

Congregation ETZ CHAIM

Volume 8, Issue 3

March 2020 Adar - Nisan 5780

Message from your President – Terry Brodof

*Congregation Etz Chaim's Mission Statement is:
Passionate and participatory,
our supportive Jewish
community engages each
individual in a life-long Jewish
journey. We embrace diverse
experiences that span both
traditional and contemporary
ideas while learning and
pursuing spiritual growth.*

Executive Committee:

Terry Brodof
Howard Saal
Russ Rosen
Aaron Schechtman
Stephany Schechtman
Brian Wolfe

Staff:

Hank Lerer, Executive Director
Chava Vidal, Program Director

Men's Club:

Aaron Schechtman, President

Sisterhood:

Sandy Baden & Barb Rosen
Co-Directors

Ritual Co-Chairs:

Barry Joffe & Barbara Taggart-Milberg



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Chag Purim Sameach.

I recently was reminded of an exercise from one of my grade school era Wednesday afternoon Hebrew school classes. I believe the exercise was used to introduce a discussion about trust, to listen or hear, and faith. The teacher had one of us come to the front of the classroom, where there was a chair, and she asked the student to sit on the chair and put on a blindfold. The teacher moved the chair back and forth so it clearly made noise, and the student knew the chair had been moved. Then, the teacher asked the blindfolded student to sit in the chair again. She told the student it was directly behind him and she made certain the student did not miss the chair as he sat. After he sat, he was instructed to lift the blindfold, and then the teacher asked him if he was afraid. He said that he had heard the chair move, believed he heard it move back, and was confident that the teacher would not let him fall, so he sat. I was reminded of this recently as I was asked to trust or to believe that I would not miss the chair, as I sat in a very similar situation in Shul last week. A situation directly related to Purim. I took it as a sign to talk about it in this Purim message. I'll get back to this at the end of my message.

Getting back to the teacher in the classroom, she said to the class, and I am of course paraphrasing, trust that your teachers, your parents, your community and hashem, will not let you fall. It is interesting that I remember this so clearly. I believe we then had a discussion about faith and how throughout our history hashem has watched over us so we do not fall. This discussion later continued into a discussion about how important *listening* is in Judaism. After all, the opening of the Shema is *Hear O Israel* and we teach that "it shall come to pass, if you *listen*" to these laws. The secular world tells us to see is to believe, but in Judaism, we believe in what we can not see.

Many conflicts are resolved by listening. When you listen, you open yourself up to a relationship, and listening is profoundly spiritual. At the retreat last month, which was so much fun, I participated in a form of meditation. Listening to words that would effect my breathing, my thoughts and my physical posture. Simply hearing the words and allowing them to have meaning, clearly transformed my thoughts as well as my physical posture. I felt at ease and I felt an openness and even a bit of oneness. It was an opportunity to breathe and take a moment to relax.

Continued on the next page...

Continued from the front page...

“The month Adar is always hectic, and Pesach soon is on the bill”. So much for relaxing. These are some of the lyrics you will soon hear at our Purim Schpiel, March 9th and again at Cedar Village March 15th. How true they ring. I encourage everyone to get their RSVPs in for our Purim celebration March 9th – the reading of the megillah, the festive meal and our Purim Shpiel. Do it today if you have not yet done so.

During the month of Adar we are asked to increase our joy. During Purim, we’re instructed to participate in four mitzvot. They are, to 1) *listen* to the reading of the book of Esther, 2) give *mattanot la-evyonim* by donating to charity or to the poor, 3) exchange gifts of food to friends in the form of *mishloach manot* and, 4) to take part in a Purim feast or meal. I imagine, like me, that on most everyone’s mind during this time, we are beginning preparation mentally, if not physically, not only for Spring cleaning, but beginning preparation for the arrival of Pesach. Yes, Adar is always hectic. However, the good news, is that your synagogue has you covered. If you attend our Purim celebration, March 9th, you will hear the megillah, participate in the Purim meal or celebratory feast, and exchange mishloach manot. You can also send mishloach manot to your friends and to the entire congregation by simply making a nominal donation to Sisterhood, who will prepare a basket to be sent with your name on it, to our entire congregation. Yep, Etz Chaim makes Purim easy, meaningful and fun. A lot is packed into that holiday.

I always thought to myself there should be a larger time span between Purim and Pesach, but then I sigh and say to myself, there is of course a reason. I don’t have the answer to the reason but I can speculate. Here it goes...We believe that a time will come when our great festivals will no longer be observed. There are exceptions, with one being Purim. We read in the text of the megillat Esther that the memory of Purim will never vanquish amongst their descendants. I find that very interesting. Purim takes place in a time when Jews are living amongst Persians and hiding their Jewish identities. It doesn’t seem like there is a great Jewish connection to family or Hashem or Judaism going on. In fact, the heroine is living amongst the Persians and is inter-marrying with their King. It’s not the kind of story my bubbie would tell us, and it’s certainly different from the story of Pesach.

Perhaps the holidays Purim and Pesach arrive back to back for a reason? Purim is a story about blind faith; not being able to “see” the hand of *Adonai* but realizing surely that his hand played a huge part in the actions and faith of both Mordechai and Esther, as well as the Jews who were living in Sushan. Pesach, one of our most observed holidays, clearly shows us and talks about the actual hand of *Adonai*, intervening on our behalf, as he parted the waters with his right hand and allowed us to safely pass. But, when the Lord and the Israelites were at Mount Sinai, they *heard* the sound of his words yet they saw no image. It is interesting. Both stories are clearly about our redemption and our relationship and belief in Hashem, and both stories clearly have the same theme. We will be redeemed in times of trouble and our enemies will be subdued throughout time.

I think it is also interesting that Purim is a holiday where we are invited to be who we are not for a day, as we hide our identity. A holiday where miracles are hidden. However, Pesach is a holiday where miracles are clearly visible. We talk about the miracles and bring them to light generation after generation at our Seder tables. Perhaps what we take from this is the belief that like the exercise we teach our children in classrooms, we continue to trust that through adversity, Hashem, whether we see his light or simply must trust that that his light will shine upon us, will not let us fall, even if we are not 100% certain, that there is that chair, firmly planted, for us to fall upon.

Chag Sameach Purim.

-Terry Brodof



Ritual Matters

Ritual Committee members: Co-Chairs: Barry Joffe & Barbara Taggart-Milberg;
Members: Emmy Friedenberg, Lynne Haber, Candy Kwiatak, Hank Lerer, Chava Vidal, Robyn Wolfe

Last February 10, we celebrated the New Year of the trees. Why do we mention this? Well, did you know that Judaism has 4 New Year holidays? We all know about the big one, Rosh Hashanah, on the 1st of Tishri. But there are 3 others, the next one being the New Year for trees (Tu b'Shevat) on the 15th of Shevat. The third is on the 1st of Nisan, the New Year for Kings, which corresponds to the season of the redemption from Egypt and the birth of the Israelite nation. The last new year, on the 1st of Elul, is the New Year for the tithing of cattle. Just some food for thought...

Some highlights from February: We celebrated Men's Club Shabbat on February 1st. February 7th thru 9th we closed up shop here in Cincinnati and took the show on the road for our 4th Kallah retreat held at The Seasons Lodge in Nashville (Brown County), Indiana. It was yet another great retreat weekend for those who attended! Thank you to Hank, Chava, Brian, Robyn, Barb R. and all others who worked so hard on making this Shabbaton such an enjoyable experience. Mazel Tov to all who participated in weekend services – which means everyone present - because we all received honors!

Purim is coming! Purim is coming! Mark your calendars to be at CEC on Monday evening, March 9th, when Megillah readers will relate to you that everlasting Esther story. Remember that it is a mitzvah to hear the Megillah being read and we strongly request that you keep any talking to a bare minimum so that others may hear this story as well. The other mitzvot to observe for Purim are the giving of mishloach manot (which we do and do well), having a Seudah or festive meal (which we do and do well) and charitable giving (which for CEC is the food drive we promote that evening) Following the service, Megillah reading and dinner will be... "The Schpiel"!

Pesach begins Wednesday evening, April 8th. More details will come in next month's bulletin but we do want to advise you of a recent development in the Conservative Judaism world that may or may not affect you personally. A pair of opinions have been issued by the Rabbinical Assembly giving us the option of eating rice, beans, corn, soy and other kitniyot during Passover. In this light, the ritual committee has accepted some proposed changes to the letter, included with this bulletin, that sells your Chametz for Passover. While the kashrut policy at the synagogue concerning kitniyot remains unchanged, the letter now includes wording that congregants are free to make their own decisions as to whether kitniyot is allowed in their own homes.

We continue our 100% success rate in holding all Yahrzeit minyanim services that you have requested of us. Thank you again to all of you who have attended these services!

Remember that survey that was sent to you a while back, asking about your attendance at services? If you haven't sent it back, please do so at your earliest convenience. If you need another survey, you can request one from the office.

We look forward to and wish you all a Chag Purim Sameach!

-Barry & Barbara



The
SEASONS
Lodge



Congregation Etz Chaim * Kallah/Retreat * February 7-8-9



Thank you to the
participants of
Kallah 2020!







Don't Miss the
DEADLINE!

Firm Deadline: Sunday March 1, 2020



**Just a few of the 2020
Hamentashen Crew**



**Have you placed your order?
What are you waiting for?!?
Get 'em while their hot!**

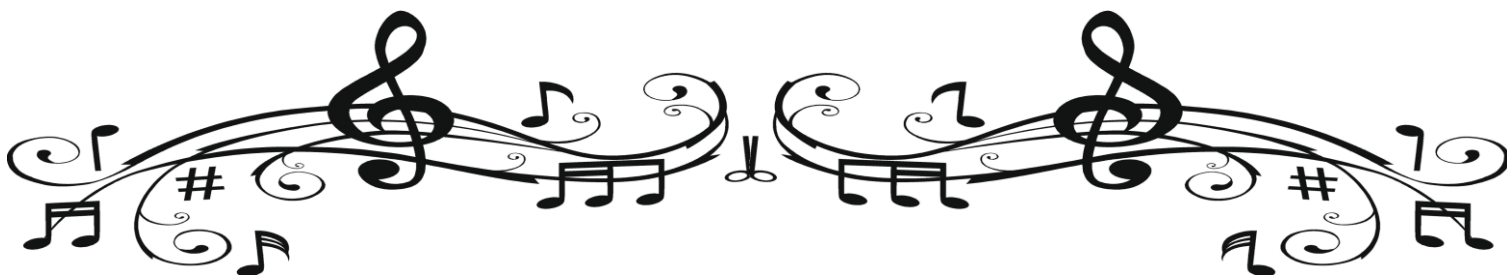


PURIM 5780

VOLUNTEERS ARE NEEDED TO HELP

Sunday, March 8 at 12:00 p.m. to Package the Mishloach Manot bags –This is always a good time. Filling the bags with all kinds of goodies. The more people who help out, the faster it gets done. Please contact Sandy Baden if you can help.

Tuesday, March 10 at your convenience, help deliver the bags that were not picked up after the Megillah reading and Purim Shpiel on March 9. When possible, we assign drivers to routes near their homes. The more volunteers we have, the fewer deliveries each driver will have to make. Please sign up with Sandy Baden or Julie Kaufman.



SING SING SING

A quorum of choir choraliers (we like how this phrase sounds) was present at Etz Chaim's Kallah retreat held last month in Brown County, Indiana. While our participation in the weekend's events wasn't large we definitely made our presence known, welcoming congregants to services with song and singing some during those services. We also sang a closing song on the final day of the retreat. In fact, you can think of us as the bookends, welcoming with song to the first event and closing with song at the last.

Rehearsals have started for us. We have two events we'd like to plan for in the spring. One is Sisterhood Shabbat, which is on Saturday, May 2nd, where the Pri Yadeiha Women's Choir hopes to sing. The other is a Choir Shabbat, date to be determined, where Ruach Etz Chaim will sing at times throughout Saturday services.

We wish you a good month and a Happy Purim too.

Musically Yours,

Purim is on the Horizon!

March is here and that means the Purim Shpiel can't be far off! We're back at it again with another award-winning Purim Shpiel. We have laughter and drama, comedy and romance and did we mention a delicious meat meal that surpasses La Comedia!

Our Etz Chaim Purim shpiels are like a favorite recipe for hammentaschen: take a cast of 26, add flavoring, knead well, allow to rise over 8 weeks of rehearsals and poof we have our Purim treat! This year we have seven numbers for your listening (and looking!) enjoyment and several surprises up our collective sleeves.

Our Purim shpiel began (as always!) with a dream and became reality with a fun-loving group of singers and dancers, a narrator and musicians, tech support and behind the stage wizards. Oh, and we hope you're planning to come in costume...and we look forward to showing you ours!

So, make your reservations! Bring boxes of **Mac & Cheese** to use for groggers and then we'll donate your groggers to the Barbash Family Vital Support Center.

Winter is ending. It's time for fun!!! Monday night, March 9

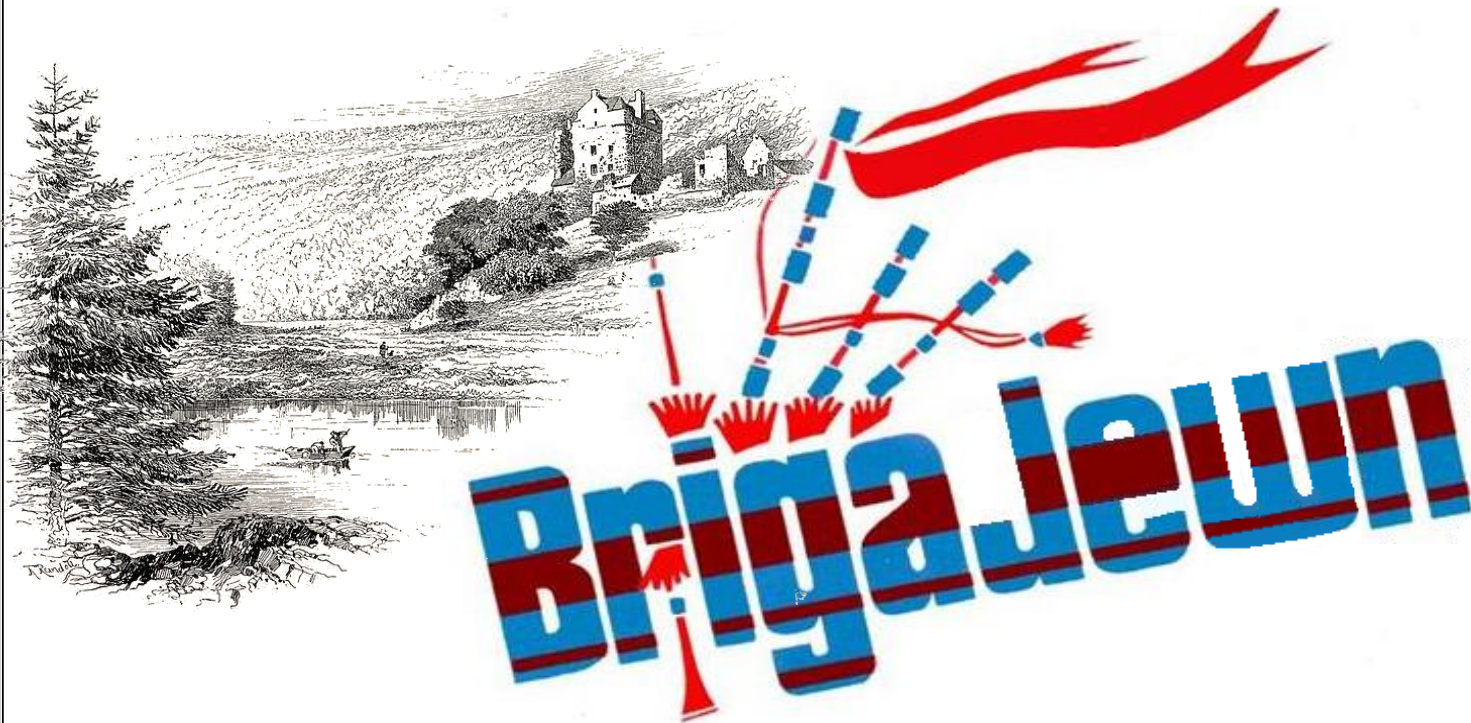
So, here's the plan for that day: Monday, March 9th

- *Megillah* reading at 6:00pm
- Dinner at 7:00pm
- Purim *Shpiel* "Brigajewn" at 8:15pm

Reminders:

- Make your reservations! (operators are standing by!)
- This year, bring boxes of **Macaroni & Cheese** to be used as groggers (then donated)
- Join the holiday fun by coming in costume!





Congregation Etz Chaim Purim Program Monday Night, March 9, 2020

Act I: Scene I: The Sanctuary
Megillah Reading.....6:00pm

Act II: The Social Hall
Buffet Dinner..... 7:15pm
and Cash Bar

Act III: The Stage
“BRIGAJEWN”8:15pm
The Purim Story set to the Music of “Brigadoon”

RSVPs are REQUIRED so call the office today!!!

Dinner is \$15/adults \$6/children under 13

Costumes are strongly encouraged!

Remember to bring boxes of macaroni and cheese to use for groggers, then we'll donate them to the Barbash Family Vital Support Center. This mitzvah is called Matanot La'Evyonim (gifts for those less fortunate) and is one of the 4 mitzvot of Purim!



Passover

Second Seder



**CEC Annual's Second Seder
this time with members from
Temple Sholom joining us.**

On the second night of Passover
Thursday, April 9, 2020

Our Family Friendly Seder
will start at 6:00 pm

**This seder is made possible by
funding from the
Revella & Sidney Meyers
Pesach Fund**

Spend seder with your Etz Chaim
family, read the haggadah & watch it
come to life, share your traditions,
recount the miracles, sing the familiar
songs and enjoy a delicious meal
catered by Bernstein's Fine Catering.

Don't miss this
interactive Seder Experience!

Cost: \$30.00 per person
RSVP to the Office 489-3399

**FIRM DEADLINE
of March 26, 2020**

Building Bridges, Closing Gaps

By: Brian Wolfe

2019 saw the conclusion of the grant from the Kallah Project that provided funds for our Kallah Retreat. Thanks to a generous congregant, we were able to take the show "on the road" once again. Over the weekend of February 8-10, Etz Chaim set out to The Seasons Lodge in beautiful scenic Nashville, Indiana for Kallah IV.

The weather might have started off a little shaky Friday morning (threat of snow) as the advance crew hit the road, but we were shortly cheered up by the clearing skies and bright sunshine. I have always liked the sharp contrast of the bright sunshine and the cold air.

After arrival, a snack and settling in, the evening began with Choir members welcoming us to begin Kabbalat Shabbat and then dinner. The after-dinner "get-to-know-you mixer" was a group story telling with a twist. Teams were given a problem or situation and had to develop a solution or ending. The twist comes in that each person was assigned a few interesting traits, characteristics, or special skills to incorporate and enhance the story. Think, "interior decorating" or "talk to animals" (Banana... Banana ...Coconut). Baby Yoda and Ginger J-Lo even made guest appearances. The evening capped off with a visit to the hospitality suite, or as it has become known as, "Hank's Fun Room".

Saturday commenced with a traditional shabbat service followed by lunch. The afternoon activities included a nature walk, swimming, maj and various ping pong games. Have you ever seen Clutter Ball? Really keeps you on your toes. The afternoon learning session was an interesting discussion on Kohelet (Ecclesiastes) – "To everything there is a season" followed by mincha & maariv. After Havdalah, it was a short ¼ mile drive down the road to Hard Truth Distillery for dinner, sampling drinks, music and a team-based song trivia game.

Sunday wrapped up the kallah with breakfast, group photo and shopping at the nearby craft village.

A sincere thanks to Michael Taplits who subsidized the Kallah Weekend. The Kallah was a great opportunity to get away, share shabbat friendly activities with our Etz Chaim family with an occasional service thrown in, all in a relaxing environment.

Remember, please send those awesome photos of CEC events to: cecphotoforwebsite@gmail.com



Y AHRZEITS

This list represents yahrzeits for this month as listed in the Synagogue Database. If we have missed a name, please call the synagogue office at 489-3399 and let us know so we can update our records.

This March (Adar - Nisan) we remember:

March 1 – Adar 5

Charles K. Jacob Heilmann
Becky Parente*
Josef Saal
Sara Ann Seltz*
Esther Spitzer*
Erna Weissman*
Harry Zelien*
Bertha Zimmerman*

March 2—Adar 6

Hannah Deutscher
Samuel Holbrook*

March 3—Adar 7

Sheila Flint
Stuart Fox*
Blanche Frederick
Frank Friedman*
Dora Gershman*
Marvin Jablonsky
James Schmalo*
Samuel Sunshein
Abe Zupnick*

March 4—Adar 8

Leah Friedman*
David Frieman*
Bess Hammer
David Licht
Jack Neumark*
Aryia Newmark*
Eshka Newmark*
Usna Newmark*
Alvin Pflaster*
David Rose*
Rebecca Rosenbaum*
Harry Tobin
Harry Topelberg
Mary Zappin

March 5—Adar 9

Aaron Fox*
Edward Koff*
Frances Melamed
Beila Metz*
Samuel Rockwern*
Sol Taplits*
Reuben Wershbole*

March 6—Adar 10

Dorothy Butchkies*
Marcelle Aimee Castiglione
Abraham Cohen*
Charlotte Ann Drucker*
Adele Katz
Ruth Kaufman
Maurice Levine*
Tillie Long
Rowena Stecher

Rose Tulch*

May Wolpa*

March 7—Adar 11

Jeffrey Blatt*
Max Fox*
Aleta Goodson
Rose Halpern*
Sarah Klayman*
Frank Kraus*
Richard Manheimer

March 8—Adar 12

David Brenner
Elizabeth Cohen*
Sara Cohen*
Arthur Feldstein
Esther Glicklich*
Gerald Lee Plotkin
Sylvia Slovin
Elaine Weesen
Mary Wolpa*
Isaac Yourish*

March 9—Adar 13

Benjamin Freiden*
Sarah Kaplan*
Rosa Mendel*
Louis Nidich
Joseph Sandow
Donald Shear
Abraham Zuber*

March 10—Adar 14

Harry Anish*
June Francis*
Arthur Kaplan
Israel Klayman*
Anna Kravitz*
Jenny Kwiatek
Caroline Sax
Irving Troy*
Irmgard Weil
Marcia Weller*
Joseph Young*

March 11—Adar 15

Judith Carsch
Dorothy Freckman
Ben Overbook*
Raphael Penso*
Kurt Rose*
Michael Skurow

March 12—Adar 16

Bertha Baneth*
Nathan Carl*
Harry Grossman*
Abe Gurfine*
Rose Scheen*
Hyman Schneider*

Edith Shear

Louis Smilansky

Jacob Weiner

March 13—Adar 17

Dora Belin
Harry Fiermark*
Alfred Funk*
Rosa Nagler

March 14—Adar 18

Ida Bloch*
Esther Gold*
Jennie Karp*
Annette Nogen*

March 15—Adar 19

Minnie Ehrlich*
Minette Goldstein*
Lillian Holbrook*
Sonia Kitain
Morris Lipman*
Anna Serotkin*
Alfred Suid
Melvin Wacksman*

March 16—Adar 20

Michael Bowen
David Blumenthal
Morris Cyrkin*
Ida Lee Feldman*
David Gordon*
Ann Heldman
Ruth Kahler*
Joshua Lass*
Herman Less*
Wolf Lipsky*
Chaya Rubinstein

March 17—Adar 21

Schiffra Becker*
Tillie Charkins*
Ben Schilmeister*
Samuel Schraeder*

March 18—Adar 22

Leo Arenstein
Dora Herman*
Sarah Herman*
Jack Hoffman*
Esther Hoodin*
Robyn Novick*
Max Pinsky*
Helen Young*
Rivka Zwikelski

March 19—Adar 23

Rose Bell*
Bertha Cohen*
Frank Cohen*
Sima Goldfarb*
Diana Lee Hinkel

Yahrzeits

This list represents yahrzeits for this month as listed in the Synagogue Database. If we have missed a name, please call the synagogue office at 489-3399 and let us know so we can update our records.

This March (Adar - Nisan) we remember:

Dora Metz*
Rose Pywen*
Louis Schechtman
Meyer Siegel*
Sophia Sklar
Elaine Sorenson*
Morris Weinstein*

March 20—Adar 24

Harry Freid*
Ida Goldberg*
Annette Kusel*
Paul Levin
Jacob Newmark*
Harvey Ornstein
Arthur Richards
Elliot Segerman*
Sylvia Shapiro*

March 21—Adar 25

Lyrice Behrman*
Edith Brownstein*
Abe Farb*
Helen Freeman
Gertrude Holtzman*
Jacob Jacobs*
Harriet Komer
Ralph Sax

March 22—Adar 26

George Camins*
David Cohn*
Belle Kuhr*
Anna Lerer*
Ida Malinsky*
Aaron Mandell*
Yochoved Waldman*
David Weitzman*
Geraldine Yarmush

March 23—Adar 27

Frank Holtzman*
David Kaufman*
Sam Kruke*
Hyman Sobol*
Isaac Spievack*
Phillip Zakem*

March 24—Adar 28

Emma Chemha Perez
Belhassen
Albert Caplan*
Abe Goldberg
Charles Goldberg
Stanley Shapiro
Mary Wasserman*

March 25—Adar 29

Betty Harris
Moshe Herszage
Edward Malkis*
Millie Prager*
Mary Rose*

March 26—Nissan 1

Libby Cohn
Sidney Edelstein
Ben Hoffman*
Louis Oxlander*

March 27—Nissan 2

Rose Gendelman*
John Lerer*

March 28—Nissan 3

Beila Fingerhut*
Anna Franklin*
Dove Funk*
Nora Siegel
Miriam Warm*

March 29—Nissan 4

Alex Chaiken*
Naomi Hepker
David Levine*
Dora Stoller*

March 30—Nissan 5

Jacob Dreyer
Abraham Levy*
Reizel Linn*
Joseph Spitzer*
Dorothy Turteltaub*

March 31—Nissan 6

Yetta Baverman
Ann Freiden*
Chaya Gersenfisch*
Reva Jacobs*
Michael Nogen*
Joseph Stoller*
Ben Weitzman*

** Names are on
the Sanctuary
Yahrzeit Panels*

Of Blessed Memory
זיכרונם לברכה

Yahrzeit - Begins the evening before the date listed above. Kaddish should be recited the evening before the above listed date, and the following day at both morning and afternoon services.

Congregation Etz Chaim is proud to offer minyanim upon request. If you would like to observe the Yahrzeit of a loved one and it occurs on a date that we do not have services scheduled, please email our Minyan Committee at CECMinyan@gmail.com or call 513-373-1552 and leave a message.

A member of our Minyan Committee will work on arranging your minyan. If you would like to request a minyan please do so ten (10) days in advance of the date you will need the minyan. When a minyan is requested a member of the committee will send out an email to people who have signed up to help us ensure we always have ten people in attendance.

If you would like to sign up to help us ensure minyanim please contact Barbara Taggart Milberg or Barry Joffe and ask to add your name to the list.

We are a community and we are strengthened by each other.

Thank you in advance for helping us perform and fulfill these good deeds.



CREATE YOUR JEWISH
LEGACY

Legacy Team Members

Sandy Baden

SBaden@cinci.rr.com

Carol Friedman

CRFriedman3516@gmail.com

Russell Rosen

Russell.Rosen@gmail.com

Steven N. Segerman

StevenS@HillsInc.com

Randy T. Slovin

RTSlovin@sclpa.com

*Please remember the
Jewish community with a
gift in your will, trust, IRA,
or life insurance policy.*

PURIM, OUR FUTURE, AND CREATE YOUR JEWISH LEGACY

As we get ready to celebrate the Purim holiday, we are reminded of the story of Queen Esther and all the drama that went with it. Today, surely the story would make for a great Netflix series. But, back then it was real, and the Jewish people were facing a death threat by Haman who determined that the entire Jewish people of his land would be put to death, as a result of a “lot” or drawing, which would decide the date he would perform this heinous act. For reasons I am not sure, he left the date up to chance, (by the drawing of “lots”), and those lots would decide the fate of the Jews, or at least the date that he intended to end the future of the Jewish people.

Fortunately, circumstances intervened, the Jews were saved, and we “party” with lots of food and drink and gifts. But, had this been left to luck, the result could have been much different.

How does this connect with Create Your Jewish Legacy? Because Etz Chaim, like other Jewish institutions in our city, is trying not to leave the future up to luck or chance. We are attempting to prepare for the future. We want to ensure the continuity of the synagogue that we know and love. Many of you have responded. Many of you have stepped up and made a gift, changed your will, or donated a portion of an insurance policy or other asset, to the shul, for our future. The beauty of your gift is that it will help ensure our success, long after we are all gone. And, as many of you have heard from members of our committee, your gift is revocable in the event that you change your mind down the road. It can also be anonymous, if you so choose. For now, though, you can step up and help determine the fate of Congregation Etz Chaim, as well as other Jewish institutions in Cincinnati. Why leave matters to chance? Why not help control the future of our shul? You can be the person that helps make the difference. You can ensure that our synagogue is celebrating Purim, along with all the festivals and holidays and Shabbatot, long into the future. For those of you who have already committed, we thank you and will continue to thank you. For those of you thinking of whether to participate, please consider our future.

Create Your Jewish Legacy Committee



Our new Tree of Life has been installed in the lobby.

leaves are available to commemorate simchat,
yahrzeits, honor friends or loved ones
or recognize special milestones.

Leaves are \$ 126 each---contact the shul office
if you are interested.

CONGREGATION ETZ CHAIM MARKETING **COMMITTEE REPORT**



Welcome to the first of what we hope will be many articles from our synagogue's Marketing Committee. First let's introduce you to the committee members: Beth Mindlin, Russ Rosen, Howard Saal, Stephany Schechtman, Steve Segerman and Chava Vidal.

Our goal is to bring regular attention to our fantastic website, discuss our various social media platforms, let you know where we plan on spending advertising dollars, and also ask for your assistance in helping us promote our gem of a community.

While some types of marketing certainly cost money, such as advertising, other forms of marketing are free and just require time (sometimes just a little) and a helping hand...or a least a few fingers to type...in order to increase awareness of the product. Our product is our synagogue.

- We need your help to push our synagogue's name up higher on the **Google** list for synagogues in Cincinnati, and you can help with three easy steps:
 1. Go on **Google** and type in 'Cincinnati Synagogues'.
 2. **Google** only shows the top few in your search, so you may need to hit 'More Places' or 'Show More'.
 3. Find Congregation Etz Chaim on the list and simply click on 'Website'.

If you can do this a couple of times a day you will help our synagogue rise higher and higher. Why is this important? Well, if there is someone new to town, or currently unaffiliated but looking for a synagogue, they very well may search the web for Cincinnati synagogues, and we want them to see our synagogue on the first page of results.

A regular feature of our bulletin article will be the Did you know...section. So, did you know that if you go to our Etz Chaim website, you can see all monthly bulletins going back to 2016! This is a great way to read the currently monthly bulletin but also to go back and check something that you want to reference.

April's bulletin article...**Social...Media...Matters!**



Please feel free to reach out if you have an idea or a particular interest in the social media world.



“Providing a spiritually meaningful and educationally stimulating environment”

In February, we had an interesting and thought-provoking program on the work of Cincinnati Union Bethel to address drug addiction and human trafficking. We are also working with them to identify an opportunity for a community service project that we can do with their organization, to make this more of a lived experience.

We are also planning collaborative events with Sisterhood, including a book club discussion of Alan Dershowitz's book *Just Revenge*. We are also planning a visit from the staff of the Holocaust museum, to learn about the “behind the scenes” work that went into the development of the exhibit.

We hope to see you at these upcoming educational programs, and welcome your thoughts about other topics for learning. We are grateful to all members of the Education Committee for offering their ideas and energy to help offer opportunities to learn together with our Etz Chaim family. Many thanks to Paul Evers, Israella Ginsburg, Candy Kwiatek, Penny Manes, and Diane Marcus.

Lynne Haber and Marianne Nidich, Education Committee Co-Chairs

YOU CAN HELP!

I hear from many of our congregants that they would like to be able to help when we go to the OTR Soup kitchen but either don't drive downtown or just aren't physically able to help out knowing the pace of the cooking, cleaning and serving at a soup kitchen. It is very understandable.

There is a way each of us can help. When Etz Chaim mans the soup kitchen, in addition to the food we cook and serve, we designate a table where we put out a sign that reads please help yourself to any of the items on this table. There has never been a cleanup where we find items still on that table. There is a need.

So, what do we put out on this table? It varies. Sometimes it is simply fresh fruit (apples and oranges) that they can easily fit in their coat pocket. Sometimes it is personal care items such as toothpaste samples, toothbrushes, hotel size or sample size shampoos, soaps, combs and hand sanitizers. As a matter of fact, we have asked some of our dentists to help us by providing us with some of their samples to take down with us.

Most of the time they are happy and able to help. Perhaps your dentist would be willing to help?

Perhaps when you shop you could pick up a travel size personal care item and drop it off at the office? For so many people, that is truly a treat. For us, it is truly an opportunity to perform a deed of kindness.

There is another way you can help us as well.

Last year our synagogue donated dish towels, pot holders and aprons to the soup kitchen. They were very much appreciated and they were used daily. They are now worn and many of the pot holders no longer keep helping hands from the heat of the pots and pans. It is time to replace all of the dish towels and pot holders as well as the aprons that no longer come clean in the wash. It is an opportunity for each of us to participate in the Over The Rhine soup kitchen in some meaningful way. You will be giving a gift that makes a difference in someone's life.

Please help us collect these items each time we are charged with nourishing, and providing simple necessities, for those in need in our OTR community. **YOU CAN HELP.** Social Action CEC

March Synagogue Happenings

We wish Speedy Recoveries to:

Georgeann Goldenberg
Bill Meister
Herb Segal
Aaron Schechtman
Nelson Linder

We extend condolences to:

Sam Nadel & Family on the loss of
his wife, Gloria, z"l

Carrie & Brian Kluger on the loss of
Carrie's mother, Esther Zwerdling z"l

Mazel Tov to:

Bob & Emmy Friedenberg on the
birth of their grandson Simon Etan

Reminder: Our annual attic sale will
once again be happening this August!
So, start saving your treasures and
talk to Russ Rosen for more details.

THANK YOU
HILLS
PROPERTIES

*for providing storage
for items to be sold at
this years' Attic Sale!*

ANISH/OKRENT

REMEMBRANCE WALL

The Anish/Okrent Remembrance Wall is
dedicated in memory of:

**Harry & Ethel Anish
and
Joseph & Ida Okrent**

whose bequests provided for the purchase of the
Cornell Road property. Bricks of Remembrance are
available for purchase. Have your significant events
and dedications permanently inscribed and made a
part of ETZ CHAIM Bricks on the Remembrance Wall
are available for \$250 each. Please contact the office if
interested at 489-3399.

Shabbat Kiddush Sponsorship Opportunities

Kiddush Sponsorships are available for any
occasion. Many menu choices are available and
Sisterhood will accommodate special requests.

The price to sponsor a basic kiddush lunch is
\$118. This will consist of 1 salad, a protein dish,
bread & a dessert.

The standard enhanced dairy
Kiddush costs \$250.

To add smoked salmon and the accompaniments
or to add special requests, the additional
enhancements will raise the costs
slightly to \$300.

To sponsor a meat kiddush the cost is \$450.

Please contact the office to book your
Kiddush and share your simchat
with your synagogue family.

Kitchen Volunteers are always welcome!
Check your eblast for weekly cooking dates.
It's a pretty safe assumption if we have a
sponsored kiddush or Friday Night Dinner
we'll be cooking the Thursday before the
event from 6pm on!

IN THE ETZ CHAIM FAMILY

Special Thank You to:

Rona Peerless for sponsoring Kiddush on Saturday, February 15, 2020 in memory of Mel's Yahrzeit, may his memory continue to be for a blessing.

Richard Behrman for sponsoring Kiddush on Saturday, February 29, 2020 in honor of the educational program offered that weekend.

Share a simcha with your synagogue family! Call the office today to schedule a sponsored Kiddush! Operators are standing by #513-489-3399 😊

Congratulations to all our March Birthdays!

- | | |
|-----------------------------|-------------------|
| 4 Ruth Cohen | 23 Chie Weil |
| 4 Reenie Kravetz | 26 Shia Edelstein |
| 4 Monica Lerner | 29 Steven Cohn |
| 8 Bernie Beraha | 31 Karen Barnes |
| 8 Sasha Cohn | |
| 13 Howard Suid | |
| 16 Sara Gati | |
| 17 Jory Edlin | |
| 17 Sterling Segal | |
| 17 Ron Shapiro | |
| 18 Bernard Tepper | |
| 19 Sanford Franklin | |
| 19 Haguit Rubinstein-Towler | |
| 22 Susan Segerman | |
| 23 Nelson Linder | |
| 23 David Neman | |



Happy Anniversary to:

- | | |
|----|-----------------------|
| 4 | Alex & Sally Cohen |
| 13 | Barry & Melanie Joffe |
| 15 | Edward & Lana Gallop |
| 20 | Albert & Karen Sawdai |
| 27 | Harvey & Jane Cohen |
| 28 | Fred & Gail Zeifman |



We look forward to celebrating with you at our
March Simcha Shabbat!

Friday Night, March 6, 2020
Kabbalat Shabbat services start at 6pm in the chapel then at 7pm we'll
have cake in honor of all our March Simchas!
We'll see you there!

** If you have a birthday or anniversary and it is not listed above,
please call the office so we can put it in our database.

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--|---|---|--|---|---|
| 1 Deadline to order mishloach manot and Hamentashen! 10am Shpiel Rehearsal | 2 The office is closed | 3 | 4 | 5 Morning Minyan 7AM followed by breakfast | 6 Simcha Shabbat Kabbalat Shabbat Services 6pm Followed by celebratory cake | 7 Shabbat Morning Services at 9:30am |
| 8 Daylight Saving Time 10am Shpiel Rehearsal 10-12 Hamentashen Order Pick Up 1pm Kitchen Volunteers Needed! | 9 <u>PURIM CELEBRATION</u> 6pm Megillah 7pm Dinner 8:15pm Shpiel "Brigejewn" | 10 7am Minyan with abridged megillah reading and breakfast PURIM DAY! | 11 | 12 Morning Minyan 7AM followed by breakfast | 13 Kabbalat Shabbat Services at 6pm | 14 Shabbat Morning Services at 9:30am |
| 15 Purim Shpiel Encore Performance at Cedar Village 1:30pm | 16 The office is closed | 17 | 18 Board of Directors Meeting 7pm | 19 Morning Minyan 7AM followed by breakfast | 20 Kabbalat Shabbat Services at 6pm | 21 Shabbat Morning Services 9:30am |
| 22 Men's Club Brunch 10am with Kim Kwiatek sharing his FEMA lessons Followed by KASHERING THE KITCHEN! | 23 The office is closed | 24 | 25 | 26 Morning Minyan 7AM followed by breakfast | 27 Kabbalat Shabbat Services at 6pm | 28 Shabbat Morning Services at 9:30am |
| 29 | 30 The office is closed | 31 | <h1>March 2020</h1> | |  | |

COMING SOON



April Dates:

April Simcha Shabbat

Friday Night, April 3 – 6PM

Join us for celebratory cake following our one-hour Friday night service.

Congregational Second Seder

Thursday Night, April 9 – 6:30pm

Volunteer at the

Over-the-Rhine Soup Kitchen

Sunday, April 12, 2020

Contact Matt Brodof for more details

Board of Directors Meeting

Wednesday, April 22, 2020 – 7:00pm

Upcoming Events: March

March Simcha Shabbat

Friday Night, March 6 – 6PM

Join us for celebratory cake following our one-hour Friday night service.

Congregational Purim Celebration

Monday Night, March 9, 2020

Megillah Reading - 6pm

Purim Seudah (meal) - 7pm

Musical Shpiel – 8pm

RSVP required

Encore Performance of Purim Shpiel at Cedar Village – Sunday March 15 1:30pm

Board of Directors Meeting

Wednesday, March 18, 2020 – 7:30pm

Men's Club Brunch

with Guest Speaker Kim Kwiatak sharing his experienced as part of the FEMA team

Sunday, March 22, 2020 – 10am

Kashering the Kitchen- We need you!

Sunday March 22, 2020 - ~11:30am

Congregation

ETZ CHAIM



"like" us on
facebook

Etz Chaim isn't just a synagogue... it's a home...



*We are going to make you laugh,
smile and feel part of a family – you
just need to take the first step and
walk through our doors!*

Contact the office at 513-489-3399

We look forward to seeing you at events and services. For more information please feel free to call the office. Remember to check your weekly e-blast which is sent out every Wednesday. **If you are not receiving the e-blast please call the office and we'll add you to the list.**