



Tammuz-Av 5778, July 2018

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Ruach Shabbat Saturday, July 7th

Do you like musical festivals?
Do you love to sing along to your favorite artists or songs?
Come out to our morning Ruach Shabbat and bring your vocals with you!
Everyone is invited to join in with some of our special guests as we sing along! Bring the whole family for some fun.

Service @ 10:30am
Festive Kiddush
to follow!
All are welcome!



Clergy & Board Information

-Rabbi David Cantor -Hazzan Judy Sofer, Cantor

NEW Board of Directors, 2018-2020

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Samuel Friedman

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Friday Evening Shabbat and Shabbat Morning Services

Evening services begin at 7:45pm unless noted.
Oneg follows in the Social Hall.

July 6, Service led by Rabbi David Cantor.

July 13, Service led by Rabbi David Cantor and Hazzan Judy Sofer.

July 20, Service led by Rabbi David Cantor.

July 27, Shabbat Under the Stars Dinner, 6:30pm and Service, 7:45pm led by Rabbi David Cantor and Hazzan Judy Sofer.

Shabbat morning services begin at 10am unless noted.

Kiddush follows in the Social Hall.

July 7, Ruach Shabbat Service, 10:30am led by **Rabbi David Cantor.** Torah and Haftarah readings for Parashat Pinchas. **Baby Naming of newly born Baby Glatstein.**

July 14, Service led by **Rabbi David Cantor** and **Hazzan Judy Sofer**. Torah and Haftarah readings for Parashat Matot-Masei.

July 21, Service led by **Rabbi David Cantor**. Torah and Haftarah readings for Parashat Devarim. **Erev Tish'a B'Av Service, 8pm**

July 28, Service led by **Rabbi David Cantor** and **Hazzan Judy Sofer**. Torah and Haftarah readings for Parashat Vaetchanan.

July 7th Kiddush to follow is sponsored Allison & Jeremy Glatstein in honor of their new baby being named.

<u>Candle Lig</u>	<u>hting</u>	<u>Havdallah Times</u>		
July 6	7:48 pm	July 7	8:48 pm	
July 13	7:46 pm	July 14	8:46 pm	
July 20	7:43 pm	July 21	8:42 pm	
July 27	7:38 pm	July 28	8:37 pm	

Office Business Hours



M-TH 9am to 5pm Friday 9am to 3:30pm CLOSED for lunch 1:00 to 2:00pm, M-TH only.

All legal and Jewith holidays observed.

(see calendar of events, page 9)

Office is Closed on July 4th in observance of Independence Day



Rabbi's Column



There once was a fast-food chain that wanted to increase its sales of milkshakes. They tried out all the usual ideas – different advertising, change of package design, new flavors – to no avail. So, following the advice of Clayton Christensen, they approached the challenge by asking the question, "what is this milkshake being hired to do?" (I.e., what are consumers purchasing when they buy a milkshake, over and above the milkshake itself.)

The first step was to ask the question, who is buying the milkshakes, and they were startled to discover that most milkshakes were being sold between the hours of seven and nine *in the morning*, followed by three to six in the afternoon. Next step: find out who these morning and afternoon customers were – and why they were buying milkshakes at what seemed to be odd times. It turned out that most of the morning consumers were commuters with a 30-minute or more commute, and the afternoon purchasers were parents picking up their children after school.

So what were the milkshakes being "hired" to do? The morning consumers saw the milkshake as keeping them company during their long commute, and what would be even better would be if it were to last longer. The company introduced a thicker formula, and morning sales improved. The afternoon purchasers saw the milkshake as something that could tide their children up until dinner, and what would be better would be a smaller portion, so that their kids' appetites wouldn't be spoiled. The company introduced a smaller "child's" portion.

Recently, with an eye towards ensuring quality of service, I asked the regular members of the minyan what they were hiring the service to do. And the answers surprised me. I would have thought that they would be looking for inspiration or learning, spirituality or meditation. What I instead found was that the regular members were more-or-less happy with the service as it was, no changes necessary. One reason they came was to feel the sense of achievement that one feels after fulfilling a commitment to attend something on a regular basis. For another, it reminded them of going to services with a grandparent, and the traditional Hebrew flow was calming and comforting. Yet another found community with the other regulars, and relished the opportunity be there to "make" a minyan for someone else to say kaddish.

So, I won't be trying to advertise the minyan in new and exotic ways, or change the service into a meditation meeting or learning session. While recognizing that there is space within the service as it is for learning and meditation and spirituality, I will focus on the consistency that brings the comfort of the familiar.

If you were to be without something better to do on a Thursday morning, and happen to cross the lintel, you would be most welcome to join us in the ritual. But, in the rest of your life, in all your activities and investments of time and money, you may want to ask, "what am I hiring this experience to do, what is it doing for me?" Our time here is limited, so use it wisely.

B'Shalom,

Rabbi David Cantor





Torah Fund Atid - Future

Atid means "future" in Hebrew. As Women's League for Conservative Judaism enters its second century Torah Fund begins its 77th year and the State of Israel enters its 71st, we look forward with joy to our future together with you our sisterhood members and supporters of Torah Fund.

The following is an excerpt from Rabbi Artson's charge at the ordination of the Zigler School of Rabbinic Studies on May 7th of this year.

Broader vision, strengthened relationships, rooting ourselves in sacred texts and transformational. learning: these are the gifts that rabbis bring. These are the treasures that Judaism offers, both as remedy and antidote. These are the sources of resilience and healing that we and all humanity need in these trying times. In today's storm of alienation and loneliness, bigotry and fear-generated hate, the Torah takes a stand as a haven and as a lifesaver, a tree of life offering shade, shelter and nourishment to weather the storm."

Won't you take a stand! Won't you be a part of the larger congregation in support of TORAH FUND! This is your opportunity to insure the extraordinary educational facilities of the Conservative/Masorti movement continue to be available to all who will be the future leaders.

For more information feel free to call Ida Bobrow (714) 892-3403 or leave a message with the Temple office.

B'Shalom. Ida Z. Bobrow Torah Fund Chair, 714-892-3403

Sisterhood Board of Directors



Shelley Carl

Nina Barlevy

Open

Open

Ana Luna and Leslie Day Co-Presidents:

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L'Shana Tova Book: Nise Logoai/Linda Frankel

Michelle Sztraicher, Mayra Valle, and Jodi Shapiro Members at Large:

Refuah Shlemah: Prayer for a Speedy Recovery

We pray for a Refuah Shlemah, a speedy and full recovery to all our beloved members and their loved ones.



Joan Davis Merle Gould Marjorie Hess Joe Hess Katie Miller Harriet Poper Dr. Marion Solovei



If you would like to list a loved one, please contact Rabbi David Cantor at 562-726-4116. Names will be listed for one month unless otherwise requested. Please let us know of loved ones who no longer need to be on the list

Birthdays



	Date
Bonnie Nash	1
Ed Morris	3
Barbara Ravid	5
Matthew Rodriguez	5
Nancy Frank	6
Bailey Ariel Nantais	6
Dr. Nina Yoshpe	8
Santos Olumese	11
Judith Gelb	17
Erica Bernstein	19
Dorothy Shapiro	20
Susanne Milkes	22
Jerry Egherman	24
Luca Gonzalez	24
Nina Gonzalez	24
Dr. Michael Strauss	24
Allan Kolsky	26
Col. Jeffrey Carra	27
Dr. Ronald Philipp	28



July 4th	Independence Day, Office Closed All Day
July 7th	Glatstein's new Baby Naming:
	Kiddush to follow is sponsored by
	Allie & Jeremy Glatstein, in honor of their
	New Baby
July 12th	Community Caring
	-K'vod Hamet: A Guide for the Bereaved
July 19th	Community Caring
	-Chesed Shel Emet: The Truest Act
	of Kindness
July 21st	Erev Tish'a B'Av
July 22nd	Tish'a B'Av
July 27th	Shabbat Under the Stars
	Dinner at 6:30pm and Service at 7:45pm

For complete details, please visit our website calendar at www.tbslb.org/events











Anniversaries

Date	Years
1	28th
1	34th
2	29th
7	50th
11	22nd
11	36th
	1 1 2 7 11

Welcome New Members

Please let us all welcome these new members to our shul and introduce yourselves when time permits.

Tricia & Daniel Van Andler and their children who will be attending Torah School; Asher, Ethan, and Sophia.

Karen & Tyler Lappen and their girls; Eve and Rachel.

TBS Book Club July Selection

The Jewish State by Theodor Herzl

In this 70th year of the modern State of Israel, your Book Club travels back to the beginning. Not the beginning of our people's history in the Land; not the beginning of the State; but the beginning of the Idea that the path from our collective dream to its realization could be a path of modern agitation, statecraft and ultimately statehood.

Join us to explore Herzl's idea in his own words – words that electrified the Jewish world when published in 1896. Then consider our own dreams for Israel today.

The book is available from Amazon and from Barnes & Noble online. The Dover Publications 1989 paperback edition includes a 30-page biography of Herzl by the late Israeli historian Alex Bein. *The Jewish State* does not appear to be available from local libraries.

Join us for dinner and a lively discussion on

Wednesday, July 11th at 6:30 pm.

For location or questions contact Deborah Chankin at 562-494-0907.







Friday, July 27

Picnic on the Patio 6:30pm Evening Service on the Patio 7:45pm

Gather your family and friends,
Bring a <u>Dairy</u> Picnic Dinner and
Join us on the Patio for this fun,
summer
Shabbat Under the Stars!



Advertisement Section and Upcoming Events



Friendly Reminder:



Sisterhood's Pan Tournament is on Wednesday, August 22nd 10am, breakfast 10:30am, game time



Please look out for details in our August Scribe.

Upcoming Classes with the Rabbi

Creating Caring Community – Four Lessons in Communal Kindness

In Hebrew, a synagogue is called a, a *holy community*. For guidance as to what that means, we can look to the Talmud (Sotah 14a):

Rabbi Ḥama said in the name of Rabbi Ḥanina: "Follow Adonai your God" (Deuteronomy 13:5): What does this mean? Is it possible for a mortal to follow God's presence? The verse means to teach us that we should follow the attributes of the Holy One. As God clothes the naked, you should clothe the naked. The Bible teaches that the Holy One visited the sick; you should visit the sick. The Holy One comforted those who mourned; you should comfort those who mourn. The Holy One buried the dead; you should bury the dead.

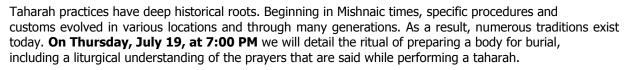
Thus summer, I would like to offer four opportunities to learn to be like the Holy One of Israel, who visits the sick, comforts the bereaved, and buries the dead:

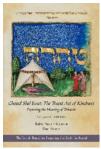


K'vod Hamet: A Guide for the Bereaved

Two guiding principles inform all Jewish rituals related to death and mourning, namely k'vod hamet (respect for the dead) and nichum avelim (consoling the mourners). Using these two principles as reference points, **on Thursday, July 12, 2018, at 7:00 PM** we will explain the Jewish customs regarding burial and funeral preparations, grieving, and accepting comfort.

Chesed Shel Emet: The Truest Act of Kindness





The books upon which these classes were created are all available from EKS Publishing Co. (www.ekspublishing.com)

Next Month's Events At A Glance: August 2018 Please Save These Dates Below!

August 11
August 22
August 24
Bat Mitzvah of Devora Cantor, 10am
Pan Tournament, 10am
Family Musical Shabbat Dinner, 6pm
and Service, 7:15pm





To Shelley Carl for donating 3 Annual Certificates of the Adobe Creative Cloud. Also to her friend Meredith Cooper who's employed with Adobe Corporation for sharing her employee discount to Shelley for the purchase of these annual certificates for office use.

We Thank You both very much!

414	_				8 Tammuz - 1		
	Tammuz		7/11	Tammuz		7/22 Av 10	
Arthur Lee		Fern & Meir Snir Jeffrey Lee	Lillian Rubensteir	1	Alan M. Ruby	Emma Gottlieb Ellinoy Paul Friedman *	Dr. Bruce Ellinoy Richard Friedman
Mary Rakofsky *			7/12	Tammuz	29		Debbie Feldman
Lillian Wynar		Rita Botwin	Hana Panitch * Maurice Pinchut		Alex Ayzenberg	Dr. Marvin Raynes * Joel Rennert *	Corinne Bronfeld
7/2	Tammuz	19	Sylvia Polonsky		Jenny & Marvin		
Izrael Louis Burste	ein *	Goldie Krugman			Zavatsky	7/23 Av 11	
Rose Kadison *		Esther Albert	Rose Ruttenberg	*	Joanna Carra	Rose Kafelbaum *	Francine Handler
Esther Kolsky *		Georgianna & Allan				Samuel Nir *	
		Kolsky	7/13	Av 1		Dr. Samuel Schwimmer *	Dr. Walter
losif Traktovenko		Alex Lane Igoudin &	Moritz Goldman *				Schwimmer
		Jonathan Clark	Ida Kaplan * Betty Weinstein		Robert Sudock Joseph Weinstein	Aaron Stephens	Dorothy Lubin, OBM Ann & R. William
	Tammuz						Millman
Abe Braveman		Susan Flaschner	7/14	Av 2			
Joseph Gesetz *		Shirley Raiklen	Betty Ruth Carra		Joanna & Col. Jeffrey Carra	7/24 Av 12 Anna Martin *	lovce Singer
7/4	Tammuz	21			Calla	Max Nemhauser *	Joyce Singer
Max Zigelman *	rannuz	Stacey Weinberger	7/15	Av 3		IVIAX INCIIIIIAUSEI	Gary Nemhauser
Max Zigeiiliali		Gary Weinberger	Jack B. Alhadeff *		Benjamin Alhadeff	7/25 Av 13	
		Gary Welliberger	Jack D. Alliaueli		Denjamin Amadem	Charles Ginsburg *	Samuel Ginsburg
7/5	Tammuz	22	7/16	Av 4		Ben Krugman *	Goldie Krugman
Fanny Candy *	ranniuz		Sarah Alpert	A 4	Millie Alpert	Den Krugman	Charlotte Moskowitz
Barbara Nash Mis	sman	Bonnie Nash	Jaiuli Alpeit		William / siport	Mae Underberger *	Lenore Winston, OBN
Al Zigelman		Stacey Weinberger	7/17	Av 5		mac onderberger	Zonoro vvinstori, ODI
		Gary Weinberger	Sarah Kravits *	3	Bonnie Broudy	7/26 Av 14	
		j	Jacob Meltzer *		Nathan Meltzer, OBM	Bessie Adele Baskin *	
7/6	Tammuz	23	Lillian Weissberg	ŧ		Theodore M. Natelson *	Stephen Natelson
Morris E. Berman		Janet Berman, OBM				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Michael Natelson
Nina Plotkin		Rachel Plotkin	7/18	Av 6			
		Olumese	Charles Kane *		Yetta Kane	7/27 Av 15	
						Anna Durst *	
7/7	Tammuz		7/19	Av 7		Joseph Shaevitz *	Murray Shaevitz
Eva Lesser		Jodi Shapiro &	Marsha Kahn *		Monroe Kahn		
		Samuel Friedman			David Kahn	7/28 Av 16	
			Morris Rothstein		Dr. Loren Rothstein	Geraldine Feinstein *	Shari Pevsner
	Tammuz	25				Edgar R. Palarea*	Marilyn Palarea
Tillie Goldman *			7/20	Av 8		Irving Stanley Zavat *	
Henry Rose		Dr. Alan Flaschner	Max Nudelman *		Eddie Inkman		
			Rebecca Zubris *		Gloria Friedman	7/29 Av 17	
	Tammuz					Michelle Feiner	Henri Feiner
Robert Jacob Isaa		Gerald Isaacson	7/21	Av 9		Ida R. Lippert *	
Harry J. Schumow		Louis Schumow, OBM	Marie Carra		Joanna & Col. Jeffrey		
Dr. James M. Soss	;	Joyce Singer	Comusil III	*	Carra	7/30 Av 18	* F#= c=
7/40	Tamere	27	Samuel L. Hirson		Ruth Hirson, OBM	Ethel Leachman Skolnick	" Lita Lackman
	Tammuz	21				7/04	
Benjamin Shapiro		Michalla Catroichan				7/31 Av 19	Todd Fuson
Moises Sztraicher		Michelle Sztraicher				Paul Fuson Bette Sheila Goodz *	Myrna Simon



Please note: The observance of Yahrzeit is determined by the Hebrew date, and thus shifts on the English calendar from year to year. *Denotes a memorial plaque will be lit. Plaques are lit from the Saturday prior to the Friday after. The tradition is to attend on the Shabbat before the Yahrzeit, and the Thursday after.



Book of Life Fund:

Happy Birthday wishes! (June)

Yolanda Eisenstein

Dr. Brenda Jacobs

Linda Frankel

Liliua Flatikei

Shelley Carl Marla Sheryl Fine

Alan Sherry

Ida Bobrow

Dr. Arthur Ungerleider

Nadine Wener

Leeav Tal Sofer

Harriet Poper

Barbara Gaylord

Alex Ayzenberg

Wyatt Williams

Todd Fuson

Jessica Kraus-Bell

Pauline Lassers

Joseph Hess

Edward Perlstein

Emma Mae Williams

David Alpern

Louise Ann Marak

Tzippy Marks-Barnett

Sophia Van Andler

Your friends at TBS, Karen & Parviz

Happy Anniversary wishes! (June)

Ronny & Dr. Walter Schwimmer

Judith & Dr. Arthur Gelb

Sandra & Mark Plager

Rosalind & Ned Bassin

Adrienne & Dr. Stuart Green

Betty Ann Downing & Larry Fell

Rita & Ron Botwin

Elaine & Edward Perlstein

Your friends at TBS, Karen & Parviz

Mazel Tov on Graduating!

Adriana Feinberg

Claire Fine

Krista Olumese

David Simon

Your friends at TBS, Karen & Paviz

Roni Fell, in loving memory of your beloved mother, Bertha Rittenberg.

Your Friends at TBS, Karen & Parviz

In loving memory of Dora Greenspoon.

Mike Greenspoon

Joan Davis, our speedy recovery wishes to you!

Jenny & Marvin Zavatsky

Joan Davis, wishing you a speedy recovery! Adrienne & Stuart Green Joan Davis, many loving & caring thoughts are with you as you're recovering.

Linda & Jerry Egherman

Joe Hess, wishing you the best birthday wishes & many more! Harriet Poper

General Fund:

In loving memory of Harry Berlow.

Doreen & Irv Shuldiner

In loving memory of Michael Shuldiner.

Doreen & Irv Shuldiner

In loving memory of Irene Reitter.

Judith & Robert Reitter

In loving memory of Carl Nash.

Bonnie Nash

Generous donations made by Sisterhood.

Cantor's Discretionary Fund:

In loving memory of Lilly Ann Rothstein.

Dr. Loren Rothstein

Gan Shalom Fund:

In loving memory of Nettie Talcott.

Rosalind & Ned Bassin

Donation made by Rosalind & Ned Bassin.

Rabbi Discretionary Fund:

In loving memory of my beloved husband, Ira Flaschner.

Libby Flaschner

In loving memory of my beloved mother, Anna Khan.

Monroe Khan

Torah Memorial Fund:

In loving memory of Joseph Kaufman.

Jerrold Kaufman

Amanda Rudman, in loving memory of your beloved Grandfather,

Max Gross.

Cheryl Lackman Feinberg, Ron Solomon & Family

Amanda Rudman & Family, in loving memory of your beloved

Grandfather, Max Gross

Harriet Poper

Amanda Rudman, in loving memory of your beloved Grandfather,

Max Gross.

Louise Marak

Amanda Rudman & Family, in loving memory of your beloved Grandfather, Max Gross.

Ida & Rick Bobrow



Adler Family, our deepest condolences on the loss of your dear father, Allan Adler.

Harriet Poper & Family

Adler Family, a true friend for over 50 years. He will be missed by all!

Dr. Larry Rothstein

Adler Family, in loving memory of your beloved father, Allan Adler.
Louise Marak

Adler Family, in loving memory of your Father, Grandfather, and Great Grandfather, Allan Adler.

Ida & Rick Bobrow

In loving memory of Bernard Reed.

Robert Raykoff

In loving memory of Selina Stevens.

Linda Stevens

In loving memory of my dear mother, Rose Katz.

Merle Gould

In loving memory of my beloved mother, Rose Katz.

Etta Lackman

In loving memory of Bessie Lackman.

Etta Lackman

In loving memory of Bina Sherman.

Deborah & Alan Gold

In loving memory of Ernest Manasse.

Sally Manasse





Catering by Sisterhood

Sponsoring a kiddush is a meaningful way to Celebrate a special event, honor a special person or the memory of a loved one in your life.

We are blessed with a fabulous Sisterhood who offers reasonable prices to cater an outstanding Oneg or Kiddush.

Please contact Nina Ayzenberg or Rachel Plotkin Olumese
For more information or to schedule a date.
Nina: ayznina@yahoo.com
Rachel: rtothetop@aol.com





Miller Intro to Judaism Program

Inspire new traditions. Discover your community with Rabbi David Cantor

Classes cover Judaism's biggest and most inspiring ideas as well as the nuts-and-bolts of daily Jewish living. Over 18-weeks we'll cover history, holidays, practices, text, and values and we'll tour a mikvah (ritual bath), hear from a Holocaust survivor, hold a model Passover seder, and more. In addition, we'll start with Aleph-Bet (Hebrew alphabet) and either teach you to read Hebrew or help you brush up on your Hebrew skills.

For the full schedule of classes & more information or to enroll, go to www.aju.edu/miller-intro-judaism-program

\$344 for an individual, \$533 for a couple.

(Payment plans, scholarships and other options are available - call (310) 440-1273)

Total School Fundraiset

Help support our Torah School!
We are selling Shabbat candles.
The candles will be available for purchasing during
Torah School hours or you can email
Amanda Rudman at education@tbslb.org.
Get your Shabbat candles today!



Condolences

It is with our deepest sorrow and sympathy that we share the news of **Mr. Allan Adler's** passing on Saturday, June 16th.

May the Eternal One comfort the entire family at this very difficult time.

We send our thoughts and prayers to all.

We are very sad to announce to you all of the recent passing of Mr. Max Meir Gross Wednesday June 6. Mr. Max Meir Gross was the beloved Grandfather of our very own, Amanda Rudman.

Our thoughts and prayers are with the entire family at this very difficult time.

May the Eternal One guide and comfort Amanda and her entire family.



Dated Material

3635 Elm Avenue Long Beach, California 90807 (562)426-6413 Fax (562)426-7824 Web: www.tbslb.org Email: office@tbslb.org





USCJ Seek meaning together

Please follow us on Facebook at Temple Beth Shalom And on Twitter! at templbethshalom (#templbethshalom)





Rabbi David Cantor Emergency Contact Information

Phone: 562.726.4116 Text: 562.810.6718 Email: rabbi@tbslb.org