

April 2012

Nisan-Iyar 5772

Volume XLVIII, No. 4



# echo

B E T H E L C O N G R E G A T I O N

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*Passover  
Haggadah*

*Passover Seder  
Friday, April 6th - 6:30pm  
See page 2 for complete service times*

# Welcome to Beth El

## **SERVICES**



### **Beth El Services**

#### **Fast of Firstborn**

**Friday, April 6th**  
Morning service 7:00am

#### **First Day Pesach**

**Saturday, April 7th**  
Morning service 9:00am  
Chanting Haftorah - Fred Greenwood  
Mincha service 1:00pm  
(NO 5:45pm Mincha)

#### **Second Day Pesach**

**Sunday, April 8th**  
Morning service 9:00am  
Chanting Haftorah - Norton Goldberg  
Mincha service 7:00pm

#### **Seventh Day Pesach**

**Friday, April 13th**  
Morning service 9:00am  
Chanting Haftorah - Mort Sitver  
Kabbalat Shabbat 5:45pm

#### **Eighth Day Pesach**

**Saturday, April 14th**  
Morning service 9:00am - Yizkor  
Chanting Haftorah - Barry Aarons  
Mincha-Seudah Shlishit service 6:15pm  
(NO 5:45pm service)

#### **Birkat Hahodesh Shemini**

**Saturday, April 21st**  
Morning service 9:00am  
2nd Bat Mitzvah Anniversary  
Chanting Haftorah - Emily Ulan  
Mincha service 6:00pm

#### **Tazria-Metzora**

**Saturday, April 28th**  
Anniversary Shabbat  
Morning service 9:00am  
Chanting Haftorah - Rabbi Lavinsky  
Mincha service 6:15pm

#### **Kabbalat Shabbat**

**Fridays, April 6th, 13th, 20th  
& 27th**  
Come as you are! The service begins at  
5:45pm



### **April Programming**

## **PROGRAMMING**

#### **Sunday, April 1st**

##### **ADL Confronting Anti-Semitism**

Join us at 10am to learn how to respond to Anti-Semitic incidents, myths and stereotypes. This program is for 5th-7th graders. Presented by the Anti-Defamation League of Arizona. Please contact Wendy Adair at [talmudtorah@bethelphoenix.com](mailto:talmudtorah@bethelphoenix.com) or 602.944.3359, ext. 122 to register. No charge.

#### **Friday, April 6th**

##### **Passover 1st Night Seder**

The Seder begins at 6:30pm. Reservations are required. There will be no 2nd Night Seder at Beth El this year.

#### **Wednesday, April 18th**

##### **BJE Training Wheels**

A Jewish holiday parenting series for parents and their children ages 3-6. This is a hands on parents and children experience. Join us from 5:30-6:45pm for the final session. To register and for more information, contact Linda Feldman at BJE - 480.634.8050.

#### **Sunday, April 22nd**

##### **Blanket Boosters**

We will make blankets for abused children. Come join us in the lobby at 9am. For more information, please call Sandy Schnell at 602.249.3778.

#### **Sunday, April 22nd**

##### **Pre-School PTO Auction**

Join us at 9:30am at Tomachoff Farms for our annual fundraiser. "The Beth El Barnyard Benefit" pre-sale cost is \$15 for adults and \$10 for kids. The day of this event, cost will be \$18 for adults and \$12 for kids. The fundraiser/auction is open to the public. There will be both a silent and a live auction. The children will enjoy the farm experience which includes a garden tour, u-pick area, plant a seed in the garden, train ride, farm animals and ice cream. Call 602.944.2464 for tickets.

#### **Sunday, April 22nd**

##### **Genealogy Open House @ Beth El**

Join Janette Silverman from 1-3pm for a program co-sponsored by the Arizona Jewish Historical Society. For complete information, please visit [www.relative-ity.com](http://www.relative-ity.com). No RSVP needed.

#### **Sundays, April 22nd & 29th**

##### **Genealogy 101**

Are you interested in learning about your ancestors? Researching your family history is not as hard as you think! Taught by Janette Silverman from 4-5:30pm. Co-sponsored by the Arizona Jewish Historical Society.

#### **Sunday, April 22nd**

##### **Jewish Movie & Nosh**

###### *Goodbye Columbus*

Join Linda Aarons at 6:45pm for this film and discussion. Light snacks will be served. Runtime: 1 hour, 45 minutes. See page 10 for a movie review.

#### **Wednesday, April 25th**

##### **Cyber-Genealogy**

Join Janette Silverman from 6:45-8:15pm to learn how to do genealogy research using the internet. Advanced registration is required. For cost and to RSVP, contact Wendy Adair at [talmudtorah@bethelphoenix.com](mailto:talmudtorah@bethelphoenix.com) or 602.944.3359, ext. 122.

## **OFFICE CLOSURE**

**Friday, April 13th**



**Arthur Lavinsky**  
**Rabbi**

## Dear Friends,

With *Passover* just a few days away it is a good time to ponder why the *Pesach Seder* is the most commonly observed *Mitzvah* of the year. More Jews attend a *Seder* than fast on *Yom Kippur* or light the *Menorah* on *Hanukkah*.

Why is *Pesach* so central to us Jews? While there may be those who savor the taste of “delicious” *Matzah*, I think that it is the ideal of freedom which is the central theme of *Passover* that speaks to us all. Our ancestors were slaves in Egypt. Our liberation from bondage paved the

way for the revelation at Mount Sinai and our eternal service to God Almighty. We shed the yoke of an earthly master for the privilege of serving the Master of the Universe.

If you pick up any newspaper or turn on the evening news on television, you immediately become mindful that even in the twenty first century there are many people who remain oppressed. Freedom is still a precious commodity which is denied to billions of people on earth. Pharaoh is no more, but there is no lack of dictators in the world - Bashir al Assad (Syria), Hugo Chavez (Venezuela), Omar al Bashir (Sudan), Hu Jintao (China), Ayatollah Khamenei (Iran), just to name a few. Forced labor, oppression of women, the murder of homosexuals, the brutal crushing of dissent, and the exploitation of children are prevalent throughout much of the world.

We are so privileged to live in the United States, a nation founded on the principle of freedom. One need only read the inscription of the Liberty Bell to appreciate how this national treasure mirrors the sentiments of the Torah: Proclaim liberty throughout the land, unto all the inhabitants thereof.” (Lev. 25:10). In fact, if Thomas Jefferson and Benjamin Franklin had their way, the Great Seal of the United States would have been a picture of Moses crossing the Red Sea with Pharaoh in hot pursuit. The proposed motto was “Rebellion to tyrants is obedience to God.” Sadly, a different seal was chosen which is found on the back of the one dollar bill. While our country is not perfect (no country is), how fortunate we are to live in a country where the rights of all of its citizens are protected and the ideal of freedom is sacrosanct.

This year, as you sit around your *Seder* table, at home or here at Beth El, try to ponder what true freedom means for you and your loved ones. Read the words of the *Haggadah* carefully and examine their meaning for our own day and age. Think of how you can help “proclaim liberty throughout the land” and throughout the entire world. If ever we succeed in bringing emancipation to all, we’ll have reason not only to celebrate the redemption from Egyptian bondage; we’ll have cause to celebrate “*Pesach Le’Atid*” (The *Passover* of the future) which will mark the final redemption of all of God’s creatures.

On behalf of myself, my wife Debby, and the entire staff at Beth El, I wish you all a *Chag Kasher V’Sameach*, a Happy and Kosher *Passover*!

Sincerely,  
Rabbi Arthur Lavinsky

### The Rabbi is available for you!

In addition to being able to schedule appointments with Rabbi Lavinsky throughout the week, he has also established “drop by” office hours from 8 - 11 a.m. on Tuesdays and Thursdays.

Furthermore, if you are in the hospital or another institution, or if you are unable to leave your home, Rabbi Lavinsky will happily come to visit you wherever you are. Just call the Rabbi at 602.944.3359 x108

Remember - We’re here to serve you.

## APRIL 2012 SERVICE TIME CHANGES

Friday, April 6th  
7:00 am *minyan*

Passover Day 1 -  
(Saturday, April 7th)  
will have a 1:00 pm *Mincha*.  
There will NOT be a 5:45 pm service

Sunday, April 8th  
9:00 am service  
7:00 pm *Mincha*

Monday, April 9th -  
Thursday, April 12th  
7:00 am *minyan*

Saturday, April 14th  
6:15pm *Mincha - Seudah Shlishit*

Monday, April 23rd  
7:00 am *minyan*

*Please refer to the calendar on  
page 11 for all service times.*



Ben Cooper  
President

## Dear Friends,

Like many, I look forward each spring to *Pesach*, with its family and communal seders, four cups of wine, and a religious obligation to eat *matzoh brei* with sour cream each morning. *Pesach* illustrates the old joke that every Jewish holiday amounts to “they tried to kill us, they failed, let’s eat.” But it has the powerful metahistorical message of a people being liberated from slavery to freedom that has inspired countless others.

This year, I am struck by a different transition contained in the *Pesach* narrative: that from comfort to promise, from familiarity to risk. We do not usually think of slavery in terms of comfort, but it can be so in existential terms. The Israelites may have had an oppressed life, but it was still a life; earning one’s daily bread may have entailed forced labor, but at least there was bread (and presumably bread that had risen).

Moses no doubt had a tough sell even to his embittered, enslaved countrymen. “Let’s pick up and leave Egypt for a Promised Land that neither you, nor your father, nor your father’s father has ever seen.” “No, Shlomo, I haven’t been there; I never got beyond herding flocks in the wilderness.” “Yes, Hershel, our ancestors did abandon this Promised Land for Goshen in the first place because of a famine, but that doesn’t mean ‘it isn’t such a good deal’ and full of milk and honey.” “No, Rivka, I don’t know whether the milk and honey have been pasteurized for our protection. My father-in-law Jethro has ideas of setting up a special judge for food-safety questions.”

It was therefore not surprising that the Israelites looked back almost fondly to Egypt whenever they ran into any difficulties. “Why did you take us out of Egypt? Are we to die in the desert?” “In Egypt we had three square meals a day.” Is there even oil where we’re going? Egypt has oil.” When faced with uncertainty, one can come to embrace what is familiar despite its many flaws.

As we plan our congregation’s future, we constantly must ask whether what we have now should be maintained or preserved, even if it costs us the opportunity to try something new in the hope of building a more vigorous, inviting, and spiritually rewarding community. It is not a matter of the “devil you know,” because we usually are wrestling with levels of angels: the old tune, the well-worn book, the way things have been. If we change these things, will matters improve or worsen? Will more people join us, or will some people leave? It is tempting to remain a captive of one’s past than hazard a new future. But not changing is itself a choice, and we cannot stand still. As Thomas Cahill wrote in his book *The Gifts of the Jews: How a Tribe of Desert Nomads Changed the Way Everyone Thinks and Feels*, we are the people who, with the simple phrase “*vaylekh Avram*”—Abram went—introduced the ideas of a linear progression of history, and of the element of choice in forming an unprecedented, unknowable future. We could not stay in Ur, and we could not stay in Egypt, and maybe we cannot remain just the way we are right now. In this season of liberation, let us recognize that our freedom to change what should be changed may be one of our greatest gifts.

*L’shalom,*  
Ben Cooper

## BETH EL GIFT SHOP SALE SALE SALE

The Beth El gift shop has newly marked-down items to **SELL, SELL, SELL!** Come in and look at all of our new merchandise in the display cases in the lobby. The new items include bracelets, necklaces, *talit* sets, key rings, candlesticks, *mezuzahs* and *kippots*. Great gift ideas for Mother's Day, graduates, and Father's Day.

We have a new vendor whose site you can now look at to select a *tallit* set (*tallit*, matching *kippot* and bag) that we can then order for you. Go to [www.michellejudaica.com](http://www.michellejudaica.com) - let us know what you are interested in and we will let you know the price of the *tallit* set that you choose.

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## Todah Raba

Thank you to everyone who generously contributed to the *Kiddush* Fund in honor of my “special” birthday. I was truly touched and appreciate each and every one of you. It has always been my pleasure to serve this wonderful congregation, and I hope to continue doing so for many years to come.

~ Cantor Sam Goldman



## Shalom:

If you've been a member of Beth El for a while, you probably already know about the scholarship programs that may be available for the benefit of our Beth El kids. If you don't know about our scholarship program, this is information that should be of great value to you.

**Anne Schafer**  
Executive Director

The Merrin-Cohen Scholarship is a merit-based award to help fund an approved travel-study program in Israel that is a minimum of at least four weeks. The scholarship is for Beth El students that are at least 15 years old but not yet a graduating twelfth-grader. The student must be involved in youth activities at Beth El and must also provide service to the congregation as well as to the wider community. Parents must be members in good standing of Beth El, the applicant must be enrolled in Hebrew High School and upon return is asked to write an article for the *echo*, and will be asked to speak from the *bima* at a Shabbat morning service about their travel experience. The student is also asked to tell us why they want to travel and study in Israel, why they selected their particular program of study and travel and what they expect to get from their visit to Israel. Two letters of reference are also required. The opportunities for study and travel in Israel are endless - and how great is it that Beth El's Merrin-Cohen Scholarship is a financial resource for any Beth El student.

The second program is the Sarah Silverman Scholarship which was established to encourage attendance at Camp Ramah, but unlike the Merrin-Cohen Scholarship, this one is based on financial need. The Board of Directors reconstituted this fund during the 2005-2006 school year after many years of non-existence - for the purpose of getting our students back in the groove of attending Camp Ramah.

Initial findings from a major research initiative from the Foundation for Jewish Camps found that adults who attended Jewish camp as youngsters are more likely to be more Jewishly engaged.

- 45% are more likely to attend synagogue monthly or more
- 26% are more likely to be a synagogue member
- 55% are more likely to feel emotionally attached to Israel.

The list goes on, but the connection to Judaism for these kids has been recognized. Another plus is that each and every camper that has returned from Camp Ramah could hardly wait until the next summer to get back there.

Our application process generally starts in early February and the efforts to get students to Israel and/or to Camp Ramah have been a phenomenal success. Beth El has averaged about 30 kids each summer attending Camp Ramah and from 2 to as many as 6 students that travel and study in Israel.

We are delighted to be in a position to offer these scholarships to the Beth El youth. Please contact Janette Silverman or me for more information and to request an application.

Wishing you all a wonderful, sweet and happy Passover.

*L'shalom, Anne*

## Beth El Men's Club Yom HaShoah Yellow Candle Project



Every member of the congregation is encouraged to pick up a Yellow Candle kit at the front desk. The candle is to be lit on the evening of April 18, *erev Yom HaShoah*, Holocaust Remembrance Day. "Many, if not most, of the 6 million victims of the Holocaust had no surviving relatives, and consequently had no one to say *Kaddish* for them. The Federation of Jewish Men's Clubs initiated a program 22 years ago to facilitate the recitation of *Kaddish* by the Jewish community and since then, tens of thousands of yellow *yahrzeit* candles have been distributed and lit in memory of the victims of the *Shoah*," stated Shawn Naughton, Beth El Men's Club President.

Congregation members who receive the candles are given the opportunity to make donations in memory of the 6 million. The donations will be used to support Beth El Congregation's programs.

For more information about Beth El Men's Club Yellow Candle Program, please contact Shawn Naughton, Beth El Men's Club President, at (602) 448-7094.

**Exciting Benefit for Beth El members  
& their families/friends!**

Order invitations, Kipot and personalized items such as napkins, glasses, note cards, etc., for your upcoming *Simcha*...receive a **DISCOUNT** off the retail price.

Contact Renee Joffe, 602.944.3359, ext. 113 or [rjoffe@bethelphoenix.com](mailto:rjoffe@bethelphoenix.com) for more information and to set-up an appointment.

A portion of all sales benefit Beth El Congregation.



## TALMUD TORAH News

**Janette Silverman**  
Education &  
Youth Director

A few years ago when United Synagogue launched its new *Mitzvah Initiative*, Beth El was one of the first congregations nationally that jumped on board. Rabbi Lavinsky and I eagerly began to teach adult classes on how to embark on a path of becoming committed to performing *mitzvot* with a personal connection. At the same time, we made some slight shifts in our religious school curriculum and our youth group activities to introduce our youth to embracing *mitzvot* by being

mindful and focused about their actions. As part of helping our students further their journey into “*mitzvot* consciousness” in February we participated in the *Tikkun Olam* Tour with B’nai Tzedek. On April 11 we will join teens from all over the valley in the annual J-Serve. Some of the activities that day will be a Senior Prom with Kivel Residents. We will have a chance to socialize with the residents of Kivel, put on a party for them, and decorate their dining room with items they can take back to their apartments and enjoy later. All participants are encouraged to bring fruit from their backyard trees to share, non-perishable food items that the residents can take and use in their own kitchens as well. We will visit St. Vincent De Paul Shelter where we will thoroughly clean the dining room tables, chairs, walls and floors. We will also take part in games at the park with Friendship Circle and play soccer with special needs children. Whether you are a teen or an adult of any age, your participation on April 11 will enrich the day for all of us. Watch for more news as the day draws closer!

Please choose a *mitzvah* that has particular relevance to you and do it often. Enrich the lives of people around you, the world we share, and yourself through the performance of *mitzvot* and through study about the *mitzvot* you do.



## MEN'S CLUB

by Shawn Naughton,  
President

[www.bemcaz.org](http://www.bemcaz.org)

Hello to my Congregational family,

Once again we reach the time of year that we like to slow things down a bit and remember where we came from and what we have been through as a people. We do this through the *Passover Seder* as well as *Yom Hashoah*. Once again the Beth El Men's Club will participate in the Federation of Jewish Men's Clubs *Yom HaShoah* Yellow Candle program. I would like to encourage every member of the congregation to pick up a Yellow Candle kit at the front desk. The candle is to be lit on the evening of April 18, erev *Yom HaShoah*, Holocaust Remembrance Day. Many, if not most, of the 6 million victims of the Holocaust had no surviving relatives, and consequently had no one to say *Kaddish* for them. The Federation of Jewish Men's Clubs initiated a program 22 years ago to facilitate the recitation of *Kaddish* by the Jewish community and since then, tens of thousands of yellow *yahrzeit* candles have been distributed and lit in memory of the victims of the *Shoah*. Congregation members who receive a candle are given the opportunity to make donations in memory of the 6 million. The donations will be used to support Beth El Congregation's programs. In "The Candle That Made a Difference," Stan Greenspan wrote: "FJMC'S Yellow Candle Program aims to ensure that the victims of the Holocaust are never forgotten. Lighting a yellow candle provides an opportunity for us to think about oppression and genocide in our generation, as well. .... Light your candle (on erev *Yom HaShoah*) and make a difference." Also, my challenge is still out there to you all to help the community and get involved in at least one event this year.

Thank you,  
Shawn Naughton  
BEMC President  
[Shawn@bemcaz.org](mailto:Shawn@bemcaz.org)

# SAVE SAVE

## SUPPORT BETH EL

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Question? Call or email Preston Mayon, Beth El Executive Vice President & Send Out Card's Coordinator, at 602.743.1410 or [Preston@MayonHomeSales.com](mailto:Preston@MayonHomeSales.com).



## Pre-School News

April showers bring May flowers, and I am not referring to the flowers outside; I am talking about our children who are blossoming and growing each day. It is difficult to imagine that the year is almost over. We have watched them flourish and come into their own.

Sari Topper-Romberg  
Pre-School & Camp  
Director

Last month we celebrated *Purim* in “style.” From Happy Hat Day to Silly Hair Day, the children and the staff couldn’t wait until the next day to see who was wearing what. Of course, nothing beat our *Purim* Parade and costumes. An accurate description would be cuteness!

After the week was over, I sat down to reflect on what makes me proud to be a director of the Beth El Pre-School, and this was definitely one of them! We are a school filled with warmth, love, dedicated staff, fabulous families, children and spirit. We put our hearts and souls into caring for these children and it proves itself time and time again.

During the month of March and early April, we once again worked hard preparing for *Passover* and our *Passover Experience*. The children learned the story of *Passover* through stories, crafts, a small *Seder*, and meeting with “King Pharaoh” and “Moses.” In addition, Linda Feldman from the Bureau of Jewish Education came to teach the children how to make *matza*.

I want to thank all those who came to our Spring Social and celebrated the early stages of our Outdoor Classroom with us. We are excited to continue to work on it and watch it progress into a certified outdoor classroom.

In April we will teach the children about rain, storms and clouds and prepare for our annual school fundraiser. You are all welcome to attend this event which will be held on Sunday, April 22nd at Tomachoff Farms. This time of year is also special to us as we celebrate *Yom Ha’azmaut* (Israel’s birthday).

*B’shalom,*  
Sari Topper-Romberg  
Director



Even our infants dress up on Purim.



Riley in the infant room.



Alex and Quentin on the playground.

# Beth El Announcements

## **Yom Huledet Same'ach to our April Birthdays**

Date	
1	Rochelle Kelman Candace Kosowsky Shawn Naughton Sidney Seidberg
2	Jana Daggert Tina Firetag Leah Pallin-Hill Semyon Revich Arnold Silver
3	Jerilyn Portnoy
4	Gloria Stein
6	Celia Katz
7	Anna Cohen Scott Cohen Ann Kaminsky Sara Ziskin
8	Lilyan Berlant Paul Zuckerbrow
10	Jeff Dorfman Selma Edelstein Kathy Miller Edith Wade
11	Michael Gould
12	David Rosen
13	Jasmina Richter
14	Allen Rothman Cary Schnitzer
15	Stanford Stoneman
16	Cheryl Rosen David Rosenbaum
17	Melvin Polunsky
18	Beatrice Caplan Shirley Zuckerbrow
19	Roselee Barnett Cheryl Newman
20	Barbara Holzman Robert Mallin
22	Edith Greensweig Selma Targovnik Joan Zuckerbrow
23	Mathew Greensweig Craig Rozen Carol Sacks
24	Zina Berry Joshua Jalowiec Robert Mautner
25	Bonnie Kluger Jack Luftman Gail Ulan
26	David Hirsch
27	Barbara Becker Barbara Kaplan
28	Ellen Goot Charleen Holt
30	Mark Dunn Richard Edelstein Janice Rosen



## **Mazal Tov to our April Anniversaries**

Date		Years Married
1	Marc & Stacey Kuffner Arthur & Janet Rose Jeffrey & Lara Serbin	12 50 17
2	Morris & Carolyn Kaplan	54
6	Deborah Gordon & Michael Wheeler Richard & Harriet Kronenfeld	12 4
8	Daniel & Lynda Ziskin	34
9	Mark & Laura Jackson	31
13	Allan & Vickey Cook	30
15	Jason & Bithia Philo	11

*Please note: If your name is not listed, please contact us to be sure we have complete and accurate information on you in our database.*

## **Mazal Tov to:**

**Lewis & Barbara Brown** on the Bar Mitzvah of their grandson, Shaun Michael Brown, on March 10th.

**Shirl Dorfman** on the marriage of her daughter, Sarah Godlove, to Yochanan Evans on March 5th in Portland, Oregon.

**Leonard Durr** on the marriage of his daughter Sarah Durr to Joshua Katz on February 29th.

**Janette Silverman & Robert Clinton** on the birth of their granddaughter, Tilly Jennifer Never, born March 16th. Parents are Erica Clinton & Brent Never.

**Nina & Igor Zamoshkin** on the birth of their granddaughter, Madelyn Fiona, born March 14th. Parents are Victoria & Mikhael Vaynerman.

## **We Remember- Zikhronam li-V'rakha:**

Bernyce Cohn, wife of **Carl Cohn**.

Irwin Linovitz, husband of **Frieda Linovitz**.

Condolences to the family of **Kenneth Smith**.

Ralph Williams, husband of **Ruth Williams**.



# Financial News for Beth El Jews

Over the past few weeks, several congregants have asked me about the uses of life insurance and estate planning. I will share the following information over the next two issues of the *echo*.

## **Life Insurance and Estate Planning**

Life insurance has come a long way since the days when it was known as burial insurance and used mainly to pay for funeral expenses. Today, life insurance is a crucial part of many estate plans. You can use it to leave much-needed income to your survivors, provide for your children's education, pay off your mortgage, and simplify the transfer of assets. Life insurance can also be used to replace wealth lost due to the expenses and taxes that may follow your death, and to make gifts to charity at relatively little cost to you. To illustrate how life insurance can help you plan your estate wisely, let's compare what happened upon the death of two friends: Frank, who bought life insurance, and Dave, who did not. (Please note that these illustrations are hypothetical.)

### **Life insurance can protect your survivors financially by replacing your lost income**

Frank bought life insurance to help ensure that his survivors wouldn't suffer financially when he died. When Frank died and his paycheck stopped coming in, his family had enough money to maintain their lifestyle and live comfortably for years to come. And since Frank's life insurance proceeds were available very quickly, his family had cash to meet their short-term financial needs. *Life insurance proceeds left to a named beneficiary don't pass through the process of probate*, so Frank's family didn't have to wait until his estate was settled to get the money they needed to pay bills. But Dave didn't buy life insurance, so his family wasn't so lucky. Even though Dave left his assets to his family in his will, those assets couldn't be distributed until after the probate of his estate was complete. Since probate typically takes six months or longer, Dave's survivors had none of the financial flexibility that a life insurance policy would have provided in the difficult time following his death.

### **Life insurance can replace wealth that is lost due to expenses and taxes**

Frank planned ahead and bought enough life insurance to cover the potential costs of settling his estate, including taxes, fees, and other debts that his estate would have to pay. By comparison, these expenses took a big bite out of Dave's estate, which had to sell valuable assets to pay the taxes and expenses that arose as a result of his death.

### **Life insurance lets you give to charity, while your estate enjoys an estate tax deduction**

Using life insurance, Frank was able to leave a substantial gift to Beth El Congregation. Since gifts to charity are estate tax deductible, this gift was not subject to estate taxes when he died. Dave always dreamed of leaving money to his synagogue, but his family couldn't afford to give any money away when he died. Alternatively, an Irrevocable Life Insurance Trust (ILIT) can be used as a wealth replacement vehicle to the family. It would provide income-tax free benefits to the survivors to replace the gift to Beth El. See next month's *echo* article for more information on use of the ILIT with charitable planning.

### **Be like Frank, not like Dave**

Throughout his life, Dave worked hard to support his family. Frank did, too, but went one step further—he bought life insurance to protect his family after his death. Here's how you can be like Frank:

- Use life insurance to ensure that your family has access to cash to help them meet both their short-term and long-term financial needs.
- Plan ahead—buy enough life insurance to cover the potential costs of settling your estate and to ensure that the assets you leave to your survivors aren't less than you intended.
- Consider using life insurance to give to Beth El.
- Consult an experienced attorney about income and estate tax consequences before purchasing life insurance.

For more information on how a life insurance policy can benefit your Beth El family, please contact Planned Giving Chair Deborah Lavinsky at [dmlavinsky@yahoo.com](mailto:dmlavinsky@yahoo.com) or 602-318-5068.



## EXTREME COUPONING

I am sure many of you have watched Extreme Couponing on TV and are amazed of the abundance of food and drugstore items these people buy for just pennies! Please help me with a *mitzvah* project geared to Interfaith communities through Beth El!

I would love your Sunday/Wednesday newspapers, magazines or internet coupons - but only the coupons you do not use! I, in turn, will go shopping for the best deals and put these coupons to work. I pay for all items and then donate them to ICM.

Drop off your coupons at Beth El or mail them to me at 11425 North 54th Street, Scottsdale, AZ 85254. If you would like to be a part of this project, please contact me at 480.443.9524 or email me at bethns1818@cox.net. Any Bar/Bat Mitzvah kids who would like to help me and do a *mitzvah*, this is a wonderful opportunity for you!

Thank you in advance,

Beth Shernoff  
The *mitzvah* couponing lady

### **Mishloach Manot thanks to:**

Linda Aarons; Wendy, Raymond Adair, LaReina & Donovan Adair; The Alexander-Blue- Young Family; Barry & Melanie Becker Family; Mathis, Barbara, Stephanie & Andrea Becker; Rich & Sue Cohen; Allan & Vickey Cook; The Cooper Family; Suzanne & Katie Daggert; Patti & Herb Dreiseszun; Ruth Ebner; Cantor Sam & Rona Goldman; Dr. Lawrence & Mrs. Rona Green; Morrie Hesch; Barbara & Bruce Holzman; Cheryl & Phillip Jalowiec; Eli & Selina Kaminsky; Esther & Irving Kozinets; Rabbi Arthur & Deborah Lavinsky; The Lewin - Magid Family; Bruce & Risa Mallin; Emily Mallin & Jason Klein, Eliana & Sara; Kathy Miller; Steve & Marti Nathan; Arnold & Bobbie Serbin; Anne Schafer; Arnold & Bobbie Serbin; Bob, Bethel, Jacob, Ben & Kayla Shuch; Judy & David Siegel; Marvin Siegel & Eileen Bloom; Etta & Arnold Silver; Janette Silverman & Robert Clinton; Denton Simmons & Family; Joan & Mort Sitver; Talmud Torah Teachers; Selma E & Jerome Targovnik; Sari Topper-Romberg; Paul, Gail, Emily, Sam & Mikey Ulan; Sylvia Ulan; Caryll & Gerald Webner; Eva & Susan Weiner; The Winkelman-Wolff Family; Julie, Danny Matthew, Ileyna, & Flori Witenstein; William & Marie Wolf; Dan & Lynda Ziskin; Sara Ziskin

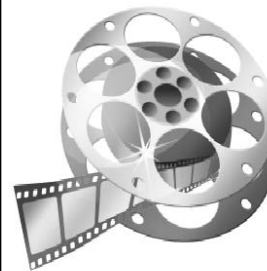
## We are still Green!

Did you know your paper recycling  
raises funds for Beth El?



*Look for the two containers near the "Western" wall of our parking lot. Bring us your newspaper, magazines, catalogs, junk mail, school & office papers. Please remember to break down ALL cardboard.*

Contact Renee Joffe,  
602.944.3359, ext. 113  
or [rjoffe@bethelphoenix.com](mailto:rjoffe@bethelphoenix.com)  
for more information.



### Jewish Movie & Nosh Sunday, April 22nd 6:45pm

Based on one of author Phillip Roth's shorter works, *Goodbye Columbus* stars Richard Benjamin as Neil, a young man of humble means who falls in love with Jewish-American-princess Brenda (Ali MacGraw). Their romance is out of the question so far as Brenda's suburbanite parents are concerned. Their rocky relationship comprises the bulk of the film. The trendy, New Wave-influenced direction by Larry Peerce gained a great deal of critical attention in 1969, notably such self-indulgent devices as having a close-up of a girl's navel dissolve into a long-shot of a swimming pool. Far more memorable is Peerce's amusingly straight-on depictions of upper-class Jewish/American social functions. In their film debuts, Richard Benjamin and Ali MacGraw are appealingly awkward; the more memorable performance is delivered by Michael Meyers as MacGraw's adenoidal younger brother.

*\*\*Review excerpt from RottenTomatoes.com*

# BETH EL CONGREGATION

## April 2012 9 Nisan 5772 - 8 Iyar 5772

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>1</b> 9 NISAN 9:15-11:30am Membership mtg - KIT Kadima Laser Tag 10am ADL Confronting Anti-Semitism (5th-7th graders)	<b>2</b> 10 NISAN P/S Matzah Making w/ Linda Feldman	<b>3</b> 11 NISAN	<b>4</b> 12 NISAN NO TALMUD TORAH 12:30-1:45pm BJE - SCH B 6:15pm Exec. mtg - H/H	<b>5</b> 13 NISAN P/S Passover Experience	<b>6</b> 14 NISAN ☆Erev Pesach  <b>6:33</b> 7AM MINYAN PRE-SCHOOL CLOSURES @ NOON 5:45pm Kabbalat Shabbat 6:30pm 1st Night Seder - S/H	<b>7</b> 15 NISAN ☆Passover - Day 1  Shabbat Ends: 7:23 1:00pm Mincha (NO 5:45PM SERVICE)
<b>8</b> 16 NISAN ☆Passover - Day 2  Yom Tov Ends: 7:03 NO TALMUD TORAH 9am Service 7pm Mincha	<b>9</b> 17 NISAN ☆Passover - First Intermediate Day 7AM MINYAN PRE-SCHOOL CLOSED	<b>10</b> 18 NISAN ☆Passover - Second Intermediate Day 7AM MINYAN PRE-SCHOOL CLOSED	<b>11</b> 19 NISAN ☆Passover - Third Intermediate Day 7AM MINYAN PRE-SCHOOL CLOSED NO TALMUD TORAH	<b>12</b> 20 NISAN ☆Passover - Fourth Intermediate Day  <b>6:37</b> 7AM MINYAN PRE-SCHOOL CLOSED 12:15-1:30pm BJE - SCH B 6:30pm Men's Club mtg - H/H	<b>13</b> 21 NISAN ☆Passover - Day 7  <b>6:38</b> PRE-SCHOOL CLOSED OFFICES CLOSED 9am Service 5:45pm Kabbalat Shabbat	<b>14</b> 22 NISAN ☆Passover - Day 8  Shabbat Ends: 7:28 Yizkor 6:15pm Mincha - Seudah Shlishit
<b>15</b> 23 NISAN NO TALMUD TORAH	<b>16</b> 24 NISAN PRE-SCHOOL RESUMES	<b>17</b> 25 NISAN	<b>18</b> 26 NISAN 12:30-1:45pm BJE - SCH B 5:30-6:45pm BJE Training Wheels 6:15pm Fund Dev. mtg - H/H 6:15pm Ritual mtg - KIT 6:30-8:30pm USY - YL 7:30pm Board mtg - PAV USY Zoyo Fundraiser	<b>19</b> 27 NISAN ☆Yom Hashoah 6:30pm Men's Club mtg - H/H	<b>20</b> 28 NISAN  <b>6:43</b> 5:45pm Kabbalat Shabbat	<b>21</b> 29 NISAN  Shemini  Shabbat Ends: 7:33 6:00pm Mincha
<b>22</b> 30 NISAN ☆Rosh Chodesh Iyar - Day 1 9am Blanket Boosters - LOBBY 9:30am PTO Auction (offsite) 1-3pm Genealogy Open House 4-5:30pm Genealogy 101 6:45pm Jewish Movie /Nosh	<b>23</b> 1 IYAR ☆Rosh Chodesh Iyar - Day 2 7AM MINYAN 6:15pm PTO mtg - P/S	<b>24</b> 2 IYAR	<b>25</b> 3 IYAR 6:30-8:30pm USY/Kadima - YL 6:45-8:15pm Cyber-Generology - SCH A	<b>26</b> 4 IYAR ☆Yom HaAtzma'ut 9:30am Pre-School Yom HaAtzma'ut Celebration 12:15-1:30pm BJE - SCH B	<b>27</b> 5 IYAR  <b>6:49</b> 5:45pm Kabbalat Shabbat	<b>28</b> 6 IYAR  Tazria - Metzora  Shabbat Ends: 7:39 Anniversary Shabbat 6:15pm Mincha
<b>29</b> 7 IYAR 4-5:30pm Genealogy 101 - SCH A	<b>30</b> 8 IYAR					

Daily minyan times: Mon-Fri 7:15am & 5:45pm (unless otherwise noted), Saturday 9am (see date for pm), Sunday 8:15am & 5:45pm

TALMUD TORAH is held every Sunday at 9am & Wednesday at 4:15pm unless otherwise noted.

\*\*\*Updated 3/14/12\*\*\* CALENDAR SUBJECT TO CHANGE

## *Thank You to Our Special Front Desk Volunteers*

Brian Alpert	Eileen Bloom
Selma Friedman	Steve Herman
Charleen Holt	Marsha Joffe
Aileen Rosenberg	Linda Staman
Connie Zilversmit	and all past volunteers

*We couldn't do what WE do without YOU!*

## **TREE OF LIFE**

New branches have been added. Contact Korina at Ext. 106 for information on your purchase. How about purchasing a leaf or stone to commemorate your bar/bat mitzvah, special birthdays, weddings or anniversaries.

Leaves: \$180  
Stones: \$1800  
(5 stones remaining)



## **Feeling a little green?**

Beth El and the Bikkur Cholim Committee would very much like to know when congregants are ill or in the hospital. Please call Renee Joffe at 602.944.3359 x113 so that we can put you on our *Mi-Sheberach* list and/or schedule a visit. Because of HIPAA privacy regulations, the hospitals no longer call to tell us when a member is ill. **Please keep us informed.** This includes supplying contact information for members who may not be ill, but who are otherwise restricted in their daily activities. We don't want anyone to be forgotten. **Do not assume that anyone at Beth El knows, unless you or another family member makes the call to the office to let us know.**



## **MANY THANKS TO YOU - OUR MEMBERSHIP PLUS FOR YOUR GENEROSITY TO BETH EL**

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Herb & Patti Dreiseszun, Bryan Hill & Leah Pallin-Hill, Sheldon & Rhonda Kottle, Jo Liebhaber, Bruce & Risa Mallin, Samuel Pallin, Sheldon & Maddy Roth, Paul & Maryjane Sandler, Leon & Evelyn Zeitzer, Dan & Lynda Ziskin

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**\*Mathis & Barbara Becker,** Stephen & Hannah Glouberman, Preston Mayon & Barbara Kehm-Mayon, David & Lisa Segal, Sandor & Bunny Shuch, Morton & Joan Sitver, **\*Hank & Beverly Zalut**

### ***MALACHIM***

Sheldon & Maddy Roth

**\*New members to our Membership Plus.**

*If you would like to see your name among our strongest financial supporters, please contact Rabbi Arthur Lavinsky at 602.944.3359, extension 108 or [alavinsky@bethelphoenix.com](mailto:alavinsky@bethelphoenix.com).*

**Thank you for the following  
Beth El Contributions**

**General Fund**

*(Proceeds used for various needs  
of our synagogue)*

A thoughtful contribution

*Charlotte Adelman  
Henry Rodriguez  
Nasrin Ronay  
Bernice Snyder  
Andrea Taubman*

For the Speedy Recovery of  
Mayer Robbins

*Charlotte Adelman*

For the Speedy Recovery of  
Louis Goldstein

*Charlotte Adelman*

For the Speedy Recovery of  
Michael Drucker

*Charlotte Adelman*

In honor of Wayne & Wendy  
Laskin

*Sonia & Sam Laskin*

In honor of Sam Goldman's  
special birthday

*Andre & Joan Klein  
Bonnie & Allyn Kluger  
Beverly & Hank Zalut*

In honor of Evelyn Zeitzer's  
special birthday

*Lawrence & Rona Green  
Charles & Janet Meinstein  
Etta & Arnold Silver  
Stanford & Edie Stoneman  
Marion Weinzweig*

In honor of the Cohn/Stern  
family for all the kindness  
they showed me

*Nanci Maddux*

In honor of Abe Morgenstern

*Blanche Robin*

In honor of Helen Handler,  
for having her interview pre-  
served with the USC Shoah  
Foundation

*Linda & Marc Staman*

In memory of Ken Smith

*Leah Appleman  
Herb & Patti Dreiseszun*

In memory of Paul Relin

*Joyce Cohen*

In memory of Irving Kosloff

*Joyce Cooper*

In memory of Bernyce Cohn

*Charlotte Adelman  
Phyllis & Ronald Anatole  
Joyce Cohen*

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Super*

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Beverly & Hank Zalut  
Sara Ziskin*

In memory of Bernard  
Friedman

*Seymour Friedman*

In memory of Jerome Rosen

*Joseph Gelb*

In memory of Gussie Provsy

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In memory of Charles Levine

*Nancy Groben*

*Charlotte Levine*

*Paul Levine*

In memory of Clara Luftman

*Jack & Barbara Luftman*

In memory of Joseph Dattner

*Jack & Barbara Luftman*

In memory of Gerda Dattner

*Jack & Barbara Luftman*

In memory of David

Wasserman

*The Behboodi Family*

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*Michelle & David*

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*Sara Ziskin*

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*Faye & Leroy Paller*

In memory of Ruth

Schechtman

*Faye & Leroy Paller*

In memory of Barbara Caplan  
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In memory of Bernard Blank

*Virginia Serbin*

In memory of Ralph Williams

*Charlotte Adelman*

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*Bernie & Barbara Kaplan*

*Gerald & Florence Lander*

*Norma Power*

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*Robbins*

*Sy & Arlene Sherman*

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In memory of Bernardo

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**Rabbi's Discretionary  
Fund**

*(Proceeds are dispensed for wor-  
thy causes at the discretion of  
Rabbi Lavinsky)*

A thoughtful contribution

*Diane DuBose*

In appreciation of Rabbi  
Lavinsky to thank him for a  
good deed

*Charlotte Adelman*

Thanks to Rabbi for his won-  
derful memorial service for  
Ralph

*Ruth Williams*

In honor of our 50th  
Anniversary

*Leonard & Sheila Glaser*

In honor of Dean & Fay  
Behboodi

*Oscar Lavinsky*

In honor of Jay & Karen  
Bycer's distinguished award

*Marc & Lori Lee*

In memory of Ken Smith

*Steve & Eve Bressler*

In memory of Nathan Laskin

*Wayne & Wendy Laskin*

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In memory of Bernyce Cohn

*Barbara & Lou Goldstein*

*Joan & Mort Siver*

In memory of Ralph  
Williams

*Max & Inez Levine*

*Joan & Mort Siver*

In memory of Irwin Linovitz

*Joan & Mort Siver*

In memory of David  
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*Paul & Pauline Staman*

**Kiddush Fund**

For the complete recovery of  
Lisa Serbin

*Beverly & Hank Zalut*

For the complete recovery of  
Arnold Serbin

*Beverly & Hank Zalut*

In honor of their February  
Anniversaries

*Irwin & Rochelle Battock*

*Greg & Susan Harris*

*Aaron & Alicia Moskowitz*

*Henry & Beverly Zalut*

In honor of their March  
Anniversaries

*Gerald & Rita Buckman*

*Fred & Vera Greenwood*

*Rabbi Arthur & Debbie*

*Lavinsky*

*Oscar & Huguette Machbitz*

*Joan & Mort Siver*

In honor of Michele's Aliyah

*The Rizzo & Bebee Family*

In honor of Seth's 16th  
Birthday

*Greg & Susan Harris*

In honor of Charlotte  
Adelman's birthday

*Josephine Liebhaber*

In honor of Cantor Sam  
Goldman's special birthday

*Jeanne & Stanley Milstein*

In honor of Beverly's March  
birthday

*Beverly & Hank Zalut*

In memory of Ralph Williams

*Selma Friedman*

In memory of Allison Hesch

*Morrie Hesch*

In memory of Ronni Feuer

*Freida Linovitz*

In memory of Ida Cohen

*Jeanne & Stanley Milstein*

In memory of Florence  
Cooperman

*Aileen Rosenberg*

**Trees for Israel**

In honor of Vera & Fred  
Greenwood's Anniversary

*Josephine Liebhaber*

**Sarah Silverman Memorial  
Camp Scholarship Fund**

In memory of Ralph Williams

*Harriet & Richard*

*Kronenfeld*

Continued on page 14...

Continued from page 13...

**Pallin Library Fund**

In memory of Ruth Gipson  
*Joan & Morton Siver*

**Jeffrey Todd Zendle Fund**

In memory of Bernyce Cohn  
*Sol & Gladys Levitt*  
In memory of Ralph Williams  
*Sol & Gladys Levitt*  
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*Sol & Gladys Levitt*  
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*Leone & S. Buzz Zendle*

**Pre-School Fund**

For Mark Kaplan's unveiling  
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*Sylvia Ulan*  
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*Second Sunday Havurah*  
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In honor of Sam Goldman's special birthday  
*Shawnee & Larry Schwartz*  
In memory of Irwin Linovitz  
*Elaine Hashimi*

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In memory of Meredith Allen  
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*Froma & Max Allen*  
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In memory of Rose Gordon  
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*Richard & Harriet Kronenfeld*

In memory of Charles Levine  
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In memory of beloved mother, Ruth Schectman  
*Judy & David Siegel*  
In memory of beloved father, Rabbi Harry Z. Schectman  
*Judy & David Siegel*  
In memory of Albert Whitefield  
*Robert & Saraly Whitefield*

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In memory of Bernyce Cohn  
*Jeanne & Stanley Milstein*  
In memory of Ralph Finn  
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In memory of David Siver  
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In honor of Evelyn Zeitzer's birthday  
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In honor of Shaun Michael Brown's Bar Mitzvah  
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*Risa & Bruce Mallin*  
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In memory of Ethel Margolis  
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In memory of Irving Katanick  
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**Yom Hashoah Fund**

*Nancy Fordonski*

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FOR YOUR  
CONTINUED  
SUPPORT OF  
BETH EL**

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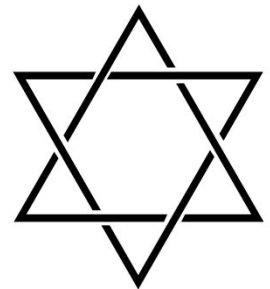
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A completed donation form should accompany each contribution to Beth El, including your address as well as the recipients address.

If we do not receive a completed form, someone in the office must complete one for you, often necessitating a phone call to complete missing information.

You can find donation forms in the lobby at Beth El or you can download them from our website - [www.bethelphoenix.com](http://www.bethelphoenix.com).

**Thank you  
in advance!**





**Time Value  
Please Do Not Delay**

**Beth EI  
Congregation**

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**Beth EI Staff**

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**Abraham Meth**  
*Ba'al K'ri-ah*

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