

# Jewish Community of Amherst

קהילה היהודית של אמהרסט

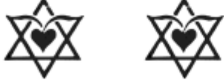


Jewish Reconstructionist  
Federation

## CANDLE LIGHTING TIMES

September 7 ~ 6:56 pm  
September 14 ~ 6:44 pm  
September 21 ~ 6:32 pm  
September 28 ~ 6:19 pm

*Times shown are  
18 minutes before sunset  
for Amherst, MA*



## Special Events

**September 8**  
Selichot

**September 8-9**  
Opening Days for  
Religious School

**September 23**  
Sukkah Building



## Meetings

**September 5**  
Religion Committee

**September 6**  
Board Meeting

**September 11**  
Tikkun Olam Committee



## ~ OUR NEW FRIDAY NIGHT SERVICE SCHEDULE ~

**FIRST FRIDAY, 5:30 PM FAMILY SERVICE, ALL OTHER FRIDAY NIGHTS, 6:15 PM SERVICE**

## MESSAGE FROM CO-PRESIDENT

**Kitty Axelson-Berry, 230-3271, kitty@modernmemoirs.com**

It's a glorious summer day. But last week was Tisha b'Av, remembering and lamenting, reliving terrifying events and concepts, reflecting on destruction and loss, and tomorrow is Hiroshima day, remembering and lamenting, reliving terrifying events and concepts, reflecting on destruction and loss. And we're in the month of Av, remembering and reflecting on our own actions/inactions, remembering and reflecting on our ancestors and honoring their legacies, visiting their resting places.

Here's what the board and I hope all of us will remember, as we prepare to enter the sanctuary for the High Holidays: to go out of your way to be welcoming to others at the JCA. So many people—even now—complain that they don't feel sufficiently welcomed when they come to our synagogue that we have to take up this responsibility and each of us needs to actively show more warmth and openness, more sincere embracing of other people in general.

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Following is a summary of the August board meeting.

Meetings are open and are held the first Thursday of the month at 7:30 in the JCA library. On the board are Paul Charette, Merle Feld, Judi Fonsh, Randall Furash-Stewart, Jenny Heller, Irv Howard, Oran Kaufman, Eli Kwartler, John Loeb, Robyn Miller, Lisa Perlbinde, Alan Peterfreund, Rhonda Shapiro-Rieser, Eva Sartori, Randi Stein, Flo Stern, Ted Trobaugh, and myself.

September 2007

Elul 5767/ Tishre 5768

Vol. 6, Issue No. 8

**Treasurer and Finance Committee report (Alan Peterfreund):** We face a deficit of \$25,000 to \$30,000 for 2008 unless we increase revenue and/or decrease expenses. The board directed the Finance Committee to create a balanced budget. The current bylaws do not seem to identify a Finance Committee; if this is not just a typo, an amendment will be proposed and voted on at the annual membership meeting in December. (See Treasurer's report pg.12)

**Fair Share revenue analysis (Jerry Friedman):** Conversations About Sustainability

*continued on page 11*

# 5768

## L'SHANA TOVA



# לשנה טובה

Rosh Hashanah begins at sundown  
on Wednesday, September 12<sup>th</sup>

Yom Kippur begins at sundown  
on Friday, September 21<sup>st</sup>

See the religion calendar on page 4,  
and the High Holy Days calendar  
on page 8 for more information.

*A sweet, healthy, and peaceful  
new year to all!*

## JCA SUMMER BLOOD DRIVE

The Chesed Committee is pleased to report that this year's SUMMER BLOOD DRIVE was a great success with 80 pints of blood collected on one of the summer's steamiest days! Thank you to all who turned out to donate. It is gratifying to see so many "regulars" who have come to several of the 5 Drives held at the JCA these past 3 years. Thanks to the volunteers who helped the Drive run smoothly:

Reed Alper, Irene Eigner, Dani Pers Faytell, Judith Souweine, Jillian Diamond and Robin Diamond. And finally, CONGRATULATIONS to donor Aaron Bousel who won the drawing for the pair of RED SOX tickets!! The next JCA Blood Drive will be on Wednesday, November 21st, from 8 AM-2 PM. It will be our 4th Annual Thanksgiving Blood Drive! Mark your calendars!

## *Jewish Community of Amherst, Inc.*

742 Main Street, Amherst, MA 01002  
(413) 256-0160, fax (413) 256-1588  
Religious School (413) 256-0160 ext. 203  
email: [info@j-c-a.org](mailto:info@j-c-a.org); On line at: [www.j-c-a.org](http://www.j-c-a.org)

**Rabbi David Dunn Bauer**

**Rabbi Emerita Sheila Weinberg**

**Rabbi Emeritus Yechiel Lander** (586-1137)

**Education Director: Jody Rosenbloom** (256-0160 ext. 203)

**Co-Presidents: Kitty Axelson-Berry** (230-3271), **John Loeb** (253-0336)

**Co-First Vice Presidents: Lisa Perl binder** (230-3055), (to be determined),

**Second Vice President: Randall Furash-Stewart** (253-9754)

**Third Vice President: Eli Kwartler** (253-2929)

**Treasurer: Alan Peterfreund** (253-5485)

**Membership: Jenny Heller** (253-6786), **Oran Kaufman** (548-8139)

**Chesed Committee: Please call the office** (256-0160)

**Office Administrator: Marcia Howard** (256-0160)

**Administrative Assistants: Bonnie Webster, Pam Cummings** (256-0160)

**Events Co-ordinator: Linda Cooper** (256-0160 ext. 207)

A complete listing of committees and chairs can be found on the JCA website at:  
<http://www.j-c-a.org/committees.html>

## NEWSLETTER

**Editor/Graphic Designer: Aaron Bousel**

(Voice: 253-3544, Voice & Fax: 253-3846; [news@j-c-a.org](mailto:news@j-c-a.org))

**Proofreader: Sarah Thomson**

**Deadline for the October issue is September 12<sup>th</sup>**

September 2007, Vol. 6, Issue No. 8  
Newsletter is published 11 times per year.  
Subscription price is included in JCA membership.

## CHESED COMMITTEE

The Chesed Committee assists JCA community members in times of joy, sorrow and need. We coordinate volunteers who provide the following services to the community: welcoming new JCA members with a Challah; welcoming new babies with a menorah; providing meals, rides to appointments, errands, and visits for those who are ill or in need. In addition, when there has been a death, we transport prayer books for Shiva minyans and provide a fruit platter or bagels and cream cheese. If you have a need, know of someone in need, would like to join our Committee or be added to our list of volunteers, please contact the JCA office at 256-0160 and a Chesed Committee member will be in touch with you.

## RETREAT FOR BOARD MEMBERS, CLUSTER COORDINATORS AND COMMITTEE CHAIRS

There will be a retreat on September 9, 2007 from 4:30-8:00 PM at the JCA for board members, cluster coordinators and committee chairs. The goal of the retreat will be to help us better coordinate, plan, and understand the budget process as it relates to committees and to work on committee continuity and succession. We hope to generally come up with a working system that can be passed on to committees year after year. Dinner will be served.

## RABBI LIAISON COMMITTEE

The charge of the Rabbi Liaison Committee is:

*"To provide an effective process that will expand and enhance both the functional and personal relationship between the Rabbi and the JCA community"*

We encourage you to contact any member of the committee whenever you feel there is an issue that you would like them to consider with Rabbi Bauer.

Aaron Bousel 253-3544

Judy Glaser 253-9607

Haim Gunner 549-0447

Ruth Kane-Levit 548-1083

Eli Kwartler 253-2929



**DEVARIM:  
WORDS FROM RABBI DAVID DUNN BAUER**

*Mah beit haknesset?* What is a synagogue?

Simple question. Isn't it obvious?



No.

*Baruch hashem!* Thank God.



Whatever our answer to that question, it is definitely right. However, all of our answers alone are only a part of the right answer. I'd venture that for each of us, our idea of what is a synagogue is based on our personal experience of it. A cross-section of answers to the question from within the JCA might read as follows:



It's a place for Shabbat services.



It's a place for my kids to learn Hebrew.



It's where my bat mitzvah was.

It's where my grandfather's funeral was.



It's where the rabbi works.

It's where the Torah lives.

It's where I eat kosher food.

It's where I got married.



It's the place I teach Yiddish.

It's the place to play Mah Jongg.

It's where I find other Jews.



They're all true. They're all different. They're all valid.



Here are my answers to what's a synagogue: As I see things, synagogues have two primary functions.



One is revealed in the Hebrew term *beit haknesset*. "Beit" means "house"; "knesset" can be interpreted as "gathering" or "becoming known." A house of gathering, a place to be known. One primary purpose of a synagogue is to be the place where we gather to become known to other Jews and to our own Jewish selves. It's where we gather to know ourselves as Jews. Jewish ethnic identity may exist for individuals; Jewish study can happen independently. The Jewish spirit within us only truly blossoms when we gather with other Jews, learn to know them and be known.



The other core purpose of a synagogue is as a place to celebrate Torah. Part of the Reconstructionist point of view understands Torah as the study of Jewish civilization -- folkways, literature, language, food, art, music, history... At the core of all of it is the scroll itself, which is present in every aspect of Jewish life and thought. The Torah draws us in and invites us to know it and each other better.

Once a year we gather in our communal home to celebrate Torah in the simplest and most heartfelt way imaginable, we dance with it. It is a time of joyful and childlike celebration for all of us. The holiday of Simchat Torah (Joy of Torah) falls at the end of Sukkot, and on this year's Jewish calendar begins on Thursday and ends with sundown on Friday. That particular Friday, October 5, is of course our 5:30 service where we particularly welcome young children and their families to greet Shabbat.

In looking at the calendar, I felt disinclined to challenge young families to make it to the JCA for services and potlucks on two consecutive nights. I discussed it with the Religion Committee and with Jody, our Education Director, and this year our Simchat Torah celebration is scheduled for the last hour of the holiday, rather than the first. We'll gather at 5:30 for Hakafot (circles of singing and dancing with our Torah scrolls), light our Shabbat candles at 6:30, have a brief Shabbat service, and then enjoy our potluck supper. It is a different rhythm than usual, but I think it makes good sense for us this year.

So on Friday, October 5, we'll meet up at the JCA at 5:30pm to dance joyfully with each other and the Torah, to know and be known as Jews, to fulfill our dual purpose as the only synagogue in Amherst -- to create community and to celebrate Torah.





**RELIGION COMMITTEE**

Paul Charette, Co-chair, 860-559-4926, Cyclone411@charter.net

Rhonda Shapiro-Rieser, Co-chair 413-774-5796, shapiro-rieser@verizon.net

**RELIGION CALENDAR**

\* Tickets Required

<p style="text-align: center;"><b>Shabbat Ki Tavo, Deuteronomy 26:1-29:8</b></p> <p><b>August 31, Friday</b> 6:15 PM Service Leader: Rabbi Bauer</p> <p><b>September 1, Saturday</b> 10:00 AM <b>Reconstructionist Service (Main Sanctuary)</b> Service Leader: Rabbi Bauer D'var Torah: Daniel Berlin <b>Masorti Service (Small Sanctuary)</b> Service Leader: To be announced</p> <p style="text-align: center;">⌘ ⌘</p> <p style="text-align: center;"><b>Shabbat Nitzavim/Vayelech</b> <b>Deuteronomy 29:9-31:30</b></p> <p><b>September 7, Friday</b> 5:30 PM Intergenerational Family Service and potluck picnic supper at Groff Park Service Leader: Rabbi Bauer</p> <p><b>September 8, Saturday</b> 10:00 AM Service Leader: Rabbi Bauer D'var Torah: Marcia Black 9:00 PM - Selichot (see page 9)</p> <p style="text-align: center;">⌘ ⌘</p> <p style="text-align: center;"><b>Erev Rosh Hashanah</b></p> <p><b>September 12, Wednesday</b> *5:45 PM Reconstructionist Service (Main Sanctuary) 6:00 PM Teen Service and Schmooze (Social Hall) *8:15 PM Masorti Service (Main Sanctuary)</p> <p style="text-align: center;"><b>1<sup>st</sup> Day Rosh Hashanah</b></p> <p><b>September 13, Thursday</b> * 9:00 AM Reconstructionist Service (Social Hall) *9:30 AM Masorti Service (Main Sanctuary) 11:30 AM School Age Children's Service (Social Hall)</p>	<p>4:00 PM Pre-School Service (Social Hall) 5:15 PM Tashlich (Groff Park)</p> <p style="text-align: center;"><b>2<sup>nd</sup> Day Rosh Hashanah</b></p> <p><b>September 14, Friday</b> 9:30 AM Masorti Service (Main Sanctuary)</p> <p style="text-align: center;">⌘ ⌘</p> <p style="text-align: center;"><b>Shabbat Shuvah, Parashat Ha'azinu</b> <b>Deuteronomy 32:1-52</b></p> <p><b>September 14, Friday</b> 6:15 PM Service Leader: To be announced</p> <p><b>September 15, Saturday</b> 10:00 AM Service Leader: Rabbi Bauer D'var Torah: Rabbi Bauer</p> <p style="text-align: center;">⌘ ⌘</p> <p><b>September 16, Sunday- Fast Of Gedaliah</b></p> <p style="text-align: center;">⌘ ⌘</p> <p style="text-align: center;"><b>Erev Yom Kippur - Kol Nidre</b></p> <p><b>September 21, Friday</b> *5:45 PM Reconstructionist Service (Main Sanctuary) *8:15 PM Masorti Service (Main Sanctuary)</p> <p style="text-align: center;"><b>Yom Kippur Day</b></p> <p><b>September 22, Saturday</b> * 9:00 AM Reconstructionist Service (Social Hall) *9:30 AM Masorti Service (Main Sanctuary) 11:30 AM School Age Children's Service (Social Hall) 4:00 PM Pre-School Service (Social Hall) 5:15 PM Mincha &amp; Ne'ilah Services (Main Sanctuary)</p> <p style="text-align: center;">⌘ ⌘</p>
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Religion Committee, continued

**September 23, Sunday**

10:00 AM- Sukkah Building



**Sukkot**

**September 27, Thursday**

10:00 AM

Service at UMass Hillel, followed by potluck lunch in the JCA Sukkah.



**Shabbat Hol Hamo'ed Sukkot**

*Exodus 33:12-34:26*

**September 28, Friday**

6:15 PM

Service Leader: Rabbi Bauer

**September 29, Saturday**

10:00 AM

Service Leader: Rabbi Bauer

D'var Torah: Rabbi Bauer



**Shemini Atzeret**

**October 4, Thursday**

10:00 AM

Service Leader: Rabbi Bauer



**Shabbat Bereshit, Genesis 1:1-6:8**

**October 5, Friday**

5:30 PM-

Simchat Torah Celebration & Kabbalat Shabbat Service

Please join us for a Simchat Torah celebration with dancing and torah reading, a kabbalat Shabbat service, all followed by a potluck supper.

**October 6, Saturday**

10:00 AM

Bat Mitzvah of Julia Rossen

Service Leader: Rabbi Bauer

Divrei Torah: Julia Rossen & Rabbi Bauer



**October 7, Sunday**

10:00 AM- Sukkah Disassembly



**KIDDUSH SPONSORS**

**August 11-**

Marc Cohen and Gail Finger, in honor of their son Eli Cohen for his service to the JCA and his entering college

**Please make sure you speak to Linda Cooper and fill out a Kiddush/Oneg sponsor form to assure that the date you want will be reserved.**

**FIRST FRIDAY NIGHT SERVICE AND POTLUCK SUPPER**

Please join us on the first Friday of each month at 5:30 pm for a brief child oriented service followed by a potluck supper. Although the service is geared towards young children, it contains all the elements of a regular Friday evening service, including mourner's kaddish. People of all ages are encouraged to attend. It's a wonderful opportunity to get to know each other in a relaxed and friendly atmosphere. From June through September we will meet at Groff Park, weather permitting.

**JOIN THE RELIGION COMMITTEE!**

The Religion Committee is in need of more members. Members help plan weekly and holiday services (with the exception of High Holiday services) and participate in formulating religious policy for the JCA community.

Please contact either Rhonda Shapiro-Rieser or Paul Charette, co-chairs.

**WEEKDAY MASORTI MINYAN**

A masorti minyan meets Tuesdays at 7:30 am.  
Latecomers welcome.

**MEDITATION MINYAN**

The weekday meditation minyan continues to meet every Wednesday at 7:30 am in the small sanctuary.



Check the JCA website at:  
[www.j-c-a.org/services.html](http://www.j-c-a.org/services.html)  
for updated religion calendar information.



**EDUCATION NEWS**

**Jody Rosenbloom, Director of Education, 256-0160, ext. 203**



**We Are Not Alone: Lessons From Saint Louis Paradigm Shifting in Jewish Education**

Over 1,300 Jewish educators gathered in St. Louis, MO to discuss the “21st Century Learner.” Presentations were impressive and varied. We heard from academics, think-tank participants, computer technology mavens, researchers, school staff, and master teachers. We exchanged information, experience and impressions on what was going on in our schools, in the field of Jewish Education and the sociology of education in America today. While we experience similar challenges, each community is generating solutions nuanced to its particular situation. I will share more of the particulars throughout the school year.

At the JCA, we have been reviewing and revising all summer, in order to provide our families with the best Jewish education we can offer. We have been working closely with our School Committee and Education Review Task Force under the leadership of Education Cluster Coordinator **Lisa Perl-binder**, Vice President and Committee Chairs, **Stacy Tobin**, **Andra Rose**, and **Ted Trobaugh**. Our intention is to continuously improve our programs and to foster better communication so our entire JCA Family grows in Jewish experiences and informed choices.

New this year are improvements to integrate ritual knowledge and practice through character qualities (middot) as they relate to Jewish themes, stories and Bible heroes, revised tikkun olam/tzedakah objectives, and links between classroom Hebrew acquisition, Learner’s Minyan and JCA Shabbat services. We want knowledgeable Jewish children, who participate as mentchen (good, kindly, ethical). We are developing a dedicated bookshelf in the library with copies of key textbooks. And we will begin the year with “Hebrew Blast Off” a review for students in grades 4-6, their parents, and any other interested teens-adults: to help each participant determine which letters of the Hebrew alphabet are remembered, which are forgotten, and tools for review. And for those who have never learned Hebrew, we will provide an introduction to Hebrew and tools for retention. We are committed to providing opportunities and supports for Jewish learning in our households and know that we can all be part of the creative synergy that makes our community greater than the sum of each part.

**Opening Day of School with Parents and Students Together**

**Sunday, September 9 from 10am-12:15 pm (Grades 1-6)**

Opening day, parents are invited to come for the morning

and join us for study, a curriculum update, and as requested, some schmoozing time. The last 30 minutes is dedicated to Learner’s Minyan. Details in the Admit Packet mailed in late August.

**Sukkot Festivities**

We begin the holiday collaboration with the Religion Committee on Wednesday, September 26 with Harvest Pizza Fest and dinner in the Sukkah. Sunday we have tentatively scheduled a Family Education afternoon with special guest story tellers “Dwelling in a Sukkah of Stories.” Watch your mid-September mail for more information.

**Teen Programming Continues to Expand**

Over the summer, Teen Director, Rachael Goren has been working with Rabbi Bauer on the expanded Confirmation and teen programs. We will continue to have joint programming and funding opportunities with regional Jewish organizations and community service programs. Households with teens entering grades 8-12, watch your mail for an update and registration information. For more information, contact Rachael at [rbgoren@gmail.com](mailto:rbgoren@gmail.com) or 256-0160X208.

**Fundraising Reminders**

\*Collect your Boxtops for Education and bring them into the office. Our school gets \$.10/boxtop and has raised several hundred dollars over the last few years.

\*Order Dean’s Beans. We resume our monthly system for ordering free trade/organic coffee-whole bean or ground. Watch your email for specifics.



*Calendar*

Wed, Sept. 5	Teacher Orientation
Sat, Sept. 8	Intro for 7th Graders & Parents, 10-11 am
	Shabbat Shalom (registered 4-6 year olds) 10:30-12
Sun, Sept. 9	Grades 1-6: Opening Day of School, w/parents
Wed, Sept 12	No Classes- Erev Rosh Hashanah
Sat, Sept. 22	No Classes- Yom Kippur
Wed, Sept. 26	Classes in Session with Harvest pizza Fest and Sukkah Dinner
Sun, Sept 30	Sukkot Family Program (tentative)

**WAKE UP AND SMELL THE COFFEE...****Organic, Fair trade, Kosher, Fresh,  
and a Such a Deal!**

Support the JCA by ordering Dean's Beans Organic Coffee each month (September through June). It's a fundraiser for us and a bargain for you (\$8.50/lb and \$9.50/lb for decaf). Chai tea and chocolate covered coffee beans are also available.



For details, pick up an order form in the JCA lobby or contact susanweinstein1@yahoo.com (413-548-9552) to get on the e mail list.

The next order date is: September 16<sup>th</sup>.

Pick up will be September 23<sup>rd</sup>, or thereafter  
(contact Sue -see above- for more details)

**RECONSTRUCTIONIST MUSIC RETREAT:**

The First Annual Retreat of  
Harmoniyah-Reconstructionist Music Network will be  
held November 9-12, 2007, in Philadelphia, PA.

Join us for Shabbat services and a unique opportunity  
to learn with Reconstructionist clergy, lay leaders, song  
leaders and musicians nationwide:

- music for worship
- vocal and instrumental workshops
- music for children and families
- panel on "Music of the Jewish People" today with  
Cantor Rachel Epstein, Rabbis Shefa Gold, Liz  
Bolton, Margot Stein and Shawn Zevit
- informal discussions, jam sessions, and more

The end of the retreat also coincides with the annual  
RENA (Reconstructionist Educators of North America)  
conference also being hosted by Or Hadash in Phila-  
delphia, PA. Synergistic workshops have also been  
planned between the two retreats.

For more information, contact Rabbi Shawn Zevit at  
szevit@jrf.org or call 215-885-5601 ext. 24.

**Register online now at**  
<http://www4.jrf.org/harmoniyah-retreat>

**Attention 10th, 11th and 12th Graders! You are Invited to Confirmation Class!**

**What is confirmation class?** Confirmation class is a one-year multi-faceted course of study that will allow you to further explore and reflect on your Judaism and spiritual identity. We'll study our Jewish topics that interest you, work together to put our Jewish values into action, and build connection among you and your peers in a meaningful way.

**What are the requirements?** Monthly meetings with Rabbi Bauer on Wednesdays from 6-8pm, Quarterly Meetings with Confirmation Class Organizer, Rachael Goren on Wednesdays from 6-8pm, Panim el Panim trip to Washington DC March 16-19, 2008, Participation in the end of the year confirmation class service on Sunday, June 8, 2008 and 36 Credits of electives offered through the JCA (held on Wednesdays 6-8pm, Sunday afternoons, and other times as needed).

**How much does it cost?** The cost for confirmation class is \$250 for JCA members and \$500 for non-members. This includes the cost of all meetings with the rabbi, meetings with the confirmation class organizer, all JCA-based electives, and a complimentary JCAT Alef Basic Membership. If the cost of confirmation class is an issue, please contact Rabbi Bauer directly. No interested JCA teen will be turned away because of cost.

**When do I need to decide by?** All enrollment paperwork must be complete and submitted by the Oct. 10th class date. The Orientation Session is on Wednesday, September 19th from 6-8pm. Parents are encouraged to attend the first hour to talk about logistics, costs, and planning the rest of the year.

**Feel free to contact Rachael at [rbgoren@gmail.com](mailto:rbgoren@gmail.com) with any questions.**



*\*tickets required*

**Selichot**

**September 8, Saturday**

9:00 PM- See the following page for program info.

**Erev Rosh Hashanah**

**September 12, Wednesday**

\*5:45 PM

Reconstructionist Service (Main Sanctuary)

6:00 PM

Teen Service and Schmooze (Social Hall)

\*8:15 PM

Masorti Service (Main Sanctuary)

**1<sup>st</sup> Day Rosh Hashanah**

**September 13, Thursday**

\* 9:00 AM

Reconstructionist Service (Social Hall)

\*9:30 AM

Masorti Service (Main Sanctuary)

11:30 AM

School Age Children's Service (Social Hall)

4:00 PM

Pre-School Service (Social Hall)

5:15 PM

Tashlich (Groff Park)

**2<sup>nd</sup> Day Rosh Hashanah**

**September 14, Friday**

9:30 AM

Masorti Service (Main Sanctuary)



**Erev Yom Kippur - Kol Nidre**

**September 21, Friday**

\*5:45 PM

Reconstructionist Service (Main Sanctuary)

\*8:15 PM

Masorti Service (Main Sanctuary)

**Yom Kippur Day**

**September 22, Saturday**

\* 9:00 AM

Reconstructionist Service (Social Hall)

\*9:30 AM

Masorti Service (Main Sanctuary)

**Yom Kippur Day (continued)**

11:30 AM

School Age Children's Service (Social Hall)

4:00 PM

Pre-School Service (Social Hall)

5:15 PM

Mincha & Ne'ilah Services (Main Sanctuary)



**Sukkah Building**

**September 23, Sunday at 10:00 AM**



**Sukkot**

**September 27, Thursday**

10:00 AM

Service at UMass Hillel, followed by potluck lunch in the JCA Sukkah.



**Shemini Atzeret**

**October 4, Thursday**

10:00 AM

Service Leader: Rabbi Bauer



**Simchat Torah & Kabbalat Shabbat**

**October 5, Friday**

5:30 PM-

Simchat Torah Celebration & Kabbalat Shabbat Service

Please join us for a Simchat Torah celebration with dancing and torah reading, a kabbalat Shabbat service, all followed by a potluck supper.



**Sukkah Disassembly**

**October 7, Sunday at 10:00 AM**



**Chemical Sensitivities -**

A number of our members have allergies to perfumes, colognes and other fragrances. Please try to minimize the use of these products when attending High Holy Day services.

Thank you.

*\*tickets required*



## SELICHOT

### *LISHMOR ACHEINU V'ACHYOTEINU* CARING FOR OUR BROTHERS AND SISTERS

Exploring Jewish communal obligations  
and relationships in a time of turmoil

**A Selichot evening of Jewish conversation,  
contemplation, and prayer with:**

Rabbi David Dunn Bauer, Jewish Community of Amherst  
Rabbi Justin David, Congregation Bnai Israel and,  
Rabbi Riqi Kosovske, Congregation Beit Ahavah

For all members of our communities and our friends  
25 Elul 5767 - Saturday, September 8, 2007 - 9:00pm

## FROM THE HIGH HOLIDAYS COMMITTEE

Your High Holidays package has already been mailed. If you do not receive it please contact the JCA office. While we continue to maintain a no charge policy for tickets, it is very important that you send in your ticket requests by September 4th. The ticket requests are critical as the numbers will support our planning for how many people we can expect at each service. In addition, the tickets will also be an important part of our process for addressing security during the High Holidays.

This is the second year that we have returned home, to the JCA, for the High Holidays. We hope, with your continued involvement and help, it will be at least as meaningful and successful as last year. We know that parking will be an issue so plan now to share rides with family and friends. If you can offer a ride to someone please do so.

Post-holidays, we would be very interested in your feedback on what worked well and your ideas and suggestions on how to improve for the future.

*L'shana tova,  
Paul Charette and Eli Kwartler,  
co-chairs*

### From Rabbi Bauer:

I am thrilled that **Rabbi Micah Becker-Klein** will be joining us at the High Holidays this year, as a cantor for the Reconstructionist Services on Erev Rosh Hashanah and Kol Nidre, and leading our school-age children's and pre-school services on both holidays. For me it is a particular honor and joy to welcome him to our bima as a colleague and friend.

Rabbi Micah Becker-Klein is the director of education at the Springfield Jewish Community Center in Springfield, MA. He is one of the original members of "Shabbat Unplugged", a musical troupe formed in 1995 in Philadelphia by six rabbinical students. For over seven years, their original music has shaped and influenced musical Shabbat services throughout the United States. Rabbi Micah has taught at Keene State College, and served as an advisor to the Keene State Holocaust Education Center. Rabbi Micah also served as musical director for the Jewish Healing service, "Miriam's Well", for several years. Assistant editor for the High Holy Day Prayerbook published by the Reconstructionist Press, Rabbi Micah's musical and liturgical leadership have inspired hundreds of Jews to enter the world of Jewish prayer and song throughout North America, Europe, Israel, and even Africa. Micah's music and songwriting embraces the Jewish Reconstructionist spirit by bringing new melodies and contemporary meaning to ancient sentiments and Jewish life. He has composed and recorded original liturgical compositions and is a graduate of the Reconstructionist Rabbinical College.

## WOMEN AND GIRLS MIKVEH: FRESH START FOR THE NEW YEAR

Here's what you need to know for this year's JCA Women and Girls New Year mikveh:

**WHEN:** 2 pm Wednesday, September 12  
(the day of erev Rosh Hashanah)

**WHERE:** Echo Hill North pond

**RAIN DATE** (if the weather is horrendous):  
erev Yom Kippur, Friday, September 21,  
same time same place

**DIRECTIONS:** Take Main Street (Pelham Road) from Amherst toward Pelham, passing the JCA. Turn Right onto Heatherstone Road into Echo Hill. Turn Right onto Oak Knoll Drive. The pond is on the left.

**FOR MORE INFO:** Kitty Axelson-Berry  
(413-230-3271)

**2007 \*\* JCA YOM KIPPUR YISKOR LIST \*\* 5768**

As a member of our community, you are invited to submit the name/s of deceased loved ones for inclusion in the Yom Kippur yiskor (memorial) service. **Once again, we are generating a new list this year. Even if a name has been included in previous years, you must resubmit the name.** All names submitted will be listed in the memorial booklet. Please note the date of death (month and year) if the person to be remembered passed away in the Jewish year 5767. Only the names of those who passed away in 5767 will be read aloud at the Yiskor service.

It is customary to offer a tzedakah donation in memory of those persons whose names you have listed below. To make a tzedakah donation of any amount, please complete Part II below.

All names are welcome as part of our community's Yom Kippur service, whether or not a donation has been made.

B'SHALOM, ORAN KAUFMAN 548-8139 ORAN@ORANKAUFMAN.COM

**YOUR NAME(S):** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**PART I (REQUIRED: PLEASE PRINT LEGIBLY, INCLUDING PRONUNCIATION IF WARRANTED.)**

PERSON/S TO BE REMEMBERED: \_\_\_\_\_

RELATIONSHIP TO YOU: \_\_\_\_\_ DATE OF DEATH (IF IN 5767): \_\_\_\_\_

PERSON/S TO BE REMEMBERED: \_\_\_\_\_

RELATIONSHIP TO YOU: \_\_\_\_\_ DATE OF DEATH (IF IN 5767): \_\_\_\_\_

PERSON/S TO BE REMEMBERED: \_\_\_\_\_

RELATIONSHIP TO YOU: \_\_\_\_\_ DATE OF DEATH (IF IN 5767): \_\_\_\_\_

PERSON/S TO BE REMEMBERED: \_\_\_\_\_

RELATIONSHIP TO YOU: \_\_\_\_\_ DATE OF DEATH (IF IN 5767): \_\_\_\_\_

**PART II (OPTIONAL)**

I/WE WOULD LIKE TO OFFER A TZEDAKAH DONATION OF \$ \_\_\_\_\_

TO ENSURE INCLUSION IN THE YISKOR SERVICE BOOKLET, PLEASE RETURN BY **SEPTEMBER 8<sup>TH</sup>** TO:

**YISKOR LIST, JCA, 742 MAIN STREET, AMHERST, MA 01002.**

continued from page 1

(CAS) has been analyzing the actual working of Fair Share plan, now in place for several years, and discovered that it was based on an inaccurate (too high) number of members, resulting in the dues formula being set too low. (See Jerry's report on page 13)

**Fundraising Committee report (John Loeb):** Randall Furash-Stewart, John Loeb, and Steve Woolf are drafting a statement (see John's report). An auction is planned for February but needs a chairperson. The annual campaign needs a co-chair to work with Jerry Friedman.

**Educational Directions Task Force report (Lisa Perl binder):** The group is trying to figure out the educational

needs of the community and how best to prioritize and meet those needs. Harold Grinspoon has repeatedly expressed interest in the JCA hosting a Jewish pre-school.

**Teen Program Update (Rachael Goren, guest):** Rachael reviewed current and future programming, pointing out that involved teens whose families are not JCA members pay higher fees than members for some programs because we pay for some of the program costs. Next year's programming will include seventh graders.

**Executive session to discuss contract negotiations with the religious school director. (Lisa Perl binder)**

**High Holiday Report.** So far so good! Board members will help with ques-

tions and tickets.

**Retreat for Committee Chairs and the Board (Oran Kaufman):** September 9 (4:30 to 8pm, including dinner cooked by Karen Loeb). Almost all of our chairpersons have said they'll be participating! Among the topics will be: how to get money set aside for your event; creation of calendar of events.

**Procedures for Friday evening events (Randi Stein, Robyn Miller):** In process.

**Tikkun Olam Committee:** The committee's focus is to educate the JCA community about fair trade issues.

\*\*\*\*\*

*b'shalom,*  
Kitty Axelson-Berry

**ADULT READING GROUP**

The first meeting of the new cycle for the JCA Adult Reading Group will take place on Wednesday, September 26, 2007, at 7:30 p.m. in the multipurpose room. The book for discussion is *The Song of Names* by Norman LeBrecht. It is in paperback. Each cycle for the Adult Reading Group goes from September to June ; four books are read during that time-about two months between each meeting. We focus on Jewish authors, alternating male and female, and the members decide at each meeting what the next book to be read and discussed will be. New group members are always welcome. Come to one meeting or all four! If you have any questions, please call Ken Talan at 253-2248.



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**TREASURER'S REPORT**

**Alan Peterfreund, Treasurer 253 5485**

This time of year we begin the annual budget process. For the past few years we have developed the budget based largely on what we have done in the past. Starting with our September 9th retreat with board and committee chairs, this year we are going to try to build a budget that is more reflective of planning on what we want to do as a community in the coming year.

Our budget for the current year is \$536,000. 75% is spent in roughly equal proportion on our building (mortgage, utilities, and maintenance), supporting religious activities (Rabbi, affiliation, high holidays, Shabbat) and the education programs (religious school, teen and family ed and adult ed programs). Our operating budget is ~15%, the camp is 6% and the rest (4%) goes to support fund-raising and committee activities. Our revenue, which this year is likely to be \$25,000 to \$30,000 below expenses, is derived from membership dues (slightly more than 50%), member giving (~15%), education-related tuition and fees (~12%), camp revenue (6%) other fees (10%), and grants (~5%). For the second year in a row fund-raising other than the annual campaign has been minimal. The events held, 36th Anniversary Dinner and the Kosher-Q etc. have been wonderful community events but have contributed only minimally to our revenues.

We recognize that the capacity of our community to support the budget is limited. Our current membership (as of 8.14.07) is 280 households. (See the article on the next page by the CAS committee on the impact of going to a fair share dues policy). Fund-raising efforts, other than the annual

campaign, have been insufficient in contrast to our previous activities and our needs. The significant advantage of fund-raising in the past is that it has allowed for non-member participation and contributions. At the August Board meeting, a resolution was passed to pursue a balanced budget for 2008. This is important as it will guide our budget process to more aggressively consider new revenue sources as much as focus on the spending side.

As we have done in the past, the budget process will be open and encouraging of community input. This year especially, we encourage your involvement; ideas are great but we really need your participation on committees. We will be asking committees to be creative in considering both revenue and spending choices. The fund-raising committee needs help with executing a set of activities already in the making. Volunteerism is critical in offsetting operational cost. The membership committee is looking for new committee members in order to support activities that can sustain and increase our membership.

The past couple of years have seen some very exciting changes at the JCA. This year's budget process needs to continue to build on this momentum and at the same time be fiscally responsible. It will be a challenge, with its success dependent on broad community involvement.

Finally, I need some help—if anyone is willing to be an assistant or be co-treasurer, please contact me.



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## REPORT FROM CAS: A REVIEW OF THE FAIR SHARE DUES PLAN

In 2004, the JCA sought to bring our community's finances into closer accord with our values by means of a "Fair Share" dues structure that ties dues to income. It is time to review the Fair Share plan, especially because the JCA continues to run operating deficits.

The JCA Board charged the ad hoc committee on Conversations About Sustainability (or CAS) with reviewing the Fair Share dues plan, using data on payments by households over the past six years, May 2001 to May 2007. The relevant data are summarized in charts that will be available on the JCA webpage, <http://www.j-c-a.org/>

1. *Did Fair Share cost the JCA revenue?* The transition to Fair Share might have contributed to a one-time drop in JCA revenue. JCA revenues were nearly constant 2001-2007 except in the first year of the Fair Share plan, 2004, when revenue dropped by nearly \$60,000 to \$285,982. The 17% drop in revenues came because membership fell by nearly 10%, from 307 in 2003 to 278, and the average payment per household fell by 8%, from \$1,119 to \$1,029.
2. *Did members leave because of Fair Share?* There is no evidence that Fair Share has caused a meaningful fall in membership. Other than 2004, paying-membership has been remarkably stable, never changing by over 10 households, or 3%. But this stability hides a high turnover rate in JCA membership. From 2001-2005, 298 households left the JCA, nearly balanced by 282 joiners.
  - a. In the first year of Fair Share, membership fell by 29 households because, compared with the average year, 16 additional households left but we recruited 13 fewer new members.
  - b. These 16 additional leavers represented a higher quit-rate for 2004. But there is no evidence that

Fair Share contributed to the higher quit-rate, which was concentrated among lower-dues-paying members rather than the high-dues-payers facing increased dues under Fair Share. The share of leavers among those paying over \$1,500 in fact fell in 2004; in that year, as in other years, leavers were disproportionately from those who pay relatively low dues.

3. *Did Fair Share lead people to pay less?* As was intended, some members paid less under Fair Share but Fair Share can be structured to produce more revenue if needed. Average member payments fell by over 8% in 2004 with a 40% drop in the number paying over \$1,500. Since then average payments have risen to over 4% above the 2003 level.
4. *Can Fair Share be configured to produce the revenues we need to sustain the JCA?* **We can raise the revenue we need by correcting mistakes in Fair Share.**
  - a. **Fair Share is working.** Since 2004, JCA revenues have risen by over 16% due to higher membership and higher payments per household; the greatest increases in payments from households paying the most.
  - b. Fair Share was designed to be revenue neutral **but the original design was based on a mistake.** Using available data, we based all of our projections assuming 347 members. **But now we know** that this number was nearly 15% too high; we never had more than 307 paying members. With accurate membership data in 2004, dues would have been set about 15% higher; at that level, revenue would have been as much as \$50,000 higher in the last years.



### PERSONNEL COMMITTEE

Looking for someone who runs a business, manages a workgroup, works in HR, has legal experience or just likes to create policies and make decisions about the workplace. Please consider joining the Personnel committee if you fit the description.

Please call Judi Fonsh-PC chair -548-9053.

### MUSIC AND ARTS COMMITTEE

Are you interested in initiating and /or participating in music and arts activities from organizing art exhibits, musical events, dramatic readings, plays, craft workshops?

Please contact Anita Page, Chair, 256-6306, [apage@english.umass.edu](mailto:apage@english.umass.edu).

### FUNDRAISING COMMITTEE IN FULL SWING

We are happy to announce that the JCA now has a Fundraising Committee! The committee supports all fundraising efforts, including a wide range of events throughout the year, annual giving, and special appeals and campaigns.

We approach this task by:

- Planning and maintaining a fundraising calendar. This is instrumental to a successful on going fund raising program.
- Serving as a resource for event leaders to create volunteer support.
- Helping event committees create sufficient lead-time for planning.
- Assisting committees in choosing appropriate venues.
- Developing with committees a workable financial scheme.
- Sharing information and leads to access donors and sponsors within and outside the JCA.
- Providing follow-up and record keeping for future continuity.

### Join the Fundraising Committee!

Please contact Randy Furash-Stewart, John Loeb, or Steve Woolf.

While our mandate is to ensure the inflow of fundraising money called for in the budget, our more exciting mission is to create a context of community-building and Jewish spirituality around fundraising activities. Our goal is to integrate giving and volunteering into the fabric of the total JCA experience. Of course we will be working closely with Rabbi Bauer, staff, and other committees.

### Sustainable Fundraising

Sustainability, the current watchword for our planet, is equally applicable to institutions like the JCA, without which life on this planet would be mere survival. Our vision of sustainable fundraising is one that engages the whole community, deriving its energy from the chemistry of generosity and thankfulness that we exchange with each other, and that is so essential to our individual well being.

**Thank you for your generous contributions in every form, and in every amount!**

Randy Furash-Stewart, rfurash@gmail.com  
John Loeb, jolbiosol@aol.com 253-0336  
Steve Woolf, stevewoolf@comcast.net 549-6036



Have you checked out the JCA Judaica Store lately?

Books by JCA members and others, siddurim, chumashim, tallitot, mezzuzot and many lovely gift items.

You can shop whenever the office is open.



The process of replacing our chumashim in the sanctuary continues.

Our only source of revenue for this is from your donations to the prayerbook fund.

Please consider aiding this effort.

Donations of any amount are gratefully accepted, however a minimum donation of \$65.00 is required for a book dedication plate.



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COMING FEBRUARY 9TH, 2008

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**PLEASE NOTE:**

Despite our expanded space, our space is so heavily used we have had problems accommodating all those who would like a space for a meeting or an event. To make sure that no one is inconvenienced due to conflicts in space availability, please call the office to check for scheduling as soon as you know of a need for space. While we understand that sometimes these needs develop at the last minute, the earlier we hear of your need, the more effectively we can be responsive to you.

Thank you,  
Marcia, JCA Office

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**7:30 pm**

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## TIKKUN OLAM COMMITTEE- FAIR TRADE

(This is based on a longer article by Noah Enelow)

This is for anyone who has heard the words “Fair Trade” and wondered what they really meant. Fair Trade is more than a buzzword or a lofty ideal – it’s a real, living grassroots social and economic movement, where high principles meet practical details to accomplish concrete goals. It’s brought both poverty relief and practical technical and business training to over 800,000 people from Bolivia to Zimbabwe, while returning an additional \$ 30 million to impoverished coffee farmers alone in 2002.

### What is Fair Trade?

Fair Trade is a system of international commerce that ensures a decent standard of living for everyone involved, from producer to consumer. When a product is branded with the Fair Trade Certified Label, you know for sure that the Fair Trade standards have been met.

Big companies, of which Starbucks is the prime (but by no means only) example, will declare that all their products are “fairly traded”. Without the Fair Trade Certified label, such claims amount to nothing more than nice language: they are completely unverifiable.

### How Does Fair Trade Work?

Fair Trade works through a system of third-party auditing and certification. Businesses that wish to adopt Fair Trade practices purchase licenses that ensure the auditing and certification of a desired quantity of a product. For instance, Green Mountain Coffee Roasters might purchase a license for 10,000 pounds of certified green coffee beans. Representatives from the international Fair Trade Labeling Organization (FLO) then visit the farms from which the coffee beans are purchased and ensure that the farmers adhere to the procedures outlined in the Fair Trade standards (see below). FLO or one of its 19 National Initiatives (NI) then audits the supply chain for the product to verify that the Fair Trade prices have been paid and contracting regulations are followed.

Once the product has been certified, the business may then display the Fair Trade label on the product. Products that display Fair Trade labels are guaranteed to contain 100% Fair Trade certified contents. Buying from a company that belongs to the Fair Trade Federation – different from one of the national initiatives of FLO - ensures that all the company’s practices follow the standards of the Federation. In other words, such companies have opted out of only certifying as Fair Trade a certain quantity of products. Some smaller coffee companies, such as Dean’s Beans, have opted to become members of the Fair Trade Federation to demonstrate that all of their business is run according to Fair Trade standards, and

thereby distinguish themselves from large corporations such as Starbucks or McDonald’s who follow Fair Trade practices in a minuscule portion of their business.

### What are the Fair Trade standards?

The Fair Trade standards are a set of guidelines designed to ensure a basic level of income security to farmers, transparency of trading practices, and sustainability in production processes. The standards follow four principles:

1. *Direct trade between producers and buyers.* This principle entails elimination of the middleman or “coyote” (Central American term). To this end, producers are encouraged to organize themselves into democratic export co-operatives. When the exporter is a plantation, the Fair Trade standards require that national laws governing minimum wages and ILO regulations governing working conditions, and workers’ rights, be upheld.
2. *Transparent and long-term trading relationships.* Importers must sign contracts with suppliers of at least six months. This may not seem like a very long contract, but it is an improvement over the unregulated free market, in which importers can switch suppliers at will.
3. *Minimum prices paid to farmers.* A minimum price ensures that prices exceed production costs.
4. *Complementary development services for farmers.* These include technical assistance and credit provision

### Why is Fair Trade necessary?

Fair Trade is a necessary response to inequities and imperfections in the international market. In particular, the structure of international agricultural markets often entails that farmers receive prices that fall well below production costs. When this happens, small farmers often have to sell their land and migrate to cities. This anomaly takes place for the following main reasons.

First, agricultural prices fluctuate due to changing weather conditions.

Second, agricultural markets, particularly those in developing countries where farmers have few alternative means of livelihood, respond very slowly to price incentives. If, for example, coffee prices plummet, it is not easy for a farmer who has been growing coffee all her life to switch lines of production into something more profitable. Farmers may even expand supply when prices drop, in order to maintain their previous level of income.

*continued on next page*

*Online at [www.j-c-a.org](http://www.j-c-a.org)*



*continued from previous page*

Third, international agricultural markets are subject to speculation, just like any financial market. Fair Trade bypasses these unnecessary fluctuations by offering a stabilized price.

Fourthly, the production and distribution network of developing-country agricultural products is marred by severe and persistent market failures.

Developing-country farmers tend to be small and numerous, while traders and importers tend to be large and few. Thus, the traders have greater pricing power than the farmers. If one farmer refuses the price a trader proposes, the trader can simply find another farmer, but the farmer will find another trader only with great difficulty. Fair Trade, through ensuring the farmer a fair price, corrects this inequity in the market structure.

### How is Fair Trade different from free trade?

Fair Trade and free trade are two completely different concepts. Free trade simply refers to the absence of barriers to the flow of goods and services across national borders. It is a policy adopted by governments – a policy of non-intervention in the international market. Fair Trade is a grass-roots initiative designed to ensure that fair prices are paid to all parties in international exchange. Fair Trade certification is fully compatible with free trade policy, because Fair Trade operates entirely outside the scope of government. Thus, one can support both free trade and Fair Trade. And one can be against free trade, while supportive of Fair Trade. On the question of whether governments should adopt a policy of free trade, the Fair Trade movement has no official position.

### Common Criticisms of Fair Trade

- *Fair Trade does not address the root cause of low coffee prices: oversupply.*

Rebuttal:

Fair Trade is designed as a complement, not a substitute, for good policy. The system can work in tandem

with policies on the international level to address the oversupply of coffee, including agricultural extension services to help farmers diversify their crops away from coffee.

- *Fair Trade is still capitalist: it doesn't work towards building an alternative to production for profit on the market.*

Rebuttals:

1. Fair Trade encourages democratic producer organization through agricultural co-operatives made up of small growers. It thus offers an alternative to the plantation system of capitalist agribusiness that has dominated commercial farming from Bolivia to Borneo.
  2. Fair Trade, through providing increased assets to small farmers, has the capacity to change the class structure in societies such as Peru, Brazil, and Indonesia, which are marred by extreme inequality in land and asset ownership.
- *Fair Trade will always be a niche market for socially conscious yuppies:*

Rebuttals

The Fair Trade market is growing fast – in fact, it is one of the fastest-growing markets in the world.

### Conclusion: How to be a Fair Trader

Think about and discuss the Fair Trade movement with your friends and colleagues. Get involved in the movement to make Amherst a Fair Trade town. Contact Frederique Marglin of the Tikkun Olam Committee if you are interested.

The JCA is committed to purchasing Fair Trade coffee and tea and perhaps other products. We hope that you will share in this commitment.



## ALSO FROM THE TIKKUN OLAM COMMITTEE

**Sunday, October 21, 3 to 5 pm**

*Wright Hall, Smith College, Weinstein Auditorium*

**A concert of "Voices for Darfur"**

**The CBI Darfur Action Group** *invites and urges you to offer support to the victims of the continuing genocide in Darfur*

We ask that you mark the date, October 21st and plan to attend this important fund-raising concert.

Contact JCA members Anita Page (apage@english.umass.edu) or Devorah Jacobson(devorahj@comcast.net) for further information.



## September 2007 JCA TEEN PROGRAMMING

**Tuesday, Sept. 4th, 6-8pm, Leadership Meeting, Rachael Goren's house, 133 Bay Road, Amherst** Come brainstorm events that you want to happen this year and help set some teen programming goals—dinner provided.

**Wednesday, Sept. 12th, 6-7:30pm Rosh Hashana Services and Schmooze with the Jewz— JCA** Come to the teen version of Erev Rosh Hashana services. Free to any 7th-12th grader. Dinner provided.

**Sunday, Sept. 16th, 2-4:30pm; spark! Orientation, JCA** Are you interested in learning more about or joining spark this year? Come to this orientation session to learn more and meet other teens that are joining spark. Free to any 8th-12th grader. (Interested 7th graders should contact Rachael directly)

**Sunday, Sept. 16th, 4:30-7pm; Schmooze with the Jewz, JCA** Welcome back to the first official Schmooze of the year. Hang out with old friend and meet some new ones. Dinner and dessert provided. Chai members— free, Alef members- \$8. New members— contact Rachael for more info.

**Wednesday, Sept. 19th, 6-8pm; Confirmation Class Orientation, JCA** All interested 10-12th graders should attend to learn more about confirmation class. Parents are invited to join us for the first hour. Dinner provided.

**RSVP to any of these awesome events by contacting Rachael at 256-0160 x208 or rbgoren@gmail.com**

**Sat. Sept. 29th TBD—** More information to follow on this event— come to the leadership meeting September 4th to plan it!

*These programs are partially funded by the Harold Grinspoon Foundation Teen Initiative & spark! and Sponsored by JCAT, Confirmation Class, SPARK & BBYO.*

### BEIT SHALOM COMMITTEE

The Beit Shalom Committee was created to provide a place to resolve rare and particularly difficult conflicts that impact the life of the JCA Community and its members. It is available to hear complaints of any individual or group with a grievance that cannot be resolved through the normal (formal and informal) channels. Any individual or groups of individuals with such a concern can contact any Committee Member: Eva Metzger Brown, chair: (256-8066; embrown13@comcast.net); Haim Gunner (549-0447; haim\_gunner@yahoo.com); Josette Henschel (549-5059; jhenschel@verizon.net); Melanie Lewis (323-4155; ivechos@aol.com); Rob Okun (253-9372; raokun@mrcforchange.org) Names will be kept confidential, unless released by the complainant. Further information regarding the grievance process and the issue of confidentiality is available from Eva.

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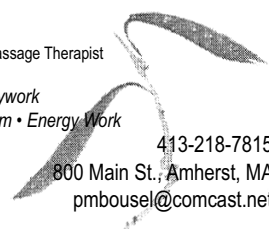


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# Did you know???



**Come and check us out to see what your friends are up to!**



**3 out of 4 Amherst teens attended one or more Jewish teen events or programs\* during the year.**



*\*includes JCAT, spark, BBYO & B'nai Tzedek based on 2007 statistics.*

## Meet Allen Davis



You may know Allen as a devoted musician, or as the co-founder and president of Mak'hela, a regional Jewish chorus which aims to inspire and connect with the community through choral music. Or, you may know him as a lifelong entrepreneur who brings a wealth of wisdom and business experience to his financial planning practice.

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SteveLewis@subarumail.com

## WORLD JEWISH CONCERNS AND ACTION COMMITTEE NEWS BRIEF

*The World Jewish Concerns and Action Committee submits articles each month with the intention of presenting varying viewpoints on the Israeli-Palestinian conflict. The viewpoints expressed are not intended to represent the opinions of the Committee or of the membership of the JCA.*

### Why I am a Neo-Zionist

Gershon Baskin

THE JERUSALEM POST

July 31, 2007

With the very real possibility of a renewal of the Israeli- Palestinian peace process comes a revival of the possibility of polemic politics in Israel. If the peace process does advance, the divisions between the so-called "left" and the so-called "right" which have been watered down into Israeli centrism, mainly since the beginning of the second intifada in 2000, will become re-exposed and resurface as an existential debate probing matters of our *raison d'être* as the nation state of the Jewish people.

A renewed peace process will force Israel to finally deal with the question of its borders, its relationship to Jewish history and heritage, and to the very identity of the State vis-à-vis its Jewishness and its democratic values. The debate will come down to a divide between those whose minds are focused on the past, roots and traditions versus those who are searching for a new future which use the past, roots and traditions as a link to the future but not as shackles to it.

I am a neo-zionist. I adhere to my right, my responsibility and my vision to the State of Israel as the State of the Jewish people. I also am a democrat whose values for fairness, equality, dignity, tolerance, and mutual respect are deeply imbedded in Jewish traditions, texts, heritage and learning. As a neo-zionist I genuinely understand that the Land of Israel found within our sacred texts is

not Tel Aviv, but in the hills and valleys of the West Bank. But I also comprehend that Jewish survival in the Land of Israel is only possible if we give up that part of the Land of Israel so that our Palestinian neighbors can have a State of their own and live in peace with us. There is no other way. As a neo-zionist I am more concerned with the Jewish future than the Jewish past, and as such I recognize that we must come forth from the passages of Torah into the reality of the 21st century Middle East and make the necessary concessions now so that our neighbors can live with the same collective and national dignity that we demand for ourselves.

In the Jewish fight over the Land of Israel it is the battle for Jewish survival between the so-called Zionists - the settlers and their supporters and those like me, the neo-zionists, the majority of Israelis, who are not blinded by a messianic dream and believe that in the ultimate balance of values, peace with our neighbors outweighs peace with our past. Those amongst us who continue to advocate the Jewish settlement of the Land of Israel beyond the areas of green line are in fact guilty of leading the Zionist enterprise towards its end. The settlement project in the West Bank is nothing less than an act of national suicide. The most significant and dangerous obstacle in our ability to reconcile peace with our neighbors is the continuation of the adherence to the archaic modes of our yearnings for Zion expressed by settling the hilltops surrounding Palestinian towns, villages and cities that turn the lives of the Palestinians into a daily hell. This is not what Zionism was supposed to be about. This is not the national liberation movement of the Jewish people that sought freedom and dignity, Prophetic Jewish expression in daily life and safety and security for Jews all over.

Like the Zealots of bygone days, the settlers are dragging us to our own destruction. There can be no peace with settlements. This is a fact that the history of the peace process should have taught us. Even Ehud Barak who went further than any Israeli leader before him in negotiations with the Palestinians, destroyed the very process that he wanted to conclude by his misguided continuation of an accelerated settlement program. It is impossible to comprehend, certainly from the Palestinian side of the table how one can speak about territorial compromise and withdrawal while settlements are being built and expanded. The network of settlements, by-pass roads, and other systems of control and protection necessary to allow the settlers to live on their hill-tops throughout the West Bank can produce no reality other than an Israeli form of apartheid and this is as far away from Prophetic justice as day is from night.

When the peace process gets underway and we will once again be forced to deal with the territorial issue, we will have to choose between settlements and peace. The only decision, for those of us more concerned with our future than our past will be for peace. The settlers themselves will ultimately have to ask themselves where they reside, in the pages of the past or in the remaking and rebuilding of the State of Israel which will have to go beyond occupation and war.

Looking at how we dealt with the former settlers of Gaza, we must engage in a serious soul searching. There is nothing that endangers the justice of calling on West Bank settlers to come home to the State of Israel than the way that the Government of Israel has shamefully treated those settlers who already came home.

*continued on next page*

*Online at [www.j-c-a.org](http://www.j-c-a.org)*

*continued from previous page*

Neo-zionism concerns itself with the people of Israel inside the State of Israel. When settlers come home to the State of Israel we must concern ourselves with ensuring that they feel at home, that they have a place within society. The secular left in Israel feels detached, to a large extent from the Jewishness of Israel which is perhaps why it is so difficult for them to feel empathy towards the suffering of the settlers who left Gaza. It is a great challenge for the Israel that sees itself mainly in the context of cosmopolitan secular Western Tel Aviv to find its connection to our Jewish roots and our sense of peoplehood which goes far beyond our Israeliness. We must find and invigorate the Jewishness of the State of Israel that takes us beyond

the synagogue, prayer and halacha as interpreted by Orthodox Judaism. Yet this too is one of the major challenges of modern day Israel and a focal point for neo-zionism.

Likewise, neo-zionism must concern itself, now and certainly in a post-peace period even more intensively, with a new definition of Israeliness that works overtime to be inclusive to the Palestinian citizens of Israel. President Chaim Weitzman once said that Israel would be judged by the peoples of the world by how Israel treats its Arab citizens. That could explain one of the reasons why the world is so critical of Israel. But more important than how the world judges Israel is the question of what we do to make Israel into a country where all of its citizens are proud to live, desire to take part in the

building of the State, view their present with pride and their future with hope.

I cannot call myself a Zionist because those who use that term are following in the footsteps of the Zealots of Masada. I am not a post-Zionist because I do believe that the Jewish people have a right to have a national homeland in the Land of Israel. I am a neo-zionist, a proud member of the Jewish people; an Israeli patriot committed to a prophetic vision of embodied within our Declaration of Independence a believer in our future.

*The writer is co-CEO of the Israel/Palestine Center for Research and Information. [www.ipcri.org](http://www.ipcri.org)*

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## PROJECT REHOVOT

### Sincere thanks to those who have donated to Project Rehovot

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Project Rehovot in Honor of Gabriel Benvenuto-Ladin's Bar Mitzvah  
The Resnick Family  
Elissa Rubinstein in memory of her aunt, June Farmer  
Mr. and Mrs. Norton Starr  
Barbara and Jerry Weidenfeld  
Guy Wood  
Julie Zuckman and Peter Haas

The Deadline for the October Newsletter is  
**September 12<sup>th</sup>**

All submissions MUST be made either by e-mail or e-mail with a file attached. If you do not have access to a computer or email, please contact the editor.

PLEASE RESPECT THE DEADLINE!

Thank you,  
Aaron Bousel,  
news@j-c-a.org 253-3544

**JRF CLIPPINGS - RECONSTRUCTIONIST  
NEWS ON THE WEB**

**A New Feature on the JRF Website**

Visit the JRF Website at:  
<http://www4.jrf.org/jrfclipping>  
where you will find articles that have appeared in various publication about JRF affiliated synagogues and Reconstructionism.

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# Amherst Regional Jewish Teen Programming

5. With so many programs to choose from— there is something for everyone. *We have 4 programs for teens this year— JCAT, spark!, BBYO, and confirmation class— there certainly is something for everyone!*

4. Who else is the Pioneer Valley does all this cool stuff? *From White-water Rafting to a dunk tank to schmoozing with your buds to experiencing hands-on Tikun Olam to Dance Dance Revolution to creating your own Jewish identity, the JCA Teen Programs are, well, 'da bomb.*

3. Explore what being Jewish means to you— with your friends. *Whether you had a Bar or Bat Mitzvah or not, figuring out what it means to be Jewish can be challenging. By being part of a group, you are not alone in this process— which makes it much easier.*



2. Stay connected— There is Jewish Life After Hebrew School. *Nobody likes to feel alone and being a Jewish teen in the pioneer valley can sometimes feel that way— it is important to stay connected to Judaism even though Hebrew School may be over.*

1. Because Teen Programming at the JCA is WHERE YOU WANT TO BE! *JCA Teen Programs are teen-led and facilitated by advisers so that you get to decide what you want to do and the advisers help make it happen.*

**Want more info?**  
**Contact the teen adviser Rachael at [rbgoren@gmail.com](mailto:rbgoren@gmail.com) or 256-0160 x208.**

**These programs are partially funded by the Harold Grinspoon Foundation Teen Initiative.**

*It's where YOU want to be!*

## NEWSLETTER ADVERTISING RATES

Business Card 3.125 x 1.7857

(Standard business card, reduced ~ 10%)

	1 issue	4 issues	11 issues
Non-Member	\$ 35.00	\$ 120.00	\$ 270.00
<i>rate per issue</i>		\$ 30.00	\$ 24.55
JCA Member	\$ 28.00	\$ 96.00	\$ 216.00
<i>rate per issue</i>		\$ 24.00	\$ 19.64

¼ Sheet

3.125 x 3.875 3 1/16 x 3 7/8

	1 issue	4 issues	11 issues
Non-Member	\$ 60.00	\$ 200.00	\$ 462.00
<i>rate per issue</i>		\$ 50.00	\$ 42.00
JCA Member	\$ 48.00	\$ 160.00	\$ 370.00
<i>rate per issue</i>		\$ 40.00	\$ 33.64

½ Sheet

6.25 x 3.875 6 1/4 x 3 7/8

	1 issue	4 issues	11 issues
Non-Member	\$ 110.00	\$ 375.00	\$ 847.00
<i>rate per issue</i>		\$ 93.75	\$ 77.00
JCA Member	\$ 88.00	\$ 300.00	\$ 600.00
<i>rate per issue</i>		\$ 75.00	\$ 61.82

Full Sheet

6.25 x 7.75 6 1/4 x 7 3/4

	1 issue	4 issues	11 issues
Non-Member	\$ 200.00	\$ 670.00	\$ 1540.00
<i>rate per issue</i>		\$ 167.50	\$ 140.00
JCA Member	\$ 160.00	\$ 536.00	\$ 1232.00
<i>rate per issue</i>		\$ 134.00	\$ 112.00

If someone in your family, or someone you know in the community, is ill and/or in the hospital, please contact Rabbi Bauer or the Chesed Committee by calling the office (256-0160). Even if visits or phone calls are not desired, it is important for us as a community to be aware of the health and well being of our members and their families. We cannot help if we don't know.

**JCA OFFICE HOURS**  
Tuesday - Friday 10:30 - 4:00  
Wednesday 4:00 - 6:00 pm &  
Sunday 9:00 am - 1:00 pm  
for Religious School support.

*Advertise in the  
JCA Newsletter*

By advertising you can:

- Help support the cost of producing the newsletter
- Let the community know about your products and/or services.
- Increase your business!

Contact Aaron Bousel  
253-3544, news@j-c-a.org  
for more information

**GET IT ON LINE!**  
You can read the JCA Newsletter on line at:  
[www.j-c-a.org/news/current.pdf](http://www.j-c-a.org/news/current.pdf)  
Many of our members have elected not to receive a printed copy of the Newsletter and read it on line instead (or print their own copy from the on line edition). This helps reduce the cost of producing the Newsletter each month.  
Please contact the office if you no longer need to have the Newsletter mailed to you.

**SHARE YOUR CELEBRATION  
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**WITH YOUR COMMUNITY.**  
**SPONSOR AN ONEG OR KIDDUSH**  
Linda Cooper, Events Coordinator will make all the arrangements. Call her at 256-0160 ext. 207

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**DONATIONS**

**JCA General Fund**

In Honor of the JCA community and your support in memory of my mom, Doris Prowler Lebow (Kitty Axelson-Berry)

Amy Fagin

**Prayerbook Fund**

In memory of Sidney Ackerman, father of Marjorie Ackerman, father-in-law of Jeanne Ryan and grandfather of Jack and Allie (Aaron & Patience Bousel)

In honor of the birth of Eliana Yehudit Olkin, daughter of Andrea and Michael, sister of Shoshana and Naomi (Aaron & Patience Bousel)

**Rabbi's Discretionary Fund**

In Appreciation of Rabbi Bauer, tutor Elaine Whitlock and Arnie Alper for their support of Kyla Cohen Amick and the other Torah readers in preparation for Kyla's Bat Mitzvah (Nancy Cohen)

**CONDOLENCES**

*We offer our sympathy and heartfelt condolences to the families and friends of those who have recently died:*

Sidney Ackerman, father of Marjorie Ackerman, father-in-law of Jeanne Ryan and grandfather of Jack and Allie

**NEW MEMBERS**

*We warmly welcome the following new members to the JCA community.*

Leonard & Gertrude Hofrichter  
Barbara Goldstein

**MAZAL TOV**

To Andrea & Michael Olkin on the birth of their daughter Eliana Yehudit



**Community Service Learning Opportunity for all 8th-12th graders!**

**What is HeartAction?**

**HeartAction is an exploration of community service for teens as a meaningful expression of Jewish identity.**

HeartAction combines Jewish learning with ongoing service to the elderly. Teens put the Jewish values of *bikur holim* (visiting the sick) and *hidur p'nei zaken* (honoring the elderly), into action. They challenge their understanding of the elderly and deepen their connection with community. Relationships grow through monthly visits in conjunction with reflection sessions, text studies, journal activities and personal encounters. Teens will gain new perspectives on their places in the world, and what they can do to improve it.

**Ok, sounds important, how do I get involved?**

The JCA and *spark* have partnered to create a HeartAction right here in Amherst at the Center for Extended Care. If you are interested, you must make a minimum of a 5-month commitment of attending once a month both the volunteer session at the Center and the learning and reflection session. It is free to join, but your commitment is important. This opportunity is open to all 8<sup>th</sup>-12<sup>th</sup> grade students, regardless of affiliation, and teens can receive up to 20 hours of community service hours as a requirement for National Honors Society or any other community service requirement.

Part of being Jewish is the responsibility to make a difference. *Tikun olam*—repairing the world—starts with the world around us in our communities.

**There will be a mandatory orientation session on Sunday, September 16<sup>th</sup> from 2-4:30pm at the JCA for all interested teens. Interested teens should contact the Teen Adviser, Rachael Goren, at 256-0160 x208 or [rbgoren@gmail.com](mailto:rbgoren@gmail.com)**

This program is partially funded by the Harold Grinspoon Foundation Teen Initiative.

# Community Announcements

## National Yiddish Book Center

### *Oy Division in Concert*

The National Yiddish Book Center will present OY DIVISION, on Sunday, September 2, 2007 at 2:00 p.m. Tickets are \$10. Reservations suggested.

### *Members Day*

The National Yiddish Book Center will hold its fifth annual Members Day on Sunday, September 9, from 11 am to 4 pm.

### *Alana Newhouse*

The National Yiddish Book Center will present Alana Newhouse, editor of A Living Lens: Photographs of Jewish Life from the Pages of the Forward, on Sunday, September 16, 2007 at 2:00 p.m. Tickets are \$6.



## Amherst Survival Center

### Trash to Treasures Used Furniture Sale

Ashes to ashes may apply to living things, but old furniture has an annoying way of hanging around forever. Luckily, the Amherst Survival Center can help. The Center is now accepting donations of gently-used furniture for its annual fall Trash-to-Treasures Furniture Sale. The sale takes place on the Amherst Town Common on September 7 from 2-5 and September 8 from 9-1. If you have furniture you'd like to donate, please e-mail [survivalcenter@verizon.net](mailto:survivalcenter@verizon.net) or call (413) 549-3968, x 201 to find out where to drop it off or to arrange pick-up for a small fee.



## Meditation Group

Thursday Morning "Lecha Dumiyah Tehillah"\* Meditation Group  
Every Thursday in the CBI Library, from 8:00 to 9:00 a.m.

Led by Rabbis Nancy Flam and Sheila Peltz Weinberg

Please know that is not an instructional group. Rather, each of us comes with our own silent meditation or prayer practice and draws strength and affirmation for our deep, inner work by being together in community.

- Arrive & Settling In:  
8:00 – 8:15 a.m.
- Setting of Kavvanah/Teaching:  
8:15 – 8:25 a.m.
- Bell to begin silent meditation:  
8:25 a.m.
- Bell to end silent meditation:  
8:55 a.m.

\* "To You silence is praise." Psalm 65:2



## The Mother's Circle

The Mothers Circle is now forming for its twice a month, Thursday night sessions in downtown Northampton. Beginning in October 2007. This eight month curriculum is for women of other religions who are raising Jewish children. (see [www.themotherscircle.org](http://www.themotherscircle.org)). Taught by Shoshana Zonderman, experienced Jewish educator and clinical social worker, the course provides a safe place to learn the "how-to's of parenting a Jewish child, to share experiences, and to ask any question without embarrassment. Current JCA Mothers Circle members are available to speak with prospective Circle members. For more information, please call Shoshana at 413-439-1946 [Shoshana@themotherscircle.org](mailto:Shoshana@themotherscircle.org).



## Sacred Listenintg

An introduction to Spiritual Direction and discovering the Divine voice that guides and heals. 29C Cottage Street,

Amherst, call Daniel Berlin, Psy.D. at 549-2773 to register. Free. (This workshop will be given on Thursday evenings from 7:30 to 9:00p.m. on 9/6, 9/13, and 9/20)



## The Great Shofar Blast

Sunday, Sept. 9 Starting at 1:30 pm

In the Picnic Grove at the JCC  
1160 Dickinson Street, Springfield

*Bring your shofar and help us "blast" last year's record of 250 attendees!*

For more information go to  
[www.jewishwesternmass.org](http://www.jewishwesternmass.org)  
or call 413-737-4313 x138

This program is free and open to the public, and will be held rain or shine.

*A project of the Jewish Federation of Western Massachusetts*

*Sponsored by the Harold Grinspoon Foundation*



## Ride to Provide

Sunday, September 30, 2007 UMass Hillel is sponsoring its first annual "RIDE TO PROVIDE" to support the community service programs and environmentally friendly projects of UMass Hillel.

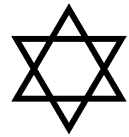
Riders will collect sponsors and pledges to participate in either a 10-mile or 23-mile bike ride through the autumn foliage of Amherst, Hadley and Sunderland, with rest stops and snacks at neighboring Sukkot. The event will culminate with a post-ride festival on the grounds of the UMass Hillel House at 388 North Pleasant Street, Amherst.

People interested in riding, supporting or volunteering for the "RIDE TO PROVIDE" can go online to: [www.umasshillel.org/ridetoprovide](http://www.umasshillel.org/ridetoprovide) or call the Hillel office at (413) 549-1710.





*Jewish Community of Amherst*  
**September 2007**  
 18 Elul ~ 18 Tishre



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						18 ELUL <b>1</b> ■ Ki Tavo 10:00 am Reconstructionist Service 10:00 am Masorti Service
<b>2</b> 19 ELUL	<b>3</b> 20 ELUL ■ Labor Day	<b>4</b> 21 ELUL 7:30 am Shacharit Minyan	<b>5</b> 22 ELUL 7:30 am Shacharit Meditation  7:30 pm Religion Committee	<b>6</b> 23 ELUL 12:00 Noon Text Study  7:30 pm Board Meeting	<b>7</b> 24 ELUL 11:6:56  5:30 pm Intergenerational family service and potluck supper at Groff Park	<b>8</b> 25 ELUL ■ Nitzavim - Vayelech 10:00 am- Service 10:00 am Opening Day 7th Grade 10:30 am Shabbat Shalom for enrolled 4 - 6 year olds <b>9:00 pm- Selichot</b>
<b>9</b> 26 ELUL 10:00 am Opening Day Religious School for Grades 1-6 4:30 pm Retreat, see page 2	<b>10</b> 27 ELUL	<b>11</b> 28 ELUL 7:30 am Shacharit Minyan  8:30 am Tikkun Olam	<b>12</b> 29 ELUL ✠Erev Rosh Hashanah 11:6:48 7:30 am Shacharit Meditation <b>For High Holidays            Services, see page 8</b> No Religious School <b>Newsletter Deadline</b>	<b>13</b> 1 TISHRE ✠Rosh Hashanah - Day 1 Office Closed <b>For High Holidays            Services, see page 8</b>	<b>14</b> 2 TISHRE ✠Rosh Hashanah - Day 2 11:6:44 <b>For High Holidays            Services, see page 8</b> Office Closed 6:15 pm- Service	<b>15</b> 3 TISHRE ■ Ha'azinu 10:00 am Service
<b>16</b> 4 TISHRE ✠Fast of Gedaliah	<b>17</b> 5 TISHRE	<b>18</b> 6 TISHRE 7:30 am Shacharit Minyan	<b>19</b> 7 TISHRE 7:30 am Shacharit Meditation  6:00 pm Confirmation Class Orientation Meeting	<b>20</b> 8 TISHRE 12:00 Noon Text Study	<b>21</b> 9 TISHRE ✠Erev Yom Kippur 11:6:32  <b>For High Holidays            Services, see page 8</b>	<b>22</b> 10 TISHRE ✠Yom Kippur  <b>For High Holidays            Services, see page 8</b> No Religious School
<b>23</b> 11 TISHRE <b>10:00 am</b> <b>Sukkah Building</b>	<b>24</b> 12 TISHRE	<b>25</b> 13 TISHRE 7:30 am Shacharit Minyan	<b>26</b> 14 TISHRE 11:6:23 7:30 am Shacharit Meditation  7:30 pm Book Group	<b>27</b> 15 TISHRE ✠Succot - Day 1 Office Closed 10:00 am Service at UMass Hillel House followed by potluck lunch in the JCA Sukkah	<b>28</b> 16 TISHRE 11:6:19 ✠Succot - First Intermediate Day  6:15 pm Service	<b>29</b> 17 TISHRE ✠Succot - Second Intermediate Day 10:00 am Service
<b>30</b> 18 TISHRE ✠Succot - Third Intermediate Day  No Religious School, instead afternoon Family Education Program--Dwelling in the Sukkah of Stories						

*September 8*  
**Selichot (see page 9)**

*September 8-9*  
**Opening Days for Religious School**

*September 13-14*  
**Rosh Hashanah**

*September 22*  
**Yom Kippur**

*September 23*  
**Sukkah Building**

*September 27*  
**Sukkot**

*For more information about High Holidays, see pages 8-9*



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