

EAST BRUNSWICK



JEWISH CENTER

RECORDER

ADAR I - ADAR II 5779

MARCH 2019; VOL 88

YOU ARE CORDIALLY INVITED TO THE EBJC GALA

60 Years and Fabulous!



Join us as we honor

Rabbi Jeff Pivo & Cantor Larry Brandspiegel

our dynamic duo

who have invigorated EBJC and are propelling us
forward to the next fantastic 60 years.

Ad Mea V'Esrim (עד מאה ועשרים), live long and prosper.

Saturday, April 6, 2019

Mincha 7:05

Havdallah 8:05

Dinner & Celebration immediately following services.

Eat, Drink, and Laugh with Modi

EBJC welcomes Modi, voted "One of the Top 10 Comedians in NYC" by The Hollywood Reporter and Back Stage Magazine. Modi appears regularly at Caroline's on Broadway and The Comedy Cellar and has been featured on Comedy Central, E! and HBO.

Join us for an evening filled with fun and celebration!

RSVP by March 29, 2019

Cocktail Attire

SHABBAT SERVICES

VAYAKHEL

Friday, March 1- 5:30 pm

Saturday, March 2 - 9:30 am & 5:30 pm

Jeremy Leventhal Bar Mitzvah

PEKUDEI

Friday, March 8- 5:35 pm

Saturday, March 9- 9:30 am & 5:35 pm

VAYIKRA

Friday, March 15- 6:00 pm

Saturday, March 16- 9:30 am & 6:45 pm

TZAV

Friday, March 22- 6:00 pm

Saturday, March 27- 9:30 am & 6:50 pm

SHMINI

Friday, March 29- 6:00 pm

Saturday, March 30 - 9:30 am & 7:00 pm

CANDLELIGHTING

3/1 5:31 pm

3/8 5:39 pm

3/15 6:46 pm

3/22 6:54 pm

3/29 7:01 pm

PRIMARY CONTACTS

Tel: 732-257-7070

Rabbi Jeff Pivo - Rabbipivo@ebjc.org

Deena Oren & Eric Pelofsky,

Co-Presidents - Presidents@ebjc.net

Ellen Botwin, Executive Director -

Ebotwin@ebjc.org

Cantor Larry Brandspiegel, Education

Director - Cantorlarry@ebjc.org

Cheryl Decker, Office Administrator -

C.decker@ebjc.org

511 Ryders Lane, East Brunswick, NJ 08816

Tel: 732-257-7070 Fax: 732-257-9630 www.ebjc.org

MARCH 2019

SAVE THE DATE (Dates subject to change)

Board of Directors 3/27

Board of Ed 4/3

Executive Board 3/13

Genesis Science 3/4, 11, 18, 25

Hebrew Class 3/7, 14, 21, 28

Israeli Dance 3/4, 11, 18, 25

Mah Jongg 3/4, 11, 18, 25

Talmud Class 3/6, 13, 20, 27

Youth Commission 3/13

Membership Committee

East Brunswick Jewish Center

511 Ryders Lane, E Brunswick, NJ 08816

Tel: 732-257-7070 Fax: 732-257-9630

www.ebjc.org

March 2019

3/1 - Shabbat Across America Dinner

3/6 - Sisterhood Mosaic Night

3/8 - Sisterhood Torah Fund Dinner and Service

3/9 - New Era Pinot Palette

3/17 - Purim Carnival

3/24 - Hazak Brunch

3/27 - Sisterhood "On the Chocolate Trail" with B'nai Tikvah

3/28 - Sisterhood Education Series with Rabbi Pivo

3/30 - Volunteer Shabbat

April 2019

4/4 - Sisterhood Education Series with Rabbi Pivo

4/6 - Gala

4/7 - Book Launching, reading, crafts and lunch - "The Best Four Questions"

4/15 - Hazak Lunch

4/20 - Congregational Pesach Seder

4/27 - Mimouna Celebration (Israeli/Sephardic)

May 2019

5/1 - Yom HaShoah Program

5/2 - Sisterhood Education Series with Rabbi Pivo

5/3 - Blue Jean Shabbat and BBQ

5/8 - Yom Ha'Zikron/Hom Ha'atzmaut Program

5/16 - Hazak Dinner

5/18 - Sisterhood Egalitarian Shabbat Service

5/19 - Mah Jong Tournament

June 2019

6/1 - Grandparents Shabbat

6/2 - Celebrate Israel Parade

6/9 - Shavuot - "Sisterhood Presents" Jewish Women Program

6/14 - Tiki Bar Shabbat with Chinese Food

6/18 - Congregational Meeting

6/23 - Hazak Brunch

COMMITTEE CONTACTS

Margot Julis, Sara Ullman Sisterhood Co-Presidents

Arthur Fliegelman and Sheldon Horowitz,
Men's Club Presidents

Rhonda Gold, Youth Commission

Ken Gerson, Membership Committee

Joe Behrman, Chairperson, Special Circumstances

Hollie Cerame, Social Action/Fundraising

Lynda Perel, Director of The Center for Early Learning

Joannie Weinfeld, Calendar

Jamie Wasserman and Brooke Rudolph, Board of
Education Co-Chairs

If you have problems at EBJC that are not getting
adequately resolved, please call Ellen Botwin, x5
[\(732\) 257-7070](tel:7322577070)

RECORDER STAFF

Stefani Kovler, *Administrative Assistant*

Vicki & Marty Nathanson, Madeline Frances

*Deborah A. Berger, Graphic Designer (Recorder
Redesign)*

David Kosher

Rabbinic Reflections



Jews the world over celebrate Purim this month by reading megillat Esther on the 14th day of Adar (the evening of March 20th and the morning of the 21st this year). The story of Esther teaches us several things about identity, specifically about Jewish identity. There are two modes of Jewish identifica-

tion in the story, that of Esther and that of her cousin (yes, cousin) Mordecai. Esther is said to conceal the fact of her Jewishness when she becomes the king's favorite, and she does not reveal it after she becomes queen. It seems that simply by not stating her identity she is able to conceal who she is, which suggests that Esther does not appear to be any different from anyone else in dress, behavior or language. In short, Esther is an assimilated Jew. Mordecai, on the other hand, is repeatedly called 'Mordecai the Jew' in the text, and when he refuses to bow down to Haman, Haman immediately decides to kill the Jews throughout the kingdom. Unlike Esther, Mordecai's Jewish identity is obvious to all who see him. He does not hide it, nor do others show any confusion over it.

By the story's end, Esther and Mordecai have together saved the Jewish people by revealing Esther's identity as a Jew to her Persian husband, the king. One lesson we derive from these two different kinds of Jews, one whose Judaism is private and has even intermarried, and the other for whom it is public, is that there is great value in having a variety of approaches to our identities as Jews. Had it not been for Esther's hidden Jewishness, the Jews of Persia may have been destroyed. Had it not been for Mordecai, Esther may never have felt compelled to either hide or, later, reveal her identity. The story teaches us that the public and the private Jew have a common bond and that each is responsible for the other. In Hebrew the name for that value is *klal Yisrael*, meaning the sum of all the constituent parts of the Jewish com-

munity. Our shared history and culture bind all of us to one another, regardless of the form that our Jewishness takes. As in the case of Mordecai and Esther, differences among us as Jews can be a positive value: Each type has its role to play in ensuring the continuity of the whole.

We see that dynamic in play in American Jewish life. While the beliefs and practices of Conservative Judaism sometimes differ from those of the other modern movements, we all gain from those differences. An emphasis on social action, on musical innovation and the move toward egalitarian practice in the Reform movement have had obvious and positive influence on Conservative Judaism. And the adherence to daily prayer, serious text study, and Jewish ritual in the Orthodox world are ideals toward which we should also strive. Our movement has also had a positive effect on the other two, pulling the extremes back toward the center.

And the relationship between Israeli and diaspora Jews is also one of interdependence despite difference. Without the financial and political support of American Jews, Israel may have had a much harder time of things over the years. And without a Jewish state to create an all-encompassing culture for Jewish living, many American Jews would have little access to a life shaped by Jewish time, holidays, Hebrew language and so on, not to mention the safe haven that Israel provides for Jews threatened by anti-Semitism.

On Purim we celebrate the distinctiveness of all kinds of Jewish life, whether we are a Mordecai or an Esther, or any other type of Jew. Each needs the other to survive and to thrive. On this holiday more than any other, we should all drink to that.

Hag Purim same'akh.
Rabbi Jeff Pivo

Presidents' Report



EBJC, by its name, is a center. A center for religious prayer, for spirituality, for connecting with each other and for being a family. We celebrate together to remember and honor those who have brought us to this point as well as those who are moving us forward.

The Sephardic Shabbat dinner and services in memory of Uziel

Sason was so moving. Yashar Koach to Rita Sason, Rabbi Pivo, Steve Wohl, Matt Kaufman and David Weisfelner on their wonderful heartfelt words of respect, friendship and praise of Uziel, his person, his talent and his dedication to EBJC. Yashar Koach to Cantor Larry on singing El Norah Alila, like Uziel used to on Yom Kippur every year, reminding us of the beautiful man he was.

The following day was a wonderful celebration of life, on the occasion of Raymond and Adela Sasson's retirement. Thank you, Adela, for speaking and putting Raymond on the spot and in the spotlight in the beautiful way only you could do, and a wonderful thank you to Alexandra, Adela's colleague and friend from Israel Bonds as we heard about Adela from a different, yet very familiar, perspective. Yashar Koach to Jack Silverman on his heartfelt and personal address to Raymond and Adela to help EBJC celebrate the good in our lives and the good people that touch our lives. The food that weekend was outstanding. Thank you, Ellen Botwin for working so tirelessly to pull off a double event with an in-house chef, Galit Cohen Zagury. We hope to see Galit (and taste her goodies) again soon. Feel free to like her on Facebook so her father can kvel. Please check out the plaques in their honors on the Torah reading table in the sanctuary; a most meaningful choice of placement as both served as gabaim, standing at that table, Shabbat after Shabbat for so many years. Thank you to all sponsors of these events. With your help we were able to offer both the evening and Kiddush meals without charge. Regretfully, some who called after registration was closed could not get a seat for the evening dinner, as it was limited by caterer's needs. Turnout was amazing.

And celebration continued the next weekend where we said a tearful, yet happy bon-voyage to Gale Dillman, upon her retirement and her new dedication to grandchildren. We heard from Amanda, Gale's daughter and mother of one of Gale's grandchildren, the impetus to retire. Amanda spoke so beautifully. Yashar Koach to Gale for taking an Aliyah for the first time at EBJC. Gale herself spoke and we can't thank her enough not only for the kind, understanding words, but for the kind and understanding person who took care of us for 38 years. Yashar Koach to Anne Kroll on putting together a special Shabbat and Anne, Terri Silverman and Marla Genee for creating a tribute book as a token of our appreciation to Gale. Dori Saypol's Total Party decorated the room beautifully and Cheryl Decker, Ellen Botwin and Jose Mendez were very helpful in making this happen. Thank you all for contributing to this book, both your words and your donations that went to support the Kiddush.

And celebration spread to the younger generation. This past Shabbat the senior USYers held their Hagalil Regional Shabbaton at EBJC, about 40 high school seniors slept at EBJC, even as the alarm went off (no fault of their own), ate at EBJC and prayed at EBJC. Yashar Koach to Mikayla Steinberg, she is such a wonderful public speaker; and thank you, Erin Kaplan, our USY advisor. These students are our future and Erin is engaging them and showing them how to be a leader in the Jewish world.

Once again Rabbi and Lisa Pivo visited our snow birds in Florida. This visit helps forge connections between our distant members and the Rabbi and his wife, Lisa, while forging connections amongst the members, as well.

Our activities moving forward are also very exciting.

Next week is Shabbat Across America. This is the first year EBJC is participating in this nation-wide event of prayer and coming together of communities in a message of unity. Thank you, Men's Club and Membership Committee, for organizing!

The Purim Carnival, which is only weeks away, always brings together the entire EB community. Please make every effort to volunteer and to attend. It takes a village and we thank Dori Saypol for so many years of running this event, and Jill Rubin, Cantor Larry, Joannie Weinfeld and Ellen Botwin. We are grateful to Young Israel (Keren Dabush and Ellen Gable) and B'nai Shalom (Lillian Moore) for their involvement as well.

EBJC's 60th Gala is on April 6th! Don't forget to submit your words of welcome and encouragement to our dynamic duo honorees, Rabbi Pivo and Cantor Larry, in the ad journal. They are propelling us into the next 60 years with energy and excitement.

The second Seder of Pesach will be held at EBJC with Rabbi Pivo and Cantor Larry and families. Sign up early; registration is limited and it is guaranteed to be meaningful and spiritual. To have this all happen we need to support our staff and our running expenses. This is the "dry" season for EBJC, financially. Please, please pay your dues and financial obligation in a timely fashion. We do not sit on reserves nor have the capacity to sustain loans to our members. Please also volunteer. This is the best form of support.

Eric and I, personally, and the community in its entirety, are grateful to the dedicated work of the Executive Board and all volunteers who dedicate their time to the advancement of EBJC and to its welfare. These are people that you may not even recognize, but are truly dedicated: *Debbie Friedman*, who coordinates with arms of the shul, is involved in all things HR and you see her fantastic art work on every publication from the Board; *Diana Horowitz* who religiously attends all meetings and makes sure we have a solid record of the goings on; *Howard Jacobs* who makes sure the Board of Directors and the community stay well informed and his advice is invaluable; *Neil Kosher* – our current treasurer who is already looking for ways of improving our finances and reporting systems; *Adrian Kroll* – who has led the charge for a solvent and strong EBJC through creation and implementation of our long-range vision; *Taryn Webber* who has transitioned Cantor Larry's educational roles and dealt with education crises and successes as well as all things membership; *Hayley Migdal* who holds us accountable and honest in all we do financially; *Joannie Weinfeld* who coordinates our calendar, has chaired important events that have created pride in our community such as Mordechai Rosenstein's visit who has commemorated the tragedy at Tree of Life synagogue and focused the East Brunswick and surrounding Jews to the cause by creating a wonderful art work (you can view it in the office until it gets delivered to Pittsburgh) and our upcoming Gala; *Steve Zeidweg* who is here at all hours to tend to security, accounting transition and maintenance of this huge complex and has really been a major force in the leadership of EBJC; and *Bob Salston*, our Executive VP, who has stepped into this role whole heartedly and taken on so much responsibility and leadership. Eric and I are eternally grateful. Couldn't do it without you all!

Executive Director



I'm starting to hyperventilate... Passover is coming. The moment January 1st comes, I instruct my husband not to buy anything that requires freezer space or pantry space. The fact that he doesn't listen, doesn't help ("but they were on sale!").

How does a year fly by so quickly? How is it that I still have Matzoh in my house from last Passover? Why do I get the 5 lb. box when I know I will NEVER use 5 lbs (honestly, it's free at Shoprite so I can't resist)?

The thing I hate most about Passover is the cleaning and the change-over. I don't mind the cooking and I don't mind the food restrictions because it's not that big of a deal for me. What I love is getting together with family. We all gather at my Cousin Jill's clubhouse because we have gotten too large for any one house to accommodate. We all help out, but Gail, Jill's mom and the matriarch of our family, does most of the cooking in advance in her house and schlepps it to the clubhouse where everything goes onto hotplates! Everyone brings fruit and dessert and wine. I think we're up to 60 now! For a long while, there were no children and the youngest to read the four questions was in their 20's! But now, we have a new sprouting of children from birth to 8 years old! They are most delicious and the numbers are increasing... 8 year old twin boys, 6 year old boy, 3 ½ year old girl and boy (not twins), and 4 under the age of 2! Whoo Hoo! Stanley brings gifts for EVERY child and is the patriarch of our family. He takes responsibility for hiding the afikomen. The kids go wild trying to find it and when found, he rewards the child (and usually children) very nicely! I've often thought of finding it myself!

Passover takes a huge chunk of my personal operating budget. It is not unusual for me to spend \$500.00 for the one week (I do have people over for the second Seder). I don't spend that much for the High Holy Days...Passover wins the prize of spending in one week, what I usually spend on food in a month! Oh well, what are you going to do, right?

Speaking of Operating budgets...I know that this word to some congregants dredges up negative thoughts. I've heard some people say that they don't like to make donations because it goes into the "Operating Budget" as if that was a bad thing. I've also heard people say "You better designate where you want the money to go or it will go into the "Operating Budget"! Really? Yes, we have restricted and designated accounts, but those monies don't help pay the

mortgage, payroll, insurance, utilities and supplies to keep EBJC functioning. That's what "Operating Budget" means... to keep us "operating". Why is that bad? I guess in a made up utopian world, we would all work for free, the government would give us the building at no cost and PSE&G would say "for you...gas and electric, no charge". But we don't live in utopia and we have to pay our operating costs. So for those of you that think money going into our Operating Budget is bad, please think again. And for those of you that understand that we also have bills to pay, salaries to meet, and a mortgage and are okay with your donations going into the Operating Budget...Thank you.

Thank you to all of you that pay your dues, your tuition, and your pledges. Thank you to all of you that make donations for yahrzeit and in honor or memory of a loved one. Thank you to all of you that donate to the Simcha Cake. Thank you for supporting our programs and our fundraisers, our events and our Gala. Without your support our doors would close. Keep in mind that dues alone only pays about 60% of our Operating Budget. If everyone was required to pay dues to cover the Operating Budget, dues would be about \$4,000 per family and there would be no Special Circumstances, Senior Dues, Individual Dues, etc.

It is around this time of year that EBJC starts experiencing cash flow issues. If you have a balance on your account, please do not wait until the end of the fiscal year (June 30, 2019) or right before Rosh Ha'Shannah to pay this balance. We cannot tell the bank to wait. We cannot ask PSE&G to wait and we cannot tell our employees to wait. If you'd like to understand more, feel free to give me a call. I will be happy to explain to you what our costs are. I will be happy to explain to you how, over the past several years, we have shaved tens of thousands of dollars from our expenses by switching vendors, renegotiating contracts and reducing our overall costs wherever we could.

Thank you so much.

Be well,
Ellen

BOOK LAUNCHING!

On Sunday, April 7th, we will be hosting Rachelle Burk, author of "The Best Four Questions" (Kar Ben Publishing) a Passover book for children between the ages of 8 and eight. Rachelle will read the story to the children. After the reading, the children will go to tables and create some wonderful Passover crafts. Parents will be able to have a Q and A with Rochelle on the intricacies of writing a book and getting it published. This will be followed with a child-friendly lunch of Mac and Cheese catered by Giddy's. EBJC is partnering with Netivot, Young Israel of East Brunswick, Temple B'nai Shalom and Federation to make this program a huge success. There is no charge for attending, but RSVP's are appreciated to ensure craft supplies and food are sufficient for all of the children and families! This book was chosen for the PJ Library. RSVP to EBJC 732-257-7070.

Wine for Sale!

WINE FOR SALE ALL YEAR ROUND

Do you need wine before and after Passover for Shabbos, a holiday, a simcha, for dinner? Contact the Mitzvah Corps at ebjcmitzvahcorps@comcast.net. Wine list and prices available at the EBJC website; click on the Mitzvah Corps Wine List tab. Relax and enjoy your wine while supporting Yashar LaChayal.

EBJC Welcomes Our New Members

Jason and Felice Okun and their children Justin, Cameron and Harper back to EBJC!

Jill Rubin

Letters to the Editor

We would like to apologize to the Streisand family for omitting part their thank you note in last month's Recorder.

Our family would like to thank Rabbi Pivo and the entire EBJC community for their support following the death of my mother, Bessie Streisand. Rabbi Pivo, who led the funeral service, was always there for us, lending emotional comfort to me, my brother, and sister throughout the entire period from Mom's death to the end of shiva.

My parents were members of the Concordia Jewish Center (now called Congregation Beit Shalom), but in later years, after my father passed away, my mother would spend Yom Kippurs with Judy and me and attend services at the EBJC. Many of us remember her, at age well beyond 100, walk up to the ark with us at the Ne'ilah service. Some also remember driving her back to my house Kol Nidre nights, while Judy and I did the walking. In addition, she was a fixture at the annual Jules Frankel Kol Haneshama outdoor service. Her birthday always pretty much coincided with that date and she would be one of the sponsors of the Oneg Shabbat. She outlived Jules, may he rest in peace.

Thanks to the EBJC members who attended and supported the daily shiva minyans at my home. And also to all who provided us with shiva food, and made contributions to the EBJC and other worthwhile charitable organizations.

Ken and Judy Streisand and family

The Congregation Extends

CONDOLENCES TO:

Beverly Bilder on the loss of her husband, Seymour
Judah Landa on the loss of his father, Abraham Hirsh Landa

MAZEL TOV TO:

Margot and David Julis on the birth of a grandson.

Cindy and Rick Rollman on the birth of a grandson.

Cindy and Eric Rabinowitz, and to Shirley and Art Wachtel on David and Charlie winning a BAFT Award.

Cindy and Eric Rabinowitz, and to Shirley and Art Wachtel on David and Charlie winning the Oscar for Best Adapted Screenplay

Social Action

Food is always needed. Please include granola bars.

The social action room has moved to the electrical room just outside the
Ballroom entrance by the synagogue

Save the Date!

Friday Night Fun Dinners and Shabbat –

March 1st: Shabbat Across America

May 3rd: Blue Jean Shabbat and BBQ

June 14th: Tiki Bar Shabbat with Chinese Food

Gala - April 6th at 7:30pm - Annual Gala featuring comedian, Modi, honoring Rabbi Pivo and Cantor Larry. This years theme is 60 and fabulous!! Bring your friends, this evening will keep you in stitches!

Sunday, March 17 from 11 am- 2 pm - Tri-synagogue Purim Carnival

April 7 - Book Launching, reading, crafts and lunch
- "The Best Four Questions" - noon - 1:30 - no charge.

Community Events!

From the moment you walk into the Westside Theatre, you're immersed in the quirky world of Josh's New York City apartment... as it is getting robbed. Thus begins this hilarious rock-and-roll romantic comedy about good guy Josh caught in a life-long battle with bad luck. But just when all hope seems lost, a mysterious letter arrives that changes his life forever. A cast of mind-blowing actor-musicians leap in and out of the story playing almost as many parts as they do instruments. "It's Seinfeld meets Rodgers & Hart," raves one in an endless string of love letter reviews. This funny, touching, hummable new musical makes its triumphant return, hailed by Jesse Green of The New York Times as "the spontaneously charming musical that is just right for right now." *The Other Josh Cohen* is a 90-minute life-changing laugh fest for the whole family that will leave you feeling better about the world.

3 WAYS TO BUY YOUR TICKETS:

1. ONLINE: Visit TelechargeOffers.com & enter code: JCLSP49
2. BY PHONE: Call (212) 947-8844 & mention code: JCLSP49
3. IN PERSON: Print & bring offer to the Westside Theatre Box Office 407 West 43rd St (between 9th & 10th Aves) between noon & 6pm on performance days.

Preserving Stories of Those Lost in Pogroms - Alan Bernstein, is a member

of an immigrant benevolent organization "Landmenschaft", which has dedicated through documents of family stories and oral histories of survivors, the memory of Jews who perished in pogroms in the town of Felshtin.

Bernstein will be guest speaker on Tues. March 5, 7:30 pm. at Temple Bnai Shalom, East Brunswick.

Sponsored by East Brunswick Hadassah



732-254-6700

The Davis Family is honored to provide exceptional service to the East Brunswick community.

Our clients' interests always come first.

Sold in Your Neighborhood!



Stuart Davis
Rollie Davis



Colonial Oaks — E. Brunswick
Sold for \$787,500!



Appletree — E. Brunswick
Sold for \$500,000!



Greenbriar — Monroe 55+
Sold for \$355,000!

Put our family of creative, experienced professionals to work for you!



Judi Salant
Realtor® Associate



Marilyn Friedes
Realtor® Associate



Linda Levi
Realtor® Associate

Leading REAL ESTATE EXPERTISE IN THE WORLD

With 2 offices to serve you, we cater to all of your real estate needs in East Brunswick, Monmouth County and the entire surrounding areas.

LUXURY PORTFOLIO INTERNATIONAL

288 Summerhill Road
East Brunswick, NJ

www.DavisRealtors.Net
732-254-6700

810 Deal Road
Ocean Township, NJ

*exquisite*caterers
at
Marlboro Jewish Center

Celebrating Over 20 Years of Incredible Events

Now offering a full catered event PLUS decor & entertainment for only \$19,995 (Valued Over \$30,000)



FOOD AND VENUE:

Cocktail hour, Dinner & Dessert for 100 adults and 50 kids
Use of the beautiful cocktail hour room, pre-function lobby and main reception ballroom.

ENTERTAINMENT:

DJ, MC and Two Dance Floor Motivators by Xplosive Entertainment
Party Favors, Lighting, Staging, Video Screens
Photo Booth and More!

DECORATIONS:

Ten Customized Centerpieces, Sign in Book or Board & Place Cards

NJ sales tax and 20% service charge will be added to the final bill. This offer cannot be combined with any other promotion. Package price only available at Marlboro Jewish Center. Not applicable for previously booked events. Applies to events booked between June 1st, 2018 and January 31st, 2019.

(732) 294-0032

www.marlborejewishcatering.com

Planning a Simcha? Fundraiser? Special Event?



Event Planning
Balloon Décor
Balloon Sculptures
Unique Centerpieces
Discounted Invitations
Custom Seating Cards
Personalized Party Favors
Sign-in Books & Boards
Ceiling Treatments

Candle Lighting Boards
Chair Covers
Linen Rentals
Bathroom Baskets
Hospitality Baskets
Posters & Collages
Table Names & Numbers
Jewish New Year Cards
and More!



The Center for Early Learning



Lynda Perel



The Center for Early Learning @ EBJC

511 Ryders Lane . East Brunswick NJ 08816. 732.257.7070

The Center for Early Learning celebrated Tu B'shevat



We cut up fruit for our Tu B'shevat seder



We made mitzvah trees and planted parsley that will be ready for Passover!



We planted a tree in Israel in honor of our class!

WE CAN'T WAIT FOR PURIM!



All Toddlers with Caregivers

Please join us for

TODDLER FUN

(ages 12-24 mo.)

Fridays 9:45-11:00am
January thru June

\$10 per class
At EBJC

Arts & Crafts

Dancing

Shabbat

Singing



Contact Lynda Perel – Preschool Director

732-257-7070

lperel@ebjc.org



Alan J. Kramer, CFP®, CLTC, MBA, LUTCF
Financial Services Professional* and
Licensed Agent



New York Life Insurance Company

6 Auer Court, Suite F
East Brunswick, NJ 08816
Tel. 732.967.1700 Tel. 212.261.9517
Fax 888.271.1701
ajkramer@ft.newyorklife.com
akramer.net



Life Insurance, Annuity and Long-Term
Care Options from New York Life

The products offered as a part of AARP Life Insurance, Annuity and Long-Term Care Options are issued by New York Life and its affiliate. AARP and its affiliates are not insurers. AARP does not employ or endorse agents, producers or brokers.

*Registered Representative offering securities through NYLIFE Securities LLC, Member FINRA/SIPC, A Licensed Insurance Agency.

[120 Broadway, 29th Fl, New York, NY 10271, 212 261 0200]



Jerry Weinfeld

Agent

2698 Route 516, Ste H
Old Bridge, NJ 08857-2305
Bus 732 679 7775 Fax 732 679 6255
jerry@weinfeldagency.com



The greatest compliment you can give is a referral.

Gerald S. Silver
Financial Planning Specialist
Vice President
Financial Advisor

Wealth Management
120 Albany Street
Suite 400
New Brunswick, NJ 08901

direct 732 435 2224
fax 732 435 2255
toll free 800 272 1370

Morgan Stanley

NMLS # 1268438
www.morganstanleyfa.com/gerrysilver
gerald.s.silver@morganstanley.com

Cantor Larry



Hello Families,

I hope everyone has not been doing too much street skating this winter.

Our Keshet and Youth programs continue to progress.

As always, please remember to check your calendars, emails, and Facebook page for upcoming events, announcements, and great pictures.

We have not had much use for our REMIND TEXT MESSAGING system, but if you have not already done so,

please sign up for quick school announcements. There may be a last minute message.

There is a lot happening in the month of March. On Shabbat, March 9th, we will have our Youth Shabbat. Our students will participate during the Egalitarian service.

Our next Shabbat School and Shabbat B'Yachad Family Service will be on Shabbat, March 16th (10am). We want every child and parent to attend in order to give everyone the best Shabbat morning experience possible.

TOT SHABBAT for little people and their adult friends (Toddlers through Kindergarten) will be on Shabbat, March 16th (11am). Please tell your friends.

The GRAND PURIM CARNIVAL is on Sunday, March 17th from 11am – 2pm. This is an amazing event for all who attend. Bring family, friends, and anyone who wants to have a fun day.

Purim Festivities and Megillah reading will be on Wednesday, February 20th. Come in costume. Come in style. Come to blot out Haman's name.

We will have Friday night class services for the 5th, 6th, and 7th grades on Friday, March 22nd from 7:30pm – 8:30pm. Come Daven/Pray as our Keshet students help lead the service.

Other upcoming dates:

Hebrew High School - next session is on Wednesday, March 6th.

YOUTH NIGHT – the next program is on Wednesday, March 27th.

[Chaverim & Kadima 6:15pm & USY 7:45pm]

If you have any questions, please contact me at cantorlarry@ebjc.org

Please share with your friends all the new and wonderful activities happening at Keshet, USY, Kadima and Chaverim, as well as all of the programs being offered at EBJC. It truly is a place for everyone and for everything!

Did you ever hear the saying, "If you think you're alone, you're not." Well, it is true. Many times, many of us think that we are alone, not technically on the physical side of things (I would hope you would realize if someone is actually standing next to you or near you in a room), but on the spiritual side of things.

I was speaking with a friend of mine who asked me to explain Hagbah. Apparently, my friend was invited to a Bar Mitzvah and was given the honor of Hagbah (actually it is supposed to be called Hagbahah). My friend, a non-observant, non-synagogue attending, very secular Jew, did not understand the word or the honor that he was being given. I explained that Hagbah is the honor for lifting the Torah when the reading is complete. This he understood. In essence, it was not the honor that he was misunderstanding, but it was the terminology.

Many of us walk into a setting and listen to a service, a speaker, or a presentation and then walk out saying, "I didn't understand a word." This is the case far too often in a synagogue, especially if there is a language barrier. So what does one do? Well, the first is to begin to come to services more often. Okay, so this may be a ploy to get more people in the door on a regular basis; however, my intention is more to teach the jargon.

There are so many terms that we use in any given service, and so many of us do not take the time to say, what is or was that?

Here are a few terms: Davening: Davening is the act of prayer. This is a Yiddish word and not Hebrew. We tend to use many Yiddish phrases in Shul (by the way, Shul is Yiddish, too). Laying: this is the act of reading Torah (again, another Yiddish word). Chag Sameach: Happy Holiday. Ba'al T'filah: the lay person who may lead a service. A professional person who leads the service is the Chazzan or Cantor (that's me). Ba'al Kriah: the person who reads the Torah, not to be confused with Ba'al Tekiah, the person who blows the Shofar on Rosh Hashanah. Okay, I think we can get the point.

There are many terms which are important to know, but too many to list in this article. However, don't be afraid to ask. After all, you are not alone.

On behalf of my family we hope you have a good and word-filled season.

~ Cantor Larry



Keshar Tzedakah Team
supports EBJC's Social Action
Committee and serves the needs of
our community

FEBRUARY - 2019

Collecting Toiletries such as Soap,
Toothpaste, and Shampoo (any size)



MAY - 2019

Collecting Granola Bars and Single
Serve Snacks (pretzels, potato
chips, corn chips, etc.)

Please bring donations to the Social Action Closet, in the EBJC
foyer.

Have questions, suggestions, or want to get involved?
For Keshar questions, contact Cantor Larry
cantorlarry@ebjc.org. For Social Action Committee questions,
contact Hollie Cerame sltcbear@aol.com.

DATES FOR EBJC TEEN + CHAVERIM PROGRAMS 2019

- Hebrew High for teens in 8-12th grades, meets most WEDNESDAYS, from 6:30-8:15 pm
- Chaverim 4th & 5th grades / Kadima 6-8th grades / USY 9-12th grades
- EBJC Teen Programs are open to EBJC members + Jewish teens who register. Most programs incl dinner, dessert & time with friends

DATE TEEN PROGRAM

Feb	6	Hebrew High
	13	Kadima / USY
	20	Hebrew High
	27	Kadima / USY
Mar	6	Hebrew High
	8-9	Youth Shabbat
	17	Purim Carnival
	20	Megillah Reading
	27	Kadima / USY
Apr	3	Hebrew High
	10	Kadima / USY
	28	USY
May	1	Hebrew High: last class
	8	Kadima / USY Yom HaZikaron - Ha'Atzmaut
	15	Kadima - end of year BBQ
	22	USY Elections
	31	USY Board Installation & Dinner

DATE CHAVERIM PROGRAM

Feb	13	Chaverim
Mar	8-9	Youth Shabbat
	17	Purim Carnival
	20	Megillah Reading
	27	Chaverim
Apr	10	Chaverim
May	8	Yom HaZikaron - Ha'Atzmaut
	15	Chaverim - end of year BBQ

CANTOR LARRY is our Director of Education.

For information about the Hebrew High program and/or
Chaverim Youth Group, please call him at 732.257.7070 x3
or send an email to CantorLarry@ebjc.org.

KADIMA & USY

For more info,
please contact Erin Kaplan, Kadima and
USY Advisor: ErinKaplan3190@gmail.com

Kadima: 6th, 7th & 8th graders.

Programs are 6:15-7:45PM

USY: 9th-12th graders. Wed programs
7:45-9:00PM; Sunday programs vary

CHAVERIM For 4th and
5th graders. This group
meets monthly on
WEDNESDAYS, from 6:15-
7:30 pm, following Keshar

Chaverim Youth Co-Leaders:
Amanda Gold and Joe Weiss



CRABIEL PARKWEST FUNERAL CHAPEL

239 LIVINGSTON AVENUE,
NEW BRUNSWICK, NJ 08901-1832

(732) 828-2332

www.Crabiel.com

email: Crabiel FH@aol.com



Frank S. Facchini
Manager
NJ Lic. No. 3217



Lisa M. Lo Ricco Sharp
Director
NJ Lic. No. 3710

Paulette Crabiel Wahler
NJ Lic. No. 3875

*Serving the Jewish community in a traditional
and personal manner since 1956*



ב"ה
February 13, 2019
8 Adar I, 5779

Dear EBJC Families,

It is time for our annual Passover Candy Sale. This is a Keshet fundraiser that is open to the congregation and anyone who enjoys quality Passover candy. This fundraiser helps benefit the School and in turn our entire synagogue. We are always trying to raise extra funds for the benefit of our school, so please place an order, even if it is for a single item. Perhaps use it as a gift while attending a Seder as a guest.

The sale begins immediately and all orders must be in no later than Monday, March 4, 2019. Please make all checks payable to "EBJC" and in the memo line indicate "Passover Candy Sale."

Everyone knows how much fun Passover can be, so why not make it a little sweeter.

Candy packet brochures are available in the synagogue.

If you have any questions, please call the synagogue office at 732-257-7070 or email me at cantorlarry@ebjc.org. As always, thank you for your support.

With Shalom and blessings,

Larry I. Brandspiegel
Cantor/Director of Education

511 Ryders Lane
East Brunswick, NJ 08816
Rabbi Jeff Pivo
Cantor Larry I. Brandspiegel
Deena Oren, Eric Pelofsky, Co-Presidents
Ellen Botwin, Executive Director

"Make Me a Sanctuary, and I shall dwell among you."
Exodus 25:8

732-257-7070
www.EBJC.org
info@ebjc.org

Sisterhood



The perfect remedy for the isolation of Winter, with its chill and early darkness, is to join your Sisters for one of our spectacular events. Our membership now boasts **133 delightful women** of all ages, interests, and Judaic affinity and expression. Sisterhood is like our own exquisite mosaic.

We offer so many opportunities for friendship, bonding, and celebration. We warmly welcome your participation.

Here's a look at what we've enjoyed and what new adventures lie ahead:

Recent Events—

*On January 31st, Sisterhood and Men's Club presented a fascinating documentary, **"Cuba's Forgotten Jewels,"** featuring Jews who fled to Cuba following the Holocaust. After the movie, EBJC Co-President Deena Oren led a discussion describing the present-day Jewish community in Cuba. This was an enlightening educational experience for all who attended.

*Earlier this month, on Friday evening, February 8th, we once again welcomed **East Brunswick Mayor Brad Cohen** to headline our **Kabbalat Shabbat** service and dinner. Mayor Cohen brought us up-to-date on all the upcoming plans for our beloved town.

Looking Forward to—

***Wednesday, March 6—Join us for Mosaic Night!** This promises to be a fun-filled, creative evening for men, women, and children 12 years and older. Design a gorgeous keepsake—including chais and hamsas—that you will be proud to display in your home. Pre-registration is required.

***Friday, March 8—Our Annual Torah Fund Dinner and Service.** Which deserving Sisterhood member will be honored as our Eshet Chayil? (Woman of Valor). Since Torah Fund proceeds support the educational institutions of the Conservative Movement, we are honored to hear success stories of the graduates of these schools. Come hear our own Rabbi Pivo share an account of his years as a student at the Jewish Theological Seminary in New York. We bet there will be fascinating anecdotes awaiting us!

There's still time to contribute to this worthy project. Contact our extraordinary Torah Fund chair Jody Bramson at Jlbrams@aol.com to purchase this year's stunning polished black Torah Fund pin, featuring the insignia "Atid," meaning "Future." Or donate at any level to get involved.

***Wednesday, March 27—On the Chocolate Trail—**EBJC Sisterhood joins with the women of Congregation B'nai Tikvah in North Brunswick for a fascinating journey through the Jewish history of chocolate. Rabbi Deborah Prinz, author of On the Chocolate Trail, draws from her world travels on the trail of chocolate to describe the role of religions in the trade, retail and manufacture of chocolate since it was introduced to Europeans. The evening includes dessert, wine, and chocolate sampling, along with book signing by Rabbi Prinz. How can you resist?

And Don't Forget—

*Rabbi Pivo's adult education series **"Torah, Time and Tefillah"** continues every Thursday evening after Minyan. Still to be examined—an overview of the sacred books that grew up around Torah—Torah commentaries, Mishna, Talmud, Siddur, and Machzor. Sample this comprehensive, interactive class to find out how much you can learn.

Please remember to read each Friday's Tidbits email blast to learn de-

tails of upcoming events

PURIM IS ALMOST HERE! And we have exciting news—this year we offer online ordering and payment of shalach manot. Please use the link provided in the Purim letters that were sent out via email or go to HappyPurim.com to place your order. Not ready for online ordering? No problem. You can still mail in your order/payment with the paper form. Shalach manot baskets will be delivered beginning **Sunday, 3/17/19.**

Maj Jong Anyone?—Are you seeking a fun activity to challenge your mind? Did your Mom or Aunt play Maj Jong but you just never learned the game? Do you wax nostalgic about hearing shouts of "Crack/Bam" emanating from the kitchen of the home you grew up in? You're not alone. Lots of us have heard about Maj Jong all of our lives, but never got around to playing. Don't fret...

Sisterhood sponsors a Maj Jong game every Monday evening at 7 P.M., and it's NOT JUST FOR EXPERIENCED PLAYERS. You can drop in any time, and one of the ladies will gladly coach you on all the fine points of the game. You will only observe at first, of course, but in no time you'll be part of the game!

Calling All Bibliophiles—We are hoping to launch a Sisterhood book club this spring. We would plan to meet on a "seasonal" basis, approximately every three months, allowing plenty of time to finish reading. The selections would be based on reading lists from the Jewish Book Council, as well as member recommendations. Although each book will have some Jewish thematic element, we will not be solely focused on historical fiction. We will include fiction, as well as nonfiction, biographies, and may-be even cookbooks!

There are some details still to be determined, and we'd like your input. When would you like to meet?—weekday evening, Saturday after kiddush, Sunday morn, Sunday evening? Where would you like to meet?—at synagogue, or would you be more comfortable rotating through members' homes?

Please email Sara—tranquil77@aol.com to indicate your interest and provide your preferences to the questions above. Look forward to hearing from everyone.

Join our Kiddush Team—Can you spare a few hours each week to shop and/or prepare for our lauded Shabbat Kiddush spread? Shopping lists are issued on Tuesday, and shopping must be completed by Thursday evening. If you'd rather donate your time for food prep, join us Friday morning at 10 A.M. in the dairy kitchen. Contact Sylvia Halpern-smhalpern15@gmail.com or Jodi Harkavy-jbharkavy@comcast.net to get involved.

Sisterhood is an integral component of EBJC, and we value YOUR CONTRIBUTION. We proudly carry on the legacy and tradition of our shul, while addressing the diverse pursuits of modern women. Please keep in touch so that TOGETHER we can make Sisterhood YOURS.

Warm regards,

Margot Julis

magoo1211@comcast.net

Sara Ullman

tranquil77@aol.com

MEN'S CLUB Success & Opportunity



Men's Club is continuing another busy year with a focus on expanding our reach to include younger families.

We had several successful events in February. We started off with the annual World Wide Wrap on Feb. 3 when

we joined our Men's Clubs colleagues around the world observing the mitzvah of Tefillin.



We then co-hosted a second Kabbalat Shabbat with Mayor Cohen on Feb. 8. Mayor Cohen brought us all up to date with current East Brunswick events.

On March 1, EBJC will be participating for the first time in the nationwide **Shabbat Across America** program. Please look in this Recorder for detailed sign-up information.



Yom Hashoah begins on the evening of May 1. On April 8 at 8:30 pm, Men's Club will pack candles for distribution. Volunteers assisting with this effort are always welcome.

On April 14 at 9 am Men's Club hosts a **pre-Pesach breakfast with Rabbi Pivo** open to all. Rabbi Pivo will help us prepare for the coming holiday. Last year this program was a big success. We will also start distributing the Yom Hashoah candles at this event.



On May 11 we will be hosting **Men's Club Shabbat**. We welcome all male members of EBJC to participate in this program. Please let us know if you would like a part at mensclub@ebjc.net. This year we will have a special guest speaker, Lisa Harris Glass, discussing "The Synagogue of Tomorrow." Lisa has extensive experience working with dozens of synagogues preparing for their future so her comments should be very informative.

Men's Club will be hosting our first **Family Shavuot Weekend** on Friday, June 7 to June 10 at NJY Camps in Milford, PA. Families of all ages, from young children to grandparents will have a great time at this weekend while still fully observing the holiday. Please stay tuned for more information in coming weeks.

Please find out more about Men's Club and our coming events at ebjc.org/under-our-roof-2/men's-club

While we already have a busy calendar, we are always seeking ideas for new and interesting events. You are welcome to join the fun in arranging our programming. Do you have an idea for an event or activity? Attend any Board meeting and share your idea. Our next two are on March 11 and April 8 at EBJC at 8:30 pm. All are welcome to attend.

We invite interested members to join Men's Club. Only a modest amount of time and effort is required. If you can help us run just one event, we would be delighted to have you join us. We can use all kinds of help. No matter your skills, interests and availability, Men's Club has something to fit your schedule and background. Contact us anytime at mensclub@ebjc.net.

Shalom,
Arthur Fliegelman and Sheldon Horowitz

ORAL SURGERY GROUP, P.A.

PRACTICE LIMITED TO ORAL AND MAXILLOFACIAL SURGERY,
DENTAL IMPLANTS, ORAL MEDICINE, ORAL PATHOLOGY, AND
TMJ DISORDER.

Dr. David M. Rauch, DDS
Dr. Philip S. Engel, DMD
Dr. Richard K. Stern, DDS
Dr. Constantine Simos, DMD
Dr. Michael E. Stern, DMD

172 Summerhill Rd. St. 3 Brook Rd. E. Brunswick, NJ 08816 (732) 238-3700.	109 Livingston Ave. N. Brunswick, NJ 08901 (732) 247-8083	1275 Bound Brook Rd. Middlesex, NJ 08846 (732) 271-0330
---------------------------------------------------------------------------------------	--------------------------------------------------------------------	------------------------------------------------------------------



Catering for all Occasions

Heritage Plaza
228 Ryders Lane
Milltown, NJ 08850
Marc, Bobby or Debbie
info@loxstockanddeli.com
www.loxstockanddeli.com

Phone: 732-214-8900
Fax: 732-214-0555

IT IS MY PLEASURE TO SUPPORT ***EAST BRUNSWICK JEWISH CENTER***

& RECOGNIZE YOUR OUTSTANDING CONTRIBUTION TO OUR COMMUNITY

*I welcome the opportunity to work with your Friends & Family relocating to the area
offering my Professional Expertise every step of the way.*

*Listing with me provides
Satisfaction Guaranteed!*

**I offer the Experience of 750+ Transactions, in 7 yrs. & Totaling \$95+ million
Your Real Estate Goals are my Passion, whether Big or Small.**

*Certified Luxury Home Marketing Specialist
Certified Short Sale, Foreclosure Specialist*



Your consideration is very appreciated. Sincerely, Jane Mueller

RE/MAX First Realty
Outstanding Agents
Outstanding Results
Always Striving for Excellence



385 Route 18, South
East Brunswick, NJ 08816
732-257-3500

*Specializing in EAST BRUNSWICK,
Offering a Quality Life Style
A GREAT COMMUNITY TO CALL HOME*



Jane Mueller
Broker Associate
Cell: 732 322-2908
jmueller888@gmail.com
www.calljanemueller.com

Please Support Our Sponsors—They Support Us

Jewish Hospice Care



- Excellent Nurse to Patient Ratio
- Home Health Aide Support for Family
- Bereavement Support Monthly Meeting
- Complementary Chicken Soup plus Harp and Massage therapies



STEIN HOSPICE
at The Oscar and Ella Wilf Campus for Senior Living

**49 Veronica Ave.
- Suite 206 -
Somerset, NJ 08873
732-227-1212
SteinHospiceNJ.org**

*Accredited by the National Institute
for Jewish Hospice*

**A Jewish Community
with quality care and all
the comforts of home**



STEIN ASSISTED LIVING
at The Oscar and Ella Wilf Campus for Senior Living

(732) 568-1155 • info@steinresidence.org • www.wilfcampus.org



Spring has Sprung . . .

- Hay Fever & Rose Fever
- Eczema & Hives
- Skin Allergies
- Food Allergies
- Nasal & Sinus Allergies
- Asthma & Chronic Cough
- Animal & Insect Allergy
- Low Immunity & Recurrent Infection

Philip Pasternak, MD

FAAP, FAAAAI, FAAAAI

Diplomate American Board of Allergy, Asthma, Immunology

Call for your Appointment

Most Insurances & HMOs Accepted—including MEDICARE

ALLERGY, ASTHMA, & SINUS CENTER

FOR CHILDREN AND ADULTS



**911 East County Line Rd
Lakewood**

(732) 254-4000

**21 Brunswick Woods Dr.
East Brunswick**



60 Years and Fabulous Gala Details at-a-glance

- Saturday, April 6, 2019
- Honoring our very own Rabbi Jeff Pivo and Cantor Larry Brandspiegel
- Mincha at 7:05pm and Havdallah at 8:05pm in the sanctuary
- Dinner and drinks will be served in the ballroom following services
- Stand-up Comedian, MODI, will entertain gala attendees
- Dessert will be served following the show
- Invitations to be mailed early February



MODI

Voted one of the top 10 comedians in NYC by the Hollywood Reporter and BackStage, MODI is one of the comedy circuit's most sought after performers.

MODI has been featured on HBO, CBS, NBC, ABC, Comedy Central, Howard Stern and E! Entertainment. MODI has received rave reviews in the New York Times, Time Out NY and the New York Post.

Born in Israel, MODI moved to the US when he was seven. After college, MODI worked as an investment banker and had no plans to become a stand up comedian. But one open mic changed everything.

According to the LA Times, MODI is "versatile and quick on his feet. He can read an audience in a beat and improvise so nimbly that he keeps any audience, regardless of age, race and gender, laughing."

YOU ARE CORDIALLY INVITED TO THE EBJC GALA

60 Years and Fabulous!

◆◆◆◆◆
Join us as we honor

Rabbi Jeff Piva & Cantor Larry Brandspiegel
our dynamic duo

who have invigorated EBJC and are propelling us
forward to the next fantastic 60 years.

Ad Mea V'Esrim (עד מאה ועשרים), live long and prosper.

Saturday, April 6, 2019

Mincha 7:05

Havdallah 8:05

Dinner & Celebration immediately following services.

Eat, Drink, and Laugh with Modi

EBJC welcomes Modi, voted "One of the Top 10 Comedians in NYC" by The Hollywood Reporter and Back Stage Magazine. Modi appears regularly at Caroline's on Broadway and The Comedy Cellar and has been featured on Comedy Central, E! and HBO.

Everyone will enjoy a great evening of celebration and laughter!

RSVP by March 29, 2019

Cocktail Attire

r.s.v.p.

EVERYONE is invited and encouraged to attend evening services starting at 7:05pm. RSVP card is only necessary to attend the 60 Years & Fabulous Gala following Havdallah and to support EBJC by making a donation. Thank you!

- ☐ Excited to Attend #___ Guests, including me @ \$120/person
☐ Buying a 1/8 page Ad in the Journal and 1 ticket for \$180/person _____
or Buying a 1/4 page Ad in the Journal and 2 tickets for \$360 _____
☐ Just heartbroken I can't attend, but donating \$ _____
☐ Committed to placing an Ad in the Journal \$ _____

NAME(S)

PHONE: _____ AMOUNT ENCLOSED \$ _____

Ad Journal Opportunities

B/W unless noted otherwise

___ Back Cover	\$3,600*
___ Inside Cover Front	\$1,800*
___ Inside Cover Back	\$1,800*
___ Center 2-page spread	\$1,500*
___ Full COLOR page	\$1,000*
___ Silver Page	\$1,000*
___ Full Page	\$600*
___ 1/2 Page	\$360
___ 1/4 Page	\$260
___ 1/8 Page	\$136
___ Well-Wisher	\$60

JOURNAL CLOSING DATE:

March 8, 2019

Payment Options:
1. My check is enclosed, payable to EBJC.
2. Please charge my: ___ Visa ___ Mastercard
Acct #: _____ Security: _____
Exp Date: ____/____/____
3. For online registration or ad journal
submissions go to: www.ebjc.org

Attach a separate paper for Ad text,
or email as a word doc or jpg
attachment to: journal@ebjc.net
Return to: Marla Genee
c/o EBJC 511 Ryders Lane
East Brunswick, NJ 08816
Ph: (732) 257-7070
Fax: (732) 257-9630

Donations

ALIYAH

Matthew Horowitz
Neal and Joyce Leavitt
Joel and Fran Shafer
Bruce and Shirley Sommers
Lenny and Pamela Stein
Lewis and Janice Stolar

CANTOR'S DISCRETIONARY FUND

Caryn and Marshall Alter in honor of the wedding of Michael and Elyse Alter

GENERAL DONATIONS

Kenneth and Shelly Hirsch
Bob and Lynn Levine in memory of Abraham Hirsh Landa
Ira and Elise Merkel in honor of the birth of Cindy and Rick Rollman's grandson
Ira and Elise Merkel in honor of the engagement of Samantha Brandspiegel
Arthur and Joan Okun
Stanley and Gail Rubin
Philip and Marsha Schiffman
Ron and Laura Sucher
Thelma Zalewitz

KIDDUSH CONTRIBUTIONS

Inge Gross
Jamie and Jason Wasserman

Yahrzeit

Steven and Brenda Albert in memory of Florence Albert
Steven and Brenda Albert in memory of Karl J. Buchweitz
Steven and Brenda Albert in memory of Reuben Albert
Joseph and Sheila Behrman in memory of Hiram Behrman
Gary and Rochelle Bennett in memory of Irma Bennett
Philip and Susan Ben-Zvi in memory of Max Grossberg
Philip and Susan Ben-Zvi in memory of Anna Ben-Zvi
Joan and Robert Bramson
Carl and Hillary Cresci in memory of Aaron Cresci
Hillary Gensler in memory of Max Nyer
Jonathan and Rhonda Gold in memory of Arlene Berliner
Rosalyn P. Goldstein
Inge Gross in memory of Alan Beer
Martin Hecht in memory of Blanche Herberg
Jeffrey and Elyse Herman in memory of Harry Herman
Larry and Jill Kamin in memory of Mike Kamin
Bernice Manheim in memory of Helen Kreiman
Robert and Marlene Miller in memory of Siebeth Egna

Arthur and Joan Okun in memory of Frances Dankner
Paul and Myra Rose
David and Claire Rosenthal in memory of Peal Rosenthal
Sandra Roth in memory of Ida Natter
Sandra Roth in memory of Isidore Fisher
Stephen and Carole Schneider in memory of Joseph Schneider
Joel and Fran Shafer in memory of Herman Shafer
Joel and Fran Shafer in memory of Anna Mitnick
Joel and Fran Shafer in memory of Martha Shafer
Joel and Fran Shafer in memory of Bluma Shafer
Joel and Fran Shafer in memory of Florence Harris
Joel and Fran Shafer in memory of Michael Monas
Elissa Smilowitz in memory of Eva Smilowitz
Lawrence and Bonnie Solomon
Bruce and Shirley Sommers in memory of Sarah Golda Geller
Lewis and Janice Stolar in memory of Myrna Goldberg
Myron and Sylvia Tannenbaum in memory of Max Tannen
Paul and Renee Weissman in memory of Yoninah Fractor

Words from Sephardic Shabbat

During Shabbat on January 25 and 26, EBJC held Sephardic Shabbat honoring Uziel Sason and Raymond and Adela Sasson. A number of individuals spoke during that Shabbat and their speeches were included in the previous Recorder.

Here is another speech from Steve Wohl:

Shabbat Shalom and thank you for asking me to speak at this Sephardic dinner...even though I'm not Sephardic. I could be, actually, and I'm gonna take one of those DNA tests to find out for sure. I do suspect I might have Sephardic DNA because I've always loved stuffed grape leaves much more than cholent.

Back in the late 1980's there was a group of families who joined EBJC and had much in common. They all had young kids around the same age, they all came to shul on Shabbat, and they all sat in the back corner, in case they and their children had to make a quick exit. Maury and I were in that group and so were Rita and Uziel Sason. From the beginning Uziel was a standout in this group. He was the oldest of us. And while most of us were from New York, New Jersey, or Pennsylvania, he was from Turkey. And while most of us had kind of ordinary jobs, he was a designer and artist. And thus began a long and wonderful friendship between our families. For over 30 years, our families spent countless lunches, dinners, barbeques, and holidays together. My favorite was Passover, when we would have one night as a "friend's" seder, and all the families were given one part of the seder that they would lead. Regardless of who had the first part, it was always Uziel who would recite the Order of the Seder, the Kaddesh Urihatz before we began. And, as we got to each section of the seder, he would recite the order again up to the point that we were at.

In the Ethics of the Fathers, Pirkei Avot, the rabbi Yehoshua said, "kney licha chaver" – acquire for yourself a friend. The reason for this admonition was in large part that a friend could be a partner for study. But to tell you the truth, we might not have studied together much, but I learned a lot from Uziel. He was a man who had many great qualities. His faith was real and strong, yet he never wore it on his sleeve, never held himself up as superior, and didn't tell others how to live their lives.

He was very warm and kind. It didn't make a difference if he knew you for decades or he was meeting you for the first time. He always had a smile and an outstretched hand. I mistakenly thought that he always sat in shul next to Rita. But as she told me, literally a hundred people must have spoken to her and all told her how in a time of distress, Uziel had sat down next to them. I think it's become an urban legend that Uziel sat next to every member of the congregation.

He had what the French call a joie de vivre, an enjoyment of life. He enjoyed good conversations, good food, good wine, and he

liked seeing foreign films. Admittedly, after some of those films, I needed some wine.

As a craftsman, when he made something, a cabinet or a display piece or a couch, it had to be done just right, no shortcuts. He could even point out on someone else's work where they had cut a corner or two. Evidence of his uncompromising craftsmanship is all over this building, and it was a labor of love. His "no shortcuts" approach did have a downside however, as projects in his house that he promised to Rita would sometimes go on for many months. But in the end, the product was always great.

In addition to the many things he built for EBJC, and the many things that he took upon himself to fix around the building, he also supported the daily minyan, was a gabbai, and would lead services when called upon. When he davened, his faith and humility always showed through. Two years ago at the beginning of the summer, there was a question as to whether Uziel would be able to lead the Morning Service on Yom Kippur. I was asked if I would be able, if necessary, to fill in for him. I considered that the biggest honor I've ever received here.

My favorite Uziel story in EBJC was many years ago, shortly after the departure of a certain long time rabbi – no names...and I was asked to be on a committee to try and inject some fun into the Purim service. The only reason I was asked to be on the committee, was that a year before, Avital Breverman had a separate Purim Bat Mitzvah, and Charlie asked if I would do some shtick during the reading, so I dressed up as Groucho Marx. So the chairwoman asked if I would do the same thing for the congregation. At the end of the meeting, everyone was stumped on what we would put on the flyer that might attract more people to attend. Certainly, my Groucho impression wasn't gonna do it. So I said we should learn from Chabad. Every time they do something, they have the world's tallest menorah or the world's biggest matzah ball or world's longest shofar. I said we should tell people to come see the world's largest GRAGGER! The chairwoman said, "Great...but where do we get the world's largest gragger?" And right away the answer came to me. My friend Uziel could make it.

So I took a wooden gragger that I had, which was given to me by Dov Pollak, and showed it to Uziel. And I asked him, can you make a larger version of this gragger. After a quick look, he said to me, "How big do you want it?" And I said, "As big as you can make it where it would still actually work". Well even I was surprised when he came into the sanctuary that night with a 6 foot high gragger, that had a special stand and took at least two hands to operate, and made a sound like thunder. And the kids loved it too.

Thank you for allowing me to reminisce about my friend...OUR friend, Uziel.

TRISYNAGOGUE PURIMFEST

Sunday, March 17, 2019

11:00 am - 2:00 pm

@EBJC, 511 Ryders Lane, East Brunswick

Sponsored by Temple B'nai Shalom, The Young Israel of East Brunswick,
& East Brunswick Jewish Center

**Race
Cars!**

**\$20 per person 3—16 years old
2 and Under free!
17 and above free!**

**Video
Arcade!**

CARICATORIST!

**TWEEDLES
THE CLOWN**

BALLOON ART!

Inflatables!

**Face Painting!
Arts & Crafts!**

**Tricky
Tray!**

**ENTRANCE/WRISTBAND DOES NOT INCLUDE TRICKY
TRAY AUCTION, FOOD OR 50/50**

For more information please contact the office of EBJC or
Ellen Botwin, Executive Director 732-257-7070



TRISYNAGOGUE PURIMFEST

Support the East Brunswick Jewish Community
Be a Sponsor of the Tri-Synagogue PurimFest 2019!

Members of the Kings Court \$540

Esther's Ladies-in-Waiting \$360

Mordechai's Cousins \$180

Residents of Shushan \$118

Shalach Manot \$72

Hamantaschen \$36

Graggers \$18

Receive 2 free wristbands with sponsorship of Mordechai's Cousins

Receive 4 free wristbands with sponsorship of Esther's Ladies-in-Waiting

Receive 6 free wristbands with sponsorship of Members of the Kings Court

All sponsors will be recognized at PurimFest 2019. Sponsorship checks should be sent to and made payable to EBJC, Attention: Ellen Botwin, Executive Director.

Presented by Temple B'nai Shalom

The East Brunswick Jewish Center &

the Young Israel of East Brunswick

Hosted by EBJC, 511 Ryders Lane, E. Brunswick, 08816

To make your contribution or to volunteer, contact: Ellen Botwin, EBJC
Executive Director, ebotwin@ebjc.org, 732-257-7070 x 5

SISTERHOOD AT YOUR FINGERTIPS

- **Torah Fund Pin – 2018-2019** – The 5779 Torah Fund pin envelopes the Hebrew word for “future” (Atid) with a stylized Magen David, a truly classic pin.
 - ◊ Contact Jody Bramson 732-390-5166 or jlbrams@aol.com go purchase your pin
- **Gift cards** (aka SCRIP) is an easy way to help the Sisterhood raise funds by purchasing gifts for ShopRite, ACME or Lox, Stock & Deli. What could be easier? You are going to spend the money there ANYWAY!
 - ◊ Contact Judy Klotzkin 732-390-6140 or scrip@ebjc.net
- **The Sisterhood Judaica Shop** has a beautiful collection of gifts, home furnishings and Judaica for all occasions. We are your source for beautiful giftware, books, candles, head coverings and more.
 - ◊ Contact Cindy Rollman 908-812-6713 or Caroline Steinberg 732-735-6641
- **Bimah Baskets** – for any Simcha...A beautiful basket with food items will be placed on the Bimah prior to Shabbat. A card will let your guests know that a donation has been made in honor of the Bar/Bat Mitzvah child. You can also order a Bimah Basket for ANY occasion you'd like!
 - ◊ Contact Lory Pelofsky 732-254-6851 or Sheila Behrman 732-238-7476
- **JNF Trees** – to purchase trees-Contact: Diana Horowitz 732-390-9058
- **Cards, Tributes & Tree of Life Leaves** Contact: Beth Belzer 732-238-7925

It's all about the AWARD WINNING Red Sauce

Live Entertainment Every
Other Friday and
Saturday Night



(732) 656-1890

www.luigispizzanjanj.com/
All orders include Bread,
Soup, or Salad

475 Spotswood Englishtown Rd, Monroe Township, NJ 08831

Sample Vegetarian and Fish Dishes chosen for our friends at **the EBJC**

Eggplant Parmigiana
Flounder Oreganato
Baked Ziti
Ravioli



Eggplant Rollatini
Salmon Verde
Pizza
Ravioli Parmigiana



Flounder Francaise
Salmon Pomodoro
Manicotti
Stuffed Shells



Your Entire Bill



Just Mention
East Brunswick
Jewish Center

Disclaimer: Luigi's serves non-Kosher foods in addition to its Fish and Vegetarian dishes



EBJC and EBJC Men's Club are proud to partner on the Yad Shel Chai program from Federation of Jewish Men's Clubs.

**Open to ALL EBJC Torah Readers
Leyn 18 times (beginning with Rosh Hashanah 5778/September 2018) and receive a beautiful silver, personalized yad with the exclusive FJMC bauble.**

**Rabbi Pivo is tracking each date and aliyah that you chant.
Sign up now for more opportunities to reach CHAI!**

INVEST IN ISRAEL



Invest In Israel Bonds · Israelbonds.com



Development Corporation for Israel
Linda Schmidt, Registered Representative
linda.schmidt@israelbonds.com • 732.353.2003

This is not an offering, which can be made only by prospectus.
Read the prospectus carefully before investing to fully evaluate
the risks associated with investing in Israel bonds. Member FINRA
Photo: Sean Pavone/Shutterstock.com

Become a Dream Weaver-Madeline's Story

EBJC Sisterhood in partnership with the Neve Shalom Sisterhood Loom Room

Our own Madeline Frances reflects on her weaving experience. Her daughter, Erin Sternthal, as well as her grandson, Brandon, and his sister, Morgan, all shared in the joy of creating Brandon's tallit. Another priceless experience in the Loom Room!

From Erin: *"Having my mom create a tallit for my son's Bar Mitzvah is one of the greatest gifts. This is a gift that has so much love behind it, but it is also symbolic of the Jewish heritage and traditions passed on from generation to generation. As he becomes an adult in the eyes of the Jewish religion, he will proudly wear this gift that we all had a hand in making. And it is one that our family will treasure as it is physically passed down from one generation to the next."*

From Brandon: *"It was an exciting and interesting experience. It was a little nerve-racking because it felt like I was really getting ready for my Bar Mitzvah. It was also very loving because I got to do it with my family."*

From Madeline: *"For me, weaving this tallit was so rewarding on many different levels. It was my first experience weaving and I couldn't believe how fast it went. I enjoyed it so much, I am already scheduled to work on a challah cover for my daughter. The fact that I was making this tallit with much love for my grandson for his Bar Mitzvah, this sacred event, his initiation into full Jewish life, made it so meaningful. This tallit will connect the two of us and our family for generations."*

From Morgan: *"It was cool. I'm glad I got to do it."*



Have your own "priceless" experience by weaving a tallit, challah cover, tallit bag, matzoh cover, afikomen bag or even a chuppah! Make an heirloom for yourself, with or for someone special. Give it a try!! YOU can do it!!

For more information and to schedule **your** time on the loom, contact:

Margot Julis-EBJC contact – 732-390-1245; magoo1211@comcast.net

Cory Schneider phone: 717-574-1807; corstan65@gmail.com or Jennifer Bullock (phone: 732-906-8565; rjbullock@aol.com).



SAVE THE DATE



ANNUAL TORAH FUND SERVICE AND DINNER FRIDAY, MARCH 8, 2019 6:00 PM

Atid means “future” in Hebrew. As Women's League for Conservative Judaism

enters its second century, Torah Fund begins its 77th year, and the State of Israel enters its 71st year. We look forward with joy to our future together with you, our sisterhood members and supporters of Torah Fund

Torah Fund encompasses individuals that work to ensure Conservative Jewish education of future Rabbis, Hazzanim, Educators, Professionals and Lay Leaders. Torah Fund supports The Jewish Theological Seminary and other Conservative movement educational institutions.

Featuring our Guest Speaker, Rabbi Jeff Pivo speaking on JTS

In addition, *as always*, we honor a member who gives her heart and soul to our Sisterhood and to the Synagogue.

DETAILS AND RSVP INFORMATION WILL BE FORTHCOMING!!

Questions? Contact Jody Bramson at JLBrams@aol.com or 732-390-5166.

Hazak

It's that time again to start planning for Hazak and the wonderful programs we will be having. We're busy trying to secure speakers and entertainers (and maybe even a trip) for all of our Hazak participants!

Hazak is for active seniors who enjoy having a good time and socializing. Sponsored by EBJC, Jewish Family Services and Federation, we are happy to provide a delicious lunch and entertainment. The suggested donation is \$5.00 which goes to Jewish Family Services to help defray the cost of lunch.

Hazak is open to everyone. It is a program for all faiths and races... as long as you are over 55, you're welcome to attend! All we ask is that you RSVP so that we can make sure there is enough food to go around!

Tentative dates for programs are as follows:

March 24, 2019 Sunday Brunch 10:30

April 15, 2019 Monday Lunch 12:00

May 16, 2019 Thursday Dinner 6:00

June 23, 2019 Sunday Brunch 10:30

We're planning some wonderful programs - to be announced!

Please RSVP to 732-257-7070!

The Gift Shop at EBJC

We offer a beautiful selection of Judaica for all of your gift, holiday and Shabbat needs.

Let us help you find the perfect items for:
Babies - Toddlers - Kids - Bar and Bat Mitzvah - Graduation
Engagement - Wedding - Housewarming - Anniversary

Come shop with us at the **Purim Carnival** for our Pre-Passover and Spring Clearance sale- Save 20% on select Passover Items, and huge savings on a large selection of clearance items.

We look forward to shopping with you.

Gift Shop Hours

We are available almost anytime by appointment.

For information or to make an appointment, please call:

Cindy Rollman (908) 812-6713

Caroline Steinberg (732) 735-6641



KOBEMARK
DIAMONDS

BRING THE NYC DIAMOND DISTRICT TO YOU!

*CALL FOR AN APPOINTMENT AND
WE WILL COME TO YOU!*

LOW PRICES, PERSONAL SERVICE, ALWAYS RELIABLE

- ▶ ALL JEWELRY REPAIR
- ▶ LOOSE DIAMONDS
- ▶ ENGAGEMENT RINGS
- ▶ CUSTOM DESIGNS & CAD
- ▶ BRACELETS, EARRINGS,
WEDDING BANDS, ETERNITY
BANDS, WATCHES, NECKLACES
- ▶ ANNIVERSARY/GRADUATION
GIFTS



WE BUY GOLD!

Steve Moskowitz
office 212.382.0975 | cell 732.616.8999
www.kobemarkdiamonds.com

71 W 47th St, Suite 1402 | New York, NY 10036

YIEB Member | References are available upon request



DERBY

APPLIANCES

1599 Lincoln Hwy. Route 27
Edison, NJ 08817
732-572-1212

THE LITTLE STORE WITH THE **BIGGEST** DISCOUNTS

Pediatric and Adolescent Associates of Central New Jersey, L.L.C.

Dr. Robert S. Salston

Dr. Jeffrey P. Herman

Dr. Henry T. Shih

Dr. Maheswari Arumugam

Pamela J. Donner, P.A.

100 Perrine Road
Old Bridge, NJ 08857

Tel: (732) 316-0900
www.paacnj.com



EAST BRUNSWICK JEWISH CENTER
511 Ryders Lane
East Brunswick, New Jersey
08816-2769

NON-PROFIT
ORGANIZATION
U.S. POSTAGE

PAID

NEW BRUNSWICK, NJ
PERMIT NO. 16020

Office Spaces For Rent

Multiple sizes, flexible terms,

Special program for Professionals who want to
“expand” their local territory to include Old Bridge area.

Call Jay Lopatin (732) 784-3244

Drs. Rollman and Shapiro



Richard H. Rollman, DDS



Joseph R. Shapiro, DDS

Preventative, Cosmetic, Implant and
Rehabilitative Dentistry
for the Entire Family



Medical Arts Center
B-5 Cornwall Drive
East Brunswick, NJ 08816
(732) 390-1911

www.rollmanandshapirodds.com



Do Not Throw It Away
LLC

House Clean Outs
Junk Removal
Moving Managing

Andrew Cerame
732-586-7525

Andrew@donathrowitaway.com
donathrowitaway.com