuals were matched with host families for Passover Seders though Meir Panim's "Kulam Beseder" program, a special initiative that ensures that no one should have to spend Passover alone. Close to 4,000 calls were received at Meir Panim's call center, from needy individuals as well as generous hosts.

David Roth, President of American Friends of Meir Panim, was overwhelmed by the number of calls and the offers by so many to open their homes to strangers in need. "What a special thing it is to invite the hungry to your Seder table," he said.

In addition, 150 people participated in a meaningful Seder hosted by Meir Panim's Dimona restaurant.

For struggling families wishing to celebrate the holiday in their own homes, Meir Panim distributed more than 2,000 food shopping cards, enabling them to purchase Passover necessities and to fill

their refrigerators and pantries. For those unable to shop for themselves, more than 1,000 food packages were delivered to the elderly, disabled and homebound.

Many thanks to all the staff, volunteers and donors who helped bring joy and meaning to the Passover season for the less fortunate in Israel.

\*\*\*

**Friends of Yemin Orde** is proud to announce that a graduate of Yemin Orde Youth Village, Shimon Solomon, was recently elected to serve as a member of Israel's Knesset, or legislature.

Solomon, 44, immigrated to Israel from Ethiopia in 1980 with his parents and five brothers and sisters. Yemin Orde Youth Village welcomed him shortly after his arrival in Israel. The Village, located in northern Israel, is home to hundreds of at-risk immigrant youth from around the world and provides traumatized children with a home, a safe haven and an excellent education.

Solomon's professional career has focused on Ethiopian and refugee issues in Israel. He has successfully applied Yemin Orde Educational Initiatives's

(YOEI) acclaimed Derech Kfar (the Village Way) methodology as Director of Education at the Agahozo-Shalom Youth Village in Rwanda, a youth village serving young victims of genocide modeled after Yemin Orde Youth Village. From 2005 to 2007, Solomon worked in the Israeli Embassy in Addis Ababa, and was later director of an immigrant absorption center in Beersheba. Solomon remains a close partner with Chaim Peri, YOEI founder, and the Educational Initiatives in supporting the Village Way philosophy and rejuvenating more therapeutic residential communities, youth villages and public schools in Israel.

There are now two Ethiopian-Israelis serving as members of Israel's Knesset. Also elected is Pnina Tamano-Shata, 31, the first Ethiopian-Israeli woman in the Knesset. Tamano-Shata is an attorney, activist and former television reporter in Israel.

This news marks a milestone for the Ethiopian-Israeli community and for Yemin Orde and its acclaimed methodology which embraces self-esteem, leadership, cultural identity and places a strong

emphasis on education and achievement. Through YOEI's Educational Institute, educators receive teacher training, workshops and interventions that help apply the Village Way methodology in their schools; thereby, meeting the therapeutic and educational needs of the at-risk children they serve. The ultimate goal of the methodology is to educate youth into becoming functioning heads of households who actively contribute to their community.

Since its inception in 1953, Yemin Orde has graduated more than 4,000 students. They currently serve as leaders in various professions including: Law, Military, Art, Music, Health Care, Politics, Film, Education and Technology.

\*\*\*

Meir Panim and Yemin Orde have enjoyed longtime support from our community and both receive funding through donations to the Jewish Federation of Reading's Israel Now project.

*Updates provided by staff, American Friends of Meir Panim and Friends of Yemin Orde*

# Jewish Federations empower women in former Soviet Union

## Jewish Federations of North America

Older female workers are especially vulnerable in a tight job market. Project Keshet runs 18 award-winning vocational computer centers in Belarus, Georgia, Russia and Ukraine, in partnership with World ORT which receives substantial support from the Jewish Federations of North America. They are open to women of all ethnicities and faiths. The centers have graduated nearly 20,000 women at a cost of less than \$75 per woman, resulting

in more than 80 percent significantly improving their economic situation.

The program's computer centers teach the fundamentals of Microsoft Office and offer training in bookkeeping and graphic design as well as legal literacy, career counseling, job placement and resource management. The ORT/Keshet certificate is highly valued by companies in this region.

The Centers also serve as safe women's centers where participants

learn about access to valuable resources for women needing domestic violence shelters, rape crisis centers or local vocational placement services.

In 2009, Hewlett Packard rated the ORT KeshetNet center its number one computer project in this region.

Here's one example of the center's work:

"Olesya works in a passport office. Last year, the office agreed to extend her contract for another year, but only if

she mastered computer skills. Because of her age (she is in her 50's), the local employment center refused to teach her. Olesya went to the ORT/KeshetNet center in Polotsk, and learned Word, Excel, and other programs. Olesya got the certificate and retained her job. Without this help, Olesya would be out of work and unable to support herself and her family. This is one of tens of thousands of lives transformed by this project."

# New leader of Catholic church has Jewish connections

## Staff report

Jorge Mario Bergoglio, the former Argentinian cardinal now known as Pope Francis, is said to have a good relationship with Argentinian Jews, according to the Jewish Telegraphic Agency news service.

Bergoglio, 76, a Jesuit is the first pope to come from outside Europe in more than 1,000 years.

While serving as archbishop of Buenos Aires, Bergoglio attended Rosh Hashanah services at a synagogue there in September 2007.

Rabbi David Rosen, the director of interfaith affairs for the American Jewish Committee, told JTA that the new pope is a warm, sweet and modest man.

The then-archbishop showed

solidarity with Argentine Jews after the bombing of a Jewish community center in Buenos Aires in 1994. He signed a petition for justice in the case and signed a document expressing concern on the event's 10th anniversary. In June 2010, he visited the rebuilt center to talk with Jewish leaders.

Israel Singer, the former head of the World Jewish Congress, said he worked with Bergoglio when the two were distributing aid to the poor in Buenos Aires in the early 2000s, part of a joint Jewish-Catholic program called tzedaka.

Bergoglio also wrote the foreword of a book by Rabbi Sergio Bergman, a Buenos Aires legislator, and referred to him as "one of my teachers."

Last year Bergoglio hosted a Kristallnacht memorial event at the Buenos Aires Metropolitan Cathedral with Rabbi Alejandro Avruj from the NCI-Emanuel World Masorti congregation.

He also has worked with the Latin American Jewish Congress and held meetings with Jewish youth who participate in its New Generations program.

In his visit to the Buenos Aires synagogue, according to the Catholic Zenit news agency, Bergoglio told the congregation that he was there to examine his heart "like a pilgrim, together with you, my elder brothers."

"Today, here in this synagogue, we are made newly aware of the fact that we are a people on a journey and we place ourselves in God's presence," Zenit

quoted the then-archbishop as saying. "We must look at him and let him look at us, to examine our heart in his presence and to ask ourselves if we are walking blamelessly."

Renzo Gattegna, the president of the Union of Italian Jewish Communities, offered Italian Jewry's congratulations to the new pope with the "most fervent wishes" that his pontificate could bring "peace and brotherhood to all humanity."

In particular, Gattegna voiced the hope that there would be a continuation "with reciprocal satisfaction" of "the intense course of dialogue that the Jews have always hoped for and that has been also realized through the work of the popes who have led the church in the recent past."



# Happy 95th Birthday to Singer Equipment Co.

## A true family affair

**FOUNDED:** By the late Frederick Singer in 1918

**WHERE:** Reading, and now headquartered in the Morgantown area at 150 S. Twin Valley Road, Caernarvon Township,

**THE COMPANY’S PRINCIPAL LEADERS:** Frederick Singer, the founder’s grandson, is president; Henry Singer, the founder’s son, is chairman; and John Vozzo is executive vice president and chief operating officer

**WHAT THE COMPANY PRODUCES:** Distributor of food-service equipment and supplies throughout the mid-Atlantic region. The company also provides kitchen design services nationwide.

**EMPLOYEES:** 240

**MISSION:** To be the most responsive, knowledgeable and friendly supplier to the food service industry; providing solutions to our customers’ challenges.

**HOW THE COMPANY BEGAN:** In 1918, 18-year-old Frederick Singer started Singer Crockery Co. in a 15-foot-wide store in Reading. Traveling throughout eastern Pennsylvania, he sold china and food-service supplies to hotels, bars and restaurants. Fred’s brothers joined him, and they moved the business to a larger location. The company added a contract design department and increased its inventory to include equipment, furniture and paper goods. Singer expanded the geography it served to a 150-mile radius. The company has stores in Wyomissing and Philadelphia. It has design offices in Caernarvon Township; Philadelphia; Mount Laurel, N.J.; Fort Lee, N.J.; and Woodbury, N.Y.

**THE KEY TO THE COMPANY’S SUCCESS:** Singer remains true to its founding philosophy of offering exceptional service. The company’s dedication to customers is known throughout the industry.

# Happy 30th birthday, Singer Travel

**FOUNDED:** By Helene Singer in April 1983

**WHERE:** Sinking Spring, now at 18 Commerce Drive, Spring Township

**THE COMPANY’S PRINCIPAL LEADER:** Helene Singer

**WHAT THE COMPANY DOES:** Coordinates travel arrangements, specializing in creative foreign itineraries and offering corporate travel with concierge service.

**EMPLOYEES:** Nine

**MISSION:** To be true travel advisers to its clients, to help them get the highest return for their travel investment and to create memories that will last a lifetime.

**HOW THE COMPANY WAS STARTED:** By a desire to provide an opportunity for clients to have a travel experience that was created for them as individuals.

**THE KEY TO THE COMPANY’S SUCCESS:** Dedicated travel advisers with years of experience and a desire to create a truly memorable travel experience.

**WEBSITE:** [www.singertravel.com](http://www.singertravel.com)

**PHONE:** 610-378-1610

**QUOTE:** “Our clients surf the Internet, but they come to us to fulfill their trips: honeymoons, anniversaries, family gatherings, wonderful vacations - because they know that our expertise will give them added value and price integrity.” - Helene Singer

—Text courtesy of Reading Eagle

# Will Sharansky’s proposal bring peace to Western Wall?

**Staff report**

Natan Sharansky, the chairman of the Jewish Agency, delivered a plan in mid-April that some consider a ‘workable’ solution that would provide an egalitarian place for prayer at the Western Wall. Sharansky was appointed by the Israeli prime minister, Benjamin Netanyahu, to find a solution to the 24-year-old prayer rights dispute at the Western Wall.

His proposal divides the Western Wall or Kotel, the most sacred site in the Jewish faith, into three sections — one for men, one for women and a section for mixed worshippers. Sharansky’s plan extends the Western Wall plaza to include Robinson’s Arch, an area at the southern end where a high court ruling permits worshippers to pray according to their beliefs. The two existing areas where men and women worship separately would be reserved for those wanting to observe Orthodox tradition.

Since 1988, an organization, Women of the Wall, has been campaigning for the right to pray on equal terms at the site. The group has clashed with police for wearing prayer shawls and reading from the Torah aloud, practices that are forbidden for women according to Orthodox authorities.

The rules governing worship at the Western Wall are set by Rabbi Shmuel Rabinowitz, the Western Wall rabbi. Men and women are not permitted to pray together.

In an interview with Britain’s *The Guardian*, Sharansky said, “According to our recommendations, the access will be on the same level, with a shared entrance and 24-hour access, and no one will be able to say that they are being sent to a second-class place.”

Anat Hoffman, founder of Women of the Wall, told the *Jewish Daily Forward*: “It’s not everything we were hoping for, but we will compromise. You don’t always have to be right, you have to be smart, and compromise is a sign of maturity and understanding what’s at stake here.”

The proposal will be negotiated with the Waqf, the Islamic body that governs the site, known to Muslims as Haram al-Sharif and is the home of the Dome of the Rock and the al-Aqsa Mosque.

Jewish Federations of North America supports Sharansky’s statement: “One Kotel for One Jewish People.”


“The Jewish Federations of North America supports the right of all Jews to pray as they choose. We stand behind the efforts of our partner, The Jewish Agency for Israel, and its Chairman, Mr. Natan Sharansky, as he explores ways to make this principle a reality at the Kotel,” said Jerry Silverman, president and CEO of JFNA, in a prepared statement.


Keep up with the latest news from Israel and Jewish communities around the world at [www.readingjewishcommunity.org](http://www.readingjewishcommunity.org)

Life gets better.

“Live each day to the fullest.”

Life advice from Betty Y., Resident and Life Enthusiast






Seems like the more time we spend with our residents, the more we learn about life.

We have something for everyone, from independent living and personal care to rehabilitation services and specialized memory care. All on a vibrant campus with activities, social events, day trips and individualized services. At Country Meadows, we think you'll find our community is full of life.

Call to set up a personalized visit or learn more at [CountryMeadows.com](http://CountryMeadows.com).



1805 Tulpehocken Road, Wyomissing (close to Rte 422 & US 222) • 610-374-3122

Independent Living | Personal Care | MemoryCare | Restorative Care

Country Meadows offers services and housing without regard to race, color, religion, ethnicity, marital status, ancestry, national origin, sexual orientation or gender.



# Community News

## Kesher Zion set to host free community concert

### Staff report

Rabbi Minna Bromberg of Kesher Zion Synagogue will be taking part in "Common Chords," a free community concert for peace to be held Sunday, June 23, from 2 to 5 p.m. at Kesher Zion.

"I can't wait to hear our sanctuary filled with so many voices," said Bromberg, who will perform at the concert. "This is a wonderful confluence of musicians singing and playing our hearts out for the sheer joy of letting music bind us together in human kinship."

Tune into WEEU 830 AM on Wednesday, June 19, from 9 a.m to noon

as "Feedback" features a discussion on the concert and introduces some of its diverse performers. The concert will feature WEEU personality and local bluegrass star Dave Kline, Barbara Ann Schadler Greim performing on the harp, Native American folk musicians Spirit Wing, and the "acoustic fusion" of Jill Haley and Mark Oppenlander.

Organizers said the goal of the concert is to bring together people from different backgrounds who believe that we must jointly provide the energy to create light and love where darkness exists.

## Girl Scouts honor Oppenheimer

### Staff report

Yvonne Frey Oppenheimer, a retired consultant to nonprofits, a past president of Jewish Federation of Reading and a community leader and philanthropist was awarded a "Take The Lead Award" at the 2013 Take The Lead Award event April 17 at the Sovereign Performing Arts Center. The recognition honors her as an outstanding role model for her courage, confidence and character in making the world a better place.

Tammy Mitgang, Federation President, was one of several community leaders to nominate Yvonne for the award. Tammy noted, "Yvonne has been a mentor to so many nonprofit professionals in our community and has provided professional expertise and volunteer service – countless hours of 'roll up your sleeves' leadership. Yvonne not only leads by example, she is the example we should all strive to follow. The recognition is so well deserved. Personally, I am privileged to have benefitted by her guidance and having her as both a colleague and friend."

Take the Lead supports Girl Scouts of Eastern Pennsylvania (GSEP) programs, which encourage girls to discover themselves, connect with others, and take action to improve their communities. GSEP serves girls in Berks and eight other counties.

Others recognized include, Michelle M. Davis, Community Volunteer; Crystal Gilmore-Harris, Reading High School



Cheerleading Coach and Reading Youth Cheerleading Director for Reading School District and Michele Richards, Senior Vice President, Commercial Banking for Fulton Bank.

Take The Lead Berks County 2013 Committee was led by honorary chair, Carolyn Holleran, Community Volunteer and Co-Chairs – Angel L. Helm, Community Volunteer and Thomas F. Flynn, Ph.D., Alvernia University. The event was sponsored by Alvernia University, Carpenter Technology Corporation, East Penn Manufacturing Company, Inc., Fulton Bank, Jerlyn Foundation, National Penn Bank, Reinsel Kuntz Lesher LLP, Wells Fargo.

## Hyman wins Alvernia award

### Staff report

Rosalind Hyman has been named winner of the Rabbi Alan Weitzman Award at Alvernia University in honor of her many volunteer efforts in the community, including helping to launch the Seniors College at Alvernia in 1998.

Hyman co-founded Alvernia's college for older adults in partnership with Weitzman, rabbi emeritus of Reform Congregation Oheb Shalom.

Her service to the community includes having served as president of RCOS and of Torch International, founder of the Parkinson's Support Group and as a board member of the Reading Emergency Shelter (now Opportunity House) and the Greater Berks Food Bank.

"I am delighted to receive this award, but mostly, I am honored," Hyman said.

Hyman said Rabbi Weitzman invited her to get involved in the seniors college as it was getting off the ground, and she immediately saw it as an extraordinary opportunity.

She pointed out that the Seniors College began with 69 students and nine



course offerings. Today it has about 450 students and more than 60 classes. She thanked the Alvernia faculty for stepping up and helping out in the school's mission to educate older adults.

"Here we are, 15 years later and still going strong and growing," she said of the program.



Michael and Susan Fromm with Justin Padinske and Alvernia President Tom Flynn,

## Fromm Award winner named

Justin Padinske of Mohrsville has been named the first winner of the Fromm Interfaith Award at Alvernia University. The award was established by Michael and Susan Fromm and goes to a student interested in interfaith dialogue and with a plan for a related project or program. This award provides a \$1,000 scholarship for a student entering his or

her junior or senior year at Alvernia.

Padinske is a graduate of Schuylkill Valley High School and a general science major at Alvernia. His project is to convene and host an open panel discussion including students, faculty and community members of various faiths, open to the Alvernia community and the public.

## All Around the Town

Congratulations to **Diane and Irving Fidler** on the birth of their fifth grandson, Eli Henry, son of Leah and Joseph Fidler of Pittsburgh.

\*\*\*

Congratulations to **Aaron Costenbader**, daughter of Robin Costenbader-Jacobson and Melvyn Jacobson on her engagement to John Gantz III. Aaron is employed by Greater Reading Economic Partnership and John

works in the Gov. Mifflin School District.

\*\*\*

Mazel Tov to **Gad & Beth Anne (Katz) Ages** on the arrival of their son, Lior S. Ages. Lior is a grandson of Alvin and Betsy Katz, Exeter.

*Until next time: Shalom!*

Please e-mail all your simcha news to [joan@friedman.net](mailto:joan@friedman.net).

## Obituaries

**Anna (Prager) Schneider**, 71, Exeter Township. Anna is survived by her husband, Moisey, her sons Jeffrey Schneider and his wife, Marina, of Exton, and Boris Schneider and his wife, Tatiana, of Reading, there are also three grandchildren. Other survivors include a brother Alexander Prager and sisters Frima Naumann, Claudia Tabachnikov, and Ada Kizhnerman.

---

**Edward Coopersmith**, 95, formerly of Reading and Palm Beach, Fla. Edward was a former president of Talbot Knitting Mills and served in the Navy during WWII. He is survived by his son Robert, husband of Mindy Coopersmith of Fleetwood; and three daughters: Beth, wife of Robert Caster of Wyomissing; Joan, wife of Stephen Schuldenfrei and Marilyn wife of Mitchell Orlin. Other survivors include 13 grandchildren, five great-grandchildren and two sisters-in-law.

---

**Rose (Cohn) Goldrich**, 102, of West Reading. She is survived by her daughter Barbara Solowey. Other survivors include her grandchildren, Elyse Horowitz, Leslie Sheftel, Ellen Lengel and Gerry Trattner, and four great-grandchildren.

---

**Sidney G. Kane**, 80 of Reading. Sidney graduated from Harvard University and later served in the Navy during the Korean War. He is survived by his sons Michael Kane and his wife, Cindy, of Los Angeles and Jonathan Kane, married to Holger Mauthe of Calgary, Alberta. Other survivors include his three grandchildren and a brother Edward Kane.

---

**Dorothy Schlanger**, 101, of North Wales and formerly of Reading. Dorothy

was an active member of Temple Oheb Sholom Sisterhood. She is survived by her daughter, Phyllis Schlanger and her daughter-in-law Susan Schlanger. Other survivors include her grandchildren, great-grandchildren and many nieces and nephews.

---

**Elaine (Engle) Hafetz**, 96, of Reading. Elaine had worked in the family business, Raylon Beauty Supply and was active in Hadassah and Kesher Zion Sisterhood. She was an avid golfer and enjoyed playing canasta. She is survived by her daughter Linda, wife of Michael Roeberg, Reading and son Howard Hafetz and his wife, Victoria. Other survivors include six grandchildren and five great-grandchildren.

---

**Robert Mellon, M.D.**, 92, of Exeter Township. Robert served in the Army during WWII as a Medical Officer Captain. He was a psychiatrist and an avid tennis player and fan. He is survived by his wife, Joan, and his sons Michael, Seth, Noah and Adam. He is also survived by his granddaughter Zoe Mellon.

---

**Frances S. Dobb**, 98, of Wernersville and formerly of Reading. Frances was a professional piano player and entertainer in the Reading and Berks County area for many years. She is survived by her daughter Sarah, wife of Fred Silverman of Warminster. Other survivors include her sisters Rebecca Paksa, Ann Smith and Tess Friedman and a brother Sam Shulman.

---

**Malvina Bloom**, 89, originally from New York spent the last 20 years of her life in Berks County. She enjoyed Friendship Circle and mahjonn. Survivors include her daughter Karen (John) Parish of Fleetwood and Robin Bloom of Portland, Ore., and three grandchildren.



# Congregational News

## Appreciate our differences while aiming for unity

By Rabbi Yosef Lipsker  
Chabad Center of Berks County

Basic human nature compels us to look for similarities between ourselves, and seek common interests. A shared moment can lead to the cultivation of rewarding relationships, creating a bond between two otherwise unaffiliated individuals.

Similarities give us a sense of belonging, a feeling of community. Indeed, we see peer pressure surface in all facets of society, regardless of age, race or culture. Few are immune to the desire to belong.

Yet as much as we strive for this



“sameness” and go to great ends to achieve it, another trend has become increasingly popular. The desire to be “different,” “unique,” and “individual”. It seems that today, the new trend to conform to is actually to try to be unlike anyone else! How often do we hear the all too familiar whine, “That’s boring, everyone does it,” or “I just want to be different!”? From little kids who insist on wearing short sleeves and sandals in the middle of winter, to teenagers willing to sport the most outlandish hair styles and adults who cannot possibly use the same décor for their parties - we all try to distinguish ourselves in some way, to stand out, to be “someone.”

For many, this quest for individuality has become an all-encompassing aspiration, a passion, almost a religion. But do we really want to distinguish

ourselves from the community we live in? Maybe being similar to a group of people, part of a greater whole, is actually better than being so distinct.

When the Jewish people left Egypt, they were a group of divided, and sometimes bickering, individuals. In seven short weeks of intense preparation, they managed to become a cohesive unit, an undivided nation. When the Torah writes of the Jews arrival at the mountain, it uses the singular verb, “and he camped,” as opposed to the expected, “and they camped” (Shemot 19:2). The commentator Rashi explains this phenomenon by saying, “They were like one people, with one heart.” So united were the Jews at this time, they were considered like one person, a comprehensive whole.

This level of utter cohesion can only be achieved when we recognize and appreciate the differences in others, when we overlook each other’s weaknesses and embrace our strengths and similarities, when the unison is greater than the divide. Yes, we are individuals, each with our own personality and traits, which we must utilize to the fullest, but at the same time, we must move beyond our celebration of self for the benefit and unity of the greater whole.

As we move through this period of self-improvement, approaching the festival of Shavuot, let us ask, aspire and work toward the ultimate unity, which was realized at the time of the revelation when the entire nation camped “as one people with one heart”. Wishing the entire community a happy Shavuot!

### LOCAL CONGREGATIONS AND SERVICE TIMES

**KESHER ZION SYNAGOGUE**  
Saturdays: 9:30 a.m.; Tuesdays, 7:30 p.m.  
Something for Everyone Shabbat, Saturday, May 11  
Friday Evening Service – Please call 610-374-1763 for service information  
Babysitting available upon request with one week’s notice

**REFORM CONGREGATION OHEB SHOLOM**  
Friday, May 3: Shabbat service, 6 p.m.  
Saturday, May 4: Matthew Driben Bar Mitzvah, 4 p.m.  
Friday, May 10, New Member Shabbat, 7 p.m.  
Tuesday, May 14: Shavuot Service at 8 p.m. followed by movie & cheesecake.  
Fridays, May 17, 24 and 31, 7:45 p.m.; Saturday, May 18: Tot Shabbat, 10 a.m.  
Saturday, May 25: Kacie Horowitz Bat Mitzvah, 10 a.m.

**CHABAD CENTER OF BERKS COUNTY**  
Saturday mornings: 9:30 a.m.; Friday evenings: 6:30 p.m.

### Adult Education with Rabbi Minna Bromberg

*“Walking with God” series on Wednesdays,  
1:30 to 3 p.m. in the KZ Library*

May 8 – God and Us  
May 22 – SIYYUM  
(a festive conclusion to our learning together!)

### Come celebrate Shavuot with Keshet Zion!

Tuesday, May 14: 7:30 p.m. Shavuot Festival Services  
8:00 p.m. Study Session (and cheesecake) “Learning versus Knowing: Gnosticism and its influence on rabbinic Judaism?”

Wednesday, May 15: 9:30 a.m. Shavuot Festival Services

Thursday, May 16: 9:30 a.m. Shavuot Festival Services including Yizkor  
12:30 p.m. Lunch & Learn: “Wisdom is Calling: Torah, Gnosticism, and Creation”

### “Something for Everyone Shabbat” at Keshet Zion

Saturday, May 11

9:30-10:20 a.m. –Torah Study in the Library  
10:30 a.m.-12:00 p.m. – Traditional Minyan in the Chapel  
& Learning Service in the Main Sanctuary  
Noon – Kiddush for everyone!

### Keshet Zion Rummage Sale

October 13 & 14

Keshet Zion will be holding a two-day fundraising rummage sale this fall. We are looking for donations as well as volunteers to join our team to revitalize KZ’s fundraising efforts. Donations include gently used clothing, toys, household items and books, as well as other items as needed by our committee.

We are ready to accept all donations and will pick up at your location.


If you have any items you would care to donate or would like to become part of our fundraising team, please contact Susan Wilson at 610-301-2083 or wexler718@hotmail.com.

Chabad Lubavitch invites the entire community to join us for our annual ICE CREAM PARTY!

T. 610-921-0881 | E. chabadofberks@gmail.com | W. l-chaim.org



**BERKS CARDIOLOGISTS, LTD.**  
*and Diagnostics Imaging Center*



**2605 KEISER BLVD.**  
**WYOMISSING, PA 19610**

**FOR AN APPOINTMENT, CALL**  
**(610) 685-8500**

Gary M. Lattin, MD	Hani H. Salha, MD
Charles R. Minehart, MD	Rajendra H. Solanki, DO
Meir Mazuz, MD	Robert E. Shapiro, MD
Guy N. Piegari, Jr., MD	Ronald J. Polinsky, Jr., MD
Frank Politzer, MD	Michael B. Russo, MD
Louis Borgatta, MD	Christopher B. Rogers, DO
Mayank R. Modi, MD	Saum A. S. Noori, MD
Andrew R. Waxler, MD	





# Giving thanks for spring

By Anne Seltzer

It has been a long winter in many ways. But I think it is safe to finally say that spring is here! Walking around our own property the daffodils, hyacinths, and flowering trees are in bloom. The tulips are ready to burst any day.



The azaleas are setting buds and the lilacs are starting to get leaves and form tiny flowers! Many of the perennials are breaking ground also. It is a very exciting time of year in nature.

When we got Buttons six years ago, one of the stipulations from Alan was that I walk her every day. One of the perks of that this time of year is that every morning when Buttons and I take our walk we see new flowers blooming all around. It is very peaceful to walk down East Park Road in Wyomissing Hills under a canopy of cherry blossom trees. It looks like walking through a fluffy white and pink boulevard of cotton candy. There is the house on Belmont Street in West Lawn that first had snowdrops, then crocuses, now has daffodils, hyacinths, and tulips blooming. We have literally watched spring unfold in that one yard alone. Taking a deep breath of the smells is exhilarating. Beauty surrounds us if we take the time to look. I will admit that until having Buttons I never took the time to “smell the roses”.

Being a member of the House Committee at the Temple offers very few perks and a lot of issues. When renting out the social hall recently I met a woman who unknowingly offered me a perk. She is a member of a support group of parents of special learners. They were having a program on “Bullying 101”. Because bullying has been a special focus of mine since being elected to the school board, I was very excited and

asked her if it would be okay to attend. So I got to attend a wonderful program on bullying that took place at our Temple. Part of the presentation was given by a local attorney who had developed a very useful presentation that I intend to take to our school board. The other part of the presentation was a speaker named Joe McGettigan III, who was a prosecutor in the Jerry Sandusky case. He was one of the attorneys who interviewed and worked with the young men who were abused by Sandusky. It was one of the most fascinating discussions I have heard. Additionally, he was a prosecutor in the DuPont case many years ago.

I want to take this opportunity to thank our dear friends who have been so supportive of us these past three months. Having people know you like to bake and cook is also a perk . For special occasions and for cheering up they might buy you a cookbook. Recently I have been inundated with new cookbooks, and believe me I am not complaining. Besides making interesting reading, they provide a glut of new recipes (not gluttony).

This recipe is from “Tate’s Bake Shop Baking for Friends”. I made it last weekend for an impromptu dinner party.

## Lemon-Ginger Shortbread

- 3 c. all unbleached all purpose flour
- 1 c. chopped crystallized ginger
- ¾ c. sugar
- grated zest of one lemon
- ¾ lb. (3 sticks) unsalted butter
- 2 T. fresh lemon juice

Line 9 x 13 baking pan with aluminum foil and spray or butter. With mixer on low combine flour and sugar. Add butter chopped into small pieces. Mix on low until it looks crumbly, about 1 ½ minutes. Add ginger, lemon zest, and lemon juice. Press evenly into pan. Bake at 325° for about an hour until golden brown on top and a little browner on edges. Cut while warm (still in pan). Remove from pan after cooled. Enjoy!

**BARRER & WHITE**  
**ORTHODONTISTS, LTD.**

www.barrerandwhite.com

610-376-3956

311 Penn Ave West Reading

## Feast of Weeks

1	2	3		4	5	6	7	8	9		10	11	12	13
14				15							16			
17				18						19				
20			21					22						
23						24	25			26				
27						28			29		30	31	32	
			33	34	35				36	37	38			
39	40	41						42						
43							44							
45						46	47				48	49	50	51
			52	53	54		55			56	57			
58	59					60				61				
62								63	64				65	
66						67							68	
69						70							71	

## Solution on Page 13

© 2013, Bernard Mann / Legacy Crosswords

### Across

- Opp. of hot
- Daniel \_\_\_\_\_, late CBS, CNN, and NPR journalist
- Cathedral part
- Garden tool
- Manatees \_\_\_\_\_ grasses, among other aquatic plants
- \_\_\_\_\_ and GreB proteins are important in polymerase functions
- Utterances like ouches
- SHAVUOT IS THE HARVEST OF “THE \_\_\_\_\_”
- Anyone who (and any device that) can scan and understand text
- The suit picked up his/her \_\_\_\_\_ case.
- “You won’t catch \_\_\_\_\_ socks anymore.”
- PRIEST WHO MENTORED SAMUEL
- Holds up a tulip
- Exam
- Tokyo’s ancient name
- Disgraced Nixon’s disgraced vice-president
- In the summer, try to stay out of the \_\_\_\_\_ (2 words)
- ON THIS HOLIDAY, ALL WHO COULD TOOK A \_\_\_\_\_ TEMPLE AT JERUSALEM (3 words)
- As in Hebrew we can repeat the letter “hei, hei”, in Greek one can say “\_\_\_\_, \_\_\_\_”
- Certain seat maker
- Bottom’s opposite
- John Irving’s The World According to \_\_\_\_\_
- Panthera \_\_\_\_\_, the Jaguar
- “I’ll be careful on the beach. Just want a light \_\_\_\_\_.”
- SHAVUOT, TOGETHER WITH PESACH AND SUKKOT, ARE \_\_\_\_\_
- IN ANCIENT TIMES, WE WOULD LOOSEN THE \_\_\_\_\_, THEN PLANT A \_\_\_\_\_ IN OUR COURTYARD
- “Not so! \_\_\_\_\_ said that!” (2 words)
- TWO CHOICES FOR RIDING IN 39 ACROSS
- WE LIGHT HOLIDAY CANDLES ON THE \_\_\_\_\_ OF SHAVUOT
- Preceding your password, you enter your \_\_\_\_\_-name.
- “The porous stone pavement”, in Spanish
- Comedian Bruce, for short
- \_\_\_\_\_ -pine -- keeps heart rate steady during surgery
- \_\_\_\_\_ Brody, the actor
- Sign often outside a theater

### Down

- “\_\_\_\_\_ Girls”
- At the nadir
- Infamous Marquis
- SHAVUOT IS ORDAINED IN \_\_\_\_\_ YETZIAT MITZRAYIM
- Heap of stones raised for a memorial
- The A/C in summer, the \_\_\_\_\_ in winter
- U.S. World War II intelligence agency
- How a store clerk changes the labels
- What the Kon-Tiki was
- We find Puerto del \_\_\_\_\_ in Nuevo Leon, Mexico
- Most expensive
- Third son of Adam and Eve
- “At \_\_\_\_\_, men!”
- “----get your kicks, on \_\_\_\_\_ 66.”
- “Get the spin doctors in here! We need \_\_\_\_\_ control!”
- “Oh, yes. I heard he and she are an \_\_\_\_\_ now.”
- The farmer hired four additional pickers for each \_\_\_\_\_ that yielded peppers.
- \_\_\_\_\_ and now
- Homer Simpson utterance
- “\_\_\_\_\_ for the money, two for ...”
- Queen Elizabeth’s \_\_\_\_\_ Brt.
- The \_\_\_\_\_ River flows into the St. Lawr.
- Western Native American
- Folks with wanderlust love \_\_\_\_\_ (2 words)
- Cat or parakeet, typically
- Judge \_\_\_\_\_, of the infamous O.J. court case
- One who keeps a stopwatch on turns around the track oval
- Those who have \_\_\_\_\_ between teeth have toothy smiles
- NAOMI SHEMER’S JERUSALEM \_\_\_\_\_ (2 words)
- ORANGES OF ISRAEL, A FAVORITE AT THIS TIME
- “Oh, that’s a \_\_\_\_\_ lad!”
- No sizable city is as close to Lake Tahoe \_\_\_\_\_ is.
- One of the last Oldsmobile models
- Colts and Broncos belong to it.
- In many stadiums, the fifth section will be called \_\_\_\_\_
- “\_\_\_\_\_ Forest”, a yuletide carol
- \_\_\_\_\_, meaning shade or darkness in Old English
- Kiln for hops, malt, tobacco
- Light bulb’s the sign
- Largest public radio network in U.S.
- Ornamental carp



# Jewish Family Service

## Seder for seniors among community highlights

**United  
Way**


**By Sari Incledon**

This month we are sharing information about varied programs throughout the Berks Community.

Senior Seder Held at the Manor at Market Square

Jewish Family Service and the

Manor at Market Square held a Seder for more than 30 seniors who appreciated the large print and abridged haggadot, a daytime setting and a delicious dinner prepared by Boscov's Ala Carte Catering. Thanks go to our wonderful volunteer servers: Don Abramson, Marcia Goodman-Hinnershitz, Laine Heisler, Eddie Kazin, Charon Snyder and Gail Tomrell.



### JFS Thanks RCOS Second Grade

Suzanne Flynn's second grade class at RCOS is doing a mitzvah project with Jewish Family Service. The group will be learning about how the JFS Food Pantry works to combat hunger in Reading, feeding more than 100 families each month. The group will be shopping and contributing to the food pantry and learning important meal planning and budgeting skills.

### Property Tax/Rent Rebate Applications Available

There is still time to apply for a rebate on property taxes or rent paid in 2012. The deadline is June 30. Applications are available online at [www.revenue.state.pa.us](http://www.revenue.state.pa.us) or by calling 1-888-222-9190.

The rebate program benefits eligible Pennsylvanians age 65 and older, widows and widowers age 50 and older; and people with disabilities age 18 and older. The income limit is \$35,000 a year for homeowners and \$15,000 annually for renters and half of social security is excluded. The maximum standard rebate is \$650, but supplemental rebates for qualifying homeowners can boost rebates to \$975.

It costs nothing to apply for a rebate. Application forms and assistance are available from the Area Agency on Aging, senior centers and state legislators' office.

### 2013 Summer Reading Programs for Children and Adults

Since 2005 Kutztown University's Professional and Workforce Services

has been offering summer reading programs for children and adults. Taught by instructors from the Institute of Reading Development, classes will be held in Reading (Googleworks) and West Lawn (West Wyomissing Chapel). The following four-week programs meet once a week for two hours will be starting the last week of June.

- Reading Readiness for 4-year-olds and entering Kindergarteners (Reading)
- Phonics and Beginning Reading for children entering 1st grade (Reading)
- Fluency Building for children entering 2nd grade (West Lawn)
- Fluency and comprehension for children entering 3rd grade (Reading)
- Reading Skills and comprehension for children entering 4th & 5th grades (West Lawn)
- Speed Reading and Study Skills for children entering 6th- 8th grades (West Lawn)
- Speed Reading and Study Skills for children entering 9th – 11th grades (West Lawn)
- Speed Reading and Comprehension Training for Adults, College Students and for those entering 12th grade. (West Lawn)

Tuition and material fees vary by programs level. Family discounts are available. For more information call 800-978-9596.

### Diabetes Academy

A Diabetes Academy will be held Thursday, May 30, from 10 a.m. to noon at the Berks County Ag Center in Bern Township. Instructor is Vicki Adam, RD, CDE, LDN – Diabetes Instructor, The cost is \$2 per person

One in seven Berks Countians has been diagnosed with diabetes. The Diabetes Academy is a class given by a certified Diabetes Educator to help you learn about managing diabetes. Curriculum includes Diabetes 101 — basic diabetes information and terminology and Staying Healthy — tips for eating healthy and staying active.

To register send your name, address and phone number and \$2 for each person attending to:

Diabetes Academy  
Berks County Extension  
1238 County Welfare Road  
Leesport, PA 19533-9709



*Seder for seniors at the Manor at Market Square*



*Don Abramson with his mother, Lil.*



*Evelyn Goodman and volunteer Gail Tomrell*



*Jerry and Elaine Levine*

## Living with Loss

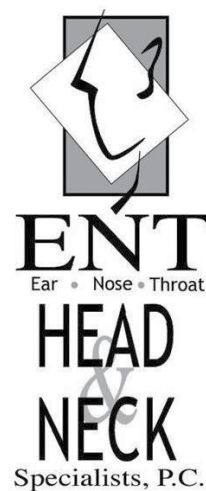
Mondays, May 6 and 20,  
3 - 4:30 p.m. at the JCC

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

**The Jewish Family Service Food Pantry welcomes contributions of canned and dry foods, paper goods and personal care products.**



**Paper & Plastic Needed for Food Bank  
Please drop bags off at the JCC or Keshar Zion Synagogue.**



James P. Restrepo, M.D., F.A.C.S.  
Charles K. Lutz, M.D., F.A.C.S.  
Jeffrey S. Driben, M.D., F.A.C.S.  
Rosemarie Montgomery, MS, APRN, CRNP, FNP-C

985 Berkshire Boulevard, Suite 101  
Wyomissing, PA 19610  
610-374-5599 - 610-375-1262 Fax  
[www.ent-hns.net](http://www.ent-hns.net)

Kathleen D. Vivaldi, Au.D., F.A.A.A.  
Melanie A. Appler, Au.D., F.A.A.A.  
Audiologists



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 April 19  
Holocaust Library & Resource Center

In memory of:  
Anna Schneider – Rosalye Yashek  
Elaine Hafetz – Bruce & Julia Swan, Debbie Goodman and John Moyer, Dena and Vic Hammel, Lynn and Dick Gordon, Richard & Mindy Small, Susan and James Quaglia, Bonnie and Dallas Zeiber Jr., Nancy Henrich  
Pat Rosner – Judy Copeland

Jewish Family Service

In honor of:  
Birth of Al and Betsy Katz’s grandson – Carol and Gordon Perlmutter

In memory of:  
Howard Goodman – Kevin Horowitz  
Rose Goldrich (Barbara Solowey’s mother) – Ruth Isenberg, Louise Zeidman, Irwin J. Goldstein  
Edward Coopersmith – Andy and Corinne Wernick, Carol and Gordon Perlmutter, Helene and Henry Singer  
David Pariser (Anne Seltzer’s brother) – Lisa and Ellis Block and family  
Elaine Hafetz – Andy and Corinne Wernick  
Dorothy Schlanger – Andy and Corinne Wernick

Federation Jewish Community Campaign

In honor of:  
Hillary Drezner and Alan Walkow’s marriage – Jonathan and Jan Simon  
Paul Levy and Susan Tobey’s marriage – Jonathan and Jan Simon  
Judy Jacobs’ birthday – Rob and Yvonne Oppenheimer  
Birth of Nancy Kozloff’s grandson – Debbie Goodman and John Moyer  
Birth of Betsy and Al Katz’s grandson – Jackye and Jim Barrer

In memory of:  
Ruth K. Cohn – C. Harold Cohn  
Roz Glickman (Norma Nagy’s mother) – Carol and Bernie Gerber  
Edward Coopersmith – Dena and Vic Hammel, Rob and Yvonne Oppenheimer  
Carol Greenberg’s mother – Ellen and Don Abramson  
David Pariser (Anne Seltzer’s brother) – Ellen and Don Abramson  
Linda Bram’s mother – Jonathan and Jan Simon  
Elaine Hafetz – Cheryl & Eric Farber, Barbara Nazimov, Rob and Yvonne Oppenheimer, Sue and Herb Wachs, Fran Suknow, Al and Betsy Katz, Susan and Mel Blum, Lillian Abramson, Don and Ellen Abramson, Dr. C. Harold Cohn, Carol and Bernie

Honorials and Memorials

Contributions may be made to the following Funds:

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

Gerber, Judy and Bob Pollack, Barbara and Bernie Fromm  
Dorothy Schlanger – Barbara Nazimov, Al and Betsy Katz

JFS Taxi Transportation Program

In memory of:  
Rose Goldrich (Barbara Solowey’s mother) – Rosalye Yashek  
Elaine Hafetz – Helene and Henry Singer

Jewish Cultural Center

In memory of:  
Dr. Robert Mellon – Cheryl and Eric Farber, Richard and Mindy Small

Harry & Rose Sack Fund

In memory of:  
Dr. Robert Mellon – Albert and Nancy Sack

Lakin Early Education Fund

In memory of:  
Edward Coopersmith – Brian Yaffee

Evelyn Thompson Nursery School Fund

In honor of:  
Barbara Rosenzweig receiving the Ruth and Irvin Balis Volunteer Appreciation Award – Beth and Bob Caster

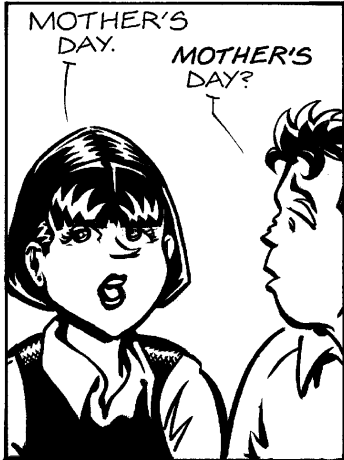
In memory of:  
Elaine Hafetz – Beth and Bob Caster

Friendship Circle Fund

In honor of:  
Barbara Rosenzweig receiving the Ruth and Irvin Balis Volunteer Appreciation Award – Glenn and Gaye Corbin  
Sam Barrer and Katie Bekas’ engagement – Gaye and Glenn Corbin

In memory of:  
Edward Coopersmith – Barbara Nazimov, Brian Yaffee, Al and Betsy Katz, Gayle and Mike Kastenbaum, Anzie and Edward Golden, Barbara and Steve Regen, Barbara A. Gardner

EVERYTHING’S RELATIVE  
by Jordan B. Gorfinkel • www.jewishcartoon.com



PUZZLE SOLUTION



Mazel Tov to Irvin & Lois Cohen

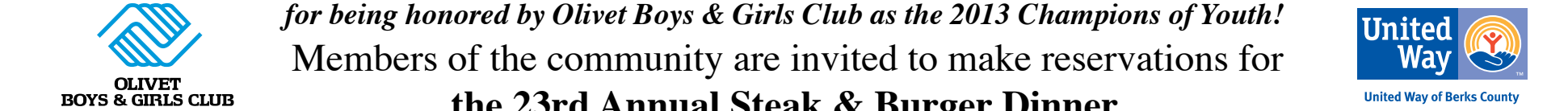
for being honored by Olivet Boys & Girls Club as the 2013 Champions of Youth!

Members of the community are invited to make reservations for  
the 23rd Annual Steak & Burger Dinner  
Wednesday, May 22, beginning at 5:00 p.m.  
at the Crowne Plaza, Wyomissing,  
where they will be honored.

The award recognizes the Cohens’ dedication to our community’s children and the arts through their contribution to the PAL Center for the Arts. It was their commitment that inspired this wonderful community arts facility that serves the children of the City of Reading.

For more information regarding dinner reservations, table sponsorships, program advertising or to recognize the Cohens by sponsoring a child to attend summer camp, call Olivet Boys & Girls Club at 610-373-1314, ext. 215 or visit their website www.olivetbgc.org. Deadline for reservations is May 8.

Since 1898, Olivet Boys & Girls Club has been enabling the youth of Reading and Berks County, especially those in need, to reach their full potential as healthy, productive, caring, responsible citizens.







# WE BELIEVE IN

# EACH OTHER.

We believe that no child should go to bed hungry. That every senior in our community has the right to live with dignity. And that all Jews should be able to live without fear of persecution—anywhere in the world. That's why the Jewish Federation's annual fundraising campaign is so important. With your support, we can help people in need, rescue people in danger and keep our Jewish community vibrant and strong. Together we can do extraordinary things to make the world a better place.



THE STRENGTH OF A PEOPLE.  
THE POWER OF COMMUNITY.

[www.readingjewishcommunity.org](http://www.readingjewishcommunity.org)  
Jewish Federation of Reading  
PO Box 14925, Reading PA 19612  
610-921-0624