



## Mark Your Calendar!

- Sunday, Feb. 1, 9:30am  
Sunday School  
10:45am Pirke Avot class  
taught by Rabbi Lewis
- Friday, Feb. 6, 7:45pm  
Scout Shabbat  
Oneg: Ostefeld, Weinstein,  
Smith, Hirsch, Hessels families
- Sunday, Feb. 8, 9:30am  
Sunday School, Tu Bishvat  
Seder (K/1) Music
- Sunday, Feb. 15  
No Sunday School  
President's Day
- Friday, Feb. 20, 7:00pm  
NOTE EARLIER TIME  
Sunday School-led Shabbat  
Service  
Oneg: Trachtenberg,  
Romanczyk, Koppenhaver,  
Stanton families
- Saturday, Feb. 21, 10:30am  
Torah Study
- Sunday, Feb. 22  
9:30am Sunday School (K/1),  
Hamentashen baking  
PTO Meeting  
9:30am-2:00pm  
Blood Drive

**Regular Shabbat Friday night services will start at 7:30 p.m. promptly, beginning on March 6.**

*Rabbi Lewis's sermons are now on our Website!  
Visit us at [www.jcnwj.org](http://www.jcnwj.org)*

## Rabbi's Message

I have never liked the term Judeo-Christian. While we have much in common, we Jews and Christians, we are not the same and do not share the same belief system. It has always seemed to me that the term obscured significant differences. "Judeo-Christian" reminds me of the outmoded "Melting Pot" philosophy that once advocated that our varied ethnic groups would melt into being one America. I have always much preferred the Rev. Jesse Jackson's idea that we Americans are more like a "fruit salad," a group of different kinds of fruit that all retain their own flavor but together create a delicious harmony. That is why these are my favorite words from President Obama's inauguration address:

"For we know that our patchwork heritage is a strength, not a weakness. We are a nation of Christians and Muslims, Jews and Hindus, and nonbelievers. We are shaped by every language and culture, drawn from every end of this Earth."

President Obama accorded each religious (and non-religious) group its own place, appreciating that together we create a whole that is greater than its parts. These religious groups do not have to melt together nor do they have to be in conflict; they all share the goal of a strong free America in which they can practice (or not) as they choose.

If we can make this patchwork heritage work, we have something to teach the world: People who are different from each other can live and work productively together. Perhaps then we won't have to feel so discouraged when we look at the seemingly intractable issues that plague Israel and Gaza, two peoples who share a common heritage and geography yet seem hopelessly far apart. Instead, we will be

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## President's Message

Go to the following site to read a success story that will warm your heart, at least temporarily ([http://en.wikipedia.org/wiki/Celestial\\_Seasonings](http://en.wikipedia.org/wiki/Celestial_Seasonings)). The American dream of starting one's own business, growing it to success, and then selling it for presumably a lot of money, resonates with all of us. Even more interesting is that Mr. Siegel's skills were in such demand, that he was called back to run the company for a second time. Then why was Mr. Siegel quoted on January 27, 2009, on Bloomberg radio as saying that the only appropriate punishment for Bernard L. Madoff (and others of similar stripe) was a public hanging? BTW, Mr. Siegel is very soft spoken and portrayed by his interviewer, Charlie Stein, as a wonderful philanthropist. You guessed it: Mr. Siegel lost a large portion of invested funds in a Ponzi scheme, not to Mr. Madoff, but to one Arthur Nadel (see <http://abcnews.go.com/Blotter/story?id=6741460&page=1>).

I had two reasons to take courses in Financial Planning at Fairleigh-Dickinson University (FDU). The first was to retire with as much of the funds possible that my wife Linda and I had earned over our working life. The second was to help others achieve the same results. One of my fellow students described this second goal as a "noble pursuit," and I would agree. At FDU I learned that one well-respected school of thought in the financial world espouses something called the Efficient Market Hypothesis. Various forms of this hypothesis suggest that investors cannot outperform the stock market on a risk-adjusted basis. Yes, tech stocks should perform better than short-term treasury bills since they carry more

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## Rabbi's Message, cont.

able to offer them alternative ways of preserving their respective nations while respecting each other.

If all goes according to plan, I will be in Israel this month and will see with my own eyes what we only get to read about in the newspapers. Every seven years, the Central Conference of American Rabbis meets in Jerusalem. This year, the Women's Rabbinic Network (a subset of the CCAR) is also holding its convention in Jerusalem immediately after the CCAR. We do not conduct business as usual when we are in Israel, other than installing a new president (my colleague Rabbi Ellen Dreyfus, sister of my dear friend and classmate Rabbi Michael Weinberg). We spend our time meeting with Israelis and learning what Israel has to teach us, from politics to language to religion to history to geography. I plan to spend a day with colleagues in Sderot, the city that has been the recipient of Gaza's missiles for the past eight years. And I plan to bring my experiences back to the congregation (including the Israeli chewing gum I promised the 6<sup>th</sup> and 7<sup>th</sup> graders).

It is hard to remember the light in the darkness of winter. It is hard to imagine peace in a time of war. At the same time, our Torah reading cycle this month relates the story of the exodus from Egypt, a difficult time of hopelessness that ended in sweet redemption. *Ken yehi ratzon*. May it be so for us and the world once more.

*Rabbi Ellen Lewis*

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## Blood Drive

Please contact Howie Hirsch to sign up for the Men's Club Blood drive on February 22. The blood drive will run from 9:30 am until 2 pm. Morning appointments will be prioritized for Sunday School parents. Please call Howie to sign up. Let's beat our old record of 31 pints this time. I know you we can do it.

## February 20, 7:00 p.m.

### Sunday School Lay Shabbat Service

All Sunday School children are welcomed and encouraged to participate in this Shabbat service as part of their Sunday School experience. Parents are encouraged to put that date aside to get the children to the Jewish Center on this night so that the children can use what they have been learning in our Sunday School program. All children can participate. The teachers will work with the children to assign parts that the children will lead from the bima. Everyone walks away from this Shabbat elated having watched their children lead the service. Members without children, make these young people part of your own family, come, kvell and support them this particular Shabbat.

## President's Message, cont.

risk. Now that I am on my soapbox, one other concept that one hears repeatedly is that of "transparency." My definition is similar to that of a good marriage, that there are no lies nor secrets.

Madoff and the other Ponzi experts violated these concepts and basically treated their clients as too dense to understand the complicated machinations that they performed. When one's investment advisor tells them that their system of investing is too complicated to explain, there is an immediate red flag to back out of the deal. Our Reform website, [www.urj.org](http://www.urj.org) is an excellent site to discover the wrath that these scam artists have wreaked upon the network of Jewish charities. Luckily, it has not affected the Jewish Center of Northwest Jersey. It has, however, affected the 401(k)'s of local Jewish Federations.

There are approximately 400,000 financial planners in the United States. Only 40,000 of them have earned the designation of Certified Financial Planner (CFP®). Madoff and the others scammers did not earn the CFP® designation. I would imagine that there are CFP®'s behind bars for financial transgressions, but since they carry a fiduciary responsibility to their clients, I am certain the percentage behind bars is much smaller than those that are not fiduciaries. As a final note, most stockbrokers are not fiduciaries.

Please contact me at [arvesen@att.net](mailto:arvesen@att.net) or by phone at 917-941-4332 for any questions or comments.

Shalom,  
Jim Arvesen

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## Shabbat Across America

This year our celebration of Shabbat Across America will be held on Friday March 20. Services will begin at 6pm and a pot luck DAIRY dinner will follow services. This will be a kosher style meal, so no meat or meat by-products are allowed at this dinner. This is meant to be an outreach event, so please invite any of your Jewish friends to attend with you. You must RSVP to Iris Hirsch so she can plan the dinner and make sure that we have salads, main courses and drinks. There will be a sign-up sheet on the bulletin board at the temple. If you know what you would like to bring, let Iris know.

## New Starting Time for Friday Night Services Begins in March

In response to requests for earlier services on Friday nights, the Religious Practices Committee has changed the start time of regular Friday night services to 7:30 p.m., beginning on March 6. Please arrive by 7:25 and move immediately into the sanctuary so that we can begin promptly. We will continue this earlier starting time through June and then evaluate it. Please give your feedback to Rabbi Lewis, Debby Knobelman, or Sharon Herson.

This does not include Shabbat across America on March 20, which is scheduled for 6pm.

## Upcoming Events

**Friday night, February 6, 7:45 p.m.** Scout Shabbat. All scouts should come in uniform. A.J. Seidorf, whose Eagle Scout project has benefited the JCNWJ, will be honored. Support our scouts and demonstrate your thanks to A.J. by being there.

**NOTE DATE CHANGE: Sunday, March 15, at noon.** Workshop and brunch for families (adults and children) with b'nai mitzvah in 2009–2010. Invitations will go out in early February. RSVP to Sharon Herson by March 8.

**Saturday, March 21, 10am,** Shabbat morning service to introduce the new prayerbook for Shabbat morning.

## Jewish Center Talent Show

The Jewish Center Talent Show is coming on March 28 at 7 pm. Start practicing your dance moves, your songs, your musical pieces, your jokes or whatever other talent you would like to share with a very receptive audience! Auditions will take place on March 8 in the afternoon during the Purim Carnival. Come one, come all. All ages welcomed to perform. The Talent Show will be followed by a “make your own sundae” dessert.

Mrs. Mattson

## Religious School/PTO Events

Things are starting to feel back to normal after our long winter break from Hebrew School. On February 8 we will enjoy a Tu Bishvat Seder. There is no Sunday School on February 15 (President's Day). On February 22 the kids begin celebrating Purim by baking hamentaschen ... always a good time. The Megillah reading and Purim Carnival are scheduled for March 8.

Our next PTO meeting is February 22.

*Marsha Gross and Karen Finkelstein*

## Wanted: Advertisers for JCNWJ Journal

“Location, location, location.” The motto does not apply to real estate alone. For what better place to spread the word about your business or the services you provide than the JCNWJ Journal. Reaching hundreds of readers each month in Hunterdon, Morris, Somerset and Warren Counties in New Jersey as well as those residing in parts of eastern Pennsylvania, advertising in the Journal is effective and affordable. Tell your friends and contacts at local businesses whom you patronize about the opportunity to market themselves through sponsoring an advertisement in our online newsletter. For more information about placing an ad please see the attached Journal Advertising Form (also [on the temple website](#)) or contact Tracey Bauer.

## Adult Education

Rabbi Lewis's Adult Education class, studying *Pirke Avot*, will meet Sunday mornings from 10:45 to noon on

the following dates: Feb. 1, March 22, and April 26. The class is open to all members. This is your opportunity to exchange ideas with other congregants under the leadership of a superb teacher.

## Torah Study

Torah study meets monthly on Saturday mornings for about two hours, starting at 10:30. We are a lay-led group. Discussion is always lively. Everyone is welcome: Feb. 21, Mar. 14, April 25, May 16, June 20.

## Welcome New Members

June & Ira Kapp of Lebanon

Gil, Marci, Tyler & Ashley Braunstein

*(Thanks to Edith Herson and Tracey Bauer for inviting them to our Center with a Chanukah Gift Certificate!)*

Kimberly Peckman-Greenwald & Gary Greenwald and children Danielle Peckman, Robert, Stephanie, & Melissa Moore, and Melissa & Christopher Greenwald

## Donations

Mishebeirach for Stanley Schick - Helen & John Mattson  
In honor of A.J. Seidorf's Eagle Scout Project -  
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In honor of Charlotte Fels' birthday - Rhonda Jordan

In honor of Rabbi Lewis and Cantor Kadin -

Dr. Susan Lederman

In honor of Teri Stanton - Alison Shelofsky

Happy Birthday to Cameron Baeck & Sharon Herson -  
Helen and John Mattson

In memory of Jean Siegel - Rhonda Jordan

In memory of Rita Hecht - Rona and Stan Schick

In memory of Gertrude Post - Laurie Post

In memory of his parents, Sally and Jack Zemel -  
Ralph Zemel

In memory of Shelley Finkelstein's mother -

Helen and John Mattson

In memory of Richard Herson and Shelley Herson -  
Sharon Herson and Daniel Fleckles

*The Temple sends its condolences to Alison Shelofsky for the loss of her mother, Ellen Field*

## JEWISH LIFE

Jewish LIFE presents Bob Wechsler, Day by Day in Jewish Sports History on Sunday, February 22 at 10 a.m. Bob Wechsler is author of *The Ultimate Jewish Sports History and Trivia Book*. The morning includes brunch, presentation and book signing. Renowned scholar of Torah, Rabbi Sheldon Zimmerman will offer A New Look at Sibling Relationships in the Book of Genesis-Reality and Renewed Possibilities, Thursday, March 5 at 7 p.m. Held at the Shimon and Sara Birnbaum JCC in Bridgewater. Fee per program: \$10/Jewish LIFE Member, \$15/Non-Member. Call 908-725-6994 x201 to register.

# Jewish Center of Northwest Jersey

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## Journal Advertising Form 2009-2010

Thank you for considering advertising in the Jewish Center of Northwest Jersey's Journal. Please complete the form below and return same with your check made payable to "*Jewish Center of Northwest Jersey*" to Tracey Bauer, 21 Markham Drive, Long Valley, New Jersey 07853. The preferred method of receiving ads is via email in Microsoft Word, Publisher or Adobe pdf format. If necessary, documents can be scanned, however, clarity may be affected. Emails should be sent to [traceysbauer@comcast.net](mailto:traceysbauer@comcast.net). The deadline for receiving ads is the 19<sup>th</sup> day of the month prior to the month in which you would like to commence advertising.

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