



# Outreach

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NEWSLETTER

## Spreading The Wealth

By: Ephraim Z. Buchwald

In March 1997, the National Jewish Outreach Program launched its first SHABBAT ACROSS AMERICA/CANADA--NJOP's acclaimed cross-continental program to promote Shabbat. Although this outreach effort had been offered since 1980 on both a local and a national level as TURN FRIDAY NIGHT INTO SHABBOS, the newly renamed SHABBAT ACROSS AMERICA/



Photograph by Doris Levin

CANADA broke all enrollment records: 400 synagogues participated and about 40,000 people attended.

SHABBAT ACROSS AMERICA/CANADA has played a key role in NJOP's educational programming. By 1997, more than 200,000 North American Jews had participated in NJOP's Crash Courses in Hebrew Reading and Basic Judaism. Since both these Crash Courses were strictly educational, it was felt that our students needed to "experience" Judaism, not just study about Judaism. It was SHABBAT ACROSS AMERICA/CANADA that provided the crucial experiential element for NJOP program participants, in order to expose them to a more complete picture of Jewish life.

Since those early years, SHABBAT ACROSS AMERICA/CANADA has grown immensely, to the point that it is now considered an annual staple of synagogue and temple programming throughout North America. Unfortunately, SHABBAT ACROSS AMERICA/CANADA takes place only once a year.

Therefore, it was determined that the hundreds of thousands of students

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## SUKKOT ACROSS AMERICA...

### The Happiest Jewish Holiday of the Year

The holiday of Sukkot, also known as the "Feast of the Tabernacles," is an exciting and unique holiday for the whole family. Unfortunately, because Sukkot occurs almost immediately after the High Holidays (a mere 5 days after Yom Kippur), it is a holiday that few unaffiliated or marginally-affiliated Jews experience — until now.

At the behest of the National Jewish Outreach Program's tireless supporter, Mr. Sam Domb, this year saw the creation and launch of the SUKKOT ACROSS AMERICA initiative.

The eighteen synagogues that participated in this pilot program agreed to

open their sukkot to the general community on Sunday, October 23rd. To increase camaraderie, desserts were available at each location. NJOP offered each of the SUKKOT ACROSS AMERICA locations not only personalized promotional flyers, but a stipend of up to \$500 for local advertising

While inclement weather put a damper on some of the scheduled SUKKOT ACROSS AMERICA programs, the majority of locations reported not only excellent attendance, but favorable feedback from participants. Rabbi Aaron Goldscheider of the Mount Kisco Hebrew Congregation (N.Y.) reported

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## Food & Wine Tasting Extravaganza #4

New York City is America's quintessential melting pot, and yet nowhere else in the country

are so many types of people and cultures so diversely defined. The National Jewish Outreach Program's fourth Food and Wine Tasting Extravaganza, held at the Roosevelt Hotel in Midtown Manhattan, was a *tour de force* of multiculturalism while, at the same time, maintaining a distinct and unique culture.

Every one of the nearly 500 people who attended the September 13th affair was aware and supportive of NJOP's efforts to provide Jews with "positive, joyous, Jewish experiences" in order to

connect Jews to their heritage. Indeed, it was at the Food and Wine Tasting Extravaganza that NJOP supporters were introduced to its newest campaign, SUKKOT ACROSS AMERICA—another NJOP program inspired and supported by Mr. Sam Domb.

At the same time, this NJOP Young Leadership social event drew a crowd willing and eager to explore the diversity of cuisine available to the NY Metropolitan kosher palate. From delightful wraps to barbequed confit of veal sandwiches to seared yellowtail, the culinary delights were, as they say, a "transcendent experience."

Realistically, anyone attending an NJOP event, and thus supporting NJOP's vital work, is automatically a winner. At the Food and Wine Tasting Extravaganza, however, some people left with more than just spiritual

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# Thank You Restaurants & Caterers

Abigael's  
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Baron Herzog Wine Cellars  
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Eden Wok  
Foremost Kosher Caterers  
Fusion Caterers  
Infinity Caterers  
Josh's Place Catering  
Kosher Zone Chefs  
Le Marais  
Main Event Caterers  
Nesher Fine Foods  
Prestige Caterers  
Squeez'r Juices & Juice Cocktails  
The Sweet Shoppe

# Thank You Auction Donors

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ASG Real Estate Services Group	John Barrett Salon
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Bronx Zoo	Late Show with David Letterman
Bruce Jakobovitz & Family	Levana & Maurice Kirschenbaum
Ceci New York	Lord & Taylor
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## FOOD & WINE TASTING CONTINUED FROM PAGE 1

rewards. Clearly marketed as having "four ways to win," the Food and Wine Tasting Extravaganza featured a Chinese Auction, Grand Raffle, Silent Auction and Split-the-Pot. The vast array of prizes included electronics, jewelry and a diverse assortment of tickets to NY cultural and sporting events—not to mention a lease on a 2005 Toyota Corolla, a kosher Caribbean cruise, dinner with Rabbi Buchwald, hot air balloon rides, a trip to St. Maarten, and even a tour of the Westchester estate of Judy and Michael Steinhardt. A beautiful baby grand piano, which was offered as one of the Silent Auction prizes, was borrowed temporarily to serve as the source of the evening's musical entertainment. As the feasting and mingling intensified, the environment was enriched by the glorious music of Gayle and Stewart Ashkenazi and the

legendary Broadway arranger/composer Peter Howard.

The event was ably chaired by Ruth and Benjamin Lubick, Mindy and Dr. Fredric Miller, and Joel N. Pelofsky, with Dana and Adam E. Fine, newly elected to the NJOP Board of Directors, serving as Honorary Chairs. A large event committee helped with the myriad details. It was their hard work, organized by NJOP Events Coordinator Rachael Erlichman that made this Food and Wine Tasting Extravaganza the best ever. ★



Rabbi Buchwald, Peter Howard and Karen Lehmann-Eisner



Helen Freilich, Dana Fine, & Leslie Teicher



Rabbi Yitzchak Rosenbaum helps Rose Mattus draw a winner



Andy Siegel enjoys a taste of something new

Dr. Richard Seaman	Suite Life Kosher
Ronald Rothstein/ Kleinfeld	Cruise
The Roosevelt Hotel	Superior Jewelers
Rose Mattus	Tevere 84
Selwyn Singer	Va Bene Italian
Sharon & Sinclair	Kosher Restaurant
Haberman	Village Crown
Sharon Geller-Metal	Waldorf=Astoria
Soho Playhouse	The Wellness Center
Stand-Up NY	of New York
Staten Island	West Side Judaica
Yankees	Wolf & Lamb
Steven's Jewelers	Delicatessen
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*Editor, Sarah Rochel Hewitt*



# NJOP In The Hamptons

Sometimes it seems as if the real jackpot question that must be asked is whether there is any limit to the creativity, devotion and generosity of Mr. Sam Domb. Not only has he been an unfaltering supporter of the National Jewish Outreach Program—even to the point of conceiving and sponsoring several new campaigns such as PASSOVER ACROSS AMERICA and SUKKOT ACROSS AMERICA—but he is also renowned as a supporter of numerous other Jewish and non-Jewish causes as well.

On September 18, 2005, Mr. Domb invited one hundred of his friends to his home in Westhampton Beach for a barbeque to benefit three of his favorite Jewish causes: Manhattan Day School, National Jewish Outreach Program and Yeshiva Ketana of Manahattan.

Harry Skydell from Yeshiva Ketana

welcomed everyone and, by way of introduction, thanked Mr. Domb for his generous support of Jewish education.

After explaining his motivation for his charitable works, describing his experiences in the Holocaust and how he struggled in life and was grateful with what G-d gave him, Mr. Domb proceeded to discuss the importance of helping the Jewish people and not giving up on the youth of today. First and foremost, Mr. Domb emphasized, is the vital need to provide young Jews with Jewish knowledge. "Without question," Mr. Domb asserted, "if we Jews don't help ourselves, then who will? If we don't take the lead, then the future of the Jewish people will truly be bleak." On behalf of Yeshiva Ketana of Manhattan, Mr. Skydell then presented Mr. Domb with a beautiful set of leather-bound *machzorim* for the New Year.

In an act that demonstrated his true love and dedication to each organization, Mr. Domb pledged to match the donations he had made the previous year—\$100,000 to each, to make certain that they are able to continue their crucial work. Speaking on behalf of the Manhattan Day School, Eli Salig thanked Mr. Domb for his constant generosity.

The program concluded with Rabbi Ephraim Z. Buchwald thanking Mr. Domb and speaking about the importance of the work Sam supports. He also noted how Mr. Domb is as generous with his time as he is with his checkbook, making certain to be accessible to all in need at all times.

Catered by Prime Grill, the event was a success not only for the three organizations who benefitted from the generosity of Mr. Domb and his friends, but also for all of the guests, who had a truly lovely and enjoyable afternoon.



## Abigail's Appreciation Dinner

**H**akarat Hatov, acknowledging the good that people do for each other, is the Hebrew term for showing one's appreciation for another. To show its appreciation to those who make NJOP's work possible, the National Jewish Outreach Program, under the sponsorship of Mr. Sam Domb, hosted sixty of its devoted supporters for dinner at Abigail's restaurant in Manhattan on Monday night, November 14, 2005.

During cocktails and hors d'oeuvres, many guests used the opportunity to mingle and meet other NJOP supporters with whom they share common feelings—dedication to outreach and a love of the Jewish people. Rabbi Buchwald then welcomed the guests, offering a brief overview of NJOP programming, including four recent initiatives PASSOVER ACROSS AMERICA, Parents Are Teachers, Days of Awe High Holiday Services, and SUKKOT ACROSS AMERICA. He also offered words of thanks to Mr. Sam Domb for hosting the evening and for his unflinching devotion to NJOP. Both PASSOVER ACROSS AMERICA and SUKKOT ACROSS AMERICA were inspired and funded by Mr. Domb.

Harry Skydell, a devoted friend of NJOP, offered a brief Dvar Torah. He was followed by Mr. Sam Domb, who, as always, emphasized the need for the Jewish community to support Jewish education on a much broader scale. Mr. Domb declared it an honor and a privilege to be able to help NJOP, and the many other charities he supports, and thanked all those present for sharing in his work.

Eli Salig, responding for those present whose institutions have benefitted from Mr. Domb's generosity, humorously noted that Sam, through his generous support of Jewish education, is trying to put Rabbi Buchwald and NJOP out of business.

The evening's program concluded with Dr. Stuart Blaustein, once a Beginner himself and now one of NJOP's most devoted volunteer teachers, who spoke about NJOP from a Beginner's perspective.

**"Through his generous support of Jewish education, Sam Domb is trying to put Rabbi Buchwald and NJOP out of business." — Eli Salig**



**Tekiaaaaaah!**

**Great Shofar  
BLAST OFF!**

For thousands of years, the shofar--an ancient wind instrument made from a ram's horn--has been used to rouse Jews to repent and strive for new heights of spirituality. When blown correctly, the sound is truly awe-inspiring. Blowing a shofar, however, is not easy, a fact that can be attested to by the 150 contestants who submitted videos of their shofar blowing skills for the National Jewish Outreach Program's Great Shofar Blast-Off.

"In advance of the Jewish High Holidays, we are taking the shofar from the synagogue to the streets," said Rabbi Ephraim Z. Buchwald, Founder and Director of NJOP. "We hope that the Great Shofar Blast-Off will awaken in Jews the desire to attend their local High Holiday Beginners Services."

The competition was fierce, but the judges found 10 contestants who truly stood out:

Rabbi Mordechai Cohen, Atlanta, GA  
Max Dayan, Skokie, IL  
Kalman Feinberg, Teaneck, NJ  
Dr. David Flug, Queens, NY  
Joel Jacob, West Bloomfield, MI  
Meir Melnicke, Brooklyn, NY  
David Olivestone, Teaneck, NJ  
Reuvan Wannamaker, New York, NY  
Harold Weber, New Hempstead, NY  
Alan Willner, Los Angeles, CA

On Tuesday, September 22, these ten finalists all gathered in Manhattan's Herald Square at the corner of 34th Street and Broadway\* to "sound off." Before the actual competition began, however, the crowd was enthralled by eight year old Moshe Willner (an honorary finalist, son of finalist Alan

Pictures clockwise from top:

- 1) Finalist Rabbi Mordechai Cohen sounds two shofars
- 2) Winner Kalman Feinberg with Rabbi Yitzchak Rosenbaum, Paul Shaffer and Rabbi Ephraim Z. Buchwald
- 3) Finalist Alan Willner and honorary finalist eight year old Moshe Willner
- 4) Judges Rabbi Gideon Shloush, Marlene Wallach, Paul Shaffer, Amos Alter, and Kenny Vance
- 5) Everyone with a shofar joined in a sounding of the *Tekiah Gedolah*, with some continuing on to play *Yankee Doodle* and *Hatikvah*
- 6) Finalists wait their turn to perform

Willner), who blew all 30 shofar blasts with amazing clarity and skill.

The panel of judges, Paul Shaffer, Music Director of CBS's *Late Show with David Letterman*, pop musician Kenny Vance, Marlene Wallach, President of Wilhelmina Kids and Creative Management Modeling Agency, Amos Alter, Esq., a partner at Troutman Sanders, LLP, and the *Baal Tokeah* at Lincoln Square Synagogue, and Rabbi Gideon Shloush of Manhattan's Congregation Adereth-El, evaluated the finalists' skills based on clarity of sound, accuracy according to Jewish law, length of blast and overall performance.

When the scores were finally tallied, Kalman Feinberg of Teaneck, NJ, was declared the winner.

"On Rosh Hashanah we commemorate the creation of the world and recognize G-d as the creator and supreme ruler of the universe. We begin the service with the shofar, like a herald announcing the arrival of the king," said Feinberg. "This ... media event was great for outreach and I was glad to be there in that capacity and pleased to win! You never get the opportunity to hear other people blow shofar, and even I couldn't judge how well it went, but it was so gratifying to see how other people felt."

Clearly, the Great Shofar Blast-Off was an inspiring kick-off to the High Holiday season. The Great Shofar Blast-Off was covered by over 150 newspapers, television channels and other media outlets. It was featured nationally by CNN, *Chicago Tribune* and on ABC's national network, as well as smaller media outlets across the country. A special thank you is due to Rachel Shtern, NJOP's in-house coordinator for the event, and to Ilya Welfeld, of Welfeld PR, for their hard work and dedication in making this program a success. ★

\*With much gratitude to the 34th Street Partnership for the use of Herald Square.

## DAYS OF AWE:

### NJOP's Newest High Holiday Campaign

Unaffiliated Jews, and even marginally affiliated Jews, are always brutally candid when asked why they choose not to attend High Holiday Services -- even those offered by their own local synagogues: "The services take too long." "I'm in the dark about what it all means." "It's too expensive." "How am I supposed to benefit from it?" "Frankly, it's boring."

While NJOP has offered guidelines for running High Holiday Beginners Services to synagogues for more than a dozen years, this year saw the launch of a new initiative in the form of an abridged High Holiday Service entitled "Days of Awe." Unlike the High Holiday Beginners Services previously offered, the "Days of Awe" initiative provided synagogues with a Leaders Guide and a Participant Handbook that featured stimulating explanations and background notes on the selection of prayers.

The goal of "Days of Awe" is to enable even those who had not been to synagogue for many years to be inspired by a shorter, interactive and more lively service. "Days of Awe" is specifically designed for those who fail to get "high" on the High Holidays to feel a sense of accomplishment in a



religious sense, and to put some awe back into the Days of Awe. In order to make the program accessible to as many people as possible, NJOP requested that synagogues charge only a nominal admission fee--if they charged at all.

Twenty-five synagogues and three university Hillels across North America participated in the launch of the "Days of Awe" High Holiday Services, and the response was extremely positive.

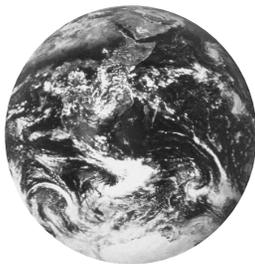
Rabbi Michael Whitman of Adath Israel Poale Zedek Anshei Ozeroff, in Hampstead, Quebec, said that while this was their first free Rosh Hashanah Beginners Service, "it was an overwhelming success. The materials we received from NJOP were clear, easy to reproduce and easy to adapt to our specific needs."

In Boulder, Colorado, Rabbi Gavriel Goldfeder noted that, while he has been running NJOP's Shabbat Beginners Service on a monthly basis, this was Kehilath Aish Kodesh's first Rosh Hashanah Beginners Service. He found the "Days of Awe" material to be "totally worthwhile."

The National Jewish Outreach Program looks forward to the opportunity to broaden the scope of this program during next year's High Holiday season to include many more synagogues across the North American continent.



## DAYS OF AWE 5766: A YEAR OF SUCCESS YOURS



REFLECTION • INSPIRATION • RESOLUTION

It's Brief.

It's Dynamic.

It's a High Holiday Service that will enable you to appreciate all the majesty and benefits of THE DAYS OF AWE.

FOR MORE INFORMATION CALL NJOP AT:  
800-44-HEBRE(W)

# בס"ד THE HAPPIEST JEWISH HOLIDAY OF THE YEAR SUKKOT ACROSS AMERICA

Calabasas, CA  
Los Gatos, CA  
San Diego, CA  
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Stamford, CT  
Washington, DC  
Hollywood, FL  
Buffalo Grove, IL  
Overland Park, KS



Charlotte, NC  
Cherry Hill, NJ  
Mt. Kisco, NY  
New York, NY  
Patchogue, NY  
Philadelphia, PA  
Uwchland, PA  
El Paso, TX

Shake a lulav, dance with a friend, enjoy delightful desserts... but most importantly, celebrate and rejoice on this national Sukkah "fun-day!"

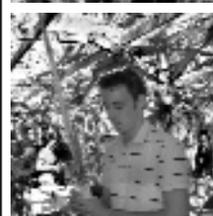
## Sunday, October 23



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Inspired and Sponsored by Mr. Sam Domb

From the people who bring you PASSOVER ACROSS AMERICA, READ HEBREW AMERICA and SHABBAT ACROSS AMERICA!  
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SUKKOT ACROSS AMERICA  
Cong. B'nai Zion,  
El Paso, TX

### SUKKOT ACROSS AMERICA CONTINUED FROM PAGE 1

back to NJOP that "the program was extremely successful at attracting people from the community-at-large and from our own members...People were eager to come to this fun-filled and spiritual event."

As with NJOP's other initiatives, educational material was created and distributed to each location. NJOP's new Sukkot Workshop, written and designed by Sarah Rochel Hewitt, was created to enable participants to explore the meanings and practices of the Sukkot festival. Included in the Sukkot Workshop are discussions concerning why Sukkot is known as *Z'man Sim'cha'tay'nu* (Time of Our Rejoicing), why Sukkot is celebrated at the start of the rainy season, the significance of the four species (the *lulav* - palm, the *hadass*

- myrtle, the *aravah* - willow, and the *etrog* - citron), and what makes a temporary dwelling into a sukkah.

"The material is fabulous," said Rabbi Serebrowsky of Torah Links of Cherry Hill, N.J. "It's nothing new—it's Torah, but it is put together in such a nice, clear concise way! This material really gives the full flavor of what Yom Tov is all about."

Sukkot, *Z'man Sim'cha'tay'nu*, is a wonderful opportunity for NJOP to bring positive, joyous Jewish experiences to unaffiliated and marginally-affiliated Jews. The National Jewish Outreach Program thanks Mr. Domb for the inspiring idea of SUKKOT ACROSS AMERICA and looks forward to seeing the program expand broadly in years to come.



Save The Date  
10th Anniversary  
Shabbat Across  
America/Canada  
March 3, 2006



who had taken NJOP courses, needed more frequent exposure to celebratory experiences. It was the indefatigable Mr. Sam Domb who, last February, proposed that NJOP roll out a new holiday program called PASSOVER ACROSS AMERICA. Through Mr. Domb's inspiration and generosity, 20 locations were provided funding to offer Model Seders, Holiday Workshops and subsidized Passover seders, at which close to 1900 people attended. It was again through Mr. Domb's encouragement and support that SUKKOT ACROSS AMERICA was offered this past October. Eighteen synagogues and temples held open-house Sukkah experiences, inviting those who had never entered a

sukkah or held a *lulav*, to come in and celebrate.

The response to these new holiday programs has been extremely positive, which is why NJOP is planning to offer special Chanukah programming for synagogues and temples at the end of December. A new Chanukah curriculum and materials have been prepared, and the program's early success points to even greater successes in the future.

Although we hope to have many tens of thousands of Jews participate in the Jewish holiday programs throughout the year, budgetary constraints make it necessary for NJOP to roll out these programs slowly. NJOP contributors who would like to support these vital efforts are invited to sponsor holi-

day programs on either a national or local level. Those interested in dedicating a specific program at a particular synagogue or temple in honor or in memory of a loved one, should contact the NJOP office.

If you are wondering what can possibly be the impact of such programs, I urge you to read more about the SUKKOT ACROSS AMERICA program (see page 1) including the program held in El Paso, Texas, a city with a Jewish population of under 5,000, that had 150 attendees at SUKKOT ACROSS AMERICA in one temple!

NJOP is proud to sponsor these holiday events, and we are grateful to you, our partners, for making it all possible. Happy Chanukah to all. 



## READ HEBREW AMERICA/CANADA Teachers Go The Extra Mile

Learning to read Hebrew can seem like a truly daunting task. After all, Hebrew has little similarity to English—in fact, it is even read in the opposite direction! For the last nine years, tens of thousands of North American Jews have reached beyond their fears and inertia, and have met with unbelievable success in learning to read Hebrew through the National Jewish Outreach Program's READ HEBREW AMERICA/CANADA campaign. A large part of this success must be attributed to NJOP's army of volunteer teachers. Across the continent, these dedicated men and women have generously given of their time and knowledge to help others feel more comfortable in the synagogue and more familiar with their heritage. Many teachers have even gone above and beyond the call of duty:

Naomi Abrams, the Hebrew Reading Crash Course teacher at the Torah Learning Center in Northbrook, IL, noticed that one of her students was distressed by the thought of missing her Sunday Hebrew class when she had to go out of town. Going beyond mere words of encouragement, Ms. Abrams made herself available during the week to meet with the student and review the material she would be missing.

When one of the students at Temple Har Zion in Mt. Holly, N.J., withdrew from the class because she was uncomfortable driving at night and was unable to find a ride, teacher Norma Coles came to the rescue. Norma, who is herself a graduate of the Hebrew Reading Crash Course, feels passionately that everyone who wants to learn Hebrew should be able to. She therefore arranged to meet the student on Wednesday mornings and repeat the lesson for her.

To all the thousands of dedicated HRCC, One Day Review, HRCC Level II and Hebrew Writing Crash Course teachers—NJOP thanks you for going many extra miles. 



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NJOP records with sorrow  
the following losses

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beloved father of  
Polly Bousbib

#### **Marcia Lieberman**

beloved mother of  
Senator Joseph Lieberman,  
Rietta Miller and  
Ellen Lieberman

#### **Lucille Maizel**

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# Thank You...

## NJOP gratefully acknowledges receipt of the following major contributions from individuals and institutions \*

\*Contributions received between June 1 and November 30, 2005

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Dedicated in loving memory of  
Max Herbert Petak, z"l,  
by the Petak Family

**SHABBAT ACROSS AMERICA/CANADA**  
Sponsored in honor of  
Mrs. Martha Melohn  
by the Melohn Family

**Thank You**

## Welcome to the Board: Adam E. Fine



When Rabbi Buchwald approached Dana and Adam Fine about increasing their involvement with the National Jewish Outreach Program, they leaped at the opportunity to support "a person whom they admire so much and an organization that is doing such great work." The chance to move from supporter to a leadership role was an opportunity they could not pass up.

Adam first heard about the National Jewish Outreach Program through his wife Dana. A native of the Upper West Side, Dana's family were members of Lincoln Square Synagogue, and thus she was acquainted with Rabbi Buchwald and his efforts on the West Side of Manhattan. As Adam and Dana got to know Rabbi Buchwald better, and to discover the work of NJOP on a national level, they were

strongly motivated to get involved.

As a new Board Member, Adam looks forward to learning even more of the details of the workings of NJOP. For now, he plans to listen and observe how NJOP fulfills its mission so that in the future he will be in a better position to offer helpful suggestions regarding the organization's direction and activities.

In addition to supporting NJOP, the Fines belong to the Jewish Center and Lincoln Square Synagogue, where they are becoming involved with the LSS Young Families' Program. They are also active in OTZAR, a Brooklyn based organization dedicated to the education and care of physically and developmentally challenged Jewish children. Adam also maintains his connections with Camp Ramah, where, following in his parents' footsteps, he was a camper and staff member for 12 years.

In his professional life, Adam is the founder of Windham Venture Partners, a venture capital firm focusing on life sciences research commercialization, working with universities and institutions to commercialize their technologies and research. Windham Venture Partners recently formed a new company focusing on regenerative medicine in orthopedics. Dana is a teacher at Park Avenue Synagogue Early Childhood Center. The Fines' son, Charles, is almost two years old.

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The National Jewish Outreach Program is determined to offer each and every Jew the opportunity to experience Jewish traditions, and is committed to reaching out and touching every Jew in North America. Your support is most appreciated.

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# P A T Parents Are Teachers



## Two heads are better than one!

"Two years ago I enrolled my daughter in our synagogue's Sunday Hebrew School. I wanted her to learn about her heritage from the experts. Plus, I'd have some time at home to relax. Then my rabbi asked if I would consider studying too - so I could become my daughter's best Hebrew Teacher. I wasn't sold on giving up my relaxing Sunday mornings, but I tried it and it turned out great because I'm doing something good for both of us." (from NJOP's P.A.T. promotional material)

To date, over 60 religious schools, Hebrew Schools, community day schools and Talmud Torahs have registered to participate in NJOP's Parents Are Teachers program (formerly called the Great Parenting Challenge). Schools participating in P.A.T. are offering the parents of its students some or all of the following NJOP programs: Hebrew Reading Crash Course, Crash Courses in Basic Judaism and Jewish History, the Chanukah Workshop and the Passover Workshop/ Model Seder programs--ideally at a time when their children are in class.

By reaching out to parents, NJOP is seeking to strengthen Judaism at its core--the home. P.A.T. seeks to engage parents and provide them with the skills necessary to become teachers of their children and assist their children with their studies. Given the incredible impact a parent can have on a child during his/her formative years, it is not too bold a statement to make that the P.A.T. initiative has the potential to foster enhanced Jewish continuity and to impact on Jewish life in an extremely positive and meaningful way for generations to come.

*Temple Israel (Charlotte, N.C.) was "looking for an appropriate adult education class for Sunday mornings this year as a way to involve more parents in continued Jewish learning. Luckily, Larry Greenman called me just at the time we were formulating our curriculum.*

*We held our school-wide orientation. Over 400 people (students and parents) were in attendance. When the students left to begin their studies, a parent meeting was held. [We showed NJOP's] dynamic and inspirational DVD.*

*We now have a pile of almost 40 registrations in our hands. A success beyond our wildest dreams. We are now looking for more rooms, an additional teacher and even babysitting!!! What a wonderful problem to have. WOW!"*

*Save The Date!*

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