

## January 2023 | Issue 8

## A message from Andrea Eiffert, Director of Communications and Programming

As we ring in the New Year, many of you will be inspired to begin anew: perhaps you'll be freshening up your look, updating your technology or reorganizing your closets. Temple Sinai's Marketing and Communications department will be jumping on the New Year's resolution bandwagon in 2023 as well, with a website makeover and some updates to our digital publications. We hope that in the spirit of the adage "out with the old, in with the new" you will embrace these changes. Please take the time to understand their origin, and our rationale for implementation, before deciding on your approval ratings! We promise that once these changes take effect, we will hold an open house to demonstrate how to navigate the website and e-blasts to easily find what you need.

(continued on the next page)

#### **This Month's Featured Articles**

- Our Gan by Laura Friedman
- Sharing an Experience by Chazzan Cliff Abramson



#### continued: A message from Andrea Eiffert, Director of Communications and Programming

If you are thinking about volunteering more in 2023, consider joining the Marketing and Communications Committee! While the pay is low, our need is great and satisfaction is priceless.

Thank you to our already-existing, AMAZING group of volunteers who consistently design, edit, proofread, click links, fact-check, spell-check, perform website audits and so much more! Everything you each do, large or small, contributes to the overall success of our communications; we simply could not do it without you!

Ellyn Bender, Eric Eiffert, Roberta Gerlach, Rabbi Mark Golub, Cindy Guttman, Jamie Heisler, Wende Koslow, Bethany Leinweber, Elana Margolis, TJ Miller, Lisa Naiburg, Mike Nash, Risa Segal, Phyllis Swerdlow, David Weiss and Karen Witte.

An extra special thanks goes to the professionals who make all the magic happen from behind the scenes: Rabbi Melissa Stollman, Gail Glickman and Marty Katz. You are an amazing team! Thank you for all you do!



#### From Chazzan Cliff Abramson

### SHARING AN EXPERIENCE



As you may know, this column is not usually a "Letters to the Editor" column. But in light of the myriad of events beginning in January such as the Sinai Winter Music Program, the number of expert speakers who will address

important issues, the addition of new lifelong learning classes and workshops, as well as events for family and friends to get together and rekindle relationships; I thought the testimony below was both moving and timely.

L'shalom, Chazzan Abramson

#### Dear Friends:

As most of you know, last January I converted to Judaism. I began considering conversion about a year after we joined the synagogue and several factors impacted this decision: first, my interest in learning and embracing the customs of Judaism; second, the love and support from my wife, Gillian, and so many of my Jewish friends; and third, the spiritual leadership and guidance from Rabbi Huntting and Chazzan Abramson throughout the conversion process. But to be honest, I must admit that the single most important factor influencing my decision to convert was the congregants here at Temple Sinai.

I remember fondly how many of you embraced Gillian and me four years ago when we walked through the doors of Temple Sinai. I watched as you interacted with each other embracing each other with love, concern and friendship. The closeness you showed towards one another proved to me that we were in the right synagogue and that my decision to convert was the right one.

#### cont'd: From Chazzan Cliff Abramson

### SHARING AN EXPERIENCE

The last few years have been trying times not only for us but the whole country. COVID and the political climate fueled the fire for the rise in hatred and antisemitism across the globe and it has been a struggle for everyone. People started to become easily annoyed and agitated with each other and we often became upset and disappointed over things that never bothered us before. It was at this point that I became concerned that negative energy was taking over and I began wondering, "Are we starting to lose our respect, concern and love for one another?" I am a very firm believer that focusing on the positive over the negative will improve any situation.

This past month was a true test of that belief and how it can affect the future. The positive energy recently demonstrated here at Temple Sinai gives me a lot of hope for this congregation. The support for the Annual Appeal has been tremendous. Temple Sinai's mitzvah day: Everything AND the Turkey brought together over 90 volunteers to prepare 300 meals for Sarasota area families in need. Myron and Kathy Bernstein, Gillian and I recently chaired "Night at the Theater Broadway and More". This fundraiser was very profitable, not only financially, but also in a spiritual, uplifting way. Congregants volunteered to help in the kitchen and with the program, sponsors underwrote the cost of the entire program, volunteers helped as ushers, greeters and at the check-in table. The musical performers were phenomenal and wowed the audience with their musical talent. I truly believe this special evening brought some infectious positive energy to Temple Sinai, enabling us to connect, sing, clap, interact and enjoy each other's company. I am optimistic that these good feelings will continue to generate more positive energy, improve communication and strengthen our team of leadership, staff and volunteers to make Temple Sinai even stronger.

continued: From Chazzan Cliff Abramson

### SHARING AN EXPERIENCE

It is wonderful that we are ending 2022 on such a positive note. Just think of the possibilities ahead if we were to continue on this trajectory. What I learned is that the more involved I became the more I could see the world of possibility for Temple Sinai. The year ahead is filled with concerts, speakers, new classes and special synagogue events. There is an opportunity for everyone who wants to get involved and experience what I did.

In closing, Gillian joins me in wishing our synagogue family a very happy and healthy New Year.

Sincerely yours, Chester "Pearl" Perlinski, Jr. Trustee/Security Chairman



## **OUR GAN**

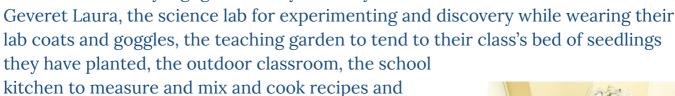
by Laura Friedman
Director of Early Childhood Development
The Gan at Temple Sinai
The word is out! When one asks, "Which preschool is THE
best preschool in Sarasota?" the reply is a resounding,
"The Gan at Temple Sinai." This answer results from a
carefully crafted plan to have the best program, facility and
staff. Also, there are unrivaled opportunities for parents
and children to become part of a community that is
family-centric, warm and inviting while emphasizing the
development of the whole child, a love of school and a love of



At the core of our program is the dedicated staff. The fantastic team of teachers is

experienced in early childhood education and devoted to making these young children's preschool journey a positive first step in their education. This is done by implementing lessons that develop all areas of the curriculum from math and language to social and emotional skills.

Our beautiful facility allows for in-class activities and lessons, as well as "around-the-building" field trips. Every week the children visit various locations in the synagogue for activities: the synagogue's library for story time with



of course, the two playgrounds for recess!

We gather each Monday and Friday in the sanctuary as one big Gan family to welcome the new week for Havdalah and to prepare to welcome Shabbat on Fridays. Blessings and songs are sung with a different student host every week to help lead on the bimah.



Temple Sinai is proud of our stellar, nationally accredited program that is a special part of our community.

#### **Board of Trustees**

## NOVEMBER MEETING Minutes Highlights

**Barbara Pollack VP of Ritual:** The Erev Shabbat Welcome Receptions are a way for members to communicate and schmooze and an opportunity to bring in new members. We are now scheduled for Welcome Receptions twice per month. We need volunteers and a committee to organize a process, get the food, set up and clean up.

Bethany Leinweber, Director of Youth Education and Family Engagement: Hands on Hanukkah is a massive outreach program for us, which took place from December 18 through December 23 at various locations around town, culminating with a dinner and concert by the Sarasota Chorale at Temple Sinai on Friday, December 23.

Bethany Leinweber, Director of Youth Education and Family Engagement: The Scholar-in-Residence program was cut from the budget. Instead we are having an Artist-in-Residence program featuring Jacob "Spike" Kraus the weekend of March 24-26, 2023. Spike performs shows for kids and adults. The weekend will start with an Erev Shabbat service. Saturday night there will be a concert with food trucks, desserts and drinks. Sunday there will be an interactive concert with Spike and teen musicians from Temple Sinai. All events will be open to the public, but some require registration and not all are free.

Andrea Eiffert, Director of Communications and Programming: Amy-Jill Levine will speak at our Erev Shabbat Service on February 24, 2023. Dr. Levine is the University Professor of New Testament and Jewish Studies, Mary Jane Werthan Professor of Jewish Studies, and Professor of New Testament Studies at Vanderbilt Divinity School, Graduate Department of Religion and Department of Jewish Studies. We are partnering with the Church of the Palms on this program and Dr. Levine will speak there on Saturday afternoon. Members of both congregations are encouraged to attend both presentations.

**Chazzan Abramson:** The Sinai Winter Music Program will bring cultural events to Temple Sinai between January and April. There will be four performances and Chazzan Abramson is underwriting the program. The program will be free for members and \$36 per performance, or \$99 for the series, for non-members.



## LETTER FROM THE PRESIDENT

Dear friends,

I wanted to follow up on my December 21 "Year-end Message" email to thank you for the many kind words you have expressed in response to that email. I also want to thank those who stepped up and volunteered to serve on the Long-range Strategic Planning Task Force we are creating. I am pleased to advise you that we have formed the new task force with an intentional blend of board members and synagogue members meant to represent a cross-section of voices. This task force of dedicated volunteers will begin the work of steering our synagogue forward into the future:

- **Chairman:** Rabbi Emeritus Geoff Huntting
- Board Members: Sherry Thomas, (President-Elect), Wende Kozlow (VP Education) and Barbara Pollack (VP Ritual)
- Synagogue members: Greg Band, Jeff Silvershein and Richard Stern

In addition, we have formed a financial subgroup comprised of: Kathy Bernstein, Doug Cohen, Gary Kravitz, Richard Stern and Sherry Thomas.

As the strategic task force begins the work to set goals and measurable objectives, additional subgroups may be formed. If or when that happens we will reach out to those who have expressed interest in serving in such capacity.

Thank you for your ongoing support. I am confident that this talented group of leaders will steer us toward a bright and secure future.

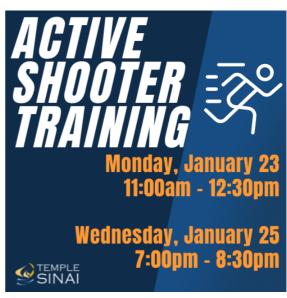
L'shalom, Alan Chalfin, President

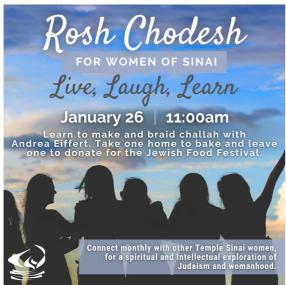
## Upcoming Featured EVENTS



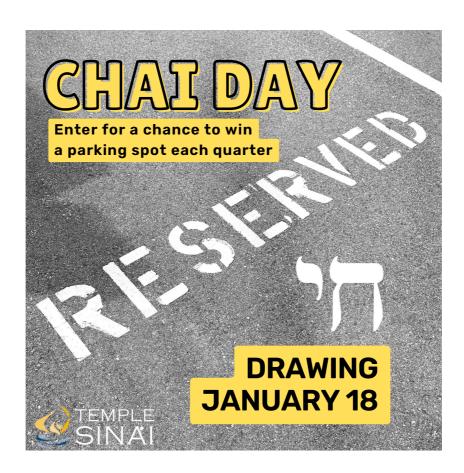














Temple Sinai Past Presidents cordially invite you to participate in this year's ANNUAL APPEAL.

Every gift is a commitment to Temple Sinai's future, building towards a stronger tomorrow.

**Donate Now** 

## For the 2022 Temple Sinai Donor Roll list through December 15, 2022, <u>click here</u>.

## \*Donors to Temple Sinai Annual Campaign through December 15, 2022

Cecile Alexander Amir & Lisa Arbisser Lorraine Asarch Gwen Baseman-Ziomek Ron & Sheila Bellamy Ellyn Bender & Pamela Paschall Myron Z & Kathy R. Bernstein Diane Block Cookie Bloom Sylvia Bloom **Donald & Betty Cahall** Caren Carr & Anthony DiRamio Philip Chaikin Alan & Fredda Chalfin Linda & Roy Chapman Douglas & Janine Cohen Jason & Mary Collier Ronald & Janis Collier **Emilie Coopersmith** Mark & Laurie Criden Mark & Elizabeth Del Pico **Amy Drachman** Leonard & Geraldine Drexler Skip & Illene Dyrda Randi Fast Lawrence & Diana Ehrlich Andrea & Eric Eiffert

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\*Received and Recorded

### \*Donors to Temple Sinai Annual Campaign through December 15, 2022

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\*Received and Recorded

### **TRIBUTES**

#### TEMPLE SINAI GENERAL FUND

Aravilla

Fredda and Alan Chalfin, for the JQuest

pizza dinner

Marion Nankin

Sarasota Manatee Jewish Federation, for

High Holy Days security

#### In Honor of:

Andrea Eiffert, for helping fulfill Marilyn's

birthday and party wishes: Marilyn and

Stuart Goldfarb

Marian Siegel, for helping fulfill Marilyn's

birthday and party wishes: Marilyn and

Stuart Goldfarb

Sondra and Tom Ettlinger's 25th Wedding

Anniversary: Wendy Cook

Judy and Zvi Rogovin's 50th Wedding

Anniversary: Betty and Don Cahall

#### In Memory of Arnold Spitalny:

Deborah Linick

Laurie and Mark Criden

Carole Munro

#### In Memory of:

Edith Moloff: Fredda and Alan Chalfin

Stephen Solomon: Fredda and Alan

Chalfin

Frances Weintraub, mother and mother-

in-law: Judy and Eric Fox

#### CHAZZAN'S DISCRETIONARY FUND

Elizabeth and Mark Del Pico

Dori and Mark Spector

#### CHAZZAN'S DISCRETIONARY FUND

#### (continued)

#### In Honor of:

Florey Miller, upon your retirement and this new chapter of your life: Elana and

Mark Margolis

Michael Rubin's 70th birthday: Elana and

Mark Margolis

Michael Rubin's 70th birthday: Kathy and

Myron Bernstein

#### In Memory of:

Dorothy Krantz, beloved mother: Gail

Glickman

## DIRECTOR OF YOUTH EDUCATION'S DISCRETIONARY FUND

Amy and Lance Cassell, for the Hanukkah

Program

Rabbi Mark and Alice Golub, for the JQuest

pizza dinner

Lisa Klein and Lance Karp

Donna and Brian Oshrin, for the JQuest

pizza dinner

Judy and Howard Polivy

## DIRECTOR OF EARLY CHILDHOOD EDUCATION'S DISCRETIONARY FUND

#### In Honor of:

Laura Freedman, on the birth of her first

grandchild: Ellyn Bender and Pamela

Paschall

Laura Freedman, on the birth of her first granddaughter Winona Jean: Elana and

Mark Margolis

# TRIBUTES (CONTINUED)

#### **GAN FUND**

Gillian and Chester 'Pearl' Perlinski, for Gan Security

## In Honor of Laura Freedman, on the birth of her granddaughter Winona Jean:

Joanne and Alan Trachtenberg Judith and Leonard Swerdlow Ronni and George Freed

#### In Honor of:

Lisa Naiburg and Daniel Kisch, on the birth of their grandson Asher: Judith and Leonard Swerdlow Joyce and Roger Fine, on the birth of their first great grandchild: Elana and Mark Margolis

#### In Memory of:

Arnold Spitalny: Kathy and Richard Stern Ernest Rice: Kathy and Richard Stern

## WOMEN OF SINAI BLOOM FAMILY MITZVAH FUND

#### In Appreciation of:

The many simchagrams sent in honor of my birthday: Delores Lustig

## MEN'S CLUB LANDSCAPING AND BEAUTIFICATION FUND

In Honor of:

Chester 'Pearl' Perlinski, for his great job during the Veteran's Erev Shabbat Service: Ellyn Bender and Pamela

Paschall

#### **HORAY SINAI FUND**

Sarasota Manatee Jewish Federation

#### **ANCHIN FUND**

#### **Speedy Recovery of:**

Sue Huntting: Judy Leonard Swerdlow

## ROBERT L. BASEMAN FUND FOR THE ENHANCEMENT AND PROMOTION OF TEMPLE SINAI

#### **Speedy Recovery of:**

Cookie Bloom: Elana and Mark Margolis

## FANCHON D. ROSENSTEIN SOCIAL ACTION FUND

#### For Mitzvah Day:

Hollace and Hyman Schirtzer
Illene and Skip Dyrda
Jan and Anthony Joseph
Judy and Eric Fox
Julie Weissman
Women of Sinai
Roberta Gerlach
Carole and Fred Gorin
Debbie and Michael Rubin

#### In Honor of:

Laura Freedman's new granddaughter: Illene and Skip Dyrda

#### In Appreciation of:

Jerry Thomas, Chester 'Pearl' Perlinski, and all of the volunteers and donors who helped to make Mitzvah Day a success:
Andrea and Eric Eiffert

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# CONDOLENCES AND YAHRZEITS

#### WE REMEMBER THEM

Dale Mendelson on the death of her husband Myron Mendelson, who died on September 22, 2022

Barbara and Joseph Sander on the death of their daughter Karen Sander, who died on November 30, 2022

Jean Andriesse in memory of Eugene Andriesse and Mollie Falkow Linden

Lorraine Asarch in memory of her mother, Esther Brown and mother-in-law, Miriam Asarch

Betty and Donald Cahall in memory of Alberta Cahall

Janine and Douglas Cohen in memory of Norman D. Cohen

Stephanie Dluzneski in memory of Arthur Lindenberg

Jane and Marvin Glusman in memory of Anna Glusman

Judith and Herbert Gofman in memory of Lillian Solomon

Judye and Bob Goldblatt in memory of Arnold Spitalny

Carole and Fred Gorin in memory of Harold Gross and father and father-in-law, Ralph Plotkin

Barbara and Jim Honeycut in memory of Bernice and Robert Volk

Rabbi Geoff and Susan Huntting in memory of Dorothy Bleecker

Robin Klein Strauss and Michael Strauss for Helen Klein

Penelope and William Kobernusz in memory of Arnold Spitalny

Myrna and Herbert Lauber in memory of Judith M Knoop and Arthur Lauber

Bethany and Joshua Leinweber in memory of Seth Ian Schimberg

Carol and Elliot Livstone in memory of Ida Livstone

Claire McCarthy in memory of Jack Borkowsky and Ruth Borkowsky

Sheila Namiot and Marvin Rosen in memory of Lillian Rosen

Harriet and Marc Rosen in memory of Nathan Sokoloff and Dina Rosen Feinberg

Barbara and Jonathan Ryder in memory of Mollie Bernstein

Reb Ari Shapiro in memory of Helene Schechter

Toby and David Weiss in memory of Sara Weiss

Sheila and Warren Wollheim in memory of Ella Wollheim

Barbara ad Patricia Wood in memory of Arnold Spitalny

Laura and Paul Zatz for Sarah Zatz

Zichronam Livracha
May their memories be for a blessing.

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