

October 2013

*Tishrei - Heshvan 5774*

Volume XLVIV, No. 9



# echo

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



# Welcome to Beth El

## SERVICES



### Beth El Services

#### **Rosh Hodesh Heshvan Noah**

**Saturday, October 5th**  
Morning service 9:00 a.m.  
Chanting *Haftorah* - Scott Berlant  
*Mincha* 5:30 p.m.

#### **Lekh L'kha Saturday, October 12th**

Morning service 9:00 a.m.  
Chanting *Haftorah* - Dr. Lew Brown  
*Mincha* 5:15 p.m.

#### **Vayera Saturday, October 19th**

Morning service 9:00 a.m.  
Bar Mitzvah of Adam Katz  
Chanting *Haftorah* - Adam Katz  
*Mincha* 5:00 p.m.

#### **Haye Sarah Saturday, October 26th**

Morning service 9:00 a.m.  
Anniversary *Shabbat*  
Bat Mitzvah of Eva Serbin  
Chanting *Haftorah* - Eva Serbin  
*Mincha* 5:00 p.m.

#### **Kabbalat Shabbat Fridays, October 4th, 11th, 18th & 25th**

Come as you are! Join Rabbi Lavinsky in song and prayer. The service begins at 5:45 p.m.



### October Programming

## MINYAN TIME CHANGE:

**Rosh Hodesh  
Friday, October 4  
7:00 a.m.**

**Our office & the Preschool  
will be open on Monday,  
October 14th for Columbus  
Day.**

## PROGRAMMING

### **Thursdays, October 3rd, 10th, 17th, 24th & 31st**

A series of classes with facilitated discussions led by Rabbi Lavinsky from 6:30-7:45 p.m. Guides participants through the Conservative's movement's new book. The Rabbinical Assembly presents multiple authors looking through one lens - Contemporary Conservative Judaism. From synagogue life to civic morality, from same-sex relationships and intermarriage to caring for the environment, *The Observant Life* explains what it means to live an honest, moral and purposeful Jewish life. No fee to participate, but please purchase your book (\$25) ahead of time. We have two left in the synagogue office (see Renee or Korina) and it is also available in electronic form for the Kindle and the Nook.

### **Sunday, October 6th Men's Club Presentation**

Join us at 7:00 p.m. for the 40th anniversary of Israel's Pearl Harbor, the 1973 *Yom Kippur* war. Guest speaker is Moshe Apelas.

### **Sundays, October 13th & 27th Blanket Boosters**

Do you knit or crochet? This group makes blankets for abused children. Come join the group in the lobby at 9 a.m. For more information, please call Sandy Schnell at 602.249.3778.

### **Sunday, October 27th Beth El Movie**

*Image Before My Eyes (1981)*  
Join us at 3:30 p.m. Not rated. Directed by Josh Waletzky. Runtime: 1 hour, 30 minutes. Co-sponsored with the Arizona Jewish Historical Society.

### **Monday, October 28th Senior Lunch Program**

Doors will open at 11:00 a.m. and guests should all be seated by 11:30 a.m., and Sol Davis will introduce the program. Pre-paid lunch platters will be served at Noon. After lunch, we will have a guest speaker, and we expect this first senior program to be over by 1:30 p.m. See page 5 for complete details.



Arthur Lavinsky  
Rabbi

## Dear Friends,

Usually as I write my bulletin article for October, I'm still referencing our fall holidays - especially *Sukkot* and *Simchat Torah*. This year, however, because *Rosh Hashanah* began so shortly after Labor Day, we have already completed the major autumn holidays. Truth be told, the last time that *Rosh Hashanah* began on September 4th, it was at the end of the 19th century. One could say that this year we "partied" like it was 1899! The next time that *Rosh Hashanah* falls on this date (the earliest possible date for this holiday) will be seventy six years from now.

The new month that begins on October 4th and 5th (there are two days of *Rosh Hodesh*) is called *Heshvan* or *MarHeshvan*. The prefix "Mar" means "bitter" and according to the rabbis, there is a bitterness to this month because there are no Jewish holidays for us to celebrate during *Heshvan*. I prefer to consider *Heshvan* a time when we transition from our Holy Days to a time of holy living. We have celebrated the New Year and atoned for our sins, but what now? Now is the time to live more fully as Jews and incorporate Jewish tradition, teachings and ethics into our homes, schools, and workplaces. The real litmus test of a "successful" High Holy Day season is how we live our lives even after the final blast of the Shofar is blown and after we have put down our *Lulavim* and *Etrogim*.

Our religious school is in full force, and our adult education classes will begin in earnest again this month, including a continuation of my "Observant Life" class, based on the book of that name published by the Rabbinical Assembly, the international professional organization of Conservative rabbis. While I encourage those who attend the class to purchase the textbook (we have two left in the synagogue office and it is also available in electronic form for the Kindle and Nook), everyone is welcome, whether or not they have read the material in advance. Classes are at 6:30 p.m. on Thursday nights following *Minyan* which begins at 5:45. Please consult with our calendar of events for the class dates.

Speaking of *Minyanim*, I would like reiterate how important it is for us to support and maintain our daily *Minyan*. We all want or expect to have a *Minyan* when we come to say *Kaddish* for a loved one, but unless members and friends commit to coming with greater frequency when they DON'T need to say *Kaddish*, it's fair to say that our daily services will fall by the wayside,

which would be a terrible shame. If more of our members came to *Shul* just once or twice a week, morning or evening, we could ensure a daily *Minyan* year round. Summertime has traditionally been a difficult time for us to muster ten adult Jews for our *Minyan*, but I hope that as the weather cools off, we will see more of you fulfilling your obligation of "Tfillah B'Tzibbur" (communal prayer) which will also allow mourners and those who are observing *Yahrzeit* to recite the Mourner's *Kaddish*. The future of our *Minyan* is truly in your hands.

I hope and pray that you enjoyed *Rosh Hashanah*, *Yom Kippur*, *Sukkot*, *Shemini Atzeret* and *Simchat Torah* at Beth El this past month. But remember that we are not a three day a year congregation, nor are we a "September" congregation. We are proudly here to serve you year round, and we trust that you will avail yourselves of the many services that we offer to you throughout the year - religious, educational and social. Remember this is YOUR congregation. Make full use of your membership.

As always, if I can be of assistance to you in any way, please do not hesitate to call me at (602)944-3359 x108.

*L'Shalom*,  
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 - 10:30 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 visit you wherever you are. Just call the Rabbi at 602.944.3359, ext 108.

Remember - we're here to serve you.

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**Preston Mayon**  
President

## THE STATE OF BETH EL

It is my honor to write about the past year and future at Beth El.

On behalf of the Board of Directors, I thank you for your participation and financial support. It is your participation that makes Beth El a welcoming community that inspires, educates and shares a pursuit of a connection to God, Torah, Israel and each other.

Thanks to participation, your Board of Directors and Endowment Committee are each at full strength and younger. Twenty seven percent of your Board is now under forty years old.

Because of successful musical youth and family *Shabbats*, we now have a music fund to which you may donate to bring more music into Beth El.

Thanks to your Ritual Committee and our Rabbi and Cantor, we have more people participating in reading portions of Torah every week. I am told that you do not have to learn the cantillation or have a good voice to participate.

Our Preschool has an innovative participatory outdoor classroom and enrollment is at its highest in three years.

Beth El reached out to the greater Jewish Community by participating in the *Tisha B'av* and *Yom Ha'atzmaut* Valley wide programs.

Your participation in our Gala honoring Rich and Sue Cohen put over \$49,000.00 into our general fund. Thank you, thank you and thank you! I am pleased to announce that next year's Gala will celebrate Rabbi Lavinsky's ten years as our Rabbi.

If you are among those who eat, we continue our participation in the fundraising programs that we have with grocery stores like Fry's, Basha's, AJs and Albertsons. They donate a portion of what you spend at these stores to Beth El. It costs you nothing...absolutely nothing. It is easy to participate in this program, just call Renee Joffe and find out how.

Beth El continues to generate income by leasing available space to Torah Day School, AZ Pops and the Living Church of God.

To help secure our future you may be asked to participate in our strategic planning process. Our Strategic Planning Committee will put together a systematic, formally documented process for deciding the handful of key decisions that Beth El must get right in order to thrive over the next few years.

Our community's success will be measured through the authenticity of our communal experience, the strength of our relationships and our opportunities for growth.

Thank you for your participation in our Beth El Community.

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

Joanna Appelwick

Selma Friedman

Charleen Holt

Linda Staman

Eileen Bloom

Steve Herman

Marsha Joffe

Connie Zilversmit

and all past volunteers...

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

## **BETH EL GIFT SHOP**

Our visiting vendor for the month of October 2013 is Barbara Kehm Mayon the Financial Vice President of Beth El Congregation. Barbara is the owner of BB Vintage & More, a business that was born from a passion of collecting, instilled by her mom Rochelle Boltino and Bubbie Esther Gitlin.

Barbara says "her mother was a collector from the year one, and her late husband's family were also collectors from the year one too." A love of collecting and research was born.

BB Vintage & More was a hobby that Barbara started prior to leaving the title industry. Crafting, beading and collecting was something that came naturally to Barbara. At the last downturn of the market, she felt that it was time to launch her business and let this passion out.

BB Vintage has an extensive inventory of Vintage Fashion Jewelry, Turquoise, Fine Jewelry, Sports Memorabilia, Ruby Glass, Depression glass, Salt & Pepper Shakers, Posters and much more. Barbara will display and sell Jewelry by Napier, Trifari, Coro, Whiting & Davis, Monet, and too many more to list here. Turquoise pieces, from the 1940's through the present are also available, many signed by the artist.

If you are looking for a unique gift or just something for your own collection, stop by the Gift Shop in the lobby at Beth El. Have something that you are looking for? Contact Barbara by email at [barbara@bbvintageandmore.com](mailto:barbara@bbvintageandmore.com) or call her at 602-818-2115.

Reasons to shop at Beth El Gift Shop:

1. Supports YOUR Beth El
2. No sales tax
3. Convenient
4. Custom orders offered for all Judaica



Anne Schafer  
Executive Director

## Shalom,

I hope you all had a wonderful month of holidays and I wish you a very healthy and happy 5774.

And now, my commentary on building security:

In the past several weeks I have had the opportunity to speak with a few of our congregants about building security and more specifically the question of why we keep the front doors locked when minyan is close to starting. Since I'm sure everyone that either enters our building or works in the building wants to feel the building is a secure place and because of my recent conversations - I am taking advantage of this article to share my thoughts with you.

The definition of security: a) freedom from danger, b) freedom from fear or anxiety, c) the state of being secure - or safekeeping. The definition says it all and I'm sure everyone would like to think we are in a secure building. However, the problem exists that having the front door locked means taking extra steps to get around to the side door and there are a handful of congregants that find it difficult taking the extra steps to get in. The locked doors have caused another level of frustration stemming from the fact that there is a sign on the door directing everyone who comes for *minyan* to walk around to the side door so I'm asked - "What kind of security is that?" On occasion, we have had people ringing the bell or knocking on the front door and their attempts to get in the building go unheard so they leave believing there is no *minyan*. The unlocked door is almost directly behind the daily chapel. Anyone who is already in for *minyan* can hear that the door was opened, and most likely it's someone coming in for the service. We are a long way from 100% access control, but I'd like to think it helps.

Please know that the locked door is not to cause anyone an inconvenience when arriving for *minyan* or at any other time. If you have any thoughts as to how we can better secure the building during the time *minyan* is taking place, I would love to hear from you. I have suggested that the first person in consider waiting in the front lobby until the service starts, to let others in. Since I'm not always here when the *minyan* takes place, I don't know if that plan is working.

I cannot think of anything that is 100% foolproof, but perhaps we can solve this problem of access control together. Again, I ask for your suggestions; please contact me with your thoughts. We can all benefit with the right plan in place.

B'Shalom,  
Anne

## Kosher Senior Lunch Program

*Shalom!* The first Special Kosher Senior Lunch program is scheduled for Monday, October 28 at Beth El. Sol Davis has volunteered to be the Senior Lunch Coordinator for this event.

This senior program will include a "sit down" Kosher dairy lunch. Doors will open at 11:00 a.m. and guests should all be seated by 11:30 a.m. Mr. Davis will introduce the program. Pre-paid lunch platters will be served at Noon. After lunch, we will have a guest speaker, and we expect this first senior program to be over by 1:30 p.m.

This program is designed to be revenue-neutral, and is not subsidized by Beth El (or the JFCS). Your check for reservations for the Senior Kosher Lunch at \$10 per person (together with the printed names of each paid guest), should be made out to Suzanne Fuchs (Caterer), and mailed to:

Beth El Congregation, Attn: Suzanne Fuchs  
1118 W Glendale Ave  
Phoenix, AZ 85021-8658

Since there is limited space available for this particular Senior Lunch activity, reservations will be accepted in the order received (at Beth El); all reservations must be in by 4:00 p.m. on October 21, so that the caterer can have an accurate guest count. Lunch reservations will NOT be available on the day of the program!

We are looking forward to a successful Senior lunch program, and expect to continue these senior lunches on a monthly basis.

For further information, please contact Renee Joffe (Program Director, x113).

### 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*...and 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/or to set-up an appointment to browse through the catalogs.

A portion of all sales benefit Beth El Congregation.

*Remember Beth El in your will.*



*For information, please contact*

*Deborah Lavinsky, Planned Giving Chair*

602-318-5068



**Janette Silverman**  
Education &  
Youth Director

## EDUCATION News

I am composing this, my final Beth El *echo* article just before *Rosh Hashanah* – the beginning of a new year. Wendy Adair and I just returned from Sprouts where we purchased apples which we will give to the children attending *Rosh Hashanah* services. For the last several weeks, we were busy preparing classrooms and teachers for the upcoming school year. As we did these things, I reflected on the many changes over the last five years in Beth El’s Talmud Torah and Youth Groups. The following

is a brief review.

In 2008 when I joined the professional staff at Beth El, I had been a Beth El congregant for the previous several years. I had a dream at that time, of being able to reach out to children who could not regularly attend religious school classes due to illness, distance, transportation, scheduling or other challenges. That first year, we worked hard at recognizing and addressing our students with special needs. The Council for Jews with Special Needs became our partner in this effort. By the end of that first year we had revitalized our computer lab, had a plan for addressing the many special needs of our students, started a *madrikhim* training program to keep teens in 9th – 12th grades involved in Talmud Torah, received certification from United Synagogue as a Framework for Excellence Synagogue School, increased USY and Kadima membership, and begun the first of many grant applications to enhance Talmud Torah and our youth groups.

In the summer of 2009, we were awarded a SMARTBoard by the Legacy Heritage Foundation, and all of our teachers were trained in its use. We learned how to create innovative lessons using it and began to use it for Adult Education programs as well as Talmud Torah. With the SMARTBoard grant as encouragement, and with the help and expertise of several congregants and *madrikhim*, we began investigating what it would take to broadcast our Talmud Torah and Adult Education classes live. After two years of research and many trials we were ready to take Beth El On-Line live. We received grant support from the Jewish Community Foundation, and from the Council for Jews with Special Needs to continue our efforts to improve the programs we were developing.

Our USY and Kadima groups continued to grow and thrive, and our students attended regional conventions and *kinnusim*. By the spring of 2013 we had once again begun to receive awards from the USY region for our accomplishments. In 2013 Beth El hosted the first sub-regional Jr. USY *Kinnus*. That followed a successful *Shabbaton* a year earlier. The sub-regional *kinnus* was not only a first for Beth El, it was the first time in many years that a successful sub-regional event had been held. Our youth groups have become energized and active once again. Beth El’s certification as a Framework for Excellence School has once again been granted. Recently, Beth El On-Line was featured in

the United Synagogue magazine as an innovative program.

Our Adult Education programs, specifically our Scholar in Residence programs, have for the past several years, been joint ventures with ASU. Partnering with other agencies gives us the ability to reach a wider audience with advertising of the event, as well as allowing us to bring in talented, quality speakers at affordable rates. The Women’s *Seder* and monthly genealogy events were new to Beth El, also, with the latter being a joint venture with the Arizona Jewish Historical Society. We also co-sponsored diversity and anti-bullying training for teachers and students with the ADL.

These are only a few of the events and activities which kept me so busy at Beth El. I could not have done any of these alone, and thank all of you for your support, expertise and help over the last 5 years. I hope and pray that the many events, programs and activities which I began, will continue.

*Shana tova u’mevarechet,*  
Janette



## USY News

Dear Friends,

I hope everyone had a happy, healthy, and sweet New Year! This past month has been action-packed. A group of seven of us traveled to Anaheim for the annual Yom Disney trip and had an amazing time! We had our traditional USY car wash on the 8th and on the 22nd we had our first Kadima lounge! All of our youth groups attended *Sukkot* under the Stars and had a great time.

This upcoming month is going to be a blast as well! The Regional USY *Madrikhim* Encampment will be from Friday the 4th – Monday the 6th. We are super excited for the 7th where USY will be going to the Maccabi Haifa vs. Phoenix Suns basketball game! Go Haifa! On the 13th we will be going to Castles & Coasters and on the 27th we will have a USY kickball game! October is going to be a month to remember!

Please feel free to “like” us on Facebook so you can see our photos and updates! As always, don’t hesitate to contact me with any questions or comments at [usy.bethelphoenix@gmail.com](mailto:usy.bethelphoenix@gmail.com).

*B’Shalom,*  
Lindsay Simon  
Youth Group Advisor



## Preschool News

This month's focus will be on Fall and celebrating our Fall Festival, as we put the Jewish holidays behind us.

During the holidays the children had the opportunity to explore all of the traditions, from listening to Rabbi Lavinsky blow the *Shofar*, decorating the *Sukkah* and enjoying a special Shabbat in the *Sukkah*, baking honey cake for their families, apple taste testing, and more. The 3's and Pre-K groups had a beekeeper come to talk to the children. He showed them how bees are captured and how honey is made. The *Sukkah* decorating contest was a big success. This is where we truly get to see the artistic abilities that the children and parents have when working together.

This month begins our first All School *Shabbat* at the synagogue with Rabbi Lavinsky. The children enjoy the distinction of coming to the sanctuary once a month as a very special service. We take the Torah out for them to see and sing songs and say prayers. The children really like it when Rabbi Lavinsky plays his guitar.

The cooler temperatures have now arrived and we are enjoying the benefit of our Outdoor Classroom. The teachers are planning longer periods of time outdoors, taking their lessons outdoors that would normally take place indoors. I've had calls from many local schools wanting to take a tour of our Outdoor Classroom in the hopes of creating one for their own school. I am proud that our school is paving the way for others.

### THE VALUE OF PLAY (NAEYC)

*You say that you love your children,  
And are concerned that they learn today,  
As am I, that's why I'm providing  
A variety of kinds of play.*

*You are asking what's the value  
Of having your children play?  
Your daughter's creating a tower,  
She may be a builder someday.*

*You're asking me the value  
Of blocks and sand and clay.  
Your children are solving problems,  
They will use that skill every day.*

*You're saying that you don't want your son  
To play in that sissy way.  
He's learning to cuddle a doll,  
He may be a father someday.*

*You're questioning the interest centers,  
They just look like useless play.  
Your children are making choices,  
They'll be on their own someday.*

*You're worried your children aren't learning  
And later they'll have to pay.  
They're learning a pattern for learning,  
For they'll be learners always.*

*B'Shalom,*  
Sari Topper-Romberg, Director



Apples here, apples there, apples were being created everywhere! Sara from our 3 year old class made her own tissue paper apple for *Rosh Hashanah*.



Our 2 year old class was busy making apple spin art for the holidays. Rafi was so proud of himself!



The Pre-K class has been busy cutting up and juicing their own fruit to create wonderful, healthy treats. Katie pours them into containers for freezing.



Owen & his classmates baked honey cakes to present to their families for *Rosh Hashanah*.

## Beth El Announcements

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

Date	
2	Phillip Berry Leslie Cooper Betty Ginis Lauren Weinzweig
3	Eve Bressler
6	Joyce Cooper Marc Lee Marvin Siegel
7	Nicole Cadle Gordon Greenblatt William Tuttle
8	Mary Mather Dennis Newman Zelda Sherman
9	Althea Levine Marcia Mallin Mark Shwer Edie Stoneman
11	Ellen Marder
12	Barbara Brown
13	Arthur Lavinsky
14	Daniel Kahn Lawrence Shore
15	Sam Jalowiec
16	Stephen Bressler Walter Perkel Harvey Shrednick
18	Carl Cohn Harvey Shenberg
19	Randy Montello
20	David Amster Rosalyn Slovin
21	Louis Goldstein Andrea Taubman
22	Inez Levine Warren Stern
25	Nancy Kravetz Emily Marks Stephen Melkin
26	Shelley Frankel Lori Lee
27	Geoffrey Gonsher
28	Arthur Rose Barbara Schoenwetter
29	Max Levine
31	Susan Greenwald Ann Polunsky

### **Mazal Tov to our October Anniversaries**

Date		Years Married
3	Martin & Joyce Vanacour	48
4	Martin & Beverly Pear	49
9	Norton & Gladys Levitt	65
10	Terry & Rochelle Kelman John & Kim Mertens	21 20
11	Steven & Debra Gelbart Gordon & Berta Greenblatt	26 55
12	Mark & Ami Seybold	8
14	Stanley & Jeanne Milstein	52
15	Barry & Ilene Friener David & Barbara Schoenwetter	9 24
	Bruce & Julia Sohn	30
16	David & Michelle Rosenbaum	25
17	Jason Klein & Emily Mallin David & Cheryl Rosen	9 31
19	Bryan Hill & Leah Pallin-Hill Kalman & Barbara Miller	17 50
20	Philip & Eva Feld	52
23	David & Lisa Segal Aaron & S. Gertrude Shore	3 64
24	Edward DuBrow & Cynthia Serbin-DuBrow	20
28	Mark & Debbie Schwartz	29
29	Jonathan & Sandra Schwartz	30

*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.*

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

Joni Dreiseszun, sister-in-law of Herb (Patti) Dreiseszun.



Susi Ross, mother of Jeff (Laura) Katz.

Muriel Rozen, mother of Craig (Martha) Rozen.

Stephanie Swento, mother of Barbara (Ronald) Alfonso and Jack Swento.

### **Mazal Tov to:**

Ellen Goot on the marriage of her son Ben Goot to Ellen Rawley on August 31st in Denver, CO.



Steve & Marti Nathan on the birth of their granddaughter, Zoe Carolyn Nathan. Parents are Josh Nathan & Christy Aberg.





## Volunteer Profile

*Editor's note: This is part of a series to profile Beth El's wonderful volunteers, written by Debra Gelbart.*

Joanna Applewick has been a member of Beth El since January of this year. She joined because she wanted to be part of a conservative synagogue near her central Phoenix home. She jumped right into volunteering, helping with the *Purim* carnival in February and the Women's *Seder* in March. Since then, she's also worked in the Beth El kitchen every Friday morning alongside other devoted volunteers helping to prepare *Shabbat Kiddush* for the next day.

In June, she began volunteering at the front desk on Thursday mornings and has filled in for another volunteer on Mondays. She just added front desk duty on Sunday mornings to her routine. "I really enjoy meeting the people who are members here and interacting with them," she said.

Her son Joey is 12 and is preparing to become a *bar mitzvah* next year. Her parents, Yolanda and Raymond, live in Phoenix, too. The family is part-Sephardic and is originally from Mexico, but Joanna grew up in Thousand Oaks, Calif. Her brother travels between Mexico and the U.S. and her sister lives in Italy.

Joanna enjoys helping out. She was an active volunteer at her son's elementary school and by profession, is a caregiver for special needs children. She said she's happy to have found a spiritual home at Beth El. "Everyone is so nice here," she said.



## Safta Says by Linda Aarons

It is hard to believe that it is October and that the High Holy Days have come and gone. The evenings are starting to cool, and football season is well under way. Fall is my favorite time of year, and yet each year it seems to fly by with greater speed. Safta says that we should measure

each day with greater gratitude for each moment. Find some small thing that you treasure about this season, enjoy it with passion, and say a prayer in appreciation!

### Health Tips

It is National Breast Cancer Awareness Month. Pink is everywhere, and if you have not had a mammogram this past year, schedule it NOW. Support your favorite Breast Cancer charity, and wear a pink ribbon all month. By the way, men can get breast cancer as well, so don't forget that we all should do monthly self-checks.

### Family Tips

It is time to send a "goodie box" to that child you sent off to college. How about some laundry detergent pods, nutrition bars for late night snacking, an i-tunes card, and various home-made cookies? Money is always a good idea as well, your child always needs an extra pizza.

Give that man of yours an extra hug! An unexpected gift lifts his spirit and is great for any relationship. When is the last time he updated his tool set? A new ratchet, cordless screw driver, etc. are good additions.

### Kitchen Tips

Throw the sponge in the microwave for two minutes. It kills the germs.

### Cooking Tips

This is a variation on one of my grandmother's recipes. I hope you enjoy it!

#### Eight Layer Tzmitis-

Layer two packages of shredded carrots in a two quart, Pam-ed casserole.

Add a layer of a can of sweet potatoes.

Sprinkle a layer of sliced almonds.

Sprinkle a layer of raisins

Add 1/2 cup of chopped pitted prunes

Pour 1/2 cup of honey over everything.

Dot with 2/3 stick of butter or oleo

Sprinkle with cinnamon

Bake 350 degrees for 45 minutes or until the carrots are tender. Stir at half way point.



## EXTREME COUPONING

For August,  
26 Power Bars, 28 razors, 16  
deodorants, 17 ivory soap, 45 shaving  
gels, 10 Bic pens packages  
(each package contained 10 pens) 9  
tubes of toothpaste, 18 dental floss,  
20 toothbrushes, 20 boxes of

General Foods cereal, 3 eyeshadows, 1 Hamburger Helper,  
4 Pyrex measuring cups, 1 bottle of juice, 21 paper towels, 1  
Reynolds baking cup, 12 bottles of Purell sanitizer, 11 Lipton  
boxes of tea, 1 baby food, 14 dish detergents, 22 tubes of lip-  
stick, 2 Heinz ketchup.

That is 301 products for \$50.11. The Hamburger Helper  
and juice were free - benefit of being a Fry's shopper. Though  
I made 17 Ivory soap purchases, I really got 51 bars of soap  
as each purchase contained 3 bars of soap!

Please keep the coupons coming my way! *Don't worry about  
cutting them just keep the circular in tact and drop off at Beth  
El!* If anyone would like to help me or would like to learn the  
"tricks of the trade", please email me at  
bethns1818@cox.net.

Thanks again, Beth Shernoff - *Mitzvah Coupon Lady*

## GROCERY CARD FUNDRAISER



Do you eat?

We have \$25 shopping cards in  
stock for AJ's/FoodCity/Basha's!  
When you deplete the \$25, you  
can have the cashier reload the  
\$\$\$ on your card. Each time you

shop using your card, Beth El gains and it does not cost  
you any more to use the card.

If you shop at Albertson's - please drop by the syna-  
gogue office and pick up your free key fob. Every time  
you shop at the store, all you have to do is swipe the card  
when you check out and Beth El receives credit for your  
purchase.

Fry's shoppers, please see page 13.

This is a Beth El fundraiser that should have 100% con-  
gregation participation. We all need groceries and Beth  
El gains for each and every purchase - which is not an  
added cost to you to participate.

If you have any questions about how the program works  
- or to order your card, please contact Renee,  
rjoffe@bethelphoenix.com or 602.944.3359 ext. 113 -  
or anyone else in the synagogue office.

Our thanks to everyone that currently participates in this  
wonderful - free program. If you do not participate,  
WHY NOT???

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

### LIFE MEMBERS

Herb & Patti Dreiseszun, Bryan Hill & Leah Pallin-  
Hill, Sheldon & Ronda Kottle, Jo & Harry (of blessed  
memory) Liebhaber, Bruce & Risa Mallin, Samuel  
Pallin, Sheldon & Maddy Roth, Paul & Maryjane  
Sandler, Leon & Evelyn Zeitzer, Dan & Lynda Ziskin

### GIBBORIM

Anonymous, Rich & Sue Cohen, Ben & Leslie  
Cooper, Jim & Linda Fishman, Louis & Barbara  
Goldstein, Lawrence & Rona Green, Allyn & Bonnie  
Kluger, David & Michelle Rosenbaum, Arnold (of  
blessed memory) & Barbara Serbin.

### SHOMRIM

Barry & Jody Aarons, Rabbi Louis Barish (of blessed  
memory), Lewis & Barbara Brown, Neal Kurn & Sue  
Yaffe Kurn, Margaret Loeb, Marvin Siegel & Eileen  
Bloom, Denton Simmons, Blair & Eileen Singer,  
Leon Smith (of blessed memory) & Joyce Cohen  
Smith, Sara Ziskin

### CHAVERIM

Anonymous, Mathis & Barbara Becker, Preston  
Mayon & Barbara Kehm-Mayon, Mel & Shirl Myland,  
David & Lisa Segal, Gary & Lisa Serbin, Morton &  
Joan Sitver, John & Deborah Wolfe, Hank & Beverly  
Zalut

### MALACHIM

Sheldon & Maddy Roth

*If you would like to see your name among our  
strongest financial supporters, please contact  
Rabbi Arthur Lavinsky at 602.944.3359, ext. 108 or  
alavinsky@bethelphoenix.com.*

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 hos-  
pitals no longer call to tell us when a member is  
ill. **Please keep us informed.** This includes sup-  
plying 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 for-  
gotten.

***Do not assume that anyone at Beth El  
knows, unless you or another family mem-  
ber makes the call to the office to let us  
know.***

Thank you for the following  
Beth El Contributions

**General Fund**

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

A thoughtful contribution

*Henry Rodriguez  
John & Marcia*

*Rosenthal  
Daniel & Shelli Silver*

In appreciation for all  
Beth El is doing in the  
Phoenix Jewish communi-  
ty

*Friedel Family  
Foundation*

In appreciation of Torah  
honors

*Morrie Hesch  
Oscar & Huguette  
Machbitz*

For the speedy recovery of  
Al Glazer

*Beth & Neil Shernoff  
Zelda M. Newman*

For the speedy recovery of  
Herb Dreiseszun

*Denton Simmons*

In honor of Ben Goot's  
marriage to Ellen Rawley

*Charlotte Adelman  
Fay Behboodi*

In honor of Gladys  
Zlochowers's 90th birth-  
day

*Sid & Susan  
Greenwald*

In honor of the birth  
Greyson Lee Adams

*Denton Simmons*

In memory of Joanne  
Scholten

*Barry & Jody Aarons*

In memory of Albert  
Barnett

*Roselee Barnett*

In memory of Behjat  
Ghanooni

*The Behboodi Family*

In memory of Eleanore  
Hersh

*Shari Burks*

In memory of Joni  
Dreiseszun

*Sue & Rich Cohen*

In memory of Colman  
Hesch

*Morrie Hesch*

In memory of Gordon  
Joffe

*Heather Kalderon*

In memory of Albin  
Lichtstern

*Herbert & Seema  
Liston*

In memory of Bernard  
Moed

*Erna Moed*

In memory of Julius  
Richman

*Rhoda Morris*

In memory of Harold  
Freeman

*Stephen & Frances  
Novakoff*

In memory of Jeannette  
Grunfeld

*Stephen & Frances  
Novakoff*

In memory of Harry  
Adler

*Stephen & Frances  
Novakoff*

In memory of Robert  
Whitefield

*Stephen & Frances  
Novakoff*

In memory of Samuel  
Saks

*Hershey Saks*

In memory of Meyer  
Siegel

*Marvin Siegel*

In memory of Joanne  
Scholten

*Joan & Mort Sitver*

In memory of Gary  
Bildner

*Iris & Sandy Switzer*

In memory of Murray  
Kemp

*Elaine & Martin  
Tencer*

**Michael S. Schwartz  
Preschool Fund**

In memory of Harry  
Adler

*Sari Topper-Romberg*

In memory of Joanne  
Scholten

*Sari Topper-Romberg*

**Yizkor Appeal**

*David & Elayne Zack*

*Gerald Zack*

**Sam Goldman's  
Discretionary Fund**

For the speedy recovery  
of Jerry Rosen

*Charlotte Adelman*

**Rabbi's Discretionary  
Fund**

*(Proceeds are dispensed for worthy  
causes at the discretion of Rabbi  
Lavinsky)*

A thoughtful contribution

*Evelyn Smith Family*

*Foundation*

In appreciation for the  
honor to share an Aliyah  
with Debbi Lavinsky at  
the Selichot service

*Charlotte Adelman*

In honor of the birth of  
Jillian Michelle

Zimmerman

*Barbara & Lou  
Goldstein*

In memory of Eleanor  
Caruso

*Barbara & Lou  
Goldstein*

**Pre-High Holy Days  
Appeal**

*Richard Kronenfeld*

*Oscar & Huguette*

*Machbitz*

*Lisa & Gary Serbin*

**Jeffrey Todd Zandle  
Fund**

In memory of Sarah  
Levitt

*Sol & Gladys Levitt*

**Break-the-Fast donations**

*Sayed & Elaine Hashimi*

*Barbara & Bruce*

*Holzman*

*Bernard & Barbara*

*Kaplan*

**Blanket Boosters**

In honor of Gladys & Sol  
Levitt's 65th wedding  
anniversary

*Rona & Sam Goldman*

In honor of Sol Levitt's  
90th birthday

*Rona & Sam Goldman*

In memory of Fannie &  
Max Goldman

*Sam & Rona Goldman*

In memory of Barbara &  
Harold Goldman

*Sam & Rona Goldman*

In memory of Ida, Dorothy  
& Jacob Goldman

*Sam & Rona Goldman*

In memory of Parma &  
Duke Spiro

*Sam & Rona Goldman*

**Kiddush Fund**

In honor of their August  
wedding anniversaries

*Jerry & Susan Faier*

*Semyon & Mira Revich*

In honor of their  
September wedding  
anniversaries

*Barbara & Bruce*

*Holzman*

*Henry & Nancy*

*Markiewicz*

*Shirley & Harold*

*Sheinkopf*

In honor of Mel & Ann  
Polunsky

*Ellen Riech*

**Talmud Torah Fund**  
In memory of Susi Ross  
*Mort & Joan Siver*

**Rabbi Louis & Rebecca Barish Talmud Torah Scholarship Fund**  
In memory of Rabbi Louis & Rebecca Barish  
*Leora Barish*  
In memory of Morris Milstein  
*Stan & Jeanne Milstein*

**Yahrzeit Memorial Fund**  
In memory of Joseph Baletin  
*Leith Baletin*  
In memory of Bessie Gencharoff  
*Roselee Barnett*  
In memory of Sidney Kosowsky  
*Elaine Hashimi*  
In memory of Evelyn Reinish  
*Susan & Bruce Berger*  
In memory of Jacob Davich  
*Melvin Davich*  
In memory of Beryl Brand  
*Frances Horn*  
In memory of Arnold Cook  
*The Gordon-Wheeler Family*  
In memory of Maurice Fischer  
*Maury Jessner*  
In memory of Ruth Mintz  
*Carolyn & Morris Kaplan*  
In memory of Charles Minkoff  
*Howard Minkoff*  
In memory of Harry C. Peck  
*Harriet Peck & Family*  
In memory of Morris Cohen  
*Reba & Allen Rothman*

In memory of Samuel Patlove  
*Lola & Jacob Shapiro*  
In memory of Miriam Bildner  
*Iris & Sandy Switzer*  
In memory of Esther Ossip  
*Minnie Unger*  
In memory of William Waldman  
*Robert & Naomi Waldman*  
In memory of Rose Waldman  
*Robert & Naomi Waldman*

**Tzedekah Fund**  
In memory of Ted Harris  
*Gilda Harris*  
In memory of Helen Kuschner  
*Selina & Eli Kaminsky*  
In memory of Celia Kaminsky  
*Eli & Selina Kaminsky*  
In memory of Fannie Stein  
*Saralyn & Harvey Lasner*  
In memory of Bessie Lasner  
*Saralyn & Harvey Lasner*  
In memory of Alfred Englander  
*The Markiewicz Family*  
In memory of Erna Englander  
*The Markiewicz Family*  
In memory of Eugene Schwartz  
*Faye Schwartz*  
In memory of Jeannette Siegel  
*Judy & David Siegel*  
In memory of Rena Tatelbaum  
*Geoffrey Tatelbaum*  
In memory of Dorothy Fieldman  
*Geoffrey Tatelbaum*  
In memory of Belle Naiman  
*Noreen Wernick*

## DONATION PROCEDURES...

### HELP US TO SERVE YOU BETTER!

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.

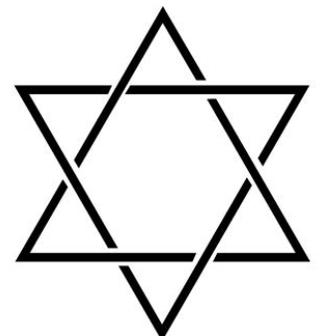
You can find donation forms in the lobby at Beth El or you can download them from our website - [www.bethelphoenix.com](http://www.bethelphoenix.com).

Thank you  
in advance!



Rabbi Lavinsky and Teacher Hadassah help Eliana read Torah.

**THANK YOU  
ALL FOR YOUR  
CONTINUED  
SUPPORT OF  
BETH EL !**





# Introducing Fry's Community Rewards Program



This will explain how to link your personal Fry's V.I.P. shopper card to Beth El Congregation so we can start earning rewards (money). Our organization has been set-up in their system and registering your card is simple. Just follow the instructions below.

## **STEP 1: Creating an Online Fry's Account**

- \* **NOTE:** If you already have an online Fry's account, skip to #2
- \* Go to [www.FrysCommunityRewards.com](http://www.FrysCommunityRewards.com)
- \* Select 'Create an Account'.
- \* Under Sign-In information, enter your email and create a password. (Write down your email & password - will need it in step 2)
- \* Select 'Use Card Number'.
- \* Enter your Fry's V.I.P Card Number, last name and postal code.
- \* Under 'Select Your Preferred Store' enter your postal code.
- \* Select 'Find Stores'.
- \* Choose your store then select 'Create Account'.
- \* You will then be prompted to check your email for a confirmation email.
- \* Click the hyperlink in your email to finish creating your Online Fry's Account.
- \* Continue to step #2 to register for the Fry's Community Rewards Program of your choice.

## **STEP 2: Register for the Fry's Community Rewards Program**

- \* Go to [www.FrysCommunityRewards.com](http://www.FrysCommunityRewards.com)
- \* Select 'Sign-In'.
- \* Enter your email and password then select 'sign in'. (This will be the email and password you created in step 1)
- \* Select 'My Account then select 'Account Settings' from drop down menu.
- \* Click 'edit' under Community Rewards. If prompted, enter personal information.
- \* Under Find Your Organization: Enter the NPO number or name of organization then select 'search'. (Beth El's NPO number 80402)
- \* Under Select Your Organization: Select box next to your organization
- \* Then select 'save changes'.
- \* If you have registered correctly, you should now see your organization information listed under 'Community Rewards' on your Account Summary page.

If you have any questions or concerns,  
please don't hesitate to contact  
Renee Joffe, 602.944.3359, ext. 113

Thanks in advance for your efforts - this program really pays off!

# BETH EL CONGREGATION

## October 2013 27 Tishrei 5774 - 27 Cheshvan 5774

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 27 TISHREI	2 28 TISHREI 6:15pm Exec mtg - H/H 6:30-8:30pm USY - YL	3 29 TISHREI 9:30am-12:30pm Senior Action Day - S/H 6:30-7:45pm The Observant Life	4 30 TISHREI ✠Rosh Hodesh Heshvan - Day 1  <b>5:48</b> 7AM MINYAN 9:15am All School Shabbat - SANC 5:45pm Kabbalat Shabbat	5 1 CHESHVAN ✠Rosh Hodesh Heshvan - Day 2  Noah Shabbat Ends: 6:38 5:30pm Mincha
6 2 CHESHVAN 7pm Men's Club event - SANC	7 3 CHESHVAN	8 4 CHESHVAN 6:15pm Ritual mtg - H/H	9 5 CHESHVAN 6:30-8:30pm USY - YL	10 6 CHESHVAN 6:30-7:45pm The Observant Life	11 7 CHESHVAN  <b>5:39</b> 5:45pm Kabbalat Shabbat	12 8 CHESHVAN  Lekh L'kha Shabbat Ends: 6:29 5:15pm Mincha
13 9 CHESHVAN 9am Blanket Boosters - LOBBY	14 10 CHESHVAN  Columbus Day OFFICES OPEN P/S OPEN 5pm PTO mtg - P/S	15 11 CHESHVAN	16 12 CHESHVAN 6:30-8:30pm USY - YL 7:00pm Board mtg - PAV	17 13 CHESHVAN 6:30-7:45pm The Observant Life	18 14 CHESHVAN  <b>5:31</b> 5:45pm Kabbalat Shabbat Shabbat Dinner after svcs	19 15 CHESHVAN  Vayera Shabbat Ends: 6:21 Bar Mitzvah of Adam Katz 5:00pm Mincha
20 16 CHESHVAN	21 17 CHESHVAN	22 18 CHESHVAN	23 19 CHESHVAN P/S Picture Day 6:30-8:30pm USY - YL	24 20 CHESHVAN 6:30-7:45pm The Observant Life	25 21 CHESHVAN  <b>5:23</b> P/S Fall Festival 5:45pm Kabbalat Shabbat	26 22 CHESHVAN  Haye Sarah Shabbat Ends: 6:13 Bat Mitzvah of Eva Serbin Anniversary Shabbat 5:00pm Mincha
27 23 CHESHVAN 9am Blanket Boosters - LOBBY 3:30pm Movie - SCH A	28 24 CHESHVAN 11am-1:30pm Senior Lunch Program - H/H	29 25 CHESHVAN	30 26 CHESHVAN 6:30-8:30pm USY - YL	31 27 CHESHVAN 6:30-7:45pm The Observant Life		

Daily minyan times: Monday-Friday 7:15am & 5:45pm, 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 9/18/13\*\*\*

CALENDAR SUBJECT TO CHANGE

**Time Value**  
**Please Do Not Delay**

**Beth EI  
Congregation**

*Affiliated with the  
United Synagogue of  
Conservative Judaism*

(602) 944.3359 **Office**  
(602) 944.2464 **School**  
(602) 944.3565 **Fax**  
**Website:**

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

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**Beth EI Executive Board**

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**Beth EI Board of  
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**Mathis Becker**  
**Joseph (Rich) Cohen**  
**Sue Cohen**  
**Shirl Dorfman**  
**Edward DuBrow**  
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**Immediate Past President:**  
**Ben Cooper**

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