

**Our Mission:** To foster a vibrant egalitarian Jewish community founded in the religious customs and traditions of Conservative Judaism; offering excellent Jewish education and community activities for all ages with commitment to Israel and Jewish communities throughout the world.



## WISHING YOU A HAPPY NEW YEAR 5781 (2020 - 2021) HIGH HOLIDAY SERVICE TIMES

**Selichot**

<b>Saturday, Sept. 12</b>	<b>Program</b>	<b>8:00 pm</b>
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**Rosh Hashanah Eve**

<b>Friday, Sept. 18</b>	<b>Mincha/Ma'ariv</b>	<b>6:30 pm</b>
	<b>Candle Lighting</b>	<b>6:42 pm</b>

**Rosh Hashanah**

<b>Saturday, Sept. 19</b>	<b>Morning – Shacharit</b>	<b>9:30 am</b>
	<b>Mincha/Ma'ariv</b>	<b>7:15 pm</b>
	<b>Candle Lighting</b>	<b>7:47 pm</b>

<b>Sunday, Sept 20</b>	<b>Shacharit</b>	<b>9:30 am</b>
	<b>Tashlich</b>	<b>5:00 pm</b>
	<b>Mincha/Ma'ariv</b>	<b>6:00 pm</b>
	<b>Candle Lighting</b>	<b>6:37 pm</b>

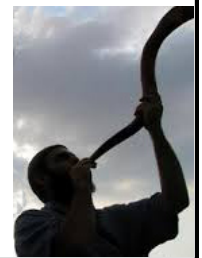
**Kol Nidre**

<b>Sunday, Sept. 27</b>	<b>Mincha Service</b>	<b>6:00 pm</b>
	<b>Kol Nidre</b>	<b>6:15 pm</b>
	<b>Candle Lighting</b>	<b>6:28 pm</b>

**Yom Kippur**

<b>Monday, Sept. 28</b>	<b>Shacharit</b>	<b>9:30 am</b>
	<b>Yizkor (approx.)</b>	<b>12:30 pm</b>
	<b>Mincha/Ne'ila/Ma'ariv</b>	<b>4:15 pm</b>
	<b>Havdalah/Shofar Blown</b>	<b>7:15 pm</b>

**Junior Congregation**  
Services at 11:00 am for the High Holidays



## From Rabbi Robert L. Wolkoff

### Good and Not Good



Malcolm Hoenlein, longtime executive vice chairman of the Conference of Presidents of Major American Jewish Organizations, had a standard line when reporting on the latest situation in Israel. “In a word, ‘good.’ In two words, ‘not good.’”

As the new year approaches, I think it’s fair to say the same about the world in general. The situation is “In a word, ‘good.’ In two words, ‘not good.’”

We’ll start with the “not good.” By the time you read this, the pandemic will have killed about 190,000 Americans (120,000 or more unnecessarily). 16 million people will be unemployed, and the national deficit will hit 3 trillion dollars (increasing at four billion dollars *per day*).

Not good.

On the other hand, there are hopeful signs that people will stop being stupid about the pandemic. (There is increasing recognition that the two factors determining the impact of the pandemic are 1. how dense the population is and 2. how *dense* the population is). There are hopeful signs of medical advances on many fronts. And there are hopeful signs that the massive economic restructuring and infrastructure work that was debated before the pandemic began will perforce become a reality.

Good.

Similarly in Israel, the situation is not good. There are ongoing strikes and demonstrations, the government is a mess, and the pandemic is spiraling out of control. Just to the north, Lebanon has suffered a (wholly unnecessary) catastrophe when massive quantities of ammonium nitrate exploded in downtown Beirut. As a side note, anyone who thinks this isn’t Hezbollah’s fault is dreaming. The idea that Hezbollah would leave 2750 metric *tons* of a high explosive—that they routinely use in terrorist operations—out of their control, begs belief.

Not good.

On the other hand, Israel just agreed to a peace treaty with the United Arab Emirates (Oman and Bahrain may soon follow). The people of Lebanon are finally seeking an end to the corruption and violence that has plagued that poor country. Egypt is demanding Hamas cease its arson balloon attacks that have burned an area in Israel the size of Manhattan. And all kinds of good things are happening on the micro level. ( See [www.goodnewsnetwork.org](http://www.goodnewsnetwork.org) )

Good.

Finally, we can look inside ourselves. This pandemic has brought out all kinds of bad things. Anxiety, depression, anger, frustration, boredom, fear, isolation, and on and on.

Not good.

But it has also taught us some important and hopefully long-lasting lessons: We are all interconnected. No one can be left behind. Science and facts matter. *Community* matters. And last, but not least, our kindergarten teachers were right.

Wash your hands.

Good.

Normally, at this season, we look forward to the coming year. Right now, I suspect, many of us just want to make sure the old year leaves. But one way or another, we will face the future, and get through this together.

Good.

Very good.

On behalf of Ruth-Ann, Ethan, Joseph, Dahlia, and Nalle the Big White Floof, I wish you a happy, sweet, and healthy new year.

Rabbi Robert L. Wolkoff

## From Cantor Bruce Rockman



*Dear Friends,*

*During this most difficult time for us all, I have had a lot on my mind. I've participated in all kinds of conversations and initiatives this summer in preparation for the fall season. School, High Holy Days and the future have dominated my thoughts and concerns. Let's start a conversation. cantor@bnaitikvah.org*

This phrase is chanted as we dance with the Torah on Simchat Torah:

***May the one who reads our minds save us.  
May the one who is supreme and  
radiant grant us success.***

***May the one clothed in righteousness  
answer us in the time of our calling.***

Today, as I write, it is August 18<sup>th</sup>. We have not attempted to return to school yet and the University of North Carolina has just cancelled in-person classes. Last night I read that North Brunswick Township High School, for at least the first marking period, will offer classes for my children exclusively on-line. And due to dire forecasts, our High Holy Day services will be mostly virtual. October 11<sup>th</sup> begins the joyous holiday of Simchat Torah, the night we dance with our Torahs and the end of our Jewish holiday season. Will we be able to dance with our Torahs safely?

Spirituality can be described as the quality of being concerned with the human spirit or soul as opposed to material or physical things. Our concern for each other, the type of spirituality that is essential to defeat this pandemic, requires physical and material sacrifice. It's heartbreaking that we cannot move around, dance with our Torahs or brides and grooms, experience the first day of school, attend

High Holy Day services, attend sporting events, and so much more to we have become accustomed.

As medical professionals are overwhelmed and cannot provide definitive advice yet, we must be safe and creative. The infection rate in New Jersey has been low throughout the summer, allowing a "little normal" for us and some of our children who attended local day camps. We've learned that outdoor activities with "pods" which serve as small family units can be safe. Unfortunately, that safe haven disappears quickly when the bubble is exposed. I'm certain that in time, hopefully soon, we will not need to participate in experiments to satisfy our human desires for socialization. COVID-19 just doesn't care about our health, but I do. I will not gamble with our well-being.

This does not mean that we should fold our tents and give up on life, fun experiences, G-d, education and friends. I believe that we have to work smarter, change our approach a little bit. This is a conversation, an experiment that I am willing to participate in. The pandemic has been a strong motivation for families to draw closer, strengthening their relationships. A cynic could perceive the opposite. If you are concerned about friendships and relationships, it would be a good time to look in the mirror.

And what about your religious education and that of your children? At difficult times, we often turn to G-d for answers.

The Jews accepted the Torah with the statement "naaseh v'nishma" -- we will do and we will hear. Our tradition teaches us "Do First, Understand Later."

I wish you a meaningful and healthy New Year.

Cantor Bruce Rockman

## From President Marty Abschutz

### September Update



Dear Members,

As I write this, the High Holy Day Task Force has reached a determination regarding attendance. After deep deliberation and in accordance with the unanimous opinion of the medical experts the Task Force consulted and determined, sadly and conscientiously, that during the holidays we will allow a small number of people to enter the sanctuary (approximately 15). That is enough to ensure that we can have complete services, including Kaddish, Torah reading, and so forth. The Task Force’s complete statement appears elsewhere in this HaKol, along with the reasoning of our medical experts.

On behalf of you, our members, thank you to the Task Force as they continue their work. The High Holy Day Task Force included Rabbi Wolkoff, Cantor Rockman, Gordon Heit (Vice President – Ritual), Charlie Valan (VP – Administration), Melissa Kessler (Co-VP – School & Youth), Amanda Uniman (VP – Ways & Means), Steve Levin, M.D., Neal Gittleman, D.D.S., Lori Sookerman, R.N., Kevin Krane (Ritual), Ben Gottesman (Ritual, Streaming), Kim Riemann (Webmaster, Zoom), Lesley Lewkowicz (Synagogue Administrator), and me.

As Rabbi Wolkoff reminds us, we are all in this together. “This” being the COVID-19 virus and all its implications for wearing masks to cover our noses and mouths, washing hands with soap and water for at least 20 seconds (a good habit regardless of when), using hand sanitizer when soap and water aren’t available, and keeping a safe distance from anyone we don’t live with. Diligently following these guidelines will help limit the spread of the virus and shorten the amount of time we have to follow all these guidelines.

We are all in this together and should do what we can to diligently follow the CDC guidelines. Together we are stronger than as individuals. I look forward to “seeing” you (via Zoom). May each of you be inscribed for a sweet new year.

B’Shalom,  
Marty

## Survey Results

In July, we sent a survey to the congregation to help us understand how to best serve you in these challenging times. The survey was open from July 7 - July 15 and we received 195 responses. The situation is very fluid so some respondents’ thoughts may have changed since then, but here are some of the key findings:

- Only 20% of respondents said they would return to services and activities as soon as they resume. The percentage was slightly higher (26%) among congregants who said they attend services at least once a month.
- Of those who said they would return right away, most (79%) expected social distancing. 42% of this small group said they would attend services outside on synagogue property.
- Only a quarter of respondents (25%) with school age children said they would send their kids back to the synagogue for services and activities as soon as they resume.
- 61% of respondents with school age children said they would let their children attend religious school or youth activities knowing that government guidelines and established synagogue protocols were being followed.
- Slightly more than half of respondents (54%) said that a vaccine had to be developed and readily available before they would return for services and activities.
- There are several precautions that respondents expect the synagogue to take when services and activities resume. Nearly everyone said they expected the synagogue to enforce social distancing in sanctuary seating (96%), provide hand sanitizer stations (89%), and require congregants to wear masks (89%). More than half of respondents also felt the synagogue needed to prop open interior doors (59%), limit handouts of any kind (57%), and set up one-way traffic for entering and exiting the sanctuary (57%).
- We also asked what precautions you plan to take when you return, whenever that may be. The top responses include wearing a face mask (95%), standing and sitting at least six feet away from others (95%) and avoiding physical contact (88%).
- 98% of respondents attend high holiday services every year. However, only 18% of those people said they would attend this year.
- Less than half of respondents (43%) who attend adult education classes and programs said they would attend if government guidelines and established synagogue protocols were followed.

## High Holy Days Task Force Initial Report

Dear Friends,

The High Holy Days are a time of great excitement and inspiration. As the first cool breezes of the autumn approach after the unforgiving heat of summer, so too the thought of atonement refreshes us with the possibility of “at-one-ment.” We are energized by the intensity of our services and the pure joy of coming together as a community. More than at any other time, we feel the profound meaning of the traditional phrase “chazak, chazak, v’nitchazek.” “Be strong, be strong, and let us strengthen each other.”

This year, though, is a year like no other we have experienced. Coming together in large numbers will not strengthen us. It would be dangerous, perhaps, G-d forbid, even deadly. The COVID-19 virus has proven to be insidious and persistent, and we must therefore take the necessary precautions. Regarding the commandments, the Torah says “You shall live by them.” And the Rabbis were quick to add “Live by them, not die by them.” We must never allow our sincere spiritual devotion to endanger us, or others.

Therefore, after deep deliberation and in accordance with the unanimous opinion of the medical experts we have consulted, we have determined, sadly but conscientiously, that during the holidays we will only allow a small and safe number of people to enter the sanctuary (approximately 15)—enough to ensure that we can have complete services including Kaddish, Torah reading, and so forth. You can find the reasoning of our medical experts on page 6.

All services will be live-streamed to the entire membership. We will modify services accordingly. They will be shorter than usual, and supplemented with a rich array of additional web content. We are planning on streaming/zooming virtual Junior Congregation and Torah for Tots, as well.

We will have two shofar services outside on the second day of Rosh Hashana (the first day is Shabbat, when the shofar is not blown). One will be a car rally in the Synagogue parking lot immediately after day-two morning services. The second will take place in the late afternoon during Tashlich at Oakey Brook. For everyone’s safety, social distancing and masks will of course be mandatory at these events.

Plans are being finalized to ensure that everyone has prayerbooks, pledge cards (what would the holidays be without pledge cards?), and a bit of sweetness for the new year (we could all use some!). There remain a number of unanswered questions concerning honors and aliyot, determining who will come to which services, and so forth. Now that our High Holy Day committee has finished agonizing over the attendance issue, we will quickly answer these and fill you in on the details.

For those who will be watching the live streaming Services, you might consider having a small number of friends and family watch it with you in your back yard, following all CDC guidance regarding masks, social distancing, etc. We encourage all who attend virtually to dress specially for the holidays, and consider how you can enhance your spiritual space. For example, eat at your dining room table that is covered with a white tablecloth instead of eating at a bare table in the kitchen.

With hopes for a sweet and SAFE new year,

Rabbi Robert L. Wolkoff  
Cantor Bruce Rockman  
Marty Abschutz, President  
Gordon Heit, Ritual Chairperson

## HAKOL

The Newsletter of **Congregation B’nai Tikvah, JCC of North & South Brunswick** 1001 Finnegan’s Lane, North Brunswick, NJ 08902

Published monthly, except July and August. Submissions are encouraged about events, group activities, and anything relevant to the Jewish Community. All articles emailed to Hakol@bnaitikvah.org are due by the 15<sup>th</sup> of the preceding month and are subject to available space and editorial constraints. We discourage the use of PDF files. All issues are archived at bnaitikvah.org/hakol and emailed via the CBT Newsletter. Editors: Gary Bergman, Ann Gold, Arthur Biderman, Janet Weiss, and Sandy Sharon. Advertising: Meryl Harris and Janet Weiss.

## Our Reasons for Having a Minimal Number of Persons.

1. Time: the more time spent in a room with an infected individual, the greater the risk. Popping into the synagogue to drop something off--pretty low risk. Spending a couple of hours in the synagogue--higher risk.
2. The idea that SARS-COV-2 (COVID-19) can spread through aerosols (tiny particles that can be suspended in air) has gained traction. There are reports of people becoming infected at restaurants seated 20 feet away from the index individual. Air currents carried the virus containing aerosols across the room. So, 6-8 feet may be an important measurement when it comes to droplets (which fall to the ground after expulsion), but it is not a meaningful distance when considering aerosols.
3. Singing/talking: increased expression of aerosols.
4. Ventilation: the high ceilings should be a plus, but only aerodynamic engineers who understand air flow patterns could analyze ventilation in our synagogue. There is some evidence that the air in bathrooms may contain more virus.
5. The more people, the more likely someone won't be wearing a mask properly.
6. The more people, the more likely, statistically, that one of them has COVID-19.
7. The more people, the harder it is to distance and the higher use of the bathroom.
8. COVID-19 numbers are back down now after a couple of weeks of increases that raised concerns. However, the testing shows us what was going on last week, not currently. We won't know until the week after the High Holy Days what the incidence of new cases was.
9. It is accepted now that both asymptomatic and pre-symptomatic individuals can spread the virus.

## Seven Lessons of COVID-19

From the Saul & Claribel Simkin Centre PCH, Inc. to all their Residents, family, and staff members.

### Humility

A small virus, unable to be seen by the human eye, has brought us to our knees. It has humbled us and we are better for it.

### Responsibility

Jewish tradition teaches, "we are all responsible one for another." Now more than ever is that message true. We have learned how to keep others safe by our actions. We have learned how important it is to protect the elderly and the vulnerable.

### Friendship and Togetherness

We really are social animals. We have gotten to know our neighbours better. We have shown more concern for others. We have seen the human side of others. We have realized we are ALL in this together. Despite being locked down, we have found ways to connect with one another. How beautiful is that?

### Appreciation

We have learnt the value of front line workers. We have come to appreciate the workers at the super market. We have realized who is really essential in society. We say thank you just a little more than before COVID-19.

### Hate is a waste of time

COVID-19 doesn't distinguish between people, regardless of their wealth, skin color, religious affiliation, political views, or other differences. We should be better than COVID-19. Hate is a waste of time. Love makes much more sense. After all, EVERYONE is created in G-d's image.

### Discipline

Yes, rules do count. COVID-19 has forced us to think about the little details. To make sure we keep six feet apart and not even one inch less. To make sure we wear our masks and not let them slip below the nose. To wash our hands for 20 seconds. To keep the rules of quarantine and keep ourselves and everyone around us safe.

### Kindness

It has come in many forms. In the last eight weeks, I have spent four of them in quarantine. Packages appear at my doorstep. People have shopped for me. I receive countless calls of support and well wishes. Like never before, we have stepped up to the plate to lend a helping hand to others.

## Religious School Parent Committee Update

As summer comes to a close, we would like to take the time to welcome you back! We hope that everyone had a relaxing and healthy summer, and are ready to start a new school year! First, we would like to introduce ourselves to the new families. We are Cheryl Crick and Sharon Cohen, and we are the Religious School Parent Committee Co-chairs.

The Religious School Parent Committee meets monthly to discuss issues that affect our children and their religious education. We hold fundraisers and plan fun events that enhance our children's religious education. Although this school year will look much different than the past, we still plan to hold monthly meetings via Zoom and will hold some virtual fundraisers as well. As for in-person activities, we will do our best to plan them. If you have any suggestions for virtual or in person socially distanced events, please let us know.

Our committee is always looking to grow! We encourage all those interested in helping, to join us. If it is not possible to make monthly meetings, you can always email us with questions, ideas, or concerns. Getting involved is the best way to truly feel like you are a part of the CBT family. To learn more, please feel free to email us at [cherylcrick13@gmail.com](mailto:cherylcrick13@gmail.com) and [sharoncohen@hvrsd.org](mailto:sharoncohen@hvrsd.org).

We are truly excited to start the 2020-2021 school year!

Cheryl Crick and Sharon Cohen



### Get to know Cheryl Crick

My husband Josh and I moved to South Brunswick in 2012 from South Jersey. Once we started a family, we began looking for a synagogue to join. We have been official members of CBT for 3 years. Our 6 year old daughter, Miriam, has been attending CBT since she was 2½ in the preschool. We instantly fell in love with the family feel of the preschool and when she was old enough to attend religious school, we officially became members. She is now in the Shorashim class. We also have an almost 3 year old daughter, Maisy. Maisy attends many of the PJ Library events CBT holds and loves coming to Family Shabbat. I also sit on the PJ Library Events Committee and am part of the Sisterhood Board. I am really excited to be on this new committee and I look forward to working with you.



### Get to know Sharon Cohen

My husband Craig and I have been members of the B'nai Tikvah family since our son, Scott, came home almost 13 years ago. Scott graduated from the JCC preschool and is now in the Hei class of Religious School! We were regular attendees of Family Shabbat and when our daughter Emma arrived in 2012, she immediately joined us at CBT. She followed in Scott's footsteps and was a proud member of the last graduating class of the JCC of 2018 and is now a student in the Shorashim RS class. I have been a member of the Religious School Committee since 2013 and a co-chair since 2015.

## Gift Cards Are Back!

Planning a trip to the supermarket? Make it a fundraiser for CBT and reward yourself, too!

Stop & Shop, Whole Foods, Home Depot, ShopRite, ACME, and Lox, Stock & Deli

Did you know you get a 2%\* dues deduction for all of your purchases made with gift cards?

Buy gift cards at the synagogue office.

Call 732-297-0696 to arrange a pick-up time.

As the office is still not open every day, you can't just stop in.

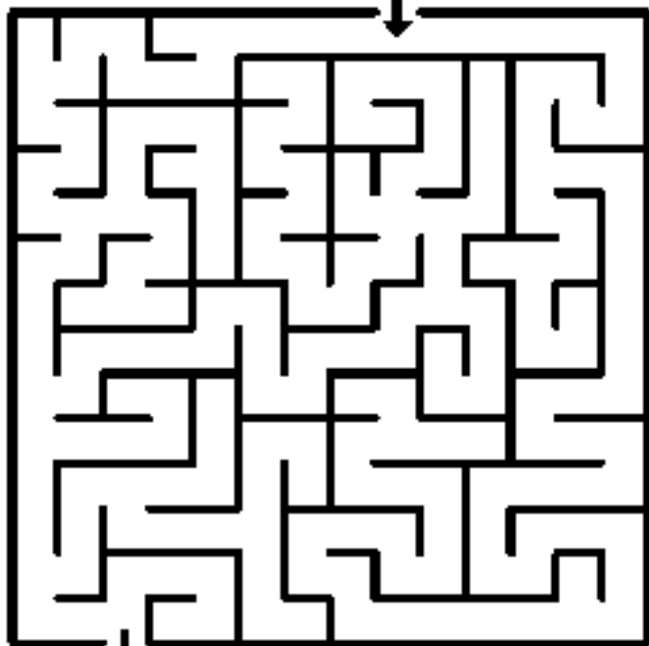
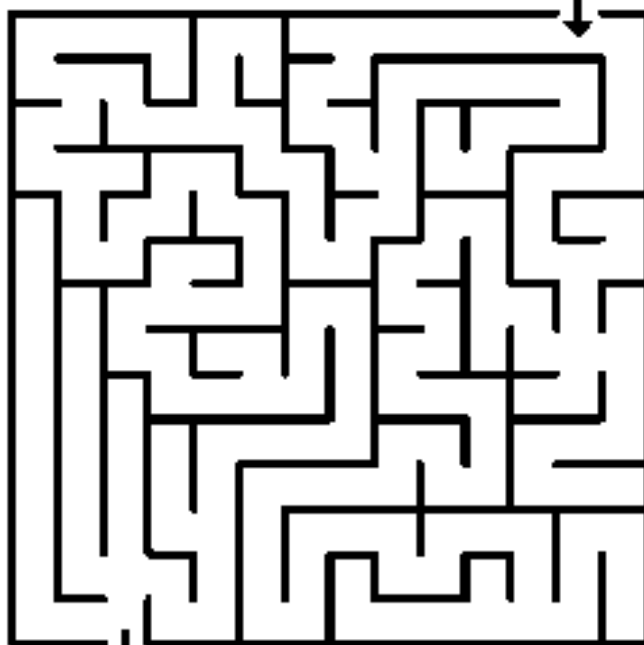
\* when you pay by cash or check

# Stacey Rockman's KIDS CORNER

## MAZES!

**FOR YOUNGER KIDS**

Help  
Shrilly the Shofar  
find his way  
home!





# Shabbat

C T N S V X X A L F  
 A R N G F N K K S A  
 N K I D D I S H M M  
 D T O R A H Z S B I  
 L F S H A B B A T L  
 E C H A L L A H K Y  
 S E Y A D R U T A S  
 F R I D A Y F B W D  
 S S Y N A G O G U E  
 E K H S I W E J A P

candles

challah

family

Friday

Jewish

kiddish

Saturday

shabbat

Synagogue

Torah

# KOSHER KITCHEN TAKE-OUT

Four-meal Minimum Order

Order Form on next page.

QTY	Item	Price	Total
	<b>Shabbat Dinner</b> <i>Whole Roasted Chicken With Kasha Varnishkes, Grilled Vegetables and 1 QT Chicken Noodle Soup</i>	36.00	
	<b>Shabbat Dinner #2</b> <i>3-6 ounce pieces of Braised ShortRib with Mushroom Gravy served with 1 Qt Chicken Soup, Mashed Potato and Coleslaw</i>	48.00	
<b>ENTREES</b>			
	Short Rib Entrée served with Mashed Potato and Grilled Vegetables	18.95	
	Hibachi Chicken served over Vegetable Lo-mein	14.95	
	<i>Baked Ziti (Dairy)</i>	14.95	
	<i>Chicken Fingers (8 pieces)</i>	12.00	
	<i>Dark Meat Chicken Kebab over Herb Rice With Israeli Salad and Tahina</i>	14.95	
	<i>Eggplant Rollatini over Penne Marinara (Dairy)</i>	14.95	
	<i>Filet of Branzino with Lemon Wine Sauce With Rice and Sautéed Spinach</i>	17.95	
	French-cut Chicken w Lemon Garlic Sauce with Mashed Potatoes and Grilled Vegetables	14.95	
	Fresh-cut Chicken with Marsala Sauce with Herb Rice and Sauteed Spinach	14.95	
	Grilled Herb Salmon with Dijon Dill Sauce with Mashed Potatoes and Grilled vegetables	14.95	
	Homemade Meatloaf with Mushroom Gravy Mashed Potatoes and Grilled Vegetables	14.95	
	Macaroni & Cheese (Dairy)	11.00	
	Pasta Primavera	11.00	
	<i>Penne Marinara</i>	8.00	
	Ponzu Seabass served over Fried Rice	18.95	
	Pulled BBQ Brisket over Mashed Potatoes and Brussels Sprouts	17.95	
	Spaghetti and Meatballs	14.95	
	Stuffed Cabbage with Kasha Varnishkes	14.95	
	<i>Sweet and Sour Meatballs Over Penne Pasta</i>	14.00	
	<i>Teriyaki Glazed Salmon Over Vegetable Fried Rice</i>	14.95	
	<i>Vegetable Fried Rice</i>	11.00	
<b>SOUPS, SALADS, &amp; SIDES</b>			
	<i>Homestyle Chicken Noodle Soup (1 QT)</i>	11.00	
	Homemade Potato Knish (2 per order)	7.00	
	<i>Kasha Varnishkes (1 QT)</i>	11.00	
	<i>Mushroom Barley Soup (1 QT)</i>	11.00	
	<i>Tomato and Cucumber Salad (2 servings)</i>	11.00	
<b>DESSERTS</b>			
	<i>David's Brownies (6 Large)</i>	12.00	
	<i>David's Blondies (6 Large)</i>	12.00	
	Rice Pudding (1 Pint)	5.99	
<b>FRESH MEATS (Uncooked)</b>			
	<i>2 LB Trimmed Chicken Cutlets</i>	18.00	
	<i>2 LB Ground Beef</i>	18.00	
	<i>Whole Chicken</i>	11.00	
	<i>1 LB Trimmed Skirt Steak</i>	26.00	
	<i>Local Delivery</i>	20.00	

\*\*\*Meals are freshly prepared and may be frozen for later use.\*\*\*



Lori Sookerman



Shelly Wistreich

Please visit [bnaitikvah.org/sismember](http://bnaitikvah.org/sismember) to discover the joy of getting involved in our circle. Sisterhood would love to welcome you.

Contact: Jessica Zink, [jessicazink@optonline.net](mailto:jessicazink@optonline.net).

**Mitzvah Baskets**

Help us decorate the bima with nonperishable food baskets. We also deliver baskets to other synagogues. Tell your friends about this service. Contact: Teresa Samtur 732-821-8163 or [msamtur@comcast.net](mailto:msamtur@comcast.net)

**Mazel Tosses**

Enhance the simcha of your child's special day by having Sisterhood provide these bags of soft candy which will sweeten the day. Also great for an aufruf. Order your Mitzvah Baskets and Mazel Tosses at [bnaitikvah.org](http://bnaitikvah.org) at least one month before your mitzvah.  
Contact: Marci Abschutz, 732-735-1946.

**Torah Fund**

The new pins are available with a \$180-or-above pledge. We would love to welcome you as a Torah Fund benefactor, helping the Women's League for Conservative Judaism to support the Jewish Theological Seminary, its teachers, Cantors, and Rabbis.

Contact: Ann Rosenzweig 732-249-9141  
[Anndyapt@optimum.net](mailto:Anndyapt@optimum.net)

**Gift Shop**

The gift shop will be open by appointment only. Please call Serena Blackin at 732-390-9515.

The gift shop is also working on an online store with curbside pickup. Payment will be by check or Venmo only. More details coming soon.

***Classical Caterers - Kosher Kitchen***

In these difficult times, we are offering freshly made kosher meals and meats, prepared in ready-to-heat containers. Orders must be received by 4pm Friday for curbside-pickup on the following Wednesday between 12:00 and 2pm.

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: NJ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

FORM OF PAYMENT: ( four-meal minimum on all orders )

VISA/MC: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ EXP. DATE: \_\_\_\_ / \_\_\_\_

3-DIGIT CODE: \_\_\_\_\_

SUBTOTAL: \$ \_\_\_\_\_

6.625% SALES TAX: \$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_



← Scan here or visit [classical.catertogo.com](http://classical.catertogo.com) to place an order online.



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## USY and KADIMA's Response to COVID-19



**Sydney Sookerman**

As I sit here writing this article, I begin feeling nostalgic for the many wonderful experiences I had as a teenager participating in USY. Now as I think about what teenagers are going through in this difficult time, as the seniors discovered they would not get to attend their last convention this past spring or were unable to walk in their high school graduation commencement ceremonies, I am reminded of how great the month of March began for our youth. It was filled with exciting things, but at the same time, our USYers and Kadimanicks had to begin to adjust to the quarantine for COVID-19.

Now, almost six months later, our teens/tweens have adjusted to this virtual, socially distanced, quarantined life. I don't think anyone anticipated for COVID-19 to last this long, but it did and it is still happening. We still need to take all the proper precautions to ensure the health of everyone. I find myself in a situation that I cannot change. I wish times were different, but they are not, and we need to adjust. I know we all will come out of this stronger than ever before. I never could have imagined working in a hospital, in the field of Patient Experience through the operations of Food Service and Housekeeping, during a worldwide pandemic. But I am, and sometimes I think to myself; "Is this really happening?" I saw the really good and the really bad. I saw a small close-knit hospital convert their building into an almost all COVID-19 facility. I also saw the

community come together through the true meaning of Social Action/Tikun Olam, to give back to all the healthcare workers. I came to work every day knowing that we did not have to worry about meals while at work. The hallways are lined with cards, posters, and pictures from kids, families, and businesses, wishing us to stay safe and healthy. We are thought of as superheroes!

As the school year starts up again, I can confidently say that the International and Hagalil USY organizations have a plan to succeed virtually in all that they do. I know, with the creative and tech-savvy USYers we have, that we will still have a fun-filled upcoming year. I hope that sooner rather than later, we can all be in person, hug each other, high-five each other, and enjoy a good bagel and coffee together. But for now, we must enjoy each other's company virtually and maintain social distancing while participating in USY & Kadima events that are much different than before.

With your willingness to give us a chance to show you how much fun our events can still be, join us! Stay tuned for more information regarding events. Everything will always be communicated in an email, CBT constant contact, and on our Instagram@northsouthbrunswickusy.

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## To USY & KADIMA Parents from the B'nai Tikvah Youth Group Advisor

Included in this month's mailing, you will find this year's USY & Kadima Membership & Emergency Contact Forms. Please fill out and send with a check if you anticipate your child's participating in virtual and in-person events for this upcoming school year, either through the chapter or on a regional level. A lot of information has been coming out from the Hagalil regional level. Please contact Sydney if you are not receiving them.

This week, our USYers and Kadimanicks have a jam-packed virtual Encampment! Do you want to be included?

Any questions or concerns? Don't hesitate to contact Sydney Sookerman on her cell phone: 908-210-8379



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## The Osborn Effect



Gary Bergman

In April of 1981, Adam Osborn introduced the world's first successful portable microcomputer. It had no on-board battery, but could be transported and easily fit under an airline seat. It was such a hit (selling over 10,000 units per month at its peak) that the company began immediate work on the next generation, the Osborn-II. The problem was that once word got out about the fabulous features of the new machine, people stopped buying the first one. Without the cash to support production, in 1983 the company filed for bankruptcy and the phrase "The Osborn Effect" was born.

Let's take a look how this relates to today's auto industry. Tesla Motors has proven to the public that electric vehicles (EVs) have tremendous advantages over internal combustion engine (ICE) cars. The mainstream auto makers would have no trouble, with all their resources, to simply out-compete and reduce Tesla's dominance with their own EVs. So, why don't they? Because, they understand the Osborn Effect. If they would produce and properly advertise the new technology, it would wreck havoc on their industry, which depends on the masses buying profitable ICE vehicles. So, they're caught between a rock and hard place; currently losing money on each EV they produce to compete with Tesla, while continuing to promote outmoded cars.

The inspiration for this article comes from this YouTube channel: <https://bit.ly/kosborn>

## More Cooking Tips from Gary Bergman

1. Order the Ponzu Sea Bass from Classical Caterers.
2. Keep it in the fridge for three days.
3. Microwave the covered dish for 4 minutes at power level 4
4. Let it cool and microwave for 3 more minutes at 1/2 power.

This thrice-proven process resulted in a meal cooked to perfection. Any similarity to my previous published recipes is purely coincidental.

## Bikur Cholim

The committee wants everyone to know that, while we are unable to fulfill our mission of visiting the sick, we'll pick up prescriptions, do light shopping, and provide transportation. If you are affected by COVID-19, please let the office and clergy know at 732-297-0696.

## Is COVID-19 a new Holiday? Which Yom Tov is it?

We're wearing masks like it's **Purim**. We're walking around in slippers like it's **Tisha B'av**. We're only allowed to eat outside like it's **Sukkot**. We're eating fruits like it's **Tu B'Shevat**. Everyone is using cleaning wipes like it's **Pesach**. We're eating our meals with our families and sleeping until noon like it's **Shabbat**.

So what holiday is this and when does it end—'cus I'm ready to make **Havdalah** now.

## July's Blood Drive

There couldn't have been a worse time to hold a community Blood Drive than during the height of the COVID-19 epidemic. Vitalant, the company that actually does the work of promoting and collecting those precious red cells, had a brilliant idea... to offer free anti-body testing to those who donated. They also went overboard to minimize crowding and tested the temperature of all those who entered the building. As a result, we collected a record 20 pints.





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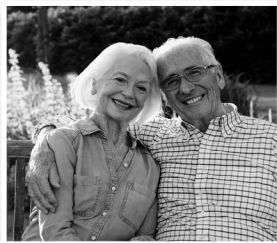
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