



YOUNG ISRAEL OF
EAST BRUNSWICK

The shul that built a community.

Be in touch



yieb.org



facebook.com/YoungIsraelofEastBrunswick



youtube.com/yiebvideos

Rabbi Jay Weinstein
rabiweinstein@yieb.org

Questions about our community?
visitus@yieb.org

Message from the Rabbi



When we walk into shul each morning, we recite the pasuk (Bamidbar 24,5)

מה טבו אהליך יעקב משכנתיך ישראל

How good are the tents of Jacob and the dwelling places of Israel.

While the original context of this pasuk comes from the attempted curse of Bilaam, I believe it defines the mission of our shul.

The term אהליך יעקב references Yaakov who was described as *yoshev ohalim*, a dweller of the tent, a spiritual person involved in Tefilla & learning Torah. Our shul serves as a place for each member to grow *bayn adam laMakom*. With many minyanim both during the week and on Shabbat and through our rigorous Limud program and Beit Medrash, our shul provides multiple opportunities for spiritual growth.

The phrase משכנתיך ישראל - dwelling places of Israel - references the way we live as a community. This represents the integral role that YIEB places in forging relationships *bayn adam l'chavero*. The YIEB community is like a family with the shul at our center. Chesed, Youth and Eretz Yisrael are always at the core of our programs but we pride ourselves with social activities, political advocacy and so much more!

Being a "one shul" and "out of town" community in a beautiful and affordable residential neighborhood, while still being within commuting distance to NYC, Princeton and

Philadelphia, makes East Brunswick a wonderful place to live and raise a family.

While I hope this booklet provides to you important and exciting information about our community, ultimately, אין דומה שמיעה לראיה, there is nothing like seeing it first-hand! Please accept our warm invitation and come join us for Shabbat.

I look forward to meeting you personally,

Rabbi Jay Weinstein

About Our Rabbi and Rebbetzin

Rabbi Jay and Sharon Weinstein joined the YIEB community in July of 2010. Rabbi Weinstein is a native of Miami Beach, FL and received Semikhah (Ordination) from Yeshiva University's Rabbi Isaac Elchanan Theological Seminary.

Rabbi Weinstein holds a B.A. in Accounting from Sy Syms School of Business and a Master's Degree in Special Education from Columbia University. Sharon Weinstein, a native of Woodmere, NY, holds a B.A. from Stern College for Women in Mathematics and Judaic Studies, a Masters degree in Bible from Bernard Revel Graduate School and is currently pursuing a Doctorate of Education at Azrieli School of Education. Sharon teaches Judaic Studies at Hillel Yeshiva High School and Mathematics at Reenas Bais Yaakov High School.

Prior to moving to East Brunswick, Rabbi Jay and Sharon Weinstein lived in Dallas, TX for three years where Rabbi Weinstein served as Assistant Rabbi at Congregation Shaare Tefilla and Sharon Weinstein taught Judaic Studies and Mathematics at Yavneh High School. Together they are blessed with three wonderful children, Ora, Ayal and Eitan.

Welcome to the Young Israel of East Brunswick, NJ

*A Warm & Friendly "One Shul" Community
Dynamic Programming for all Ages
Multiple Options for Kosher Food / Yeshiva Education / Other Resources
Affordable Housing in a Beautiful Neighborhood
Convenient Commuting to Multiple Jobs, Industries*

Welcome to the Young Israel of East Brunswick! YIEB is a Modern Orthodox synagogue located in Central New Jersey with a membership of over 200 families ... and growing. The warmth of the community is immediately evident when you step through our doors. Here you'll find a beautiful, affordable neighborhood that is well within reach of all that New Jersey and New York can offer. That's why we say that YIEB is the "out of town shul that's not out of town."

This booklet sets out to give you a taste of YIEB and the surrounding community.

YIEB boasts:

- The dynamic leadership of Rabbi Jay Weinstein and Rebbetzin Sharon Weinstein.
- Our beautiful building that includes the main shul, Beit Medrash, Social Hall, classrooms, activity areas and playground.
- Mikvah
- Eruv
- Daily Minyanim and Shiurim
- On-Site Preschool, Kindergarten & Summer Camp

And here's a just a taste of the Family Friendly Events, Activities and Groups that keep YIEB buzzing:

- Active Sisterhood
- Israel Advocacy Committee
- PurimFest
- Tu B'Shvat Seder
- Trivia Bowl
- Teen Minyan, Shabbat Groups and FYI Israel
- Matan Pre-Bat Mitzvah Program
- Yachad Shabbaton

We welcome you to be part of our family. Come visit us for Shabbat!



Limud at YIEB

Young Israel of East Brunswick is proud to offer multiple opportunities for Limud, for various levels and audiences. Here are highlights:

Weekly Shiurim

- Daily Daf Yomi
- Mishna Chaburah for Middle School Students
- Dor L'dor (Parent-Child Learning Motzei Shabbat)
- Matan (Pre-Bat Mitzvah Program Sunday Mornings)
- Monday Night: Contemporary Halachic Topics with Rabbi Weinstein
- Tuesday Night: Gemara Shiur with Rabbi Nussbaum
- Wednesday Morning: Women's Parsha Shiur with Rabbi Weinstein
- Wednesday Night: In Depth Talmud with Yaakov Weinstein
- Thursday Night: Nach Shiur with Rabbi Gross
- Shabbat Afternoon: Middle School Learning with Yaakov Weinstein
- Shabbat Afternoon: Summer Time Women's Shiur
- Shabbat During Seudah Shlishit: Minchat Chinuch with Rabbi Landau
- Shabbat During Seudah Shlishit: Gemara Shiur with Saul Landa

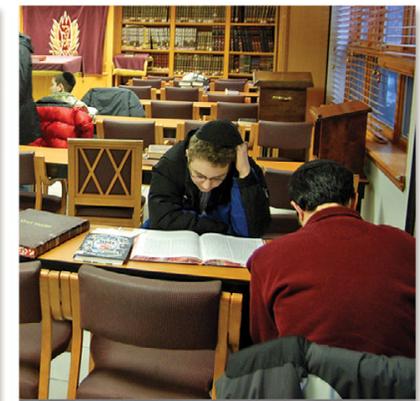
Scholars-in-Residence and Guest Speakers

These are some of the Scholars, Leaders and Lecturers who have visited YIEB recently:

- Rabbi Moshe Taragin - February 2011
- Mr. Charlie Harary - October 2011
- Rabbi Dr. Shlomo Riskin - November 2011
- Rabbi Aaron Kotler - January 2012
- Rabbi Yona Reiss - February 2012
- Mr. Stephen Savitsky - April 2012
- Dr. David Pelcovitz - October 2012
- Mr. Malcolm Hoenlein - November 2012
- Rabbi Yehoshua Grunstein - April 2013
- Mrs. Atara Eis - upcoming

YIEB Beit Medrash and Library

Our Beit Medrash is the home of many of our weekly shiurim, minyanim and Limud events. It also houses our extensive Library. Comprised of thousands of volumes in every area of Sifrei Kodesh and Judaica, the YIEB Library is an important community resource. In addition to traditional texts in Chumash, Navi, Mishneh, Talmud, Halacha, Rishonim, Achronim, Machshava, and Mussar (in both Hebrew and English), the library has a collection of Children's books, Holocaust literature, Jewish History works, and books about the State of Israel.





The Young Israel Youth Department (YIEB Youth) provides weekly Shabbat minyanim and monthly programs for our community's children and teens. Supported by the Shul and the YIEB Sisterhood, the Youth Department offers family programs, hosts regional Shabbatonim, coordinates community chesed projects, runs fun social programs and much, much more.

Groups: Shabbat and Beyond

From pre-school through high school, YIEB Youth has a youth group to meet your needs! Each group meets weekly for Shabbat morning minyan and monthly for a fun social program. Most social programs are scheduled for motzei Shabbat or Sundays. The Youth Department calendar also includes holiday programming, chesed projects and other special events.

Cocoa Club meets at 9:00 am each Shabbat morning for a little snack, a story and some playtime before Shabbat groups begin. It is open to those through 3rd grade.

Torah Tots is for pre-school children (without an accompanying parent). They meet each Shabbat morning where they have a chance to play, sing, daven and hear a Torah story. Torah Tots and their parents are also encouraged to participate in monthly family programs.

Chaverim is our group from children in Kindergarten through 1st grade. Our Chaverim enjoy Shabbat morning services each week at 10:00 a.m. Davening is age-appropriate and focuses on the meaning of tefillot. After davening participants have a chance to play games and enjoy a treat. Chaverim also meets monthly to enjoy a fun craft or activity.

Minyanaires are children in 2nd and 3rd grade. They begin davening each Shabbat morning with increasing opportunities for leadership and exploration of tefillot. After davening they enjoy

Jewish trivia, games and Shabbat snacks. Monthly programs are led by the Minyanaires madrichim and include trips, chesed projects and much more.

Tzi'irim hosts our 4th and 5th graders. With separate boys and girls groups, Tzi'irim are given more independence and encouraged to lead tefillot and explore weekly parshiot. After davening they enjoy some "chill time" and socialize. Monthly programs include trips, chesed projects and other innovative programs.

Middle School Minyan is the perfect opportunity for students in 6th through 8th grade to connect with one another. With three Shabbat morning opportunities, including teen minyan, the main minyan or hashkama minyan, students also gather together monthly for a special learning program on Shabbat morning. MSM madrichim work with the Teen Minyan leaders to gently encourage post bar and bat mitzvah participation in the high school minyan. YIEB middle schoolers also meet monthly to enjoy some social time with each other and participate in exciting activities planned by the group's student board.

Teen Minyan is a self-governed complete Shabbat morning minyan that is led by YIEB teens who layn, daven and serve as gabbaim. Although young women participate in Teen Minyan, this year we will also have special opportunities for them on a regular basis. Anyone who is a bar or bat mitzvah, through college is welcome on Shabbat. Additionally, YIEB high school students meet monthly for special programming planned by the group's board of students.

FYI: ISRAEL & B'nei Akiva

YIEB Youth's commitment to Medinat Yisrael and Eretz Yisrael is an integral part of the program for all ages. YIEB Youth hosts FYI: ISRAEL on most Shabbat afternoons for children in Kindergarten through 5th grade. The program explores the cultural, religious and social aspects of Israel through stories, song, games, food and more!

YIEB is pleased to announce that beginning this year, the B'nai Akiva SNIFF program has come to East Brunswick. Madrichim not only enhance the existing FYI: ISRAEL program, but work with middle schoolers and teens to further Ahavat Yisrael and encourage leadership within our youth community.

Additional Opportunities

YIEB Youth and the Young Israel of East Brunswick offer many additional programs to enhance the lives of the children and teens. The youth are often the “centerpiece” of shul-wide programs, such as our annual Purim mesibah and the Shabbat morning component of our Yom HaAtzmaut celebration. The presence of our children, from toddler through high school students provides an exciting energy and the entire community benefits.

Examples of other, ongoing, programs include Vacation Day programs, Dor l’Dor, a motzei Shabbat parent-child learning, Matan, a unique Bat Mitzvah class and the Mishna Club, a motzei Shabbat program for middle school boys. In addition, YIEB Youth hosts several Shabbatonim each year that attract high school and middle school students from throughout the tri-state area. Our most recent Shabbaton hosted well over 100 students!

Youth Staff

Each group has one or two madrichim, or group leaders, that make a real connection with the participants and are present on Shabbatot and at other group programs. The youth program staff also includes a limited number of CITs.

Our Youth Director, Melissa Rosen, has been with us for two years. Melissa has 25 years of experience working for the Jewish community. During that time she has worked with children of all ages, from pre-school through college-aged. She has worked with synagogues, Jewish camps, schools, Hillels and national organizations doing programming, marketing, fundraising and much more.

You can reach us at youthdirector@yieb.org. We look forward to hearing from you!



Welcome to



When you join the Camp Keshet family, your children will enjoy a fantastic summer filled with great friends, encouraging and supportive staff, comfortable traditions, and exciting challenges, all within days filled with Jewish values, Hebrew words and love of Israel.

Camp Keshet, located on premises at the Young Israel of East Brunswick, is divided into two main divisions to better accommodate the needs of our campers. Lower division includes campers aged 2-4. Upper Division includes campers entering Kindergarten, 1st, 2nd and 3rd grades. This allows our youngest friends to have smaller groups with more supervision. Campers in our Upper Division enjoy more variety in their activities including electives and additional trips.

This summer will include old favorites and several exciting new programs, activities and special events! Here are just some of the opportunities available to your children this summer:

Karate	Exciting Trips
Gymnastics	Maccabiah
Arts & Crafts	Dance/Movement
Cooking	Israel Alive
Zumba	Canteen
Interactive, Fun Shiurim	Music
Teva	Drama/Improv
Sports Skills & Leagues	Sefer Safari
Zimriah & Arts Festival	Water Fun
Instructional & Free Swim	Parshapalooza
Undernights	Shabbat Celebrations & more!

Healthy kosher lunches and snacks are included each day. Parents also have the option of supplementing their child's lunch with dairy or pareve items from home. Camp Keshet is a nut-free environment.

Campership Options

Camp Keshet runs eight weeks. In 2013, session one is Monday, June 24 - Friday, July 19 and session two is Monday, July 22 - Friday, August 16. Parents have the option of one session, full season, any four consecutive weeks or a customized schedule as approved by the Camp Director.

Camp hours are 9:00 a.m. - 4:00 p.m. Lower division campers also have a half-day option, from 9:00 a.m. - 12:30 p.m., or 2:30 p.m. Before care is available from 8:00-9:00 a.m., Monday through Friday and after care is available from 4:00-6:00 p.m., Monday through Thursday. This is no aftercare on Fridays.

Tuition discounts are available for those who register early. In addition, sibling discounts are available to families who enroll more than one child for the full season.

Camp Keshet also runs a Summer Mommy & Me for those 18-36 months and an innovative CIT program for those entering 8th and 9th grades. If you would like information about either of these programs, or additional information about our camp, please contact our Camp Director, Melissa Rosen, at campkeshet@yieb.org or (732) 991-6110.

Welcome to TLC: The Perfect Summer for Young Teens!



TLC is an acronym for Camp Keshet's Tween/Teen Leadership and Chesed Program and it is currently open to those entering 6th through 9th grades. It is the perfect opportunity to join with young teens throughout central NJ area to do something meaningful during the summer and still have loads of fun!

TLC focuses on leadership skills and chesed work. Of course campers get the opportunity to swim, participate in sports clinics, take great trips and do some creative arts projects, but the focus at TLC is building your young teen's leadership skills and his or her understanding of the importance of chesed in our community.

Campers enrolled in the TLC program will address different issues each week as they work to better their communities. Participants will engage in text study, hear interactive presentations from in-field experts, engage in field work and participate in weekly leadership seminars and weekly reflections. Combined, all of this aims to broaden campers' perspectives and enhance their sense of commitment to the community. Examples of the issues TLC addresses include feeding the hungry, caring for the environment, integrating those with special needs into the community and bikkur cholim.

After completing this unique camping experience, your child will be qualified to become leaders at their schools and shuls and to make a difference in their community.

New this year are frequent and extensive overnight trips. Twice a month campers will travel to destinations throughout the Mid-Atlantic to engage in meaningful community service and take advantage of area amusement parks and other exciting attractions. These trips are in addition to the many local outings TLC does throughout the week. The program uses NJ as its campground!

TLC counselors are college students and adults who have been specially trained to ensure your young teen is able to process weighty issues and have a great summer!

TLC runs from Monday, June 24 through Friday, August 16.

We're flexible! Because each week is self-contained, you have the option of one session, full season, or weekly enrollment. We strongly recommend enrolling for a minimum of two weeks. Program hours are 9:00 a.m. - 4:00 p.m.

Healthy, kosher lunches and snacks are provided most days. Campers may supplement the camp lunch with dairy or pareve items from home.

Tuition discounts are available for those who register early. In addition, sibling discounts are available to families who enroll more than one child for the full season. This includes siblings in the main camp.

If you would like more information about this exciting program, or if you would like information regarding other Camp Keshet programs, please contact our director, Melissa Rosen, at (732) 991-6110 or at campkeshet@yieb.org.



Sisterhood

The YIEB Sisterhood is dedicated to building our shul in an environment of Torah values by bringing women together for fundraising, community programs, social events and ongoing support of the shul's youth groups and kitchen facility.

Through annual fundraising efforts, the Sisterhood has provided the kitchen with new equipment; the youth department with a donation for building an expanded playground; and the YIEB nursery school with a donation for expanded activities. In addition, the YIEB Sisterhood provides annual support to the YIEB Chesed Fund and subsidizes the salaries of our Shabbat youth group leaders.

When it comes to the YIEB Sisterhood, established over 30 years ago, there has never been a shortage of volunteers and dedicated members. Events and projects throughout the year include the paid-up membership dinner, the Gift Shop, Chanukah Boutique, Indoor Garage Sale, Mishloach Manot and the list goes on and on. A new event in recent years that has been a favorite social event, as well as fundraiser, is our annual Trivia Bowl. Our members keep working and giving. The Tri Synagogue Purim Carnival, the Passover Food Drive and the Middlesex County Kosher Meals on Wheels Program, to name just a few, are Sisterhood-supported community Chesed events.

Our Sisterhood Appreciation Brunch in June is the manner in which the Sisterhood Board says Todah Raba at the end of each year to all our hard working volunteers.



Area schools

Members of the Young Israel of East Brunswick take full advantage of the many yeshivot and schooling options located throughout Central New Jersey and nearby communities both to the north and south.

Preschool and Elementary School Programs

YIEB's Center for Early Learning, a Yeshiva at the Jersey Shore program

Located at YIEB, 193 Dunhams Corner Road East Brunswick, NJ 08816
732.613.9393 YJSEarlyLearning@YIEB.org

Young Israel of East Brunswick and Yeshiva and the Jersey Shore are proud to announce a new partnership for the creation of a Center for Early Learning, featuring 2-, 3- and 4-year-old programs plus Kindergarten, on the premises of YIEB. Please see adjoining page for full information.

Yeshiva at the Jersey Shore

1515 Logan Road Ocean, NJ 07712 732.663.2929

Yeshiva at the Jersey Shore inspires children to love learning. Its child-centered curriculum is designed to nurture every student's intellect and unique sense of self. YJS is a modern Orthodox day school, based in Ashkenazi tradition, offering a progressive, integrated Hebrew and English curriculum. Under the direction of Head of School Rabbi Dr. Elie Tuchman, YJS offers superior academics and an unparalleled teaching staff, in a warm and family-oriented environment. "At YJS, we are committed to giving every child what they need to maximize their potential," says Rabbi Tuchman (rabbi@yatjs.org). "Our individualized, hand-tailored approach enables us to accomplish this goal."

Here are just some of the other Preschool and Elementary School Yeshivot YIEB members attend:

Netivot Elementary and Pre-School – The Jewish Montessori School

201 South Third Avenue Highland Park, NJ 08904 908.917.2045

Rabbi Pesach Raymon Yeshiva (RPRY)

2 Harrison Street Edison, New Jersey 08817 732.572.5052

Shalom Torah Academy of East Windsor

639 Abington Drive East Windsor, NJ 08520 609.443-4877

Shalom Torah Academy of Western Monmouth County

70 Amboy Avenue Morganville, NJ 07751 732.536.0911

Solomon Schechter Day School of Raritan Valley

511 Ryders Lane East Brunswick, NJ 08816 732.238.7971

Yeshiva Shaarei Tzion -- Boys' Division

71 Ethel Road West Piscataway, NJ 08854 732.777-0029

Yeshiva Shaarei Tzion -- Girls' Division

51 Park Avenue Piscataway, NJ 08854 732.235-0042

Joseph Kushner Hebrew Academy

110 South Orange Avenue Livingston, NJ 07039 862.437.8000

Hatikvah International Academy Charter School

367 Cranbury Road East Brunswick, NJ 08816 732-640-5850

High School Options

YIEB members take full advantage of the many high school yeshiva options throughout New Jersey. Private transportation is provided to many area high schools.

The Young Israel of East Brunswick's Center for Early Learning

a Yeshiva at the Jersey Shore program



Smiles & Laughter & Learning & Mitzvot

Rabbi Elie Tuchman, Ed.D., Head of School

Who We Are

Yeshiva at the Jersey Shore's Center for Early Learning at the Young Israel of East Brunswick provides an education dedicated to excellence in both Torah and general studies in a nurturing environment. Our child-centered curriculum is designed to nurture every student's intellect and unique sense of self. Our children learn and grow while building self-esteem. With superior academics and an unparalleled teaching staff, we cultivate excellence, one child at a time.

Our program

We offer an innovative program for children designed to develop social skills, ignite and strengthen imagination, build self-confidence and foster pride in our Jewish heritage. We do this through a carefully structured program that promotes cognitive development and playtime, self-esteem and Jewish identity. We introduce our children to music, drama, arts and crafts, science and language arts in both English and Hebrew.

Children learn best through hands-on experiences, testing concepts, manipulating materials and engaging their natural curiosity as they explore the world around them. Even as two-, three- and four-year-olds they learn the problem-solving skills and methods of personal interaction that they will carry later into life.

With conflict resolution approached as an opportunity for learning, children are taught to solve problems by themselves, with teacher guidance, support and supervision.

Tuition

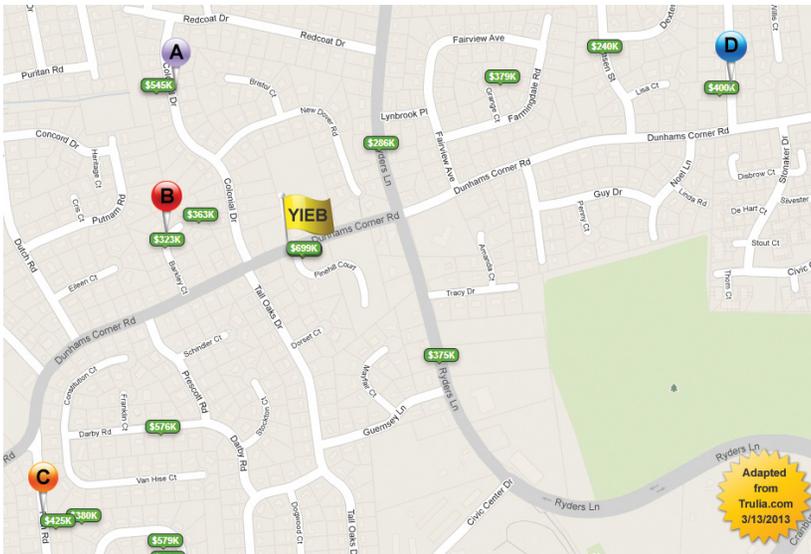
(Ketanim) Two-year-olds Hours: 9:00am - 2:00pm* \$500 per month	(Yedidim) Three-year-olds Hours: 9:00am - 2:00pm* \$575 per month	(Chaverim) Four-year-olds Hours: 9:00am - 3:30pm \$725 per month	Kindergarten program Hours: 9:00am - 3:30pm \$800 per month
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*Extended day is available from 2:00pm - 3:30pm at no additional charge. Early Drop-off & Late Stay available.

YJSEarlyLearning@YIEB.org * 732.613.9393
193 Dunhams Corner Rd, East Brunswick NJ 08816

Real Estate

Sample of houses for sale near YIEB



 <p>A</p>	<p>25 Colonial Drive \$545,000 6 BR, 3 Baths 0.3 mile from YIEB</p>
 <p>B</p>	<p>10 Barkley Court \$363,000 3 BR, 2 Baths 0.2 mile from YIEB</p>
 <p>C</p>	<p>184 Fern Road \$424,900 4 BR, 2 1/2 Baths 0.8 mile from YIEB</p>
 <p>D</p>	<p>5 Green Hills Road \$399,000 4 BR, 3 Baths 0.6 mile from YIEB</p>

Stroll the neighborhood surrounding the Young Israel of East Brunswick and you will see a wide variety of well-appointed single-family homes on large 1/3rd acre lots. And when you start to house hunt, you will find prices that are significantly below what you would find for comparable properties in other parts of Central New Jersey, Northern New Jersey, Westchester or the Five Towns.

Prices for 3, 4 or 5 bedroom homes range from the mid \$300ks to the mid \$800ks. In East Brunswick, you simply get more for your money.

In addition, there is a rental apartment complex about six-tenths of a mile from the shul, and additional condos, rental apartments and town houses about a mile from the shul - all within the eruv. Two bedroom/2 bath rentals are about \$1500 a month.

YIEB is happy to put you in touch directly with experienced realtors who are happy to show you around!



Kosher Food Convenient to YIEB

YIEB Members have access to a variety of conveniently located food options, from supermarket shopping, to treats for the kids, to sit-down restaurants.

Supermarkets with Wide Kosher Selections

ACME (Kosher Deli, Parve Kosher Bakery, Fresh Sushi!)	1.5 Miles
Glatt 27 (All Kosher Supermarket, Prepared Foods)	6 Miles
Pathmark	3.4 Miles
Shoprite (Kosher Experience Aisles incl. Kosher Deli, Fish, Bakery)	1.5 Miles
Stop and Shop	3.1 Miles

Meat Restaurants

Eddie's Falafel	3.5 miles
Park Place	5.5 Miles
The Orchid	10 Miles

Dairy Restaurants

Jerusalem Pizza	5.5 Miles
Levy's Kosher Italian	12 Miles

Sushi and Chinese Restaurants

ACME (Fresh sushi made daily on premises)	1.5 Miles
Kosher Chinese Express (Delivers to EB)	12 Miles
Lin's Kosher Chinese (Delivers to EB)	10 Miles
Mei Garden	5.5 Miles
Sushiana (Gourmet Sushi)	5.5 Miles

Something Light

Carvel	5.5 Miles
Cold Stone Creamery	1.2 Miles
Dairy Deluxe (Chalav Yisrael Ice Cream)	6 Miles
Dunkin Donuts (with Baskin Robbins)	5.5 Miles
Mordy's Bakery	5.5 Miles
Rita's Ices	1.5 Miles
Sweets to Nuts	5.5 Miles



East Brunswick – A Township with many resources

In addition to the many resources available to our Orthodox community, members of YIEB enjoy the fact that East Brunswick is a wonderful town in which to live, with several excellent nearby municipal resources. Here are just a few:

East Brunswick Public Library

Located less than a mile from YIEB, East Brunswick boasts one of the most extensive family friendly and high quality public libraries in New Jersey. Visitors can:

- Select from thousands of books, magazines, games, movies and music.
- Access free Wi-Fi and databases including Ancestry.com, EBSCO, the Gale sites, and Lexis Nexis.
- Utilize its Business Center for computer training, passport renewal and business services.
- Download e-books and audiobooks onto e-readers and smartphones.

The Library is also a frequent destination for YIEB families, as it houses an extensive children's collection and hosts many programs throughout the year, including author visits, the Phyllis Noar Puppetry Festival, the James Hess Storytelling Festival and summer concerts.

Arts & Theater

- Several national plays, concerts, musicals and kids performances come each year to the **State Theater in New Brunswick**. Next door is a more intimate stage for dramatic plays, the **George Street Playhouse**.
- East Brunswick hosts its own community theater, known as **Playhouse 22**
- And of course, **Broadway** is just a quick trip away!
- For those looking for a high quality Art Museum within 10 minutes of East Brunswick, look no further than the **Zimmerli Art Museum**, located at Rutgers University in New Brunswick.
- **Princeton University** is also home to multiple Concerts and exhibits.
- Each year, Rutgers University's Bildner Center for Jewish Life hosts the **Rutgers Jewish Film Festival** at the nearby Regal Cinemas in North Brunswick.

Parks & Recreation

- **Crystal Springs Aquatic Center** is a popular summertime destination, located in the heart of East Brunswick. It is home to kid-friendly wade-in pools, lap pools, a Lazy River tube ride, waterslides, beach volleyball, basketball courts and more.
- East Brunswick boasts two of its own 18-hole golf courses and driving ranges at **Tamarack Golf Course** (97 Hardenburg Lane).
- Each year in August, the Fairgrounds, located in East Brunswick, play host to the **Middlesex County Fair**. Rides, exhibits, crafts, games, petting zoos and more!
- East Brunswick has **17 developed parks** with playground equipment, sporting courts and trail walks.
- Come visit **Rutgers Gardens**, also in East Brunswick, which features a campus arboretum and public garden.
- And best of all, in East Brunswick, you are less than a half-hour from the famous **New Jersey seashore** and the always popular **Six Flags (Great Adventure)** in Jackson, NJ!



Incentives

Available through 12/31/2013 for a family who buys a house in East Brunswick and joins YIEB:

- 1 year free membership at YIEB
- 1 year free tuition for one child at the Yeshiva at the Jersey Shore's Center for Early Learning at the Young Israel of East Brunswick
- 1 summer of free camp for all of your children at YIEB's Camp Keshet

Package value over \$12,000!!

Job Opportunities

East Brunswick is almost the midpoint of NJ! It is an almost equidistant commute to NYC or Philadelphia. EB's location also allows convenient commuting access to business centers in:

- Central NJ (Woodbridge, Edison, Iselin; Somerset: 20 mins)
- Northern NJ (Newark: 30 mins; Morristown: 40 mins; Hackensack 55 mins)
- Southern NJ (Princeton: 30 mins; Lakewood: 40 mins; Trenton: 40 mins)
- NYC (55 mins) Buses available from EB Transportation Center, or from Dunhams Corner Rd; NJ Transit Commuter Trains depart from New Brunswick station
- Philadelphia (1hr, 10 mins) drive, Amtrak train, or NJ Transit train to Septa in Trenton

YIEB Members work in diverse fields, are very welcoming & willing to help new members establish professional business contacts & assist in networking. Many Shul members have moved here & opened businesses & practices. Many are employed by the entities listed below.

EB area offers a wide variety of professions, businesses, industry opportunities (many of them are HQ for national or multinational corporations): A few examples:

MEDICINE

Two major teaching hospitals located within 10 minutes of EB in New Brunswick:

Robert Wood Johnson University Hospital (1300 physicians w/ privileges; 400 medical & 500 nursing students; 300 other health-care staff). Primary hospital, UMDNJ-RWJ Medical School. Home of Cancer Institute of NJ & Bristol-Myers Squibb Children's Hospital.

St. Peter's University Hospital (900 physicians w/privileges; 2800 healthcare staff), delivers more babies than any other NJ hospital; Residency Programs for Drexel Univ. College of Med.)

EDUCATION

Rutgers University (10 mins) 5000 faculty; 42,000 students; 5 campuses

Princeton University (25 mins) 1200 faculty; 8000 students

Middlesex County College (20 mins) 550 faculty; 13,000 students

Kean University (30 mins) 950 faculty; 16,000 students

NJ Institute of Technology (40 mins) 500 faculty; 10,000 students

Brookdale Community College (30 mins) 17,000 students

PHARMACEUTICAL

Over 150 pharm companies in NJ; more than 70 in Central NJ within 20 miles. Examples:

New Brunswick/Edison: **Bristol-Myers Squibb; Johnson & Johnson; Thoratec Labs** (15 mins)

Cranbury: **J&J; Abbott Labs** (15 mins);

East Windsor: **Abbott Labs, NexMed** (20 mins)

Jamesburg: **BASF** (15 mins)

Raritan: **Merck, Ortho-McNeil** (25 mins)

Princeton/Plainsboro/Lawrenceville: **Bristol-Myers Squibb; Novo**

Nordisk; Otsuka USA; Derma Sciences; Lexicon; Soligenix;

PharmaNet; AccuMed; Sandoz; GE Healthcare (25-40 mins)

Bridgewater: **Pfizer; Sanofi-Aventis; Alpharma** (30 mins)

Morristown/East Hanover Area: **Novartis; Bayer; Watson**

Pharmaceuticals (45 mins)

LEGAL FIRM CLUSTERS

Woodbridge (15 mins); Princeton (25 mins); Lawrenceville (40 mins);

Newark, (30 mins); Clark/Westfield (30 min); Morristown (40 mins);

Numerous smaller firms in 10-15 min radius.

FINANCIAL & INSURANCE

Cranbury (15 mins): **Aetna/US Healthcare** (1,200 employees)

Princeton/Hopewell/Pennington: **Merrill Lynch; Munich Re**

Newark (30 mins): **Prudential** (8,000 employees); **NJ Blue Cross**

Blue Shield (5,000 employees); **NJ Manufacturers Insurance**

(2,400 employees)

MEDIA & PUBLISHING

Princeton (25 mins) **Dow Jones & Co.** (1,200 employees)

TECHNOLOGY, ENGINEERING, ENERGY

Piscataway (15 mins): **Ericsson** (Telecordia Technologies)

Princeton (25 mins): **NRG Energy**

MANUFACTURING

Piscataway (15 mins): **American Standard** (5,000+ employees)

CONSTRUCTION

Somerset (20 mins): **Turner Construction** (5,000 employees, \$8 Billion Annual volume)

Somerville (25 mins): **USA Architects & Planners** (40 employees)

RETAIL

Edison (15 mins): **Wakefern Food Corp** (3,600 employees) largest retailer coop in US

EB'S VALUABLE TOOLS & RESOURCES TO ASSIST IN JOB SEARCH

- EB Public Library: offers a Business Resource Center: Includes Resume building, Career Transitions Database; Workshops in interview simulation, networking tips, search engines to target & apply for jobs. With EB Library Card, online databases can be accessed from home or library.
- Employment Network of Raritan Valley: Volunteer organization helps members of local Jewish community find employment. Monthly meetings & online group used by members to share job leads & other info.
- Jewish Family & Vocational Service of Middlesex County (JFVS): Maintains a no-cost referral service to businesses seeking to hire job seekers.
- "East Brunswick Shuls" online board & "Edison Highland Park Yahoo Groups" Bulletin Board: Employment opportunities are often posted on these local, on-line bulletin boards, often targeting local Shomer Shabbos residents.
- Recruiting & Staffing Agencies located in EB/Middlesex County area for local employment: The Creative Group; Kforce Professional Staffing; Joule, Inc; TPG Staffing; Bryant Staffing; Accountemps; Atrium Staffing; Anchor Staffing; Aerotek Staffing Agency; Kelly Services, Inc.

YU East Brunswick Pre-Med Internship Program

May 31 – June 23

The YU East Brunswick Pre-Med Internship Program is an exciting new program that combines a Pre-Med/Pre-Dental Internship with an extensive community element of programming, Torah learning & community interaction

How the Program works:

- Students will have opportunity to intern with doctors in 12 different medical & surgical specialties in rotation fashion; opportunity to choose rotations
- Coordinated "Grand Rounds" to discuss patient treatment plans
- Student shadowing includes office-based practice as well as hospital settings including O.R. observation & patient rounds
- Meetings planned with Medical School Admissions & Administration personnel
- Seminars with Practicing Specialists, Leaders in their fields
- Lecture & Tour Planned with the Director of the New Jersey Institute for Disaster Medicine
- Panel Discussions with Current Medical Students & Residents: The inside scoop
- Seminar on the Economic Future for Medical Professionals: Obamacare
- Dinner Seminar on Jewish Observant Lifestyle & Medical Practice: Are they compatible?
- Dental Internships Available

Kick Start your Medical Career:

- Gain highly desirable experience in preparing for medical graduate programs in a competitive marketplace
- Develop professional relationships & contacts in the medical community to draw on for medical school & residencies
- Gain familiarity with various medical practice environments, procedure, terminology
- Unique way to explore & refine interests & career goals in structured framework
- Room & Board provided by families of the Young Israel of East Brunswick

The Community Program:

- Led by Rabbi Jay Weinstein, Rabbi, Young Israel of East Brunswick
- Spend 3 weeks in the welcoming YIEB community, enhancing the Torah learning environment in the broader community
- Have the opportunity to speak and give shiurim in the community
- Lead a weekly oneg Shabbat, adult chavruta program, women's shiur and teen learning program
- Participate in a Scholar In Residence Shabbat and other shiurim dedicated to Medical Ethics & Halacha

Testimonials



We moved to East Brunswick from Riverdale, NY in 2011. From our first visit, we felt a true sense of community. We always wondered what it was about East Brunswick that made our friends who grew up here such friendly, kind, and well-rounded people. Now we understand. People in this community genuinely care about each other and those traits are passed on to the next generation of kids. The neighborhood is aesthetically beautiful and quiet. Where else can you drive three minutes and go apple picking on a farm? We are really excited to raise our family here and consider ourselves lucky to have found this gem of a community that so few people know about! -*Ruthie and Ely Rosenstock*

Fourteen years ago, we had hardly heard of East Brunswick! We were living in Manhattan and Alan had just taken a job in Princeton. At a Purim seudah, "cousins of cousins" said "why don't you come to us for a Shabbat to check out East Brunswick?" And the rest is history. The Young Israel of East Brunswick truly is a home to us. It is such an integral part of our lives and the lives of our children. Our youngest daughter loves Shabbat groups and FYI Israel, our middle daughter can't wait to go back to TLC camp, and our son is active in the Teen Minyan. We count many close friends with whom we have shared the past fourteen years. This picture is from our son's Hanachat Tefillin at YIEB. Moving here was the best decision! -*Ruth and Alan Bash*



We moved to East Brunswick eight years ago from Kew Garden Hills, NY. East Brunswick is one of the warmest communities we have ever encountered. Everyone at YIEB treats us as a son and daughter, brother and sister. In our Shul everyone knows your name and every individual is an integral part of the whole. We also love how YIEB embraces diversity within the Orthodox community and is tremendously inclusive when it comes to the Jewish community at large. -*Ilana and Mendy Bohm*



We were newlyweds living in Manhattan and wanted to find a place to settle down. Six years ago, we discovered a hidden treasure - the town of EAST BRUNSWICK!! We are so happy that we found a place where we could still access the City and Philadelphia too! It's filled with many families, both young and "young at heart". We love going to Shul on Shabbat to catch up with our friends at the Kiddush, enjoying Shabbat

lunches together and meeting at the "Shabbat Park" where the kids have a blast! YIEB has something for everyone whether it's the amazing youth programs, Israel advocacy events, adult education, or social events. The list goes on and on... *-Alisha and David Fertig*

Young Israel of East Brunswick became our home 35 years ago when we moved from Rochester, NY, for Dan to start a new job. The community has been our family all these years. They have joined in our simchas and given us support in difficult times. We have enjoyed working together to strengthen the community and look forward to being here to watch it continue to develop into an even more vibrant Orthodox community. *-Sarita and Dan Sragow*



We moved to East Brunswick in 2001 from Riverdale, NY. We love living "out of town" where the people are warm and friendly. One can find beautiful affordable homes with large properties. Rabbi Weinstein is a truly gifted rabbi who relates well to people of all ages and backgrounds. Even as the YIEB community continues to grow, each and every individual and family makes a difference! *-Iva and Steven Dyckman*

Our family moved from Elizabeth, NJ 12 years ago. Our four children have grown up here, and the Young Israel of East Brunswick plays an integral role in their lives. The entire community is so warm and caring. YIEB offers a wide array of programs for members of all ages. We are so glad that we chose East Brunswick as our home. We recommend it to anyone looking for a small town with a lot to offer! *-Larissa and Tony Elk*



We met in high school at the JEC. We grew up in New Jersey and wanted to settle here. East Brunswick has been a wonderful place to raise our five children. Not only is it a warm, friendly community, but we especially love that we are friends with people of all ages. It is so nice to see the kids playing together around the neighborhood; it is not uncommon to see an eight year old playing ball with a teenager. Even today

our grown children who live in the City are in constant contact with their friends from home. East Brunswick truly is an extension of our family. *-Lori and Jeff Moskowitz*

We both grew up in the tri-state area (Highland Park, NJ and Brooklyn, NY). When we were looking for a place to settle and raise a family we wanted a warm community with an "out of town" vibe but still allowed us to be near our work in New York City. We found that balance here in East Brunswick for the past 11 years. East Brunswick is a very special community made up of people from varying backgrounds where everyone can feel comfortable and there is no shortage of friends! *-Elana and Eli Baumgarten*



We crossed over the bridge from Highland Park to move to East Brunswick in 2005. From the first day we moved into East Brunswick, we were immediately welcomed by this warm and friendly community. Everyone made an effort to meet us and invite us over for a Shabbat meal. Our children go to preschool and camp programs at the Shul and have made their first and closest friends here. We feel extremely fortunate to be

part of this great community. *-Stacy and David Weissman*

As our friends started looking for a place to settle down, we always told them that they had to check out East Brunswick. Joseph grew up here. The people are warm, the Shul is the hub of the community, there are options in education, and beautiful affordable homes on spacious lots. Then at one point, we asked ourselves, why couldn't we also move to East Brunswick?! Now, here we are! We bought a house and moved in March 2013!! *-Shira and Joseph Shmulewitz*



Rabbi's Dvar Torah from AMIS Magazine

The following D'Var Torah, written by Young Israel of East Brunswick Rabbi Jay Weinstein, appeared in the recent issue of Amit Magazine.

A Tree Grows in a Jewish Soul

This year, on Shabbat Parshat Beshalach, we will celebrate Tu b'Shvat, which the first Mishna in Masechet Rosh Hashana calls **ראש השנה לאילן** (the New Year for Trees). While the holiday of Tu b'Shvat might be agricultural in nature, our Rabbis have always connected trees to spiritual growth. One such example is found in Parshat Beshalach. There is one place in the Parsha where we find a tree playing a critical role. Surprisingly enough, just moments after Bnei Yisrael crossed through the Yam Suf and sang **אז ישיר**, trouble began. They traveled three days and were unable to find water. They arrived at the city of Marah and when they encountered bitter water (hence the name Marah which means bitter), they immediately began to complain to Moshe. Hashem responded by showing Moshe a tree, which Moshe throws into the water and miraculously, it sweetens the water thereby enabling Bnei Yisrael to drink. The Medrash (**מכילתא דרבי שמעון בר יוחאי** Chapter 15) explains:

הורהו דברי תורה שמשולין בעין

Teach them lessons of the Torah which are compared to a tree. In other words, throwing the tree into the water was not just a magic trick but rather a process to begin to teach Torah and Mitzvot to the people of Israel. As the next pesukim describe, Moshe used this as an opportunity to inspire the people.

This is just one example of many throughout Tanach where we find trees used as a symbol of Torah and spirituality. Every Friday night, in reciting Kaballat Shabbat, we find one specific pasuk from **תהלים פרק צב** which provides an important lesson for us to think about.

צדיק כתמר יפרח כארז בלבנון ישגה

The righteous will flourish like a palm tree and will grow tall like a cedar in Lebanon. In this pasuk, a righteous person is compared to two types of trees, the palm tree and the cedar tree found in Lebanon. What's the difference between the two? Why in one scenario are we taught that the tzaddik will flourish like a palm tree while in the other

scenario the tzaddik will grow tall like a cedar in Lebanon?

Some commentators explain (see Malbim on the pasuk) that the difference between these two trees is that the palm tree produces fruit while the cedar tree does not. Based on this, the Maggid Mezritcher, Rabbi Dovber of Mezritch, (Ohr Torah 256) explains that the two images are two different types of tzaddikim. The cedar tree bears no fruit and therefore represents a person whose only interest is in his own religious growth but not those around him. This tzaddik still has merit which is reflected by the term *yisgeh*, which means to grow tall. The second type of righteous person is compared to a date of a palm tree. This tree does produce fruit. This individual not only attains spiritual heights for himself but he inspires growth in those around him. This person flourishes because he has caused others to change. He has filled the world not only with his personal mitzvot but by the "fruits of his labor".

This hits close to the heart and is an important Torah value. We must sacrifice to help those around us. It is part of the religious experience to not only focus on ourselves but to devote our time, resources, and energy to our friends, neighbors and fellow Jews. Over the last few months, in the aftermath of the recent attacks in Israel and Hurricane Sandy, we saw our community take this message to heart. The amount of *chesed* and support that was offered to the victims of the rocket attacks and to the victims of the hurricane was quite remarkable.

However, there is another complimentary way of understanding the pasuk. Suggests Amos Chacham (Tehillim, Mosad HaRav Kook), we aren't talking about two different types of tzaddikim but rather that both subjects refer to a single righteous person. The pasuk is teaching us that a tzaddik has qualities similar to BOTH a palm tree and a cedar tree. A palm tree has praiseworthy fruits while the cedar tree has strong roots. Connecting to the theme developed by the Maggid Mezritcher, if the fruit of the palm tree represents our responsibility to inspire others, then strong roots of the cedar tree represent our responsibility to inspire ourselves and develop our own religious ambitions. The best way to influence others is by "filling our cup of Torah" so high that it spills over towards those around us. Having strong roots in Torah values is what allows us to produce fruit that influence others.

As we celebrate Tu b'Shvat on Parshat Beshalach, let us make sure that we take the message of the tree and apply it to our lives.

Recent Events



Young Israel of East Brunswick Israel Advocacy Committee
and
Jewish Federation of Greater Middlesex County

Present

An Evening of Solidarity & Support of Israel
Featuring

MALCOLM HOENLEIN

Executive Vice-Chairman, Conference of Presidents of
Major American Jewish Organizations

NEW START TIME, 7:00PM this Sunday, November 18, 2012

Addressing Israel's Most Recent Developments:
"Israel Under Attack- What In The World Is Going On?"
With Insights on Israel, the U.S. & the World After The Elections
Q&A to Follow

New Jersey elected officials invited

YOUNG ISRAEL OF EAST BRUNSWICK
193 Dunhams Corner Road, East Brunswick, NJ



Malcolm Hoenlein is the Executive Vice-Chairman of the Conference of Presidents of Major American Jewish Organizations, the coordinating body on international and national concerns for 51 national Jewish organizations. Previously, he served as the founding Executive Director of the Jewish Community Relations Council of Greater New York, the central coordinating agency for Jewish organizations in the metropolitan New York area. Prior to that, he was the founding Executive Director of the Greater New York Conference on Soviet Jewry.

- Entire Middlesex Community welcome
- Contact IsraelAdvocacy@yieb.org for more information
- Seating & parking will fill up quickly- Carpools strongly encouraged. Arrive Early.



Israel Advocacy YIEB

The Karasik Department of Synagogue Services of the Orthodox Union
Presents a Community Weekend hosting

SCHOLAR-in-RESIDENCE



STEVEN SAVITSKY
Chairman of the Board,
Orthodox Union

Shabbat Parashat Shemini | April 21, 2012

Young Israel of East Brunswick

193 Dunhams Corner Road, East Brunswick, NJ

SCHEDULE:

Shabbat Morning Drasha:

"How Do We Restore Honesty and Integrity
In the Orthodox Jewish World?"

Shabbat Afternoon:

"Top Challenges Facing the Orthodox World
In 2012 With Solutions."

Seudah Shlishit:

"What Are the Steps Needed For
Communities to Grow?"

FOR MORE INFORMATION,
PLEASE CONTACT ALISON BARNETT:
212.613.8155
SYNAGOGUE@OU.ORG



UNCLE MOISHY

in Concert!

3pm Sunday
March 17th



at the
Young Israel of East Brunswick

\$18. Adults, \$10. children

Sponsorship Opportunities Available:

\$118 Benefactor (2 tickets, preferred seating)

\$180 Family Benefactor (2 adults & up to 3 children, preferred seating)

\$250 Family Benefactor (2 adults & up to 3 children, preferred seating *plus* Uncle Moishy DVD)

\$500 Sponsorship (2 adults & up to 3 children, preferred seating *plus* Uncle Moishy DVDs *and* a picture with Uncle Moishy)



For tickets, go to paypal at yieb.org/uncle-moishy, or call YIEB at 732-254-1860

For further information, call: Brina Herskovitz 732-390-4955 or yiebunclemoishyconcert@gmail.com



Join Daf Yomi at YIEB!

New cycle begins on Friday August 3rd, 2012

- Monday through Friday after 1st Minyan (approximately 7:10-7:45 AM)
- Sunday morning after 1st Minyan (approximately 8:10-8:45 AM)
- Shabbat morning following Hashkama Minyan (rotation of presenters)

Daf Yomi B'Iyun (begins 7/31/12)

Join Rabbi Shlomo Landau on Tuesday nights following Maariv to explore in depth a topic from the week's Daf Yomi

Can't make it in person? Do Daf Yomi online!

<http://www.yutorah.org/daf.cfm>

<http://ouradio.org/daf>

<http://www.dafyomi.org/>

Interested?

Email Rabbi Weinstein at rabiweinstein@gmail.com

