

# SHALOM

## GREENSBORO

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& **PJ OUR WAY™**

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# Greensboro

## THE SKY'S THE LIMIT

Greensboro may not have the oldest Jewish community in the country, but I believe it has the most engaged one. This is not just a coincidence. We have always been willing to step up and provide leadership and support evident by the Jewish involvement woven into the fabric of our city. Downtown Greensboro's oldest business, Schiffman's Jewelers, was started in 1893 by Simon Schiffman whose great-grandchildren still run the business today. Many other businesses founded and run by members of our Jewish community have been major employers and supporters of business development throughout the city.

Greensboro Jews have served as mayors, city council members, and school board members. Many have helped found and continue to serve in leadership positions on community organizations such as the United Way of Greater Greensboro, ArtsGreensboro, the Community Foundation of Greater Greensboro, and more. Others have taken on institutional leadership roles at the national and even international levels. Local Jewish philanthropy is visible in art organizations, colleges and universities, health care institutions, social services, and many other aspects of our city. In the last couple of decades, many of these efforts have been encouraged and supported through the Jewish Foundation of Greensboro, which has multiplied our philanthropic impact.

This level of considered leadership has also been amplified in recent years with the formation of the Greensboro Federation Leadership Institute (GFLI) program which provides hands-on leadership training to many of our young Jewish community members. This cohort-modeled program has been incredibly successful with all of its graduates taking on leadership roles in the Jewish community and beyond.

I believe that we have a unique passion for improving our community. The Greensboro Jewish Federation offers many avenues to engage. Where does your passion lie?

Tom Cone, President  
Greensboro Jewish Federation  
2020 - 2022



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# ON MY MIND: A Deep Jewish Presence in the Greater Greensboro Community

By Marilyn Forman Chandler, *Executive Director, Greensboro Jewish Federation*



Marilyn Forman Chandler

Former Federation President Marc Isaacson calls Jewish Greensboro “a community that punches above its weight class.”

He couldn't be more accurate. Within Greensboro is a Jewish community that never says never. From the construction and renovation of our congregations, schools, and the Federation's facilities to inspiring leaders who invest in the future of our youth, we continually rise to the challenge and reimagine ourselves. From the Greensboro Jewish Federation, which raises annual funds and strategically plans for community-wide programs, to our Jewish Family Services agency, which lifts up those who may need an extra hand, to the Jewish Foundation of Greensboro, which protects the future of our small and

mighty Jewish community, we know what it takes to re-tool, reinvigorate and plan for the future needs of our community.

Through the generations, our Jewish community has worked to turn our home into a vibrant, welcoming and inclusive Jewish Greensboro. When one takes a stroll downtown or a drive around our city, one sees Jewish hands, hearts and philanthropic dollars at its core. Just look around at schools, hospitals and medical practices, parks and libraries, universities and colleges, theatre and the arts, museums and residential neighborhoods. The future of Greensboro looks amazing too! The Steven Tanger Center for the Performing Arts located in downtown Greensboro is projected to host more than 150 events per year, including a Broadway series, concerts, Guilford College's Bryan Series, Greensboro Symphony Orchestra performances, comedy shows and all types of family entertainment. Soon, North Carolina's first public Holocaust monument dedicated to women and children, entitled *She Wouldn't Take Off Her Boots*, will be up for viewing in LeBauer Park. And active Jewish leaders are continually striving to make a difference in nonprofit organizations, city council and the U.S. Congress.

We all understand that impact and involvement go hand-in-hand. We grasp that *L'Dor V'Dor*, this year's campaign theme, meaning “from generation to generation,” must resonate with all of us so we can continue to attract our home-grown Jewish talent back to this city that we all love and call home. We are the guardians of our Jewish future. Let us continue to take that responsibility on with drive and conviction.

The Greensboro Jewish Federation, through the Newcomers Committee and our Ignite Program for professionals, is partnering with Action Greensboro, a sister organization to the Greensboro Chamber of Commerce, to help build the future of our city. Action Greensboro has launched a new program called Boomerang Greensboro\* which aims to recruit young professionals who grew up or attended college here to relocate back home.

What do we, the Greensboro Jewish community, have to offer? I'd love to hear your story!

*\*Action Greensboro is collecting names for Boomerang prospects. See BoomerangGSO.com for more information.*

“When one takes a stroll downtown or a drive around our city, one sees Jewish hands, heart and philanthropic dollars at its core.”



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# On The Campaign Trail: Connections Make Greensboro “Home”

By Marissa Milstein, 2021 Campaign Co-Chair



Marissa Milstein

I grew up in Greensboro and left, like many, to experience college and other places. But, I am a proud Greensboro “boomerang,” someone who grows up in a place, leaves, and then returns for the long-haul. Simply, I returned to Greensboro because it feels like home. The Jewish community of Greensboro is my home.

Several years ago, I traveled to Israel for the JFNA General

Assembly. The theme of the conference focused on the relationship between Jews in Israel and diaspora Jews. There, I sensed a new feeling of home. In Israel, I was a part of the majority. On the contrary, growing up Jewish in Greensboro, we were always the minority. After reflecting on this idea of home, I realized that while being a Jew in Israel is common, it does not always bring people together like it can here in the U.S.

I heard from several Israeli

Jews who had been to America and were amazed by the communities they saw. One man explained how he had never been religious or felt a real connection to Judaism until he lived in the U.S.

I knew exactly what he meant when describing how included he felt in a community. This sense of unity is what makes our Greensboro Jewish community special. We are close-knit and, because we are small, recognize the importance of maintaining our Jewish identities.

Our Jewish community is also present in the greater Greensboro community. Greensboro’s history is embedded with Jewish community members who have helped shape the city into much of what we enjoy today. The fact that our Jewish community can be so close but also contributes to the community at large is a true testament to our compassion and strength.

Your support of the Greensboro Jewish Federation’s Annual Campaign will help empower the commitment to an exciting future, continued growth, and ongoing development of our community. We are all in this together, each of us, from generation to generation — *L’dor V’dor: Honoring the Past, Securing the Future.*

“Greensboro’s history is embedded with Jewish community members who have helped shape the city into much of what we enjoy today.”



HONORING THE PAST, SECURING THE FUTURE

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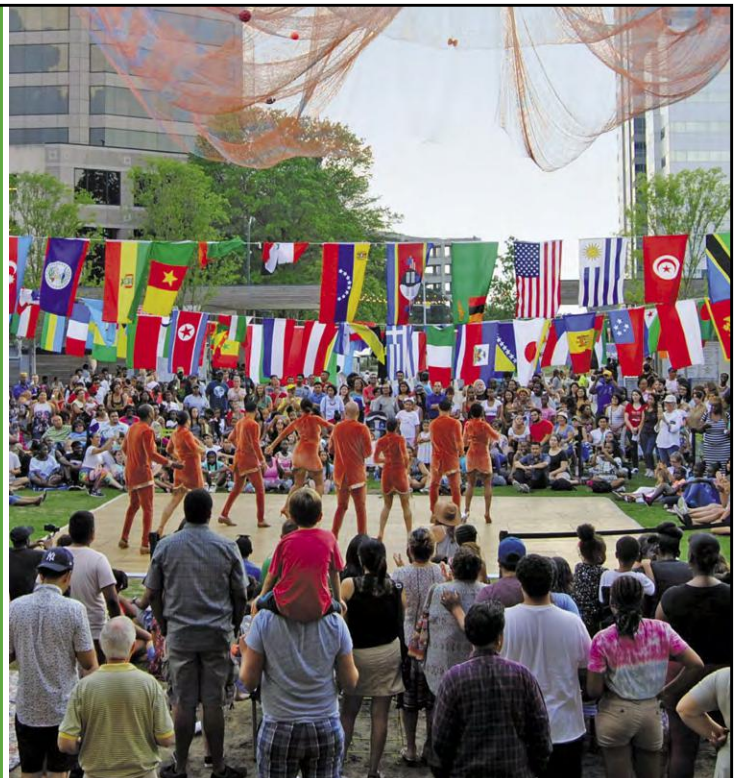
If you or someone you know is thinking about moving back to Greensboro, let us help you!

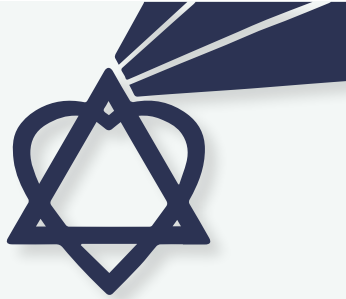
Start the process. We’d love to hear from you, even if you’re in the early, exploratory phases.



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JOIN US FOR  
**MITZVAH MAY**  
**2021**  
 MITZVAH DAY REIMAGINED

Mitzvah May is a month-long opportunity to join in social justice activities in our local community. By participating in acts of social responsibility and kindness during Mitzvah May, we fulfill our shared Jewish obligation of *Tikkun Olam* – repairing the world. Volunteers choose from projects that cater to diverse interests, capabilities, and ages.

Please sign up at [www.jfsgreensboro.org](http://www.jfsgreensboro.org) to join us for Mitzvah May. Or, get creative and plan your own mitzvot!

### CREATE-YOUR-OWN-MITZVOT IDEAS:

- Pot plants for seniors in residences
- Run errands for a congregant in need
  - Plant a tree
  - Clean litter from a stream
  - Plant a pollinator garden
  - Donate blood
- Plant vegetables, then donate the harvest
- Bake cupcakes for hospital workers



Please share photos of your Mitzvot on the Temple Emanuel, JFS and Beth David Facebook pages.

## ONE YEAR AFTER SHUTDOWN, Events Continue to Pivot to Include All

Forced to exercise creativity, organizations large and small have embraced new ways to engage with their communities and continue in the spirit of helping others.

Over the last two decades, Jewish Family Services (JFS), Temple Emanuel, and Beth David Synagogue have collaborated to organize a day of service called “Mitzvah Day” each spring. Members of local Jewish organizations would come together on one special day to participate in projects across the greater Greensboro community. Each year, the Mitzvah Day committee relied on volunteers and professional staff to develop projects as a way to give back and embrace *Tikkun Olam*. In 2020, Mitzvah Day was canceled due to the shutdown and precautions surrounding the pandemic.

This year, Mitzvah May, a Covid-safe extension of Mitzvah Day, will include a plethora of volunteer opportunities with options for those who would like to engage in service projects and make a difference in the local community. The list of projects makes the possibilities endless. In partnership with organizations such as the SPCA, Victoria’s House, the International Resource Center, Backpack Beginnings, Wesley Long Hospital, Operation Bedroll, A Simple Gesture, and more, there is something for everyone. In addition, participants can choose the “Create-Your-Own Mitzvot” option where they create their own mitzvah plan to give back.

“We can show our commitment, care and love for our community by taking action to help better it. By working together with other organizations, even if it’s remotely, Mitzvah May is an opportunity for us to show how much we love Greensboro, not just say it,” said Amanda Loflin, Volunteer and Program Coordinator for Jewish Family Services.

Specific, pre-organized activities will fall on Sundays during the entire month of May. To see a list of options and opportunities for Mitzvah May, please visit [www.jfsgreensboro.org](http://www.jfsgreensboro.org).

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“Mitzvah May is an opportunity for us to show how much we love Greensboro, not just say it.”

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## MITZVAH MAY Donations Needed

- **Operation Bed Roll:** Size Q crochet hooks
- **Food Collection:** Canned and non-perishable food, diapers
- **SPCA:** Blankets, towels, chew toys, yarn, copy paper, envelopes, stamps, pet food, and kitty litter
- **Flower Pots for Seniors:** Small flower pots, soil, and art supplies
- **One for the Road Bags:** Toothbrushes, toothpaste, floss, combs, soap, shampoo, deodorant, chapstick, tissue packs, ponchos, masks, socks, hand sanitizer or wipes, nail kits, juice boxes, small snacks, etc.
- **Fleece Blankets:** Yards of fleece

For a complete list of donations and convenient drop-off locations, visit [www.jfsgreensboro.org](http://www.jfsgreensboro.org).

# TODAH RABAH

We thank the following people for their contributions to Jewish Family Services. All contributions to JFS are used to support JFS programs and services, and those in our community unless otherwise specified by the donor.

## JEWISH FAMILY SERVICES

Lon Tytell	Of: The birth of Rose and Victor Ackermann's grandson
David Weiner	From: Adele and Robert Weinstein
Alan A. Bardy	
Ellen Haskel	Of: Ellen Levin
Debra Benjamin	From: Mark Novak
Temple Emanuel Brotherhood	
High Point Hebrew Cemetery Association, Inc.	<b>In Memory:</b>
	Of: Faina Bochkis
	From: Shelly Weiner
<b>In Honor:</b>	Of: Charlotte Nehmen
Of: The birth of Judith and David Altman's grandson	From: Adele and Robert Weinstein
From: Adele and Robert Weinstein	Bobbie and Bernie Mann
	Polly and Buzz Strasser
Of: The birth of Marilyn and Robert Chandler's grandson	Of: Nathan Rosen
From: Adele and Robert Weinstein	From: Shelly Weiner, Fredic Siegel
	Irving and Irene Cohen
	Susan and Freddy Robinson
Of: The birth of Kathy and Eric Kraus' grandson	Of: Jack Kriegsmann
From: Adele and Robert Weinstein	From: Shelly Weiner

## DAVID D. FRAZIER FOOD PANTRY

Peter and Pat Levitin	Of: The engagement of Jenny Kaplan to Jimmy Crystal
Lon Tytell	From: Susan and David Guttermann
Geoffrey Claussen	
Ashley Eckstat	Of: Selma Clein
Amy Kane	From: Ellen Holmes
Herbert Baum	
Dennis Eaton	Of: Janice Ladin's full return to health
Jeff Katz and Ila Rosenthal	From: Paula Justice
Guilford County Women	<b>In Memory:</b>
Ellen Haskel	Of: Charlotte Nehman
	From: Steve Shavitz and Judy Frederick
<b>In Honor:</b>	Of: Marilyn Freuchs Marker Kemp's mother
Of: Chris Coughlin, Steve Friedland, David Levine	From: Steve Shavitz and Judy Frederick
From: The Greensboro Jewish Federation for their participation in the Cardozo Society Program	Of: Julie and Daniel Niesonson's grandparent
	From: Steve Shavitz and Judy Frederick
Of: The birth of Marilyn and Robert Chandler's grandson	Of: David Frazier
From: Steve Shavitz and Judy Frederick	From: Rosalyn Robbins
	Paula Justice
Of: Shirley Fields 100th Birthday	Of: Esther Kernodle
From: Steve Shavitz and Judy Frederick	From: Maddie Reed
Of: The birth of Drew Miriam Wineburg, granddaughter of Cate and Bob Wineburg	Of: Pauline B. Ward
From: Maddie Reed	From: Lynn Zimmerman
Of: The birth of Ellen and Gary Fischer's grandbabies	Of: Jack Kriegsmann
From: Steve Shavitz and Judy Frederick	From: Joan Samet
Of: The birth of Susan and David Guttermann's grandson	Of: Nathan Rosen
From: Steve Shavitz and Judy Frederick	From: Joan Samet, Howard and Lois Mezer Steve Shavitz and Judy Frederick
Of: Sylvia Samet's Birthday	Of: Sydney Duberstein
From: Shelly and Leonard Weiner	From: Bea and David Mandel
Of: Susan and Joe Nehmen's Birthdays	Of: Ruth Rosen
From: Susan and David Guttermann	From: Maddie Reed
Of: The retirement of Marcia Hermelin	Of: Julie Mendelson
From: Susan and David Guttermann	From: Elaine Abrams

We apologize if we have missed anyone's contribution. Please call Jewish Family Services at (336) 852-4829 x222 if we missed you, and we will include you in the next issue. The minimum donation for each submission is \$10.00. Thank you.

## JEWISH FAMILY SERVICES Welcomes New Staff Members



Diana Torres, RN, BSN  
FSU and Holocaust  
Case Manager

**Diana Torres** is the newest member of the JFS staff and is providing case management services for older adults from the Former Soviet Union (FSU) and Holocaust survivors. She is also currently employed as a Nurse Case Manager at Wesley Long Hospital. She is an RN, has a bachelor's degree in nursing, and is working on her master's degree. Diana is fluent in Russian and was re-settled in Greensboro in 1998 by the Greensboro Jewish community. She has made Greensboro her home and feels that being re-settled here was "meant to be."



Lolly Schweningen  
Administrative  
Assistant

**Lolly Schweningen** has joined JFS as the Administrative Assistant. Experienced in communications and advertising, Lolly began her professional career managing business development and marketing with a company dedicated to treating addiction. She attended the University of Arizona where she obtained a Bachelor of Science in Business with an emphasis in Marketing and Administration.

Originally from Austin, Texas, Lolly has embraced her new home of North Carolina. Lolly is dedicated to her husband and two small children, as well as her local community of relatives and friends.

## FOOD PANTRY TASK FORCE Grants Contributions to Greater Greensboro



Thank you to Peggy Bernstein, Chair; Steve Lewensohn; Lee Shapiro; Polly Strasser; and Amanda Loflin, JFS Volunteer Coordinator, for serving on the JFS Food Pantry Task Force, and to Michele Gordon, JFS Board Chair, for helping as well. The Task Force's purpose was to distribute to Greensboro agencies some of the many donations JFS has received

over the past year to the Food Pantry Fund. Small organizations throughout Greensboro whose mission is to help those who are food insecure were invited to apply. **\$8,750 was awarded to 13 organizations**, including such agencies as The ARC of Greensboro, serving the disabled community, CODA Connections, serving the deaf community, and the Montagnard Dega Association, among others. We are grateful to the Jewish community for their support this year and are proud that JFS, on behalf of the Jewish community, could be a strong contributor to the needs of Greater Greensboro.

# ALL ROADS LEAD HOME

THREE PATHS,  
ONE DESTINATION BY MARK BOCHKIS

Greensboro has always been a great place to be Jewish. And, today's Greensboro has even more to offer than the Greensboro of the past. How has the city changed through the years? And, what makes our community so favorable for Jewish life? Learn about Jewish Greensboro from the viewpoint of a transplant, a boomerang who returned home, and an original life-long resident.



Jaime Aviva Brown

## THE TRANSPLANT

Jaime Aviva Brown is a wife, a mother to four young children, and a writer of Jewish children's books. A new job for her husband, Josh, brought the family to town in 2014. Since then, the Brown family has found a new home, a community they've always wanted, and a welcoming congregation that has helped them explore and embrace Judaism. For Jaime, the best part of Jewish Greensboro is the freedom to live authentically as herself.

**Your family moved around a bit during your husband's career in the Army. What was different about moving to Greensboro?**

"I think one of the things that makes Greensboro special is that it is a city of many transplants. Almost everyone we've met here is from somewhere else. And I think that gives them a lot of empathy and compassion for the new person in town. Within a month of actually being here I said, 'This is the best thing that has ever happened to us,' because we immediately felt so much more comfortable and at home here. It says a lot about the Greensboro community that is so welcoming to new people."

**How did you connect with Jewish Greensboro?**

"I was raised Baptist, but I knew I was supposed to be Jewish in my early twenties. After my father passed away, I decided that I wanted to live as authentically as possible, which meant exploring Judaism. It turned out that the house we bought here in Greensboro was a five-minute drive from Temple Emanuel and Beth David. I discovered that online, and while on the Temple website, I saw that they had an Intro to Judaism class starting that same night. It just felt like a sign."

**Did you go to that class?**

"I went to the class. But, I sat in the parking lot because I was afraid to go inside. I didn't know if I would be welcomed. I didn't know what it would be like. You can read all you want about Judaism, but being Jewish is so much about the people. I wondered if they'd be friendly — and what if they don't like me? What if the fact that I'm a Black woman is a problem? At that time I wasn't really aware of Jews of Color."

So, I'm sitting in the parking lot having all of this anxiety, and a wonderful woman named Carol knocked on my window. She asked, 'Are you here for Judaism 101?' I replied that I was. And she said, 'Well, why don't you come in with me?'

That was my very first experience. I went from sitting in the parking lot, being too afraid to get out of the car, and then being welcomed wholeheartedly by a total stranger. Once I went into Temple, it just really felt like home."



Aaron Strasser

## THE BOOMERANG

Aaron Strasser grew up in Greensboro and attended B'nai Shalom Day School along with his two older brothers. He left Greensboro to attend Tufts University and returned almost 10 years later ready to grow his family. Aaron and his wife, Jen, chose Greensboro for the quality of Jewish life and the opportunity to raise their kids in a culturally rich environment.

**What originally connected you to the Greensboro Jewish community?**

"Before moving here, my parents looked at the Jewish communities in Winston-Salem and Greensboro and decided that Greensboro had more to offer, specifically because of the day school. They put all three of us boys right in B'nai."

B'nai Shalom is the foundation of our Judaism, our cultural connection, and our religious connection — not just us as individuals, but the family, too. We learned how to celebrate our Jewishness at B'nai. And now, when our kids come home from school and they're singing Shabbat prayers on nights when we do Shabbat... it's come full circle. B'nai played a key part in that."

### What was it like growing up in Greensboro?

“There was so much going on that was accessible from a Jewish perspective. It was very easy to be a part of youth programs like AZA and BBYO, the Jewish basketball team or to take trips like L’Taken to Washington, D.C.”

### How did you make the decision to come home?

“It just felt like a good opportunity. The kids could go to B’nai and have the same quality of Jewish life as I had growing up. Everything I had built up in my head about Jewish Greensboro has proven to be 100% true.”

### What’s been surprising about Greensboro since you moved back?

“It’s such an awesome outdoor city. I don’t remember having all these trails back in the day. We’ve got a great greenway, well-kept trails, and lakes. It’s all fantastic! The park system is a huge plus to Greensboro.”



Joan Samet

### THE ORIGINAL

Joan Samet was born in Greensboro in 1931. Aside from a short stay in Charleston, S.C., during her husband’s Navy service career, Joan has always lived in either Greensboro or High Point. Her grandparents, Al and Min Klein, were founding members of Temple Emanuel, Greensboro’s first Jewish congregation. She credits them for instilling a love of and dedication to community.

### What was it like growing up in Greensboro?

“When I was little, the Jewish communities of Greensboro and High Point, Winston-Salem, and even Burlington were small, especially for the young people. We used to all get together all the time. One weekend we’d go to High Point. Another weekend they’d come to Greensboro. We were always together. We all knew each other well.”

### How has Greensboro changed throughout the years?

It’s grown tremendously. We have so many more people here now. You’ve got to remember, Temple Emanuel was the only congregation in town until World War II. Beth David was started after. Now we have three great congregations, and we just keep growing.

### What’s something that’s happened while you’ve been in Greensboro that you’re particularly proud of?

“I love the Federation and everything that it does and has become. So, because of that, receiving the Federation’s Marilyn Forman Chandler Woman of Valor Award was a great, great honor for me.”

### Why should people move to Greensboro?

“I think Greensboro is the most welcoming town for Jewish people. It’s great for kids and families. There’s great education at B’nai Shalom and our three congregations.”

## GJF NEWCOMERS COMMITTEE: Connecting New Residents to the Jewish Community



While participating in their second year of GFLI (Greensboro Federation Leadership Institute), Mindy Samet Andrews and Kara Davis wondered which area of the Federation they might get involved with as part of their leadership project. Immediately drawn to the idea of the Newcomers Committee, the two volunteered to be co-chairs and began brainstorming new ways to get new people in touch with Jewish Community.

From suggesting physicians to where to go to buy a vehicle, members of the Newcomers Committee are points of contact and friendly greetings from the Jewish Community as a whole for new residents to the area. Members of the committee range from age 25-70 and are matched with people in their same age demographic. Some matches go out for socially distanced coffee, while other new Greensboro residents are simply looking for information, found in the Newcomers Welcome Folder.

“We wanted to have a standardized process for how to welcome new Jewish members of the community. We met with a local Jewish realtor and got her advice about what people moving here might want to see,” Davis said.

The Newcomers Committee continues to expand the ways new residents are welcomed to Greensboro. They hope to get more materials for welcome baskets, such as a Challah loaf from a local bakery, in addition to the information already being provided about the Jewish Community. Once it’s safe to do so, in-person meet and greets should happen more often.

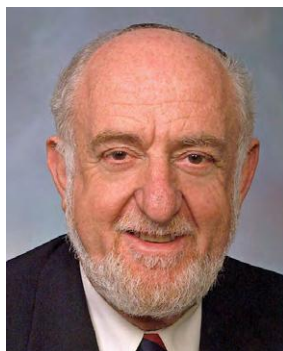
If you know someone who is new or is moving to town, visit [www.shalomgreensboro.org/i-am/new-to-town](http://www.shalomgreensboro.org/i-am/new-to-town) for information on how to get connected.

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“The Newcomers Committee continues to expand the ways new residents are welcomed to Greensboro.”

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## A PASSION FOR A PEOPLE: Lessons from the Life of a Jewish Educator



Avraham Infeld



Randall Kaplan

Judaism is not a religion. To some this may be a controversial statement, but to Avraham Infeld, renowned Jewish educator and Israeli nonprofit leader, this is a truism. In a wide-ranging interview conducted by Randall Kaplan, Infeld outlined the basic tenets of his belief that Judaism is “a civilization, a nation and a people.” The interview, sponsored by the Jewish Foundation of Greensboro, reunited two former colleagues. Infeld served as the President of Hillel International when Kaplan was Chairman of the Hillel International Board of Governors. The provocative session demonstrated that Infeld is one of the most important contemporary Jewish thinkers. He deftly combines the joy of teaching with the passion for interpreting the meaning of Jewish identity and peoplehood, intertwined with an abiding love for Israel.

Infeld professes that all Jews are the ‘Jewish People’ and that our primary role as Jews is to keep ourselves distinct and preserve our heritage. We are members of a tribe with customs and rituals — irrespective of how we define ourselves religiously. Perhaps our most important task is to pass this knowledge on to our children so they will understand that as members of a people it is incumbent on all of us to preserve that culture, the true essence of Judaism.

Tackling the difficult question of intermarriage in America, Infeld again focused on the concept of family rather than be blinded by “religious conversion.” Recognizing that intermarriage is a fact of life here, Infeld believes the true fight is against assimilation and that the challenge is to engage young couples in the ongoing mission of ensuring the continued renaissance of the Jewish people. He noted that “we are family, and we are not assimilating by marrying out because we are welcoming them into our peoplehood

and teaching our customs.” An observant Jew, he concludes that it is more important to welcome the non-Jew “to the Jewish family, not the Jewish religion.”

Regarding the complex narrative of “Israel versus the Diaspora,” Infeld again has his own take. He loves Israel because it was created to ensure the continuation of Jewish renaissance and that Israel’s survival is essential to the survival of the Jewish people. “We should not be confused with ‘liking Israel’ — its weather, or politicians; however, we must always ‘love Israel’ as the home of the Jewish people, remain united in this mission to preserve the place where Jews will be able to write the next chapters of the story of the Jewish people.”

Turning to the concept of *Tikkun Olam*, Infeld asserts that the Jewish People “deserve the Nobel Prize.” We share the responsibility of making us a better people and the world a better place. For Infeld, the mission of Jewish leaders and those who support the Jewish Foundation and Federation in Greensboro needs to be to safeguard the continued significant renaissance of the Jewish people, ensuring a sense of belonging by every Jew to their people, heritage, values, and aspirations to work as Jews to make this a better world for all. We, in Greensboro and throughout the diaspora, must continue to join forces to continue building on our Jewish Legacy for the future of our community. The strength and ability we have now will ensure our mission of community in the future.

To learn more about creating a Jewish Legacy and how your gifts can make a lasting impact in the Jewish community, contact Susan Gutterman, Endowment Director, Jewish Foundation of Greensboro, at (336) 852-0099 or [sgutterman@JewishFoundationNC.org](mailto:sgutterman@JewishFoundationNC.org).

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**“Infeld professes that all Jews are the ‘Jewish People’ and that our primary role as Jews is to keep ourselves distinct and preserve our heritage.”**

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# CREATE A JEWISH LEGACY

As we look to younger generations, whose priorities are diverse and changing, it's crucial that we, the leaders of today, act now to protect the future of Jewish life.

A legacy gift is a demonstration of your belief in the continuity of Jewish life for generations to come. By leaving financial resources to Jewish causes you care deeply about, you can help ensure that future generations have an opportunity to embrace our heritage.



Special thanks to our committee chairs Sara Lee Saperstein, Cathy Levinson and Joyce Shuman.



## MIKE AND SYLVIA BERKELHAMMER

*"The more we gave the more we got. The more we worked to build and foster the community, the more it occurred to us that its value must be protected and preserved for future generations. The Create A Jewish Legacy program was an impetus for us to actualize our beliefs and feelings... by conceiving a group of legacy endowments to fund organizations about which we cared."*



## DAVID AND JUDITH ALTMAN

*"We moved to Greensboro because of the richness of the Jewish community. This richness was a result of many legacy investments of time and money made by others. In the spirit of L'dor V'dor, from generation to generation, it's now our turn to pay it forward."*



## ALINA SPAULDING

*"I believe in the sacred nature of what we are creating here and that I am linking to the generations past and future... I love knowing that I have left a gift to our community through the Foundation's Create a Jewish Legacy. I love this community and I like this community."*

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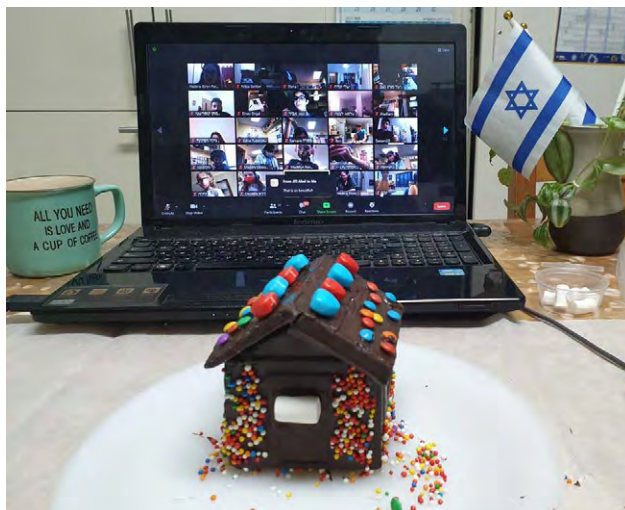
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# ON THE TOWN



## PARTNERSHIP2GETHER: Interactive Chocolate Workshop

Class2Class is a Partnership2Gether program connecting Jewish educators in Greensboro and Israel with the purpose of engaging students in meaningful peer-to-peer connections. Joint activities provided by the partnership encourage students to enrich their Jewish knowledge while becoming aware of both their differences and similarities. While working on shared content, students are provided a fun and safe space to practice their Hebrew and English.

Before Pesach, students at B'nai Shalom Day School met their peers from Reut School, Menashe on Zoom. Students built their own chocolate houses, while spending virtual time together and seeing each other's families, homes and classrooms.

Partnership2Gether is a program of The Jewish Agency for Israel that works to strengthen Jewish identity, educate about Israel and Diaspora Jews and create a living bridge between communities.

For questions about Partnership2Gether, please contact Marilyn Forman Chandler at (336) 852-5433 x236 or [mchandler@shalomgreensboro.org](mailto:mchandler@shalomgreensboro.org).



## TJFF EMBRACES NEW WAYS TO CONNECT

Virtual, On Demand Format Celebrates  
the Global Diversity of Judaism



The 2021 Triad Jewish Film Festival (TJFF) proved that people can still come together even when they're apart. Due to the Covid-19 pandemic, the festival shifted to a virtual format in which patrons viewed films from their own homes, rather than the traditional theater setting.

Using the new virtual format, more than 670 households streamed at least one film. In addition, 129 Reel Deal passes were purchased, and the TJFF gained 48 Friends of the Festival.

All seven feature films embodied the diverse fabric that makes up the global Jewish people, focusing on the values of social justice and diversity, and how those values relate to Jewish roots.

"Showcasing films embracing the global diversity of Judaism was special after a trying year for so many," said Carly Dunno, Outreach and Engagement Manager at the Greensboro Jewish Federation. "The overwhelming positive response to the online format shows that we could provide community during a time when many were feeling isolated." She added that the goal is to have an in-person festival in 2022 with some type of virtual option.

The Festival would not have been possible without the generosity of sponsors and the commitment of the TJFF committee members. For a full list of sponsors, please visit [www.mytjff.com](http://www.mytjff.com).

### TJFF COMMITTEE MEMBERS

- Leala King, *Chair*
- David Kaplan, *Vice chair*
- Marilyn & Ken Cherry
  - Lori Heimann
  - Arlene Henza
  - Cheryl Kersky
  - Paula Justice
  - Maddie Reed

## VIRTUAL SHALIACH EMISSARY Expands Israel Programming



Rotem Gabay,  
Greensboro's first  
shaliach

Partnership2Gether (P2G) announced Greensboro's first ever shaliach, Rotem Gabay, and introduced him to the Greensboro Jewish community via Zoom during a live "Meet and Greet."

"During the Covid-19 pandemic, we are fortunate to have him with us virtually as a way to expand our Israel

programming and education," said Laura Hausman, Director of Donor Relations and Strategic Impact at the Greensboro Jewish Federation.

The Greensboro Jewish Federation's P2G Shlichim Program brings a young Israeli emissary virtually to local congregations and schools to transform how congregants and students connect to Israel and Israelis. The Greensboro Virtual Shaliach emissary is in partnership with the Federations of Richmond, Va., and Charlotte, N.C. Rotem will be working to get to know the people of Greensboro by coordinating and participating in educational programs that help bring Israel to our area.

Originally from Petach Tikvah, Rotem is a 27-year-old student currently studying for his B.A. in Political Science, International Relations and Israel Studies at Ben Gurion University in Be'er Sheva. Before the army, he did a gap year working with special needs students and then served as a combat officer for five years in the IDF. Upon completion of his military service, he spent two years in Jacksonville, Fla., as their community shaliach. Rotem loves movies, photography, travel and most of all — getting to know new people!

Rotem encourages everyone to connect by reaching out to him directly.

“💡 I'M HERE FOR YOU!”



rotemga043@gmail.com



rotem043



Rotem Gabay



## PASSOVER GIFT BAG PROGRAM Delivers 200 Bags to Jewish Seniors



In non-Covid times, Jewish Family Services, Beth David Synagogue and Temple Emanuel host an annual Senior Passover Luncheon. This event brings in about 135 people, including guests and volunteers, to celebrate the special holiday of Pesach.

This year, instead of hosting a meal, staff members and volunteers from all three organizations put on their masks and came together to assemble and deliver 200 Passover gift bags to doorsteps in the Greensboro area.

Each bag consisted of a box of matzah, grape juice, tea bags, a colorful Seder plate, a sheet of Pesach-inspired questions, an orange to symbolize inclusion, and beautiful face masks created and donated by Jean Reeves. Bags also contained promotional items from three generous sponsors: Arosa Management, Spring Arbor of Greensboro, and Carolina Foundation of Jewish Seniors.



Nineteen volunteers plus staff members worked many days to fill and deliver Passover gift bags.

# COMMUNITY



The Pront family

## JEWISH SENIORS LOVE GREENSBORO Programs Enrich Lives of Older Adults



Living in a mid-sized city can create challenges for people with various interests and needs. Fortunately, North Carolina, and Greensboro in particular, is a wonderful place to live, raise a family and retire. One can enjoy everything from live theater, musical performances, evolving cuisine, museums and lovely parks. Plus, it is conveniently located near the mountains, the beach and many other beautiful destinations.

“Greensboro is home to one of the most unique Jewish communities in our country.”

Greensboro is home to one of the most unique Jewish communities in our country. What’s not to like? It’s just the right amount of small town and big city.

Regardless of age, there is something for everyone, especially Jewish seniors. Lon Tytell enjoys many of the activities and services available to seniors. “Many

Jewish seniors’ lives are enriched by the array of Jewish community programs and services. I’m thankful to Beth David Synagogue, Temple Emanuel, Greensboro Jewish Federation, Greensboro Jewish Family Services and other Jewish organizations (some receiving grants from Carolina Foundation for Jewish Seniors) for prioritizing Jewish seniors’ needs.” Many Jewish seniors are thriving, even when isolation has been difficult for people. The organizations continue to show support and gratitude to seniors through their services, especially during the pandemic, keeping everyone feeling connected.

Carolina Foundation for Jewish Seniors thanks all the Jewish organizations in honoring the seniors and enriching their lives, especially during difficult times.

To share a story, make a contribution or obtain information, please visit Carolina Foundation for Jewish Seniors at [www.carolinajewishseniors.org](http://www.carolinajewishseniors.org), email Wendee Cutler at [wcutler@carolinajewishseniors.org](mailto:wcutler@carolinajewishseniors.org), or call (336) 854-8400.

## B’NAI SHALOM DAY SCHOOL: A Bit of Magic in the Heart of NC



B’nai Shalom staff, faculty, and current parents are always thrilled to be the gateway for new families to the larger Greensboro Jewish community.

Three years ago Rachel and Jason Pront moved to Greensboro from Manhattan and immediately enrolled their three young children at B’nai Shalom. Since then, they have grown to be a family of six and have one more on the way.

The Pronts felt that ‘New York was about Judaism of convenience’ without much sense of community and belonging. One of the main reasons they chose to leave New York was to be part of a Jewish community where they could get involved in a meaningful way. Jason immediately felt that B’nai Shalom opened the doors for them to the wider Jewish community. As Jason sees it, “B’nai Shalom is an extension of the larger Jewish community in Greensboro, and I think that is very special. When we arrived, the extent of people that reached



Second-grader Shiralee Pront, lighting the Chanukah candles

out to us right away and the way they integrated us into the community so quickly was genuine. It was ‘come join, come be a part of this, how can we help you, what can we do to get you involved?’ It made the transition much easier.”

B’nai Shalom provided the school setting the Pronts were seeking for their children. “When I send my children to B’nai, I know that they are in a safe, loving environment with children who are part of families who share the same values as ours, and with teachers who love what they do and love the school,” Rachel said. “I find it hard to believe that there is another school as special as B’nai Shalom. I don’t know how it is possible that B’nai exists. It is this magical place in Greensboro, North Carolina! Every day I feel grateful.”

In addition to an optimal education experience, children and their parents can feel at home and thrive within the Greensboro Jewish community, beginning at the doors of B’nai Shalom Day School.

# CHABAD GREENSBORO

## Helps New Families Find Home



When Jewish families move to Greensboro they might ask, “How can I get involved and find opportunities to help build a new Jewish life?” They might wonder if a relatively small city in the South has much to offer them. It can be a cause of concern for Jewish families who move here from metropolitan areas with large Jewish populations. In reality, Greensboro has an amazing Jewish community with a vibrant Jewish history and an abundance of resources.



Rabbi Plotkin koshering a kitchen for a family who recently moved to Greensboro

Chabad Greensboro is one of those resources. Just ask Rabbi Yosef Plotkin and Rebbetzin Hindy. They are always here to help.

Rabbi Plotkin urges people to reach out, “We can ease the transition for new families and help find them the needed resources for Jewish life in Greensboro.”

Steve and Valerie Greenstein moved from White Plains, N.Y., to operate their business near High Point. They had concerns about where they were going to find community and have access to a variety of kosher products.

Steve noted, “We come from a strong traditional community.

We didn’t have family or friends in the area, but after attending services at Chabad and getting to know Rabbi Plotkin and Rebbetzin Hindy, we have made a tremendous number of friends and are happy to call Greensboro home.”

One young couple who moved from California recently had many questions. Upon their arrival, Rabbi Plotkin spent a Sunday with them and koshered all of their appliances and the kitchen counter.

Jessica Kagan said, “It made the moving process so much easier knowing that our kosher kitchen needs were met. We were also impressed with the quality of the educational offerings through Chabad.”

Rabbi Plotkin added, “It’s important for families that their children get the same kosher food that they enjoy, and with one call to Hindy, the products are here in a week.”

Steve commented, “Just getting to know Chabad opens the network. You don’t have to be a member or even attend services. People can reach out and Chabad is there to help them in many ways to continue their Jewish life and be part of a strong Jewish community.”

Offering new families a home away from home, Chabad works to welcome all to Greensboro.

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### Application Information for COVID-19 Emergency Response Funds

The COVID-19 Emergency Response Fund was created to help ease the financial burden of the Jewish community in Guilford County as a result of the pandemic.

Jewish Family Services has financial help available for the Jewish community and employees of a Jewish organization in Guilford County. If you are experiencing hardship and would like to apply for help from The COVID-19 Emergency Response Fund, visit [www.jfsgreensboro.org](http://www.jfsgreensboro.org) to access the application and guidelines.

Contact Betsy Gamburg (336) 852-4829 x225 to apply by telephone or if you have any questions. Betsy can also be reached by email at [bgamburg@shalomgreensboro.org](mailto:bgamburg@shalomgreensboro.org).

# COMMUNITY

## BETH DAVID Offers Families Lifelong Learning Opportunities



Everyone who lives in Greensboro knows that the area has a lot to offer. There are vibrant parks, a great downtown area, plenty of restaurants, and an amazingly lively Jewish life. Beth David Synagogue, the only conservative synagogue in the area, is a center point for Jewish life.

Beth David is more than just a place of worship. It offers a spiritual home for all, programs for infants to retirees, service opportunities to help fight hunger in the area, leadership opportunities, a recreation center, a mikveh for the entire community and surrounding area, and more.

Not only does this community attract new families, children who grew up here also return to be a part of the community again as adults. Brandon Gray, who was raised in Greensboro, explained why he moved back. "Emily and I moved to Greensboro because we wanted to be a part of a community where we could have impact. We wanted to raise our family here because Greensboro offers the opportunity to play an important role in shaping the future of the Jewish community."

With the disbursements of vaccines, in-person time together is on the horizon. In addition to continuing his involvement within the greater Greensboro Jewish community, Gray is also looking forward to some of the simpler things. He can't wait to take his three children to Shabbat Katan, a singing and dancing program for children and their families by Beth David.

Beth David Synagogue welcomes everyone, still virtually for now, and can't wait to see everyone in their new sanctuary soon.



Members of Beth David Synagogue and J-Triad volunteer with Out of the Garden Project in early 2020.

## TEMPLE EMANUEL Attracts Top Graduating Seniors from Hebrew Union College



*"Greensboro is a great place to live and a great place to be Jewish. Temple Emanuel has been central to building Greensboro's Jewish foundation and is poised to lead in the future."*

Temple Emanuel shared this message with the Reform Movement of Judaism as it searched for a rabbi or cantor to join its clergy team as Director of Religious Education.

In 1907, Temple Emanuel opened as the first synagogue in Greensboro. It has welcomed Jews in times of prosperity as well as times of hardship. For more than a century, it has been a central Jewish voice for civil and human rights.



Rabbi Libby Fisher

The last clergy search was 18 years ago when less people considered Greensboro a place to call home. This year many top graduating seniors from the Hebrew Union College submitted their resumes and presented strong cases to be selected as Assistant Rabbi to Greensboro's largest synagogue.

This summer, Temple Emanuel will formally introduce Rabbi Libby Fisher, and welcome her to her new home.

Throughout the search, one question continued to arise: "Why Greensboro?" Jessie Schlosberg, one of four co-chairs of Temple Emanuel's search committee, shared that she grew up at the temple, pursued her studies elsewhere and returned home to start a family. "Greensboro is warm, loving, accepting, and comforting. It's easy to live and learn here. The Jewish community is so welcoming, and it's easy to be involved."

Rabbi Fisher, who was asked the same question, said, "The Jewish community is deeply involved in Greensboro as a whole. The wide-ranging contributions of the Jewish community make me so excited to join Temple Emanuel and the Greensboro community!" She is looking forward to being part of a congregation known for its activism and strong commitment to community relations.

Rabbi Fisher will direct Temple Emanuel's religious school which is known across the Reform Movement for its teen involvement with approximately 90% of the congregation's teens remaining involved through the end of the twelfth grade. She will join a team that is excited to have her as a partner.

# DIVERSITY and INCLUSION: Worthy Causes and Difficult Conversations



In the fall of 2020, the Jewish Community Relations Committee (JCRC) began work on an ambitious agenda, confronting historic

and persistent injustices including all forms of anti-Semitism and racism. Fighting systemic discrimination and oppression is no simple undertaking. But, it is most certainly a worthwhile one.

In the last few months, the JCRC embarked on a wide-reaching introductory campaign in the Jewish and greater Greensboro community, launched a website featuring educational resources on anti-Semitism and racism, and began solidifying relationships with like-minded local organizations for future collaboration.

This work is guided by Jewish values and the understanding that Jewish communities have always thrived in societies that value diversity and equality. Regrettably, the committee was too quickly prompted into action in defense of these ideals following the appalling attack in the Atlanta area that targeted Asian and Asian-American women, among other victims. The shooting rampage served as a shockingly vivid example of rising violence against the Asian American Pacific Islander (AAPI) community and the need for a strong, public response to stop the spread of hate.

JCRC's statement of support echoed the words of the Atlanta Jewish community in lifting up the victims, their families, and the metro Atlanta AAPI community. The full statement and information about how to support issues important to AAPI communities have been added to the JCRC webpage.

Standing against hate is a key part of JCRC's mission. Another important element of the group's work is fostering an inclusive and open community. To that end, JCRC is busy planning for an extended, community-wide conversation about diversity and inclusion as part of the Justice, Equity, Diversity, and Inclusion (JEDI) initiative, a pilot program of the Jewish Federations of North America. This effort is aimed to broaden understanding of racial injustices as well as issues impacting Jews of Color.

Part of what makes Greensboro so great is its rich history of civil rights. Some local civil rights history is also painful. The JCRC is seizing this moment to recognize that history, learn from it, and use it to shape a better, more inclusive and equitable future Greensboro.

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“Standing against hate is a key part of JCRC's mission.”

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The 16-inch in-process maquette (study) of *She Wouldn't Take Off Her Boots*

## HOLOCAUST MEMORIAL Progresses and Secures Space

As statues and monuments came down around the world following the death of George Floyd and other acts of violence, local Greensboro sculptor, Victoria Milstein, continued the design for a Holocaust memorial entitled *She Wouldn't Take Off Her Boots*. Portraying five multi-generational women who were murdered in Latvia, the sculpture is meant to raise awareness of the Holocaust, racism, and anti-Semitism, while also honoring the strength and resilience of women all over the world.

In December, the Greensboro City Council approved the placement of the monument in downtown Greensboro's LeBauer Park. It will be North Carolina's first public Holocaust monument dedicated to women and children. Installation is expected in 2022.

“The monument will be art that invites social engagement and the participation of its audience. In the act of looking through the camera, as part of the monument, visitors will bear witness to this tragedy. We hope they will see and feel their humanity,” said Milstein.

Milstein anticipates that educators across the state will bring their students to visit the monument as part of Holocaust education.

For more information about Women of the Shoah and to be a part of the community that erects this monument, visit [www.womenoftheshoahjp.org](http://www.womenoftheshoahjp.org).

North Carolina's first women's Holocaust monument, an original sculpture by artist Victoria Milstein, will honor the strength and resilience of all women. To contribute to the Women's Holocaust Monument Fund, visit [www.JewishFoundationNC.org](http://www.JewishFoundationNC.org).

# UPCOMING VIRTUAL EVENTS



While physical separation is critical to controlling the pandemic, this is a time when we can use technology to increase our social connections and maintain strong social bonds. **Social distancing does not have to mean social isolation.** Participation in virtual and interactive events is a great way to stay connected to our Jewish community.

For a complete list of upcoming events, please visit the Greensboro Jewish Federation Community Calendar at [www.shalomgreensboro.org](http://www.shalomgreensboro.org).



**GREENSBORO JEWISH FEDERATION** helps you stay involved! [www.shalomgreensboro.org](http://www.shalomgreensboro.org) is your one-stop connection to virtual events hosted by the Federation and our Greensboro Jewish community. Visit our events page and Community Calendar to stay connected. For even more ways to stay involved, follow the Greensboro Jewish Federation on Facebook and Instagram.



**JEWISH FAMILY SERVICES** presents programs that are designed to enlighten, educate and build community. JFS provides a range of supportive and mental health services to assist our members in meeting life's challenges. Information on upcoming programs can be found at [www.jfsgreensboro.org](http://www.jfsgreensboro.org) and on our Facebook page at [www.facebook.com/JewishFamilyServicesGSO](http://www.facebook.com/JewishFamilyServicesGSO).



**PARTNERSHIP2GETHER** brings together Israeli and American Jews through meaningful programs for the purpose of creating people-to-people relationships. Information and ways to access P2G programs for our Hadera-Eiron-SE Consortium can be found by exploring the events section of our Facebook page at [www.facebook.com/P2GHaderaEironSE](http://www.facebook.com/P2GHaderaEironSE).



**BETH DAVID** is online! Join us every day for engaging and interactive classes, programs, and services; there is something for everyone! Online offerings are open to all via Zoom and social media. More information can be found by visiting [www.bethdavidsynagogue.org](http://www.bethdavidsynagogue.org).



Is the Coronavirus keeping you away from **TEMPLE EMANUEL**? Not to worry! Temple Emanuel is virtually hosting classes and programs, and live streaming many other events on their Facebook Page. We look forward to seeing you online! Virtual events can be found at [www.tegreensboro.org/virtual-events](http://www.tegreensboro.org/virtual-events).



**CHABAD GREENSBORO** is hosting a slew of online events to cheer each other up, be inspired and celebrate! Be sure to have access to a Zoom account, where much of this will be taking place and follow Chabad on Facebook to see our broadcasts. Visit the Virtual Chabad Center at [www.chabadgreensboro.com](http://www.chabadgreensboro.com) for information on all upcoming events.



**B'NAI SHALOM DAY SCHOOL** has been rooted in the Greensboro community since 1970. In a unique environment, students strengthen their intellectual and creative abilities through a dual curriculum of General and Judaic Studies. Through the study of Hebrew language and Jewish heritage, students strengthen their identity as Jews. For more information, visit [www.bnai-shalom.org](http://www.bnai-shalom.org).



**HADASSAH** is a volunteer women's organization whose members are inspired to strengthen their partnership with Israel, ensure Jewish continuity, and realize their potential as a dynamic force in the US. We invite you to join in! Visit our Facebook page at [www.facebook.com/HadassahGreensboro](http://www.facebook.com/HadassahGreensboro) to learn more and get involved.



**PJ LIBRARY** and **PJ OUR WAY** send free Jewish children's books to kids across the world every month. Families raising children with Judaism as part of their lives are welcome to sign up at [www.pjlibrary.org](http://www.pjlibrary.org). Don't miss a moment of fun at events and educational activities in Greensboro! Visit [www.shalomgreensboro.org](http://www.shalomgreensboro.org) and follow us on Facebook at [www.facebook.com/PJLibraryGreensboro](http://www.facebook.com/PJLibraryGreensboro) so you'll always be up to date.



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# Annual Meeting



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- President's Update to Membership
- Election and Installation of New Board Members
- Join us after for a virtual "bring your own" dessert



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