



Outreach

OCTOBER 2002--CHESHVAN 5763

INTERIM UPDATE

“In 100 years, it won’t matter what kind of house I lived in or car I drove...”

What do Sam Domb and Robert Redford have in common? The answer-- Sam Domb's Westhampton home. In 1974, Robert Redford starred in *The Great Gatsby*, which was filmed, in part, at the beautiful Spanish-Portugese manor that Sam Domb now calls home.

Unlike the frivolous frolicking of Redford's Jay Gatsby character, however, Sam Domb has chosen to use his elegant bay-front home for the benefit of the Jewish people. On August 18, 2002, Mr. Domb hosted the third annual *Salute to NJOP in the Hamptons*. With a sell-out crowd of over 250 people, there was no doubt that the afternoon affair was to be, once again, a big hit.

The weather was bright and cheerful as guests mingled on the lawn and enjoyed the sumptuous buffet provided by Alex Klein of Le Marquise Catering. The *Salute to NJOP in the Hamptons*, however, is about much more than relaxing in the sun or enjoying lambchops, hamburgers and sushi from the buffet... it is about inspiring people to help the National Jewish Outreach Program in its battle against assimilation. The importance of this work could not be better highlighted than by Rabbi Buchwald's announcement of the distressing results of the latest Jewish Population Survey - 1.4 million American Jews (up from 625,000 ten years ago) who now practice other religions!

The honorees of the *Salute to NJOP in the Hamptons* were two couples with long resumes of dedicated service to the Jewish people. Ruben and Marta Schron live quiet lives in Brooklyn, N.Y., but Mr. Schron is more than just a successful business man. He is a man who passionately loves the Jewish people and who has always been deeply

DON'T MISS OUT!

Read Hebrew America/Canada

October/November 2002

Hebrew Literacy Campaign

2nd Annual Young Leadership

Food & Wine Tasting

Extravaganza and Silent

Auction

November 18, 2002

Roosevelt Hotel

Ninth Annual Dinner

February 4, 2003

Waldorf=Astoria

For more information about attending or sponsoring an upcoming NJOP Program, please contact NJOP's Director of Special Events, Amy Vogel, at (646) 871-0111 or amyv@njop.org



The Salute to NJOP in the Hamptons at Sam Domb's Westhampton home was the toast of the summer season.

involved in the Jewish community. Mr. Schron has gone out of his way to support Jewish educational organizations such as the Mirrer Yeshivah (of which he is Chairman of the Board of Directors) and now NJOP, because he knows that only through education and reaching out can those who are distanced from Judaism come to know, as he said in his address, "who we [the Jewish people] are, what we are, and what we stand for."

Manny and Judith Schechter of Aventura, Fla., on the other hand, delight in recalling that their involvement in the Jewish community blossomed when they lived in Key West, Fla. Mr. Schechter would be the first to tell you that "only a year and a half ago, I was just a 'regular guy,' now I am a *Baal Tshuva* and *shomer Shabbat* (one who has returned to tradition and one who keeps Shabbat)." His pride and joy in his own transformation are infectious, and there was no better affirmation of the work of NJOP than Mr. Schechter's final words: "With NJOP, [the Jewish people] will be able to make it."

Both the Schrons and the Schechters were introduced to NJOP by Mr. Domb, whose greatest desire is to see the Jewish people grow and flourish. For Sam Domb, there is no choice but to support NJOP's outreach work. As he explained to the guests, "In a hundred years it won't matter what kind of house I lived in or car I drove." It is Sam Domb's hope that "a hundred years from now, maybe the world will be different, a better world--because I was involved in the lives of many Jewish people."

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Aleph is for Unity

Aleph, the first letter of the Hebrew alphabet, is also the first letter of the Hebrew word *achdut*, which means unity. It is the current need for unity among the Jewish people that is inspiring thousands of North American Jews to sign up for the 5th annual Read Hebrew America/Canada campaign this October and November.

Since the RHA/C advertising campaign was launched in mid-September, the phones at the NJOP offices have been ringing off their hooks with students searching for a local Hebrew class--from Washington State to Washington D.C. In fact, all the way down to Guadalajara, Mexico, Jews are seeking new ways to come together. With more than **1,500** Hebrew Reading Crash Courses, Level II classes, and One Day Reviews being offered at more than **700** locations throughout North America, the 5th annual RHA/C is expected to reach over **15,000** unaffiliated and marginally affiliated Jews. As the only continent-wide program designed to promote Hebrew literacy, RHA/C is introducing a new generation of Jews to the mastery of a language that will enable them to participate in traditional Jewish services and rituals utilizing the language that Jews have used since their very origins.

Bet is for *boneh* (building). Jews everywhere have been witness to a year filled with anxiety. From the increased violence in Israel, which has claimed the lives of hundreds of their co-religionists, to the resurgence of anti-Semitic incidents around the world, many Jews are now looking for a way to build a Jewish infrastructure that will bring security to Jews everywhere, both in North America and Israel.

"The question for many North American Jews right now," pointed out Rabbi Ephraim Z. Buchwald, NJOP's Founder and Director, "is what they can do to show their support for Israel. Of course, we can send money or vote for the politicians we think will help, but people want something more personal. Learning to read Hebrew connects them, directly and existentially, to the people of Israel. After learning Hebrew, they think, 'Wow, we share a history, we share a religion, and now we share a language!' The ability to read the Hebrew aleph-bet is the first step in building a connection between Jews everywhere, and that connection is the foundation upon which both the people and the nation of Israel stand."

Gimmel is for *gadol* (great, big). This year's Read Hebrew America/Canada looks to be greater than ever, and for that, the National Jewish Outreach Program wants to thank all of you--our students, our teachers, and, most of all, our loyal supporters who make it possible for us to bring all these positive joyous Jewish experiences to North American Jews.



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Mr. Domb's passion for the fate of the Jewish people is shared by the featured speaker of the day, Mr. Mortimer B. Zuckerman, of Boston Properties, the publisher of the *New York Daily News* and *U.S. News and World Report* and the Chairman of the Council of Presidents of Major Jewish Organizations. After Mr. Zuckerman dramatically breezed in via helicopter, he shared his message and focused on the centrality of Jewish unity. With Jewish history and the Jewish historical connection to the land of Israel being challenged and denied, the Jewish people no longer have any choice but to unite in the struggle. "We are Jews because of shared meaning, not because of shared suffering, and so we should continue to be," Mr. Zuckerman declared, "...we must remain united because unless we are united we will not be strong enough here to defend not only our own community, but to defend our brethren in Israel."

Before turning the microphone back to the band, Rabbi Buchwald and Mr. Domb recognized the important contributions of Event Chair Harry Krakowski and his wife Andrea, and of the afternoon's M.C., Rabbi Marc Schneier and his wife Toby. They also took a moment to acknowledge the special help of Eva and Ulo Barad, Carole and Jack Forgash, Glenn Isaacs, Sharon and Jay Podolsky, Shirley and Stuart Podolsky, and Dina and David Reis.

The *Salute to NJOP in the Hamptons* was a day of delight. The beautiful weather, the delicious buffet and the entertaining music were all the grander for the dedicated friends who came forward to support the National Jewish Outreach Program and its campaign to insure a bright Jewish future for Jews the world over.



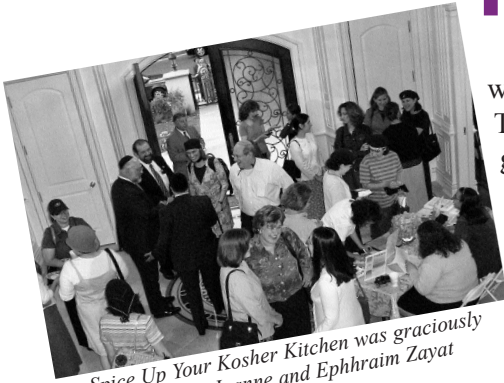
◀ Sam Domb, Judith and Manny Schechter and Rabbi Buchwald



◀ Mr. Mortimer B. Zuckerman
Rabbi Buchwald, Sam Domb and Ruby Schron ▶



A Crash Course in the Kosher Kitchen



Spice Up Your Kosher Kitchen was graciously hosted by Joanne and Ephraim Zayat

Nestled in the bucolic hills of northern New Jersey, surrounded by highways dotted with shopping malls, Teaneck boasts a vibrant Jewish community. The town is a thriving center of traditional Jewish life, with kosher restaurants galore, and more than a dozen synagogues. Why then, you may ask, would the National Jewish Outreach Program offer a crash course in kosher kitchens in Teaneck?

"*Being Jewish is Just the Beginning*," is the refrain of NJOP's famous radio jingle, which is precisely why NJOP brought this educational program to Teaneck...because you can never be too Jewish--there is always more to learn.

Graciously hosted by Joanne and Ephraim Zayat, "Spice Up Your Kosher Kitchen" was intended to be an inspirational, philosophical and practical lesson on keeping kosher. Designed for those who already "know their meat from their milk" but want to add more meaning and spirituality to their kitchens, the program was the perfect vehicle for introducing the work of NJOP to the Teaneck community.

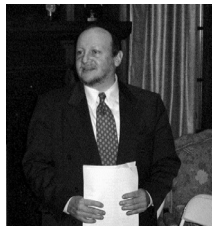
"Jewish outreach is about reaching out to all Jews--even the most traditional. In a community like Teaneck, we need to demonstrate that leading an active Jewish life not only means continuing your education, but also helping to reach out to Jews who are not yet involved. Volunteering to teach a class, opening your home to guests, or just supporting the work of outreach organizations--these are all ways that people can help our efforts to stem the tide of assimilation," noted Rabbi Yitzchak Rosenbaum, NJOP Program Director and long-time Teaneck resident.

The evening's program centered around a class taught by Mrs. Sally Meyer, a well-known educator from Mayanot, a local girls' high school, and member of the educational staff of the Upper West Side's Jewish Center. Mrs. Meyer began with a discussion of the status of pasta (a pareve food) cooked in a meat pot but served with dairy food [ask your local rabbi] which was quickly channeled into a question-and-answer session during which people were able to ask about issues they frequently encounter in their own kosher kitchens. The questions just kept coming!



Amy Vogel, NJOP's Director of Special Events, and Crash Course teacher Sally Meyer

"We can observe the mitzvot (commandments) either out of fear of G-d or out of love for the mitzvot themselves," Rabbi Buchwald said as he welcomed the guests at the beginning of the evening. What is important is that "we transmit the inner beauty [of Jewish life] to our children."



Rabbi Ephraim Z. Buchwald

The enthusiasm of the men and women who attended the "Spice Up Your Kosher Kitchen" Crash Course was infectious. Not only did everyone enjoy themselves as they sampled the delectable dessert buffet that followed, but they felt that they had truly learned something valuable. More than that, many of the evening's participants now recognize the importance of supporting NJOP. As one participant, who wished to remain anonymous, expressed: "If they can inspire me, imagine how they inspire those who have never had the opportunity to learn about their Judaism!"

! ! ! ! ! And the Winners are... ! ! ! ! !

Do you know who was Jacob's firstborn son?* Or which foreign empire ruled the land of Israel for 400 years? How about the biblical character whose wife turned into a pillar of salt? These questions and more were put to the guests in a trivia quiz presented at the *Salute to NJOP in the Hamptons*. More than just an interesting topic of conversation, the 2nd Annual Trivia Quiz demonstrated the importance of Jewish educational programming--you can never overdose on education.

NJOP congratulates Lauren Gilliat, who won the Trivia Quiz contest and received a beautiful silver mezuzah. NJOP also congratulates Elise Orenstein and Eli Salig, who won the Salute's 2 raffle prizes, an elegant silver menorah and a charming Rosh Hashana honey dish.

* *Jacob's firstborn son was Reuben, the Ottoman (Turk) Empire ruled the land of Israel for 400 years, and Lot's wife turned into a pillar of salt when she turned back to look at the destruction of Sodom.*

CHESHVAN

A Month of Blessings

On rainy days, while holding tightly to our cumbersome umbrellas, we often look up at the dark sky and shake our heads at the menacing clouds. Wet, grey and depressing, almost no one likes a rainy day...and yet rain is one of G-d's greatest blessings. In fact, rain is exactly what we hope for in the Jewish month of Cheshvan. While Cheshvan has no holidays of its own (resulting in its often being called MarCheshvan, "bitter" Cheshvan), its rainy nature is, according to tradition, a direct result of the prayers for rain recited on the holiday of Shmini Atzeret.

According to Jewish tradition, the first rain was in response to a prayer from Adam on the sixth day of creation. Once there was rain, the world began to blossom, for water is essential to life. Of course we understand this today. We have all seen the horrors of drought and the ensuing famines (even if only on TV), or felt, ourselves, the fear of drought. Therefore, when it rains, instead of feeling depressed, we should look up at the sky and smile broadly. OK, you get a little wet, but isn't it worth it for the blessing it brings?

Water is the heavenly gift that benefits all of creation, and that first rain was a model of giving which humanity was expected to emulate. Alas, as is recorded in the Bible, that was not the case, and, over the first 10 generations, the world grew self-centered and corrupt. Even though they lived in a land of great abundance, they stole from one another, cheated and lied for their own gain. In return, the ungrateful people were shown what happens when one has too much of a good thing. According to the sages, it was during the month of Cheshvan that the Great Flood, which only Noah and his family survived, began. While rain is a blessing, too much rain can be a dreadful curse. (Just ask your friends in New Orleans about Hurricane Isadore.)

During the month of Cheshvan, we each have the opportunity to look at the blessings that we have received--and think about what we do with those blessings. Those blessed with wealth, do they share that wealth through charity? Those blessed with warm, loving homes, do they share that blessing by inviting others to join them? Those blessed with strong Jewish educations, do they share their knowledge with those who come from limited Jewish backgrounds?

For the National Jewish Outreach Program, where we have been blessed with friends and supporters such as yourselves, we thank you and hope that you will continue to share your blessings with us and with our fellow Jews for many years more.

MAZAL TOV
"Saba" and "Bubbe"
Buchwald!!



Gavriel Moshe Buchwald
Born: Wed, October 9, 2002
ג' חשוון תשס"ג
Weight: 7 lb 9 oz
To: Blanche and Yedidiah Buchwald

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