

# SHALOM

## GREENSBORO

### SUSTAINABLE LIVING

EMBRACING  
JUDAISM WITH  
GREENER  
CHOICES  p7

### 7 TIPS FOR SPRING

Easy Changes  
that Can Help the  
Environment p6

### PHILANTHROPY GETS PERSONAL

Addressing Needs  
of Those with  
Food Allergies p8



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- Essay Advising and Review
- Career Advising
- Transfer Advising
- Graduate School Advising

## Meet Rachael Smith-Vaughan

Based in Greensboro, NC, Rachael Smith-Vaughan has more than 20 years of experience in college and career counseling. Her career began at the American Nicaraguan School in Managua. While growing the college and career counseling department, she advised students from more than 20 countries. Moving to the university side, Ms. Vaughan served as the Senior Assistant Director of International Undergraduate Admissions for Bentley University and then the Director of College and Career Counseling at the American Hebrew Academy.



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RSMITHVAUGHAN

# Sustaining

## A CONNECTION WITH COMMUNITY



Welcome to the March/April issue of *Shalom Greensboro* magazine, a look at sustainability within our Jewish community.

What do we mean by sustainability, and what do our Jewish traditions teach us? This past year has provided us ample opportunity to consider these questions. What is our responsibility to the community around us? Which tradeoffs ask too much of us? One of the best-known ideals from Jewish tradition is that “whoever saves a life, it is considered as if they saved an entire world.” Surely it is consistent with our tradition and values to take such simple actions as wearing masks, washing hands, and remaining physically distant from one another. I encourage you all to follow these rules for your own protection as well as for those around you.

I resist asking you to remain *socially distant* — indeed, quite the contrary. Our Federation has redoubled its efforts to help all in our Jewish community remain socially close, even while maintaining safe physical distances. As you will see in these pages, there are exciting activities planned over the next few months — even if most are via Zoom. Recently, about three dozen Greensboro Jewish Federation members participated in the “Virtual Mission to Washington” to learn about the new Congress and issues of interest to the Jewish community which may be impacted by our national political leaders. Other events include the Triad Jewish Film Festival (which you can view from home) and “Israel week” in mid-April, full of presentations and interactive seminars by, about, and from Israel.

We may be stuck inside, but there are opportunities to remain socially close. We hope this will provide you the Jewish sustenance you need to stay connected with friends, family, and beyond.

Tom Cone, President  
Greensboro Jewish Federation  
2020 - 2022



### WHAT'S INSIDE:

EXECUTIVE DIRECTOR'S MESSAGE	2	JEWISH FOUNDATION OF GREENSBORO	8
FROM THE CAMPAIGN TRAIL	3	EMERGENCY RESPONSE FUND	9
JEWISH FAMILY SERVICES	4-5	ON THE TOWN	10-11
GO GREEN THIS SPRING	6	COMMUNITY	12-14
THE ENVIRONMENTALIST NEXT DOOR	7	UPCOMING VIRTUAL EVENTS	16

# ON MY MIND: Our Carbon Footprint

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



Marilyn Forman Chandler

When we call our daughter, Dori, her voicemail greeting reminds us: *Reduce, Reuse, Recycle, Repurpose*. Dori taught us early on the importance of planting new trees, advocating for climate-related issues, and she has proudly done this throughout her career as an activist for environmental causes. Dori buys organic produce from farmers' markets and farmed for six months up and down the East Coast in a practice known as *wwoofing*.<sup>\*</sup> She also models for her family and friends by driving a hybrid vehicle, teaching neighbors to compost, reusing water from showers, and bringing back the practice of washing reusable diapers and hanging them to dry in the backyard. Every time I visit a new city, I take photos related to sustainability and send them to Dori.

Taken in Berlin during an international climate conference



Taken in Paris during the 2015 United Nations Climate Change Conference

The Greensboro Jewish Federation has participated in recycling paper and cardboard since the day our building opened in 1997 and has since changed to LED lights throughout the inside of the building and parking lot. For well over 15 years, the Federation has been a pickup site for a CSA (Community Supported Agriculture) partnership with Faucette Farm ([www.faucettefarms.com](http://www.faucettefarms.com)).



Dori Chandler

[www.faucettefarms.com/community-supported-agriculture](http://www.faucettefarms.com/community-supported-agriculture)), a family farm in Guilford County. This gives consumers the opportunity to buy local, mostly organic, seasonal food directly from a farmer. And for many, many years, we have distributed food donated by our generous community through our JFS David D. Frazier Food Pantry to hundreds of individuals and families in the Triad.

Jewish traditions teach us about our responsibility to take individual actions to address environmental issues: planting trees for the next generation, not cutting down fruiting trees during times of war, the agricultural laws providing food for the widow, the orphan, and those who are facing difficult times. It also teaches us our communal obligations of being guardians of the Earth. I just participated in the virtual "Big Bold Jewish Climate Festival." The programming team included Greensboro's own, Hannah Henza, who planned many of the events and facilitated speakers. To quote two of the speakers, Nigel Savage, Hazon's Director: "To be Jewish is to work for a more sustainable world" and Ruth Messinger, former CEO of American Jewish World Service: "What happens in one place affects people every place."

The efforts of Dori and others like her remind us that individual actions alone are not always enough; we must also work as a collective, as a community, to address environmental justice issues. Let's be conscious of our carbon footprint, watch what goes into our garbage, make sure we're recycling all possible containers, bring paper and plastic to the supermarket, separate glass to go to area recycling sites and consider purchasing organic produce. And let's consider electric, solar and wind energy. Please heed Dori's clarion call: *Reduce, Reuse, Recycle, Repurpose*.

<sup>\*</sup>*WWOOF, an acronym for Worldwide Opportunities on Organic Farms, is a grassroots organization that has been pairing volunteers with host farms since 1971.*



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Michele Gordon  
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# On The Campaign Trail: Legacy Donations Secure L'dor V'dor

By Ron Milstein, 2021 Campaign Co-Chair



Ron Milstein

Sustainability has taken on new and different meanings in the last several years. The term now evokes the idea that we need to care for our environment to assure future generations a viable planet. This use of the word may not have occurred to many of our ancestors, since never has mankind been threatened so thoroughly.

Yet, there is a very old and very Jewish concept that we, as Jews, know and cherish. This concept is the theme of our Annual Campaign, *L'dor V'dor: From Generation to Generation*, and is exemplified by my daughter, Marissa, and me being its co-chairs.

Our Campaign, however, is really not annual; it's perpetual — for we must raise money continually to support the operations and programs of the Greensboro Jewish Federation. We are far too dependent on current funding. As our community demographics change, this becomes more of a challenge. In the same way that we have become aware of our environmental threats, we need to also awaken to our financial sustainability challenges.

Our community's path to assured financial stability lies in the use of endowments and testamentary gifts — the

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“In the same way that we have become aware of our environmental threats, we need to also awaken to our financial sustainability challenges.”

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present generation caring for future generations. Imagine what a guaranteed stream of income could help our community accomplish years from now. Legacy donations pave the way for that future.

The Federation relies on the Jewish Foundation of Greensboro and others to help raise such legacy gifts through the Create a Jewish Legacy program. I hope you will reach out to us to discuss this important way to give.

Your legacy will sustain us into the future and ensure that Jewish life in Greensboro thrives for many years to come!



HONORING THE PAST, SECURING THE FUTURE

Save the Date

## THE JEWISH COMMUNITY OF GUILFORD COUNTY IS INVITED TO ATTEND THE GREENSBORO JEWISH FEDERATION ANNUAL MEETING

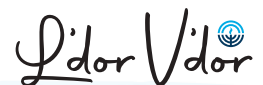


**TUESDAY, JUNE 8 • 7 - 8:30 p.m.**  
hosted online via Zoom



### FEATURING:

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



HONORING THE PAST, SECURING THE FUTURE

## CARE AND COMPASSION: JFS is Making the World a Better Place

At Greensboro's Jewish Family Services (JFS), sustainability is viewed through a holistic lens that encourages focus on its mission: caring for human life.

For most, sustainability is seen as protection of the Earth and its food resources, caring for animals, and other efforts directly related to the planet. For JFS staff and volunteers, promoting wellness,

“Jewish Family Services has gone above and beyond, extending kindnesses that have translated into lifelines and sustained well-being.”



Photo by Rhonda Broder-Dunlevy

care, and compassion is deeply connected to the Jewish value of building a healthier and more sustainable world.

Throughout these difficult months of the coronavirus pandemic, Jewish Family Services has gone above and beyond, extending kindnesses that have translated into lifelines and sustained well-being.

**Sustainability is...** a child and parent visiting with an elderly woman. Picture the child and parent outside a nursing home in Greensboro and the elderly woman inside, through a ground floor window and touching hands. It's the three of them chatting when neither friends nor family can enter. It's the memory

created for the child, his family, and the resident and the feeling that love is what carries us through difficult times.

**Sustainability is...** booking an appointment for an elderly woman for a COVID-19 vaccine when the phone lines and online appointments appear closed, and it's randomly discovered there are still appointments available. It's the sheer joy and gratitude in the older person's voice at the other end of the phone when she is called by the JFS staff person telling her that she found an open slot for a vaccine appointment.

**Sustainability is...** helping families with mortgage payments, utility bills, and food so that the devastation that the pandemic has brought does not decimate those in our community in need and allows them to take care of themselves and their children.

This is sustainability at Jewish Family Services. Caring for the Earth by caring for the community.

*Confidentiality is the hallmark of the work of an agency such as JFS and permission has been given to share these stories.*



Temple Emanuel Friendship Circle  
Beth David Vatikim  
and Jewish Family Services  
invite you to attend the

## SENIOR PASSOVER ZOOM SEDER PREP

Let's Get Ready for Pesach Together!

WEDNESDAY, MARCH 17, 2021  
AT NOON

Register at [JFSgreensboro.org](https://www.JFSgreensboro.org)  
to Receive the Zoom Login



Thank you to our generous sponsors



For more information contact  
Amanda Loflin at (336) 852-4829 X227  
[ALoflin@ShalomGreensboro.org](mailto:ALoflin@ShalomGreensboro.org)



## JOIN US FOR MITZVAH MAY 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.

Stay tuned for more details!

# 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

Mrs. Bertel Blumberg  
Liz Cohen  
Mankie Fedler  
Hope Gruber  
Peter Guthmann

### In Honor:

Of: Ellen Levin  
From: Mark Novak

### In Memory:

Of: Charlotte Dolgin Nehmen  
From: Polly and Buzz Strasser

## CHANUKAH FUND

Jen and Aaron Strasser  
Elizabeth and Joe Strasser  
Emily and Scott Strasser

## COVID-19 EMERGENCY RESPONSE FUND

Deborah Kintzing and Marc Samet

## SPEEDY RECOVERY:

To: Selma Clein  
From: Zelda and George Breslow  
To: Janice Ladin  
From: Paula Justice

*We apologize if we have missed anyone's contribution. Please call Jewish Family Services (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.*

## FOOD PANTRY

Andrew Brod  
Jen and Steven Friedland  
Michele Haber  
Erica and Andrew Herman  
Rodna and David Hurewitz  
Alan Jacobson  
Wendy Pake (Carolina FOODiversity Fund)  
Midge and Bill Pines  
Stacey Youngdale

### In Honor:

Of: Edgar Marks' birthday  
From: Zelda and George Breslow

Of: Selma Clein's birthday  
From: Zelda and George Breslow

Of: Barbara and Stuart Teichman  
From: Zelda and George Breslow

Of: Carl and Leslie Samet, Deborah Kintzing and Marc Samet, Suzan Rosen, Martha and Steve Stein, Harriet and Howard Stein, Catey and Jason Moretz, Jenny Stein, David and Jill Stein, Marc and Loren Stein, Tace and Kevin Loeb  
From: Marian Stein

Of: The birth of Marilyn and Robert Chandler's grandson  
From: Joan Samet

Of: Selma Clein  
From: Ellen Holmes

### In Memory:

Of: Doris Tanger  
From: Zelda and George Breslow

Of: Louis Bates  
From: Zelda and George Breslow

Of: Florence Koenig  
From: Zelda and George Breslow

Of: Arlene Lichtin Sweet  
From: Zelda and George Breslow

Of: David Frazier  
From: Paula Justice

Of: Sydney Duberstein  
From: Bea and David Mandel

Of: Julie, daughter of Golda Mendelsohn  
From: Elaine Abrams

Of: Ruth Rosen  
From: Maddie Reed

## INTEREST FREE LOANS for Jewish Students In Need



Jewish  
Educational  
Loan Fund

In 2020, JELF (Jewish Educational Loan Fund) provided 394 interest-free loans to Jewish college, graduate, and vocational students. This jump in loans came from an increase of 66% more applications over the previous year.

JELF serves students in the five-state region of Florida, Georgia, North Carolina, South Carolina, and Virginia (excluding metro DC) as they pursue their higher education. In Greensboro,

JELF helped 15 local students with \$45,944 in financial aid. The total student need for all the students in the JELF region was \$2,352,906. Through student repayments, increased fundraising, and the generosity of the Marcus Foundation, JELF was able to allocate \$1,553,739 in interest-free, last dollar loans to these students.

“In Greensboro, JELF helped 15 local students with \$45,944 in financial aid.”

JELF's mission is to help reduce a student's financial burden so that they can pursue their higher education full-time. JELF's interest-free loans help students pay for crucial living and medical expenses, books, supplies,

and many other costs. By borrowing through JELF, this year's 394 student loan recipients are estimated to save nearly \$1 million in interest payments over the life of their loans.

Since JELF first started providing interest-free loans in 1961, the organization has loaned \$16 million to 2,400+ Jewish students. JELF is proud to consistently maintain a 99% student repayment rate, even during this difficult year. “What I love about JELF is that your contribution continuously pays it forward,” says JELF's Board President, Jane Aronoff. “Dollars used for one student when paid back, are used for the next. Every dollar lives on and on...”

The spring application period to apply for a JELF loan is March 1 - April 30. Visit [JELF.org](http://JELF.org) to learn more and apply or contact Betsy Gamburg, the local JELF administrator, at JFS.

## Best Wishes to MARCIA HERMELIN



Marcia Hermelin

After thirty years working for the Greensboro Jewish Federation and Jewish Family Services, Marcia Hermelin celebrated her retirement and the beginning of a new adventure. As someone who has given to the community and served others, Marcia will now be relaxing and enjoying her family. Her experience and knowledge will be missed by the entire staff, but particularly by those at JFS, where she spent the majority of her years. We wish her much happiness and good health in the years ahead. Marcia's work will be continued by Lolly Schweningen, JFS' new Administrative Assistant, who can be reached at (336) 852-4829, ext. 222 or [lschweningen@shalomgreensboro.org](mailto:lschweningen@shalomgreensboro.org).

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thrilled to invite you  
to join us for our first ever

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with them.

More information can be found online at  
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Laura Hausman at (336) 852-5433 or  
[lhausman@shalomgreensboro.org](mailto:lhausman@shalomgreensboro.org)

*Shalom*  
HONORING THE PAST, SECURING THE FUTURE

# 7 TIPS FOR GOING GREEN THIS SPRING



## UNPLUG

Standby power cords can account for 10% of residential energy use. Unplug them when not in use for an easy energy saver.

## SHOP LOCAL

Food in the U.S. travels an average of 1,500 miles to get to your plate... Yikes! Support a local farmer or farmer's market, or sign up for a CSA (Community Supported Agriculture) box that you can pick up weekly at the Greensboro Jewish Federation.

## Try out MEATLESS MONDAYS for the month of May

Raising livestock costs a lot of energy. Seventy percent of the world's carbon footprint is from animal products. Plant based proteins, like beans, can be raised with 8 times less energy costs than meat based proteins.



## Calculate your CARBON FOOTPRINT online

Find out how your habits affect the Earth. By establishing a baseline, you'll be better able to set goals to reduce your environmental impact.

## DITCH THE PLASTIC

Shop with reusable bags! Some stores give discounts or rewards to customers who bring their own totes. Drop your old plastic bags at Harris Teeter for recycling.



## Take action this EARTH DAY

Attend an upcoming virtual event with Hazon like #SoundTheCall on April 22. Visit [hazon.org/soundthecall-this-earth-day/](http://hazon.org/soundthecall-this-earth-day/) to sign up.

## PLANT A TREE

In addition to increasing your property value, a tree in your yard will absorb carbon dioxide which is harmful to the ozone layer.

# THE ENVIRONMENTALIST NEXT DOOR

CELEBRATING JUDAISM THROUGH SUSTAINABLE LIVING BY JULIA WATKINS



A stone's throw away from her in-laws house, yet a world away from mainstream millennial living, resides Hannah and Jack Henza, in their "tiny house" built in 2015.

A phenomenon that became popular in the economic downturns of the '90s and early '00s, tiny homes offer a way to cut expenses, lessen environmental impact, and balance the comforts of modern life with a connection to nature.

Hannah Henza, who grew up non-Jewish in rural Pleasant Garden, North Carolina has always had an affinity for the outdoors. Yet, it was only as a student at North Carolina State University that she saw her passion for environmental action was closely tied to her discovery of Jewish faith and values.

"I was having an environmental awakening at the same time as I was stepping into my Jewish identity," Hannah explains. "It's more than just going out onto a trail and being in the woods. It's asking yourself how you are relating to this piece of land. Jewish tradition gives me so much to center this idea around."

In college, she met Greensboro native and B'nai Shalom Day School alum, Jack Henza, while searching for her own personal identity and a way to focus her passion for the natural world. Feeling lost at the time, Hannah connected with Jack over their love of camping, and he encouraged her to speak with his rabbi at Beth David, Eli Havivi. From there, she began going to synagogue and celebrating Shabbat. Fast forward three years later, Hannah had converted to Judaism and they were married in a wedding that celebrated their environmental values. With invitations so organic that they could be planted in the ground, compostable plates at the reception, reusable potted flowers, and a thrifted wedding dress, the Henzas built their union on their belief in Jewish sustainability.

"When we got married, Jack and I decided that we wanted to do things a little differently. We wanted to set an example for others about how to be in a relationship with one another and with the world. That included how we were consuming," says Hannah.

Able to merge their passion for a greener Earth and Jewish teachings that support these values, the newlyweds

built their tiny house themselves to live each day with a smaller environmental impact.

Hannah works as the Director of National Programs, managing programming and outreach for Hazon, the largest faith-based environmental organization in the U.S. Between her work and home life, she is constantly in conversation about climate change and the environment. In the tiny home, Hannah lives green every day with a large compost pile a few yards away and a clothes line where they hang things to dry. But, she does not consider herself to be missing out on any of life's luxuries. She proudly owns five coats, surround-sound speakers, and a ten-piece dinnerware set, items that other tiny house dwellers may see as extraneous.



Featured on the Cover:  
Hannah Henza picks fresh herbs from a hydroponic garden in her tiny house  
*photo courtesy of Andrew Bowen*

As Hannah sees it: "There's a balance to be found between not feeling deprived and living within the means of the Earth. For every decision we make, we think about what impact it will have on the Earth beyond us."

This mindset did not happen overnight, but she describes the process of getting there similar to learning to drive in traffic. Anything can become a habit once it's done enough times.

The Jewish world enters a shmita year this Rosh Hashanah, a year of rest for the land that comes every seven years, and Hannah is thinking about what this means in relation to our current climate crisis. She believes that by simply leaning in to Jewish tradition, anyone can cut their carbon footprint.

By embracing concepts like *shomrei adamah*, which translates to "guardians of the Earth" Hannah feels responsible for playing a part in sustaining the world and ensuring that following generations will do the same.

And, Hannah extends an invitation to the entire Greensboro Jewish community to make plans and use this coming year as an opportunity to take steps, no matter how small, to create a more sustainable world for all.

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“For every decision we make, we think about what impact it will have on the Earth beyond us.”

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## FOOD INSECURITY + ALLERGIES: New Fund Helps Ensure Necessities of Life

A sustainable community addresses multiple human needs and strives for all people to grow and prosper with adequate resources. Addressing food insecurity by ensuring that everyone has access to affordable and nutritious food, is a key component. Over 32 million Americans suffer from food allergies, and it is highly prevalent among the Jewish population (almost 40% of Jews report some sort of food allergy according to a recent government study).



Wendy Gordon Pake (seated, middle) with her family

For most of us philanthropy is personal, and this is surely the case for Wendy Gordon Pake whose son suffers from numerous food allergies. Wendy, a Jewish Foundation of Greensboro supporter, is dedicating her philanthropy to attack an especially insidious form of food insecurity. For those who rely on food pantries for basic support, there is a need for nutritious foods. Concerned that accommodating food allergies was especially more difficult for those facing economic challenges, Wendy conducted a survey of food pantries in the surrounding area.

After collecting data, she discovered that virtually no food pantry was equipped to provide its afflicted clients with healthy food. Gluten-free foods, for example, are often three to four times more expensive than foods without the “free-from” standard. These findings led her to form CarolinaFOODiversity which is supported by grants from her own fund recently established at the Jewish Foundation of Greensboro. “Inventory management of ‘free-from’ foods is one of pantries’ greatest challenges. Having those items ‘in stock’ is a game changer for people who don’t have access to these specialty foods,” says Pake.

For special occasions, Wendy has urged her family and friends to make donations to the fund rather than purchase gifts. CarolinaFOODiversity collaborates with food pantries and shelters to feed children and adults at the formidable intersection of food insecurity and special dietary needs.

CarolinaFOODiversity accepts both monetary and food donations from a list of multiple allergy-friendly foods that can be purchased and donated directly through Amazon. Through its partnership with Food Equality Initiative, food deliveries are made directly to those suffering from food allergies or celiac disease and have difficulty paying for these foods.

For more information and how you can help this cause directly, email [info@CarolinaFOODiversity.org](mailto:info@CarolinaFOODiversity.org), or contact Susan Gutterman, JD at [SGutterman@JewishFoundationNC.org](mailto:SGutterman@JewishFoundationNC.org) or (336) 852-0099.



A legacy gift will ensure that what you cherish about Jewish life continues to sustain, nurture, and delight future generations.

To learn more about Creating a Jewish Legacy, contact Susan Gutterman at (336) 852-0099 or [sgutterman@JewishFoundationNC.org](mailto:sgutterman@JewishFoundationNC.org).



JEWISH FOUNDATION OF GREENSBORO

## Create a Jewish Legacy

*An Important Conversation  
Between Two Jewish Philanthropists*

Sunday, March 21, 2021  
at 11 a.m. via Zoom

FEATURING



**Avraham Infeld**  
*President Emeritus, Hillel International*



**Randall Kaplan**  
*Former Chair, Board of Governors,  
Hillel International  
Former Chair,  
Jewish Foundation of Greensboro*



Reservations:  
[www.JewishFoundationNC.org](http://www.JewishFoundationNC.org)

# Kol Yisrael Arevim Zeh Bazeh; All of Israel is Responsible for Each Other

Stemming from a long established tradition of generosity and responsibility, the Greensboro Jewish community created the COVID-19 Emergency Response Fund at the onset of the pandemic. Its purpose has been to ameliorate financial challenges caused by the pandemic for members of the Jewish community in Guilford County, in addition to supporting Jewish Family Services in its work of helping families and providing food insecurity relief.



As of January 2021, \$145,550 has been raised from 192 donors. Thirty distributions, totaling \$29,148, have been made and assisted community members in meeting mortgage obligations, utility expenses, assistance with care needs, and purchasing food and gas.

Funding remains available and anyone in the local Jewish community experiencing hardship can download the application from the Jewish Family Services' website at [www.jfsgreensboro.org](http://www.jfsgreensboro.org).

To all who have contributed to this Fund, many thanks for helping ensure the well-being of so many.

ARE YOU IN NEED  
BECAUSE OF  
**COVID-19?**



Jewish Family Services  
of Greensboro

**WE ARE HERE FOR YOU.**

## 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.

If you are experiencing hardship and would like to apply for emergency funds, visit [www.jfsgreensboro.org](http://www.jfsgreensboro.org) to access application and guidelines.

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

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# ON THE TOWN



## LION CONFERENCE: Thinking Big and Taking Action

In January, 15 members of the Greensboro Jewish community joined Lions from around the world for two days of extraordinary learning during the first ever Virtual International Lion of Judah Conference (ILOJC).



Heidi Zak

With representation from all 146 Federations, the 2021 ILOJC brought more than 4,000 Jewish women together — proving that the conference was not just virtual, it was #VirtuallyLimitless.

Notable speakers included: Julie Platt, Board Secretary of the Jewish Federations of North America, Heidi Zak, CEO and Co-Founder of data-driven bra brand Third Love, and Clea Shearer & Joanna Teplin, stars of the hit Netflix show *Get Organized*.



Joanna Teplin  
Clea Shearer



## All-Star Tu B'Shvat Celebration!



Dylan Kaplan sings and dances in his home to the virtual Tu B'Shvat concert.

## PJ Library ROCKS Tu B'Shvat



Jewish kids all over North America came together on Tu B'Shvat for a virtual All-Star Tu B'Shvat Celebration. Presented by J-Kids Radio and PJ Library, headliners were Joanie Leeds, Jason Mesches, Shira Kline, Mister G, Elana Jagoda, Ellen Allard, and Rick Recht. Seventeen families from the local Greensboro community were in attendance and rocked out to dancing, music, and sing-alongs. Celebrating the trees, environment, and the planet had never been more fun!

A very special thanks to PJ Library Greensboro, Greensboro Jewish Federation, B'nai Shalom Day School and Temple Emanuel for your support and dedication in helping to bring this amazing concert to our community.

PJ Library Greensboro is a partnership between the Greensboro Jewish Federation and B'nai Shalom Day School. For information on how to get involved, contact Carly Dunno at (336) 852-5433 x243 or [cdunno@shalomgreensboro.org](mailto:cdunno@shalomgreensboro.org).





## UNITED & SECURE: Virtual Mission to Washington

Election day may be behind us, but our work in Washington, D.C. is just gearing up.

For the first time ever, the Jewish Federations of North America (JFNA) hosted a national Jewish Virtual Mission to Washington D.C. Communities across the United States virtually met with members of the newly elected administration and bipartisan Congressional leaders.



Representative  
Kathy Manning

Participants came together with political leaders to ensure government resources for the institutions that keep Jewish life flourishing. They advocated for advancing laws that fight

antisemitism, supported upholding a strong U.S.-Israel relationship, and partnered to help maintain safe, inclusive and resilient communities.

The Greensboro Jewish community was especially proud to engage with our very own Kathy Manning during the event. Manning represents North Carolina's Sixth Congressional District which includes all of Guilford County and parts of Forsyth County.



## LAW and PUBLIC HEALTH: GOVERNMENT POWER During the PANDEMIC



The Greensboro Jewish Federation Cardozo Society and the Jewish Foundation of Greensboro's Committee of Professional Advisors presented a 90-minute interactive discussion in January addressing issues surrounding Law and Public Health: Government Power During the Pandemic. The program was attended by nearly 50 participants and featured three distinguished panelists: Christine Coughlin, Professor of Law, Wake Forest University School of Law; Steven Friedland, Professor of Law and Senior Scholar, Elon University School of Law; and David Levine, Professor of Law, Elon University School of Law.

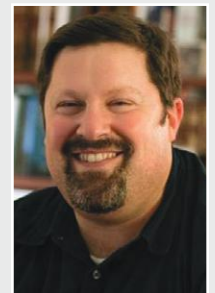
The Cardozo Society is open to all members of the legal profession and law students. Frequently, events sponsored by the Cardozo Society offer Continuing Legal Education credits. For more information on the Cardozo Society, or any of the Greensboro Jewish Federation affinity groups, contact Emily Gray, Director of Donor Engagement and Campaign Operations, (336) 852-5433 x237.



Christine Coughlin



Steven Friedland



David S. Levine

## B'NAI SHALOM DAY SCHOOL Engages Students in Ecological Awareness



When B'nai Shalom Day School first grade teacher, Sarah Neff, was awarded a prestigious grant through a national foundation, she immediately knew what her focus was going to be: sustainability.

Neff has long had a passion for gardening and permaculture and saw this grant as a way to help the B'nai community move closer to the goal of teaching ecological awareness through a Jewish lens.

"I am so grateful that B'nai Shalom is open to teacher projects that connect to Jewish values," stated Neff. "When I returned from the Teacher Institute, we took the first steps to create a permanent garden to bring the kids to nature as part of our curriculum."



Grant Strasser, smells fresh herbs as part of Havdalah.

Neff introduced permaculture to her students, a holistic worldview which focuses on not wasting water, using all resources wisely, and living while working together.

Her first actions were practical: moving the school garden to a location where the soil would not need to be re-tilled, bringing a rain barrel inside so students could see water conservation efforts first-hand, and beginning to transform the school courtyard into a "Kitah Ba'Teva," a living classroom focused on tactile and sensory input that brings students closer to nature.

Before the pandemic, some students were already engaged in watering plants from the rain barrel, planting a range of herbs, and starting to move closer to Neff's plan of inspiring students to feel comfortable in nature, not be afraid of bugs and dirt, and creating an intentional shared space for all students to learn about sustainability.

Although the pandemic put the garden on a temporary hold, Neff hasn't let it stop her. She grows fresh herbs indoors and builds connections to Jewish learning. Each week for Havdalah, her first grade students use freshly picked basil, thyme, and mint as their *besamin* (spices).

Experiential education is the first step in educating students about our relationship with the Earth, explains Neff: "Most kids don't know where their food comes from. Kids don't understand that the cereal they eat for breakfast was once a plant. It blows their minds."

## CFJS Enhances Lives of Seniors by Adapting to Changing Needs



Jewish seniors have maintained their mental and physical health over the past year by adapting. They have missed in-person visits, especially with family, but have proven to be very resilient. As needs changed, so have the essential services offered. Being open to change is the thing that has sustained Carolina Foundation for Jewish Seniors (CFJS), and the people it serves.

Established as a nursing home for Jewish residents back in 1962, The Blumenthal Jewish Home for the Aged has consistently adapted to best serve the highest number of Jewish seniors in North and South Carolina. The Blumenthal family of Charlotte donated the physical structure for the original nursing home located in Clemmons, North Carolina. According to past president, Audrey Madans, this was very intentional. She adds: "Back then, there were no nursing homes in the state where anyone wanted to send their loved ones. By having the home in Clemmons, a central location, no one would have too much travel time for visits."

As time passed and the population increased, so did the number of places for long-term care. It is important to note that sometimes people can become uninvolved after serving on a board due to the busyness of life. This is untrue for Madans. Unlike many others, Madans has always remained close to the organization, no matter the changes, because of her belief in the mission of CFJS. "It helps seniors across two states survive. I will always want what's best for this organization," says Madans who established The Jerome Madans fund through CFJS to honor her late husband.

In the late 1990's, the Board of Directors, with Madans' support, decided to sell the home and establish the BJH Foundation for Senior Services. They moved the headquarters to Greensboro with a new plan to better serve Jewish seniors in both states. In 2019, the current name, Carolina Foundation for Jewish Seniors was introduced to the public.

Although there have been many shifts throughout the years, one thing still rings true: CFJS continues to provide life enriching programs to Jewish seniors and honor the elderly by making life a little brighter.

Organizations serving North and South Carolina have an opportunity to enhance Jewish seniors' lives by expanding their existing programs or creating new opportunities with grant funding. The 2021 Grant Application is available by visiting [www.carolinajewishseniors.org](http://www.carolinajewishseniors.org).

If you would like to share a story, make a contribution, or desire more information, email Wendee Cutler at [wcutler@carolinajewishseniors.org](mailto:wcutler@carolinajewishseniors.org), call (336) 854-8400, or visit Carolina Foundation for Jewish Seniors at [www.carolinajewishseniors.org](http://www.carolinajewishseniors.org).



## Reduce, Reuse, Recycle, and RENOVATIONS At BETH DAVID



The Holy Blessed One said to Israel, “Even though you find the land filled with abundance, do not say: ‘We will live here and not concern ourselves with planting,’ just as others planted for you, you should plant for your children.” – Vayikrah Rabbah 28

Over the past few months, Beth David Synagogue has been undergoing a major renovation project, thanks to Nancy and Bernard, z”l, Gutterman’s generous gift along with support from other congregants. As the old becomes new, the renovation focuses on sustainability.

As most people know, the common recycling phrase is “reduce, reuse, and recycle.” That is exactly what Beth David is doing. In a conscious effort to limit the waste being sent to landfills, HVAC ductwork and other infrastructure items are being reused whenever possible. Additionally, the chairs that were in the sanctuary and chapel were donated to the Dega Christian Independent Church Association and other local churches.

Beth David is also reducing its anticipated energy usage which helps the organization financially. It also conserves natural resources, which are so important for preserving the planet and its ecosystems. “The old light fixtures in the sanctuary and hallways were removed and recycled and then replaced with a new LED lighting system, providing better light with more natural luminescence. Even more appealing, LED lighting also generates less heat, reducing the amount of energy needed for cooling those spaces,” says Marshal Tuck, Renovation Supervisor.

A feature not visible from the ground is the new roof over the sanctuary. By using white materials, the roof will now reflect heat instead of absorbing it. This simple step will both reduce energy costs and create a space that is easier to manage and is more comfortable.

Beth David is excited for everyone to see and explore the environmental improvements in their new space as soon as it is safe and construction is complete.

“As the old becomes new, the renovation focuses on sustainability.”

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# COMMUNITY

## Planet-Friendly Shabbat Observance Encouraged at Chabad Greensboro



Greenhouse gases are a major challenge for our planet, one that gets more dire every day. But there is hope.

During the pandemic-induced lockdown last spring, global CO2 emissions were an estimated 8.8% lower than the levels in spring of 2019. This demonstrates that a change of habits can have meaningful and measurable results. If everyone drove a *little bit less*, consumed a *little bit less* plastic or recycled just a *little bit more*, our climate crisis would surely be a *little less dire*!

There happens to be a holiday when we devote time to doing things just a little bit differently. And it comes every week.

Since founding Chabad of Greensboro in 2008, Rabbi Yosef and Hindy Plotkin have been on a campaign to encourage Jewish people to keep Shabbat — if not all of it right away, then at least some of it. The fact that observing Shabbat can be a healing action for the environment is not lost on them.

“Shabbat is a mitzvah, and we would keep it even if it did not have a positive effect on the environment,” Rabbi Plotkin points out. “But, the fact is that when you see cars parked in driveways from before sundown on Friday until after nightfall 25 hours later, you know that we used that much less fossil fuel and emitted that much less carbon into the atmosphere.”

Over the years, Rabbi Plotkin has seen many families and individuals incorporate Shabbat into their lives. The impact he observes is both highly personal and truly global.

“Walking to shul Shabbat mornings provides that sustainable solution for rest mentally — to clear the mind and relax,” says Jon Burzler, member of the Chabad Community. “And, yes, it’s sustainable... in a way... for the environment — as less emissions are sent out with one less car on the road.”

Embrace the opportunity for change. Improving oneself, and the world, happens one day at a time.

“The truth is that every person should grow according to where he or she is at the time,” says Rabbi Plotkin. “I’d encourage you to light the candles on Friday afternoon, and spend an hour or two, unplugged and unhurried.”

The planet may just be better off for it.

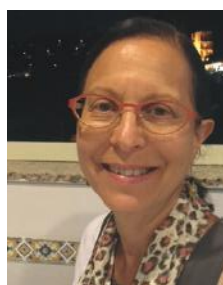
## Social Action Committee Helps Bring FOAM RECYCLING TO GREENSBORO



Temple Emanuel's commitment to the environment and sustainability goes back nearly 25 years, when the congregation was still located at the Greene Street campus.

“I remember when Ila Rosenthal got us started with her passion for recycling plastic some 24 years ago,” says Terri Flam-Goldberg. Then adds, “What a great role model!”

Today, Terri continues her sustainability initiatives and recycling efforts alongside members of the Temple's Social Action Committee.



Terri Flam-Goldberg

One of the committee's most recent successes is its involvement in the newly created city-wide foam recycling program. The Greensboro Foam Recycling Project is managed by four local non-profits, one of which is Environmental Stewardship Greensboro (ESG).

Temple members have long been involved with ESG. Annette Green, who spearheaded foam recycling efforts at Temple Emanuel, was the original bridge to the organization. She passed on her passion to Louise Van Schaack and Mike Berkelhammer. Then, the responsibility fell to Marcy Morris and Terri.

Terri and Marcy took on the mission of hauling recycled foam to the nearest residential foam recycling drop-off facility, located in Randleman, NC. They quickly realized that driving back and forth to Randleman to recycle foam was not the most environmentally friendly way to help the planet. ESG began researching Styrofoam densifiers in hopes that Greensboro might one day have the necessary equipment to allow residents to recycle locally. After years of planning with Emerging Ecology, Greensboro Beautiful and Tiny House Community Development, Inc., ESG succeeded in securing the necessary machinery, location and financing to get the program off the ground.

On March 13, the Greensboro Foam Recycling Project will celebrate its partnership with the Temple's Social Action Committee at the new *home for foam*.<sup>\*</sup> Terri couldn't be prouder — but that's a secondary benefit. To her, caring for the environment is more important than that. It's something she has to do.

“It falls on us, because we're given the commandment to repair the world,” reasons Terri. “How much plastic are we buying? What are we doing with our foam? How can we do things differently? These are small, simple things. But we have to think about them, so we can leave behind a better world.”

<sup>\*</sup>For more information about Greensboro's home for foam, visit [www.tinyhousesgreensboro.com/recycling](http://www.tinyhousesgreensboro.com/recycling)



## SMALL SUSTAINABLE STEPS To Affect Big Change



Emma Coltoff, webmaster for JTriad, uses her love of hiking to work toward *tikkun olam*.

“What can I do personally to heal the world?” is a question she asks herself when making goals every new year. For her, it goes beyond her own actions of producing less trash or using less plastic. It extends to the natural places, where she happens to spend a lot of time.

Emma’s most memorable hike began like many others. But, that day, she was also joined by her friend and her friend’s father, a park ranger. At the end of the hike, instead of sitting down to rest, the park ranger set a timer on his watch for 10 minutes and went about collecting trash discarded by other park visitors.

“We must shift our focus to what we can do ourselves, in the moment each day.”

It was a simple act. But, it made a lasting impression.

While Emma was dismayed by how much trash people carelessly left behind, she realized that we cannot be discouraged by things we cannot control — in this case,

littering. We must shift our focus to what we can do ourselves, in the moment each day.

“This Earth is here for us, and we need to take care of it,” says Emma.

During Tu B’Shvat she reflected on how much time many of us have spent indoors recently. Grateful for the ability to get out into nature to take in its beauty and majesty, Emma believes that appreciating what we have around us, and preserving it for others, is a mitzvah. The majestic sunrises she’s witnessed out on the trails have often left her awed and rejuvenated. For her, that’s the primary attraction.

“I don’t want to hike solely for fitness. I want to fully be present in wonder of the small things along the way,” says Emma about her approach to her outdoor adventures.

As she conquers new trails, Emma continues to be amazed by the natural spaces she loves and aims to leave them better than she finds them.

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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.



**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 meet life's challenges. Information on upcoming programs can be found at [www.jfsgreensboro.org](http://www.jfsgreensboro.org) and on our Facebook page.



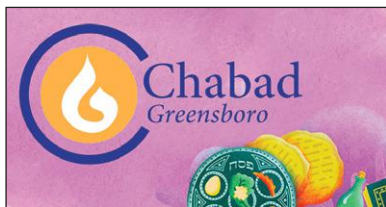
**PARTNERSHIP2GETHER** brings together Israeli and American Jews through meaningful programs for the purpose of creating people-to-people relationships. Information and ways to access P2G programs for our Hadera-Eiron-SE Consortium can be found by exploring the events section of our Facebook page at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

Programs such as these are made possible through the generosity of donors to the Greensboro Jewish Federation and affiliated organizations and foundations. The views, findings, or recommendations expressed by speakers are their own and are not necessarily endorsed by, and may not reflect those of, the Federation or sponsoring organizations.

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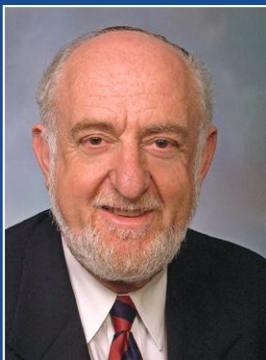
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