



הקהילה היהודית של אמהרסט

JEWISH COMMUNITY OF AMHERST



Jewish Reconstructionist
Federation



CANDLE LIGHTING

August 6 ~ 7:46 pm
August 13 ~ 7:36 pm
August 20 ~ 7:26 pm
August 27 ~ 7:14 pm

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

SPECIAL EVENTS

August 4
JCA Blood Drive

August 7
Kiddush Luncheon
in Honor of the Arrival of
Rabbi Benjamin Weiner
at the JCA

September 2
New and Prospective
Member Open House

MEETINGS

August 4
Ritual Life Committee

August 5
Board Meeting

August 30
Chesed Committee

B'NAI MITZVAH

August 21- 10:00 am
Kira Weilerstein

August 28- 10:00 am
Hannah Trobaugh

Message from Co-president

Lisa Perl binder, 230-3055, lperl binder@aol.com

August 2010
Av/Elul 5770
Vol. 9, Issue No. 7

Does Judaism believe that people can see the future? This question looms large as we enter the month of Elul and prepare for the High Holidays. We ponder what will happen next year, as parents age, children become independent, friends move on with their lives, and we mature. Do the High Holidays provide some mystical awareness that can tell us what will happen next? The answer is yes.

Lesson One: Seeing the Future begins in the past. In a recent Newsweek article regarding the high cost of being Jewish, Rabbi Arnold Eisen, chancellor of the Jewish Theological Seminary who paid \$4,000 this year in temple dues said, "Jews have been around for a long time. We'll adjust." Costs may be going up, but in the future, there will be a JCA whether "God will provide" or we will control costs, raise money, and live within our means.

Lesson Two: The Future is this Moment. At Camp Shemesh, Kabbalat Shabbat, last Friday, our amazing summer camp run by the incredibly dedicated JCA volunteer camp committee, Camp Administrator Rebecca Fricke, and her great staff, the kids presented their own islands – with an anthem and an identity. I said to my husband "Take this all in now because our youngest is getting older and we won't have many performances left." The future doesn't stand still; it starts now and is in every moment.

The Anthems the kids wrote and sang demonstrate their hopes and we as adults, parents, and community members can help steer each child in a loving, positive direction infused with Jewish values. Based on their words, they are off to a good start:

Anthem for Ochel Island (sung to "Take Me Out To the Ball Game"): So it's off to Ochel Island. Where everything is yummy. Take a big bite of your best friend. It's OK cause it's not the end. Cuz we're off to Ochel Island where the capital is Pretzel City. And if

you don't live there, it's quite a pity. Because we're off to Ochel Island..."

Japceglis Island (Sung to "Hungry Heart"): Every DyPy got an eye patch and they all live in Japceglis Whoa. Their favorite foods are Smurfs and Ewoks, and they taste great with a little hot sauce. We all love Japceglis, trust me it's real Doo Wop and it's located near Israel.

Quaderica (Sung to "Here Comes The Sun"): Quaderica, the city is purple, white and green. Quaderica, the jungle's 85 degrees. Quaderica, the pasture is really, really clean. Quaderica, the forest has so many pretty trees. Quaderica, you'll never want to leave. Quad, Quad, Quad, here it comes (4X)

Flipaflopastan (Sung to "On Top Of Old Smokey"): From sweet pancake sands to rains of syrup, I eat chocolate pinecones and swim in the lake. The snow is so sweet for it is ice cream. The mountains are snow cones. I sled down with my friends. Half animal people with two hearts we love!

Lesson Three: The future is in the future. We can't see what will happen each moment, but we can influence how it unfolds. To insure a better future, use High Holiday time and teachings to make meaningful changes. Do the work of Elul and embrace T'shuvah, Tefillah and Tzedakah - repentance, prayers and acts of charity. Volunteer for a JCA committee like the Camp Committee. Apologize. Do random acts of kindness. Come to services and meet our awesome new Rabbi Benjamin Weiner. Recognize the miracle of each day, sunrise and sunset, the corn growing in the fields, and the mountains in the distance.

Friends, I can see our future is bright even with the challenges we face, because we have a community, love, and hope for the world. Things have never been better.

b'shalom, Lisa

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; On line at: www.j-c-a.org

Rabbi Benjamin Weiner

Rabbi David Dunn Bauer (2003-2010)

Rabbi Sheila Peltz Weinberg (1989-2002)

Rabbi Emeritus Yechiael Lander

Director of Life Long Learning: Jody Rosenbloom (256-0160 ext. 203)

Director of Teen Programing: Rachael Goren-Watts (256-0160 ext. 208)

Office Hours:

Tuesday - Friday: 10:30 - 4:00

Wednesday: 4:00 - 6:00 & Sunday 9:00 - 1:00

(When Religious School is in session)

Board of Directors

Officers:

Co-presidents: Lisa Perlbinder (230-3055),
Guy Wood (802-387-5676)

First Vice President: To be determined

Second Vice President: Ted Trobaugh (549-5468)

Third Vice President: Eli Kwartler (253-2929)

Treasurer: Michael Burkart (256-8139)

Members:

Richard Cohen, Barbara Freed, Gerald Friedman,
 Mark Israel, Molly Goren Jackson-Watts,
 Oran Kaufman, Fred Levine, John Loeb, Andra Rose,
 Sarah Thomson, Phil Weilerstein, Peter Wood

Membership: Robyn Miller (549-4060), **Oran Kaufman** (548-8139)

Office Administrator: Marcia Howard (256-0160, info@j-c-a.org)

Administrative Assistants: Bonnie Webster, Eric Delisle (256-0160)

For information about using JCA space including
 renting the Social Hall, contact:

Events Coordinator: Karen Loeb (256-0160 ext. 207)

For a list of committee chairs and members, go to:
<http://www.j-c-a.org/committees.html>

Please refer to your Guidebook for contact information.
 (If you have not received your Guidebook, call the office.)

NEWSLETTER

Editor/Graphic Designer: Aaron Bousel

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

Proofreader: Sarah Thomson

Deadline for the September issue is August 12th

August 2010, Vol. 9, Issue No. 7

Newsletter is published 11 times per year.

Subscription price is included in membership.

Chesed Committee

The Chesed Committee assists JCA members in times of joy, sorrow and need, coordinating volunteers to help with meals, rides, errands, visits, shiva minyans, and other needs. We also welcome new members and babies! Please contact us if you would like to join the committee or be added to our list of volunteers.

Also, if you, someone in your family, or someone in the community is ill, hospitalized, or in need of assistance, please contact us right away. Even if visits or phone calls are not desired, it is important to us as a community to be aware of the health and well-being of our members and their families. We realize that providing this kind of information feels awkward to many people, but it is an important facet of being in community. We cannot help if we do not know.

Contact the Chesed Committee through the JCA office at 256-0160.

Beit Shalom Committee

The Beit Shalom Committee is available to members of the JCA congregation wishing assistance in addressing personal differences that have arisen between individuals, among committees, or with those in leadership positions within the JCA. Accordingly, if you have concerns or disagreements, or feel a desire to enhance communication with another member, a committee, or leader, please contact a Beit Shalom Committee member to facilitate this process. All such communications will be kept strictly confidential unless agreed upon differently by the participants.

Committee members are:

Eva Metzger Brown: 256-8066
 embrown13@comcast.net

Josette Henschel: 213-0186
 josette.henschel@aic.edu

Rob Okun: 253-9372
 raokun@verizon.net

Kitty Talan: 253-2248
 kittytalan@comcast.net

Haim Gunner: 549-0447
 haim_gunner@yahoo.com

Devarim:
Words from Rabbi Benjamin Weiner



As I thought about what I would say in my first newsletter message as the rabbi of the JCA, a particular Hebrew word came repeatedly to mind: hineni. “Here I am.” It is a statement that originates in the Tanakh, the Hebrew Bible. In a number of stories, God’s call to a prophet or patriarch is answered in this simple way. When they hear the call, their impulse is to respond not with “what do you want?” or “uh-oh, you again?” but “I am here.”

Interpreters suggest this is not just a statement of physical presence (as in, “I’m here--the movers dropped off my boxes and I found a nice place to live on North Leverett Road”). Rather, it means something more like “I am present. I am ready to do my best to put my spirit and my faculties in the service of this voice that is calling me out to a new task.” Some suggest it is the willingness of the one called upon to answer in this way that makes him fit to hear the calling in the first place. And, of course, it is not a spiritual dynamic reserved for biblical heroes. It is an attitude we are all invited to cultivate, particularly when the High Holidays roll around.

Saying hineni means something special to me these days, as you might imagine. As a community, you have entrusted me with your spiritual leadership. You have called me to the task of helping to bring vibrancy to your pursuit of Jewish learning, spirituality, and activism, invited me to walk with you through life cycle events, initiated me into the concerns of navigating a way for the JCA as an organization—all against the backdrop of a world that seems to be growing ever more complex and challenging.

In response I offer a modest hineni, with the expectation that it will grow more robust as we go forward. In the months since my hiring, I’ve had the opportunity for preliminary meetings with several JCA committees, and for productive conversations with my JCA co-workers. I’ve sought the advice and guidance of my friend and colleague Rabbi David Dunn Bauer, and the wisdom and support of Rabbi Sheila Peltz Weinberg. All of this has provided a foundation for the awareness and intention that I hope to bring to my role.

But, as I contemplate the meaning of the word hineni at this moment in my life, I am also struck by the fact that we are far less certain today about the nature of divine callings than they seem to have been in biblical times. The theologians toward whom I tend to gravitate suggest that we conceive of the calling voice not as emanating from some otherworldly realm, but as something that reverberates between us. Similarly, it strikes me that it is not only a matter of my responding hineni to the call of the JCA, but that what we are really about to do is call out to each other. May we answer confidently with a reciprocal “I am here”.

b’shalom,

Rabbi Benjamin Weiner

Welcome Rabbi Weiner at Shabbat Services

Fellow Community Members,

Rabbi Benjamin Weiner will arrive at the JCA just in time for Elul, the last month of the Hebrew calendar, in which our hearts and minds turn toward the tshuvah, returning or repentance, that make up the task of the High Holidays. His first three divrei Torah will examine the weekly Torah portions in light of the themes of this period.

8/7: Re’eh ("See")

What does the Torah teach us about having a spiritual orientation toward our lives? How do we perceive what is truly sacred?

8/14: Shoftim ("Judges")

What are the standards by which we judge ourselves and others? How are they established? How can we trust them?

9/4: Nitsavim-Vayelech (Double Portion: "You Are Standing"- "And He Went")

How do we stand our ground? How do we say "Hineni"--I am here--in the face of life's challenges? How do we carry our truths as we go on our way?

Please welcome Rabbi Weiner to our community on August 7th for services at 10:00 am followed by a special kiddush luncheon. People of all ages including families with young children are invited to meet Rabbi Weiner and participate in our spiritual journey.

b’shalom,

The Executive Committee and JCA Board



Ritual Life Committee

Paul Charette, Co-chair, 860-559-4926, cyclone411@charter.net
Sarah Thomson, Co-chair, 413-253-2930, allset22@verizon.net

RELIGION CALENDAR

Shabbat Re'eh, Deuteronomy 11:26-16:17

August 6, Friday

5:30 PM

Intergenerational Family Service
 Service Leader: Rabbi Weiner

August 7, Saturday

10:00 AM

Service Leader: Rabbi Weiner
 D'var Torah: Rabbi Weiner
 Please join us following services for a kiddush in honor of Rabbi Weiner arrival at the JCA.



**August 10/11, Tuesday/Wednesday-
 Rosh Chodesh Elul**



Shabbat Shofetim, Deuteronomy 16:18-21:9

August 13, Friday

6:15 PM

Service Leader: Rabbi Weiner

August 14, Saturday

10:00 AM

Service Leader: Rabbi Weiner
 D'var Torah: Rabbi Weiner



Shabbat Ki Tetze, Deuteronomy 21:10-25:19

August 20, Friday

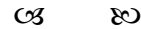
6:15 PM

Carlebach style service followed by potluck supper
 Service Leaders: To be announced

August 21, Saturday

10:00 AM

Bat Mitzvah: Kira Weilerstein
 Service Leader: Rabbi Saul Perlmutter
 D'var Torah: Kira Weilerstein



Shabbat Ki Tavo, Deuteronomy 26:1-29:8

August 27, Friday

6:15 PM

Service Leader: Rabbi Weiner

August 28, Saturday

10:00 AM

Bat Mitzvah: Hannah Trobaugh
 Service Leaders: Rabbi Weiner & Ruth Love Barer
 D'var Torah: Hannah Trobaugh



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

Shacharit (morning) Minyan
 The weekday shacharit minyan continues to meet every Tuesday at 7:30 am in the small sanctuary.

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

Choose our catering team to create a mitzvah!

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We excel in Middle Eastern, Mediterranean and Jewish Cuisine!

*we use high quality food for weddings, Bar and Bat mitzvahs, Garden Parties, Banquets and other events in your home or another location; attractive floral arrangements on every table

For sample menus and price quotes contact Karen Loeb at:
 phone: 413-253-0336
 Email: kloeb@comcast.net

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***Kiddush and Oneg
Sponsors***

June 5-

Aaron & Patience Bousel, in honor of their wedding anniversary and Aaron's birthday

June 5 (mincha)-

Peter and Susan Cinner, in honor of their daughter Juliana becoming Bat Mitzvah

June 12-

The JCA Community, in honor of Rabbi Bauer

June 19-

Jules & Julianne Hirsh, in honor of their grandson Noah Kayser-Hirsh becoming Bar Mitzvah

June 26-

Adam & Rachel Siegel, in honor of their son Isaac becoming Bar Mitzvah

August 7-

The JCA Board, in honor of Rabbi Weiner's arrival at the JCA.

August 20-

Oneg sponsored by the Weilerstein family in honor of Kira becoming Bat Mitzvah

August 21-

Phil & Kathy Weilerstein, in honor of their daughter Kira becoming Bat Mitzvah

If you would like to help with or sponsor a kiddush, please contact Barbara Freed at: 256-0355

continued from previous page

Wanted: Torah Reading Co-ordinator

-- a person who is willing to take on the fulfilling task of calling members of the JCA who have stepped forward to read Torah, and to schedule Torah reading for weekly Shabbat services. The Ritual Life Committee will provide the list of readers. The RLC has funds for one paid reader a month; the remainder are volunteers. Mentoring, and much appreciation, provided for the new co-ordinator.

Call or email Randi Stein (549-0526, randistein@earthlink.net) or one of the Ritual Life Committee Chairs.

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.

Foot Stomping Melodies for Welcoming Shabbat

The next two Carlebach-style services will be on August 20th at 6:15 pm.

The melodies are beautiful, the spirit/ruach is incredible.

There will be a potluck supper following the service.

Torah Reading

Can you chant Torah? And if you don't know how, would you like to learn? There is now a group of people who are meeting to support each other in developing our skills in this area. Members have a wide range of ability, from experienced to beginners. Our goal is to encourage as many JCA members as possible to learn this skill and participate in chanting Torah at services. For more information please call Randi Stein (549-0526) or Ruth Love Barer (253-4923)

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 coming to the JCA. Thank you.

See Pages 10 & 11 For High Holidays Information

Hands of Patience

Patience Meigs Bousel

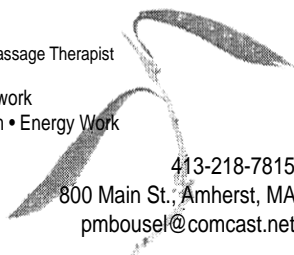
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Education News

Jody Rosenbloom, Director of Life Long Learning, 256-0160, ext. 203



A New Appreciation for Shabbat: A Lesson from the UK

What did it take to have a Shabbat meal with the Jews at Durham University? The kosher food is trucked in from Manchester, the mashkiach (Koshrut monitor) comes from Newcastle, and the rabbi comes from Glasgow. The 10-15 students join together and quickly recite the brachot for Kabbalat Shabbat, and then eat their comfort food of matzo ball soup, brisket (or veggie alternative), chips (think French fries), salad (without dressing) and pudding (dessert). Away from their homes in the UK (Leeds, London) or further (Israel, Hungary), the students gather for the best meal they've had all week and to connect with each other. Thus, the Jewish students council graciously welcomed my husband and me to their once a month, Shabbat dinner. With little Jewish presence in Durham, we all were hungry for a chance to "process" our perspectives about Israel's options, the Turkish ship flotilla, and the Gaza blockade. Students represented the range of political perspectives influenced by whether they had been to Israel or not, the Jewish schooling they had, and their comfort with their Jewish identity. As a result of my conversations with them and the tensions of being Jewish in an isolated setting, I am left with an even greater commitment to 1) help our JCA School children have a Jewish community experience that will nurture their need to continue their connection to Jewish ritual, once out of our orbit and 2) to be a Jewish connector for those in our college communities (both students and faculty) who pass through our area. Ten weeks away from our usual routine has been a transformative experience. Joel and I have returned, energized and renewed, from sabbatical in Durham, England. Like a Shabbat, we took a pause and now see things from a new perspective.

Recruitment and Registration for School Year 5771

Lots of planning for JCA School happened over the summer. We met new families and considered placement of their children. We hired teachers, set up rooms and made adjustments to curriculum. We considered class composition; smaller classes may be combined, larger classes may be split. Registration information was sent to families with students previously enrolled in JCA School in June. If you are interested in beginning JCA School, call 256-0160 for registration information. Registration is processed only if you are current in fulfilling your financial obligations to the JCA. So take the time to get your registration in as soon as possible.

Encourage any of your friends or acquaintances that may be interested in starting their children in JCA School, to contact the office. Students typically begin regular Sunday school attendance in 1st grade. Students beginning after 3rd grade are required to meet with the Director of Life Long Learning prior to placement. Admit packets will be sent in late August to families with students registered for school. The sooner we know who will be attending JCA School in the fall, the better.

Connecting our Children to Jewish Camping: Camp Shemesh and Beyond

This summer, I not only spent a few Shabbat afternoons at our own Camp Shemesh, I had the opportunity to visit two Jewish overnight camps that several of our students attended - **Camp JRF** and **Eden Valley Camp**. Wow, what amazing camps! Day camp is great in the younger years, but the right Jewish overnight camp when you are older, is pivotal in helping a child build their own practice by integrating all the pieces of Jewish learning experienced in JCA School, Camp Shemesh and at home. Children from the region join together to create their own Jewish community, explore and experiment. We will have a chance to learn more about Jewish summer camps from the campers themselves during the upcoming year.

B'Tzelem Elohim/In God's Image:

Momentum Builds for Supporting Special Needs

The parent support group for building Jewish identity for children with special needs successfully grew during the course of the school year under the leadership of **Rhonda Shapiro-Rieser** and the dedication of participants. On their own initiative, the group continued to meet over the summer and have a commitment to reaching out to other parents

continued on next page

<i>Calendar</i>	
Fri, Aug. 6	Family Shabbat Service
Wed, Sept. 22	JCA School Open House and Sukkot Celebration 4-5:30 followed by special potluck dinner. See September newsletter for more details.
Sun, Sept. 26	Opening Day for Grades 1-6 and Shalom Sunday from 10 am-12:15 pm. Parents are invited and expected to attend their child's opening program.

continued from previous page

in the coming year. And the efforts of area principals, while assessing the needs for teacher training and student support, have resulted in the promotion of regional course offerings. Master Teacher **Andrea Olkin** spent the summer taking distance learning classes “Inclusion of Students on the Autism Spectrum in Jewish Education” and “Special Education and Second Language Acquisition: Implications for Hebrew” offered by Boston Hebrew College. Our thanks to the generous funding from the **Harold Grinspoon Foundation** and the **Resource Center for Jewish Education** that helped finance both our group and teacher professional development.

Students Contribute Tzedakah and Community Service

This year, JCA School students raised about \$150 for tzedakah. As a school wide lesson in tikkun olam, repairing the world, students were encouraged to bring either food for the food shelf, money for their class pushke or a description of a mitzvah they performed. This year, student funds went to: **American Jewish World Service** (For areas needing hurri-

cane and earthquake relief), **Mazon** (A Jewish Response to Hunger), the **Amherst Survival Center**, **Partners in Health** (Haiti Relief), and the **Children’s Defense Fund**. In addition, students recycled paper in their classrooms and helped with projects to help stock the Amherst Survival Center: 1) brought food in during the year, Yom Kippur/Sukkot Food Drive or Passover food drive and 2) made goodie bags “matanot l’evyonim” for children as part of the Purim Carnival. The thank-you notes that arrived over the summer will be posted in the school at the beginning of the year.

BoxTops for Education

A collection of those small coupons has helped raise about \$140 for JCA School. This year, **Nina Hernandez** is coordinating Boxtops for Education having taken over the responsibilities from **Suzanne Severin**. Bring in all those box tops you have collected over the summer!

Thank-You To:

The **Spitz/Goldbaum** family for the donation of Jewish children’s music/CDs.

Announcing Season Five

JCA's Dean's Beans Organic Coffee Fundraiser



Get pesticide-free and fairly traded organic coffee as we enter our 5th season (September 2010 through July 2011) of the JCA's **Dean's Beans Organic Coffee Fundraiser**. You get a discounted price and the JCA benefits as well. All profits support the Parents' Association, which ultimately supports the JCA budget.

Choose between *regular or decaf, whole or ground beans, medium or dark roast blends or order any blend that Dean's Beans offers for a small additional fee.*

Select the ordering method that works best for you: order as needed, monthly, or prepay for a few months or for the entire season.

Pick up at the JCA or the Leading Edge Gym, University Drive, Amherst
(you don't need to be a gym member).

Please refer to the following schedule to order and pick up:

Order Due Date:

8/27/10 9/24/10 10/29/10 11/26/10 12/31/10 1/28/11 2/25/11 4/1/11 4/29/11 6/3/11 7/1/11

Pick up on/after:

9/3/10 10/1/10 11/5/10 12/3/10 1/7/11 2/4/11 3/4/11 4/8/11 5/6/11 6/10/11 7/8/11

Order forms are available on the following page, JCA website, or by contacting Sue Cinner for monthly email reminders and details: 413.548.9552, susanweinstein1@yahoo.com.

Profit history:

2007=\$1,500; 2008=\$2,000; 2009=\$2,500; 2010= \$1,875

Help make this season a big one! Order Dean’s Beans Organic Coffee...

Great Coffee, Great Price, Great Cause

Dean's Beans JCA Order Form

Order Due Date: 8/27/10 9/24/10 10/29/10 11/26/10 12/31/10 1/28/11 2/25/11 4/1/11 4/29/11 6/3/11 7/1/11

Pick up on/after: 9/03/10 10/1/10 11/5/10 12/3/10 1/7/11 2/4/11 3/4/11 4/8/11 5/6/11 6/10/11 7/8/11

No JCA School on Sundays on/near these dates

Name: _____ Phone: _____

E mail address (if new or changed): _____

I have a child attending the JCA School Pick up at the Leading Edge Gym

This is a standing/prepaid order for _____ # months

Qty	Blend	Whole/Ground Bean	Price	Subtotal
	JCA Regular *	whole	@\$9.00/lb	\$
	JCA Regular *	ground	@\$9.00/lb	\$
	Dark Roast*	whole	@\$9.00/lb	\$
	Dark Roast*	ground	@\$9.00/lb	\$
	JCA Decaf *	whole	@\$10.00/lb	\$
	JCA Decaf *	ground	@\$10.00/lb	\$
	Dark Roast Decaf*	whole	@\$10.00/lb	\$
	Dark Roast Decaf*	ground	@\$10.00/lb	\$
	Hazelnut	whole	@\$9.25/lb	\$
	Hazelnut	ground	@\$9.25/lb	\$
	Vanilla/Other flavor _____	whole	@\$9.25/lb	\$
	Vanilla/Other flavor: _____	ground	@\$9.25/lb	\$
	Hazelnut Decaf	whole	@\$10.75/lb	\$
	Hazelnut Decaf	ground	@\$10.75/lb	\$
	Vanilla Decaf	whole	@\$10.75/lb	\$
	Vanilla Decaf	ground	@\$10.75/lb	\$
	Dark Choc. Covered Beans		@\$8.50/lb	\$

Checks to "JCA" with "coffee" in the memo section Total \$ _____

*The JCA blend is *Moka Sumatra*, JCA Decaf is *Aztec 2 Step*,
Dark Roast is *Marrakesh*, and Dark Roast Decaf is *Peruvian French Roast*

Requests for other blends not listed above are \$9.50/lb regular; \$10.50/lb decaf
(circle regular/decaf and whole/ground bean):

Order forms with payment may be dropped off at the JCA office
or mailed to:

Sue Cinner
116 Old Mountain Road
Leverett, MA 01054
Attn: Dean's Beans

Contact Sue with questions: susanweinstein1@yahoo.com or 413/548-9552

Metzger Brown Holocaust Remembrance Award

Jonah Herscu was the first recipient of the Metzger Brown Holocaust Remembrance Award at Amherst Regional High School. He wrote a very moving and inspiring essay on the topic: Lessons From The Holocaust And Their Implications For Present Day Genocides. His essay was selected by the teachers of the Holocaust course. Jonah will be attending Carleton College in the Fall.

B'nai Tzedek Teen Philanthropy Program

The B'nai Tzedek Teen Philanthropy Program, an initiative of the Harold Grinspoon Foundation, is seeking new members. Teens ages 12-18 from Western Mass are invited to get involved in philanthropy, social action and community service projects as part of their Jewish life after Bar and Bat Mitzvah. Through creative fundraising projects, B'nai Tzedek teens raise money for causes they believe in and make decisions collectively about which Jewish organizations to support.

It's easy to sign up. Just go to www.hgf.org to fill out your membership form. Once you complete your online form, look for information in your email about upcoming events. **To encourage even more young people to get involved, B'nai Tzedek is waiving the \$118 membership fee for those who sign up by Dec. 31, 2010.**

For more information about B'nai Tzedek, go to www.hgf.org

JCA Stop & Shop Collection

CONGRATULATIONS!!! to those who helped make the JCA food/money collection at the Stop & Shop in July a great success! 2,500 pounds of food were collected and brought to the Amherst Survival Center for distribution to those in need. Over \$300 was collected as well. The food was particularly needed to help stock the Emergency Food Pantry during the summer when collections and contributions slack off but demand does not. Many thanks to volunteers Aaron Bousel, Tobi Sznajderman, Barbara Berlin, Dave Schimmel, Fay Zipkowitz, Saul Gladstone, Esther Schneier, Tom and Johanna Plaut, Shirley Vernick, Hill Boss, Anita Page, Irene Eigner, Judi Fonsh, Michelle Horowitz, Ruth Lewin, Amy Kroin, Robert Radin and Arnie Alper.

The Deadline for the September Newsletter is August 12th

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

Project Rehovot

*Thank you for your generous donations
to Project Rehovot*

Aaron and Patience Bousel
Sarah McKee

Tikkun Olam Committee


The Tikkun Olam (Social Action) Committee will meet on Tuesday, September 28th 9:00 a.m. at the JCA (room will be posted). New members and new ideas are always welcome.

JCA Adult Reading Group

The 1st meeting of the year of the ARG will be on Thursday, September 16, 2010 at 7:30 PM in the JCA library. We will be discussing, *Daniel Deronda* by George Elliot. It is a classic work done by an outstanding writer, at the height of her career. Its mixture of social satire and moral searching, along with a sympathetic rendering of Jewish proto-Zionist and Kabalistic ideas made it a controversial final statement of one of the greatest of Victorian novelists. It is available in paperback. New participants are always welcome.

Any questions,
please call Ken Talan, 253-2248.

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Help Wanted For High Holidays Fabulous Job Opportunities Not To Be Missed

Preparing the Synagogue...Traffic cop...Entertaining...Greeting...

There are two pre-High Holidays activities to prepare the synagogue for the High Holidays. The first is the cleaning of the synagogue and the second is setting up the social hall for services. The cleaning project is planned for Monday morning (Labor day), September 6th from 10:00 AM to about 12:00 noon with some light lunch provided by Lisa and Guy. Turning the social hall into a second sanctuary (sweeping the floor, setting up chairs and the bimah, moving the ark onto the bimah, and setting up some tables for the oneg) will take place on Tuesday, September 7th from 7:30 -9:00 PM. Contact Guy Wood at guy@svcable.net or Bob Solosko at rbsolosko@verizon.net if you can join us. These two projects are both fun and rewarding.

Ever wondered about the life of an air traffic controller or crossing guard? This is your chance to experience something new and exciting by helping direct cars in the parking lots during the High Holidays. No experience needed, and adults and teens welcome! If you're able to help, please contact Ted Trobaugh at ftrobaugh@verizon.net to volunteer.

If anyone can channel Martha Stewart and is able to help set up the onegs on the first evening of Rosh Hashanah (September 8th), please contact Bob Solosko @ rbsolosko@verizon.net. Advantages to this particular job? Dozens of homemade honey cakes have been baked by our very own members and will be sliced and served at the onegs. Who's to say a small piece won't fall off the platter and "need" to be tasted by you? How's *that* for a job benefit? Of course you're doing good and supporting the community and that's the really meaningful part...right?!

Are you looking forward to seeing old friends and acquaintances at services? Maybe you're the perfect person to join our enthusiastic greeters. Think about those people you went through Adult Bar/Bat Mitzvah with years ago, or parents of the kids yours went through bar/bat mitzvah with. Be the first to shake their hand and welcome them as they walk in the door. To volunteer, please contact Lisa Pack at beadgarden@hotmail.com.

Thanks to the dozens and dozens of people who have already stepped forward. You're an amazing group of folks. If you haven't volunteered yet, please consider doing so. It feels wonderful, you'll meet terrific people, and you'll instantly be part of something very special.

Home Hospitality for Break Fast

We will be offering a simple juice and bagels break fast at the JCA to tide you over on your trip home. If you are hosting a break fast at your home, please let us know if you could offer home hospitality to guests who have nowhere to go. Please call the office (256-0160) if you are able to host (and how many guests you could accommodate) or if you are looking for a break fast to join. We will play Yente and match hosts with guests.

Help Us Make the High Holidays Green

We are planning to create richly beautiful and prayerful bimah decorations for High Holidays services without any waste. Can you loan your big, hearty, indoor plants? We will water them and care for them for the duration. The congregation will enjoy the contemplative atmosphere on the bimah covered with your luscious potted plants! Contact Hadar Grabel at hgrabel@uhs.umass.edu or 413-253-0597 if you can help.

High Holidays for All Ages

Calling all families with children and teens! Have we got plans for you! Enjoy our many different services and programs during the Holidays.

Your whole family is welcome in all our services. If you would enjoy services more while your young one is having a blast with other kids in childcare, sign them up. We are offering childcare for children ages 2½ to 9 starting ten minutes before the early services so you can get the kids settled in and not miss anything. REGISTER FOR CHILDCARE BY AUGUST 30TH! There is a fee of \$6 to \$10 per child per ser-

vice (pay what you can afford) which is due on August 30TH. Register on line or by calling the office at 413-256-0160. You can call the office with your credit card information, drop by or mail a check.

Family Service: These interactive services are designed for families with children up to age 9. The children will be guided in celebrating the New Year with Hebrew and English prayers, songs, and stories. Children and parents will reflect together on the past year and set our sights on the next year. The family service is on the first day of Rosh Hashanah (9/9) and on Yom Kippur (9/18) from 11:30am to 12:30pm.

Shofarot Program for Children Ages 10-12: When youth have grown beyond "child care", they can join the Shofarot Program on the first day of Rosh Hashanah (9/9) and on Yom Kippur (9/18) from 10:00am to 11:15am.

Teen Service and Schmooze: Led by teens, for teens. Open to all post Bar/Bat Mitzvah teens. Schmooze, eat pizza, and explore the meaning of the Jewish New Year on Erev Rosh Hashanah (9/8) from 5:45pm to 7:15pm.

Alternate Program: We will again offer an off-site alternative activity on the 2nd day of Rosh Hashanah that includes an opportunity to hear the shofar. See the upcoming High Holiday Booklet for the exciting details.

Tashlich: This simple ceremony is performed at the water's edge, when we throw bits of bread or lint from our pockets into the stream as a symbolic casting away of our sins. We will do Tashlich at Groff Park on first day Rosh Hashanah (9/9) at 4:00pm.



Rosh Hashanah

Erev Rosh Hashanah- Wednesday, September 8

- 5:45 PM- Reconstructionist Service
- 5:45 PM- Teen Schmooze/Service
- 8:15 PM- Masorti Service



Rosh Hashanah, Day 1- Thursday, September 9

- 9:00 AM- Reconstructionist Service
- 9:30 AM- Masorti Service (Shacharit)
- 12:00 PM- Masorti Service (Musaf)

Youth Services and Activities

- 10:00 AM- "Shofarot" for ages 10–12
- 11:30 AM- Family Service
- 4:00 PM- Tashlich at Groff Park



Rosh Hashanah, Day 2- Friday, September 10

- 9:30 AM- Masorti Service
- 10:00 AM- Alternative Activity
- See the upcoming High Holidays Booklet for details



Yom Kippur

Kol Nidre- Friday, September 17

- 5:45 PM- Reconstructionist Service
- 8:15 PM- Masorti Service

Yom Kippur- Saturday, September 18

- 9:00 AM- Reconstructionist Service
- 9:30 AM- Masorti Service (Yiskor at ~11:45 AM)
- 12:15 PM- Musaf Service
- 4:30 PM- Minchah/Ne'ilah

Youth Services and Activities

- 10:00 AM- "Shofarot" for ages 10–12
- 11:30 AM- Family Service



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SAVE THE DATE!!

The Jewish Community of Amherst
Will be having its annual

New and Prospective Member Open House

on

Thursday, September 2, 2010
5:30 to 7:00 PM

If you are new to the JCA or considering joining the JCA please join us. Please pass this on to anyone you know who might be interested or considering the JCA. This will be a great opportunity to meet our new Rabbi, Rabbi Benjamin Weiner, and to find out about all the exciting things happening at the JCA including plans for the High Holidays.

More details will be forthcoming.

For more information:
info@j-c-a.org
or call Oran Kaufman, 256-1575

Red Cross Blood Drive at the JCA

Wednesday, August 4th beginning at 11:30 am



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**Opportunity for JCA members to support
“backpacks project.”**

The JCA has been participating with other faith communities in the Interfaith Opportunity Network (ION) in Amherst. The ION has enthusiastically agreed to support the Amherst Schools as they initiate the **backpacks project**, which intends to provide a backpack loaded with grade-appropriate school supplies to the approximately **200 elementary grade children in the Amherst Schools** who qualify for the free/reduced lunch program.

We will have a box in the entryway of the JCA to collect these supplies. Please help by bringing supplies from the following list...the supplies must be collected by August 15, and will be brought to the schools all at once

- | | | |
|--------------------|---|-------------------|
| Assignment books | Drawing Paper | Glue sticks |
| Backpacks | English Dictionary (both regular and picture) | Markers |
| Colored pencils | Erasers | Pencils (#2) |
| Construction paper | Folders | Pencil sharpeners |
| Crayons | | Rulers |

If you have any questions, please write to Dr. Marta Guevara, guevaram@arps.org
I have been happy to follow Ei Kwartler as the JCA representative to this network.

Thank you.
Judy Glaser, ION representative

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 Call Karen Loeb at 256-0160 ext. 207 for reservations and more information.

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	1 issue	4 issues	11 issues
Non-Member	\$ 40.00	\$ 135.00	\$ 300.00
<i>rate per issue</i>		\$ 33.75	\$ 27.27
JCA Member	\$ 30	\$ 110.00	\$ 242.00
<i>rate per issue</i>		\$ 27.50	\$ 22.00

¼ Sheet - 3.5 x 4.75

	1 issue	4 issues	11 issues
Non-Member	\$ 68.00	\$ 225.00	\$ 515.00
<i>rate per issue</i>		\$ 56.25	\$ 46.81
JCA Member	\$ 54.00	\$ 180.00	\$ 420.00
<i>rate per issue</i>		\$ 45.00	\$ 38.18

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	1 issue	4 issues	11 issues
Non-Member	\$ 124.00	\$ 420.00	\$ 955.00
<i>rate per issue</i>		\$ 105.00	\$ 86.81
JCA Member	\$ 100.00	\$ 340.00	\$ 680.00
<i>rate per issue</i>		\$ 85.00	\$ 61.82

Full Sheet - 7 x 9.5

	1 issue	4 issues	11 issues
Non-Member	\$ 225.00	\$ 755.00	\$ 1750.00
<i>rate per issue</i>		\$ 188.75	\$ 159.09
JCA Member	\$ 180.00	\$ 605.00	\$ 1390.00
<i>rate per issue</i>		\$ 151.25	\$ 126.36

Donations**Annual Giving**

Randi Stein
Joan Temkin & Paul Goulston
Felice Yeskel & Felicia Mednick

Camp Shemesh Scholarship Fund

Charlotte Schwab
Diane & David Hertz
Sara Schley & Joseph Laur
Krista Harper & Michael Ash
Ruth Hutton & Robert Brainin
Laura Seftel & Glenn Siegel

Children's Scholarship Fund

Karen Helfer & Richard Madowitz
Janna Silver & Aaron Kropf

JCA General Fund

In Honor of Saul Gladstone's 90th birthday (Judith Souweine)
In Honor of Saul Gladstone's birthday (Susan Zarchin)
Mazel Tov to Johanna & Tom Plaut on the birth of their granddaughter Reiko (Joan & Monroe Rabin)
Mazel Tov to Bev & Steve Woolf on the birth of their granddaughter Maia (Joan & Monroe Rabin)

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Rabbi Bauer Scholarship Fund

Kitty & Ken Talan
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Scholar-in-Residence

In Memory of our dear friend, Jonathan Z. Souweine, on the occasion of his *yahrzeit*
Kitty and Ken Talan
Deb and Larry Fine
Jaymie and Michael Chernoff
Nick Seamon

Tzedakah Fund

In Memory of Ben Kravetz and Jacob Skole (Bettie Kravetz)

New or Returning Members

We warmly welcome the following people to the JCA community:

Herb & Mary Bernstein
Chris & Glen Quatrone
Ken Lieberman & Wendy Chabot
Bill & Marsha Zimmer

If someone in your family, or someone you know in the community, is ill and/or in the hospital, please contact 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.

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What footprint will you leave for future generations? Will the Jewish Community of Amherst be here to enrich their lives? Please, invest in our future.

To learn more, please contact David Sharken, chair of JCA's Ldor Vdor committee at 413.439.1955 or ledorvador@j-c-a.org or visit www.jewishlegacywesternmass.org

Community Announcements

Gan Keshet Preschool

Gan Keshet Preschool is now accepting enrollment applications for the 2010-11 school year! We offer a rich, nurturing, play-based Judaic/Secular environment where children, families and staff of diverse backgrounds together explore "being a community".

UMass Hillel's 4th Annual Ride to Provide,

Sunday, September 26, 2010

The Ride to Provide is a community Sukkot bike ride, to celebrate the season and help raise money to support UMass Hillel's community service programs and environmentally-friendly projects. This year's ride is on Sunday, September 26, 2010 with planned 9, 18 and 36 mile bike routes through the picturesque autumn foliage of Amherst, Hadley and Sunderland. Sponsorship and partici-

pation of groups from synagogues and other community organizations is encouraged!

The funds raised from the Ride to Provide allow UMass students to participate in life-changing community service projects sponsored by Hillel, taking them out of their comfort zones and across the globe. In January of last year, UMass Hillel sent nineteen students to Northern Israel, where they spent seven days working with an impoverished Ethiopian Israeli community. In April, UMass Hillel sent twenty-two students to New Orleans, where they spent spring break working to rebuild homes and lives destroyed by Hurricane Katrina. These opportunities lend a hand to our global community while enriching the lives and experience of UMass students.

For more information please visit our website: www.ridetoprovide2010.kintera.org

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 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.

Have you checked out the JCA Judaica Store lately?

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

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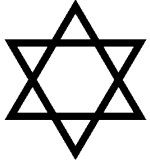


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JEWISH COMMUNITY OF AMHERST

August 2010

21 Av ~ 21 Elul 5770



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 21 AV	2 22 AV	3 23 AV 7:30 am Shacharit Minyan	4 24 AV 7:30 am Meditation Minyan 11:30 am JCA Blood Drive 7:30 pm Ritual Life Committee	5 25 AV 7:00 pm Board Meeting	6 26 AV 7:46 5:30 pm Intergenerational Family Service followed by potluck supper	7 27 AV Re'eh 10:00 am Service followed by Welcome Kiddush for Rabbi Weiner
8 28 AV	9 29 AV	10 30 AV Rosh Chodesh Elul - Day 1 7:30 am Shacharit Minyan 2:00 pm Guidebook Meeting	11 1 ELUL Rosh Chodesh Elul - Day 2 7:30 am Meditation Minyan	12 2 ELUL	13 3 ELUL 7:36 6:15 pm Service	14 4 ELUL Shoftim 10:00 am Service
15 5 ELUL	16 6 ELUL	17 7 ELUL 7:30 am Shacharit Minyan	18 8 ELUL 7:30 am Meditation Minyan	19 9 ELUL	20 10 ELUL 7:26 6:15 pm Carlebach Style Service followed by oneg supper sponsored by the Weilerstein family	21 11 ELUL Ki Tetze 10:00 am Service Bat Mitzvah: Kira Weilerstein
22 12 ELUL	23 13 ELUL	24 14 ELUL 7:30 am Shacharit Minyan 2:00 pm Guidebook Meeting	25 15 ELUL 7:30 am Meditation Minyan	26 16 ELUL	27 17 ELUL 7:14 6:15 pm Service	28 18 ELUL Ki Tavo 10:00 am Service Bat Mitzvah: Hannah Trobaugh
29 19 ELUL	30 20 ELUL 7:30 pm Chesed Committee Meeting	31 21 ELUL 7:30 am Shacharit Minyan				

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August 4

JCA Blood Drive (see page 12)

August 7

**Kiddush in Honor of the Arrival of
Rabbi Benjamin Weiner at the JCA (see page 3)**

September 2

**Open House for New & Prospective Members
(see page 12)**

