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## PURIM 2015

Sunday, March 1st	Purim Carnival Pub Crawl Sisterhood Passover Wine Tasting and Sale
Wednesday, March 4th	Megillah Reading
Thursday, March 5th	Purim Megillah Reading
Friday, March 6th	Nursery School Purim Carnival
Saturday, March 7th	Annual Gala Event
Sunday, March 8th	Anti-Semitism on Campus
Thursday, March 12th	Sisterhood Ladies Night Out
Wednesday, March 18th	Sisterhood Chicken Soup Project
Friday, March 20th	School Wide Shabbat Family Shabbat



## Another Viewpoint



### I Wish, I Wish, I Wish

My trip last year to Israel for Passover left me with some mixed feelings. Some good, some not so good. Feelings of pride and disappointment. I looked around at the growth and modernization, at the beauty of the land, and at the disappearing but inevitable loss of historic landscape that must be sacrificed to make room for human habitation.

My trip to the Wall was an unambiguous expression of Jewish delight in our being. The plaza was filled with all kinds of visitors. From hippy to Conservatives to Haredi. Entire families, children, baby carriages, wheel chairs, and plain chairs. Men and women (separated by the mechitza of course) so thick at the Wall that it took patience and determination to get close enough to place a message into the cracks.

Despite the intensity of the swaying and praying at the Wall there was almost a circus like atmosphere about it. It was joyous. It was exhilarating and I felt privileged to be there once again.

On the other hand, disturbing to me is the apparent increasing secularization of the Jewish people and the schisms among the religious, non-religious and anti-religious residents. The drift away from religion by so many, and the animosity toward the religious and Ultra Orthodox.

Given that the Ultra Orthodox tend to take advantage of the law and seek public support of their large families, which understandably irritates the hard working and tax paying population that runs from Modern Orthodox to reactionary anti-religious, it seemed to me that the divide is so great as to make the split in the American political landscape almost collegial by comparison.

The secularization of Israel and the movement away from Judaism disturbs me. How can there be a Jewish state without religion? My own Israeli family has changed since making aliyah over thirty years ago. When my daughter lived on a little moshav in the desert, she and her daughter would light candles on Friday nights and recite the blessings. Today no one gives any thought to the fact that the day of rest was a new social innovation introduced and mandated by the Torah.

I was challenged by some of the other guests at the Seder as to why religion was necessary at all when there are so many good people who are not religious. In other words one does not have to be religious to be a good person. So how do you define a good person? Someone who keeps his TV volume low so as not to disturb the neighbors? Or someone who only beats his wife occasionally? Well and good, but where is the commitment? Our religion demands a commitment. Thou shalt not murder, or allow another to do so.

We all to some degree pick and choose what we deem important to us, but in the heat of argument, the fact that the standards and behavioral parameters are spelled out in the Torah seemed to get lost. After a time I had the oddest feeling that I was a missionary here among the native Hebrew speakers, most of whom had bible training as part of their education.

To counter their arguments I wish that I had thought to point out that he (or she) who saves even one life has the same merit as saving the whole world. I gave as good as I got, but wish I had remembered to say that our religion also tells us that we are responsible for the widow and the orphan, the sick and the poor. I wish that I had reminded them how much of our modern law stems from the Torah.

I wish, I wish. Well, maybe next time.

Aaron Rosloff

Originally published April 2008

## HAKOL

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

Published monthly, except for July and August. Submissions are welcomed about Congregation events, group activities, and other material relevant to the Jewish community. All Submissions for **HAKOL** are due by the **12th** of the preceding month

**Please send submissions and correspondence via e-mail to:**  
**hakol.cbt@gmail.com**

All e-mail submissions are acknowledged via e-mail All articles are subject to available space and editorial constraints.

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## From the Desk of Cantor Bruce Rockman



### That New Car Smell!

I love the smell of a new car; the excitement of driving that new automobile is an awesome sensation.

My first glimpse at the bright green grass of a professional baseball field is unforgettable. These are two simple and very common memories that fill me with joy and exhilaration.

While leading our service on that first Shabbat, I realized the most significant meaning of the Mitzvah 613 project. Our future is robust. The newly refurbished sanctuary illustrates the confidence that we share in the potential of our Jewish community here in Central Jersey, in Israel and elsewhere. We can continue to feel confident in the sturdy and growing roots that are flourishing at B'nai Tikvah.

Our newly refurbished sanctuary excites me. Anticipation of all that will happen in our grand room of prayer is off the charts wonderful. I feel proud to be a part of this congregation, because of the confidence and foresight that is expressed by our actions.

From top to bottom the sanctuary is new with a strong sense of history. The new pews are very traditional and the ceiling is beautiful, crisp and clean. The group of volunteers who orchestrated this project deserves our heartfelt thanks. Like all of our volunteers, countless hours were devoted with passion, thoughtfulness and love with wonderful and refreshing results.

You must spend time in the sanctuary; it's a great place to pray. Smell the new carpet, sit in the new pews and feel the connections we are making with each other. Your senses will be overwhelmed as see and experience what you helped to build. Although G-d is everywhere, it is a really nice place to get a little closer.

Worship the Lord with Gladness and Joy  
Cantor Bruce Rockman

Support for the **Rutgers Hillel FIT5K Run to Support Israel on the morning of April 19th** in New Brunswick's Buccleuch Park is growing. Please call the office or contact me at [cantor@bnaitikvah.org](mailto:cantor@bnaitikvah.org) if you are thinking about taking part in this event.

Our support for Israel will continue on **Wednesday, April 22 with the first annual Sons of Tikvah Band Falafel Ball**. We promise a great evening of fun, music and food.

### *Save the Date and Time Change* **L'dor Vador- Pharaoh's Daughter in Concert** *Sunday, May 17<sup>th</sup> at 7:00 PM*



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## A Message From Our Co-Presidents



*And let them make Me a sanctuary that I may dwell among them.  
Exodus 25:8*

On February 6 and 7, we gathered together to celebrate Shabbat in our newly renovated sanctuary. While the Sanctuary Committee was responsible for the planning and selection of paint, pews, ceiling, fabric, lighting, carpet and every other detail of the sanctuary renovation, we did not see the newly decorated room complete until we walked in during the first weekend in February.

Wow! It was absolutely overwhelming to see the result of months of planning, hours of meetings, thousands of emails and phone calls, meticulous attention to our budget and a seemingly infinite number of details. Everything looked so clean and fresh. The wood beams on the ceiling against the new beveled white panels looked elegant and dramatic. The beautiful woodwork of our Aron Kodesh “popped out” from the blues used behind it and many people commented that it seemed to be floating in the sky. Alongside the light walls, the stained glass windows looked even brighter, with each symbol of our heritage radiating colorful light onto the Bima. The pews not only looked fabulous and welcoming, but they felt incredibly comfortable. Our new Torah covers were perfectly coordinated with brand new lectern covers – all made by our congregants. When we opened the ark during services, its interior – so carefully restored by members of B’nai Tikvah – appeared all the more stunning.

*The Lord spoke to Moses, saying: Tell the Israelite people to bring me gifts; you shall accept gifts for Me from every person whose heart so moves him. Exodus 25:1-2.*

*And these are the gifts that you shall accept from them: gold, silver and copper; blue, purple, and crimson yarns, fine linens...Exodus 25:3-7*

While the gifts that helped make this renovation and the purchasing of a new Torah possible were not precious metals and fine linens, the generosity and kindness of the members of Congregation B’nai Tikvah made these projects come to fruition. Some congregants gave of their time and some made financial contributions; we all shared our gifts to support the refurbishing of the center, the very heart, of our building. We will have wonderful memories of the Shabbat weekends in January of 2015 when we prayed in the Kiddush room – with cocktail tables serving as makeshift pews, and our Torah surrounded by the beauty of nature. While many people enjoyed the intimacy of these alternative services, we are simply thrilled to call everyone back to our new sanctuary and say “Welcome Home!”

Sincerely,  
Allison Nagelberg and Ruth Anne Koenick  
Co-Presidents, Congregation B’nai Tikvah

# March Events!

**Sunday, March 1<sup>st</sup>**

Purim Pub Crawl

**Sunday, March 8<sup>th</sup>**

Confronting the Anti-Israel Movement on College Campuses with Ambassador Danny Ayalon

**Sunday, March 15<sup>th</sup>**

Special Movie: *Beneath the Helmet*

**Thursday, March 19<sup>th</sup>**

Special Speaker: Edwin Black

**Please see the calendar at [www.bnaitikvah.org](http://www.bnaitikvah.org) for details on these and other events and activities!**

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Please RSVP your start date to Aimee Weber at [aimjweb@gmail.com](mailto:aimjweb@gmail.com) OR call/text 732-406-9969.



# SISTERHOOD

## This Month

**Sunday, March 1<sup>st</sup>** – Sisterhood Annual Passover Wine Tasting and sale during the Purim Carnival. Wine order forms can be found at [bnaitikvah.org/wine-sale](http://bnaitikvah.org/wine-sale) <<http://bnaitikvah.org/wine-sale>>

**Thursday, March 12<sup>th</sup>** – **Ladies Night Out.** Enjoy a fun night out with your friends and shop the hottest new line of Keep Collective by Lauren. 15% of the proceeds will be donated to Sisterhood. Don't miss it, there will be vodka, food, jewelry and fun...what more can a girl want! If you cannot make the event, you can still shop, go to: [www.keep-collective.com/soc/y9le7](http://www.keep-collective.com/soc/y9le7). RSVP to Jill at [jieisne@aol.com](mailto:jieisne@aol.com)  
Don't forget to invite your friends!!

**Wednesday, March 18<sup>th</sup>** – **The Chicken Soup Project.** The Stein Hospice is the only Jewish Hospice caring for patients throughout our area and beyond. They provide state of the art end-of-life care in a manner that respects Jewish traditions, lifestyles and values. For a second year, The Bnai Tikvah Sisterhood will be participating in a program designed to provide homemade soup to their many patients, families and caregivers. This is a wonderful opportunity to engage in a community activity, cook homemade soup with love and care and learn about hospice care as well.

We will need shoppers (beforehand), choppers, 'simmerers', stirrers, 'seasoners' and packers! The process will begin on Wednesday, March 18th at 4 pm and will culminate that evening in a program in which Sara Culang from Stein Hospice will present info on Stein Hospice and how our delicious soup will be used to nourish their patients' bodies and souls. Our own Jill Stone who is a volunteer with Stein Hospice will talk about her experience as a volunteer as well. If you cannot participate in the process please come to the evening program. If you are interested in helping please contact Caryl Greenberg at [carylgreenberg@verizon.net](mailto:carylgreenberg@verizon.net) or at 908.216.7616.



## Save the Date

**April 26<sup>th</sup>** – **Shop Until You Drop Vendor Event.** More details to follow.

**Also in April** - Jo in Sisterhood for a Painting party. More information to follow.

**May 19th- Movie Night and Elections.** We will have our annual elections followed by a viewing of the documentary Sturgeon Queens. This tells the story of the two sisters behind the famous Lower East Side establishment, Russ & Daughters. We will have some lower east side type delicacies to accompany our viewing!

## Vendors Needed

Sisterhood is hosting "Shop till You Drop" Vendor Fair on Sunday, April 26<sup>th</sup>, 2015. If you know a vendor or if you are a vendor who is interested in participating, please email Jill at [jillfeisner@hotmail.com](mailto:jillfeisner@hotmail.com). Vendor fee is \$36.

## Gift Shop

The Gift Shop is open  
Sunday 9am-12pm  
Wednesday 4pm-6:15pm  
By Appointment contact Serena Blackin 732-390-9515

First I would like to thank everyone who came out to support the Gabrieli Tallit Trunk Show

Ori was thrilled with the outcome and Mazel Tov to all our upcoming B'nai Mitzvah Children

## March Specials

20% off all kitchen items  
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Please stop by and see all the new merchandise including our new "Fair Trade" items

All Passover items are now available for purchase

## Torah Fund

Your Torah Fund contribution strengthens and perpetuates Conservative Judaism throughout the world. For information on ways you can support Torah Fund, contact Ann Rosenzweig, 732-249-9141.

Pins and WL cards are available. For ordering information, please check the Bulletin Board or contact Ann Rosenzweig, 732-249-9141. Cards are \$5 if sent to you or \$4 if hand delivered at a Sisterhood's event.

Visit the B'nai Tikvah website to order your Mitzvah Baskets and Mazel tosses. Please have your forms in one month before your mitzvah.

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All B'nai Tikvah families welcome along with  
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## 5th Annual RELIGIOUS SCHOOL MODEL PASSOVER SEDER

Sunday, March 29<sup>TH</sup> at 10:00am  
In the Gym

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**Suggested donation: \$18 per family**

Please make checks payable to B'nai Tikvah Religious School and submit the form below by Sunday, March 8<sup>th</sup> to Terez in the Religious School office or email her with any questions at [School@bnaitikvah.org](mailto:School@bnaitikvah.org).

Name of Oldest Student: \_\_\_\_\_ Student's Class: \_\_\_\_\_

Number of Guests Attending: \_\_\_\_\_ Adults \_\_\_\_\_ Children

Email: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

We would like to make our donation in honor of/in memory of: \_\_\_\_\_

### DONATION LEVELS

- |   |          |
|---|----------|
| <input type="checkbox"/> Matzah Ball Soup Level | \$18     |
| <input type="checkbox"/> Seder Plate Level      | \$36     |
| <input type="checkbox"/> Gefilte Fish Level     | \$54     |
| <input type="checkbox"/> Hagaddah Level         | \$72     |
| <input type="checkbox"/> Elijah's Cup Level     | \$118    |
| <input type="checkbox"/> Other                  | \$ _____ |

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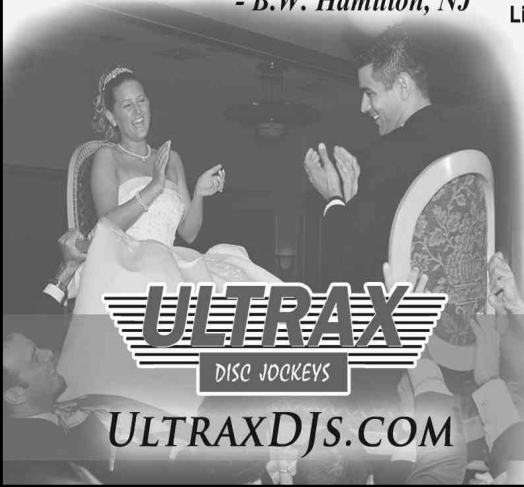
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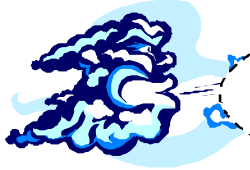
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# Family Shabbat Dinner and Service MARCH 20, 2015

**Friday March 20, 2015 RSVP by 03/18/15-PLEASE**

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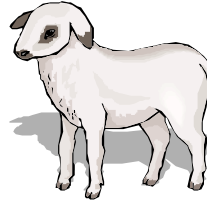
Baked ziti dinner with salad and challah.  
Fresh veggies to nibble on before hand.  
Cost \$8 per adult,\$0 for children 2-12.  
Peanut Free dinner and dessert.

**6pm in the MULTI PURPOSE room**



Is your child or other family member celebrating a birthday or any other special occasion in the month of March? Please let us know so that we can make this announcement. For \$18 you can **SPONSOR** the Kiddush in honor of that event or any other special occasion. See order form below.

*A unique Shabbat experience geared towards families with children between the ages of 2 and 7. You need not attend the dinner to attend services.*



# of adults \_\_\_\_\_ @ \$8.00/adult Amount due\$ \_\_\_\_\_

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Sponsoring Kiddush \_\_\_\_\_ @\$18.00

Total due \$ \_\_\_\_\_

Your name: \_\_\_\_\_ Phone #: \_\_\_\_\_

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**RSVP A MUST BY MARCH 18, 2015**

Questions? Call Bobbi @ 732-274-2797 or email eemaof3@comcast.net

## MEN'S CLUB

### Wrap-Up of the 2015 World Wide Wrap

by Andrew Goldberger

A new record was set on Superbowl Sunday, but it had nothing to do with football. On Sunday morning, February 1<sup>st</sup>, 2015, the B'nai Tikvah family joined the Federation of Jewish Men's Clubs and a record number of Conservative Jews across the globe who participated in the 15<sup>th</sup> annual World Wide Wrap. This signature event, which began in 1999 with the release of the instructive film, *The Ties that Bind*, provides the inspiration for men and woman to adopt the ritual mitzvah of putting on tefillin in their daily lives.

The local minyan and breakfast, sponsored by the B'nai Tikvah Men's Club, set a record as well. More than 60 people gathered in the Kid-dush room, with 25+ wrapping themselves in tefillin. Rabbi Robert Wolkoff could not recall a time when more people gathered together here for this event.

Rabbi Wolkoff detailed the symbolism that when the Hebrew letters align, each participant "becomes a living mezuzah." Cantor Bruce Rockman encouraged all to continue in this practice throughout the year, and especially honored nine congregants who regularly attend Sunday morning minyans. All are invited to attend with the Cantor on any Sunday morning at 9:00 a.m. in the Beit Midrash.

Steve Katz, Men's Club President, commented that "the numbers today reflect a resurgence in interest and Men's Club leadership within the younger generation." Part of that resurgence comes from Craig Cohen, who was recently honored as the local Men's Club Man of the Year for his planning and fundraising efforts. "We're planning one or two more events through June with the goal that this will help build momentum into next year."

Also stepping up is Mark Rones, V.P. of Planning. He's looking for more active Men's Club members, and will be setting monthly Sunday morning Board Meetings with bagels and coffee provided. Emails will be going out to all current and prospective Men's Club members about upcoming meetings.

**And that's a wrap-up of the 2015 World Wide Wrap!**

#### Next Up:

- Look for the Men's Club booth at the Purim Carnival on March 1<sup>st</sup> to pick up your Yom HaShoah candles.
- And check out the B'nai Tikvah website for upcoming Men's Club events!



Men's Club members Craig Cohen (center left) and Mark Rones (center right) are all smiles. They helped organize this year's event. (Photo by Marc Rosen.)



Rabbi Robert Wolkoff explains the significance behind the ritual of wearing tefillin during the 2015 World Wide Wrap. (Photo by Marc Rosen.)

## MARKETING COMMITTEE

The Marketing Committee is looking for some people who would like to get involved writing, posting, designing materials for B'nai Tikvah. We're looking for help with social media content, blogging, updating brochures and promotional materials. If you have the skills and would like to help please get in touch with the Marketing Committee chair, Phil Welsher, at [philsland@gmail.com](mailto:philsland@gmail.com).

## Getting to know: Phil Welscher



By Gary Bergman

Everyone who attends Shabbat Services, knows Phil as the Ritual Committee's guy who warmly greets those who enter the sanctuary. He is always there with Gordon Heit to help insure the services run smoothly but I recently discovered Phil's true passion, which begs to be shared.

**Q:** When did you first recognize your talent for drawing?

**A:** You'd have to ask my mom. I don't really remember a time when I didn't draw.

**Q:** Have you shown or exhibited any of your works?

**A:** I currently have pieces on exhibit in three separate shows; a small local show for the South Brunswick Arts Commission, a show at the Printmaking Center of NJ, and one at the Monmouth Museum. Many of my works are published on my website: phil-welscher.artistswebsites.com.

**Q:** Are you in shows like this all the time?

**A:** To be in three shows running concurrently is unusual. For a long time I had stopped showing to focus on that food, shelter, clothing, tuition thing but, I'm trying to stay out there now.

**Q:** Do you have a favorite medium to work in?

**A:** I work mostly in colored pencil and pastel. I do more digital rendering and image manipulation now as well. I have a piece, "In Concert" on my site for instance, in which the foreground image was completely digitally rendered and then combined with photographic background elements.

Phil had to correct me when I referred to some of his works as drawings, when they are actually considered "paintings in pencil".

He explained that the difference between a painting and a drawing is not based on the specific medium nor tools used but rather the way they're used. "There are a lot of people out there who draw with a brush."

Phil has won juried awards at national and international shows, such as the Washington Square Exhibition, Long Beach Museum, The Colored Pencil Society of America, and been published in two books on colored pencil.

Rather than settling for a career as a starving artist, Phil worked in the field of print advertising production for such companies as J. Walter Thompson, McCann Erikson, Gray Advertising, and ran the production for the gold card promotions at Chase Bank.

You probably have seen advertising materials that Phil produced at some point, either in your mailbox, on a billboard, mall display, or other advertising media. Phil has his name on two printing industry patents for methods for creating certain types of promotional materials.

The work depicted below is entitled "L'dor VaDor" (From Generation to Generation), a mix of Colored Pencil and Pastel. A scribe imparts stories and lessons about the torah as he works, connecting the next generation to the text that has connected so many generations before. Contrary to my initial belief, any resemblance of the child depicted in the drawing to a member of our congregation, is purely coincidental.



Phil's most noted work, in my opinion, is a piece entitled "The Collective Memory", currently on display at the Monmouth Museum in Lincroft through March 8th. It's a work in colored pencil about a person learning to chant haftarat and the feelings of connection with history evoked through the act of reading on Shabbat. Phil used pre-WWII images of shtetl Jews, based on works by Roman Vishniac and merged them with his own reference materials recognizable to members of our congregation.

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January 12, 2015 – February 12, 2015

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Continued next page



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Natasha Rosenbaum, in memory of her father-in-law,  
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## THANK YOU

A special thank you to Joyce Fishelberg, Bill Greenberg, Beverly Leipzig-Silien, Jeryl Roller & Mae Rubinstein for making February birthday calls.

A special thank you to Jay Scheuer for his amazing prayer book repairs and to Phyllis Pinsky for doing beautiful calligraphy for B'nai Mitzvah and Baby Naming certificates.

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22 2 Nisan CBT at Home in Kendall Park	23 3 Nisan	24 4 Nisan Men's Basketball	25 5 Nisan	26 6 Nisan B'nai Mitzvah Meeting	27 7 Nisan USY Shabbat	28 8 Nisan USY Shabbat
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