

TULSA *Jewish Review*

Tevet/Shevat 5783
January 2023



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TEVET/SHEVAT 5783
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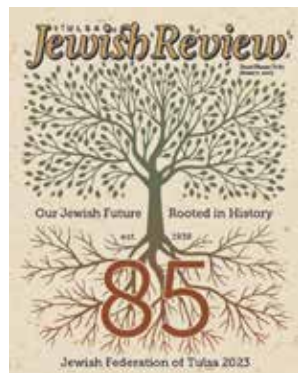
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An olive tree illustration depicting the 85th anniversary of the Jewish Federation of Tulsa and revealing the 2023 theme, "Our Jewish Future Rooted in History."

JEWISH FEDERATION OF TULSA MESSAGE BOARD



GOT MAZELS?

Have a b'nai mitzvah, wedding announcement, milestone, or accomplishment to share with the community? Feature it in our "Community Corner" section of the Tulsa Jewish Review.

Email Marketing and Communications Coordinator Jasmine Rikin for submission requirements. JRikin@jewishtulsa.org



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A YEAR OF CELEBRATION

by Brian E. Brouse

Get ready for many reasons to celebrate in 2023! Three important anniversaries will be honored including the 85th anniversary of the Jewish Federation of Tulsa, the 75th anniversary of the State of Israel, and the 50th anniversary of our Schlichim program.

In 1938, Gershon Fenster, Julius Livingston, Howard Conhaim, Raymond Kravis, Henry Fist, Benedict Lubell, Travis Milsten, Claude H. Rosenstein, and Pug Meyers, all Tulsa Jewish community members, came together and founded the Tulsa Jewish Community Council, which was renamed the Jewish Federation of Tulsa in 1975. The purpose of the Council was to informally discuss the problems confronting Tulsa Jewry, coordinate the various Jewish organizations in Tulsa, and to direct fundraising activities. Gershon Fenster served as the first president. Emil Solomon was the first executive director serving from 1939 to 1959. The Tulsa Jewish Community Council created the Public Relations Committee, now the Community Relations Committee, working to promote cultural and religious understanding and fight antisemitism. The Council also coordinated an annual fundraising campaign that supported Jewish organizations in Tulsa, in Oklahoma, in the United States, in Israel, and around the world. Tulsa earned the reputation of being one of the highest per capita givers in the larger Federation community. 85 years since inception, the Jewish Federation of Tulsa is now located

on the Zarrow Campus, housing administrative offices, the Charles Schusterman Jewish Community Center, The Sherwin Miller Museum of Jewish Art, and the Flo and Morris Mizel Jewish Community Day School.

2023 also marks a momentous occasion for Jews around the world, the 75th anniversary of the establishment of a Jewish State. There are many reasons to celebrate this dream fulfilled and the Jewish Federation Israel Committee is planning several educational and fun programs to celebrate and to connect to Israel Jewry.

Finally, the Jewish Federation of Tulsa is celebrating 50 years of participating in the Shlichut program through the Jewish Agency for Israel. The Schlichut program brings Israeli's to Tulsa for a two-to-three-year stay bringing Israeli culture and education to Tulsa. Our shlichim are involved in teaching, programming, event planning, lecturing in and outside of the community, strengthening the connections between Israel and the United States, building community around Jewish identity and values, working together on Holocaust education, fighting antisemitism, and community outreach. Our Federation is one of the longest continual supporters of the Shlichut program, building a living bridge to Israel. We hope to see you at one of our numerous events in 2023 celebrating these trifecta of milestones! ■



Gershon Fenster, first president and one of the founders of the Tulsa Jewish Community Council

Our Jewish Future Rooted in History
The Jewish Federation of Tulsa is proud to celebrate

85th anniversary of the Jewish Federation of Tulsa

75th anniversary of the State of Israel

50th anniversary of the Tulsa Schlichim program

UPCOMING EVENTS



Colors of Israel Part 1 | Monday, January 9 | 7 pm | Tulsa County Central Library

Colors of Israel showcases multiculturalism in Israeli society and the diversity in the modern state of Israel. Join us for our first session with Druze-Israeli, Gadeer Kamal-Mreeh.

Learn more on page 6 of this issue

Register at jewishtulsa.org/colorsofisrael1



The Lunch Bunch | Wednesday, January 11 | 12:00 pm | Jewish Federation of Tulsa

Our speaker will be a woman who goes by the name “Mouse” from Bikers Against Child Abuse (BACA), an international organization that exists with the intent to create a safer environment for abused children and to empower kids to not be afraid of the world in which they live. In this meeting, we will learn about this organization, how they work with local and state officials, and what we can do to support their efforts.

RSVP required by January 9 at jewishtulsa.org/lbbaca



Martin Luther King Jr. Day Parade March | Monday, January 16 | 11:00 am

The Tulsa Jewish Community join forces representing the ancient Jewish value of “Tzedek” meaning “Justice” or “righteousness.” In the Civil Rights era, Jewish leaders backed Dr. King’s efforts at racial equality and harmony. The fight continues to this day; therefore, the Tulsa Jewish Community walks as one with the belief that freedom and equality for all can only be achieved when people come together. We invite all to join us!

Register at jewishtulsa.org/mlk2023



MOMentum Israel Trip Info Meeting | Tuesday, January 24 | 7 pm | Jewish Federation of Tulsa

The Jewish Federation will be coordinating our first MOMentum trip, for moms with children 18 and under at home, October 23 – 30, 2023. The trip is heavily subsidized by Momentum and the Jewish Federation of Tulsa. Women interested in learning more about this transformational trip should attend an informational meeting on Tuesday, January 24, 7:00 pm at the Jewish Federation.

Learn more on pages 8-9 of this issue

RSVP at jewishtulsa.org/momentuminfo



Young Jewish Professionals Havdalah | Saturday, January 28 | 5:30 pm | Jewish Federation of Tulsa

We will close out Shabbat with a meaningful Havdalah followed by dinner, drinks, and a show by our very own RetroSPEC (Andrew Spector) and his friend BPagz (Ben Pagliaro). Come celebrate, hear from your fellow YJPs about what they love about their role in Federation and how you can get involved too. Eats by Et. Al and signature cocktails by Inner Circle Vodka Bar.

RSVP at jewishtulsa.org/yjphavdalah



Open Tables Interfaith Dinner | Sunday, January 29 | 5:30 pm | Jewish Federation of Tulsa

We are hosting this session of the Open Tables dinner in the Barbara and Dave Sylvan Auditorium. Open Tables is an interfaith program designed to bring people from different faiths to share dinner and dialogue. Participants are asked to bring a favorite dish to share, as well as an open mind and respect for those from different traditions. The presenter for this dinner is Terry Ashby, Director of Continuous Improvement at Choctaw Nation.

RSVP at bit.ly/OTTulsa

SAVE THE DATES

Period Poverty | Thursday, February 2 | 7:00 pm

Lunch Bunch | Wednesday, February 8 | 12:00 pm

Colors of Israel Part 2 | Wednesday, February 15 | 7:00 pm

Talk to your Teens about Antisemitism Part 3 | Wednesday, February 22 | 7:00 pm

J Moms Event | Thursday, March 2 | 6:00pm

The Ninth Edition of the Oklahoma Jewish Film Festival | March 26-30

Please contact Director of Programs Isabella Silberg with any questions. isilberg@jewishtulsa.org 918.495.1100

Go to www.JewishTulsa.org/events to view a full calendar of events.

AN ISRAELI SALAD BOWL

by Chen Shoval, Israeli Emissary

The establishment of Israel as a Jewish state occurred after 2,000 years of the Jewish people living in other parts of the world. The Jews were integrated into other cultures and nationalities, spoke different languages, and had different customs and traditions. The common denominator between these people; they were all Jewish. After the establishment of the state of Israel, the concept of a melting pot was perceived by many. The idea of creating one Jewish-Israeli culture was a must. Teaching Hebrew, and composing music, poems, and theater in Hebrew was a crucial part of creating the Israeli culture. Hebrew names were given to the new Olim (immigrants). Some of them settled in the old and the new cities like Jerusalem, Tiberias, Tzfat, Jaffa, Haifa, and Tel Aviv, while others settled in the Kibbutzim and moshavim (communal cities), and in Ma'abarot, immigrant and refugee absorption camps. The town where I grew up started as a Ma'abara for immigrants from Yemen.

With every Aliyah (immigration) of a Jewish person from a different part of the globe, Israeli society needed to be open, accepting, and inclusive. Today, a large part of Israeli society is the Arab-speaking community. More than 20% of Israeli citizens are Muslim and Christian Arabs, who have their own traditions, religious rituals, and language. With the years and the change in

governments, policies, and Israel's growth, the attitude toward creating a melting pot has changed. Originally, Israel focused on creating a melting pot, however; today, the goal is to create a salad bowl, a shared space for different cultures and traditions of the Jewish people gathered over the past 3,000 years—a treasure worth cherishing and preserving.

As an Ashkenazi Jew, I probably share more commonality in genes and traditions with Ashkenazi Jews in the US than a lot of other social groups in Israel. But growing up in a town that was based around the Yemenite culture, I was exposed to Yemenite food, music, traditions, and even their Arabic dialect. In school, we were taught about the Yemenite Aliyah stories and the Jewish rituals they preserved for hundreds of years. I feel lucky that I grew up in a place that cherished and embraced our differences as a way of life.

In the next few months, I want to invite you to learn more about Israel's abundance of cultures. The Colors of Israel is a new series, starting on January 9th. In each session, we will host in-person talks with Israelis from different backgrounds and hear about their life stories. We will learn about their culture and traditions and the diverse Israel society. ■



JEWISH VALUES THROUGH LITERATURE

by Isabella Silberg, Director of Programs

PJ Library is a literacy resource program of the Harold Grinspoon Foundation, a North American Jewish nonprofit organization based in Agawam, Massachusetts. It was created in December 2005 as a Jewish engagement and literacy program for Jewish families with young children.

In 2007, the Jewish Federation of Tulsa partnered with PJ Library to fund the sending of books to families raising Jewish children in our community, making it free to the families enrolled. Our Federation sponsors the books for children from birth to 8.5 years of age. When they age-out of PJ Library, they're encouraged to sign up for *PJ Our Way*, another initiative of the Harold Grinspoon Foundation. In addition to the books, JFT hosts PJ Library events and programs throughout the year—connecting families, strengthening our community, and ensuring a strong Jewish future in Tulsa.

We are now entering our 16th year of PJ Library programs and services! This program has made an impact on many families in our community and we are looking to deepen the connection even further.

To register for PJ Library go to: <https://pjlibrary.org/enroll-in-a-community> or contact Isabella Silberg at isilberg@jewishtulsa.org.

Read from two families about their experiences with PJ Library.

Marcela Swenson and Noah Bleicher:

Our family has been enjoying PJ Library books since the time our first was an infant. They do an incredible job curating the books to the age and interests of the child and the stories themselves are a fun and colorful way to share parts of our family's culture and traditions with our kids. The arrival of the PJ Library book is something we all look forward to every single month.

Kate and Ethan Basch:

Since before our son was born, we knew incorporating reading and Jewish culture into his daily life would be of the utmost importance for us as a family. As we planned his nursery, the top priority was having book shelves built to hang behind his cozy chair, providing us a space to bond over our reading from the earliest days. When Teddy arrived in December 2021, one of our first actions was to sign up for PJ Library. We had heard from other parents in our community what a treasure the monthly book delivery was; the books and experience have far exceeded our expectations. Every month the delivery of a new book is a highlight for us as a family. We are able to sit and enjoy reading wonderful stories and illustrations, which introduce Jewish culture and language to Teddy in a fun, age appropriate way. We know the special place PJ library has in our hearts will only grow as Teddy is able to read and enjoy the books on a deeper level. We would strongly encourage all Jewish families to sign up, whether they already have children or are welcoming their first. ■



Colors of Israel Part 1

Druze-Israeli Gadeer Kamal-Mreeh

Monday, January 9 | 6:30 pm | Tulsa County Central Library

Gadeer Kamal-Mreeh is the Jewish Agency's first Druze emissary to the United States, based in Washington D.C. Through Gadeer's personal story we will learn about the challenges and opportunities of the Arab citizens in Israel, and the differences between the various Arab-speaking groups in Israel, such as Druze, Muslims, and Christians.

Register at jewishtulsa.org/colorsofisrael1



Colors of Israel Part 2

Ethiopian-Israeli Sigal Kantofsky

Wednesday, February 25 | 6:30 pm | Charles Schusterman Jewish Community Center

Sigal is the Director of The Jewish Agency in the North East U.S. Region. Through Sigal's life story, we will deal with issues related to Aliyah (immigration) and Ethiopian assimilation in a new society, equality in Israeli society, racism, discrimination, and Jewish identity. We will conclude with a Q&A session.

Optional Authentic Ethiopian Dinner: \$10 Per Person

Register at jewishtulsa.org/colorsofisrael2

ATTENTION MOMS!

MOMENTUM ISRAEL JOURNEY FOR MOMS WITH CHILDREN 18 AND UNDER

by Sandy Sloan, Director of Communications and Development

In 2008, eight Jewish women from different walks of life, affiliations, observance, and ages came together to make a difference. They agreed that it was time to empower and inspire women with the rich beauty of their Jewish heritage, and Momentum was born. Since that time, Momentum has partnered with nearly 300 organizations to help over 20,000 women from across the globe, travel to Israel for what is called the MOMentum Year-Long Journey (which includes a profound, personal 8-day experience in Israel). The Jewish Federation recently became a partner organization and will be coordinating our first Momentum trip, for moms with children 18 and under at home, October 23 – 30, 2023.

Momentum seeks to inspire women to transform themselves, transform their families, their communities, and the world. The MOMentum Year-Long Journey empowers women to connect to

their Jewish values, engage with Israel, take action, and foster unity, without uniformity. The trip is called a year-long journey because participants gather monthly post-trip for social and educational sisterhood events, ensuring a safe-space for learning, reflection, leadership, and growth.

The trip is heavily subsidized by Momentum and the Jewish Federation of Tulsa. Women interested in learning more about this transformational trip should attend an informational meeting on Tuesday, January 24, 7:00 pm at the Jewish Federation.

Register for the meeting at: www.JewishTulsa.org/MomentumInfo

For more information contact Sandy Sloan at: sandy@jewishtulsa.org or 918-495-1100. ■



LIVING
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 The fantastic Bill Nighy stars in a modern retelling of Akira Kurosawa's classic "Ikiru." An ordinary man, reduced by years of oppressive office routine to a shadow existence, makes an eleventh hour effort to turn his dull life to something wonderful.

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how to connect deeper with yourself, your family, and your community

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 Free trip*

For more information, please contact:
Sandy Sloan | sandy@jewishtulsa.org
 918-935-3696

* Momentum Trips are free for participants excluding airfare. Additional costs for participants include \$100 for tips and a "Year of Growth" book, a \$99 acceptance fee, and some meals. Participants pay a \$500 deposit, which is fully refundable upon returning from the trip.



TALK TO YOUR TEENS ABOUT ANTISEMITISM

by Chen Shoval, Israeli Emissary

Last month we hosted a program for BBYO and Midrasha teens and their parents called “Talk to Your Teen about Antisemitism”. Southwest StandWithUs High School Regional Manager Gabe Ivker and Co-Director of High School Affairs Adam Blue came to address antisemitism in schools and in the Tulsa community. (StandWithUs is an international, nonprofit organization that supports Israel and fights antisemitism since 2001). They separated the parents and teens, so each could openly share their experiences and discuss ways to empower one another to stand up against hatred and bigotry. They explained how to combat antisemitism, both proactively and reactively. We are so grateful for our

friends at StandWithUs who helped us to learn about additional resources available to educate ourselves about Israel and to combat antisemitism.

Our next class in the three-part series will be on January 11th at 7:00 pm. Join us at Temple Israel for this very important discussion!

For more details please contact Chen, the Israeli Shlichah, at emissary@jewishtulsa.org ■



WHAT IS PERIOD POVERTY?

by Sandy Sloan, Director of Communications and Development

Period poverty refers to the social, economic, political, and cultural barriers to menstrual products, education, and sanitation. According to Medical News Today, period poverty affects an estimated 500 million people world wide—in wealthy, industrialized countries as well as developing countries. Period poverty can prevent girls and women from missing school and work, in addition to affecting their mental health and well-being, and health and hygiene.

Thirty-eight states do not tax period products, yet Oklahoma does not fall into this category. In Oklahoma, the state considers period products a luxury item, therefore products are taxed at the same rate as toys and electronics. One in five women and girls in our state between the ages of 12 and 44, which are the common ages of menstruation, are below the federal poverty line. However, public assistance programs like SNAP, TANF, and WIC don't provide or cover the cost of feminine hygiene products.

On Thursday, February 2 at 7:00 pm, the Pearl Society presents “Period Poverty” featuring three speakers working to help address the needs of women and girls

in our city and state. Jen Green and Linley Smith from Period.OKC will tell their organizations’ story—from helping homeless women and girls from the trunk of a car—to founding the first nonprofit of its kind in Oklahoma addressing Period Poverty. Dr. Crystal Lewis will address the needs in Tulsa Public Schools, including elementary schools, and the mental and social stress she is seeing in our schools. Finally, Tulsan Cassie Celestain will share how her former occupation as a teacher led her to start Tulsa Period Pantry, a grassroots effort to help Tulsa area schools.

In conjunction with this program, the Pearl Society is coordinating a community-wide period product drive to benefit local schools in need. Look for the drop-off bins at the Jewish Federation, Congregation B’nai Emunah, and Temple Israel, and Zarrow Pointe during the month of January.

For information on becoming a Pearl Society member, contact me at: sandy@jewishtulsa.org or 918-495-1100. ■

ATHLETIC BUSINESS CONFERENCE RECAPPED

by Hannah Bakewell and Benny Ortiz

This past November, for the first time, two of our fitness staff members had the opportunity to attend the Athletic Business Conference in Orlando, Florida. This conference aims to teach fitness instructors how to aid facility growth, enrich fitness programming, and build leaders within the health and fitness industries. Within this 4-day conference, staff not only attended classes and lectures, but also a full-floor exposition, had opportunities to connect with other industry professionals, and attend many exercise classes.

The AB Show was a highlight of my professional career in 2022. I went in wanting to attend specific classes and each class went above and beyond my expectations. The first session I attended dove into how Covid-19 has affected the fitness industry and our exercisers. This session titled, "Meeting our Exercisers Where they Are," I was able to see the data and trends that our members might be showing and wanting out of our classes and from our facility. This set the tone for the rest of the conference. I acquired hands on experience for hip mobility and back strength training. The conference refreshed my passion on how to continue creating new and innovative fitness challenges, how to promote them, track the success, and debrief afterwards. Shockingly, grip strength is one of the biggest indicators for mortality rate. This played into how we need to start viewing strength training as equal to or even greater than aerobic exercise. All in all, this conference reminded me how much I love to learn. My passion for the fitness industry, clients, and members is brighter. I have already begun applying new techniques I learned to improve our facility, better myself as a coach, and make our members feel stronger and more

empowered on their fitness journey!

-Hannah, Fitness Manager

Attending the Athletic Business Conference in Orlando was a great experience! They had so many excellent ideas that will aid me in making the CSJCC a better facility. There were motivational tips, training tips, ways to utilize our fitness space better, and so much more. I was also able to try out some state-of-the-art fitness equipment. I tried out multiple different fitness machines and new equipment, but the Stairmaster stuck out to me the most. It is amazing to see the updated equipment and machines that are coming out and how far the fitness industry has come along. I really enjoyed learning in the lecture sessions and through hands-on exercise classes. I took away many new techniques to help members in their personal fitness journeys, and I am thankful to have had the opportunity to attend this conference. I am taking full advantage of what I learned at the AB Show and will do my best to make the CSJCC the best fitness facility in Tulsa!

-Benny, Fitness Instructor ■



BRUSSEL SPROUTS WITH CARAWAY AND GARLIC

by Ellen LaGrone, community member

These slightly crunchy sprouts far surpass any of their boiled cousins and are always on our holiday menus. Brussel sprouts are a nutritious addition to your diet because they are high in fiber, vitamins, minerals, and antioxidants. They aid in decreasing inflammation and improving immune system health. Brussel sprouts are a cold-weather superfood, so this quick recipe is definitely a must-try! If caraway is not your favorite, try poppy or sesame seeds. The Bragg Aminos are free of GMO soy, pesticides, and preservatives. It's a great substitute in any recipe calling for soy sauce.

Ingredients:

- 2 cups trimmed and quarter brussel sprouts
- 1 tablespoon olive oil
- 1/2 teaspoon caraway seed
- 1-2 garlic cloves, minced
- 1 tablespoon Bragg Liquid Aminos or soy sauce



Directions:

Heat olive oil over medium-high heat and sauté sprouts (in a skillet with a lid) with caraway and garlic 3-4 minutes. Lower heat to medium-low and add liquid aminos. Cover and cook 5-8 minutes until tender. Serves 3 to 4.

HABIT STACKING

by Hannah Bakewell, Fitness Manager

Take a moment to think about how the tiniest changes in your daily routine can stack up to create amazing results that improve your life. Habit stacking is the art of combining your current habits with ones you want to start. Essentially, you take a habit you already do each day, and pair it with a simple one you want to implement into that routine.

For example, you may already make coffee every morning, and you also want to work out more. With this stacking routine, you could immediately do a few stretches while your coffee brews. As a dancer, I started to do calf raises every morning for the full two minutes while I brush my teeth. By doing this, I saw small but mighty changes in my leg and ankle strength thus improving my ballet-pointe work.

A simple change can make all the difference, even if it is changing you by 1% every year. Habits can either work for you or against you. Why not try stacking habits and improve by that 1% every year instead of staying stagnant with your current lifestyle?

This January, join the JCC Fitness Challenge in stacking your habits! Everyone who participates

will be entered to win the book, *Atomic Habits*, by James Clear. This book will take you deeper into understanding how to create good habits and break your bad ones.



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Upcoming Events and Exhibitions



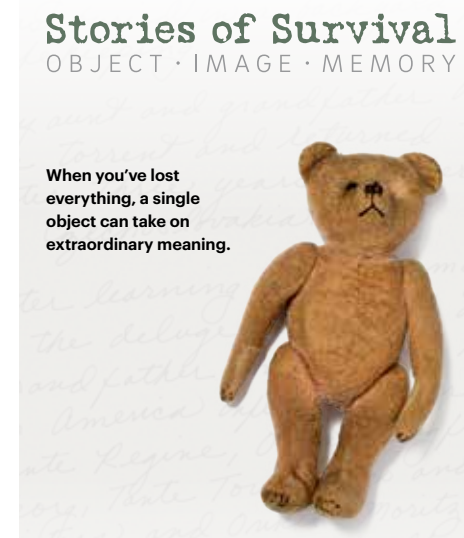
Humans of Israel – February 2023

The Humans of Israel exhibition captures the most fascinating people in Israel to tell the Israeli story as a whole. Each photo and story provides a glimpse into the hearts and minds of a variety of Israelis. After seeing this exhibition you will better understand what the Israeli story is all about.



Photographer, native Tel Avivi, and TEDx speaker, Erez Kaganovitz is the human behind the Humans of Tel Aviv, Humans of Israel, and Humans of the Holocaust projects. Through his work, Erez has helped bridge a cultural gap in society both within and outside of Israel. His compelling work brings understanding, emotional connection, and unity to many around the world.

Stories of Survival: Object-image-memory – February 2023



An exhibition showcasing personal artifacts brought to America by survivors of the Holocaust and other genocide. Exploring the relationship between objects, their meaning to the original owner and subsequent significance, oversized photographs by renowned documentarian Jim Lommasson with handwritten responses by survivors or their family members.

The objects featured in Stories of Survival are as everyday as a baby doll and a black suitcase and as symbolic as a young mother's cook-book and a wedding announcement, as saved by survivors from genocides around the world, including Armenia, Bosnia, Cambodia, Iraq, Rwanda, South Sudan, and Syria.

OPENING RECEPTION SUNDAY, FEBRUARY 12 AT 2:00pm

Join us for a very special opening reception for these two exhibitions featuring a gallery talk with Erez Kaganovitz, Photographer of the Humans of Israel Exhibition.

Upcoming Educational Art Competitions

16th Annual Purim Mask Invitational

Deadline: Friday, February 24, 2023

Awards Reception: Thursday, March 19, at 6:00PM

Council for Holocaust Education – 2023 Yom Hashoah Art Contest

All Oklahoma Middle and High School students, grades 6-12 are eligible to enter the contest.

Deadline to reserve space for art entries: Monday, April 3, 2023

Informational Downloads for both competitions are available at www.jewishmuseumtulsa.org/resources



Butterflies

Honoring Donors
to the Zarrow Pointe

FROM:

- Barbara Gardner Anderson
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- Marilyn Kulick
- Myrna Lubin
- Sallye Mann
- Paula and Malcolm Milsten
- Phyllis Raskin
- Gail and Kip Richards
- Marcy and Chris Rooker
- Isabel Sanditen
- Irene Silberg
- Marilyn Smith
- Robin Stein
- Taylor, Foster, Mallet, Downs, Ramsey & Russell
- Sharna and Irvin Frank Foundation
- Dr. Ron and Barbara Winder
- Pat and Clayton Woodrum



HONORING:

- Barbara Sylvan
- Barbara and Ron Winder
- Nancy and Andrew Wolov

BIRTHDAY WISHES TO:

- Isabel Sanditen

IN MEMORY OF:

- Estelle Finer
- Jack Friedman
- Theodosia (Teddy) Lachterman
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Artwork created by Flo & Morris Mizel Jewish Community Day School's Intergenerational programming with Zarrow Pointe residents

INTERGENERATIONAL PROGRAMMING

by Amanda Anderson, Executive Director of Mizel Jewish Community Day School

Flo & Morris Mizel Jewish Community Day School has been participating in intergenerational programming with a small group of residents from Zarrow Pointe. The goal is to encourage meaningful interactions between the young and the old. We look forward to sharing our successes with the community throughout the school year.

During the 2022-2023 school year, Zarrow Pointe residents and MJCDS students will meet nine times. The objective is for each child to really get to know the resident they are paired with. In the first semester, we met three times. At each session, we welcomed more residents, pairing them with eager and inquisitive students. Our Mizel Meal Makers—2nd & 3rd graders who cook special meals through our culinary program—create a three-course meal for our special guests at each gathering. Following the meal, residents and students get to know each other through various activities such as, "Would You Rather" questions and other ice breakers and games. For the remainder the session, we focus on an activity where the students and resident can build and/or create together, while implementing various Jewish values.

For our first meeting in the beginning of November, each student took a picture with their new friend and together they decorated and built a frame to put the photo in. While each resident took home a special craft with a picture of their new friend, our students created another picture frame to keep at school, with the same photo. The students observed *Hiddur P'nai Zaken*: Honoring Our Elders. This is the underlying value in each meeting.

At our second session, each pair created a work of art with the use of canvases and trees. Combining the art work, we created a beautiful collage which is now hanging in

our hallway. During the Thanksgiving holiday season, we focused on the Jewish value of *Gemilut Chasadim*, countless ways to show personal kindness towards others, which we strive for students to practice year-round.

In December, we focused on teaching *Hakshava*: Learning to Listen. For this session, our students and residents played a holiday favorite, Dreidel. For many of the participants (students and residents alike), it was their first time playing this Hanukkah game. After many fun rounds of spinning, we moved on to a version of the card game Uno. This game was different because it had Would You Rather? questions incorporated in the game. For example, some of the questions were would you rather go to the beach or the mountain? Or would you rather give up television or junk food? After everyone shared their preferences, the game continued. It was a wonderful way for the students and residents to learn about each other!

In January, we will be focusing on the Jewish value of *Chaverut*: Friendship. Students and residents will create a craft representing the friendship they have developed, along with a memento of their time together. These tokens will help our students remember their connections and relationships with their new Zarrow Pointe pals.

Our students have been loving telling their parents about their new friendship with Zarrow Pointe residents. Not only are the pairs having fun, but the students are learning to be helpful, kind, and honor their elders. The residents have been raving about the program in the dining hall at Zarrow Pointe. We look forward to more meetings and continuing to build these intergenerational relationships throughout our community! ■

AN UNTOLD CHAPTER IN ADVERTISING'S CREATIVE REVOLUTION

by Alan Levenson, Schusterman/Josey Chair of Jewish History at the University of Oklahoma

Advertising is telling stories, stories of persuasion. I was reminded of this by the recent publication of *New Perspectives in American Jewish History* (Brandeis, 2021), which contained the iconic tagline “You Don’t Need to Be Jewish To Love Levy’s – real Jewish Rye,” with a picture of a police officer (presumably Irish-American) chomping down on a deli sandwich. This first picture was followed by a succession of New York types, including an angelic looking Black child, which even the fiery activist Malcolm X found adorable. Within a short time, this tagline would be appended with the boast, “New York is Eating It Up.” How did this success happen? Initially, Levy’s could not easily compete with high quality neighborhood bakeries or the blinding whiteness of store-bought Wonder Bread. But this advertising campaign made Levy’s a national competitor -- not only New Yorkers were eating it up. The advertising agency at the heart of this campaign, Doyle Dane Bernbach (DDB), founded in 1949, played a major role in the “creative revolution,” which broke from a staid and formulaic conception of selling goods and services to something more artistic – and witty.

DDB unabashedly celebrated America’s ethnic mosaic. Bill Bernbach, the creative spirit at DDB is supposed to have told Levy’s nervous owner Whitey Ruben: nobody thinks your High Episcopalian! Bernbach also cut against the grain by initially placing these ads in New York newspapers favored by non-Jews; counterintuitive, this placement captured an untapped market. While there had been earlier advertising agencies that sold products to a narrow clientele, DDB sold real Jewish rye bread to a receptive America.

DDB would go on to run legendary campaigns for Volkswagen, El Al Airlines, Chivas Regal, Avis and more. Some of these businesses were owned by other minorities, but most, clearly, were not. While the older, classy white-shoe agencies remained far larger, by the 1960s, DDB became both the “hip” agency and the one which spawned spin-off after spin-off agency. DDB’s Volkswagen (VW) campaign has often been considered the most innovative ever, quite a feat,

considering the pithy challenge of “selling a Nazi car in a Jewish town,” supposedly uttered by George Lois, a Bronx born New Yorker of Greek descent. (We associate Nazi brutality with the Holocaust, but the Third Reich were hated occupiers from Denmark to Greece, from France to Ukraine.)

Was there a specifically Jewish angle to the “new” agencies? Yes. These Jewish Mad Men were graduates of Stuyvesant, Bronx Science, and the School Music

and Art, then as now, NYC magnet schools; graduates of CCNY and NYU, nearly cost-free in those post-war years. CCNY became fully coeducational in 1951 – long before the Ivies. Children or grandchildren of immigrants, who knew their horizons were wider than their parents and grandparents; almost all of the men were veterans of WWII or Korea. Italian-Americans, who provided many of the art directors, followed similar paths, as did the Greeks, Japanese, and assorted expatriates. A remarkable number of DDB alumni came from the NYC boroughs: Brooklyn and the Bronx by this period had become the main areas of Jewish settlement, although a handful came from the tonier neighborhoods of Manhattan. (The 1920 and 1924 Immigration acts had effectively reduced the flood of immigrants to a trickle. By the post-WWII era the Lower East Side and Little Italy were no longer ethnic epicenters).

Some DDB stars, of course, came from middle-America, like the dazzling Mary Wells, who hailed from Youngstown, Ohio and went on to found an enormously successful agency of her own. Yes, there were Mad Women too. That brilliant tagline, “You Don’t Need To Be Jewish” belonged to copywriter Judy Proctor and the photographs to Howard Zieff, but the creative director (Copy Chief) at DDB in those years was Phyllis Robinson, also a Jewish woman from New York. Routine sexism coexisted with real opportunities for advancement, captured in Wells’ *A Big Life in Advertising* (2002). A student of mine at OU thought, reasonably enough, that the TV/HBO series was called “Mad Men” because of the drunken womanizing. (The TV series was named after the many agencies on Madison Avenue, most a short walk from Grand Central Station.)



Zieff, H., photographer. (1965) *You don't have to be Jewish to love Levy's real Jewish Rye.*, 1965. [New York: s.n., ?] [Photograph] Retrieved from the Library of Congress, <https://www.loc.gov/item/2004672650/>.

Not surprisingly, the politics in this agency leaned Democrat in the 1960s. Given the varied ethnicities in these agencies that would be expected. How Democrat were they? Well, the (in)famous “Daisy” commercial, contrasting an innocent child miscounting the petals of daisy with an ominous nuclear countdown and a mushroom cloud gives a good example. Conceived at DDB by Tony Schwartz, “Daisy” was produced as an anti-Barry Goldwater spot in the 1964 presidential contest, delivered a devastating political blow, and is often cited as the first example of modern negative political advertising. (Robert Mann, *Daisy Petals and Mushroom Clouds*: LBJ, Barry Goldwater and the Ad That Changed American Politics. LSU, 2011).

Julian Koenig, though from a more upper-class background than most of his Jewish colleagues, helped developed Earth Day. Koenig, along with George Lois and Fred Papert, founded a famously edgy agency PKL. (My father co-founded a remarkably short-lived agency called Russell-Harris-Levenson). Many of the Mad Men were veterans; most were pro-civil rights and anti-Vietnam War. One lapel button from the period read, “You Don’t Need to be Jewish to Oppose the War in Vietnam.” Not all these Mad Men remained Democrats. Jerry Della Femina’s *From Those Wonderful Folks Who Gave You Pearl Harbor: Front-Line Dispatches from the Advertising War* (Simon and Schuster, 1970) offers a good counterexample, but most of that generation remained left-leaning, judging by the new numerous memoirs, web-sites and interviews.

Readers of this sketch may wonder didn’t the acclaimed TV series “Mad Men” relate the ethnic angle? Not exactly. The shows’ creators touch on antisemitism, homophobia; skewered sexism thoroughly, but never delved deeply into this area. The fictional antihero Don Draper, played by Jon Hamm, works at the WASP-ish, and fictional, Sterling-Cooper, and although the first season introduces a Jewish department store heiress, played by Maggie Siff, as one of Don’s many mistresses, and the second season introduces a Jewish copywriter who goes insane, most Jews wouldn’t have been hired at Sterling-Cooper any more than they would have become English professors at Yale. The Ivies only dropped their Jewish quotas, instituted in the 1920s, well after World War II (See: Jerome Karabel’s *The Chosen* (2008) and Mark Oppenheimer’s podcast, “Gate Crashers”). In the post-WWII era, whole industries and neighborhoods remained segregated. The Servicemen’s Readjustment Act passed in 1944, which helped GIs former veterans buy homes, but that did not mean buy homes anywhere. The Open Housing Act did not pass until 1968. Nevertheless, the rollback on discrimination against Jews as described in Jonathan Sarna, *Judaism in America* (Yale, 2004) felt real enough.

Thanks to federal state legislation, pressure from returning veterans, government, and media exposure

(including films like “Gentleman’s Agreement”), and the stigma of being compared to the Nazis, discrimination against Jews in employment, housing and daily life also markedly declined. By the early 1960s, almost all resorts and housing developments had dropped their restrictive clauses; antisemitism, college quotas had mostly ended; and professional fields like law medicine and banking proved more receptive to Jews than at any time in the twentieth century. (p. 276)

In 2022 it is no longer as clear that antisemitism remains intolerable to most Americans as it had become in the late twentieth century. A darker reading of these decades than Jonathan Sarna’s may be found in Dara Horn’s recent *People Love Dead Jews*:

The last few generations of American non-Jews had been chagrined by the enormity of the Holocaust—which had been perpetrated by America’s enemy, and which was grotesque enough to make antisemitism socially unacceptable, even shameful. Now that people who remembered the shock of those events were dying off, the public shame associated with expressing antisemitism was dying too. In other words, hating Jews was normal. And historically speaking the decades in which my parents and I had grown up simply hadn’t been normal. Now, normal was coming back. (Horn, *People Love Dead Jews*. W.W. Norton, 2021) p. 218.

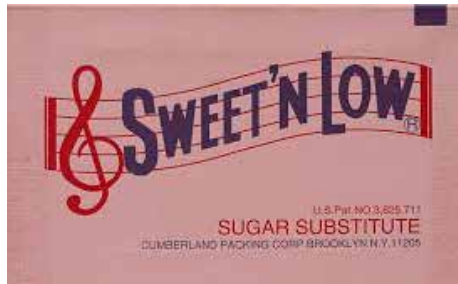
Time alone will tell whether this fortunate era of American Jewry was a trend or blip. For the decades following World War II, American seemed to be enjoying a golden age as America opened to difference and new agencies such as Doyle Dane Bernbach provided early models of workplace diversity, in which all sorts of white minorities, including women, then still a minority in the workplace, were both hired and promoted.

Obviously, the case of Doyle Dane Bernbach not an exclusively Jewish tale, nor was the advertising revolution of the 1960s. No American Jewish tale is ever self-contained -- that’s the point of the American-Jewish experience writ small and writ large and I am assuming that’s also true of other “hyphenated Americans.” I have a vested interest in someone telling this tale. A couple of days after Barack Obama’s second inauguration the NY Times published a lengthy obituary of my uncle Robert Levenson, an authentic Madison Avenue ‘creative heavyweight.’ Despite chain-smoking, Bob lived to 83, much longer than his brother (my father), a ‘creative middleweight’ who died at 67. These stories intrigue me, even if I chose the less dramatic path of writing history instead of advertising copy. ■

HOW SWEET IT IS... THE JEWISH HISTORY OF SWEET 'N LOW®

by Phil Goldfarb

Benjamin Eisenstadt was born in New York City on December 7, 1906. His father was Morris Eisenstadt (1886-1914) and mother was Rose Klatzker Eisenstadt (1888-1938). They were Jewish immigrants from Kiev, Ukraine who arrived newly married in 1906.



Sweet 'n Low Sugar Packet

As a boy, Ben worked for his uncle who owned a teabag factory. He initially attended Brooklyn College and in 1927

Ben was hired as an apprentice to an attorney in Manhattan. He then enrolled and put himself through St John's University Law School finishing first in his class as valedictorian in 1929. Renting an office in Brooklyn to practice law but unfortunately, due to the depression, he found no clients and no work.

He then took a job as a counter man at the Red Hook Diner in Brooklyn and fell for a waitress named Betty Gellman (1910-2001), who happened to be the owner's daughter. He married Betty on October 27, 1931 and they had four children: Marvin, Gladys, Ira, and Ellen Eisenstadt, who married Herb Cohen often called "The World's Greatest Negotiator."

In 1932, Ben and Betty were living with Betty's parents, Israel Leib Gellman (1884-1944) and Sarah Waldman Gellman (1889-1950). When Israel Gellman became ill, Ben took over the diner and moved it to a larger space at the corner of Cumberland St and Flushing Ave, across from the Brooklyn Navy Yard in 1940 where business boomed in the run up to World War Two. At every table there were sugar dispensers. When congealed sugar crusted at the mouth of the sugar bottles if they weren't cleaned regularly...sugar became impossible to pour.

After the war as the cafeteria business declined near the Navy Yard, Ben sold the eatery's fixtures and had just enough money to purchase a single tea-bag machine. He converted the diner into a packing house as he became the founder of the Cumberland Packing Corporation that produced tea bags. Vague memories of working at a tea factory as a child prompted his business interest in the tea industry.

During a rare lunch out with his wife Betty, Ben ordered a cup of tea and attention turned to the sugar bowl. Betty had long complained that fly-swarmed sugar bowls were unsanitary. "Wouldn't it be nice if sugar came in individual bags, like tea?" Ben then realized he could use the same equipment to package sugar in convenient, single serving packets as packing sugar couldn't be much different from packing teas and the idea of the individual sugar packet was born. Ben had the bright idea to take apart and rebuild a teabag, using the same method he used to insert tea in bags but instead putting sugar in the little paper packets.

In the mid 1940s he invented the sugar packet which packaged single servings of table sugar to utilize his tea bag machinery. He proposed this revolutionary idea to the major sugar producers but was unsuccessful in attracting their interest. Since he had not secured a patent before shopping the idea around, sugar producers were then free to use his idea without paying him royalties, and they did so.

By 1950, Cumberland was the first to package single serving condiments such as sugar, soy and duck sauce for wholesalers, as well as perfume, tokens and even fireworks.

Working together, Ben and his son Marvin came up with the idea of a single-serve zero calorie sugar substitute packet. In 1957 they began experimenting with a formula for a powdered saccharin sweetener. The low-calorie sweetener which had been around since the 19th century was available only in limited forms such as liquid drops or tiny tablets. Needing some help, he used a German immigrant by the name of Paul Kracauer (1902-1978) who had a PhD in chemistry, and along with his son Marvin, perfected the formula as a low-calorie sugar substitute. They mixed the saccharin with dextrose to bulk it up to a teaspoon sized portion, added cream of tartar, and calcium silicate as anti-caking agents.

His Cumberland Packing Corporation marketed the product, called Sweet 'N Low, in bright pink packets so that the packets would not be confused with the white sugar packets at restaurants and would stand out on the dinner table. The term "Sweet and Low" came from an 1849 poem written by Alfred, Lord Tennyson (1809-1892), who was one of Ben's favorites poets. The packet and treble-clef musical logo was designed by Marvin Eisenstadt's wife Barbara, an amateur artist. This time, the Eisenstadt's obtained U.S. Patent 3,625,711 for their product. Sweet 'N Low also received Federal Trademark Registration No. 1,000,000.

When Sweet 'N Low was first launched in 1957 it was positioned initially as a medicine-an aid for diabetics and it was sold initially in the first six years to restaurants, coffee shops and hospitals. Packets were swiped from restaurants and stolen from hospitals. In 1963, Sweet 'N Low made its debut in grocery stores and drug stores so people could pick up a box of their favorite zero calorie sweetener and enjoy its sweetness at home. The little pink packets of saccharin and dextrose were a national hit!

After the Cumberland Packing Corporation was on a financially successful footing, Eisenstadt devoted part of his wealth to medical philanthropy. During his 20-year tenure as a trustee and benefactor, he also served as secretary, vice chairman, and chairman of the board of the foundation for Maimonides Medical Center. Maimonides Medical Center has the Eisenstadt Administration Building and the Gellman Pavilion. The Gellman Pavilion was named in memory of Dr. Abraham Gellman, the brother of Eisenstadt's wife Betty who was Killed In Action during WWII.

At the end of his life his business was earning \$100 million a year, employing 400 people, and turning out 50 million Sweet 'N Low packets a day in what used to be a cafeteria. Benjamin Eisenstadt, who rediscovered saccharin and turned Sweet 'N Low into a pink-packeted sweetening staple, died of complications from heart bypass surgery on April 8, 1996 at the age of 89.

Phil Goldfarb is the president of the Jewish Genealogical Society of Tulsa and can be e-mailed at: phil.goldfarb@cox.net ■



Announcing the Bat Mitzvah of Rowan Christine Morris


Rowan Christine Morris, daughter of Bethany Casady, will become a Bat Mitzvah on Saturday, January 28th, at Congregation B'nai Emunah.

Rowan is a student at Sequoyah Middle School. She is a budding artist and enjoys acting in plays. Rowan has attended B'nai Emunah Sunday school since preschool. During the past year, she has been preparing for her Bat Mitzvah under the tutoring of Elliot Wulff and the guidance of Morah Sara.

As she leads the Havdalah service, Rowan will be surrounded by her family and friends, including her brothers, Falcon and Tristan Clemens and her nephew Arthur. She has also requested to lead the Mourners Kaddish in honor of her father Darrell who passed away in January of 2020.


Have a b'nai mitzvah, wedding announcement, milestone, or accomplishment to share with the community? Feature it in our "Community Corner" section of the Tulsa Jewish Review.

Email Marketing and Communications Coordinator Jasmine Rikin for submission requirements. JRikin@jewishtulsa.org



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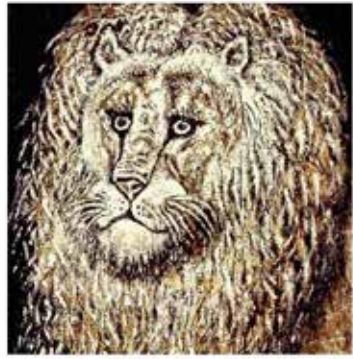
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Community Corner

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THE SYNAGOGUE
CONGREGATION B'NAI EMUNAH

Blatt and Blue: Farha
Thursday January 12 • 7:00 p.m. on Zoom

Bringing with it an avalanche of controversy, a new film called *Farha*, has been reviled by many Israeli officials and reviewers for its assertion of civilian casualties in the War of Independence. Its titular character is a Palestinian teenager whose family members are depicted as victims of Israeli soldiers. The film is presented as a fictionalized memoir, rooted in the events of 1948, and it has already been screened at many international festivals. It is likely to be chosen as Jordan's Oscar entry, and will no doubt attract additional attention. Ha'aretz, Israel's liberal paper of record, chose only to report on the controversy itself and has not yet reviewed the film. The Forward, on the other hand, was more sympathetic, pointing out the reality of Palestinian suffering and stressing the basic legitimacy of the film. All of this, and more, will figure into the next edition of Blatt + Blue. As always, these sessions take place in the Synagogue Zoom Room (Meeting ID: 918 583 7121) at 7:00 p.m.

Lifelong Learners
Wednesday, January 18 • 11:30 a.m.

Ageless seniors from every corner of the community are invited to join Rabbi Kaiman at the Synagogue for lunch and rabbinic storytelling from the literature of our civilization. The session will begin at 11:30 a.m., and a bus leaves from Zarrow Pointe at 11:00 a.m. each time. No charge for transportation (you may, of course, come in your vehicle), and lunch from Queenie's will be provided. It's our pleasure to provide this service in cooperation with our fellow Jewish

institution. Please reserve your spot by calling the Synagogue at 918-583-7121 or emailing programs@bnaiemunah.com.

The Nazi Conspiracy with Brad Meltzer
Wednesday, January 18 • 7:00 p.m.

In his new book, "The Nazi Conspiracy," NYTimes Bestselling Author Brad Meltzer shares a little-known true story of a Nazi plot to kill FDR, Joseph Stalin, and Winston Churchill at the height of World War II. Due to be released in January, the book explores the great political minds of the twentieth century, investigating these pivotal years of the war in gripping detail. This is a ticketed event, with each ticket including one copy of the book and a seat at the event. A book signing will be available after the event. Tickets are available at magiccitybooks.com. As always, if tickets are prohibitive to your participation, please contact info@bnaiemunah.com so we can ensure all are included in Synagogue programming.

Sisterhood Shabbat
Saturday, January 21 • 9:30 a.m.

A morning of celebration and community, Sisterhood Shabbat brings together women of the congregation in a weekend-long experience. Chaired by Jackie Lasky, this year's program will feature Rachel Roubein, national healthcare reporter for the Washington Post, speaking about her work covering reproductive justice issues, among other national health policy issues. A kiddush will follow the service, which will be led by members of Sisterhood.

SHEMA: Jewish Music for Babies
Sunday, January 22 • 10:30 a.m.

Join us for the next gathering in a series of Jewish music classes for babies and their adults! We'll blend the best of what we know about early childhood education and the joy of Jewish music for this class geared towards kiddos 2 and under with their adults. This will center around gratitude as we sing, dance, move, and explore together at the Synagogue. Interested in joining us? Please be in touch with Morah Sara at slevitt@bnaiemunah.com.

OHEL: Wellness in Writing Workshop
Sunday, January 22 • 10:00 a.m.

Writing is an activity that can bring us into creativity and play, self-reflection, and processing. In this series, we'll playfully experiment in writing together to explore how writing is positioned in us and how we might invent and open new writing practices in our lives. Sessions will be led by Lewis Freedman a noted creative writing instructor and widely published poet. Lewis frequently teaches at Bard College, in addition to his professional writing career. Wellness in Writing is a part of the Synagogue's OHEL (Offering Healing Education and Love) initiative. Sessions will meet on Sunday mornings at 10:00 a.m. beginning January 22 at the Synagogue. To hold your spot, please be in touch with Sara Levitt at slevitt@bnaiemunah.com.

Afternoon/Evening Services
Every Wednesday and Friday • 5:30 p.m.

Each week, we gather to experience traditional daily prayer and establish a quiet space for those mourning a loved one or observing the anniversary of a loss (yahrtzeit). All use these opportunities to recite a communal Mourner's Kaddish. Both gatherings take place in the Synagogue's Davis-Goodall Chapel, with full participation available both in-person and through the Synagogue Zoom Room. We ask that in-person attendees register in advance on our website. Friday gatherings always occur in the Synagogue Zoom Room at 918 583 7121.

Shabbat Morning Services
Every Saturday • 9:30 a.m.

Each week, we convene on Saturday morning to sing the liturgy of the tradition, study the weekly Torah portion, and spend time amongst family and friends. All are welcome to participate in this experience in person or on Zoom. Members and friends can access the Synagogue Zoom Room at 918 583 7121.

BLATT + BLUE: FARHA | THURSDAY, JANUARY 12

When a film attracts an avalanche of controversy, it needs to be seen in order to be understood. That is not always the conventional thing to do. We draw back from the things that make us uncomfortable, but that does not make them disappear. We need to evaluate such material with rigor, even if it doesn't conform to our systems of belief or understanding

Such is the case with a new film called *Farha*, reviled by many Israeli officials and reviewers for its assertion of civilian casualties in the War of Independence. Its titular character is a Palestinian teenager whose family members are depicted as victims of Israeli soldiers. The film is presented as a fictionalized memoir, rooted in the events of 1948, and it has already been screened at many international festivals. It is likely to be chosen as Jordan's Oscar entry, and will no doubt attract additional attention.

Response in the Jewish press has been predictably mixed. Ha'aretz, Israel's liberal paper of record, chose only to report on the controversy itself and has not yet reviewed the film. The Forward, on the other hand, was more sympathetic, pointing out the reality of Palestinian suffering and stressing the basic legitimacy of the film.

All of this will figure in the next edition of Blatt + Blue, now scheduled for Thursday, January 12, at 7:00

p.m. Potential participants can see the film on Netflix, which has taken significant criticism for its decision to screen it. Call the Synagogue at (918) 583-7121 if you have any difficulty locating the program at home.

Blatt + Blue is one of the longest-running projects at the Synagogue during the period of the pandemic. Born in Spring 2020, it has run without a break for thirty-four months, spotlighting a diverse and provocative roster of films and television. The series expresses the Synagogue's commitments to an inclusive and pluralistic vision of the Jewish world. No single endeavor can capture the whole of the Jewish experience. No single institution can exhaust the rich possibilities of Jewish life. Film and television enthusiasts David Blatt and Alice Blue begin each session with a summary of the featured material. It means that you'll be able to follow the conversation even if you have to delay your viewing of the episodes themselves. After that, it's questions and comments from the Zoom Room audience.

Join the moderated discussion in the Synagogue Zoom Room with two dozen regular participants. The Zoom meeting ID is 918 583 7121, and the session will conclude at 8:00 p.m., with all the regular security protocols in place. If there is a film or broadcast you'd like to see in these sessions in the future, please reach out to the Synagogue with your suggestions. ■



The World of the Rabbis: Talmud's Greatest Hits with Rabbi Weinsten on Zoom • Jan. 5, 12, 19, & 26 • 2:00 p.m.

The Talmud is the central text of Rabbinic Judaism. Compiled in the 6th century, it has served our Tradition as the primary source of Jewish Law, Theology, and the centerpiece of Jewish life until modernity. This course will expose the learner to some of the Talmud's more popular and unusual texts. RSVP to rsvp@templetulsa.com for the Zoom link.

Shabbat Learning Through the Ages on Zoom • Sat., Jan. 7 • 10:30 a.m.

Borrowing from our Temple Israel monthly Shabbat morning experience, we will join to study and learn from one another. We will explore Torah and Traditional Rabbinical texts based on themes of this week's Parsha, Torah Reading. RSVP to rsvp@templetulsa.com for the Zoom link.

Tot Shabbat in person • Fri., Jan. 13 • 6:00 p.m.

During Tot Shabbat Rabbi Jasper creates a sacred space for our young families with songs, prayers, and an activity. Stay for the complimentary dinner. RSVP by Tues., Jan. 10. Contact Rabbi Jasper at rabbitzvia@templetulsa.com for more information.

Zamru L'Shabbat • Fri., Jan. 20 • 6:00 p.m.

Celebrate with Cantor Weinstein, Cantorial Soloist Jenny Labow, and Elijah's Minor Prophets, in person or online as we welcome Shabbat joyous songs! Arrive at 5:30 p.m. for a pre-oneg. RSVP to rsvp@templetulsa.com for the Zoom link.

Brotherhood Breakfast • Sun., Jan. 22 • 9:30 a.m.

Join Temple Israel Brotherhood for a delicious breakfast with our guest speaker, Chen Shoval. Chen will be speaking about her three years as Tulsa's Israeli Schlicha. Contact the Temple Israel office for details (918) 747-1309.

Zarrow Pointe Shabbat Service • Fri., Jan. 27 • 6:45 p.m.

We cordially invite all those who wish to join us for this meaningful Friday evening service with music, held in the Burnstein Auditorium at Zarrow Pointe. We welcome not only Temple members and Zarrow Pointe residents, but all other friends in our community who

would appreciate being together on Shabbat.

Shabbat Service w/Torah in person, on Zoom & Facebook Live • Fri., Jan. 13 & 27 • 7:30 p.m.

Join the Temple Israel Clergy Team in person or online as we welcome in Shabbat with the chanting of Torah. RSVP to rsvp@templetulsa.com for the Zoom link.

Sociable Seniors • Bagels, Brownies, and.....Bingo! • Sun., Jan. 29 • 12:30 p.m.

Our friendly group will gather at Temple Israel for an afternoon of lunch followed by Bingo games -- with prizes! We'll enjoy visiting over a catered lunch of Bagels and Lox, Egg Salad, and green salad, with yummy brownies for dessert. (Gluten-free lunch will be available -- please request with your reservation.) After lunch, the competition begins -- who'll be the winners? Will you be the grand prize winner? Please make your reservations by January 23, along with your payment of \$12 per person. (This price includes lunch, beverages, and bingo cards.) Call Jenny at the Temple, 918-747-1309, or e-mail to rsvp@templetulsa.com. As always, community friends and guests 60+ are invited to enjoy the afternoon with us. Temple's Sociable Seniors are happy to meet new people as well as long-time friends who have not recently attended our get-togethers. We look forward to seeing you for BINGO!



LUNCH 'N' LEARN
WITH RABBI JASPER

January 7th | Noon - 2pm | Temple Israel

\$15 / person (Limit 30 people)

Come learn about the Shabbat table! We will learn about the blessings, the ritual objects, and the food.

Menu: Matzo Ball Soup, Chicken and Potatoes, Cigars, Tahdig Rice, Hummus and Pita, and Rugelach for Dessert!

RSVP and pay at templetulsa.com/rsvp

A NEW YEAR, A NEW YOU!

by Cantor Laurie Weinstein

As a kid, I always remember that the beginning of the secular year brought with it New Year's resolutions. What will you resolve to change about yourself this year. The television, ripe with weight loss ads, gym memberships, and "SlimFast-like" diet enhancing products, blared colorful messages and catchy tunes selling what you need to reach your goals and to lose those extra Holiday pounds. The month of January saw an uptick in gym attendance at peek hours, with many folks exhausting themselves on the treadmills and straining with the weights.

So, why all this exuberance at one moment in the year?

My rabbi speaks about "placing a stake in the ground" as a hypothetical marker for the Bar/Bat Mitzvah before the student's Shabbat service. This hypothetical marker may not mean much

to the student, but it does set a tone for the importance of the day for the family involved. In that transformative moment, we recognize the child of Torah one last time, and we honor the student beginning on a life-long journey of learning.

The secular New Year brings the concept of a hypothetical marker as a resolution to change, but this change seems to fall flat after a few weeks or a month of effort. Habits are hard to break. Just ask anyone trying to quit or change their behavior. Many try to find a quick fix to change, but we know better: change takes time, diligence, and patience. Perhaps, if we approach a New Year's resolution through the Jewish lens of creation, we may find that everyday is a new day to try again, to create a new, and elevate our n'shmaha. ■

THE WORLD OF RABBIS: TAMLUD'S GREATEST HITS

by Rabbi Michael Weinstein

Judaism's sacred texts are deeply important to our Tradition. Torah and TaNaKh are central to our Reform Jewish practice. Reform Judaism is not halakhically bound, i.e., bound to Jewish Law, yet the study of Talmud continues to grow within our practice.

According to Rabbi Mark Washofsky, Talmud Professor Emeritus, Hebrew Union College-Jewish Institute of Religion, "the study of Halakha as a discourse, an ongoing conversation through which we arrive at an understanding, however tentative, of what God and Torah require of us. As far as we are concerned, this conversation cannot be brought to a premature end by some formal declaration that 'this is the law; all conflicting answers are wrong.'"

The study of Talmud from a liberal Jewish lens enables us to gain a better understanding of our history, and the ideology of previous generations. The study of Talmud, furthermore, enables us to understand the importance of differing

opinions, and that of the sacred argument.

In March of 202, Temple Israel began an online adult learning initiative on Thursday afternoons at 2:00. We have spent months studying Mishnah Pirke Avot, Ethical Decision Making, The Middot: Jewish Values, and over the past year we did a deep dive into a historical approach to the Challenges of Reform Judaism.

Over the past weeks, we have begun a new unit. The World of the Rabbis: Talmud's Greatest Hits. The Talmud is the central text of Rabbinic Judaism. It has served our Tradition as the primary source of Jewish Law, Theology, and the centerpiece of Jewish life until modernity. This course will expose the learner to some of the Talmud's more popular and unusual texts.

All are welcome and encouraged to be a part of our online learning community. See the Temple Israel iTinerary for the weekly Zoom Link. ■



Jewish Federation of Tulsa
2021 East 71st Street
Tulsa, OK 74136

A Jewish Future Rooted in History

this year we are proud to celebrate:

85th anniversary of the
Jewish Federation of Tulsa

75th anniversary of the
State of Israel

50th anniversary of the
Tulsa Schlichim program



We are looking forward to celebrating these special milestones with you in the upcoming year!

Happy New Year From the Jewish Federation of Tulsa