

Kislev 5773

Fall 2012



# JEWISH MESSENGER

The Jewish Federation of Greater New Bedford

## Boston Globe's Jeff Jacoby Keynotes Annual Meeting

Jeff Jacoby, an award-winning columnist for The Boston Globe and a nationally syndicated journalist, was a keynote speaker at the annual meeting of the Jewish Federation on September 23, 2012. Although the choice of a speaker may have appeared somewhat controversial, Mr. Jacoby has a following among Federation member as well as in the general community. It became apparent by a good number of guests who came to hear the noted commentator. In the absence of Federation president Dr. Stuart Forman, Dr. Jack Belkin, Federation Vice-president, led the meeting. The business part of the meeting opened with the Board elections. This year, along with reelecting a number of seasoned board members, two new members were added to the Board roster, Meg Steinberg and Abrah (Salk) Zion.

Rabbi Barry Hartman installed the new and reelected Board members with his inimitable mix of humor, advice, and good wishes. He noted that While Meg Steinberg and her husband Barry are newcomers to the area, having moved to Marion two years ago, Abrah Zion comes from a long-time New Bedford family. Following her family's history of communal involvement, Abrah has been actively involved with the PJ Library program of the Jewish Federation. Federation executive

director Olga Yorish opened her remarks by acknowledging the passing of two very special women, Shulamith Friedland and Ruby Finger who will be missed greatly by the Federation and the whole Jewish community. She then gave an overview of Federation's past year's activities, stressing the central theme of working in collaboration with other Jewish organizations in the community, as well as with other religious and civic organizations in New Bedford. "We had a challenging campaign last year and worked very hard to maintain our programs and allocations on the same level," said Yorish, adding that she was looking forward to working with Ellen Hull again on the 2013 campaign. Ellen Hull kicked off the 2013 annual campaign whose theme

"ordinary things" was coined by the Jewish Federations of North America. "We promise to do more and to work differently to keep up with the changing communal environment," said Hull (see page 3).



Rev. Pam Cole and Rev. David Lima with Jeff Jacoby

Mr. Jacoby built his presentation as a response and elaboration on the question raised by Ambassador Michael Oren in a Wall Street Journal article "What happened to Israel's reputation?" "Why has Israel's image deteriorated?" asks Oren in his article. "Why have anti-Israel libels once consigned to hate groups become media mainstays? Especially now, after nearly two decades of

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**From the President**  
This past year, we worked very hard to provide programs and services that were relevant and up to date. We exceeded our Campaign budget, and have worked to ensure that our Federation is consistent with the goals of our umbrella organization, the Jewish Federation of North America, as well as responsive to

the needs in our local community.

We continued collaborating with other Jewish organizations in town on community-wide events, such as the third annual Evening of Jewish Learning and the Israel@64 celebration. This past year, we held regular meetings with the president of Tifereth Israel Charlie Gorfinkle and executive director Milton Goodman, sharing ideas, challenges, and successes. These ongoing contacts contribu-

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## Tarbut = Culture

On October 25, 2012 New Bedford hosted three representatives of Tarbut Community Afula who were on a week-long tour of SNEC federations. Tarbut Community Afula is a group of 30 artists-educators ages 25-28 who have settled to live and work in Afula in the fields of art, education, and culture. These young people, who were looking for a meaningful way to make a difference in Israeli society, gave up their middle class lives and moved to Afula after completing army service. They are committed to effecting social change by applying art and culture within the community, focusing on educating and empowering disadvantaged youth, youth-at-risk, and the community as a whole. They live together in an "urban Kibbutz" and consider themselves modern-day pioneers.

The original pioneers of Israel worked the land, drained the swamps and built the kibbutz movement. The Tarbut Community is creating a new kind of pioneering: living and working collectively to improve the lives in underprivileged urban communities. The Southern New England Consortium (of which our Federation is a member) has supported Tarbut Community Afula for the past three years with a start-up grant. The three Tarbut representatives, Hadas Goldman, Adi Luz, and Tal Rave, visited SNEC federations to tell their story to federation supporters and to give workshops in schools, synagogues, and JCCs. The day of their visit to New Bedford started with an interview at the Standard-Times where Hadas, Adi, and Tal made a strong impression on religion page editor Linda Andrade Rodrigues. After a brief lunch, they made a presentation and performed several songs at a Federation campaign event/dessert reception. Next, a workshop at the Ziskind School, where students had a chance to learn a little about Israel's geography and write letters to Afula children. It was followed by a pizza



Workshop with Ziskind School students

these young people bring to Afula - helping to make the community better for all. How wonderful to see the direct benefit our campaign dollars have and how being part of the local Jewish community benefits the global Jewish community," said SNEC President Michael Russell.



Irma Wolfe and Ruth Bier with Adi Luz



Dinner and discussion with Jewish students at UMass Dartmouth



Gladys Rosofsky and Hadas Goldman



The Jewish Federation has joined [www.GoodSearch.com](http://www.GoodSearch.com). GoodSearch will donate money to the Jewish Federation when you search the Internet, shop online or dine out at local restaurants! It's really easy; Go to [www.jewishnewbedford.org](http://www.jewishnewbedford.org) and click on GoodSearch button. Use GoodSearch.com to search the Internet and they donate a penny per search to the Jewish Federation. Use GoodShop.com when you shop online and they donate a percentage of every purchase and offer over 100,000 coupons to help you save money too! It's free and turns simple everyday actions into a way to contribute to a great cause.

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### Correction

The Blood Drive article in the Summer issue of the Jewish Messenger omitted Carolyn Holland as a runner-up for the largest amount of blood donated to SouthCoast Blood Bank.

The Jewish Messenger is now online.  
Visit [www.jewishnewbedford.org](http://www.jewishnewbedford.org)

**The Jewish Messenger**  
Published by the Jewish Federation of  
Greater New Bedford, Inc.  
467 Hawthorn Street  
Dartmouth, Massachusetts 02747

Tel. (508) 997-7471 - Fax (508) 997-7730  
Email: [office@jewishnewbedford.org](mailto:office@jewishnewbedford.org)  
Website: [www.jewishnewbedford.org](http://www.jewishnewbedford.org)

## On Hate and Memory

By Mary Schwartz



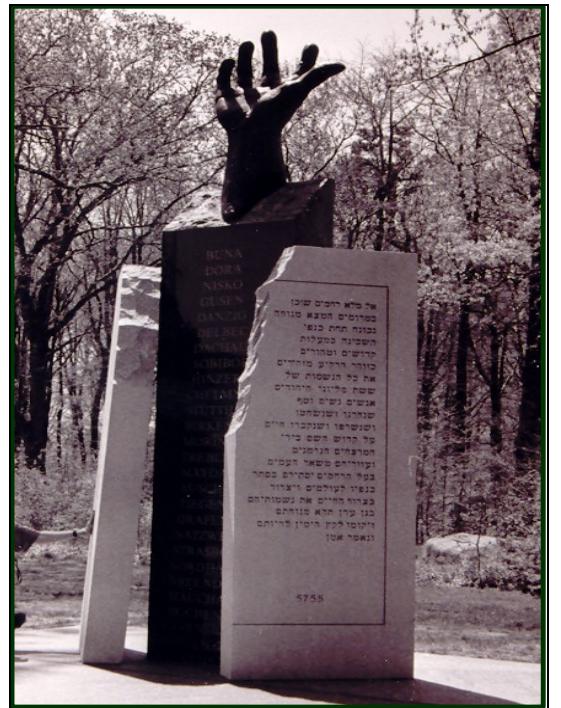
We all realize there is good and evil in almost everyone, in some unfortunately, the evil predominates. There is more darkness than light and the darkness consumes them. They are among those who have no respect, no depth of understanding of the value of life and death or the difference between right and wrong or anything that represents any of this. They look for place to vomit their hatred.

One, or perhaps two or more, demonstrated this ugliness by spewing their venom, in the form of paint, on our monument to the six million Jews who died in the Holocaust. Those Jews perished from the same flow of venom.

The center of our memorial in Buttonwood Park depicts the forearm of Abe Landau with the numbers engraved on it – burned by the Nazis which bears witness to their cruelty and the cruelty of man against man, or more specifically, man against Jews. The arm projects from the center of the stone in passionate protest of such hatred and ignorance.

In a strange way the person, or persons, that perpetrated the atrocity has brought attention to the memorial and the entire community which has reminded us all, one again to never forget what happened.

The memorial will be cleaned. I only wish the hearts and minds of those who did the damage could be cleaned as easily.



### Thank you to donors that have donated blood since the May 20, 2012 blood drive

Charles Gorfinkle  
Cheryl Gorfinkle  
Carolyn Holland  
Rabbi Raphael Kanter  
Ilene Levine  
Stanley Levine  
William Markson

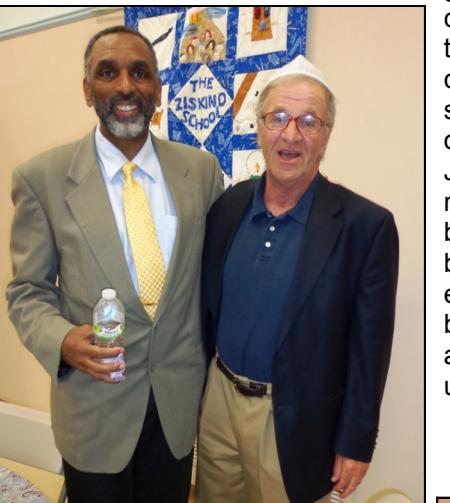
### Federation Tribute Cards are a Great Opportunity to Honor a Loved One and Contribute to a Good Cause

Think of the Jewish Federation when celebrating milestone events or remembering a loved one. A tax-deductible contribution to the Federation's general fund as well as to one of the scholarship or endowment funds or special programs is a great way to celebrate an important event such as a birthday, a Bar/Bat Mitzvah, or an anniversary, to wish a speedy recovery, and to honor the memory of a loved one. Your honoree or his/her family will receive a beautiful tribute card marking the occasion. To make a secure online contribution, visit [www.jewishnewbedford.org](http://www.jewishnewbedford.org) and click the PayPal button.

## Annual Meeting Photo Gallery



Meg Steinberg and Susan Barnet



Pastor Robert Mendes and Ken Lipman



Marcia and Stan Revzin and Judy Pollack

Sue Siegal and Barry Steinberg



### Ellen Hull Kicks off the 2013 Annual Campaign "Together we do extraordinary things"

As we do every year at this time, we are kicking off the 2013 annual campaign. In the coming weeks, you will receive mailings, telephone calls, and emails inviting you to participate in the most successful communal enterprise in history. Our federation's campaign is a small part of the most trusted fundraising vehicle in the world, raising nearly a billion dollars every year to build and sustain the infrastructure that supports the global Jewish community. It is not coincidental that the theme of this year's campaign is "Together we accomplish extraordinary things," stressing the power of the collective to make a difference in the world.

We had a challenging campaign last year and raised \$197,000, an \$8,000 decrease compared to the year before. Looking forward, we cannot dismiss the challenges which face us this year, such as the economy and the demographic changes in the community. It is obvious that we have to do more and to work differently to keep up with the changing communal environment. Our goals this year are to expand campaign base, counteract negative effects of losses, and restore campaign total to its 2011 level.

Over the summer, we convened a small task force to brainstorm ideas for revitalizing our annual campaign. We came up with a few potentially promising

Annual meeting continued from page 1

the peace process in which Israel has gone to extraordinary lengths to end its conflict with the Palestinians." To these questions, Mr. Jacoby offered his controversial answer, which he first suggested on the Globe's opinion page on May 23, 2012. According to Mr. Jacoby, "The real answer is that Israel's global standing has been debased not despite the "peace process," but because of it." Following the presentation, Mr. Jacoby answered a number of questions from the animated audience. The meeting was rounded up by a scrumptious dessert reception.

ideas for fundraising events and projects and hope that the community responds positively. We are very excited about a new project of collaboration with the Ziskind School for Judaism aimed at teaching the young people the importance of Tzedakah and making a connection with our Partnership2Gether community in Israel. Ziskind School students will be asked to designate their Tzedakah funds toward a social welfare program for underprivileged children in Afula-Gilboa. Their gift will be matched by an allocation from the Federation. Additionally, this year's Bar/Bat Mitzvah students will be asked to make a donation to social welfare programs for underprivileged children in Afula-Gilboa. Their gifts will be matched by an allocation from the Federation.

You told us loud and clear and we heard you that you want more say in how our resources are used in Israel. I am happy to let you know that major changes are happening on the global level, and beginning this year, federations will have more choices and flexibility in designating their overseas allocations.

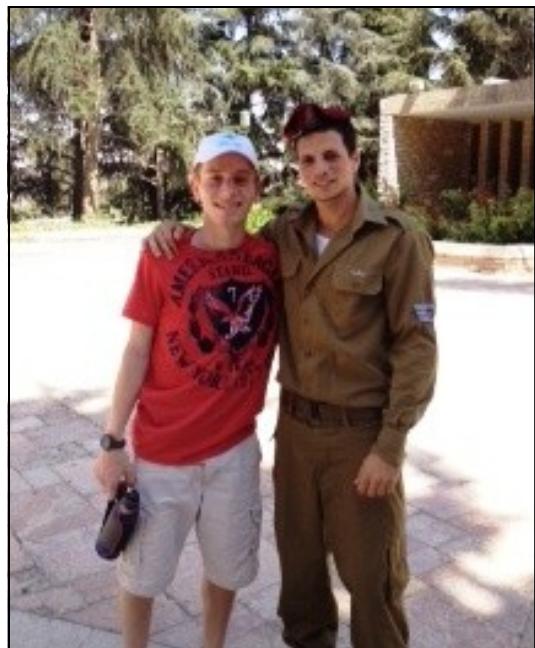
I invite you to become a part of a caring, compassionate community that unites in good times and bad to take care of each other and to celebrate Jewish life together. A contribution to the Federation's annual campaign is the one gift that does it all. Join us. You can help. You can make a difference. Together we will accomplish extraordinary things.

## Birthright Israel Trip was the Time of my Life

By Danny Levin

This past summer, I went on Birthright Israel trip. I had the time of my life. The people that I was surrounded by became my new extended family. This trip was really important to me because I had never had the chance to go to Israel. During the trip I made some awesome friends that I am going to have forever. When it was time to say our goodbyes to everyone, was sad. We all knew that we were going to see each other again in the future. Some of the members in my group are planning to meet over winter break. We also are planning to have a reunion all together as a group. If you ever have the opportunity to go to Israel don't say "no". Say yes and you will have an amazing time just like I did on this trip.

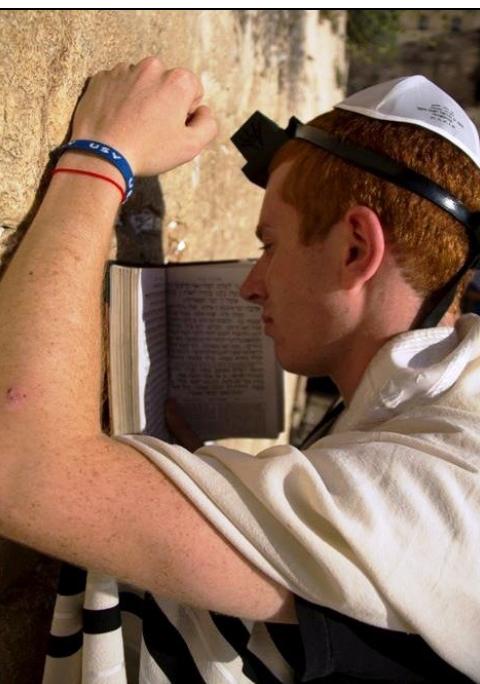
*Danny Levin, a freshman at Bristol Community College, is a graduate of the Ziskind School for Judaism and of the Greater New Bedford Vocational High School.*



With a new friend

### Meals-on-Wheels

Hot kosher meals are delivered five days a week to home-bound Jewish elderly and disabled persons in New Bedford and surrounding towns. For questions or to sign up for this program, please call Olga Yorish at 508-997-7471 or email at [oyorish@jewishnewbedford.org](mailto:oyorish@jewishnewbedford.org). We guarantee full confidentiality.



At the Western Wall



Floating in the Dead Sea

**Israel Travel Grants Available**

Attention Jewish teens and parents: grants are available to Jewish teens residing in the Greater New Bedford area for travel/study in Israel. These grants are made possible by the Harvey Friedland Israel Youth Experience Memorial Fund and the Evelyn Rosen Youth Israel Travel Fund. Requests must be writing. For more information, contact Olga Yorish at (508) 997-7471 or at [oyorish@jewishnewbedford.org](mailto:oyorish@jewishnewbedford.org).

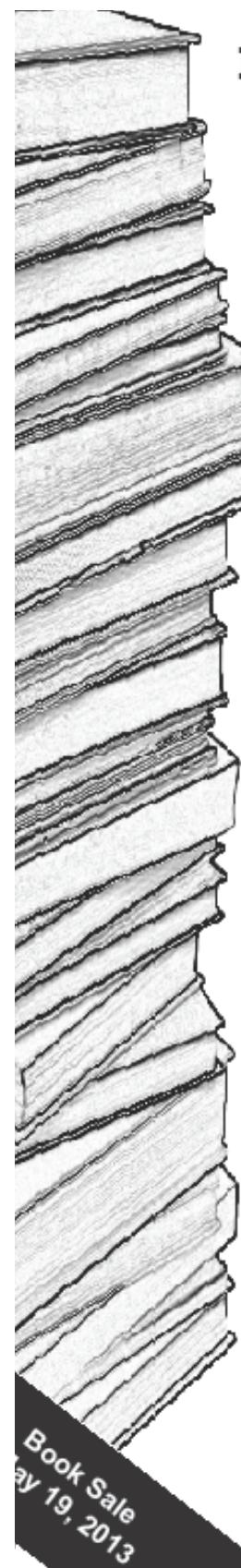
## Donate Your Gently Used Books Now

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for the

**Spring Book Sale**  
**May 19, 2013**



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office M-Th 10-2



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## Federation's Spring Book Sale will Benefit The PJ Library, Gifts to Give

By Marsha Onufrek

Are you going to reread all those old books piling up in your house? Instead of watching the dust build up, why not donate them to the Jewish Federation for the Spring Book Sale, to be held on Sunday afternoon, May 19, 2013. This fundraiser will raise money to benefit The PJ Library program, which provides children with Jewish bedtime stories and songs. Thanks to the generosity of the Harold Grinspoon Foundation and a grant from the Jewish Federation, 30 children, 6 months to 8 years, receive a gift of 12 FREE books/CDs of Jewish content. Proceeds from the book sale will allow the Jewish Federation to sign up more children for this wonderful program. Proceeds will also benefit the New Bedford Gifts to Give. We are excited about supporting the general community as well as Jewish programs.

You can drop off your books at the Federation office Monday to Thursday from 10:00AM to 2:00PM. Please do NOT donate old textbooks and encyclopedias. We would appreciate books IN GOOD CONDITION of these types:

- Fiction
- Cookbooks
- Non-fiction
- Music and movies on CDs and DVDs
- Children's books
- Dictionaries

If you need help transporting books, please call the Federation office (508) 997-7471 to make arrangements.

We are looking forward to having a successful book sale in May with your help. If you would like to help set up, clean up, or assist with advertising, please contact Marsha Onufrek at (774) 328-8846. Thanks for participating!

## Holocaust Committee Members Attend a National Conference at Seton Hill

By Cindy Yoken

On October 21-23, 2012, Ron Weisberger and I attended the Ethel LeFrak Holocaust Conference on "Holocaust Education: Challenges for the Future" which was held at Seton Hill University in Greensburg, Pennsylvania.

Seton Hill University is the home of the National Catholic Center for Holocaust Education. Jim Wilcox, of blessed memory, introduced us to the conference several years ago and at two previous conferences, Jim, Cindy, and Wil Herrup made presentations on our Holocaust Committee and on rescuers. The conference opened with a keynote address given by Rabbi Irving "Yitz" Greenberg entitled "But WE Have Not Been Saved: An Unfinished Moral and Theological Agenda of Never Again." The following evening, the Reverend John Pawlikowski spoke about "The Impact of Vatican II on Christian-Jewish Relations."

Many other lectures were presented at the conference, for example, James E. Waller from Keene State College spoke on "Becoming Evil: How Ordinary People commit Genocide and Mass Killing," John K.



Dr. Ron Weisberger and Cindy Yoken at the entrance to Seton Hill University

25 years ago and is now the Director of the Seton Hill Program at Yad Vashem in Israel.

## L'Hitraot, Friends

By Alice Nussbaum

During my 15 years in Rochester, I was a Jewish Family Educator for the Bureau of Jewish Education. During that time the Bureau became a department of the Jewish Federation. Working with that Federation's executive director, I gained insight into how cooperative endeavors could yield major success. I so loved my job that for a year and a half I commuted back & forth to it from New Bedford, 435 miles – but who's counting!

Here is New Bedford, my desire to facilitate programming through the model of Federation with which I was familiar was rekindled. I am supremely grateful to Federation's executive direc-



tor for having the confidence in my abilities to initiate and carry out diverse programs. The Israel@60 Festival was the highlight of my association with the Federation. I love the communal associations and planning aspects as well as all the final details and fun. When Jews of diverse backgrounds come together in a spirit of cooperating and working toward a goal, there emerges the sense of community that has held our people together all these years and against all odds. It also insures continuity. As Dan and I now return to Rochester and our family of dear friends, I say thank you to the Jewish Federation of Greater New Bedford for the richness it has brought to my life. May we all continue to go from strength to strength.

## Federation Brings Joy of Sukkot to Autumn Glen

When Gale Williams, activities director at Autumn Glen Assisted Living invited the Jewish Family Services Committee to make a Sukkot party for Autumn Glen residents, Ruth Glicksman decided that it was time to expand the range of activities and enlisted the help of The PJ Library coordinator Robin Kaufman, an experienced Jewish educator. In the past several years, under the leadership of Ruth Glicksman, JFS has brought Jewish holiday celebrations to Autumn Glen twice a year, on Hanukkah and Purim. "The last time we had a Sukkot party was in 2009 and we were thrilled that Autumn Glen invited us to do it again," said Ruth Glicksman, "over the years, we have developed a loyal following among Jewish as well as non-Jewish residents." On October 4, Ruth Glicksman, Kayla Joblon, Robin Kaufman, and Olga Yorish arrived at Autumn Glen laden with graham crackers, pretzel sticks, marshmallow fluff, and other supplies for a creative project. The party started with Rabbi Raphael Kanter making



a show-and-tell presentation on the meaning and traditions of Sukkot and demonstrating the Lulav and Etrog. He then passed the Etrog around the room to let the residents experience the touch and smell of the fragrant yellow citron. Then it was time for the activity. Under the guidance of Robin Kaufman, and assisted by volunteers, the residents built small edible sukkahs (huts) out of graham crackers, pretzel sticks, and marshmallow crème, and decorated them with assorted fruit candy. There were a lot of laughs and smiles, some munching on pretzel sticks and candy, but all participants exhibited great restraint and didn't consume their creations. Everybody had a great time. "We look forward to seeing you on Hanukkah," said one of the residents, and we assured him that we'll be there. A Hanukkah party at Autumn Glen is scheduled for Wednesday December 12th.

## Shalom, Ma Nishmah? What's Up?

By Mali Lim

Local elementary school students and scouting troops got a chance to learn some Hebrew greetings and hear stories of Israeli life when 10 "cultural ambassadors" from the Tzofim Friendship Caravan visited New Bedford this past August.

The Friendship Caravan consists of 10 teenaged Israeli Scouts who visit schools, churches, summer camps, and community centers across America each summer, sharing their lives through song, dance and story as part of a cultural exchange program with the United States. Mixing traditional Israeli musical styles with catchy contemporary pop, their shows are uplifting, inspirational, and just plain fun for all ages.

Caravan Ofek, the East Coast troupe of Tzofim, - composed of 18-year olds Daniel, Eli, Linoy, Liran, May, Noam, Ran, Rome, Yuval, and Yiftach – had a whirlwind visit in New Bedford and Fairhaven, as part of the New England leg of their performance tour.



Singing and dancing at Kool Days Camp



Interview with Phil Paleologos at WBSM

They were a huge hit with the children attending Kool Days (the City's summer arts, music, and dance program for fourth and fifth graders from various public schools), as they taught the students the Hora, as well as lessons on teamwork and cooperation. That afternoon, they were guest speakers at local radio station WBSM, where they shared memorable adventures and stories of life on the road in a country so far away from home.

After a dinner reception for local officials, families, and visiting scouting groups, including a Jewish Boy Scout troop from Sharon, MA., the Scouts capped off the night with an entertaining and energetic performance at the Greater New Bedford Voc-Tech High School.

The City of New Bedford's No Place for Hate™ Committee sponsored the Tzofim Caravan's visit and performance, thanks to support from the Jewish Federation of Greater New Bedford, the New Bedford Cultural Council, the Massachusetts Cultural Council, and the New Bedford Education Foundation.

*Mali Lim is the Human Services Coordinator for Community Education & Diversity and the coordinator of the No Place for Hate Program for the City of New Bedford*



A Scout with a Kool Day Camp Counselor

### From the President. Continued from Page 1

ted to an improved relationship between our two organizations. We look forward to continue having these meetings with the new TI president Dot Aghai.

Back in February, we met and had a good conversation with the new mayor of New Bedford Jon Mitchell. We are pleased that our rewarding collaboration with the City of New Bedford and the No Place for Hate program, now in its fourth year, allows us to bring Israeli Scouts with their positive and exciting message of Israel to the general community of New Bedford.

We strongly believe that our mission is to reach Jews wherever they are; to achieve this goal, we constantly seek new and innovative ways to engage the community. This past year, The PJ Library held two community outreach events, at the Big Value Outlet and at Barnes and Noble stores. The Jewish elderly at the Autumn Glen Assisted Living celebrated Hanukah and Purim thanks to the Family Services committee. I would like to thank Ruth Glicksman and her committee for their efforts to enrich the lives of our Jewish elderly.

The Holocaust Memorial and Education Committee had a productive year, starting with the launch of Abe Landau's memoir in October, and finishing with a very successful Yom HaShoah event in April. We mourn the passing of Jim Wilcox, the long-time committee co-chair, but believe that the committee is well positioned to achieve its goals. Thank you to Cindy Yoken and her committee for their noble work of Holocaust education.

This past year, we assumed a very responsible and active leadership role with the Southern New England Consortium. Our Past President Michael Russell was voted in as President of SNEC and our Executive Director Olga Yorish manages SNEC day-to-day affairs along with three other SNEC federation executives. We can all feel good



Israeli Scouts with boy scouts from New Bedford and Sharon MA

about the responsibility and leadership exercised by our Federation in this regard. Michael, thank you for doing a great job as SNEC president.

This past year, we held a board strategic planning forum. While analyzing the needs and direction that our Federation should take, implementing these will take more work. We know that we need to invigorate our work to be meaningful and relevant in New Bedford and in Israel. We hope that we will be able to move towards implementation of many of the ideas that came out of this strategic planning retreat for this upcoming year.

In 2011-12, I took the time to personally meet with various donors at all levels in our Campaign. I listened carefully to your concerns about our local community, about Jews around the world, and about Israel. I appreciate those conversations and the candor with which people expressed their ideas.

We cannot dismiss the challenges which face us this upcoming year, and the issues which our donors have brought to our attention. The work ahead will be difficult to meet the expectations of a diverse community. But, I must say that I believe that our Federation is more integrated into the fabric of the general community, more present in communicating to the public and to our own community what the Jewish People are about, enormously concerned about our fiduciary responsibilities, and willing to consider the tough choices that can keep us meaningful in a changing communal environment.

After everything, our mission of concern for the well-being of the Jewish People, at home, abroad and in Israel, remains at the forefront of our work. We shall continue, in the most responsible way possible, to manage that concern and to provide meaningful programs and services to effect that mission on behalf of our entire community.



Israeli Scouts with Mr. Sam Helfand at the New Bedford Jewish Convalescent Home