



# Our Temple

September 2005

Reform Congregation Oheb Sholom

Vol. 42 No. 1

## Notes from the President

# Much to celebrate with more to come

**By Scott Bram**  
*President*

I hope that everyone had a good summer. Our family had a great summer. We celebrated Ryan's Bar Mitzvah in July. The Bar Mitzvah was on the same day as Ryan's birthday!

Linda and I were very impressed with

the way Ryan conducted the service in the morning and Havdalah at night. The Rabbi and Ryan's teachers really prepared him well. My young man is growing up. In seven and nine years, his brothers will follow in his footsteps.

The Temple is also growing! Your officers and committee members have

been hard at work this summer continuing on-going projects and starting new ones. Some committees have new leaders while others have changes in their personnel. The Temple is slowly becoming more organized. I am looking forward to working with all of you as the Temple

*(Continued on page 8)*

## From the Rabbi's Study

# Please welcome new student cantor

It is a bit strange not writing a newsletter article on the High Holidays for September. However, as the holidays are all in October, this gives me the opportunity "officially" to welcome our new student Cantor, Leah Holland.

Leah was born and raised in the northern suburbs of Chicago, though her parents have moved to rural Illinois. She is a second year student at Hebrew Union College's School of Sacred Music in New York. Leah earned her BA in Music

History and Vocal Performance from Barat College.

Leah spent two years teaching high school music in Greenville, Miss., through the Teach for America program. This program sends teachers to schools that have difficulty finding teachers, often in inner-city communities.

While in Greenville, she earned a Master of Music Education from Delta State University.

She grew up in the Reform movement and she has served as a camp counselor, religious schoolteacher, and song-leader.

Leah is passionate about children and she is looking forward to working with our Religious School students and Tot Shabbat children. In addition, she has experience in choir direction, and I know that she is very keen to create a Junior Choir at Oheb Sholom.

She is a warm, caring woman who is looking forward to sharing the coming year. I know that she will be a great asset to our community. Her first service with us is Friday, Sept. 9, at 7:45. I hope that many of you will be there to meet her and to welcome her to the Oheb Sholom

## September Highlights

**Friday, Sept. 2:** Shabbat service, 6 p.m.

**Saturday, Sept. 3:** Shabbat service, 10 a.m.

**Sunday, Sept. 11:** Religious School starts  
Men's Club, 9:30 a.m.  
Sisterhood Fall Meeting, 2 p.m.

**Tuesday, Sept. 13:** Hebrew School starts

**Saturday, Sept. 17:** Tot Shabbat, 10 a.m.

**Saturday, Sept. 24:** Selichot service and program, 8 p.m.

**Monday, Oct. 3:** Erev Rosh Hashanah service at 8 p.m.

**Tuesday, Oct. 4:** Rosh Hashanah services beginning at 10 a.m.

**Friday night services at 7:45 unless otherwise noted**

**Babysitting available at all services**

*Bulletin sponsored by  
Rosalind Hyman  
in memory of her beloved  
husband, Lee*

and

*Judith L. and  
Lee J. Katz*

*in memory of Robert and  
Paula Katz*

**Religious School News****School year promises much excitement**

By **Beth Bruck and Cheryl Spillerman**  
*Religious School Administrators*

Welcome to the 2005-2006 school year! Though it's hard to say goodbye to summer, it will be great to see returning teachers and students, and welcome some new faces as well. The first day of Religious School is Sunday, Sept. 11 for all classes and the first day of Hebrew School will be Tuesday, Sept. 13 at 4:15 for grades 3-7.

This year promises to be very exciting and will bring some class changes and special programming. We are expanding our Hebrew School to include our third

graders and are pleased to have Shirley Jacobs join our Tuesday staff as their teacher.

We also want to welcome Missy Glassmire and Dan Pardo who are joining our Sunday staff as our first and third grade teachers respectively.

There will be six joint programs with Keshet Zion's Religious School. The dates are listed below. Please note there will be no Tuesday Hebrew School the weeks of these special Wednesday programs. Information will follow regarding times and locations.

**Wednesday**, Nov. 9.

**Wednesday**, Dec. 21.

**Wednesday**, Jan. 25

**Sunday**, March 19

**Sunday**, April 9

**Wednesday**, May 24

These events should be lots of fun and a great chance to make new friends, so mark your calendars right away!

**Other Important Dates:**

Happy September birthday to the following students: David Gelman, Alexa Chronister, Talia Wolf, Aaron McCracken

See you all on the 11th at 9 a.m. in the sanctuary! And that would be a great time

**Perpetual Memorials****August 28 to September 3**

Shirley Boscov Holzman  
Albert Aal  
Bernard L. Simmons  
Jack Loeb Stein  
Rosa Weil  
Alan Baskin  
Dr. Joseph A. Liefster

**September 4 to September 10**

Osker Hekler  
Dr. James Holzman  
Anna Stern  
Solly Gernsheimer  
Robert Katz

**September 11 to September 17**

Sadie Gilbert  
Josephine Katz  
Dr. Frederick P. Pokrass  
Vivian Schachter  
Florence E. Frank  
Marsha Salpeter  
Bertha Whiteson  
Lawrence Diamond

**September 18 to September 24**

Albert Fried  
Sitta Goldstein  
Joseph Marcus  
Sara Holzman

**September 25 to October 1**

Isabel Sondheim  
Malcom Spinrad  
Bertha Eisman  
N. John Kelner  
Theresa R. Cohn  
Charlotte F. Levy  
Ignatz Whiteson

**Viva Sunday 10% Donations**

Enjoy ViVA's Euro-Mediterranean luncheon and dinner menus with featured Sunday Brunch specials. If you eat at ViVA on Sundays, you can earn money for our Temple. Present our current week's synagogue bulletin or newsletter to your server and all registered religious organizations will receive a monthly donation from ViVA representing 10% of all identified members' food and nonalcoholic beverage purchases made any time on Sundays!!!

**Share your empty ink cartridges**

Bring empty, used cartridges to the Temple! We can recycle HP, Lexmark, Xerox, Compaq, Samsung, Kodak, Canon, or Apple cartridges. The Temple earns about \$2 for every cartridge that we recycle.

**Leaf for our Tree of Life**

Does this thought ever come to your mind? What should I get them for their special birthday, anniversary, graduation, birth, or other happy occasion? Do they need another purse, shirt, tie, blouse, or knickknack to dust? Do you want to do something extra special this time?

Why not consider a leaf for the Temple's Tree of Life?

On your own, or with several friends, you can give a gift that lasts and has lasting value. And you don't have to dust it, wash it, or iron it! Contact the Temple office to order a special leaf for that special someone!



## Sisterhood news

# Join us for another big year of activities

By Carol Freed and Karen Robinson

Welcome! We hope everyone had an enjoyable summer and is ready for another exciting year of Sisterhood events. Many thanks to all the congregants for donating goods for the annual rummage sale. A special thank you to Adrienne Cardinal and Norma Beckerman for volunteering their time and effort in running this event.

Sisterhood is very grateful to Sandra Fishman, who is chairing the new Events Planning Committee. This committee will be working on new and exciting events for everyone to enjoy, so watch your mail and please participate!

Sisterhood will be hosting oneq receptions for the Rosh Hashanah and Yom Kippur holidays. Michelle Mart has arranged for babysitting services for the

High Holidays. So please join us!

Please stop by the gift shop....there are so many new and interesting items just waiting to go home with you!! And at terrific prices!! Volunteers are also always welcomed to help work in the shop, so if you're interested, contact Linda Bram.

We are all very excited to start the New Year off with a "bang," so please

## Men's Club news

# Renewal = Continuity: Why else do it?

By Dave Goldstein

*Men's Club president*

Renewal. It is that time of year again. Every year we are back in shul, asking HaShem to reconsider us for one more year. Every year we renew our lease on life. But unlike the fancy sports car, there are consequences. If we stop looking for renewal, we loose the thread of continuity that makes us Jews. It is what makes us unique, special. So every year we admit our shortcomings to G-d and look for one

more year of continuity. We plead to be remembered, to be written into the Book of Life and sealed for another year. Continuity is life.

People have asked me why we keep Men's Club going? It is the same thing. A community needs a sense of continuity, even when the community does not always know it. Have we made mistakes? Sure. Have we offended? I have no doubt. But should Men's Club still be around when our community is not even

sure if we need it? Without a doubt. We provide continuity and will keep trying to do it. For you see, it is only when you loose continuity do you realize how much it affected you. But by then, it is too late to bring it back. We will continue to be here for those who need it.

For our next meeting Sept. 11, Sydney Simons will be giving a presentation on health-care fraud. It is expected to be a very interesting presentation and looks as if it should be well attended.

## NEWSLETTER STAFF

Mark Nemirow—Editor

Judith Arndt — Assistant Editor

*To get an item in the bulletin, call Mark, 610-370-2533  
(Marknem@aol.com) or Temple office, 610-375-6043.*

**Next deadline, Sept. 5**

## The Temple Online

*www.ohebsholom.org*

**Office:** office@ohebsholom.org

**Rabbi Michelson:**

rabbi@ohebsholom.org

**Bookkeeper Beth Bruck:**

bookkeeper@ohebsholom.org

## Attention

If you haven't already given the Temple office your email address and you wish to get reminders of events at the Temple, please call the Temple office at 610-375-6034 or send in an email to [office@ohebsholom.org](mailto:office@ohebsholom.org).

## FOOD CERTIFICATES AVAILABLE

Won't you consider joining the many who buy their groceries with food certificates from our Gift Card Committee? You get full value for your coupon and the Temple earns 5% of what is spent. The coupons come in amounts of \$20, \$25, \$50, and \$100 depending on the store. Please call Carole Kutscher, Barbara Rosenzweig, or Sue Wolfe for coupons. They can mail them to you, drop them off at the Temple office for you to pick up, or sometimes they'll even deliver them. The profit is donated to the Building Fund to help with the mortgage.



### The Jane Henry Memorial Fund

The Jane Henry Memorial Fund is not just a camp fund for youth. It will help anyone in need, particularly young people. This fund will consider aiding someone during difficult, needy periods.

**In honor of Dick Henry's special birthday:**

Mrs. Mitzi Wernick  
Anita & Fred Rosenstein  
Fran & Art Abramson  
Leonard & Joyce Goldberg

**In honor of Ryan Bram's Bar Mitzvah**

Maxine & Dick Henry

**Speedy recovery to Phyllis Goldstan**  
Edna Pollak

With appreciation for the good wishes for Murry's birthday and for our 32nd wedding anniversary.

**Murry and Nancy Knoblauch**

Many thanks to everyone who was kind enough to remember me on my special birthday.

**Dr. David Bartos**

## Focus on the Food Festival

# RCOS 'tunes up' for our major fund-raiser

By **Jeri Kozloff**

Have you heard the one about the violinist, Feodor Oppornockity? When asked how he could get ready to play so quickly, he replied, "Oppornockity tunes but once."

It's time for YOU to "tune up" your cooking, baking, sales, and marketing skills as we head towards our FIFTH annual Food and Cultural Festival on Sunday, Nov. 6.

Soon you will receive your Festival packet containing everything you need to

raise our "volume" of success:

• Ten platter tickets to sell or buy and give away (you can get more too.)

• A poster to duplicate and put up in shops, offices, and public locations

• A volunteer sign-up sheet

Use these "instruments" to practice Food Festival basics. Our final

performance will allow us to reduce the principal on our mortgage, continue the

Student Cantor program, and further improve our facility and programming.

New "Works" 0Debuting This Year  
**BAGELS AND BEYOND**

10 a.m. to noon

Start the day with bagels bialys, blintze casserole, coffee cake

**ART EXHIBIT**

Images with Impact... The Art of Ben Shahn

A member of our congregation is sharing his collection of the works of this socially conscious Jewish artist.

## New hours for Talkline

Berks TALKLINE is a place where someone will listen to what people need to say, without advising or judging. It's a place to turn in emergencies. It is a place that is confidential and non-judgmental and one that provides information and supportive listening, crisis intervention, if necessary, and referrals to community resources.

**And now it is open from 11 a.m. to 11 p.m.**

Call these numbers to talk to someone who cares:

Adults: 610-929-3999

Youth: 610-374-8255 or 800-472-8255

Email: berks.talkline@comcast.net

Web: www.berks-talkline.org

Fax: 610-939-8576

## Help with our Onegs!

When you are baking, think about making some extra and donating it to the Temple to be frozen and later used for an Oneg Shabbat. It's always nice to have something in the freezer if we need some backup "goodies." Just drop any extras you may bake in the Temple office and they will be frozen for a later time.

Your donation would be greatly appreciated.

**Consider an Oneg to celebrate your special occasion!!**

If you would like to sponsor an Oneg Shabbat and/or flowers to celebrate a special event in your life, contact **Susan Gelb at 610-927-1296.**

## 18th annual Festival of Faith

*A Berks County Interfaith Celebration of Accessibility*

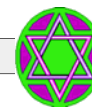
**Sunday, Sept. 18, 3 p.m.**

**Good Shepherd Lutheran Church**

4201 Stoudt's Ferry Bridge Road, Muhlenberg Township

Celebrate the spiritual gifts of people with mental, physical and sensory challenges.

*Followed by spaghetti dinner at 4:30. Cost, \$5. Call 610-376-1260 to*



# Silent Service Corps: Meet Jeff Gernsheimer

By Jeff Gernsheimer

I'm a Berks County native who graduated from Penn Bernville, now Tulpehocken High School. I left for a time to attend Moravian College in Bethlehem, affiliated with the Moravian Church — an obvious choice for a Jewish kid.

After graduation I did what's essential to be a bona fide Graphic Designer. I worked in New York City. I then became Assistant Graphic Arts Manager at Hershey Foods (my graduate school). In 1971 my twin brother Jack and I reunited to fulfill this far-fetched dream of working together in our own design studio — not in the middle of some major metropolitan area, which would have been challenging enough — but on our parents' farm in the “suburbs” of Bernville; without a single client. Three decades later we're still together with a great team of young designers doing work for a variety of clients large and small, local, national, and international, in

all types of businesses and services.

My parents, Hilde and the late Solly Gernsheimer were members of the Temple when Jack and I were born in 1946, so I've basically been a lifelong member of the Temple. My sister Sharon, though she and her family live in Westfield N.J., still attends the Temple on occasion.

In 1980 I married Jan Barnett, originally of Warminster, PA. Jan and I have two sons, Peter and Graham. They, like me many years earlier, were Bar Mitzvahed at the Temple.

My Temple activities include being the chairman of the Memorial and Signage Committee since the new building became a reality, and collaborating with the Landscape Committee.

In this capacity, I've been involved in design and supervision of the interior and exterior signage and the Dedication Wall. The accomplishment I was most committed to is the Garden/Holocaust

Memorial Trellis. I worked with a great team of Temple members.

My hope is that this Garden will help members better enjoy our Temple. I also sincerely hope that, in conjunction with a visitors educational “tour” (which I can use help to prepare and implement), it can be used effectively for many years to allow Temple members and particularly the citizens of Berks County to acknowledge, remember, start to comprehend the magnitude and horrors of the Holocaust.

I believe that if we all do our small part to spread the truth about the Holocaust, it will best ensure history won't repeat itself. That fine, innocent people like my mother's parent Karl and Selma Simon and her little sister Ilse, who were murdered by the Nazis, won't ever have to endure such horrors again.

No small wish, but we've got to start somewhere.

*This feature points out the efforts of*

## Greater Temple Fund

Many thanks to everyone who was kind enough to remember me on my special birthday

Dr. David Bartos

In memory of Richard Yashek

Morton & Lee Hammel

## Rabbi's Discretionary Fund

In memory of David Gordon

Mildred and Ivan Gordon

In honor of Dick Henry's significant birthday

Shirley and Allan Levick

In memory of Betty Gordon

Mildred & Ivan Gordon

In memory of H. Robert Gilbert

Sally Gilbert

## New Building Fund

General contribution from

Richard D. and Carmen D. Fisher  
In honor of Josh Ueberroth's graduation  
Kurt & Allison Althouse

In honor of Dick Henry's special birthday

Barbara H. Schneiderman

Lynn & Norbert Salpeter

In honor of Murry Knoblauch's 85th birthday and Nancy & Murry's 32nd anniversary

Harriet Baskin

Marilyn Frank

Best wishes of good health to the Stuart

Cohn Family

The Bram Family

In memory of David & Rhoda Morris:

Harriet Baskin

Norma & Marty Beckerman

In memory of Carole Kutscher's mother,

Evelyn Siferd

Norma and Marty Beckerman

## New Building Fund — Landscaping

In honor of Nancy and Murry Knoblauch's 32nd wedding anniversary  
Marilyn Frank

## Cemetery Fund

In honor of Rabbi Brian Michelson

Rosalind Hyman

## General Fund

In appreciation for the good wishes for Murry's birthday and our 32nd anniversary  
Murry & Nancy Knoblauch

## Landscaping:

### Holocaust Garden

In memory of Samuel Frankel:

Mary Ann & Art Becker

In memory of Samuel M. Levine

Rosalie Yashek

## Joseph & Carlin Liefert

### Religious School Fund

In honor of the recovery of Steven Cohn

Susan Schlanger



## Sisterhood Florence Frank Offering Fund

**To Mr. & Mrs. Leon Lonker for a speedy recovery**

Mrs. Harriet Baskin  
Mr. & Mrs. Gene Friedman

Dr. & Mrs. Eric Zelnick  
Mr. & Mrs. Gene Friedman

**To Mrs. Norma Dashe in memory of her brother-in-law**

Mr. & Mrs. Irvin Balis

**To Mrs. Selma Swartz in memory of her husband**

Mrs. Edith Blanck

**To Karen Schemansky in memory of her parents David & Rhoda Morris**

Mr. & Mrs. Robert Brok

**To Mr. & Mrs. Gene Sterling in honor of their daughter's marriage**

Mrs. Edith Blanck

•  
*Kindly send Florence Frank Offering Fund contributions to Mrs. Marilyn Frank, Phoebe Village, 9 Reading Ave., Wernersville, PA 19565; or Mrs. Gene Friedman, 107 Primrose Lane, Wyomissing, PA 19610.*

**To Nancy & Murry Knoblauch in honor of their anniversary and special birthday**

Mrs. Dorothy Schlanger  
Mr. & Mrs. Irvin Balis

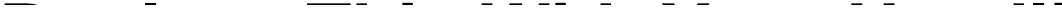
### Let us know about your simchas and sorrows

If you, a family member or a Temple member you know is sick or suffers the loss of a loved one, our Temple is here to help, but we have to know. We would like to recognize your simchas, too. Please call the Temple Office at (610) 375-6034 and help

### Panera Coupon Strips

Panera Bread coupon strips are still available in the Temple office. Strips are \$9 each and are worth \$12 in product. Coupon strips can be used to purchase assorted bagels. Stop in the Temple office during regular office hours to purchase your coupons. A check made payable to RCOS is preferred over





**REFORM CONGREGATION OHEB SHOLOM**

Affiliated with the Union of American Hebrew Congregations since 1907

555 Warwick Drive  
Wyomissing, PA 19610  
610-375-6034, Fax: 610-375-6036  
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Alan G. Weitzman, Rabbi Emeritus

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TIME VALUE

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