

# the shofar

☆ PURIM/PASSOVER 2024 ☆



**Sunday, March 24, 2024**

**Children's Megilah Reading,  
Costume Parade and Carnival**

*Costumes Encouraged.*

Please bring edible groggers (for example: boxes of uncooked mac and cheese) for *Second Harvest Food Bank*

**9:45am**

**Children's Megilah Reading  
and Costume Parade for  
Grades K-6**

**10:30am**

**Purim Carnival begins for K-3  
grade Purim activity for 4-6  
grade**

**11:15am**

**Purim Carnival begins for 5-6  
grade**

**Day of event tickets are Cash  
or Check only.** Credit cards are  
not accepted at the Carnival.

Advanced tickets  
and wristbands  
available to  
purchase now with  
a Credit Card via  
this QR code:



**Saturday, March 23, 2024**

**6:30pm**

**Community Megillah reading  
at Chadeish Yameinu at 1818  
Felt St. Santa Cruz**



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# And Let us Say Amen

I was 15 years old when I had my first encounter with what I later understood as the Divine. I was at *Eisner*, the *URJ* summer camp in *Great Barrington Massachusetts* and it was my first season there. From the beginning of the session, I already felt like I had known some of the other campers for many years. Through singing, praying, hiking, and interesting conversations, I found my tribe.

I was sitting on a hillside, surrounded by friends, and I saw a bird flying through an amazing sunset. I should mention here that my Hebrew name, *Tziporah*, means bird. Suddenly, I was struck by a flash of intense feeling... a moment, in which I was that bird, soaring through the sky, wings spread, surrounded by the rush of the air and the streaks of orange and yellow light.

It took me many years to understand this experience. And what I know in my heart is that being surrounded by my friends on that hillside was a critical element in my encounter with what I now call *G-d*. The community we created together at camp, the door that opened for me that summer, shaped my life and continues to inform my choices about how I live.

When I first heard about *The Amen Effect* by **Rabbi Sharon Brous**, I knew that I would resonate with the key message of this book. Rabbi Brous is the founding rabbi of *Congregation IKAR* in *Los Angeles*. In this book,

Rabbi Brous shares her vision of *kehillah k'doshah*, holy community. She brings stories of how members in her congregation have celebrated and mourned together. I was struck by her insight into the sacred choreography of the *Mourners Kaddish*. As she explains it, the essence of this prayer is about how as mourners, we stand in our brokenness, surrounded by community, revealing our grief out loud, and hearing the voices of love and support saying amen to our words. She came to understand this ritual act as a dialogue between mourner and community.

Just as I sat on the hill at summer camp so many years ago, surrounded by community, I see this same connection between us when we are in our own sanctuary, celebrating the joys of life, and affirming our support for those who are praying for healing, sharing our grief.

I am very interested in having our community read this important book together. Please stay tuned for details.

**Rabbi Paula Marcus**



*Rabbi Paula*

## In the Temple Family

### Welcome to New Members

*Please check your online directory for their information*

**New Members and Condolences 10.1.22 - 1.31.23**

**Alex Yasbek**

**Hallie Richmond & Warren Glettner**

**Myriam & Mikey Cohen**

**Aron Altmark & Suzanne Ordway**

**Teresa Huerta**

**Devera Black**

**Andrew Myers**

**Susan Shulman**

**Stephanie & Alex Ayzner**

**Michelle Burlyga**

**Emily Coren**

**Judy Force**

**Michelle Close & Kevin Desmond**

**Adam & Katerina Gerstein**

**Sol Lipman & Erica Cruz**

**Brenna & Jackson Locke**

**Madeleine Maibach**

**Sarah Troy & Frank Dang**



## May their memories be for a blessing

**John Solomon** - beloved husband of former gift shop maven Ruth Solomon, father of Mardi and Rowan

**Lawrence Lipton** - beloved big brother of Marq Lipton and uncle of Michael and Aaron Lipton

**Hila Michaelson** - beloved wife of Jack Michaelson, mother of Rachel and mother-in-law of Steve, grandmother of Will, Abby, Steve and Alex

**Jean Sloss** - beloved mother of Tony Sloss

**Charlie Schneider** - beloved brother of Howie Schneider and brother-in-law of Diane Brayman

**Arno Penzias** - beloved father of Rabbi Shifra Weiss-Penzias, father-in-law of Peter Weiss, grandfather of Kaima and Jordan Weiss-Penzias

**Murray Beck** - father to Susan Beck and Mike Beck, grandfather to Asher and Ariana Snitzer-Beck and father-in-law to Sigrid Snitzer

**Adelle Tomash** - beloved mother of Sarada Judith Diffenbaugh and Barbara Ann Tomash

**Marla Stone Lyons** - beloved friend of many temple members, sister of Jeffrey Stone and Frederick (Binney) Stone

**Eric Neil** - son of Janice Rose and Dolf Ichtert, brother of Nathan Ichtert



# Note from the Temple President

Hello, *TBE* friends. It has been a cold, dark and stormy winter for us in more ways than one. Aside from the tempestuous local rainstorms, we have been living through the nightmare of *Hamas's* October 7 massacre and kidnapping of *Israeli* (and other) civilians, and the ensuing war in *Gaza* with its tragic impact on *Palestinian* civilians. The war in the *Middle East* has been associated with rising antisemitism throughout the world, and turbulent political conflicts in our own local communities. You may have heard about the January 9 *Santa Cruz City Council* hearing, in which many of us participated, and its aftermath, which included a violent riot in the *City Council* chambers, extreme vilification and threats against *City Council* members and explosive antisemitic rhetoric on social media and elsewhere.

Stormy, tempestuous, turbulent, violent, explosive. . . did I use enough dramatic adjectives in that paragraph? Unfortunately, they provide an accurate sense of what has been going on in the *Middle East* and, to a lesser extent, in our local Jewish community. I know that many of us are in great pain about all of this. In times like these, our beloved *Temple Beth El* is more important to us than ever. Since October 7, *TBE* has sponsored several listening sessions where our community members have had the opportunity to speak and to listen to one another regarding their views and feelings on the war and related matters. We are certainly not all in agreement; there is a range of opinions within our congregation about the situation in the *Middle East*. Understanding this, **Rabbi Paula** has been working to provide safe spaces where we can all discuss our views. Most recently, *TBE* joined with *Chadeish Yameinu* to hold a wonderful listening session that was skillfully led by **Rabbi Amy Eilberg**, who is a close colleague of Rabbi Paula and the first woman rabbi ordained by the conservative movement in the *U.S.* I participated in this session and found it to be very moving, thought-provoking, and supportive of my own conflicted feelings about the war. *TBE* will be sponsoring similar events in the future, and I strongly encourage you to take the opportunity to both listen and be listened to by your fellow congregants in the spirit of the Hebrew word "shamati"—I have heard you.

Speaking of listening, I want to make sure you know that *TBE* leaders are available and willing to listen to any



thoughts, questions, or concerns you have about *TBE* and your experiences as a member. In addition to our amazing rabbis and executive director, please know that you are welcome to contact me at [judyclaireyokel@gmail.com](mailto:judyclaireyokel@gmail.com), or our executive VP **Wendy Strimling** at [trim@baymoon.com](mailto:trim@baymoon.com). If you make an initial contact by email, we can go on to arrange to speak with you by phone or in person. We do not want you ever to feel that there is nowhere to take your issues or concerns. Please feel free to talk to us!



Judy Yokel

Although we do not know when the *Israel/Gaza* war will end, as I write this, I am pretty sure that the end of our cold, stormy *Santa Cruz* winter is only about a month away, and flowers are already beginning to bud and bloom. This time of year brings the wonderful, festive holidays of Purim and Passover. (Pesach is my personal favorite!) I hope you will join us for the terrific events *TBE* has planned for these holidays, including our annual children's Purim Spiel and Carnival, an entertaining Megillah reading for adults in conjunction with *Chadeish Yameinu*, an interfaith seder with *Resurrection Catholic Church*, and our wonderful *TBE* congregational seder on the second night of Passover. Please watch for emails from **Melissa Sunberg** for detailed information on these events. I look forward to seeing you at our Purim and Passover festivities! L'Shalom.

## Judy Yokel

President, member of Board of Directors  
[judyclaireyokel@gmail.com](mailto:judyclaireyokel@gmail.com)



TEMPLE BETH EL  
**GIFT SHOP**  
3055 Porter Gulch Rd., Aptos

Passover  
**FLASH SALE**  
One Week Only!

Sunday April 14, 9:30am to noon  
April 15 – April 22 10am to 6pm  
Wednesday, open until 7:30pm  
Sale hours end Monday April 22

Shirley (831) 685-2710 [tbeginishop.com](http://tbeginishop.com)



## Beit Mitzvah

**Noah Hart** will become a Bar Mitzvah on May 4, 2024. Noah is a 7th grader who loves fencing, wrestling for his school team, playing video games and spending time with friends and family.

Noah is a kind, caring, fun and wise person with a deep interest in Greek and Roman history.

Noah's Mitzvah Project has been to work with stray and abandoned animals at the Santa Cruz County Animal Shelter where he strives to help the animals feel less frightened and especially to feel loved.



## Nachas (pride and joy)



Yasher Koach to **Elias McKown** who used his expert birding skills to help identify a *Black Headed Gull* right here in Aptos! Generally only found in *Europe, Asia* and the *Eastern U.S. Coast*, the primarily white gull with red legs, red bill and a black dot on its head, is truly an amazing find and likely the first-ever sighting in *Santa Cruz County*.



Elias, a charming and enthusiastic 13-year-old bird-lover, was on his way to *Watsonville* with his dad when

he heard about a possible sighting in *Santa Cruz*. A short time later, he confirmed his hunch with local experts, stating; *"I thought, oh, maybe it's possible that's what it is because it had a red beak, so I sent it to Abram and other birders, and they confirmed it was a black headed gull, so we all came here to look for it."*

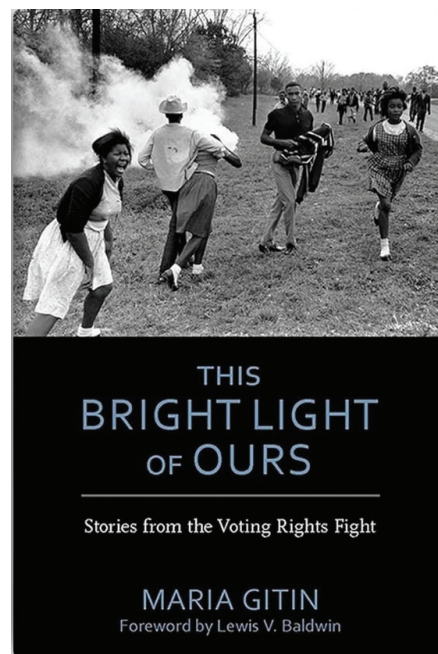
Once confirmed, birders came out from all over and from miles and miles away just to add this rare bird to their lists. Elias went on to explain; *"That's not a common thing to see. I was also looking for another bird people were reporting in this area called a laughing gull, so I was interested anyway and then this gull came up."*

For his efforts, Elias has become a bit of a celebrity. His interviews by local print media and a local TV news station were picked up throughout the U.S.!

Keep up the good work Elias and your love of nature—We are very proud of you!

Kol HaKavod to **Maria Gitin** on the second printing of her book; *This Bright Light of Ours*, now available in paperback and as an ebook after selling out in hardcover.

Maria's book is an insider's view of the dangerous community-based activism that was at the heart of the *Civil Rights Movement*. It's a first-person accounting of the contributions of ordinary people during the 1965 Freedom Summer who formed the nonviolent army that won the fight for voting rights. Her detailed letters include the first narrative account and the only in-depth field reporting from a teenage participant in the *Summer Community Organization and Political Education* (SCOPE) project of SCLC. Maria details the dangerous life of civil rights activists in rural *Wilcox County, Alabama*,



*continued on page 5*



where she was assigned. She tells of threats and arrests, but also of forming deep friendships and of falling in love – a coming of age story in the midst of a battle for the rights of all in a violently segregated section of the South.

As **Julian Bond**, *Chairman Emeritus* of the NAACP states; “This is a must-read account of a less publicized aspect of the Southern civil rights movement - white volunteers risking life and limb to challenge white supremacy at its most brutal.”

We are so very proud of you, Maria!

Welcome to the world **Noa Nathalie Ordway-Altmark!**

Noa was born on November 17, 2023 and she is the daughter of **Aron Altmark** and **Suz Ordway**, and little sister of **Sylvie!**

Mazal Tov!



Mazel Tov to the Martin Family! On February 17th, **Josh Martin** married **Lauren DeVera** in *Davis, California*. Josh and Lauren live in *Vancouver, Washington* and met while in college in *Oregon*. Josh is the son of **Aimee** and **Andy Martin**, brother of **Rachel Martin** and grandson of **Harold** and **Francine Raphael**. Josh began his journey at *Temple Beth El* with *Simcha Preschool* and continued through to confirmation. We wish the new couple a long and happy life together!



Happy  
Passover

## PASSOVER PROGRAMS

**Thursday, March 21 at 6:30pm**

**Interfaith Seder**

at *Resurrection Catholic Church* led by

**Father Romeo Evangelista** and **Rabbi Paula**

**Sunday April 7 at 5pm**

**Women's Seder**

led by **Rabbi Paula** and members of the **Rosh Hodesh** group

**Thursday, April 11 at 7pm**

**Easter Passover Interfaith Study**

with **Rabbi Paula** and **Deacon Patrick Conway** of *Resurrection Catholic Church*

**Tuesday, April 23 at 5:30pm**

**Congregational Seder** led by **Rabbi Paula**

**Thursday, April 25 at 5:30pm**

**Young Family Seder** led by **Rabbi Shifra**

Watch your email for more info and links to register for these events, or go to

[www.tbeaptos.org/calendar](http://www.tbeaptos.org/calendar)



### Celebrate Passover with us!

2nd Night Congregational Seder

Once again we will gather to celebrate our freedom with our beloved community and enjoy **Benjamin's** fabulous food.

Watch your email for more info and registration



**EVAN J. BENEVENTO, CPA**

<https://evanjcpa.com>

831-920-5273  
[info@evanjcpa.com](mailto:info@evanjcpa.com)

P.O. Box 429  
Watsonville, CA 95077



## Hello, Temple Beth El Community!

So far, our 2024 has been action-packed! After our winter break, the teachers participated in a wonderful anti-bias workshop and gained tools they can use in



the classrooms. We are working on scheduling an anti-bias workshop for our Simcha Families soon as well.

The 2-year-old classroom has been loving exploring different sensory bins, planting in their garden bed, and many different cooking activities such as pancakes and fried rice. We have all been enjoying the delicious scents that fill our school! The 3-year-old classroom has been learning about the Lunar New Year, and even made a giant dragon! The 4-year-old classroom has been really interested in working on various projects in the art area, including purses from felt and structures with recycled boxes.

Next, we can look forward to celebrating Purim and Passover in March and April. We will be reading many books about these holidays, and planning various

cooking activities such as baking hamantaschen, making matzah ball soup and charoset, and eating tons of matzah! Simcha celebrates Purim by getting out their various dress-up bins and inviting children to come dressed in costume for a school wide Purim Parade. We march around *Temple Beth El* with our home-made groggers while singing songs and booing Haman. Each year Haman has made an appearance.... so be on the lookout! For Passover, we look forward to all the many ways we can eat matzah, and to having a big Family Seder! Please be sure to inquire about joining this community event.



We are excited to announce that we are planning to bring back out TK/Kinder classroom with **Teacher Jan** for the 2024/2025 school year! This would not be possible with our faithful loving families, or without the incredible generosity of **Ed Newman** and his annual contribution towards the *Newman Family Scholarship Fund*. If you would like to contribute to our scholarship fund, please let *Director Caitlin Clancy* know.

Best,  
**Caitlin Clancy**, *Simcha Director*

## The Library's Got New Wheels!

A new book cart may not seem like a big deal but it's a big step forward helping us to manage the more than 4,800 books in our Temple library. If you've visited the library recently, you may have noticed how crowded the shelves have become. We reached a point of one-in-one-out a while ago. But, as Kohelet says, "*making many books has no end*," so we looked for a way to accommodate new books more gracefully. The new cart is a big gain in our small space.

In addition, we want to use the new cart to highlight parts of the collection. *We have moved our extensive cookbook collection to the existing blue cart. The New & Interesting and Mystery & Suspense displays – formerly on the blue cart – can be found on the new white cart.* Additional moves are still in the works.

We invite you to visit the library whenever the Temple is open: **assistance is available Tuesdays, 1-3pm.** The collection is available for borrowing – 30 days, renewable – by the Temple community. Check out the catalog – <https://libib.com/u/tbeaptos> – to see what's new or look for specific titles or subjects.





# Mazel Tots and the Young Family Project

**Mazel Tots and the Young Family Project** have been having lots of fun making new friends and celebrating the holidays together. There are lots more opportunities to get together this Spring. Little ones from birth to age 5 (older siblings welcome too) meet at least once a month to play, sing and dance together. Bring your preschooler, your grandbaby, your nieces or nephews... all are welcome!



For Purim and Pesach little hands will be making tasty treats to celebrate the holidays. *No RSVPs required.*

**Impromptu meet-ups at the Museum of Discovery (MOD), and soon the new Aptos Library will be happening soon**

## Mazel Tots Bakes Hamantaschen for Purim

**Sunday, March 17, 10:00am**

Meet in the TBE Social Hall

**Purim Carnival! Fun for the whole family! Wear a costume!**

**Sunday, March 24, 10:30am**

Fun for the whole family!

At Temple Beth El

## Mazel Tots Gets Ready for Passover

**Sunday, April 14, 10:00am**

Let's make charoset and practice finding the afikomen  
Meet in the TBE Social Hall

## Young Families/Simcha Seder

**Thursday, April 25, 5-6:30pm**

In the Social Hall

## Final Mazel Tots Meet-up before Summer Break

**Sunday, May 5, 10:00am**

In the Social Hall

Email: [JMitchell@tbeaptos.org](mailto:JMitchell@tbeaptos.org) to be added to our **Mazel Tots** mailing list.

## Simcha / Young Family Seder

**Thursday, April 25, 5:30-6:30pm**

All Simcha families, families with young children at TBE (and others with young children who are interested in learning about Passover) are welcomed and encouraged to attend our *Simcha/Young Family Seder*. This short and sweet seder will be filled with music and fun for the youngest of seder-goers. Enjoy kid-friendly fare and ceremonial foods while telling the story of Pesach.

*RSVP and opportunities to volunteer coming soon.*



**Happy Purim!** If you have a child aged 18-25 away from home and would like for them to receive a **Purim Treat Box**, please provide their name(s) and mailing address to [tbeadmin@tbeaptos.org](mailto:tbeadmin@tbeaptos.org)

**We must receive this information by March 14th** in order to bake enough hamentashen and purchase enough goodies. Also, *please inform us of any food allergies.*



To offset the cost of mailing these packages, please consider making a donation of \$10 by scanning the QR code or sending a check to TBE with Mishloach Manot in the memo line.

*Please feel free to come hang out with other parents, schmooze, and help pack these wonderful gift baskets on **Tuesday, March 19th at 5:00pm at the Temple.***

**Purim is March 24th - Hag Sameach**





## CAMP KAYETZ SUMMER CAMP

### Registration for 2024 is Now Open

**Secure your spot at Camp this Summer!** Camp Kayetz offers a wholesome, inclusive, Jewish day camp experience to campers ages 6-13 (5-year-olds who have completed a year of kindergarten are also eligible).

Our Counselor In Training (CIT) program is open to ages 13-16.

Camp meets at Temple Beth El most weekdays from 9am-3pm.

On Tuesdays and Thursdays camp goes offsite to various field trips with the help of parent driver carpools. Camp runs from **June 17-July 12, 2024**. Our camping trip to **Henry Cowell** will be **July 1-3** with the 4th of July off to recuperate!

See flyer on page 9 for more details.

Email director, Jess Mitchell with questions [JMitchell@tbeaptos.org](mailto:JMitchell@tbeaptos.org)

**parents' night out**

# CAMP KAYETZ PRESENTS:

## A SPRING BREAK OVERNIGHT

Sat-Sun.. April 6-7 9AM-9AM

camp friendships  
arts & crafts  
favorite camp games  
Cabrillo Farmers' Market  
Havdalah  
campfire sing-a-long & s'mores  
Pizza My Heart for dinner  
Freeze Dance  
Movie Night  
Bagel Breakfast  
Sleepover in the Social Hall

**REGISTER HERE** (or get picked up at 9pm)

<https://www.tbeaptos.org/form/Camp-Kayetz-Spring-Break-Overnight.html>

**FOR MORE INFORMATION, CONTACT JESS MITCHELL:**  
812-219-7522  
[JMitchell@TBEAPTOS.ORG](mailto:JMitchell@TBEAPTOS.ORG)

Bring a sleeping bag, sleeping pad, pillow, warm pjs, stuffie, overnight toiletries, sack lunch or money to walk to AJ's or farmers' market

**24 HOURS OF CAMP IN APRIL**

**PROSPECTIVE CAMPERS AGE 6+ WELCOME!!**

Get ready for an unforgettable experience at **Camp Kayetz's Spring Break Overnight on Saturday, April 6-7th at TBE!** After a full day of favorite camp games, a field trip to the *Cabrillo farmers' market*, music, and crafts, Havdalah celebration at sunset with a delicious dinner and a cozy campfire, we'll then watch a movie and nosh on treats together before brushing teeth and climbing into our sleeping bags in the social hall. We will wake up to a bagel breakfast with all the shmears before going home Sunday morning. **Campers who are not comfortable staying overnight may be picked up on Saturday night at 9pm.** Don't miss this opportunity to create lasting memories with our fun and supportive Camp Kayetz staff. Prospective and new campers will be able to make friends ahead of the summer session. Registration link [tbeaptos.org/form/Camp-Kayetz-Spring-Break-Overnight.html](https://www.tbeaptos.org/form/Camp-Kayetz-Spring-Break-Overnight.html).





**JUNE 17-JULY 12, 2024**

AT TEMPLE BETH EL, APTOS



# CAMP KAYETZ

**Come for the Summer fun, stay for the friendships**

*Kayetz = Summer....Really!  
Kayetz means "Summer" in Hebrew.*

*Camp Kayetz offers a wholesome, inclusive,  
Jewish day camp experience for  
campers ages 6-13.*

*Counselors in Training (CITs) ages 13-16*

**9AM-3PM DAILY M-F  
+AFTERCARE AVAILABLE**

- arts & crafts
- sports & games
- cooking
- music & theatre
- special Shabbats
- Israeli dancing
- camping @Henry Cowell
- CIT only field trip
- Boardwalk day
- parks & beaches field trips
- tie dye
- Roller Skating
- Skyzone trampoline park



**AMAZING STAFF**

**JEWISH VALUES**

**OUTSTANDING ROLE MODELS**

<https://www.tbeaptos.org/camp-kayetz.html>

Questions?

Email: [JMitchell@tbeaptos.org](mailto:JMitchell@tbeaptos.org)

MUST BE LOGGED IN  
TO THE WEBSITE TO  
REGISTER



 **SCAN ME**





# Camp Kayetz's Winter Break Reunion

**Camp Kayetz's Winter Break Overnight and Reunion** offered parents a night out while campers were thrilled to reconnect with one another and four beloved counselors. There was something for everyone with lots of favorite activities to choose from; including clay and sewing crafts, gaga, tetherball, and of course, 4-square. Hilarity ensued with lots of silly relay races and freeze dance contests and while some campers kept the dance party going, others baked cookies in the kitchen. *Pizza My Heart* was a hit for dinner and song leader, **Zephyr Wildera**, led favorite camp songs around the campfire where roasting marshmallows for s'mores was imperative. Then campers went back inside and enjoyed watching the 1999 animated musical *"The Prince of Egypt"* before settling into sleeping bags in the social hall for the night. In the morning, counselors and *CITs* prepared a yummy pancake breakfast before saying fond farewells. It was so much fun we're doing it all again in April!



# ROCK SHABBAT

**Friday, March 8  
7:30pm**

A musical, mystical, joyful and soulful Jewish community experience.

A perfect occasion to share with friends, newcomers and guests.

*Childcare available!  
Please sign up in advance.*



## SANTA CRUZ PACIFIC ACCOUNTING AND TAX SERVICES IN THE HEART OF DOWNTOWN



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for businesses, individuals, estates, and trusts.  
Certified Quickbooks Advisor.**

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**125 Water Street, Ste C. Santa Cruz, CA 95060**





NEW for Summer 2024!

Temple Beth El & Camp Kayetz Present:

# Teen Adventure Camp

ages 13-18

7 days of epic field trips (and good eats) around Santa Cruz

DAY CAMP

PICK 1

session 1: July 22-July 28

session 2: July 25-July 31

MAKE AMAZING  
MEMORIES WITH  
OTHER JEWISH TEENS



## Mount Hermon Ropes Course/Ziplines in Felton

Build trust, teamwork and comradery while getting out of your comfort zone among the Redwood forest canopy.



## Sea Kayaking at Elkhorn Slough @Moss Landing

Get up close and personal with the awesome marine creatures that call the Monterey Bay home.



## Horsback Riding

Trail-riding through picturesque forests. Commune with nature while bonding with friends and animals.



## Sailing Charter out of Santa Cruz Harbor

Feel the wind in your sails as Sessions 1 & 2 co-mingle on a nautical excursion up and down the coast. Socialize and relax as we spot our favorite landmarks and wildlife.



## Shabbat Camping Trip in a Corralitos Vineyard

Sessions 1 & 2 together will prepare and enjoy a festive Shabbat dinner and breakfast in a gourmet farmhouse kitchen, then enjoy a campfire before retiring to tents among the vineyard.



## Tour UC Berkeley

Combined sessions carpool to Berkeley for campus tours  
Other area colleges may be included



Registration coming soon  
Email: [JMitchell@tbeaptos.org](mailto:JMitchell@tbeaptos.org) with questions and to be notified when registration goes live



# Contributions | October 1, 2023 — February 15, 2024

## ANNUAL APPEAL

David Gazek and Shani Ginsburg in honor of our Senior Management Team  
Denise and Lawrence Miller  
Diane and Howard Grunes  
Elena Nini Cohen and Steve Ritz in honor of Rabbia Paula Marcus  
Gloria Heistein  
Gregg Weissman in honor of all my loved ones  
Jacqueline Davidow  
John and Merry Oppenheimer  
Josh Karter  
Judi Sherman and Rachel Wells  
Judy and Ben Yokel in appreciation of our caring and dedicated Board of Directors  
Laura Giges and Jon Edelbaum  
Rebecca London and Robert Fairlie  
Rebecca Weissman and Bart Shaughnessy  
Renee Lion and Greg Lendahl  
Risa Lower  
Shana and Ryan Sisti  
Sharon Hoffman  
Wendy Strimling and Andrew Szasz  
Wendy Weil and Tim Folger

## BROTHERHOOD

Geoffrey and Bernice Bernstein in honor of Brotherhood  
Susan and Jeffrey Rein in appreciation of Michael and Terry Rein

## BUILDING FUND

Eddie and Lori Scher in memory of Lawrence Lipton

## CEMETERY FUND

Diana Rothman  
Daniel Orange and Bonnie Holmer-Orange  
Larry and Diane Levin  
Alan and Judy Levin  
Carolyn Hyatt  
Marian Zeidler  
Marilyn Rigler  
Carol Skolnick and Gregory Furtado in appreciation of Wilma and Gus Gold, along with an amazing community of supporters, for their tireless and loving care of our beloved Marla Stone Lyons  
Judie Block

## CEMETERY LONGTERM CARE FUND

David and Sara Benevento in loving memory of Paul Benevento, Dave's father, Sara's father-in-law, Laura and Evan's grandfather  
Ari and Kathleen Avrahamin memory of my brother, Reuben Goodman

## CHOIR FUND DONATION

Carol Skolnick and Gregory Furtado in loving memory of Marla Stone Lyons  
Michael and Jacqueline Tuttle in loving memory of Marla Stone Lyons

## FILM FESTIVAL

Susan Levin in memory of Hila Michaelsen  
Jane Cohen and Sara Swinehart  
Eddie and Lori Scher  
Robert Irwin and Wendy Simon  
Meg Sandow  
Lenore Hindin in loving memory of my son, Michael Shikora who loved movies  
Ronna Schulkin in appreciation of The Jewish Film Festival  
Rebekah Leekley in appreciation of The Jewish Film Festival  
John Daugherty Jr.

## GENERAL FUND

Pamela Roby in memory of Hila F. Michaelsen, wife of Jacob Michaelsen, and mother of Rachel Michelsen  
Doug and Gwen Kaplan in memory of my father Leonard Rosenthal  
Jeff and Kathy Greenwood in loving memory of Hila Michaelsen  
Barbara Beerstein and George Badger in loving memory of Benzion Beerstein, father of Barbara Beerstein, Fred Beerstein and Norma Schafer, father in law of George Badger, and Denise Kamradt and grandfather of Rebecca Beerstein and Jacob Singleton  
Nita Lamendola and Jennifer Root in loving memory of Marshall Root  
Shirley Marcus in memory of Hila Michaelson  
Diana Rothman in memory of Hila Michaelsen  
Rabbi Paula Marcus in honor of Marilyn Rigler's Birthday!

Rabbi Paula Marcus in honor of Gilda Zelin  
Naomi Igra and Matthew Clausen  
Lee Oberg  
Nancy Hoffman  
Craig Robert Eddy  
Amy and David Harrington in memory of Hila Michaelsen  
Ruth Rabinowitz  
Shmuel Thaler and Kathy Cytron in loving memory of Hila Michaelson  
Patti Krieger  
Jenny and Ray Kaupp in loving memory of our friend, Hila Michaelsen, a beautiful soul. May her memory always be for a blessing  
Margaret Gordon in loving memory of Hila Michaelsen  
Fern Selzer in memory of Hila Michaelsen  
Marigold Fine and Jim Stanford in loving memory of Katherine Merrey Gold  
Stephanie Barnes-Castro and Pedro Castro in loving memory of Roma Rozenman  
Roger and Lyn Wapner in memory of Ruth and John Solomon  
Rabbi Richard and Nancy Litvak in memory of Larry Lipton  
Todd Maibach  
David and Sara Benevento in memory of Sara's brother, Stanley Piller  
David and Sara Benevento in memory of Sara's mother, Lena Piller  
Amy and David Harrington in memory of David Novik  
Scott Roseman and Jasmine Berke  
Nancy Hoffman  
Steven and Miriam Guiney in memory of Jacob and Ruth Guthartz  
The Zukin Survivors Trust in honor of Jean and Dick Zukin  
Daniel Gold and Patrick LeCuyer in memory of David Novik  
Betty Carmona in honor of my friend Carol Shapiro and all the good work she does for the community!  
Rhonda Levine  
Laurie Getz and Lonnie Barish in loving memory of Betty Goldenkranz  
David and Cyn Baskin  
Linda Mandel  
Todd Maibach

*continued on page 13*





Janet Newman and John Gerhardt in memory of David Novik  
Susan and Gary Taplin in loving memory of Aaron Simon Belkin  
Marc and Nancy Yellin

**JANET ROTHCHILD ROCK SHABBAT FUND**

George Ow and Gail Michaelis-Ow in memory of Rabbi Shifra's father  
George Ow and Gail Michaelis-Ow in memory of Hila Michaelson  
Meryl Selman and Dave Ptak  
Ari and Kathleen Avrahamin memory of David Novik  
Michael and Jacqueline Tuttle  
Joni and Ross Mayer in memory of beloved husband, father and grandfather David Novik  
Ari and Kathleen Avrahamin memory of David Novik  
Michael and Jacqueline Tuttle in loving memory of David Novik  
Melissa and Cary Sunberg  
Shmuel Thaler and Kathy Cytron  
Suzanne and David Silverglate  
Bob Katz and Leola Lapides  
Carolyn and Curt Coleman

**LIBRARY FUND**

Rabbi Richard and Nancy Litvak in loving memory of Hila Michaelson  
Barbara Beerstein and George Badger in loving memory of Dorothy Schafitz Beerstein, mother of Barbara and Fred Beerstein, and Norma Schafer; mother-in-law of George Badger and Denise Kamradt, and grandmother of Rebecca Beerstein and Jacob Singleton

**LIFELONG LEARNING FUND**

Gloria Heistein  
Murray and Sheila Baumgarten  
Robert and Michele Kibrick  
Shirley and Allen Ginzburg in memory of Miriam Rappaport

**MITZVAH DAY**

Hannah and Chris Stubblefield

**ONEG FUND**

Elena Cohen and Steve Ritz in memory of Doris Vidaver Cohen  
Robert and Michele Kibrick in loving memory of Arlene Kibrick

Sonia and Thomas Deetz in loving memory of Zelda Elstein  
David and Sara Benevento in loving memory of Sara's father and Dave's father-in-law, Nehemiah Piller  
Rachel Wedeen in loving memory of Marvin M Wedeen  
Gloria Heistein in loving memory of Marc Palmer  
Melody Randel and Susan Kerr in loving memory of my mother, Myrna Schreyer  
John and Merry Oppenheimer in loving memory of Stanley L. Mayer  
Gail Pellerin in loving memory of Tom Chaffin

**RABBI LITVAK DISCRETIONARY FUND**

Shirley Marcus in loving memory of Howard Marcus  
Jane and John Jordan in loving memory of Hila Michaelson  
Murray and Sheila Baumgarten in loving memory of Hila Michaelson  
Lawrence Abitbol and Shannon Durham in honor of Rabbi Rick  
Shirley Marcus in loving memory of my father Bernard Laden

**RABBI PAULA MARCUS DISCRETIONARY FUND**

Jennifer and Jonathan Ellis in honor of Aryeh  
Puri Garcia Barry  
Tom and Maryse Lepoutre-Postlewaite  
Sandra Goldstein in appreciation of Rabbi Paula Marcus for her tender officiating at Chris Goldstein's unveiling  
Murray and Sheila Baumgarten in appreciation of Rabbi Paula  
Eve Eden in loving memory of Morton A. Eden  
Andrew Marcus in appreciation of my amazing sister, Paula Fay Marcus  
Toby and Michael Alexander on behalf of Michael, David and Ellen Alexander for your kindness in burying our mother  
George Ow and Gail Michaelis-Ow in appreciation of Rabbi Paula  
Murray and Sheila Baumgarten in loving memory of Hila Michaelson  
Patti Krieger in honor of Rabbi Paula, in loving appreciation of her service

Dennis and Cheryl Caspe in memory of Marla Stone Lyons  
Diana Rothman in honor of Rabbi Paula  
Dennis and Cheryl Caspe in memory of Marla Lyons  
Ellen and John Moir in memory of Aryeh Nanas  
David Ginsborg and Elisa Koff-Ginsborg  
Lawrence Abitbol and Shannon Durham  
Carol Skolnick and Gregory Furtado in loving memory of Marla Stone Lyons  
Robert and Michele Kibrick in memory of Marla Stone Lyons  
Lori Kearney in memory of my husband, Jim Kearney, and with gratitude for Rabbi Paula's leadership, compassion, and guidance for our family through this difficult time  
Risa Lower in honor of Evelyn Levin  
Amy and David Harrington  
Roberta Jaffe in loving memory of Hope Mosheim Jaffe  
Marni and Larry Williams in memory of David Novik  
Laurie Getz and Lonnie Barish in appreciation of Rabbi Paula for officiating our wedding. We are so grateful  
Karl and Lisa Segnitz in honor of Rabbi Paula

**THE ABUYDAYA COMMUNITY**

Ira and Kate Pohl  
Daniel Gold and Patrick LeCuyer  
David Gazek and Shani Ginsburg  
Gabrielle Adelman  
Peg Shemaria  
Jacqueline Davidow  
Rolan and Julia Blanton

**RABBI WEISS-PENZIAS DISCRETIONARY FUND**

Rabbi Debbie Israel and Jerry Dubin in memory of the father of Rabbi Shifra Weiss-Penzias  
Fay Levinson and Joe Vela in memory of Rabbi Shifra's beloved father  
Bernard and Eleanor Hilberman in memory of Rabbi Shifra's father  
Michael and Jacqueline Tuttle in memory of Rabbi Shifra's father  
Marilyn Rigler in honor of all the work Rabbi Shifra has done for the Temple and in loving memory of her father

*continued on page 14*



Ben and Tori Ow in memory of Rabbi Shifra's father Arno Penzias  
Murray and Sheila Baumgarten in memory of Professor Arno Penzias  
Shelley and David Sonnenberg in memory of Rabbi Shifra's father Arno Penzias  
Esther Nathanson in appreciation of Rabbi Shifra for your continued support and visits to our mother Esther Nathanson  
Diane Finkelstein  
Dennis and Cheryl Caspe in memory of Marla Stone Lyons  
Diana Rothman  
Rose Ashford and Felix Fields in appreciation of Rabbi Shifra and in loving memory of Marla Stone Lyons  
Carol Skolnick and Gregory Furtado in loving memory of Marla Stone Lyons, and in appreciation of Rabbi Shifra

#### **SECURITY FUND**

Joan Tanzer and Gerald Frank  
Paul and Gwen Steinberg  
Jessica Guild and Julian Dahan  
Geoffrey and Bernice Bernstein  
Patti Krieger  
Jessica Guild and Julian Dahan  
Marv Wexler  
Joan Tanzer and Gerald Frank

Carol Skolnick and Gregory Furtado in appreciation of our Torah honors on the second day of Rosh Hashanah  
Jessica Guild and Julian Dahan  
Joan Tanzer and Gerald Frank  
Victor Melamed  
Jessica Guild and Julian Dahan  
Paul and Gwen Steinberg in loving memory of Dr. Abraham Ginsberg, Charles and Jack Green, warriors for Jews  
Bernard and Eleanor Hilberman  
Vicki Belkin-Kondo and Gerry Kondo  
Laina and Robinson Jacobs  
Karin Babbitt and Jeffrey Schnapper

#### **SENIOR CONNECTIONS FUND**

Fay Levinson and Joe Vela in memory of Jack Michaelson's beloved wife Hila Michaelson  
Bernard and Eleanor Hilberman in memory of Hila Michaelson  
Michael and Jacqueline Tuttle in honor of Fay Levinson, Woman of Valor  
Patti Krieger  
Risa Lower in loving memory of Richard G. Halpern  
Melinda and Dan Iuster  
Rick Hochler and Melissa Ross  
Bonnie and Loren Morr

#### **SIMCHA DONATION**

Lori and David Morello thanking you  
Rabbi Paula for the Morello Wedding

#### **SISTERHOOD DONATION FUND**

Julie Kunstler and Nathan Silberman in honor of Fay Levinson and her award!  
Ken Lande in memory of Hila Michaelson  
Marion Towar

#### **SOCIAL JUSTICE FUND**

Bernard and Eleanor Hilberman in memory of Max Hilberman  
Barbara Wezelman in memory of Hila Michaelson  
Paul and Gwen Steinberg in honor of the Rabbis and members who speak, write and support Israel  
SharonRose Crowley  
Patti Krieger  
Judi Novik in memory of Hila Michaelson  
Michael and Jacqueline Tuttle in memory of Lawrence Lipton

#### **TEMPLE SCHOOL GENERAL DONATION**

Fern Selzer in memory of Dr. Lawrence Lipton

#### **WOMEN OF VALOR CANDY COONERTY FUND**

Stephen Kinsey in honor of Fay Levinson. Her dedication and accomplishments are numerous. We, Lynne and Stephen Kinsey, value our 40+ year friendship with Fay



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## Thank you to all our magnificent MAZON volunteers:

### NOVEMBER 2023:

Penny Chesluk Vicki Stone (3X), Robin Belkin, (2X), Sara Hapner, Kate Avraham, Rosemary Zumwalt, Lisa Gilbert; Sigrid Snitzer, Rachael Katz & Friends 5 (X); Margaret Gordon, Todd Bank, Elinor Wapner, Kathy Cytron, Meryl Selman, Rabbi Shifra, Vicki Belkin-Kondo (3X), Kate Avraham, Paul Drescher, Mary Fran Archer & Ivan Rosenblum, Catherine & Bob Cooper, Julie Lorraine & Ellison Marks, Cheryl Caspe, Hila Michaelson, Susan & Paul Karz, Leora Fromm, Geri Wolff (2X), Hanna Stubblefield, and Wilma Gold (2X).

### DECEMBER 2023

Penny Chesluk, TBE 5th Grade Class and their families



(9X!): Esme, Ethan, Eve, Ezra, Jackson, June, Kanako, Leah, Naava, Rocket, Sam, Summer, and Talia, and your proud teacher, Michelle Dennis and your parents; Sigrid Snitzer, Rachael Katz & Friends (5X!), Lisa Gilbert, Sonia Deetz, Sandra Strum, Laura Geist), Leslie Smith, Cheryl Caspe, Hila Michaelson, Kathy Cytron, Wilma Gold (2X), Susan & Stephen Karon, Catherine & Bob Cooper, Marcia Meyer, Meryl Selman (2X), Leora Fromm (2X), Geri Wolff, Barbara Chemers, Gaby Litsky, Kim Horowitz, Kate Avraham, Meryl Selman, Shaina Sweet, Todd Bank (4X!), Melissa Ross, Elena Cohen, Rose Ashford, and Hanna Stubblefield.

### JANUARY 2024

Penny Chesluk (2X), Cheryl & Dennis Caspe (2X), Melinda Iuster, Julie Lorraine & Ellison Marks, Susan & Paul Karz (2X), Kate Avraham (2X), Catherine & Bob Cooper; Sigrid Snitzer, Rachael Katz & Friends (5X!); Susan & Stephen Karon, Cecily Ruttenberg (2X), TBE Mitzvah Day MAZON Volunteers (4X), Mary Fran Archer & Ivan Rosenblum, Kathy Cytron, Courtney Sniderman (2X), Leslie Smith, Todd Bank, Lisa Gilbert, Lisa Segnitz & Havurah (4X!), Leora Fromm, and Lee Slaff.

## TBE 5th Graders Cook for MAZON

There is learning, there is doing, and there is learning by doing. In early December, the 5th Grade Temple School Class definitely did some learning and learning by doing!

Torah is a big part of our curriculum and we were learning about Abraham and Sarah; what kind and generous people they were and how they helped their community in so many ways. We also learned that the Torah emphasizes the importance of showing kindness to strangers and neighbors more frequently than any other lesson!

So naturally, we put our learning into action and modeled our matriarch and patriarch by spending our Sunday morning making an entire meal for MAZON! The students prepared by planning the menu and showed amazing maturity and compassion by bringing up considerations such as being sure to include a good variety of healthy options, not including items that could be difficult or hard to chew (as one student noted; "they probably don't see the dentist regularly") and being sure to cook enough food so that our sheltered neighbors received a large filling meal.

In addition to making five separate entrees (including vegetarian and gluten-free options), salads, roasted vegetables, garlic bread and more than a dozen different desserts, each student made one or two cards which included thoughtful and encouraging sentiments. The shelter staff were especially thrilled to receive the cards and stated they would place them on every table for dinner that evening. The staff (and I am sure the residents) were very impressed that this mega-feast

was accomplished by young kids (and their truly amazing parents!)

I could not be prouder of this year's 5th grade class and their families;

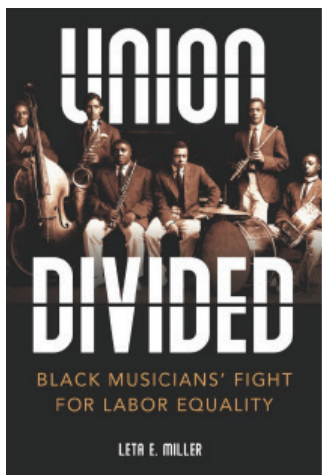
Esme, Ethan, Eve, Ezra, Jackson, June, Kanako, Leah, Naava, Rocket, Sam, Summer, and Talia! Yasher Koach! You are the living Torah and you are making our community better!

Your proud teacher,  
**Michelle Dennis**





# BROTHERHOOD!



century the *AFM* maintained separate locals for Blacks and whites, which operated in overlapping territories. The Black locals arose not from any policy of the *AFM*, but rather at the express request of Black musicians themselves, who thought they could reap significant benefits from monoethnic locals of their own. When the *AFM* tried to merge the dual locals in the 1960s and 70s, the Black musicians strongly resisted. The *AFM* was thus placed in a no-win situation: either support its Black members and continue segregation or go against their wishes and force mergers. *Prof. Miller* will explore this complex labor situation (which even included a Black v. white lawsuit in *San Francisco* in 1934) in a talk illustrated by numerous informative slides.

**Beginning at 10am**, we'll host our always delicious lox and bagel brunch, take care of a little **Brotherhood** business, followed by **Dr. Miller's presentation starting at 11am**, with a Q&A session concluding around noon. Charge is \$5 for Brotherhood members and \$10 for non-members. All *TBE* welcome!

**Sunday, May 19 at 10am**

*Brotherhood* welcomes **Leta Miller, PhD, Professor of Music Emerita at UC Santa Cruz** (and a longtime member of *TBE*), for a presentation based on her new book, *Union Divided: Black Musicians' Fight for Labor Equality*, an in-depth account of the segregation within the *American Federation of Musicians*. For most of the twentieth

Back by popular demand:

## Brotherhood Does the Elkhorn Slough

**Sunday, April 21!**

**Walking Tour at 10am** – Meet at 10:00 sharp at the visitor center in *Elkhorn Slough Reserve, 1700 Elkhorn Road, Watsonville* (about a 40-minute drive south from *Santa Cruz*) where longtime *Elkhorn Slough Foundation* Executive Director (and *Brotherhood* member) **Mark Silberstein** will meet our group and guide us on a fascinating tour of this natural wonder. It's roughly a two-mile walk with a few mild hills. Cost: FREE, but please consider making a donation to the *Elkhorn Slough Foundation* at the visitor center.

**You must RSVP to Mike at [mike@reinlaw.net](mailto:mike@reinlaw.net).**

**Website:** <https://elkhornslough.org/>

**Lunch at 12pm** – Please feel free to bring a sack lunch to enjoy after the walk at the picnic area just outside the *Elkhorn Slough* visitor center. We'll provide some drinks and a few extra noshes. Cost: FREE

**Boat Tour at 1:30pm** – *Brotherhood* has chartered a 37' fully electric propulsion, environmentally considerate,

carbon fiber/fiberglass, 32-passenger boat with *Monterey Bay Eco Tours* for a guided ride into nature. The boat has zero emissions, allowing us to see the magical wildlife with minimal impact on their habitat or behavior. **Meet at the harbor at 10932 Clam Way in Moss Landing** (just a few minutes from the *Elkhorn Slough* visitor center). **Website:** <https://montereybayecotours.com>. Cost: \$35 Adults; \$30 kids 12 and under (normal *Eco Tour* prices are \$40 for Seniors 65 and older; \$45 for adults; \$35 for kids under 12).

**You must RSVP to Mike at [mike@reinlaw.net](mailto:mike@reinlaw.net).**

We hope you can join us for the walk, lunch and boat ride. But it's OK to do just the walking tour or just the boat tour. ***Space is limited on both tours, so RSVP now.***







# Chanukah Thank Yous

The **Chanukah Extravaganza** really felt like an Extravaganza again this year! For the first time since before the pandemic we had over 200 people eating latkes in the social hall and it was amazing! I felt so much joy from realizing that we haven't simply returned to the old normal, but rather, we've progressed to a heightened level of connection and a deeper appreciation for the significance of our community in our lives.

Thanks so much to everyone who came and celebrated, and to all the wonderful volunteers and staff who helped make it happen.

Thanks to **Chris** for putting up those lights, they looked so pretty!

Thanks so much to the **Brotherhood**, especially **Dan Iuster** for the fabulous latkes. He was helped by **Alan Gabel, Todd Young** (on crutches, no less!), **Joshua** and **Noah Mitnick, Richard Eisendorf, Joe Cutter, John Oppenheimer, Jim Atkins, Glenn Millhauser** and **Mike Rein**.

**Beverly Meschi, Melissa Ross, Judi Sherman, Batya Kagen, Denise Miller, Jen Kanter, Carmella Dautoff** and **Judy Force** helped with setting the tables and making the place look so festive with the table decorations.

**Rachel, Marilyn** and I had so much fun with the food prep, and **Bonnie Morr, Gloria Heistein** and **Carol Polhamus** were right there with us.

**Thank you so much to:**

**Paul Drescher** and **Jacqueline Davidow** who helped serve.

**Risa Lower** and **Wilma Gold** who checked people in.

**Beverly Meschi, Wilma Gold, Jacqueline Davidow, Jackie Tuttle, Sara Isenberg, Debra** and **Tony Sloss** and **Sara Rigler** who helped bus tables.

**Karen Solomon, Paul Drescher, Kelly Arbor, Brian Cayton Bonnie Holmer-Orange** and **Marion Tower** who helped with clean up.

**Bonnie Holmer-Orange** helped **Nita** with the oneg.

Thanks to the **Rock Shabbat** band for making us feel so joyful and connected, and to **Andy Yanowitz** who makes them sound so amazing.

I'm sorry if I have missed anyone, I appreciate all of you.

**Melissa Sunberg**

*Membership Experience and Program Manager*

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# A Ginormous Todah Rabah to Sisterhood's Gift Shop Volunteers!

The Chanukah Holiday and festivities are over, but not the long-after benefit provided to our Temple and our Temple Children from our very own **TBE Sisterhood Gift Shop!**

Are you aware of the many benefits provided by our Sisterhood and specifically, the Gift Shop? Here are a few:

- Every Beit Mitzvah child receives a pair of Shabbat Candlesticks (and Kiddush Cup from Brotherhood)
- Each Confirmant is presented with a quality Jewish spiritual text to carry them forward
- Camp Kayetz CIT salaries
- Campership scholarships for Jewish Camp
- Temple School scholarships
- The new coffee/beverage machine for the Temple lounge
- TBE kitchen purchases of appliances and kitchenware
- Oneg Shabbat food and expenses
- Rosh Hodesh expenses
- The funding of major guest speakers
- And providing the Temple's General Fund with approximately \$5,000 to \$7,000 each year

Quite a list—isn't it? All the while sourcing and presenting the entire Jewish Community with thoughtful quality products that enrich our lives.

In addition, our Sisterhood Gift Shop, and its super stellar group of volunteers provide the community with a wealth of knowledge and are trusted resources for such things as;

- How do I put up a mezuzah?
- What is the blessing for a tallit?
- What does hamsa mean?
- Teach me/Show me/Direct me how to learn more...

Each Gift Shop Volunteer is a source of Jewish learning and pride for the Temple community AND outside visitors.

Since this was our first busy Chanukah season without our beloved Ruth (z"l), staff had to take on more duties than ever before and there is much that goes on behind the scenes that most folks are not aware of. So, an extremely large and heartfelt Todah Rabah goes out to the entire TBE Sisterhood Gift Shop Staff:

**Elaine Berke, Melanie Fishbin, Shirley Ginzburg, Sandra Goldstein, Miriam Guiney, Melinda Iuster, Jen Kanter, Lauren Leff, Beverly Meschi, Ann Novick,**

**Melissa Ross, Judi Sherman, Elfi Starr, Jackie Tuttle and Jen Vered.**

Shirley is the mastermind and fearless leader of all that is the Sisterhood Gift Shop. One could not fathom the extraordinary time commitment and enormous amount of heart she puts into making this shop the success it is. At a time when local Temple Gifts Shops are closing at a tragically sad rate, we are very lucky that we have the staff and customers to keep ours thriving! And this past year, we saw many new customers, as well as some non-Jews who came to support Israel and Israeli products, and those who value fair-trade merchandise.

We have been especially lucky to have the computer-savvy skills of **Jen Vered** who has miraculously transformed the Gift Shop's social media presence and even its own website!

**Lauren Leff** has a tech background and insisted we utilize modern technology for sales, and inventory tracking. And she helped lead the learning of the new computerized sales pay station.

We refer to **Sandra Goldstein** as our "Display Mistress". She has a suburb design eye and has improved our product layouts.

The "invisible" and indispensable **Judi Sherman** is our parliamentarian for meetings. She is truly an expert in guiding group meetings and keeping everyone on task.

**Elaine Berke**, a long-time Temple member, used her own professional experience, being the former owner of *Eco Goods*, to provide us with great insights and business savvy.

Another long-time member who worked tirelessly in the background is **Beverly Meschi** who was rock solid holding down all the banking needs.

ALL our volunteers carried out a variety of duties; sourcing products from over 40 wholesale vendors, maintaining orders, displaying and pricing merchandise, restocking products, greeting customers, taking special orders, selling on a new system and always providing "service with great warmth and a smile"! These are not just ordinary volunteers, but, as Shirley describes them, "volunteers with skills and passion and tremendous dedication!" To that, one of our stupendous volunteers quipped back; "I had more fun than I thought I would!" Well, your bit of fun, dedication, and hard work in support of so many important needs at Temple Beth El has all of us sending out a ginormous **Todah Rabah** for all you do—Thank You!

*continued on page 19*





*Sisterhood Giftshop Volunteers, continued from page 18*

Now that you know how much your support of our Gift Shop helps our Temple, please consider shopping here vs. online or elsewhere.

[facebook.com/TBEAptosGiftShop](https://facebook.com/TBEAptosGiftShop)  
[instagram.com/tbegiftshop](https://instagram.com/tbegiftshop)  
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[www.tbegiftshop.org](https://www.tbegiftshop.org)

Contributed by **Michelle Dennis**

## Ga-Ga Pits!

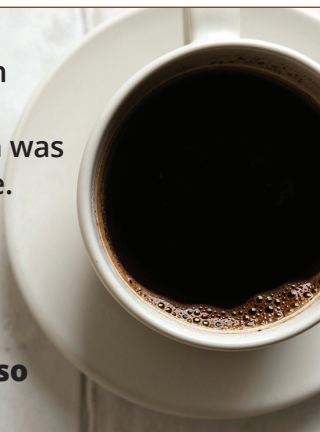
A huge THANK YOU from **Camp Kayetz** and **Temple School** to the amazing individuals who rebuilt and beautified our beloved **Ga-Ga pits** on Mitzvah Day and the weeks following. Ga-Ga is such a huge part of our days at camp and the pits were decrepit from weather and years of use. We can't wait to paint a mural on them this summer as one of our big art projects.

For those wondering "what is Ga-Ga?", it is a fast paced, somewhat safer version of dodgeball played inside an octagon filled with sand. While there are multiple origin stories, many believe it was invented in 1975 by a camp counselor named **Steven Steinberg** at a *Jewish Community Center* camp near *Baltimore*. It is now a mainstay at Jewish camps across the country.

### A Huge Todah Rabah to the following:

<b>Sam LoForti</b>	<b>Shannon Kochanek</b>
<b>Jim Atkins</b>	<b>Melissa Draper</b>
<b>Michael Maroney</b>	<b>Scarlett LoForti</b>
<b>Paul Dresher</b>	<b>Claire Maroney</b>
<b>Shaina Sweet</b>	<b>Logan Draper</b>
<b>Shana Sisti</b>	<b>Koel Kochanek</b>
<b>Sasha Brodsky</b>	

Due to the generosity of **Sisterhood**, we have been able to replace the coffee machine in the cafe which was broken and not repairable. The remaining costs associated with the new machine will be paid by the **Building and Grounds Restricted Fund**. Thanks so much to Sisterhood!




# Save the Date!

## Sunday, May 5, 2024

### 2:00pm to 5:00pm

at the home of Gus and Wilma Gold,  
and Lenny and Geri Wolff

### Get Gussied Up!

*A fundraising celebration of Gus Gold*

Please contact **Rachel Polhamus** about  
becoming a sponsor or volunteering  
at [rpolhamus@tbeaptos.org](mailto:rpolhamus@tbeaptos.org)

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# Woman of Valor

On March 1st, *Temple Beth El* honored **Fay Levinson** as the 2024 recipient of the *Candy Coonerty Woman of Valor Award*. This award was established in 2000 to honor the legacy of service exemplified by **Candy Coonerty's** life. Each year the *Woman of Valor Committee* selects a Jewish woman who has served both the Jewish community and the community at large. Fay has dedicated a lifetime of service not only in *Santa Cruz* but throughout *California*. It is a pleasure to honor her as a first Woman of Valor since 2020 when COVID put the award on hiatus.

Growing up in *Portland, Oregon*, Fay attended Hebrew school and was one of the first girls to become a Bat Mitzvah in her congregation. As a teenager, she became very involved with B'nai Brith Girls, serving as Regional President, and attending summer camp along the Oregon coast. She credits her involvement with BBG for inspiring her lifelong commitment to Tikun Olam.

Following high school, Fay married **Robert Levinson** and attended the *University of Oregon* where she served as *GGB Advisor* in *Eugene* and was honored as the "Best Advisor" in the region. A move to *Berkeley* followed where Bob became connected with the *Judah L. Magnes Jewish Museum* before moving again to *San Jose* where Fay became involved with *Hadassah*, the *Jewish Federation*, and *Congregation Beth David* as a Board member. While working for *Jewish Family Service*, she immersed herself with the *Russian* resettlement program. The parent participation co-op nursery school movement also became a focus of Fay's life where she

went on to serve as *Regional President* of the *Northern California* organization. After Bob's untimely death in 1980, Fay and her three sons moved to *Aptos*. **Joe Vela** became a vital part of their lives and Fay and Joe married in 1988.

Joining *Temple Beth El* was a cementing force in her Jewish life. Fay served on the *Temple Board* and formed a new *chavurah* when asked by **Rabbi Rick**.

She has served on the *Temple Membership Committee* and *Senior Connections Committee*. Outside of the Temple, Fay served on the *Board of Directors* of the *Rio Del Mar Improvement Association* and currently serves as a *Commissioner* on the *Santa Cruz County Commission on Disabilities*. Fay continues to be involved with the work started by the *Magnes Museum*, as a Board member of the *Commission for the Preservation of Pioneer Jewish Cemeteries and Landmarks* in the West where they preserve seven pioneer Jewish cemeteries from the Gold Rush era. Her love of Mother Nature led her to become a volunteer docent at *Ano Nuevo* for the past 39 years and has been a major influence on her life, ensuring that others love of nature is sustained.

**Please join us in congratulating Fay for this award and thank her for her service to our community.**



Fay Levinson

## The Santa Cruz Jewish Film Festival

**The Santa Cruz Jewish Film Festival** returns with a selection of great films and events at various locations **March 19 – May 12, 2024!**

**Mark your calendar for Opening Night, Tuesday, March 19, at 7pm at Temple Beth El**, for live Klezmer music accompanying the prophetic silent movie satire *The City Without Jews* (*Austria*, 1924). Renowned violinist **Alicia Sivigals** and composer-pianist **Donald Sosin** will fill the sanctuary with emotional and transcendent melodies written just for the film. Don't miss this unique music & film event!

On **Sunday, April 14**, the *SCJFF* will present a double feature at the *418 Project* (the old *Riverfront Theater*) from **6:30 to 9:30pm**. *Shoshana* is a stunning historical drama set in *British Mandate Palestine* revolving around the love affair between a Jewish woman and a ranking British police investigator

On **Saturday, April 27, at 7 pm** at *TBE*, learn about the *Crypto-Jews of Spain and Portugal* who hid their Jewish identities to escape persecution and death during the Inquisition.

The documentary film *Between The Stone And The Flower* examines the secret Jews who went underground and into exile 600 years ago.

Watch your email for announcements about other delightful and meaningful films to be shown in April and May. And please support the Festival by buying a Festival Pass or sponsoring a movie.

Visit [www.SCJFF.org](http://www.SCJFF.org) for details and to view trailers for festival films.







# Treasure Cove at Jade Street Park

## A Universally Accessible Playground

*Temple Beth El* is centered on our spiritual growth and sense of community. Judaism has a commitment to social justice and equity. As we approach Passover, these central values of Judaism are manifested as the liberation of the Hebrews from slavery and the freedom of all people. Today, many people are limited in access by different abilities.

Every child deserves a place to play with their friends and families, regardless of the child's physical, cognitive, or sensory abilities. However, for the one in ten children with a disability, many are unable to play at a typical playground depriving them of a birthright of childhood. *Treasure Cove at Jade Street Park* is a universally accessible playground, designed for children of all abilities, to foster compassion, acceptance, connectedness, and joy. By joining with this project, we at *Temple Beth El* can extend the values of equity in access and freedom to play to the children of our broader community.

On **October 28, 2023**, **Rabbi Paula Marcus, Bonnie Morr**, and **Rosemary Lévy Zumwalt** attended the design reveal for *Treasure Cove at Jade Street Park* as representatives of *Senior Connections* and of the *Social Justice Committee* of *Temple Beth El*. We met **Dan Haifley**, campaign volunteer, as well as **Tricia Wiltshire**, campaign manager for *County Park Friends*, which is conducting the fundraising effort for *Treasure Cove at Jade Street Park* universally accessible playground. Dan Haifley had contacted Rabbi Paula to assess the interest of *Temple Beth El* to support the fund-raising efforts.

At the event, we learned the plans to design, fundraise, and build *Treasure Cove* are the result of a public-private partnership between the *City of Capitola* and the non-profit *County Park Friends*, which is raising a million dollars of private funding. To date, nearly \$400,000 has been raised including a challenge grant from the *Monterey Peninsula Foundation* which will match 1:1 every dollar raised up to \$250,000. The intent of *County Park Friends* is to raise the remaining \$600,000 in 2024 with the support of the local community including service groups, organizations, and private donors. The city has already allocated \$475,000 for the project. The entire project is estimated to cost \$1.82 million.

*Treasure Cove at Jade Street Park* was inspired by the success of *LEO's Haven* universally accessible playground at *Chanticleer Park* in *Live Oak*. These two facilities, as well as a planned, inclusive playground at *Ramsay Park* in *Watsonville*, will help fill the great demand

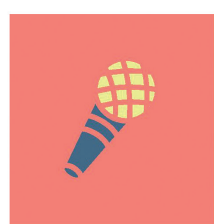
for universally accessible playgrounds by our area's large population of children with disabilities and their families. These playgrounds will also provide a space where everyone can play, form new friendships, and develop community ties of belonging. More information and a link to donate funds can be found at [countyparkfriends.org/jadestpark](http://countyparkfriends.org/jadestpark).

During our Seder, we are told that a central observance of Passover is that each one of us sees ourselves as if we personally left Egypt. Contributing to *Jade Street Park at Treasure Cove* helps us fulfill this mitzvah as agents of liberation for all. Nobody will be left behind.

Please send your generous contribution to *County Park Friends* (with *TBE/Treasure Cove* in the memo), 870 17th Avenue, Suite 2, Santa Cruz 95062. Or you may donate online at the the secure donation link: [countyparkfriends.org/jadestpark](http://countyparkfriends.org/jadestpark)

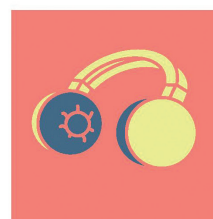
Submitted by

**Rabbi Paula Marcus, Bonnie Morr and Rosemary Lévy Zumwalt**



Bring  
your  
talents  
and  
sign up  
for a  
slot

OPEN  
MIC  
NIGHT



MARCH  
16  
7:30PM

### TBE Coffee Lounge

MC'd by Peter Weiss-Penzias  
Free and open to everyone. RSVPs  
are helpful but not required.  
If you want to perform email  
[peterweissmusic@gmail.com](mailto:peterweissmusic@gmail.com)



Upcoming Singer/Songwriter Concerts at the TBE Coffee Lounge  
April 13 Michael Levy



# For everything there is a season...

By **Holly Blue Hawkins**

*It is with a mixture of sadness and excitement that I have decided to transition from Temple Beth El's Cemetary to my successor's mentor as well as pursuing my passion.*

The past three years have stretched and grown me in ways I would never have imagined. In some ways it is difficult to let go of running the *Cemetery Office*. And yet, conversations with colleagues and friends remind me again and again that one of the roles of an elder is to step back and make room for future generations to grow into and beyond what we have built; and for us to do so while we are still available to mentor and be proud that the next generation can "stand on our shoulders."

In 2021, at the height of the pandemic, our very own *Temple Beth El JCC* took on the vision of creating a new staff position for which I was fortunate enough to be selected. During the past three years I have worked with the *Executive Director* and the *Cemetery Committee* to create the administrative structure and procedures essential for operating our cemeteries professionally. Now, for me, comes the exciting part; we are about to take the next step toward building a truly sacred space for those contemplating what's next.

As we are well along in the process of hiring my successor, in my "retirement" I plan to redirect my energies towards reimagining and reinvigorating the *Chevra* to come together as a team to design innovative programs.



Holly Blue Hawkins

What you may ask is the *Chevra Community*.... imagine a team with helping hands and hearts at the ready, engaged and fully integrated into congregational life, who have the skills and resources to meet some of life's most challenging times? Just like baby namings, b'mitzvah celebrations and marriages, our tradition also offers guidance at the threshold between this life and the next, from *olam hazeh* to *olam habah*...

The *Chevra Kadisha (Holy Friends)* wisdom tradition offers a wealth of tools, developed over centuries, supporting a seamless continuity of care from illness and impending death, to care for our dead, and through the stages of bereavement and mourning. These practices are not archaic vestiges of a bygone age, but a relevant pathway towards our own survival, as individuals and as a people, so that our Jewish past sustains our people into the Jewish future.

In 2018 (six years ago!) I presented a breakout session at the *North American Chevra Kadisha* conference. The title was *Expanding the Congregational Role of the 21st Century Chevra Kadisha*. Much to my delight the room was packed, vibrating with excitement at the idea of moving beyond the *Chevra's* typically narrow role of "last responders" who are called upon only when someone dies.

We talked about an organization dedicated to facing end-of-life preplanning activities such as completing advance healthcare directives and learning about Jewish death practices; with classes devoted to writing spiritual/ethical wills, forming *Chavurah-like* mutual support circles and even craft groups to sew burial shrouds. We imagined turning cemeteries into sacred community gardens, healing broken hearts by creating grave art using native vegetation, and hosting meditation groups or painting classes.

There is still much to be done, to prepare our community for more conscious transitions and I am honored to devote the next chapter in my life towards this important work. Right at the time when I was expecting to slip quietly off into retirement, the work that has become my life's passion appeared!





# Temple Beth El Cemeteries Carry More Than Their Own Financial Load

By Gus Gold

Our *TBE Executive Director*, **David Ginsborg**, recently had great news for the *Board of Directors* who are currently working hard to create the budget for our upcoming fiscal year. It seems to be a fact of *Temple* budgeting life that the amount of income projected for the year is less than needed to cover the cost of everything our hardworking rabbis, staff and facilities need to deliver all the high quality, broad-scoped programs we members enjoy. So, the *Board, Executive Director, Budget Committee, Rabbis* and *Temple staff* struggle to find cost savings and, reluctantly to pare down what programs and services

can be delivered within the projected income for the year to balance the budget.

David's good news was about our cemetery budget. Our two cemeteries are a bit expensive to operate, but they have consistently brought in more money than they cost. However, in the past, the *Board* has refrained from moving all the extra income into the *General Fund* to help fund *Temple* operations, maintenance, and staffing costs because, some day in the future, we will have sold all the available plots in these two properties, and

*continued on page 24*

## A Very Big Todah Rabah to The Kibricks



Robert and Michele Kibrick



112 panel solar, panel array, on the rooftop of TBE Social Hall

In May of 2014, *TBE* had a 112-panel 36 kW solar array installed. This project was financed under a 10-year lease. The lease is now set to expire and we have decided to purchase the system outright for the remaining balance. The cost was slated to take until 2026 to fully pay off in the form of monthly payments including interest.

Enter the **Kibricks, Michele and Robert**, who are long-time Earth-conscious climate activists and experts on our solar array. The Kibricks

have generously offered *TBE* an interest-free loan to pay off the balance of our solar array immediately!

*TBE's* existing solar array is grandfathered-in under the NEM 2.0 rate structure for 20 years from installation and will thus retain NEM 2.0 status until May 2034. That

status enables *TBE* to receive credit at nearly the retail rate for any surplus energy the solar array pushes into the grid.

Over the 9.7 years that the array has been operating, it has been estimated to have generated 459,930 kWh of energy, or about 47,415 kWh (on average) per year. While the energy production will vary from year to year depending on the weather, a rough estimate of the dollar value of the electrical energy generated by the solar array during JUST the past three years was about \$16,000 per year!

From Robert: *"TBE should take pride in the nearly 460,000 kWh of clean energy that its solar array has generated over the last 9.7 years. Although I can't vouch for the accuracy of its carbon footprint model, SunPower's online monitoring site calculates that this amount of energy resulted in the following impacts:*

- 358 tons of CO2 emissions avoided, or
- 806,800 miles not driven, or
- 36,589 gallons of gasoline not used, or
- 5,419 trees fully grown"

Talk about putting Jewish values into action! A great amount of appreciation is due our climate champion heroes; Michele and Robert Kibrick for their creative and generous gift!

The Temple family greatly appreciates you and so does the planet!

Contributed by **Michelle Dennis**



when that time comes, cemetery income will virtually end. However, the *Temple's* ongoing need for money to maintain the resting place of our loved ones will continue. The *Board*, several years ago, decided to put the bulk of cemetery proceeds (75%) into a special fund that could, over time, become large enough to fund the long-term care of the cemetery grounds without needing to take any money from the *Temple's General Fund*.

Over the last few years, the *Cemeteries* long-term care fund has grown to \$425,000. *Executive Director David*

**Ginsborg's** report to the Board last month was that the fund is now large enough to reach the \$900,000 balance projected to be needed by the time available cemetery plots are all sold. The annual projected interest from the cemetery long-term maintenance fund is expected to generate sufficient funds to sustain the cemeteries into the future.

What this means to the congregation is that the 75% of *Cemetery* earnings we have been putting into the long-term care fund each year can now go to directly support our programs, rabbis, staff, and other general fund needs. And this, indeed, is great news for all of us.

## ***TBE Dismantling Racism: Transforming racism and antisemitism into community action***

Among all the exciting new programs and activity at *Temple Beth El* since the pandemic, one small group, first convened in late 2019, has been quietly meeting every few weeks to wrestle with racism and what it means to be Jewish in a society where racism and antisemitism persist.

Originally brought together by **Rabbi Paula Marcus** to discuss the book, *White Fragility*, the group realized our need to learn more. We began by examining ourselves and the historic foundations of the systemic racism that has shaped the way we all live, feel, and think in the *United States*. Naming our group *Dismantling Racism*, we have evolved over the past four years into a community of learners and activists committed to understanding and undoing our personal racism and the pervasive, systemic racism in society.

Our explorations are based not in one single text, but in our own personal and family stories, and in a multiplicity of books, online and journal articles, anti-racist and inclusion frameworks, diverse news reports, videos, and webinars. A months-long deep dive into antisemitism moved the group from an intellectual discussion of racism to a gut-punch understanding of how historic, systemic bias and bigotry undermine and do violence to entire communities. BIPOC voices, both Jewish and non-Jewish, have guided and informed us, giving us greater insight into racism and antisemitism, and what it means to be Jewish in our divisive world.

Currently, *TBE Dismantling Racism* is thirteen white and biracial *TBE* members who work or have retired from work as educators, social workers, psychologists and

therapists, a doctor, a union organizer and bus driver, and a rabbi. We learn from each other and from the lives of people who have experienced racism and antisemitism in up close and personal ways. We've come to see the great complexity and intersection of issues like racism, antisemitism, and white supremacy from multiple perspectives. We practice respectful, inclusive listening and equitable conversation in which each person can safely share their stories and voice their concerns and feelings.

*TBE Dismantling Racism* has facilitated Yom Kippur community dialogues at *Temple Beth El* since 2021, sharing our storytelling and resonance process with over 60 members of our congregation so far. We hope to continue this healing and inspiring process through this year to help each other find strength and courage as we confront antisemitism, racism, and the painfully difficult conflict in the *Middle East*.

Four years on, *TBE Dismantling Racism* has become a beloved community working on undoing our own racism and reaching out as allies in the context of the most challenging issues confronting us as a society. We are eager to create space for new folks who would like to join us. We invite you to contact *Dismantling Racism* for more information or to participate in our next meeting. Send an email to **Susan Freeman** at [freewrite47@gmail.com](mailto:freewrite47@gmail.com). We look forward to getting to know you!



# Rabbi Shifra

As I write, we are preparing another wild Purim Celebration. **Rabbi Paula** and I are in secret talks about our costumes and our schtick. **Roxy, Jen Kanter** and the *Temple School* staff are getting out the carnival games and arranging the bouncy house. The 4th grade is practicing their hilarious Purim Spiel, which they will perform on March 17. The 3rd grade is making a creative and wacky Purim video.

I hope you will come wearing costumes, bring mac and cheese boxes for a grogger that you can shake when we say Haman's name and then leave the food in the barrel for the food bank.

The March 24th *TBE Purim Megillah Reading* and Carnival is for everyone, adults and children. Don't forget you can buy wristbands and tickets for the carnival in advance. Bring your friends. Sign up to volunteer. With teens running the games and adult volunteers selling tickets and food and giving out prizes, helping run the carnival is always such a blast.

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.

Come prepared to let loose, heaven knows we need to. This is actually the point of Purim – to tell the story of the Jewish people being saved from extermination by the courage of a young Jewish woman called Esther and let off some steam.

So come in costume, bring your grogger, and let's be silly together.

I can't wait to see you there.

We also have a lot of wonderful community events planned for Passover, including the Young Families Seder April 25, a *Temple School Model Seder* for which all the classes will lead a part, and of course, our incredible community seder April 23rd. Please check your email and the website for details on all of our holiday events.



Rabbi Shifra

**Rabbi Shifra Weiss Penzias**

## EXPERIENCE WELLNESS

### YMCA & Temple Beth El

The Watsonville Family YMCA and Temple Beth El have joined forces to serve the community.

Embark on a journey to well-being with us! Join our community wellness partnership for rejuvenating health classes. Fitness for the body, soul, and spirit – all in one place! Discover the power of collaboration for a healthier, happier community.

To learn more about what the Y has to offer join us at the Purim Carnival. YMCA staff will be on site to answer questions and talk about health & wellness. Look for class sign-up details in March in the Temple and at the Watsonville Family YMCA.

**DATE: MARCH 24 TIME: 10:30AM-12PM**

(831)728-9622

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&  
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COURSE



ZUMBA  
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10:45AM

Temple Beth El  
Jewish Community Center

# Onward, a report from your *Executive Director*

My door is open! Yes, I love to see the Simcha kids parade by, but keeping an open door is as much for me as it is for members and staff. It is more of a philosophy.

The staff and *Temple* members who know me recognize that I want to know when there is a problem, real or perceived. For me it is really about transparency. I'd rather shine a light on a situation before it becomes a bigger and potentially more consequential problem. I have encouraged all our staff to adopt this approach, even if it means bringing forward an embarrassing mistake.

I want our members to know the same applies to them. Our doors are open. If you see something, say something. You can start directly with the person you believe is most likely responsible and able to do something about it; whether it is a light bulb that is out, or a broken link on our website, email or call us. Even better, stop by; even to just say hi...that is after all, why I have jar of assorted chocolates on my desk.

This open-door approach has, I believe, helped to avoid bigger problems.

This time last year, it became clear the *Temple* had several areas that would flood whenever it rained. *TBE* had come to



expect this along with some small drips and leaks. Since then, we have addressed the problem by installing over 200 feet of new gutters, added multiple concrete drain boxes and taken smaller steps such as creating French drains.

Other water problems require bigger solutions including installation of a new sanctuary roof in March or April and replacement of the 200+ foot retaining wall in the *Simcha* yard once we are past the rainy season. The new roof, which will replace the original roof circa 1989, was the direct result of staff (**Marilyn** and **Chris!**) noticing a tiny bit of moisture in a corner of the sanctuary. Upon investigation it became clear that our roof was on borrowed time. Under the leadership of **Miles Dolinger**, who chairs the *Building and Grounds Committee*, the Board approved a plan to use funds from the *Building and Grounds* restricted fund to install a new roof. Due to

a backlog in workloads by the lowest bidder, the roof will be installed after most of the rainy season.

By the end of this fiscal year, we will have transferred nearly \$300,000 from the operating fund in member dues for these big projects during the past 3 years. As we have spent funds, we anticipate the balance will be below \$200,000 by the end of the fiscal year.



David Ginsborg

## Finances

At the half year mark, our projected Net Operating Income (NOI) is better than projected by \$23,311 which means that, if for the remainder of the year the budget was "spot on"; our deficit would shrink from -\$60,365 to -\$37,054. Unfortunately, with membership renewal drive and the Annual Appeal both coming in below what was budgeted, the outlook remains much murkier. I anticipate the spring fundraising celebration of Gus Gold will generate much needed income. As always, finance details are available upon request and members are welcome to attend our monthly finance committee where there is a much greater review and analysis of *TBE's* financial health.

## Budgeting

Collaborating with our *Treasurer* and several past *Treasurers*, we have initiated the budget process for 24-25. Building the budget is a partnership with key stakeholders, staff and the *Budget Committee* selected by the *Treasurer* consistent with the by-law requirements. The budget is a very intense and time-consuming process designed to be inclusive of members and aligned with the Board's priorities and *TBE* values. Before the Board votes, as in prior years, I will be hosting a town hall open to all members to provide an opportunity for those who are interested to learn more about the minutia of the recommended budget. Every effort is being made to continue to reduce the operating deficit to meet the Board's objective of a balanced budget.

## Soquel Pioneers: Creating new Partnerships at the Soquel Cemetery

At this year's Mitzvah Day *TBE* welcomed *Soquel Pioneer* and *Historical Association* members, one of whom drove

*continued on page 27*



down from *Sacramento* for the event. There is a mutual interest in developing the *Soquel Cemetery* as a valued community resource and their help on Mitzvah Day was appreciated. In addition to volunteering on Mitzvah Day, a *Pioneers* member has volunteered to create a database of our paper records of the historic section in order to compile a searchable resource dating back to the *Gold Rush*. When completed this will provide a tremendous asset for *TBE* and a valuable resource for historians and descendants of early settlers. Little to no staff time is being expended on this project but we anticipate it will generate much needed interest in our cemetery. Kudos to **Holly Blue** for her efforts to cultivate this emerging relationship.

## Membership

Our budgeted income was \$832,000. While 551 families renewed for a total of \$797,000, we remain below the projected income of \$832,000 and when the last few members—along with any new members—renew their membership, we anticipate receiving a similar amount, as we have for the past 3 years, approximately \$810,000. Unfortunately, this is at least \$22,000 below the projected amount.



There were some real bright spots including a more than 30% increase in the number of families who increased their membership contributions by 10% or more. In addition, during the last month the Board and staff have personally called the remaining approximately 70 families who have not submitted their membership renewal which resulted in a surge of renewals.

**David Ginsborg**  
Executive Director

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## SAVE THE DATE!

### Second Night **Congregational Seder**

**Tuesday, April 23  
at 5:30pm**

Gather to celebrate our  
freedom with our beloved  
community, and enjoy  
fabulous food

*Details on page 5*



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