



Shavous at Beth Jacob Atlanta

Shavous is just around the corner! There are several exciting programs going on at Beth Jacob. The Beth Jacob Shavuos Lunch - Tanach Siyum celebrating the completion of the Tanach Program will be on Shavous, Monday, May 28 . A delicious dairy lunch will be served, and there will be a special program during lunch as well as the final Tanach class (summary and final thoughts) after lunch. The lunch is open to both Tanach and non-Tanach class participants and babysitting will be available. Also, Beth Jacob youth and their families are invited to join us for a Shavuos ice cream party featuring a special kid-friendly presentation by Rabbi Y. Cholov Yisroel and Pareve options will be available. No RSVP is necessary. See pages 8 & 9 for information on the all night learning times and topics. There is sure to be something to interest everyone. We wish everyone a meaningful Shavous!



Business Update

Miriam Cann, Executive Director

There is much good news to share about Beth Jacob's progress during the first quarter of 2012:

- Jacob's Angels pledges topped \$125,000, half-way to our full year goal; and payments are ahead of last year by 74%! Please see details on this year's Jacob's Angels campaign on page 10 and contact Rabbi Feldman or Rabbi Freundlich if you are interested in learning more.
- Through the help of Jacob's Angels and proceeds of a generous bequest, we completed paying off our primary debt at the end of March! For those unfamiliar with our financial history, this debt only 6 years ago, topped \$600,000!
- Through the generosity of one of our members, our other debt has been transferred to the Beth Jacob Legacy Fund, our endowment fund, so that subsequent payments will fund our future instead of our past. With these two debts essentially behind us, Beth Jacob is poised for growth.

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Why I Am Losing Sleep Over Beth Jacob

Rabbi Ilan D. Feldman

BOARD OF TRUSTEES

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President

Here are several items that keep me up at night -out of excitementabout our shul and its future:

1) Return On Investment. As one enters the Main Shul, one might notice several plagues announcing dedications of key parts of the Sanctuary half a century ago by people most of today's members never knew. As we approach our celebration of the Jubilee of our LaVista Rd location, I find myself contemplating the amazing "return on investment" made by the builders of this facility 50 years ago. Even the most visionary among them could not have imagined the spiritual community that would come to life centered around, and in, that building on LaVista Rd. It is their example which motivates me as we plan for Beth Jacob's next 50 years (may the Redemption come speedily in our day!). The efforts we invest in the spiritual



and physical renewal of our shul at this important stage of Beth Jacob's life will have great and equally unpredictable impact on thousands of people and a future community devoted to the same Torah principles that guided our shul until now. When you invest in this shul, you become part of eternity.

- 2) Israel, Torah and G-d are One. Representing the largest sustained Torah study project in Beth Jacob's history, 11 members of Beth Jacob led by Rabbi Yechezkel Freundlich are currently in Israel touring the sites and locations of the events they studied in Beth Jacob's Tanach B'Shana (Entire Torah in a Year) program. The program had unprecedented numbers of peopleover 150—committing Monday nights for 8 months to tour the 24 books of the Torah and Prophets, hearing from over 10 different lecturers. After Shabbos in Yerushalayim, they will gather with scores of former BJ members who now live and study in Israel for an evening of connection and community. The Tanach B'shana program, the trip to Israel, the connection our shul maintains with so many former Atlantans who made aliya to Israel, exemplify something special about our shul: we are a diverse group of Jews, thirsty for serious Torah study, studying in order to incorporate it into our lives to the point that it might even move us to make aliya. These 11 class participants represent us all, personifying our love of Torah, our love of Israel as the land where G-d can be fully encountered, and the spirit of unity which BJ is known for the world over.
- 3) Angels and Retirement. Elsewhere in this newsletter you will find the growing list of the 2012 participants in the Jacob's Angels Society (still in formation). This project has been a major factor in accomplishing an amazing milestone (described in detail in our Executive Director's article): the virtual retirement of our considerable debt which, six years ago, totaled well over \$600,000. This is a result of serious and responsible financial management, generosity of Jacob's Angels members past and present, and focus on a long term goal. It took place during one of the most difficult economic climates in decades, a period of time which saw many non-profits disappear. We may be the only sizeable congregation in Atlanta to have no debt! This allows us to turn our attention with confidence to building our future, and to take on bold and ambitious projects such as the renovation of the Main Shul. Beth Jacob now knows itself as a winning financial enterprise. When you contribute to Beth Jacob, you do so with the confidence that your tzeddaka really makes a difference.
- 4) Imagination. We are at a challenging and exciting stage in the history of our shul. On parallel tracks, we are nearing the "end of the beginning" stages of envisioning both our physical and spiritual futures.
 - a) At last year's congregational meeting with our architects, a consensus emerged that, in



Why I Am Losing Sleep Over Beth Jacob (continued from page 2)

addition to changing and improving our mechitza as I have urged our shul to do, other important aspects of our main shul need to be addressed in a comprehensive manner. The goal is to create an intimate, inviting, inspiring sanctuary that speaks to today's—and tomorrow's—participants who gather to daven in service of the Almighty. A Design Advisory Committee formed by Building Trustee Michael Cenker is about to review preliminary design concepts from our architects. As plans become more specific, the entire membership will be given an opportunity to provide feedback before plans are finally approved by the Board of Trustees. Imagining what a renovated sanctuary can look like will be an exciting process for us all.

b) The Building Blocks of Community program, designed to enhance our community as a habitat for the Divine Presence by identifying and promoting the basic values and principles of a thriving and spiritually healthy Orthodox community, continues to generate tremendous interest and participation. As its title implies, this program represents only the foundation of an ongoing discussion that will continue and develop over the next many months.

The point to being excited, of course, is for excitement to generate action. I invite you to seek opportunities to help mold the nature of our spiritually and physically renovating shul. Be ready to join others as committees form to make different parts of our Jubilee celebration shine. Participate in the Building Blocks program by visiting the Building Blocks web page on our website and by bringing the exercises into your life. Look for opportunities to refresh yourself in Torah study in the many and diverse offerings emanating from the shul and the Atlanta Scholars Kollel, our partners in Torah education. And be prepared to contribute financially to the shul. Your investment of self and resources can forge an unparalleled and vibrant community that will continue to call people to the awe and grandeur of G-d and His Torah for generations.

Miriam Cann has served our shul for several years in various capacities as a lay leader and as a professional, including President of the Board of Trustees and, most recently, Executive Director. Her service has been distinguished by her love for the shul, selfless devotion, professionalism, and financially responsible management (her business update in this bulletin is a small sample of her quality work). As she prepares to take leave of her position as Executive Director to return her attentions to her family after a hiatus that was far too long for them, I wish to express, on behalf of us all, our highest respect for her as a servant of our community and of G-d, and our gratitude for the priceless service she provided our shul. May her reward be found in nachas from her family, her highest priority, and from seeing her shul prosper spiritually and physically.



49 Reasons

David Mitchell, Board of Trustees, President

When we learn Talmud, the Gemara will sometimes distinguish between the "reisha" (head) and the "seifa" (tail) of a Mishna. I'd like to take only the reisha from a song from the 1960s: "Forty-nine reasons, all in a line, all of them good ones...." (Stephen Stills).

As I write this today, we are counting the Omer (32 today) towards receiving our holy Torah at Har Sinai. After counting a week of weeks, we'll be there, G-d willing. This year, we're also completing a count specific to our shul: Just as with the omer and the Sabbatical years, after we complete seven cycles of seven years, we celebrate a yovel. On December 12, we plan to celebrate the 50-year Jubilee of our main sanctuary.

There are at least 49 reasons + 1 to be thankful for Beth Jacob. But instead of a "top-down" approach, I'd like to hear from you. Please send me your nuggets, individual reasons why you love Beth Jacob. When I started this job, I altered another quote from the 1960s: "Ask not what your shul can do for you—ask what you can do for your shul." So as we approach Shavuos, and then progress through the summer and fall towards our Jubilee, please think



about some of the 49 reasons why you would like to get involved in our synagogue and in our upcoming jubilee. When you have an inspiration, please share it with me at president@bethjacobatlanta.org.

Debbie joins me in wishing you a splendid Shavous!





Rabbi Yechezkel Freundlich, Associate Rabbi

"Daddy, can we play a game together?"

It was Sunday afternoon, less than 48 hours before my departure for Israel, I had a thousand things to do, including writing an article for this bulletin. Spending an hour with my 7 year old son was not on the list, but how do you say no to a request like that before a trip that will take you away from home for over a week?

"Of course, sweetheart. What should we play?"

My son chose a game called Ticket to Ride, an intriguing game of skill and strategy appropriate for children and adults alike. I had never played before, but had picked up enough from watching my kids to manage with just a few additional pointers from my child. I quickly learned that my 7 year old could hold his own quite well. I was up for the challenge and quickly got into the game.



Ok, maybe I was a little too into it. The game ended after about an hour and we excitedly started tallying the score. (For the players out there, my son prefers not to keep score during the game.) As we were literally counting up the points, there was a honk outside. It was time for his baseball game. My son quickly jumped up from the table, grabbed his glove and just like that, he was gone.

I was left in the house alone, with an article to write, but with some unfinished business on the table. "Who won?" I couldn't help but wonder. He was far ahead of me in the early going, but I had staged a furious comeback. Was it enough?

I decided to wait until he returned to finish counting. I am embarrassed to admit it, but I actually awaited his return for that reason! My sweet child, however, had completely lost interest in our game. I watched him walk past the board numerous times that evening without even giving it a second look. By the following morning, I couldn't contain myself. "So," I asked, pretending as if I didn't really care, "did you finish scoring our game?"

I could see from the look in his eyes that my question confused and perhaps pained him. "No, Daddy," he managed to mumble in a heavy voice dripping with disappointment. "Don't you get it? I didn't ask you to play with me to see if I could beat you. I just wanted to spend time with you. The game was just a medium for us to do that. Otherwise, you're busy doing other things. But wasn't that nice? Didn't we have a good time together? Why do you care who won?"

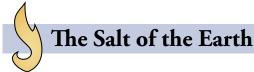
Ok, so maybe those weren't the exact words that he said. I think he just said "no" and looked at me rather quizzically as if to say, "You grown ups are so strange sometimes. What difference does that make?" But I got the message.

We are just a few days away from Shavuos, the celebration of our receiving the Torah. Together with our beloved Torah came many, many mitzyos. There is no simple statement that summarizes the complex purpose of the mitzvos or what we accomplish when we perform them. One of the many aspects, however, is described by Rabbi Yehudah Leib Alter (1847-1905), the Gerrer Rebbe known as the Sfas Emes. He points out that the Hebrew word 'mitzvah' is related to the Aramaic word "tzavta", which means connection or togetherness.

When a Jew fulfills a mitzvah, he is connecting himself to Hashem. He is engaged in a physical act; wearing tzitzis, sitting in a sukkah, hearing the shofar- but a deeper connection is also taking place. Through the mitzvah, a Jew acknowledges his Creator, subjugates himself to His will and connects to the Divine. Now the analogy is not completely accurate; our mitzvos are much more than meaningless board games. The Sfas Emes is reminding us to see that much more than an action is taking place when we perform a mitzvah. We are "spending time with Hashem", "having a good time together" and building a relationship.

Let us apply this lesson to our relationships with our families as well as with our Creator.

Rifki and I wish you a meaningful and uplifting Shavuos and look forward to seeing you over yom tov.



Miriam Cann, Executive Director

I promised you in the last edition that this column would connect the book of *Vayikra* Leviticus with my retirement as Executive Director. So here goes:

The book of Vayikra, known as Toras Cohanim or the Torah of the Priests focuses on the many obligations associated with service of G-d in His Holy Sanctuary, with much attention to the Karbanot sacrifices. Without a Holy Temple now for almost 2000 years, it is hard for us to comprehend the act of sacrifice and yet it is often the first part of the Torah taught to children. They must learn from the very beginning that sacrifice and dedication are a prerequisite for success in their studies. One cannot just sit back and expect to learn without effort. Additionally, they are taught that a Torah-observant life often commands a premium of self-sacrifice, expense and sometimes, persecution.

Of the 5 categories of sacrifice ordained, all require the use of salt with the exception of the *Ketoret* incense. The midrash tells us the following story in explaining the role of the salt. The Beit Hamikdash was built on inhabited land. The Torah was given in the desert. Water asked

that she, too, have some connection with holiness. To placate water, G-d commanded that salt (which is a salt-water derivative) be placed on all sacrifices, and that water be poured on the altar during Sukkot. Why didn't G-d simply command water itself to be put on every sacrifice? Rav Yaakov Kaminetzky (Lithuania/USA 1891-1986) offers: Salt is what's left when water evaporates and rises to a holier place. G-d is pointing out though, that what remains of water-the salt - is also holy. This is why salt is put on sacrifices, which rise to heaven. (Keep in mind that this concept was well defined more than a millennium before the modern State of Israel "innovated" desalinization.)

According to Rav Samson Raphael Hirsch (Germany 1808-1888), the salt provided for these offerings was purchased with public communal funds. It is meant to demonstrate the "unchangeableness" of our vow with the Almighty. And since it was purchased by the community, it conveys to us that preservation of our commitment rests firmly on the shoulders of the children of Israel.

When I became involved, first as a lay-leader and ultimately as a staff-member, with Beth Jacob, I thought I knew shuls. I grew up with parents who were involved with their shul, watched as my siblings have become committed to theirs and had already myself participated in the auxiliary leadership of two shuls in New York City by the time I arrived here. There were of course many things I was unprepared for including water rising from beneath ceramic tile, coming in through the roof and under the doors. However the biggest surprise to me, that which continues to take my breath away, are the amazing people—truly the salt of the earth. They continue to fulfill Bris Melach—preserving G-d's covenant by upholding our shul with great love and devotion. At this time I also pause to think about some of the incredible members who are no longer with us. I pray that they imbue us and future generations with their understanding and practice of self-sacrifice. It is clear to me that our ability to celebrate this jubilee year comes largely on the foundation of their efforts—noticed, met and matched by the Almighty.

As I prepare to take leave of this office shortly, I thank you for your open arms, kindness and above all else, patience with me. I feel incredibly proud of our shul and the team that I leave behind. Please take good care of them.



Camp Bee Jay is the Place to "Bee"!

7 themed weeks from 6/18-7/3 filled with tons of hands-on excitement!!

Each bunk is led by Morahs from the Preschool staff and experienced counselors in order to provide the high quality level of care & supervision you expect from Beth Jacob Preschool, licensed by Bright from the Start. Age-appropriate activities for each group, from infants to 5 year olds.

Camp groups fill up fast, so be sure to register soon! Please contact bjpreschool@bethjacobatlanta.org or 678-244-6659 for more information.



Business Update (continued from cover)

Miriam Cann, Executive Director

• With the addition of our online account management tool, accessed via bethjacobatlanta.org, and our new ability to accept online donations through our web portal, Beth Jacob has processed close to \$40,000 in online payments. If you are interested in learning more about these features, please visit our website or call Gail Silverman in the shul office.

We have also been busy continuing our focus on expense reduction:

- General and Administrative expenses were down 15% this quarter as we cut back on mailings and negotiated preferential vendor pricing in critical categories.
- Facilities expenses were down 11.7% driven by lower natural gas costs and a mild winter.

With your help, we have made much progress. Your dollars have enabled:

- Our significantly expanded array of programs and classes
- 6 Scholars-in-Residence
- Critical seed money for our Homeland Security grants providing video surveillance, our perimeter fencing and gates
- Youth Programming
- A brand new website
- Multiple daily services
- Maintaining our 24x7 facility including repairs, utilities and housekeeping

And yet, we still need your help. As we enter the summer months, we are behind. Dues payments are down 20% and balances 90 days or older exceed \$400,000. We encourage you to access your account information online or contact the shul office to make a payment. Payments of any size make a huge difference to our community. Thanks for your continued support!



PowerAid



A Beth Jacob member challenges 99 others to join him in defraying the high cost of Beth Jacob's summer utility bills by contributing \$70/month for 3 months. Thank you to those members who have stepped up to

the plate. Are you up for the challenge? To participate, contact the Shul office 404-633-0551 or receptionist@bethjacobatlanta.org.



Fire Alarm Policy at BJ



Recently, the fire alarm interrupted Shabbos services. Thank G-d there was no emergency. Please note our fire alarm policy is as follows: in the event that the fire alarm sounds, everyone must quickly and calmly exit the building. Wait outside until the "all clear" is given, and it is safe to re-enter

the building. Thank you in advance for your cooperation.

A Letter from Lucy Carson

I lost my beloved husband Sam last month. As personal as I have felt this loss, the outpouring of sympathy, visitations and offers of support from our Beth Jacob community makes it clear that you shared the loss along with my family and me. You made it clear that Sam meant as much to you as he would to any of us as a husband, father or grandfather. Sam was not only a dear soul, but a respected and cherished member of the synagogue. I have been truly comforted by all of you during this time of grief and want to thank you sincerely for your Gemilut Chasadim. I so felt the love of the community, and it provided me with tremendous comfort during this most difficult time.

As many of you know, Sam's experience from his WWII service made China a bit of a hobby for him. So I'd like to close with a Chinese proverb. "One generation plants trees; another gets shade." After the many years of planting and cultivating a connection with each of you, my family and I were so comforted to relax in the shade of your companionship and feel the soft breeze of your friendship.

~ Lucy Carson and the extended Carson family

Beth Jacob Atlanta Staff: Here to Serve You

Below is the list of office staff members and how each can assist you. From sharing the news of a simcha to all billing related questions and more, we are here to help you.

Gail Vexler, Rabbis' Secretary (404) 633-0551 x222 gvexler@bethjacobatlanta.org

Please contact me to:

- · Share news of your simcha
- Help you navigate a family illness or loss
- Make an appointment to see one of the Rabbis

Sybil Goldstein, Event Coordinator (404) 633-0551 x225 sgoldstein@bethjacobatlanta.org

Please contact me to:

- Plan your simcha in Heritage Hall or one of our other spaces
- Schedule your organization's program
- · Plan a kiddush

Karly Yaschik, *Communications Coordinator* (404) 633-0551 x233 kyaschik@bethjacobatlanta.org

Please contact me to:

- Publicize your organization's events
- · Advertise in one of our publications

Gail Silverman, *Staff Accountant* (404) 633-0551 x229 gsilverman@bethjacobatlanta.org

Please contact me to:

- Facilitate your use of online account management
- Resolve Billing issues
- Redeem Jacob's Angels' Benefits
- Request dues assistance

Sandra Kaplan, *Member Services* (404)633-0551 x227 receptionist@bethjacobatlanta.org

Please contact me to:

- Make a payment
- Sponsor part of services or honor someone through a tribute card or donation
- Submit your new application
- Volunteer your time
- Reserve a men's locker



Programming Update

Matt Lewis, Programming Trustee

This year, under the leadership of Rabbis Feldman and Freundlich, and through the support of generous donors, programming at Beth Jacob has been quite remarkable. Efforts have been made to provide a wide variety of platforms to offer stimulating and inspirational content commensurate with the broad spectrum of constituents that make up the Beth Jacob family. Attendance at the Building Blocks lecture series, Tanach B'shanah classes, and numerous Scholar-In-Residence presentations is testimony to our membership's desire to grow spiritually and intellectually. Though we have set the bar high, it is my hope that this year sets the tone for future years of equally exciting educational opportunity in our community.

Rabbi Freundlich and I have already begun to brainstorm ideas to make next year's adult education a success. We both look forward to hearing feedback from you. What did you like about this years programming? What didn't you like? What did we leave out? What should we have left out? Is there a particular person you would like to have as a Scholar–In-Residence? Can you think of any new, interesting, and creative programming that we can implement at Beth Jacob?

Aside from your feedback, I would also ask that you consider getting involved in the implementation of our programs. As an example, consider the Atlanta Jewish Experience. This coming Rosh Hashanah will mark the ninth year that Beth Jacob has welcomed in people from outside our community to partake in this unique High Holiday experience. Although we strive to deliver an excellent service, there is always room for improvement. Imagine if we had a dedicated group of volunteers who made it their responsibility to follow up with the attendees, inviting them to their homes for Shabbos, or to join them at a class offered by the shul or the kollel. I would welcome the opportunity to get a group of people together in the near future to come up with ways to improve the service, in terms of preparation and marketing, the event itself, and follow-up opportunities. Please contact me if this is something you would be interested in.

By working together, I am confident that we will have another incredible, inspirational year at Beth Jacob. Thank you for your consideration and I look forward to hearing from you.

Contact Matt Lewis with your feedback at: mattylew613@gmail.com



FRIDAY, MAY 25

Early Candle Lighting	7·11nm
Candle Lighting	8:21pm
Early Mincha, Main Shul	
Mincha, Daily Minyan	
EREV SHAVOUS • SH	IABBOS, MAY 26
Hashkama, Kollel Beis Midrash	8:00am
Shacharis, Main Shul	
Late Minyan, Daily Minyan	
Teen Minyan, Conference Room	
Adult Beginners, Board Room	
Yom Tov Candle Lighting	
Early Mincha, Daily Minyan	
Mincha, Main Shul (Shalosh Seudos will not be served in S	
Maariv, Main Shul	·
Kiddush	• • • • • • • • • • • • • • • • • • • •

SHAVUOS, DAY 1 • SUNDAY, MAY 27

All Night Torah Study: Shavuos all-night text study with sources and lectures for men and women will be offered by Congregation Beth Jacob and Atlanta Scholars Kollel. Refreshments will be available all night in Heritage Hall. See below for more information:

TOPIC: Finding the Poem of Yigdal in the Story of the Exodus from Egypt

Yigdal is a poem used by many shuls, including ours, to close their Friday night or Shabbos Day service. Because it is so common, many do not realize that it is based on the famous 13 Principles of Faith authored by the Rambam (Maimonides). Based on a series of lectures by Rav Moshe Shapiro, this lecture will show how the basics of our faith are laced into Yetzias Mitzraim (Exodus from Egypt) and Matan Torah (Giving of the Torah) at Har Sinai (Mt. Sinai).

Study for Men and Women, with Rabbi Yechezkel Freundlich, Conference Room 1:30am – 5:30am

TOPIC: The Phantom Akeida

An all-night in-depth textual adventure to understand the perplexing story of the Binding (Akeida) of Isaac and this seminal, yet seemingly, impossible test. But beyond Issac, there seems to be another "Phantom Akeida" story. Based on the lectures of Rabbi David Fohrman, we'll uncover this second, related sacrificial child that will shed light on what it was the Hashem really wanted from Avraham, and by extension, from all of us.

TOPIC: Performing a Bris Milah on Shabbos and Yom Tov

The mitzvah of bris milah has much depth and many intricacies whenever it is performed. Add to that the immense volume of law associated with Shabbos and Yom Tov, and you have a topic worthy of serious all night Shavuos learning! Please join the ASK rabbis in the beis medrash as we expand our understanding of how these two important mitzvohs come together in a most harmonious way.



SHAVUOS, DAY 1 • SUNDAY, MAY 27 (continued)

English	Rabbi Moshe Hiller Menashe Goldberger Rabbi Doniel Pransky
Dancing at dawn following learning	5:30am
Early Shacharis, Main Shul	9:00am
Beth Jacob youth and their families are invited to join us for a party featuring a special kid-friendly presentation by Rabbi Y. Pareve options will be available.	
Early Mincha, Daily Minyan Father/Son Learning, Kollel Beis Midrash Mincha followed by Maariv, Main Shul Candle Lighting and Kiddush	5:30pm 8:25pm
SHAVUOS, DAY 2 • MONDAY, MAY	28
Shacharis, Main Shul, Megillas Rus is read, Yizkor is recited Early Shacharis, Kollel Beis Midrash, Megillas Rus is read, Yizkor is recited Shacharis, Daily Minyan	8:00am 9:00am
Teen Minyan, Conference Room, Megillas Rus is read, Yizkor is recited Beth Jacob Shavuos Lunch – Tanach Siyum, Heritage Hall Women's Oneg at the Feldman home, 1582 Beechcliff Drive	after Services
A women's Oneg Yom Tov led by Rebbetzins Miriam Freundlich. Please note: This is an "Adults only" program so can be supervised by others at home.	
Early Mincha, Daily Minyan Men's Learning Program, with Rabbi Ilan D. Feldman, Conference Room	
TOPIC: An Analysis of the Laws and Themes of the Blessing	gs Over Torah Study
Mincha, followed by class with Rabbi Yechezkel Freundlich, Main Shul	approximately 9:15pm





THANK YOU to our Jacob's Angels 2012 Campaign Participants

Thank you to our Jacob's Angels participants! This year our Angels are helping grow the program support to critical synagogue elements – Adult Education, Youth Programs, and High Holiday Services. Thank you again for your help in building a strong Beth Jacob for the future during this, our jubilee year. Interested in being an Angel? Membership in Jacob's Angels begins at a commitment of \$1,800 - \$25,000 with various benefits associated at each level. Contact Rabbi Ilan Feldman of Rabbi Freundlich for more information.

BLACK

Jack & Pam Williams

PLATINUM

Jake Aronov Donald & Sheila Minsk Mickey & Marilyn Steinberg

COPPER

Jack Bleich, z"l Howard & Jennifer Caplan

GOLD

Allan & Sheila Bleich Allen & Judy Lipis Alan & Julie Minsk Nison & Helene Shleifer Gerald & Cynthia Shulman

SILVER

Henry & Shirlye Birnbrey Charles & Sandra Kaplan Ira & Sandy Leff Tal & Nava Senior

BRONZE

Anonymous
Larry & Eleanor Bogart
Rick & Robin Halpern
Asa Binyomin &
Chana Malka Harris
Henry & Shoshana Kagan
Jonathan & Shulamith Klein
Seth & Jana Lynn
Moshe & Diane Manheim
Arnie & Marcy Schneider
Burt & Doreen Wittenberg
Aleksandr & Natasha Vayner

Jacob's Angels Brunch





Spotlight on New Members

Steve Levy, Board of Trustees, Membership

Elan & Yelena Hertzberg represent a union of very different backgrounds. Elan's father was born in Palestine, raised in Israel and comes from German stock. Yelena was born and raised in Belarus, where it was illegal for Jews to practice their faith. They met and married in Los Angeles, which is where they began the Jewish journey that would eventually lead them to Atlanta. After the birth of their daughter Laelle (now age 8), they started having Shabbos meals with families in the Los Angeles community and were impressed with the people and the lifestyle they encountered. They then moved to Charlotte and continued their Jewish growth as active members of the Charlotte Torah Center. After a Shabbos in Atlanta with Rabbi Shlomo Pinkus, who had formerly lived in Charlotte, Elan returned home and told his wife that they needed to move to Atlanta. Yelena agreed, so they moved to Atlanta last summer so that they could be in a community that would foster their continued growth in Judaism. "Moving to Atlanta was the best decision we ever made," says Elan, adding, "It's really a dream come true." Laelle and her brother Mikkel (age 6) are enrolled at TDSA, and younger brother Anssel (age 2) attends Beth Jacob Preschool. Elan produces television commercials and frequently travels for his work. Yelena is a fashion designer and graphic designer, as well as a full-time volunteer. Although she has been in Atlanta for less than a year, she was the event chair of this year's TDSA Main Event, which featured a wonderful video produced by her husband.



Labor of Love

Please consider volunteering your time and/or experience at Beth Jacob Atlanta.

Opportunities include:

Building Maintenance Help, Chesed Committee, Chevra Kadisha, Family Programs,
Fundraising, Hospitality Committee, Kiddush Preparation, Lead Services, Men's Club, Office
Assistance, Phone Committee, Purim Parade & Festival, Shabbos Morning Childcare Help,
Shabbos Morning Ushering, Singles Programs, Sisterhood, Shiva Minyan Participation, Yom Tov Childcare Help,
Yom Tov Ushering, Youth Programming Committee

Contact the Shul office for more information.



Beth Jacob Legacy Fund: Planting Seeds for the Future

Congregation Beth Jacob was founded by a small group of Jews in 1943 to plant the seeds of an Orthodox community. Over the years, that synagogue has developed into a spiritual home where Jews can worship, educate their children, celebrate happy occasions, grow Jewishly and reach out to those in need.

Today, we all benefit from the seeds planted by our predecessors. We have day schools, high schools, yeshivas, a Kollel and a Kashruth Commission whose roots emanate from Beth Jacob.

Beth Jacob Legacy Fund, Inc. provides an endowment for the current and future needs of our congregation. This fund is a cushion against financial uncertainty and supports future growth and development. Just as a family's savings provides security and opportunity, the Legacy Fund paves the way for a more secure tomorrow. As the Legacy Fund grows, it will be an important guarantee of a vibrant future for Beth Jacob in the decades ahead.

Your participation in the Beth Jacob Legacy Fund provides an opportunity for you to plant the seeds for future generations. Your values will live on and your participation serves as an example for your loved ones.

For more information about Beth Jacob Legacy Fund, Inc., please contact Ms. Zahava Kurland at 404.633.0551 or by email at legacy@bethjacobatlanta.org.



Beth Jacob Preschool

Dr. Rebecca Oberman, Preschool Director

Blossoming flowers and vegetables, metamorphosing caterpillars, steps marching toward Sinai as we count the Omer, learning mitzvos of caring for our friends—these are the many themes and concepts filling the preschool in these last weeks of the school year.

Spring brings a distinct buzz to the school as we enjoy the warm weather by spending time outside in our organic garden. Currently we are growing: beets, peas, beans, radishes, lima beans (a breakout favorite this fall!), eggplant, tomatoes, cucumbers, zucchini, sunflowers, basil, rosemary and parsley. Our children have become master gardeners (and eager tasters!), having learned the parts of plants, how to tell when a plant needs water, what a plant needs to grow, and what the stages of development are in a vegetable's growth. Along the way, we have used this experience to teach and learn *patience* (as much as they wish, when we plant a seed, a vegetable does not, we have found, appear the next day!), *collaboration* (we all like to water the garden, but we need to take turns and work together or we get very wet and unhappy; similarly, we work best to decide on what to grow next when we do some research



together as a class, share ideas together of what we have learned, and then make a list that combines our knowledge and ideas); **observation** (children have come to see amazing and small details about leaves, flowers and insects from learning how to be still and quiet in the garden), and **description** skills. These are not only exemplary science abilities, they are outstanding, foundational learning skills.

In tandem with this, our children have been expert caregivers for many Painted Lady caterpillars for several week now and are eagerly watching them hang from butterfly pavilions now as they twitch and move metamorphosing into butterflies. The children raptly attend to these changes, noting each movement, color, and shift the insects go through. Their ability to discern differences has sharpened through this process, they have learned new vocabulary (parts of the insect body, *metamorphosis*, *chrysalis*, *cocoon*), and they have participated intimately in a wonder of Hashem's world that otherwise passes them by each spring. When, next week, these stunning butterflies emerge, they will see more acutely than ever before an aspect of Hashem's creation that inspires their awe scientifically and spiritually.

We are all the while counting the Omer throughout the school in ways meaningful to children of all ages. Our PreK children have made stamps with their bare feet in ink pads and cut them out: each day on a large bulletin board they have placed a new foot (numbered to represent the day) "marching" toward a huge rendering of Har Sinai. We use this board and this physical "marching" of their feet to count our walk on our way from Pesach and Mitzrayim to Shavuos and Har Sinai. During this time, we work in every class to emphasize the middos between children that we are keen to impart all year long: how to create a positive community among the children, how to be a good friend, how to speak nicely to each other, how to share well. In this way we are working to count the Omer physically and spiritually with the children.

It has been an amazing year of growth and learning and love in the school. We are excited about Camp BeeJay, starting on June 18th and running for an unprecedented 7 weeks of fun. Bunks are filling up so if you are interested, please contact Channah Garfinkel for more information at 678-244-6659 or see our information at www.bethjacobatlanta.org. We are eager have you join us!



Within Beth Jacob

BIRTHS

- Edna Adler on the birth of a greatgranddaughter, born to Yehuda & Ariela Brum, and to grandparents Rabbi Yitzchok & Leslie Adler
- Larry & Deborah Beck and Beruriah Sawyer on the birth of a grandson, Ezra Akiva, born to Yosef & Elisheva Beck
- Adam & Jessica Blatt on the birth of a daughter, Emma Ann, and to grandparents Ben & Sheryl Blatt
- Rabbi Naftali & Rivkah Estreicher on the birth of their son, Yosef, and to grandparents Rabbi Daniel & Bluma Estreicher and Ruby Grossblatt
- Yossie & Leah (Segal) Fried on the birth of a daughter in NY
- Rabbi Michoel & Ruthy Friedman on the birth of their daughter, Esther Bracha
- Randy & Caroline Gold on the birth of a daughter, Shai, and to grandmother Monica Katz
- Rabbi Ahron & Gitty Golding on the birth of their daughter, Rivka
- David & Debbie Goldschmidt on the birth of their daughter, Tova Sara
- **Sybil Goldstein** on the birth of her grandson, Jacob Louis, born to Dr. Jason & Emily Goldstein
- Adam & Robyn Grossblatt on the birth of a son and to grandmother Ruby Grossblatt
- Henry & Shoshana Kagan and Lila Perry on the birth of their greatgranddaughter, Devorah Yocheved, born to Kalman & Sima Perry
- Rabbi Eli & Batsheva Kerzner on the birth of their daughter, Chevda Mina
- Harvey & Gail Linder on the birth of a granddaughter, born to Zal & Erin Linder in Coconut Creek, FL
- Fishel & Jean Paley on the birth of their daughter, Ahuva Bella
- Dr. Nison & Helene Shleifer on the birth of a granddaughter, born to Shlomo & Chaya Berelowitz in Pittsburgh, PA
- **Dr. Tom & Judy Spira** on the birth of a granddaughter, born to AJ & Zipporah Ginsburg in NY
- **Dovid & Natalie White** on the birth of a baby boy

ENGAGEMENTS

- Kivi & Jordana Bernhard on the engagement of their daughter, Suri, to Avraham Schmalberg of Crown Heights, NY
- Bradley Caro Cook on his engagement to Cyndi Lazarus Carr, daughter of Cathie Lazarus & Kevin Carr of Los Angeles, CA
- **Dr. Aaron & Devora Feldman** on the engagement of their daughter, Adina, to Dr. Yosef Zelinger
- Rabbi Emanuel & Estelle Feldman on the engagement of their greatgranddaughter, Shayna Grossman, daughter of Rabbi Heshy & Chava Grossman, to Chaim Mordechai Kleinman, son of Rabbi & Mrs. Moshe Kleinman of Bayit Vegan, Jerusalem
- Zhenia Greszes on the engagement of her granddaughter, Jamie Saul, daughter of Danny & Miriam Saul, to Michael Rindsberg, son of Denise & Frank Rindsberg of Atlanta
- Rabbi Moshe & Leah Hiller on the engagement of their son, Nachman, to Baila Klein, daughter of Rabbi & Mrs. Asher Klein of CA
- Mrs. Soad Naghi on the engagement of her granddaughter, Dina Afrah, daughter of Bijan & Janet Afrah, to Jonathan Farzmand, son of Bahman & Mahnaz Farazmand; and on the engagement of her granddaughter, Daniella Khoshbakhsh, daughter of Nasir & Jacqueline Khoshbakhsk of CA, to Isaac Zaner of NY
- Yossi & Jill Ovadia on the engagement (678) 799-7912 of their son, Eitan, to Cara Stern, daughter of Dr. David & Debbie Stern of West Palm Beach, FL and to grandmother Gert Friedman
- Rabbi Moshe Boruch & Naama Parnes on the engagement of their daughter, Tzipporah, to Yehudah Leib Goldfarb, son of Dr. Nosson & Libby Goldfarb of Cleveland, OH
- David & Evi Reznick on the marriage of their son, Rabbi Elchonon, to Dr. Ora Rotenstein, daughter of Moshe & Sarah Rotenstein of Staten Island, NY
- Leah Stitzer on the engagement of her son

CONDOLENCES

- **Dr. Mort Barr** on the loss of his mother, Janet Barr
- The family of Dr. Jack Bleich
- Lucy Carson on the loss of her husband, Sam Carson
- Jan Cohen and Susan Schiller on the loss of their mother Lillie Engel Buchstane
- Gillian Rosenberg on the loss of her mother. Leah Sussman
- Rabbi Avraham Schwartz on the loss of his mother, Dianne Schwartz

NEW MEMBERS

- Louis & Cheryl Weinstein 509 Brookview Circle Marlton, NJ 08053 (856) 985-8235
- Lenore Field 1025 Emory Parc Place Decatur, GA 30033 (770) 630-6538
- Dr. Devorah Giffen 390 Rams Way Tucker, GA 30084 (404) 558-9830

MEMBER UPDATES

- Lisa Ezoory (678) 705-2440
- Mordechai & Helen Gerchikov (678) 757-5455
- Dr. & Mrs. M. Louis Weinstein 7301 Park Heights Ave. #408 Pikesville, MD 21208
- Rabbi Asher & Shira Yablok (678) 799-7912



Thank you to our Donors!

IN HONOR OF

- **Dr. Allan & Sheila Bleich**: Mildred Bleiberg
- Michael & Betsy Cenker for the hospitality shown to the Paley family on the birth of a baby girl: Robert Diskin
- Moshe Esral Todah Rabah: from Mom
- Rabbi Ilan Feldman: Lester & Randee Smolensky
- **Dr. Mark & Barbara Fisher:** Lester & Randee Smolensky
- Racheli Freundlich on her Bat Mitzvah: Aaron & Beth Valenta
- Bill & Paula Gris: Nathaniel Klein, Jon & Beverly Levenson
- Ed & Lynn Koffsky: Rabbi Menachem & Dena Deutsch, Ruby Grossblatt & family
- Steve & Dr. Sarah Levy on the birth of their daughter: Sharon Lichtenthal
- **Dr. David Mitchell** on his birthday: Lori Brickman
- **Eitan Ovadia** on his engagement to Cara Stern: Randy & Caroline Gold
- Yossi & Jill Ovadia: on the engagement of their son Eitan to Cara Stern: Randy & Caroline Gold
- Yosef Dovid Pepper on his Bar
 Mitzvah: Andrew & Sydney Rubin Lewis
 & family
- Micha Keen Reiner: Carole Feinberg
- Shai Rubin Todah Rabah: Faye Esral
- David & Elizabeth Schoen on the Bat Mitzvah of their daughter Maayan: Andrew & Sydney Rubin Lewis & family
- Maayan Schoen on her Bat Mitzvah Aliyah: Dr. Sandford Hartman
- Ahron Shmuel Wiggins on his Bar Mitzvah: Andrew & Sydney Rubin Lewis & family

REFUAH SHLEMAH

- Lois Held: Si & Marsha Londe
- **Abbey Lewis:** Dr. Allan & Sheila Bleich, Tsiporah Metzel
- Josh Lewis: Dr. Allan & Sheila Bleich, Avi & Alissa Ossip
- Rita Marokko: Dr. Allan & Sheila Bleich, Gloria Goldberg
- **Donald Miller:** Donald & Sheila Minsk

• Yechiel Saiman: Elia & Adina Fischer

IN MEMORY OF

- Janet Barr, mother of Dr. Morton Barr: Dr. Aaron & Miriam Cann, Dr. Allan & Sheila Bleich, Dr. Alan & Marilyn Feingold, MosheAron & Linda Gross, Dr. Allen & Shelly Shaw, Mickey & Marilyn Steinberg
- Dr. Jack Bleich: Pauline (Polly) Addy, Dr. Aaron & Miriam Cann, David & Leah Franco, Michael & Anna Goffman, Zhenia Greszes, Drs. IJ & Adina Jagoda, Mindy Leifer, Si & Marsha Londe, Sander & Irene Mendelson, Donald & Sheila Minsk, Frank & Barbara Marxer, Tsiporah Metzel, Regine Rosenfelder, Harriett K. Ross, Betty Roth, Alfred & Tosia Schneider, Dr. Allen & Shelly Shaw, Morton & Meryl Shlossman, Stelle Strozer
- Sam Carson: Judy Baston, Dr. Allan & Sheila Bleich, Debra Bloom, Briarcliff Woods Neighbor's Club, Barbara Bruner, Neal & Phyllis Busch, Dr. Aaron & Miriam Cann, Dr. Howard & Jennifer Caplan, Susan L. DeHoff PhD, Robley & Justine Fletcher, Steve & Heleen Grossman, Ruth Hartz, Doris Herzberg, Alan Minsk & Julie Kaminsky, Zahava Kurland, Dr. & Mrs. Jeffrey Larner, Dr.Charles & Nancy Levy, Melville & Gayle Lindsay Jr., Si & Marsha Londe, Herbert Mendel & Lois Berch, Helayna Minsk, Herb & Sheila Rose, Frieda Selowsky & Cynthia Rotholz, Dr. Arnie & Marcy Schneider, Yani & Gail Siegel, Dr. Allen & Shelly Shaw, Barry Spieler & family, Mickey & Marilyn Steinberg, Dr. Mort & Aviva Waitzman, Brian & Susan Weiss, John & Janis Zaremba, Mary R. Zwiren
- Naomi Esral: Sharon Lichtenthal
- Dr. Stuart Farber: Si & Marsha Londe
- Binyomin Michel Kagan, brother of Henry Kagan: Sharon Lichtenthal
- Esther Moses: Sharon Lichtenthal & Ellen Rosenzweig
- Leah Sussman mother of Gillian Rosenberg: Carol Feinberg, Larry & Myrna Klinger, Sharon Lichtenthal
- Zeisel Shapira, sister of Yoni Werzberger: Drs. IJ & Adnina Jagoda
- Nison & Helene Shleifer's parents: Joey & Kay Fink

- Iris Siegel: Elliot & Jacqueline Grabine, Aunt Shirley & Uncle Eddie Goodman & family, Gary & Hope Hickman, Tsiporah Metzel
- Cindy Steele: Dr. Aaron & Miriam Cann, Dr. Allen & Shelly Shaw
- Rabbi Yosef Tendler: Dr. Aaron & Miriam Cann, Sharon Lichtenthal
- Rebbetzin Chana Weinberg: Mildred Bleiberg, Zhenia Greszes, Alan Minsk & Julie Kaminsky, Ronda Robinson, Regine Rosenfelder, Allan & Roberta Scher, Dr. Allen & Shelly Shaw, Linda Tanenbaum, Raya Zalik
- Kathy Weiselman: Bobby, Julie & Shani Weinmann

BOOK DEDICATIONS

Chumashim In Memory of

- **Dr. Jack Bleich:** Joey & Kay Fink, The Bleich family (Jack's personal Chumash)
- Lee Conn: Dr. Stan & Sharon Harris
- Charles Coplan: Larry & Eleanor Bogart
- **Dorothy Coplan:** Larry & Eleanor Bogart
- Rabbi Robert Ichay: Dr. Howard & Jennifer Caplan
- Rebbetzin Chana Weinberg: Dr.
 Howard & Jennifer Caplan, Monica Katz
 family, The Starkman family

Siddurim

In Memory of

- Jeanne Bailer: Dr. Howard & Jennifer Caplan
- **Beatrice Caplan:** Dr. Howard & Jennifer Caplan
- Sam Carson: Bob & Sue Maran
- Stanley Gartner: Reuven & Pam Gartner
- Samuel Geltman, grandfather of Rifki Freundlich: Monica Katz
- Sanford Guggenheim: Stephen Guggenheim
- Siegfried Edmond Guggenheim: Stephen Guggenheim
- Herbert Setler: Dr. Howard & Jennifer Caplan
- Rebbetzin Chana Weinberg: Sharon Lichtenthal

Machzors

• Leah Sussman: Gillian Rosenberg

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JUNE 9, 2012 PARSHAS BEHALOTECHA

It's our children's moment to shine. Help the torch of BJ Youth Programming continue to shine throughout the year. Take this opportunity to honor your loved ones who participate, lead, mentor, enjoy or just plain derive pride from our youth.

SPONSORSHIP LEVELS

All spansorships and danations will help support Youth Programming throughout the year.

Triathlete Kiddush	\$720
Rower Sweets Table	\$540
Equestrian Decorations	\$360
Swimmer Beverage Table	\$180
Rower Shabbos Morning Services	\$108
Server End of the Year Prizes	\$72
Cyclist Shabbos Morning Snacks	\$54
Gymnast Sponsor your Graduate	\$36

New
this year:
Sponsor your
graduate! Whether
your graduate is
graduating Pre-K or
12th grade, honor
them this Youth
Shabbos!

Please fill out the following and return to the Shul office. Contact the Shul office at (404) 633-0551 with any questions.

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Ilan D. Feldman, Rabbi rabbi@bethjacobatlanta.org ext. 224 or 678-244-6640

Yechezkel Freundlich, Associate Rabbi rabbiy@bethjacobatlanta.org ext. 243 or 678-244-6646

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Congregation Beth Jacob 1855 LaVista Road Atlanta, GA 30329 Main Line: (404) 633-0551 Fax: (404) 320-7912

www.bethjacobatlanta.org

Mission Statement: Guided by Torah Judaism, we nurture a continuously growing, spiritual, intellectual, social, and loving, synagogue-based community which encourages personal growth, and connects Jews of all backgrounds to each other and to G-d.



Schedule of Services

Friday	Parshas	Early Candle Lighting	Candle Lighting	Early Friday Mincha	Friday Mincha	Shabbos Mincha	Shabbos Ends	Weekday Mincha
June 1	Nasso	7:14PM	8:25PM	7:00PM	8:25PM	8:05PM	9:19PM	8:30PM
June 8	Behalotecha	7:17PM	8:29PM	7:00PM	8:30PM	8:05PM	9:22PM	8:35PM
June 15	Shelach	7:20PM	8:32PM	7:05PM	8:30PM	8:10PM	9:25PM	8:35PM
June 22	Korach	7:22PM	8:34PM	7:05PM	8:35PM	8:10PM	9:27PM	8:35PM
June 29	Chukkat	7:22PM	8:43PM	7:05PM	8:35PM	8:10PM	9:27PM	8:35PM
July 6	Balak	7:22PM	8:33PM	7:05PM	8:35PM	8:10PM	9:26PM	8:35PM
July 13	Pinchas	7:20PM	8:31PM	7:05PM	8:30PM	8:10PM	9:24PM	8:30PM
July 20	Matot and Masei	7:18PM	8:28PM	7:05PM	8:30PM	8:05PM	9:20PM	8:30PM
July 27	Devarim	7:14PM	8:23PM	7:00PM	8:25PM	8:00PM	9:16PM	8:20PM
Aug 3	Vaetchanan	7:10PM	8:18PM	6:55PM	8:20PM	7:55PM	9:10PM	8:15PM
Aug 10	Eikev	7:04PM	8:11PM	6:50PM	8:10PM	7:50PM	9:03PM	8:10PM
Aug 17	Re'eh	6:58PM	8:03PM	6:45PM	8:05PM	7:40PM	8:55PM	8:00PM
Aug 24	Shoftim	6:51PM	7:55PM	6:35PM	7:55PM	7:30PM	8:46PM	7:50PM