



CELEBRATE PURIM!

Thursday, February 25, 6:30pm – TBE and Chadeish Yameinu come together to celebrate Purim

Friday, February 26, 7:30pm – Pur-Rock Shabbat Service

Sunday, February 28, 1:30pm – In person Family Friendly Megillah Reading

Fear, Courage and Hope this Purim

It's pouring outside as I write on this Tu B'shevat birthday of the trees. I see the green leaves, nourished by the rain. And I'm wondering if we will lose our electrical power. I'm thinking of friends in the mountains who have been evacuated, many of whom may still be working through PTSD from the fires. How can this beauty and heartbreak exist simultaneously?

How can we see new loved ones die from Covid-19, new strains and the hope of increased vaccinations all at the same time?

And while we sat watching the violent insurrection at the Capitol on January 6, we also witnessed the deepening of new coalitions and grass roots organizing to get out the vote this election season. How can all of this be happening at the same time?

One response I have heard is that it's all crashing, the world is falling apart. But the stronger reaction I am noticing more and more, is that we are in the midst of a great opportunity for change. We are being called to reach out to each other, as so many of you did during the fires, and extend our hand to help.



Rabbi Paula

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We are in a moment when we can really make deep changes in our response to climate change. Many of our members, including **Bob** and **Michelle Kibrick**, **Rabbi Shifra** and **Sarah Tziporah**, participated in the online **Big Bold Jewish Climate Fest** from January 27-31. I'm sure you will be hearing more about what they and others learned in the coming weeks.

As Purim approaches, I am thinking a lot about the paradox of what we are witnessing and how we can learn to respond. How we can hold all of it, the fear, anxiety, possibility, hope and courage? Esther is a wonderful example of this capacity. Before she steps forward to confront Haman and King Ahashveros, she is scared. When Mordechai asks her to take on this holy task, she expresses this fear. Mordechai asks her to really consider the moment and search within herself. He asks her to imagine that she was put in this place in the palace, for this particular reason. She can be the agent to save her people. So she asks the Jewish community to fast for her. She realizes that the Jewish people are on the cusp of utter destruction. Knowing she has their support she realizes that she can do what she is being called upon to accomplish. Her courage to confront Haman, a narcissistic and hateful person, who has gained the ear of her husband, the King, has the potential to reserve the fate of our people. She can't look away; she has to step in and disrupt the evil decree.

This Purim, may we find the courage to confront the reality of climate change, systemic racism, our grief for all who have died from Covid and so much more. And may we join together in stepping forward as we build a brighter future.

Purim was the last holiday we celebrated together in our sanctuary before the Covid 19 pandemic. I'm looking forward to our online celebrations this Purim, and the outdoor family Purim celebration. And I pray that next Purim, we will all be together again in our sanctuary, with our graggers and hamentashen, crazy costumes and lots of laughter.

Rabbi Paula

In the Temple Family

Welcome to New Members

Please check your online directory for their information

Paul Kirk

Joshua Cohen

Donald Bear



May their memories be for a blessing

Robert Sawyer "Grandpa Bob", beloved grandfather of Andrew Ring, grandfather in-law of Mavis, great grandfather of Isaiah, Hadassah, Daeny and Rafaylie.

Melvin Alkon Engelman, beloved grandfather of Morgan O'Reilly, grandfather in law of Melody and great grandfather of Marli.

David Orzech, beloved father of Josh Orzech, father-in-law of Shoshanah, and grandfather of Arielle and Talia.

Dr. David Allenberg Katzenstein, beloved brother of Amy Katzenstein-Harrington, brother-in-law of David Harrington and uncle of Alysa and Erin-Kate Escobar.

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Click [here](#) to see photos.



Note from the Temple President

The greatest joy of my tour of service as Temple President is the privilege of spending time in the company of our Rabbis. Yes, for their wisdom, of course, but also to delight in their warm idiosyncrasies.

One of my favorites of the latter, is **Rabbi Shifra's** wont to express her optimistic predictions with this summary: "... if not, I'll eat my hat." More than once, I wondered if we have a baker in our midst who could produce a confection in that shape, just in case. To date, no hat-cakes have needed crafting. Remarkable.

Thus, without the requisite rabbinic insight, I will go out on my own eat-my-hat limb. I know that many of you have good questions about our Temple's financial health, now a year into our challenged economy. My prediction: when our **Treasurer, Cary Sunberg**, and our **Executive Director, Tanya Lorien**, report numbers to you during our annual meeting this spring, they will be able to summarize that the Temple is in as good financial shape as we were before the pandemic – plus "new" bathrooms. Or I'll eat my hat.

How was this accomplished? First and foremost, the credit goes to the generosity of you, our membership. Those who could, stepped up membership contributions to support those who needed to cut back. You supported the "*Flush Fund*," while also responding to calls for fire relief donations and other charitable needs.

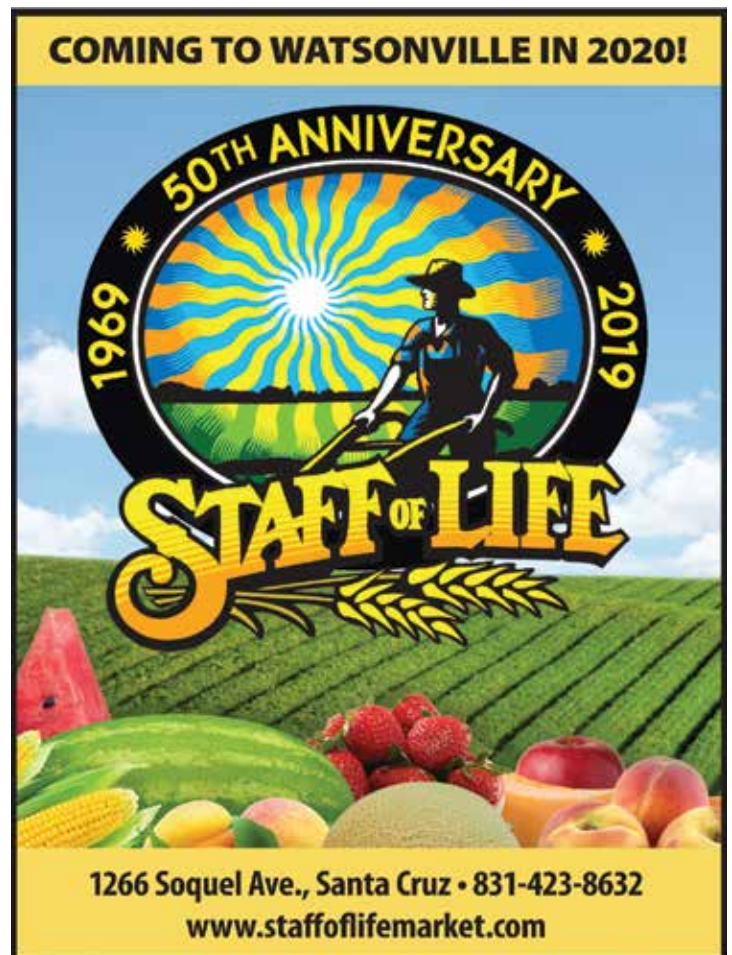
I want to salute our *Finance Committee*. While a few of us drop into their meetings because of our roles at TBE, you may not know that the core of this group consists of a few members who have served on Finance for years and years. In addition to our **Treasurers** and **Rabbi Shifra**, I hope you will join me in recognizing **Laura Giges**, **Stephen Karon**, and **Scott Roseman**, along with recent committee retiree, **Steve Shapiro**. I credit this group and Tanya Lorien with arranging our PPP (payroll protection) loan that enabled us to keep our staff employed and for their present attention to getting most, if not all, of this loan forgiven.

Our other unsung heroes serve on our *Fund Development (Fundraising) Committee*, so capably chaired until recently by **Margaret Gordon**, who continues to serve, and now by **Amy Harrington**. Did you know that **Bonnie Holmer-Orange** inspired our temple school students to participate in a Move-A-Thon that raised over \$6,000 for our educational efforts? **Rabbi Paula** and *Past-Presidents* **Gail Levine** and **Scott Roseman** are long-serving members, as well.

So THANK YOU, ONE AND ALL!!!!!!

With a hat firmly on my head and wishing you warmth and health during these winter months,

Josh Karter
Temple President
josh@tbeaptos.org





Dear TBE Community

I feel happy to share that our Simcha children are thriving at Simcha Preschool as they build friendships and play and learn together in their classroom communities.

Each class enjoyed celebrating Hanukkah in December by making personalized decorative menorahs for their homes. Each class has been focusing on Tu B'Shevat by reading books and learning about the miracle of trees and the amazing bounty they produce.

I feel thrilled to report that Simcha is full. We are joyfully looking towards reopening the Toddler class for 2 year-olds in September 2021 and already have an overflowing waitlist of interested families.

We feel thankful that the Simcha community has stayed as healthy as possible. We are also thankful to **Rabbi Shifra**, **Cantor Alisa**, and **Rabbinic Intern Sarah-Tziporah** for our wonderful weekly outdoor and distanced Shabbat gatherings, attended by each class individually.

Wishing you all joy and health in 2021!

Lisa Mendez
Director, Simcha Preschool



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Social Justice Committee

At our November meeting the *Social Action Committee* became the *Social Justice Committee*. In the discussion of this name change one person stressed that social action is what we do and social justice our goal. We aspire to anchor our actions in our Jewish values and social justice is firmly grounded in Jewish values, in *tikkun olam*.

Why do we do this work? Here are some responses: **a)** Because *tikkun olam* is an action we're called to do; **b)** Because helping the stranger and helping the poor are the most common terms in the Torah; **c)** Because other people were there when my family needed help, I need to be there for others; and **d)** Because it's important for *TBE* to have as many friends in the community as we can, for those times when we need their support.

All these are great reasons, but one of the best ones is: because it feels good to do so. People involved in our fall activities kept remarking: "*in a world that feels overwhelming, this made me feel like I was making a difference.*"

EVERY VOICE, EVERY VOTE

TBE volunteers worked hard on the 2020 elections! We never endorse candidates and work in a completely nonpartisan way. *TBE* members wrote over 60,000 postcards to voters in swing states reminding them of local voting rules and deadlines for the November election and the January runoff elections.

TBE participated in the URJ *Every Voice, Every Vote: The Reform Movement's Civic Engagement Campaign* with the following actions and outcomes:

- *TBE* sponsored a forum on the 2020 CA ballot propositions that attracted 65 people. There was information on each proposition, presentations by *TBE* leaders on individual issues, and plenty of good questions.
- Our local efforts to be a 100% Voting Congregation paid off in new registrations, *TBE* members volunteering as poll workers, lots of messages, and ultimately a country turnout of over 86%. *TBE* turnout was over 95% for the 2nd straight election.
- Our members participated in national calls that ended up in a formulation of the RAC's 2021 legislative package [which can be found here](#). The Reform Jewish Movement Legislative and Policy Priorities for the 117th Congress cover many of the main issues we've been working on locally, from voting rights protection to health care expansion to affordable housing to racial justice to gun violence prevention to climate action. This will be our touchstone as we move forward nationally and in California in 2021.

TBE DIAPER DRIVE SUCCESS

All of us are aware that local food banks and distribution activity is way up as a result of COVID-19 economic and social pressure. Our community partners told us that baby supplies including diapers and wipes were a critical unmet need.

- We ran a diaper collection drive the weekend of December 19 and 20 and thanks to your generosity, collected 20,000 diapers and 20,000 wipes for local families. Thank you, thank you, thank you!
- The food banks and the farm worker camps received the supplies and helped with the distribution.

COPA

We continue to work within *COPA (Communities Organized for Relational Power in Action)* to advocate for our neighbors who are trying to build their voices and power in the community. This year we were successful in getting over 100 units of affordable housing approved, extended rental eviction protection, and extended the Earned Income Tax Credit as part of the statewide COVID-19 assistance. We are also working on the terms

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of a local agreement with *Kaiser Permanente* regarding access to care and local job priorities for their future medical center in the Live Oak area.

We secured a \$5,000 grant to strengthen our work with COPA on training new leaders through the food and supply banks in town with a focus on working with our immigrant neighbors.

For 2021, we are focusing efforts on realizing close to 600 affordable housing units in Santa Cruz, Live Oak, Capitola, and Watsonville.

DEI (DIVERSITY, EQUITY, AND INCLUSION) TASKFORCE

The twelve people at the first meeting of the *DEI* task force represented different aspects of the congregation. The *DEI* is linked to the URJ's Audacious Hospitality Initiative. We are working to expand our understanding of who is in our congregation and how we can welcome more members with diverse backgrounds and identities. We will be sharing this work more widely with our entire congregation. Please look for details over the next few months.

GUIDED BY OUR JEWISH VALUES

As we move forward, the *Social Justice Committee* will continue to focus like a laser in acting on our Jewish values. We will continue to work on climate change as a survival issue; on gun violence prevention as a means to keep people safe, not as a means of taking guns away from people; on fair and affordable housing, access to health care, and job creation as fairness and equity initiatives.

NEXT STEPS

The *Social Justice Committee* has a continuing focus on climate change and gun violence prevention. **Susan Freeman** and **Wilma Gold** are leading the *DEI* group; **Rose Ashford** and **Andrew Goldenkranz** are involved with COPA group; **Bob** and **Michele Kibrick** work on climate change; **Wendy Strimling** and **Andrea Yanowitz** focus on Gun Violence Prevention; **Willow Katz** works on the effort to end Solitary Confinement; and **Andrew Goldenkranz** serves on the National Commission on Social Action of the RAC.

To view
Tempel Beth El
CALENDAR
please go to the TBE site

 [Click Here](#)



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 Marigold Fine and Jim Stanford
 Korrine and Terry Fitz
 Anahi Flores Morales and Jesse Mabalot
 Don Gartner and Donelle Ehritt
 David Gazek and Shani Ginsburg
 Laurie Getz
 Allen and Shirley Ginzburg in memory
 of uncle Lou Sapiro
 Maria Gitin
 John Glass and Cassandra Sprenger
 Alison Gold
 Daniel Gold and Patrick LeCuyer
 Andrew Goldenkranz
 Lauren Goldstein
 Teri Goldwasser and Steven Hildebrand
 Margaret Gordon
 Diane and Howard Grunes
 Gloria Heistein
 Bernard and Eleanor Hilberman
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 Leonard Rosenthal
 Paul and Susan Karz
 Jennifer and Raymond Kaupp
 Lori and Jim Kearney
 Robert and Michele Kibrick
 Karen Kohut
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 Nita Lamendola
 John Leopold and Teresa Buika Leopold
 Patricia Lerman
 Judith Levin
 Paia Levine
 Tanya Lorien in memory of
 Dr. David Allenberg Katzenstein
 Risa Lower
 Paula Marcus and Aryeh Nanas
 Aaron and Stephanie Morse
 John and Merry Oppenheimer

Daniel Orange and Bonnie
 Holmer-Orange
 Ellen Ortiz
 Benjamin and Victoria Ow
 Marlene Pitkow and Mark Kalow
 Melody Randel and Susan Kerr
 Marilyn Rigler
 Sara Rigler in loving memory of my
 grandmother, Bertha Press, Michael
 Ganley and Roberta Barnett
 Ivan Rosenblum and Mary Fran Archer
 Shana Rosenfeld Phelan and Peter Phelan
 Diana Rothman
 Rebecca and Scott Rubin
 Joel and Holly Rudnick
 Deborah Ruiz and George Lerek
 Ed and Norma Sacks
 Ziesel Saunders and Penny Ayers
 Mark and Laura Segelman
 Peg Shemaria
 Judi Sherman and Rachel Bickert
 Melissa Skalsky in loving memory of
 Ed Skalsky
 Carol Skolnick and Gregory Furtado
 Lee Slaff
 Shelley and David Sonnenberg
 Joan Tanzer and Gerald Frank
 Shmuel Thaler and Kathy Cytron
 Marion Towar
 Michael and Jacqueline Tuttle
 Anina Van Alstine
 Miriam and Shlomo Vilozny
 Heidi Winig and Dave Liotta in loving
 memory of Ziva Mitnick
 Jonathan and Jill Winston
 Renee Winter and Paul Roth
 Judith and Ben Yokel

BUILDING FUND

Sara R. Benevento in memory of
 Nehemiah Piller, Sara's father,
 Dave's father-in-law
 Amy and David Harrington
 Susan Levin wishing Mazel Tov to
 Alan Levin my cherished father and
 TBE pillar with my love, joy, and
 gratitude on your 90th birthday
 Shelley and David Sonnenberg in honor
 of Dr. David Katzenstein brother of
 Amy Harrington
 Priva and Michael Tarbet in loving
 memory of my father Jack Gelb

Renee Winter and Paul Roth in loving
 memory of Dr. David Allenberg
 Katzenstein, brother of Amy
 Harrington

CANTORIAL FUND

Eric Brown in honor of my dear friend
 Alisa Fineman

CARING COMMITTEE

Lisa Meredith in honor of my mother,
 Betty Jean. May her memory be for a
 blessing

CEMETARY FUND

Barbara Beerstein and George Badger
 in loving memory of Ben Zion
 Beerstein, father of Barbara Beerstein,
 Fred Beerstein and Norma Schafer,
 grandfather of Rebecca Beerstein
 and Jacob Singleton, father in law of
 Denise Kamradt.
 James Engelman and Claire Witherspoon
 in loving memory of Joseph Engelman
 Diana Rothman in honor of Don Rothman
 Sara Walsh in honor of my beloved father,
 Herbert Werner

CHOIR FUND

Rosemary Zumwalt thanking Rafael
 Ocasio and Martha Rees for
 translating the flyer

FILM FESTIVAL

Helen and David Resneck-Sannes
 in honor of Marilyn Rigler's Birthday
 from the Mah Jong Group.

FIRE RELIEF FUND

John and Merry Oppenheimer

GENERAL FUND

Lawrence Abitbol and Shannon Durham
 Sherry Ascher in memory of
 Ralph Ascher
 Murray and Sheila Baumgarten in
 memory of my step-father
 William L. Lurie
 Judie Block in loving memory of
 Edwin Joseph Block
 Michael Cahn

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Dennis and Cheryl Caspe in memory of
Kate Levy our dear friend
Dennis and Cheryl Caspe in memory of
Jeanette Carl, Cheryl's mother
Matthew A Clausen
Matthew Dobbs
Myra Finkelstein and Brad Keitt
Laurel Fox and Donald Potts
Don Gartner and Donelle Ehrhrit in honor
of Moe Karon, Mabel Karon, Asher
Gartner and Juniper Gartner from
their parents
Laura Giges and Jon Edelbaum in loving
memory of my beloved Grandma Belle
Laura Giges and Jon Edelbaum in loving
memory of my beloved father, Gerald
Giges
Ann Clary Gordon in loving memory of
my beloved husband, Jim Gordon
Rebecca Gottfried in memory of my
father Hugh Gottfried
Ariel and Stephen Gray with much
gratitude for Rabbi Paula and her
leadership, and everything the
TBE team has done this year to
continue the spiritual and community
connection at TBE
Roberta Jaffe in loving memory of
Hope Mosheim Jaffe
Nita Lamendola wishing a speedy
recovery for Melissa Sunberg
Jessica Lawrence in honor of
Alex Lawrence
Risa Lower in honor of
Richard Gary Halpern
Risa Lower in honor of
Evelyn Berger Levin
Harriet Maglin in loving memory of
Diana and Edward Maglin
Linda Mandel in memory of Jack Mandel
and his parents
Harvey and Tricia Markovitz in memory of
Doris Markovitz and Nancy Markovitz
Lenny Pagorelsky and Michaeline Kiss
in honor of Rabbi Shifra and
appreciation for her "Counting the
Omer"
Gail Pellerin in loving memory of
Tom Chaffin
Judy Plummer in honor of
Korrine Fitz and her dedication to
making the healing benefits of yoga
accessible for all

Joel Rudnick in honor of
Jackie Rudnick, Milton Rudnick, Esther
Goldman, Elynore Falk
Michelle Simon in memory of
Maxine Simon
Melissa and Cary Sunberg in memory of
David Allenberg Katzenstein, beloved
brother of Amy Katzenstein-
Harrington, brother in law of David
Harrington and uncle of Alysa and
Erin-Kate Escobar
Robert and Peggy Waters in loving
memory of Elaine Cooper
Rachel Wedeen in honor of
Toby and Michael Alexander
Renee Winter and Paul Roth in
loving memory of my mother
Molly Silverstone
Richard Zelin in honor of Gilda Zelin's
birthday

HHD 2020 HIGH HOLIDAY

Donald Bear

HHD 2020 YIZKOR

Carl and Karla Sanders in honor of
Jerry Sanders beloved brother

JANET ROTHCHILD ROCK SHABBAT

Rose Ashford and Felix Fields in loving
memory of Robin Winburn

LIBRARY FUND

John and Merry Oppenheimer in loving
memory of Stanley Mayer

LIFELONG LEARNING PROGRAM

Robert and Michele Kibrick

ONEG FUND

David and Sara Benevento in memory of
Lena Piller, Sara's mom, Dave's
mother-in-law, Laura's and Evan's
bubbie, and Mason and Mathias'
great-grandmother
Julia Cornblatt in memory of my sister
Joyce Cremona
Victoria Finder in honor of Leslie Finder
Marigold Fine and Jim Stanford in loving
memory of Katherine Gold
Lori and Jim Kearney in loving memory of
my brother, Jack Shifrel

Lori and Jim Kearney in loving memory
of my grandmother, Chana Shifrel
Robert and Michele Kibrick in loving
memory of Arlene Kibrick
Alan and Judith Levin in memory of
our family yahrzeits
Gaby Litsky in honor of Pearl Fishman,
Aunt of Gaby Litsky, Grand Aunt of
Jenny Litsky Smyth
Marcia Meyer in loving memory of
my mother, Ruth Kahn
John and Merry Oppenheimer in loving
memory of Stanley Mayer
Shelley and David Sonnenberg
Janet Wyner-Maze and Mervyn Maze
in honor of Henry Wyner

PRAYER BOOK FUND

Rosemary Zumwalt in loving memory of
Isaac Jack Levy

RABBI LITVAK DISCRETIONARY FUND

Lawrence Abitbol and Shannon Durham

RABBI PAULA MARCUS DISCRETIONARY FUND

Lawrence Abitbol and Shannon Durham
Julia Cornblatt in memory of
David Orzech
Gail Levine and Emily Wughalter in
memory of Leah Wughalter
Fay Levinson and Joe Vela in memory of
Victor Vela
Fay Levinson and Joe Vela in memory of
Carmen Vela
Andrew Marcus in honor of Paula
Judith Marks thanking Rabbi Paula for
inviting Jude to participate in virtual
Torah study, a most welcome
connection during this extended
isolation
Marlene Pitkow and Mark Kalow in loving
memory of of Amy Harrington's
brother, David Allenberg Katzenstein
Ivan Rosenblum and Mary Fran Archer
in memory of my mother,
Helen Rosenblum

SECURITY

Barbara Carey
Jessica Guild
Joan Tanzer and Gerald Frank

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SENIOR CONNECTIONS FUND

Diana Bluer in honor of Mark Levy
 Daniel Gold and Patrick LeCuyer
 in loving memory of Bertha Gold,
 Dan's mother
 Gail Levine and Emily Wughalter in
 memory of Leah Wughalter
 Steve and Corinne Miller thanks to
 Marlene Pitkow for her tireless
 and creative leadership of the Senior
 Connections program
 Alvin and June Pitkow in honor of
 Senior Connections
 Sara Walsh in honor of my beloved
 mother Ruth Mandel Werner
 Karen Zelin in honor of Gilda Zelin's
 birthday, creativity and mightiness
 Gloria Zuflacht in honor of
 my daughter Marlene Pitkow and
 all the wonderful work she does for
 Senior Connections

SISTERHOOD GENERAL

Richard Zelin in honor of Gilda Zelin's
 birthday

SOCIAL ACTION FUND

Nicole Dennis in memory of
 Elijah Klein Dennis-Benford whose
 bright and exceptional light dimmed
 far too soon. We miss Elijah's physical
 presence every day
 John and Merry Oppenheimer in loving
 memory of Stanley Mayer
 Sashka Rothchild and Mark Kozlowski
 in honor of Gail and George Ow and a
 safe and equitable 2021 for all
 Rosemary Zumwalt

YEAR END APPEAL 2020

Judie Block in loving memory of
 Marge and Ed Block
 Marigold Fine and Jim Stanford in loving
 memory of Max and Kay Gold
 Gloria Heistein in loving memory of
 Sylvia and Mark Palmer
 Paul and Susan Karz in loving memory of
 Paul's dad, Robert
 Arnold Kragen and Marcia Smith
 Edward Newman
 Daniel Orange and Bonnie
 Holmer-Orange in loving memory
 of Ziva

Marilyn Rigler in honor of my 95th
 birthday
 Carolyn Rosevelt and Susie Polnaszek
 Joel Rudnick
 Ronna Schulkin in honor of
 Michael Schulkin and
 Merry Jane Schulkin
 Stephanie Jacobs SEJ Media Solutions
 Priva and Michael Tarbet in honor of
 Jack Gelb

CELEBRATE PURIM!



**Thursday, February 25th,
 at 6:30 PM**

TBE & Chadeish Yameinu come together again to Celebrate Purim

**[Why is this Purim different from all other Purims?
 Wanna take a guess?]**

Please join us for a different sort of Purim.

6:30 gather with your favorite libation and
 SHOW OFF your Purim costume.

7:00 we'll watch "*For Your Consideration*"
 the completely true story of the making
 of the classic film "*Home for Purim*,"
 starring **Eugene Levy, Christopher
 Guest, Harry Shearer, Jane Lynch** and
 the incomparable **Catherine O'Hara**

Join by Zoom link:

<https://zoom.us/j/91584509724?pwd=dTYxRVJhVDNLM3VhSXE5RzJBb0FwZz09>



From the Executive Director

I recently had the opportunity to participate in an online conference for the National Association of Temple Administrators (NATA). It was quite fantastic! On one hand, it lacked the number of hours I would generally spend with my colleagues discussing temple business over every meal for a week *in addition* to attending educational seminars – but it made up for it in both more robust and accessible programs.



Tanya Lorien

NATA conferences are unique. They are unlike conferences in private industry - where if you glean one pearl of applicable wisdom in three days you consider it a success. NATA conferences are created by temple administrators and directors based on their current professional experience in the field and packed with applicable, timely and pertinent information. It is literally enough to make your head swim!

This year the NATA conference – like everything - had to pivot due to Covid. And, may I say, my colleagues did a fantastic job. Just as live theater on stage is different than TV (even TV produced on a stage) so is a virtual conference different than a live conference. However, humans being creatures of habit, often have difficulty seeing the new for what it is and what it can be, instead focusing so often on what we are losing. I am pleased to say we strove to focus on things like: twice as many temple executives were able to attend and learn; any session missed – to attend another – could be watched later; and more.

One of the sessions I attended was called Human Centric Design. Yes, at TBE we are always thinking how can we improve and provide better experiences. But the concept behind Human Design is a bit like the tail wagging the dog. It looks not at problem solving head on, but rather seeking out the ‘wants’ from the consumer side and finding their intersection with solutions from the provider side. The *dues* model at TBE is an example of this. TBE/Temples’ (the provider) needs \$X to function. In the historic model of *assigned dues*, the provider looked

at this issue from one side and made the determination. And if people could not pay, they applied for reduction. However, in speaking to the member/consumer, each said of course we want to support the temple. Trust us. Let us know what is needed and we will provide to the best of our ability. *TBE* did; and *TBE* thrived. It is both a powerful and empowered approach.

One method to find a path to this sort of creative solution is to ask the open and probative question “Why?” iteratively five times to get to the core desire of the consumer.

And – perhaps - this is what the planning team did to formulate the wholly innovative schedule that the conference followed – starting with, “Why do people prefer conferences on consecutive days?” Surely the answer would end up being related to cost and time efficiencies regarding travel expenses and time away from standard daily tasks. However, a Zoom conference does not have such issues.

So, our creative planners had the conference span two weeks – and why not? There were no hotels, travel, meals, etc. for which to pay. Furthermore, by spreading it out on a Wednesday Friday one week and a Tuesday Thursday the next – they could still have some sharing of Shabbat as well as attendees staying connected and involved in their regular Temple business. Genius.

I love that even in the planning, my NATA colleagues were able to assimilate and use the knowledge around them. The things I learn at each conference I happily bring back with me to expand our horizons and – if nothing else – remember to always ask the question “Why?”

Tanya Lorien
Executive Director

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Dan Seftel's Legacy

Most Temple Beth El members will remember **Dan Seftel**, of blessed memory, and his many lasting contributions to our congregation, including dedicated service on the *TBE Board of Directors*, yeoman service on the *Building & Grounds Committee* and, most memorably, shofar blowing at the High Holidays, a meaningful family tradition he has passed on to his son **Marc**. What you may not know is that, in his passing, Dan also made a beautiful bequest to the Jewish community he loved through joyful participation in our Legacy Giving program. We think that Dan, a notably practical man, would have derived satisfaction and a good laugh from the purpose to which we are putting half of his generous bequest: as seed money to jumpstart our much needed project to refurbish the temple's aging bathrooms. In the future, when our physical temple can be open again, we will all benefit from a very tangible reminder of Dan and his legacy.

As you can see, including the temple in your estate plan, even if in a modest and symbolic way, can have a big impact on our congregation and especially our aging building, which has many urgent needs. We on the *Fund Development Committee* urge you to consider this important mitzvah. Just as you set aside a small portion of your income to enrich the temple in your lifetime, so we hope you will consider upon your passing, thus passing on to your children your values and dedication to our Jewish community. Your gift can be in the form of a simple bequest - see the temple website at www.tbeaptos.org/leave-a-legacy for appropriate language - or as a percentage of a tax-deferred asset, such as a retirement account. If you are potentially interested in including the temple in your estate plan or have any questions about the different ways in which you can do so, please feel free to contact me at mgordon@ucsc.edu or 831-566-9134. We would love to welcome you to join your generous friends in the TBE Legacy Society.

With thanks to our congregation for its continuing commitment to tzedakah, and with grateful thoughts of Dan Seftel's lasting legacy,

Margaret Gordon
Fund Development Committee

From Rabbi Shifra

It was just a year ago that I put on a panda costume with the label "Pand-emic" hanging around my neck. Little did I know that this would be one of our very last events at TBE for a very long time.



Rabbi Shifra

As I write, we are preparing another wild Purim celebration, but this one will be quite different than ever before. The *TBE Purim Megillah Reading and Carnival*, with the youth group running the games and volunteers selling tickets and food and giving out prizes is always such a blast, and of course, we will be missing much of that this year. But the most important part of Purim, and indeed everything we do at *Temple School*, is facilitating fun and meaningful ways that students and their families can build community. So come prepared to let off some steam, heaven knows we need to. This is actually the point of Purim - we tell the story of the Jewish people being saved from extermination by the courage of a young Jewish woman called Esther, to let off steam by making fun of our situation. And what a situation we have to work with for our jokes right now! So come in costume, bring your grogger, and let's be silly together. I can't wait to see you.



Family Purim Celebration

Sunday, February 28th at 1:30pm, Outdoors at TBE

Come in Costume! • Bring your grogger so we can make some noise! • Listen to the Megillah
Take home a hamantashen

*Masks required and please stay 6 feet apart
as we celebrate together apart.*



Thank you to All the donors who generously contributed to the Bathroom Renovation Fund

We are especially grateful to our foundational donors:

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