



# The Menorah

**Notes from the Rabbi: Ethan Seidel**

## Study Opportunities This Coming Year

I hope the new year brings you health and happiness, as well as opportunities to serve God and study Torah. Concerning the latter, here are some opportunities to study Torah with me in the coming year:

### Beginning Hebrew

As I have been doing every other year, I'll be starting a beginning Hebrew class again this fall, after the holidays. Anyone who can read Hebrew words (even haltingly) is welcome to try the class. We'll study out of *The First Hebrew Primer* (EKS Publishing Co.), which you can buy yourself, or have me order for you. Classes will meet at TI on Sunday morning, 11 a.m. to noon.

Though you are welcome to just show up to the first class unannounced, it would be

helpful for me if you let me know of your interest, so I can get a sense of the potential size of the class. I plan to start the class on October 2.



**Warning:** This class is serious. There is homework every week, so you need to be sure you have time during the week for homework, in addition to the class time. To be sure, at the beginning of the class there isn't all that much homework. But as

*(Continued on page 2)*

### Inside This Issue\*

<a href="#">Lilmod U'lilamed</a>	4
<a href="#">Lifelong Learning</a>	5
<a href="#">Board Minutes Summary</a>	6
<a href="#">Project Reconnect</a>	6
<a href="#">Social Action</a>	7
<a href="#">Labor on the Bimah</a>	7
<a href="#">Kol Nashim</a>	8
<a href="#">Friday Night Minyan</a>	
<a href="#">Assignments</a>	8
<a href="#">RH Meal Sharing</a>	8
<a href="#">Nayes un Mekhayes</a>	9
<a href="#">RH Food for Purchase</a>	10
<a href="#">Morris Bat Mitzvah</a>	11
<a href="#">September Highlights</a>	11
<a href="#">Book Review: ROAR</a>	12
<a href="#">HH Service Schedule</a>	13
<a href="#">Donations</a>	15

\* On-line readers can move directly to any page by clicking on the desired article title.

## President's Column: Joel Cohen

### Communication

It has been frequently noted that extremism in politics and in religion has become more intense or at least more noticeable, and amiability with respect to "the other" is disappearing. Many attribute this to different aspects of new technology, and I am inclined to agree with them.

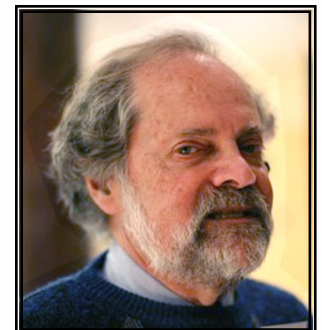
A case in point is the intensity of political differences in the House of Representatives. It has always been true that incumbents have taken a very personal interest in the redistricting of the House. But in this century – especially since the 2000 census – this has been taken to new heights (or depths if you will).

Computer technology allows political leaders to map out districts which practically guarantee which party will win a

House seat. Occasionally overarching issues change the politics of many districts at the same time, but usually the winner is determined

by the party, chosen in a primary in which the candidate with the most extreme position is the more likely winner. The more likely general election winner is the one who represents the district's majority party. In normal times, this party remains the same more than 90% of the time.

*(Continued on page 2)*



## Notes from the Rabbi (continued)

with learning any language, the more you know, the more complicated the homework is going to be. By the end of the course (typically, this class lasts almost two years), you will be able to read and understand most sentences in the *Torah*, the narrative sections in the rest of the *Tanach*, as well as the Hebrew of the *Siddur*.

### Introduction to Judaism

I am also planning to repeat the Introduction to Judaism class I ran last year (with the help of a number of congregants) in the fall and spring. Each Sunday at 8 p.m. (starting October 30 and running through March), we will tackle a different topic – so people are welcome to come to all, a few, or even just one of the sessions.

Among the topics we plan to cover (the order is still to be determined, depending upon the availability of the

teachers) are: Shabbat, The State of Israel, Prayer, *Kashrut*, Holidays (several classes), Jewish Texts, The Different Branches of Judaism, Philosophy, History (several classes), Holocaust, Life Cycle Events (several classes).

This class is aimed at three groups of people (though all are welcome):

- Those who are thinking about conversion.
- Those who are already Jewish, but have little Jewish background.
- Those who are not Jewish and are not necessarily thinking about conversion, but are married to Jews, and are perhaps raising Jewish children, and who would like to learn more about Judaism.

These two classes have come about because people wanted them taught. Is there another class you would like me to teach? Please let me know, and I will try to make it happen!

I wish you a year rejuvenated through study!

L'Shanah Tova!

Rabbi Seidel

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## President's Column (continued)

Too often, the representative elected has never been challenged to think about the opposition's arguments. This results in extreme gridlock. There is no way for our representatives to talk across party lines when they have never had to even acknowledge that people on the other side may not be completely incompetent and evil.

The problem is not only voting bloc computer programming. It is also the so-called new media. Each one of us can now read newspapers, magazines and blogs written only by people with whom we agree, without having any of our beliefs challenged.

The only goal of a discussion with someone with whom we disagree completely is generally to change the other person's mind. It is rarely to understand why the other has come to a different conclusion, or to allow someone to challenge our underlying assumptions.

*(Continued on page 3)*

## President's Column (continued)

The range of political opinion in our congregation is actually fairly narrow when it comes to national politics. Even the few who identify with the "other" party tend to agree with the rest on most issues.

### Two Saving Graces

Luckily, we in Tifereth Israel have two things that save us from total conformity and seeing the opposite view as the enemy.

The first of our saving graces is Rabbi Seidel. We are blessed with a rabbi who does his best not to let anyone get too comfortable with his or her own opinions. He has rightly considered his role as provocateur, whether regarding public issues (e.g. the death penalty) or private (e.g. child-rearing).

The second is Israel. There are a thousand different opinions in our congregation of 325 families. There may not be a lot of Likudniks or Yisrael Beitenu fans at TI, but the gamut of opinions on most important issues facing Israel is extremely broad, ranging from members who feel that Israel should be removed from the Himmelfarb curriculum to those who have made aliyah in their hearts.

### Talking About Common Interests

Yet these same people will work and sit together and only disagree about baseball (Red Sox vs. Yankees). The reason we can talk to people with whom we disagree is that we usually talk about interests we have in common. We don't start the conversation with the point of contention. This is what Princeton philosophy professor Anthony Appiah calls "sidling up to the issue."

I was lucky to have a close friend and colleague, Dr. John Osborn, a conservative Republican and evangelical Baptist, who sadly died about a month ago. Our friendship was based not on politics or religion but rather on hundreds of discussions about math and teaching and life. When we disagreed sharply we were able to listen to the other person, not try to convince the other but to have our ideas heard. The purpose of our discussions was to understand why each of us held such opposite views. It was not to try to convince the other, nor to try to find "common ground."

### Not Trying to Change Sides

Just as a Red Sox fan does not discuss baseball with a Yankees fan to get him to "change sides" and start cheering for the Red Sox, our discussions with those with whom we disagree about the settlements, AIPAC or J

Street, should be more about understanding how the other person reasons and comes to that opinion than about trying to convince the other to change sides.

There is one issue where we really *should* consider seeking common ground with those who are opposed to us. This regards Kiddush on Shabbat.

### Where We Sit in the Cherner

With my election, I really feel that I am president of the whole Cherner, not just one side. But before being elected, I was a Northern Extremist and almost always sat at one of two or three tables on the North side of the Cherner.

I am not alone in this. Too many of us feel we *own* a specific seat, sitting in the same place week in and week out, mainly talking to the same people. We should all resolve to sit somewhere new at least once a month and occasionally even change sides. Not always sitting on the North side, but once in a while trying out the East side, and — as it becomes less frightening — even trying the South side.

In the spirit of crossing your too comfortable boundaries, challenge yourself by eating with someone "new," even if it is someone you have known for years.

### **Funeral Practices Committee Always On-Call**

Chaverim of the Funeral Practices Committee are on call to provide counsel and services to synagogue members and their dependents. Prior to contacting the funeral home, please contact one of the following chaverim, Rabbi Seidel, or the TI office (202-882-1605).

**Shelly Heller** h: 301-942-1836  
w: 202-242-6698

**Jeff Davidson** h: 301-593-1335

**David (Judy) Cohen** h: 301-652-2872

**Marcia Goldberg** h: 301-589-0352

## Lilmod U'lilamed: Eitan Gutin

# Machloket L'shem Shamayim, the Value of Disagreement

As Jews we love to joke about how much we like to argue. There is the joke about one person on a desert island who built two shuls (one he goes to, one he won't step foot in), or the famous phrase "two Jews, three opinions."

Our tradition of argument goes all the way back to Avraham when he argued before God on behalf of the city of S'dom.

Among the most famous arguments in Jewish history are the various disagreements that existed between the House of Hillel and the House of Shammai. Hillel and Shammai, along with their respective students, disagreed on nearly every aspect of Jewish law that we have a record of them discussing.

The Talmud describes the constant dispute between the two houses of study as being a *Machloket L'shem Shamayim*, an argument in the name of heaven.

### Not Taking It Personally

What makes the Hillel/Shammai argument in the name of heaven? The Talmud tells us that even though they disagreed on nearly every issue, the sons of the House of Hillel married the daughters of the House of Shammai, and the sons of the House of Shammai married the daughters of the House of Hillel.

The point being made by the rabbis is that a dispute done in the name of heaven is one in which the parties arguing do not take the argument so personally that they can't deal with each other outside of the dispute.

One important feature of the Tifereth Israel community is what happens when we disagree with each other.

It has been pointed out to me many times that Tlors are in the habit of disagreeing over a point in the *Drash* during Shabbat morning services, and then still sitting together at Shabbat lunch as friends. Most of the disagreements at TI are truly *L'shem Shamayim*; this is one of the reasons I love working here.

### The Value of Argument

There is another important feature of the idea of *Machloket L'shem Shamayim*, and that is that a *machloket* (dispute or argument) has to happen in the first place!

The Jewish community is healthier when we argue than when we do not. Sometimes we do not argue because there is only one normative "accepted" opinion, while other times we do not argue because, if we do, we may end up yelling at each other and doing more harm than good.

Just about the only times I have had Jewish voices raised at me, and I have raised my own voice, is when discussing Israel in general, and the peace process in particular. I am sure I am not alone in these experiences.

Many of the Jewish institutions I encounter these days avoid discussion of the peace process entirely because they are worried that such a discussion might hurt the community.

### Avoiding Arguments is Unhealthy

If arguments in the name of heaven are healthy for the Jewish community then I believe that arguments that devolve into personal battles or have to be avoided entirely are a sign of illness.

On the one hand, there should be no forbidden topics in the Jewish community. On the other hand, we need to make sure that when topics are discussed, even argued, the discussion take place *L'shem Shamayim*.

This brings me to the panel sponsored by J-Street that TI agreed to host on September 8. When the initial discussion took place in the Tifereth Israel office about hosting the event I was a strong advocate that we say yes.

My advocacy was not based on any particular love for J-Street. To be honest, my own idea of Zionism makes me deeply uncomfortable with most of the rhetoric I see from Zionist organizations no matter from which direction they are coming. Instead, I feel strongly that, unless a presentation is overtly in conflict with TI's values, we should welcome any chance to hear a full variety of interesting voices in the synagogue.

### The Ability to Listen

One more important part of a *Machloket L'shem Shamayim*, is one's ability to listen to someone with whom you deeply disagree.

If the only people on the panel on September 8 are people who usually agree with J-Street's perspective on the peace process then I would consider it a program that did not live up to its potential.

So, no matter what your opinions are on Israel and the peace process, I encourage you to come out on the 8th and add Israel to the list of TI discussions that are *L'shem Shamayim* -- and prevent it from remaining a topic that we avoid.

## Lifelong Learning

### Eitan Gutin

#### Himmelfarb & Chai Happenings

**Registration is now open** for the 2011-2012 school year. Families who are currently registered should have already received their packets in the mail. Our enrollment increased by 11 students last school year. We plan to continue growing our wonderful school.

**Our 2011-2012 Faculty.** The most important factor in the success of the Himmelfarb School is our amazing faculty. We are proud that most of last year's teachers are returning. We are also excited to welcome Hagit Leibowitz, our new Hey teacher.

Gan: Silvia Edenburg  
 Alef: Seth Glabman  
 Bet: Chana Berliant  
 Dalet: Anita Kramer  
 Hey: Hagit Leibowitz  
 Vav: Silvia Edenburg and Rabbi Seidel  
 Zayin: Daniel Charles and Rabbi Seidel

#### Family Education and Programs

**Family Service, Friday, September 9.** This will be the first family service of the year, and the kickoff for a full year of great family and youth programs. We will have family-led Kabbalat Shabbat services at 6:00, followed by a community dinner at 7:00. Please email Eitan Gutin, Director of Lifelong Learning, if you or your child would like to participate in the service in any way. The registration form for dinner is now live on the TI website.

#### Community & Adult Education

**The TI Adult Education Committee** is very excited to bring you another year of outstanding programs: lectures, classes, workshops, films, and more! Look for our Fall Catalog, to be issued later this month, with information about upcoming Adult Ed programs, as well as events organized by our Kol Nashim, Chaverim, and Social Action committees. This year's Fall catalog will contain a special tribute to our teacher, Mollie Berch, may her name be a blessing.

**SHALEM (Shabbat Afternoon Learning Monthly)**, which meets after Kiddush lunch at 1:00 p.m., will begin this year on September 24 with special guest and Artist in Residence Alison Westerman. The presentation is titled "Translating Text Into Song."

Participants will have the opportunity to study the third chapter of Psalms with Alison. She will then give us a window into the process of creating music with text by sharing rejected melodies for parts of the Psalm and by teaching us all a new melody that will bring even more joy and spirituality to our lives.

We hope you can all join us for what should be a fantastic kickoff to our year of learning!

**J Street DC Metro Panel, "The September Situation: Palestinian and Israeli Initiatives and the UN," Thursday, September 8.** Panelists include journalists from NPR and Fox News, as well as representatives from the U.S. Institute of Peace and the American Task Force on Palestine. Later this year and next, we will be hosting a variety of Israel-related programs, including lectures and films.

**Monday Lunch-and-Learn.** Join us every Monday (except for holidays) at 11 a.m. for an hour of interesting Torah study and discussion, followed by lunch.

If you have suggestions for future programs, or would like to get involved in planning Adult Education events at TI, contact the Vice President of Lifelong Learning, Josh Furman, at [jfurman@umd.edu](mailto:jfurman@umd.edu). Shana tova!

#### TI's Annual Retreat

**Register Today.** The theme of this year's retreat, **December 9-11**, will be **"Creating A Caring Community."** To register, just open the TI website and you will find a link to the retreat information under the "Adult" section of the menu. Of course, the retreat is not just for adults -- we want to have parents and children together. We will run a high-quality children's program throughout the weekend that parallels the adult experience.

#### Youth Programs

We are gearing up for a great year for **USY (9th-12<sup>th</sup> grades)** and **Kadima (6th-8<sup>th</sup> grades)**. While the calendars are not yet complete. Here is a taste of what we will be offering this year for 6th-12th graders at TI:

**September 9.** Opening Shabbat Dinner and Services for TI youth, students, and their families.

*(Continued on page 6)*

## Lifelong Learning (continued)

**September 17.** USY Regional Fall Kickoff Dance (Bnai Israel).

**October 9.** USY Pizza & Sukkah Decorating Party.

**October 15.** USY overnight under the stars (8th graders welcome).

**October 16.** Kadima Pizza In The Hut.

**October 28-30.** Regional Kadima Kallah.

**November 4.** TI USY hosts teens from around DC for a Shabbat Sevice and Dinner (tent.).

**November 18-20.** USY Regional Fall Kinnus in Vlrginia Beach.

**December 9-11.** TI Annual Retreat, with special programs for children and young adults.

**December 22-29.** USY International Convention in Philadelphia, including the culmination of the youth group's 60th Anniversary celebrations.

For information about these or any other programs please contact Eitan Gutin.

## Project Reconnect

The United Synagogue of Conservative Judaism is again encouraging congregations to welcome young people for the High Holidays with tickets to services and home hospitality. Tifereth Israel will again participate.

If you know college students or someone in the military who is not a member of a synagogue, tell them to contact TI. If your own college students are not coming home for the Holidays, check out the list of congregations participating in Project Reconnect.

## Summary of TI Board of Directors Meeting July 11, 2011

**Attending:** Renee Brachfeld, Susan Catler, Joel Cohen, Jeff Davidson, Deena Dugan, Sara Goldberg, Esther Herman, Paula Martin, Stephanie Roodman Murdock, Margie Odle, Debbie Pomerance, Naomi Revzin, Vivian Seidner, Lynne Snyder, Jevera Temsky, Daniel Turner, Mark Verschell, Chris Zeilinger

**Excused:** Joshua Furman, David Levy, Ruth Shapiro, Frank Solomon, Susan Vitale, Seth Glabman

**Absent:** Varda Fink

**Staff:** Rabbi Ethan Seidel, Eitan Gutin, David Zinner

The meeting was called to order by President Joel Cohen at 8:10.

**Finance Committee Report.** Chris Zeilinger distributed a handout with the operating budget of TI for the fiscal year ending 6/30/11.

### High Holiday Committee Report.

Susan Catler explained that everything that needs to be done for the High Holidays is being done in an orderly and timely manner. The downstairs Cherner service will be more active and family friendly. It will start with shacharit at 9:30. There will be services downstairs every day. There will be a quiet, supervised space for kids fourth grade and up who just want to read as well as programing and activities for children all ages.

### Rabbi Consultative Committee Report.

Shelley Heller, Daniel Handwerker and Susan Catler met with Rabbi Seidel to discuss the Rabbi's goals for the year.

### Lifelong Learning Committee Report.

Eitan Gutin reported that school registration is open. The first of two new youth professionals has been hired. The Himmelfarb Fund has \$65,000 in it, and the Fund coordinators have authorized a 50%

subsidy to any family that sends a child in grades 6-12 to their first USY or Kadima event which includes a Shabbat.

**House Committee Report.** Mark Verschell reported that the sound delay problem in the Cherner has largely been corrected.

**Communications Task Force Report.** An editor is needed for the weekly newsletter.

**Retreat, December 9-11.** Eitan Gutin said they are still working out programming and costs. Publicity should be out in about a week.

**Adjournment.** The meeting adjourned at 10:05.

Respectfully submitted,

Stephanie Roodman Murdock  
Recording Secretary

## Social Action at Tifereth Israel

Stephen Nelson

The jazz singer and rapper, Gil Scott-Heron, who passed away too soon this past May, wrote a song in 1975 called "Winter in America." In that song, Scott-Heron painted a picture of a country that in the previous decade had been racked with racial tensions, assassination of its statesmen and political corruption.

And now it's winter  
 Winter in America  
 Yes and all the healers have been  
 killed  
 Or sent away, yeah  
 But the people know, the people  
 know  
 It's winter  
 Winter in America  
 And ain't nobody fighting  
 'Cause nobody knows what to say  
 Save your soul, Lord knows  
 From Winter in America

In hindsight, it appears that Scott-Heron may have gotten his timing wrong. It wasn't winter in 1975, but maybe something more like Indian Summer. Back then, as it has been documented, the gap between the rich and poor in this country was much smaller than it is today.

### The Gap Has Widened

Since then, the combination of tax cuts that have largely benefitted the wealthy, a failure of regulatory oversight (particularly with regard to the financial sector), and the capitalist exploitation of the emerging world economy have divided this country much more into the haves and have-nots.

In light of the recent debt ceiling legislation, one thing has become quite clear: the disadvantaged in our society cannot count on government to address, let alone solve, issues of poverty.

Indeed, it looks like the next battle to be fought will be over the bulwarks of the New Deal and the Great Society, programs that just a couple of decades ago were thought to be untouchable.

As a result, those of us fortunate enough to have made a decent living in our society must pick up the slack. As we approach the High Holidays, it will be time once again to do some soul-searching as to what we can do for the betterment of society. But why wait for the Days of Awe to make the commitment for change?

So that we can get a head start, here are some of the programs that TI's Social Action Committee sponsors:

### SOME Shelter Casseroles

So Others Might Eat (SOME) operates a shelter that serves hot breakfasts and lunch every day of the year. Once a month, TI members bake casseroles for the shelter. Contact David Rubin ([david.h.rubin@usps.gov](mailto:david.h.rubin@usps.gov)) or Stephanie Rubin ([stephanierubin@rcn.com](mailto:stephanierubin@rcn.com)).

### Martha's Table Van Run

Once a month, TI members help serve dinner to homeless men and women through a van sponsored by Martha's Table. Contact Gene Herman ([gene511@aol.com](mailto:gene511@aol.com)).

### Luther Place Dinners

TI families cook and help serve dinner to 25 women living in a shelter at the Luther Place Church's "N Street Village." Contact Marjorie Siegel ([marjorie.siegel@verizon.net](mailto:marjorie.siegel@verizon.net)).



### Shepherd Elementary School Tutoring

For the past 12 years, adults and teenagers from TI have tutored students from the neighborhood public elementary school. Each tutor is paired with a grade-school student for the school year. The pair meets for one hour each week at the synagogue to work on a variety of subjects. Contact Dan Nathan ([dananddori@verizon.net](mailto:dananddori@verizon.net)).

### Passover Food Delivery

Every Passover, TI members deliver holiday groceries to Jewish seniors, immigrants, and others in need as identified by local Jewish agencies. Contact Ray Natter ([rntr@verizon.net](mailto:rntr@verizon.net)).

### Holiday Meal Preparation

In late December, TI members prepare luncheons at several shelters in D.C. Contact Martin Kessel ([kesselm@mail.nih.gov](mailto:kesselm@mail.nih.gov)).

### Labor on the Bimah

In a special Labor Day weekend program at Shabbat morning services on September 3, TI members Marilyn Schneiderman and Stephen Lerner will discuss our role as Jews, individually and collectively, historically and in today's economically troubled times, in Building a Movement for Social and Economic Justice.

## Kol Nashim

Paula Flicker



### Kol Foods Presentation

On **Sunday, September 18, 10:30 a.m.-12 Noon**, Devora Kimmelman-Block will present Kol Nashim's first fall 2011 program, "KOL Foods and the New Jewish Food Movement." In July 2007, KOL Foods established a partnership with TI, a slaughterhouse and a local farmer to make the first glatt kosher, organically raised, grass-fed meat available. There are now KOL Foods buying clubs in nine cities.

Devora will speak about KOL Foods, Judaism's unique relationship to food, raising consciousness around sustainable food issues in the Jewish community, "...and perhaps most importantly, making people treasure their meat again."

Devora has established a unique business. This talk is your opportunity to hear the latest from a TI entrepreneur. It will be interesting even if you don't eat meat.

### Entertainment Books are here!

Maryland and Northern Virginia Entertainment Books have arrived. The cost is \$30. These books contain coupons for discounts for a wide range of places and services such as car washes, movies, and hotels. They make a terrific gift for family and friends. Pick one up at the office or at TI events this fall.

### Join Kol Nashim

You may have received a Kol Nashim bookmark in your most

recent bill from TI. If not, you should get one with your next bill. Shirley Rosenberg and Anne Woods designed the lovely bookmarks. They are a reminder to contact the office to join Kol Nashim if you're not already a member. Membership is \$25 and supports our activities at TI. Use the bookmark in good health.

### Mitzvah Knitting

At this writing, a Mitzvah Knitting schedule has not been made. We will be contacting people who have participated in the past to find a time and day that works for as many people as possible. Which night or week in the month would work for you? Please let **Ellen Zwiback** know, at [ellen.zwibak@aig.com](mailto:ellen.zwibak@aig.com) or 202-686-7171.

## Friday Night Minyan Assignments

### September 2

Bernard & Debra Shleien  
Nathaniel Shyovitz  
Richard & Marjorie Siegel  
David Silber & Eileen Rose  
Morton Simon  
David & Rona Siskind  
Aaron & Reva Snow  
Dan & Elizabeth Sokolov  
Frank Solomon & Laurie Russell  
Louis & Madge Lee Spector

### September 16

Phil & Dianne Spellberg  
Masha Spiegel  
Gregory Stackel & Genevieve Sapir  
Jeffrey & Julie Steinberg  
Lois Steinberg  
Mitchell & Amy Stoltz  
Jack Stone & Wilma Brier  
Noam Stopak & Shelley Sturman  
Edwin Stromberg & Rose Ellen Halper  
Jonathan Strum

### September 23

Marc Suddleson & Mollie Surden  
Howard & Michelle Sumka  
Kassahun Teffera  
Jevera Temsky  
Neil & Rachel Tickner  
Michael Tilchin & Linda Greer  
David Tobenkin  
Peter & Rhoda Trooboff  
Paula Tucker  
Allan & Judy Tulchin

### October 14

Daniel & Allison Turner  
Ruth & Michael Unterweger  
Emmanuel & Marilyn Vegh  
Mark Verschell & Elizabeth Leff  
Rachel Vile & Michael Gotthelf  
Susan Vitale  
Nancy Voisin  
David Wachtel & Jennifer Goldstein  
Harry Waldman & Susan Morse  
Marc Warshawsky & Vivian Seidner

## Rosh Hashanah Meal Sharing

Do you have room for a few more at your Rosh Hashanah table? Do you need a place to go for holiday meals?

Open your home to other TI members for a Rosh Hashanah meal or be another family's guest. When? Dinner on September 28, Lunch on September 29, Lunch on September 30.

Sign up on-line, or by calling the office, by September 14, 2011. TI member volunteers will make the match and send you your lunch or dinner information. We will match hosts and guests with similar dietary needs.



## Nayes un Mekhayes for Tiers

### Barbara Raimondo

#### **We're going to New Hampshire!**

Seems like everyone but your faithful columnist headed there this summer. Must be that "Eat Cheese or Die" spirit. Wait – that's Wisconsin. (see below). Anyhoo, **Eti** and **Paul Bardack** went hiking in the White Mountains, davened at the Bethlehem, New Hampshire shul where Paul's grandfather was chazzan decades ago, and caught up with **Martin Kessel**.

Paul and Eti also attended a folk concert in Vancouver, British Columbia; visited their son in Seattle, where they ran into **Bonnie Suchman** and participated in a Native American powwow; sightsaw in Connecticut and Massachusetts; went boating in Maine with **Len Bachman** and his grandsons; visited the Yale campus in New Haven (Paul's alma mater); stopped in Ohio; went to Kentucky to visit their grandson and his parents; then finally had a stopover in Tennessee before returning home.

They report it was the lengthiest, most wonderful vacation ever. And a long paragraph, too, eh?

In early August, **Barbara** and **Howard White** had a great time at the week-long National Havurah Institute in Rindge, New Hampshire. They particularly enjoyed the wonderful singing, the great classes, and the presence of so many other TI friends: **Mark** and **Mona**; **Joelle** and **Ethan**; **Rich**, **Naimah** and **Benjy**; **Ben** and **Elizabeth**; **Beverly**; **Seth** and **Martha**; **Judy**, **Allan**, **Hillel** and **Lena**; and **Howard Wial**.

Readers of this column can fill in the last names for a free prize!

For Barbara and Howard, this was their 22nd straight Institute – a great move for their wardrobes,

considering they receive a new t-shirt each year.

The **Handwerker** daughters visited their grandparents in New Hampshire while mom, **Elizabeth**, presented a paper at the end of July on the growing role of occupations in wage inequality at the Summer Institute of the National Bureau of Economic Research in Cambridge, Massachusetts.

#### **And New Mexico!**

**Paula Flicker** went to Albuquerque, New Mexico to attend her cousin **Celia Flicker's** Bat Mitzvah. Celia prepared for the event with Paula's brother, **Rabbi Art Flicker**, who led the service. The Bat Mitzvah itself was held in Los Alamos. Paula thanks all TI'ers who wished her well and offered help before and after her surgery to remove her gallbladder. She has been recovering quickly.

In a few short weeks **Natan Seidel** will be doing gall bladder surgery himself, as he has just started medical school at Emory University, in Atlanta.

**Esther** and **Gene Herman** spent some wonderful days at sea on the inside passage of Alaska and on land with their granddaughter, **Jennifer Firschein**, and her parents, **Rachel** and **Joseph**. They spotted whales, sea otters, puffins and bald eagles in their nests.

The cruise ship, the Holland America Westerdam, was gorgeous and had all kinds of activities for everyone. They even attended part of the Medical Examiners' conference on board, where they took notes to pass on to Natan. Ah, what would vacation be without a visit to the Medical Examiner's conference?

**Cynthia**, **Jeff** and **Tania Peterman** spent an eventful two weeks in London in August. They took day trips to Manchester (England, not New Hampshire) to visit Cynthia's cousin, Cambridge to visit Jeff's cousins, and to France to eat. (Everyone knows you have to leave England to get some decent food).

They endured a police chase and resulting car crash outside the Peterman house one night — Jeff had a photo of the crash published in the local paper — only to wake up the next morning to news of the London riots. They left Manchester with the riots right behind them. They came home to a good rest. Next year: New Hampshire.

In other European news, **Myrna Goldman** and her sister, **Harriet**, traveled to France in July. They started in Nice and then boarded a river boat in Arles for a cruise on the Rhone with stops in various lovely towns. Afterward, they went by bus to Paris, where they spent five days. They ate well, of course, and in Paris, they went to Mickey's Deli in the old Jewish area and a very fancy -shmancy kosher restaurant not far from the Eiffel Tower.

Myrna attended services at a Conservative shul, also near the Eiffel Tower, where she met an American couple from California who know **David Zinner**, and a young man from Toronto who grew up in Rockville, and whose parents, whom Myrna knows, belong to Fabrangen. Always a small world.

#### **And Wisconsin!**

The **Thale/Galat** crew rented a house on the Wisconsin River in Spring Green (home to Frank Lloyd Wright's studio and personal

*(Continued on page 10)*

## Nayes un Mekhayes for TI'ers (continued)

residence) and had a final cheese-eating vacation together in July before each of the kiddies headed off to their respective colleges.

**Ann Kline** spent a week in August at the Isabella Friedman Center, where she taught the first of a four-week, two-year program for Jewish spiritual directors offered by Lev Shomea. She reports the students were cool and the weather was engaged. Wait, the students were engaged and the weather was cool. Or something.

Judith and **Les Turner** were in Los Angeles for a week for Judith's aunt's 90th birthday as well as a visit to their daughter and her husband.

**Yeah!**

**Simcha Kuritzky** just got back from Chicago where he attended the World's Fair of Money – true name – put on by the American Numismatic Association. Simcha put four exhibits in competition.

His Feline Species Type Set won first place in modern coins; Engraved Coins of the Baal Shem Tov Amulet won first place in engraved coins; Pidyon Haben exhibit won second place in tokens; Creating Modern Israel exhibit did not place.

**Josh Rofrano** is now rated an "expert" by the United States Chess Federation, having achieved a rating of over 2000. He has managed to keep up with his chess game despite having found a full-time job doing computer forensics at D4 eDiscovery in Rochester, New York.

**Rona Fields** visited with her IDF grandson in Israel and met his "adoptive parents." (IDF soldiers from abroad, far from their biological families, get "Israeli families"). Rona delivered the wall hangings done by TI children for a therapeutic playground in Sederot.

She co-authored and gave three symposium presentations at the August APA Convention on the theme of The Three Shapes of Violence. Rona created a DVD that incorporates a video of Sederot under rocket attack and then the reconstructed play center.

After Israel she stopped for a few days in Paris with an old friend, and then on to Northern Ireland where she did workshops for the Community Resources organization

**Sad News**

**Larry Paul's** mother, **Tamara Paul**, passed away in Atlanta. Funeral services and burial were in Israel.

**Myrna Matusow**, mother of member, **David Matusow**, also passed. The funeral was in Philadelphia. The family has requested that any *tzedakah* contributions be made to Plant a Tree in Israel through JNF.org.

And our beloved **Mollie Berch** also departed. The family has asked that memorial donations be made to the Tifereth Israel Mollie Berch Education Fund.

May the mourners be comforted by their memories

And now for the meaning of last month's word, *bruided*: "report, rumor — usually used with 'about'." (Merriam-Webster Online)

Thanks to all who sent me news, sent me to others who sent me news, or otherwise helped sniff it out.

Please send information for next time to [baraimondo@gmail.com](mailto:baraimondo@gmail.com) with "Nayes un Mekhayes" in the heading, or to P.O. Box 466, Washington Grove, MD 20880.

This brings to a close a canicular edition of Nayes un Mekhayes for TI'ers.

## Rosh Hashanah Food Available for Purchase

Choose from a fantastic Holiday menu created for TI by Roz Kram, TI's catering manager. Appetizers (soup and fish), main courses and side dishes, both meat and vegetarian items, are available.

The order form is available on-line for print out or on the kiosk. Order by noon September 12. Pickup on Erev Rosh Hashanah, Wednesday,

September 28, between noon and 6 p.m.

Kosher parve desserts can also be ordered for pick up at TI. Honey cake, apple cake, holiday mini-cupcakes, and sugar cookies in holiday shapes are available from Sunflower Bakery, which is under the supervision of the Rabbinical Council of Greater Washington.

Order on-line from [sunflowerbakery.org](http://sunflowerbakery.org) between August 26 and 5 p.m. on September 22. Make sure to write "Tifereth Israel" (not TI) in the Comment Box on the bottom of the second page after "Delivery Information" so Sunflower will know to deliver your order to TI.

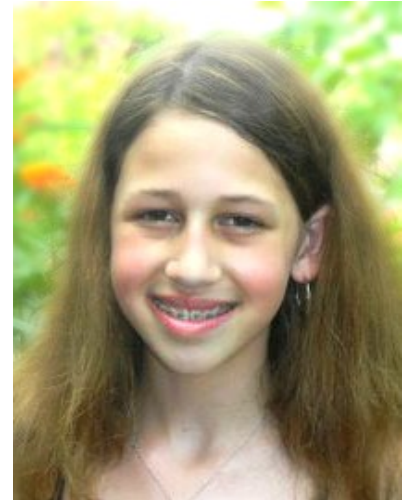
Orders will be available for pick up at TI on September 28.

## Bat Mitzvah

Hi, my name is **Rebecca Morris** and I am 13 years old. My bat mitzvah is on September 10. My *parashah* is *Ki Tetzei*, which has more *mitzvot* than any other *parashah*.

For my bat mitzvah project, I am helping out at A Wider Circle, which provides food, clothes, and furniture for the needy. I am in 8th grade and go to the Charles E. Smith Jewish Day School. I've been going there since 1st grade. I've also been a member of Tifereth Israel for my whole life.

I like to sing, act and dance. Last year I was in my school's middle school musical, *Superman: the Musical*. I also enjoy playing the piano, which I started fairly recently. I have a bit of an obsession with roller coasters. My favorite is Kingda Ka, the tallest and fastest in the world, which I went on in May.



I love to read. *Harry Potter* is my favorite series. I also love gymnastics, which I have been doing since I was 3! I have two cats, Muffin and Tiger. This summer was my ninth year at Camp Ahava, where I was a CIT. I also went to Calleva and Capital Camps for the first time. I hope to see you at my bat mitzvah!

## September/Early October Highlights at Tifereth Israel

September 3	Junior Congregation, 10 a.m.
September 3	Labor on the Bimah, Building a Movement for Social & Economic Justice (part of Shabbat morning service)
September 8	Panel Discussion, Israeli/Palestinian Situation, 7:30 p.m.
September 9	Family Service 6 p.m., Carlebach service, 6:30 p.m., followed by dinner
September 11	Hike Under a Full Moon, 7:30 p.m.
September 12, 19, 26	Monday Learning: <i>Parashat HaShavuah</i> , 11 a.m., Job Club, 1 p.m.
September 17	Tot Shabbat Service, 11:10 a.m.
September 18	Kol Nashim Program, KOL Foods & New Jewish Food Movement
September 28-30	Rosh Hashanah (see page 13 for full RH schedule)
October 7-8	Yom Kippur (see page 14 for full YK schedule)

## No Naked Products Sold Here

Frank Solomon

### A Review of *ROAR! Get Heard in the Sales and Marketing Jungle*

The headline may be disappointing, but it probably made you want to read more. This book tells the story of a successful company, headed by a Hasidic Jew, who bucks the world's trend by saying that you don't need sex to sell. The book will make you smile and also think "out of the box" when it comes to marketing your goods or yourself.

*ROAR!* was written by Kevin Daum and Tifereth Israel's own **Daniel Turner**. Daum founded TAE International, a marketing company that helps companies produce compelling messaging, intentional marketing and "memorable" delivery. Daum is an Inc. 500 entrepreneur whose sales and marketing techniques reportedly resulted in more than \$1 billion in sales.

Turner is president and founder of TCG, whose Inc. 500 company reportedly has saved taxpayers over \$250 million. His next mission: help TI raise \$250 million (without using sex or naked products).

#### A Parable

The book is a parable, where the reader is invited to follow Ryan Miller, an executive struggling with reduced sales in a tough economy similar to our current one. Ryan is mentored by his old Livingston, N.J., high school friend, Lenny Bernstein, now a Hasidic Jew in Brooklyn, who is running his packaging business with great success.

Over a series of lunches around New York City, Lenny shares the key insights that have driven his sales through the roof while allowing him to run his business efficiently and still have plenty of time for family and Torah study.

Lenny explains the simple mnemonic R-O-A-R:

- Recognize the four types of buyers
- Observe from the buyer's perspective, and adapt your message
- Acknowledge the buyer's special wants and needs
- Resolve the buyer's issues

#### The Value Proposition

Lenny introduces Ryan to his VP. This is not the vice president of sales. This is another VP called the Value Proposition, which Turner aims to instill in our marketing communications experts at TI.

Lenny's description of how he and his staff developed their value proposition, applied it throughout the company, and trained their staff is the starting point of an exciting journey. It is the foundation, the authors state, on which to build all sales and marketing efforts.

Six months later, after Ryan has successfully developed his own VP, he and Lenny continue their conversations, accompanied by sumptuous food, about the different kinds of customers. There is:

- The wise buyer
- The cynical buyer
- The disinterested buyer
- The simple buyer

Each of these four types has specific characteristics and needs that have to be addressed in a sales conversation. The authors want us to listen and take their concerns seriously, to understand where they

are coming from, to acknowledge that you understand what is relevant to them and to answer all their questions.

Most important, the authors want us to offer a solution for our customer and not for our bottom line. Of course a company's bottom line is important, but first comes the customer. That is the part where R O A R c o m e s i n .

#### *ROAR!* Delivers

There are so many sales and marketing books out there touting their virtues. *ROAR!* is probably the only one that delivers on its own promise. It's clear, concise, humorous, helpful and actionable, and takes place against the backdrop of some of NYC's best kosher restaurants. Follow Lenny's advice and you'll find yourself soon with more customers, the right customers, and the ability to deliver on your promise to them.

So if you are curious about how Turner is going to help TI raise \$250 million, read the book.

#### Moonlight Hike, Sept. 11

Chaverim has scheduled a second 3.5-mile hike under a full moon along the C & O Canal. Participants should wear comfortable shoes and bring water, flashlight, bug spray and snacks. Hikers can join a carpool leaving TI at 7:30 p.m., or meet at the parking area across from the Old Angler's Inn, 10801 MacArthur Blvd., Potomac, MD, at 8 p.m. For more information, contact John List at 302-656-7623 or [listfam@gmail.com](mailto:listfam@gmail.com).

## Schedule of High Holiday Services

### Saturday, September 24, 2011 – Selichot

10:30 PM Selichot program  
Midnight Selichot Service

### Sunday, September 25, 2011 — Cemetery Service

10:45 AM Mt. Lebanon Cemetery

### Sunday, September 25, 2011

**Social Action Holiday Food Delivery** 9:30 AM - 11 AM  
**Jeremy Goldberg Synagogue Clean Up** 10:00 AM - 2:00 PM  
please sign up by 9/21 by calling the office

## Rosh Hashanah

### Wednesday, September 28, 2011 - Erev Rosh Hashanah

6:30 PM Ma'ariv, Wolman Sanctuary

### Thursday, September 29, 2011 - Rosh Hashanah, Day 1

#### Wolman Sanctuary

8:45 AM P'sukei D'Zimrah & Shacharit  
10:00 AM Torah Reading  
11:00 AM Sermon, Musaf - Rabbi Ethan Seidel

#### B'yachad - Cherner Auditorium

9:30 AM Shacharit  
10:15 AM Torah Parade & Torah Reading followed by Musaf

#### Reamer Chapel

10:30 AM Tot Service, following *B'Yachad* Torah Parade (time approx.),  
for children 18 months to 5 years with their parents

#### Youth Activities & Babysitting

9:30 AM Babysitting opens for children 18 months to 5 years  
10:00 AM Quiet room (reading, studying) opens for children  
grades 4 to 7  
10:30 AM Youth activities begin for children grades K to 2  
11:00 AM Youth activities begin for children grades 3 to 7  
12:30 PM Activities end; supervised play begins for all ages  
1:00 PM Babysitting and supervised play ends

5:00 PM Tashlich walk from TI to Rock Creek Park, followed by potluck  
supper at home of Lillian Kronstadt, 1733 Juniper St., NW  
7:00 PM Mincha & Ma'ariv Service, Reamer Chapel

### Friday, September 30, 2011 - Rosh Hashanah, Day 2

#### Wolman Sanctuary

9:30 AM - 1:00 PM

#### B'Yachad - Cherner Auditorium, Youth Activities & Babysitting

Same as Day 1

## Yom Kippur

### Friday, October 7, 2011 - Kol Nidre

- 6:00 PM Activities and Babysitting for children 18 months to grade 3
- 6:15 PM Services in both Wolman Sanctuary and Cherner Youth Activities for grades 4-7 begin after Kol Nidre chanting

### Saturday, October 8, 2011 - Yom Kippur

#### Wolman Sanctuary

- 8:45 AM P'sukei D'Zimrah & Shacharit
- 10:30 AM Torah Reading
- 11:30 AM Sermon - Rabbi Seidel
- 12:00 PM Yizkor Memorial Service
- 12:30 PM Musaf
- 3:30 PM Mincha
- 5:00 PM Talk and Discussion – Stan Dorn
- 6:05 PM Neilah
- 7:25 PM Shofar & Ma'ariv

**Break Fast** Immediately following the Service, by advance reservation only (required by August 31)

#### B'yachad - Cherner Auditorium

- 9:30 AM Shacharit
- 10:15 AM Torah Parade & Torah Reading
- 11:15 AM Yizkor (children 10 and up are welcome) followed by Musaf

Services for the remainder of the day in the Wolman Sanctuary

#### Reamer Chapel

- 10:30 AM Tot Service, following the *B'Yachad* Torah Parade (time approx.), for children 18 months to 5 years together with their parents

#### Youth Activities & Babysitting

- 9:30 AM Babysitting opens for children 18 mos. to 5 years
- 10:00 AM Quiet room (reading, studying) opens for children grades 4 to 7
- 10:30 AM Youth activities begin for children grades K to 2
- 11:00 AM Youth activities begin for children grades 3 to 7
- 12:30 PM Activities end; supervised play begins for all ages
- 1:00 PM Babysitting and supervised play ends

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