



The Beth Shalom Shofar



*Beth Shalom Congregation
A Conservative Synagogue*

Volume XXXVI Number 11 July 1, 2010

19 TAMMUZ 5770

Schedule of Services

Friday Kabbalat Shabbat Services Followed by Oneg Shabbat Refreshments	7:30 PM
Saturday Shabbat Services Followed by a Light Kiddush Lunch	9:30 AM
Sunday Minyan	9:00 AM
Tuesday Minyan	6:30 PM

GARY ROTHMAN TO RECEIVE MEN'S CLUB AWARD

The Men's Club is pleased to announce that Gary Rothman has been chosen to receive the 2010 Chuck Sussman Man of the Year Award during Men's Club Shabbat on Friday, **July 16**.

Gary and his family came to Florida in 1989 and joined Beth Shalom a few months later. Gary immediately started his labor of love and dedication for Beth Shalom by becoming a bingo volunteer. Gary's efforts for Beth Shalom in bingo started with two hours a month and grew into twice a week, and then every week from 2:00 PM to 9:30 PM. After a few years, he became chairman, sharing his duties with Dr. George Glossman for the next 15 years. Gary was forced to take some time off because of two open heart surgeries, but he came back stronger than ever. While doing all of this, Gary started and has chaired the annual book sale for Beth Shalom. Additionally, he has been in charge of a basket of cheer raffle for the last six years, and he has organized and run watch raffles, painting raffles, plant raffles, and the ink cartridge and cell phone recycling/fundraising projects. Gary, Peggy and their kids painted the school wing, and they have brought much needed food to the Operation Isaiah program. Gary has served Beth Shalom as a member of the Board of Directors, and for the past two years he has been Vice President of Ways and Means and a driving force for the last two raffles, each of which raised more than \$20,000 for Beth Shalom. Gary and Peggy have three lovely children who were raised at Beth Shalom, Jamie, Jacob, and Heather.

The Men's Club will present the 2010 "Chuck Sussman Man of the Year Award" to Gary during a Friday night dinner on **July 16** at **6 PM**, which kicks off our annual Men's Club Shabbat. Gary will also be honored with an aliyah on **Saturday, July 17**. RSVP for dinner to Andy Cantor at andrew.cantor@comcast.net or 223-0896. Dinner is \$12 per person and our deadline for reservations is July 13.

VOLUNTEER SHABBAT

The entire congregation is invited to join us on Saturday, July 24 as we observe **Volunteer of the Month Shabbat**. This month, we will thank **Gail Baron** for all she does for Beth Shalom. She helps out on Sunday mornings reading to the children in the school and helps in the office proof reading the SHOFAR and working on the yearbook. She also acts as our photographer taking pictures for the yearbook. A luncheon will follow services.

PLAY BALL

The annual Men's Club outing to a Jacksonville Suns baseball game will be held on **Monday, July 26** at 7:05 pm at the Baseball Grounds of Jacksonville. Men's Club members and their families should make reservations by contacting Alan Schoenfeld at schoenfeld36@comcast.net. We will meet at 6:30 by the ticket office outside of the ball park. We look forward to another great time.

BAR MITZVAH OF IAN DAVIS

The entire congregation is invited to the Bar Mitzvah of Ian Davis, son of Nan & Jim Davis, on Friday & Saturday, July 30 & 31. Ian will lead the entire Shabbat Service. An Oneg Shabbat and Kiddush will follow the services given in honor of Ian by his family and friends.



FOR A SWEET YEAR

We are offering the congregation an opportunity to celebrate the coming New Year by sending a jar of sweet, delicious honey to your family, friends, business associates or college students. Honey can be shipped anywhere in the United States. It is a tradition to dip apples in honey to usher in the New Year and by sending your loved ones a jar of honey you are sharing this holiday with those that cannot be with you. The honey is only \$9 a jar and includes shipping and a signed gift card. This lovely gift will arrive in plenty of time for Rosh Hashanah.

Please fill out the enclosed order form and return it to the synagogue office with your check made payable to *Beth Shalom Congregation*. **Our deadline is July 25**. Rosh Hashanah begins on the evening of Wednesday, September 8.

From the Desk of Rabbi Sandberg...

SOMETHING TO CRY ABOUT

This article is scheduled to appear in the July edition of the Jacksonville Jewish news. I am printing it here, in our Shofar, in order to make sure that all of our members see it and remember to attend Tisha B'Av services.

Here is a childhood memory, which I am sure is not unique. I was moping around the house, whining and crying. I do not remember what the minor event was that touched-off this all too common childish behavior. My mother, exasperated by this continuing, unwarranted crying finally admonished me "If you don't stop that now, I'll give you something to cry about!" The threat was never carried out, but the warning was sufficient to quiet me.

There is a similar story in the midrash, the Rabbinic stories based on the Biblical narrative. The people of Israel, during their wandering in the wilderness for 40 years, had listened to the evil report of ten of the leaders who were sent out to scout the land of Canaan. When the people later tried to make an ill-advised attempt to go up to the land, they suffered a major defeat. They reacted by crying and moaning in their tents. The midrash recounts that God said to the People of Israel "You have cried over nothing, but I will now give you something to cry about forever (Bichyah L'dorot)." The date of this occurrence, the midrash tells us, was the ninth day of the month of Av. That date - Tisha B'Av - was the day on which, years later, that the First and Second Temples of Jerusalem were destroyed. Since that time, Jews have cried for that loss every year. God gave us something to cry about!

Tisha B'Av is a day of mourning that has been observed for centuries. Over the years, the rabbis associated other tragedies with this date. In the late 1600's there was an outbreak of messianic fever. Shabbetai Tzvi claimed to be the promised messiah who would redeem all of Israel. He said that he was born on the 9th of Av. This day of tragedy was also seen, in the midrash, as the day when redemption would begin with the birth of the messiah. Shabbetai Tzvi declared that Tisha B'Av should be celebrated at a day of feasting and joy rather than mourning. It was not that long until Shabbetai Tzvi was shown to be a false messiah. (He converted to Islam!) Yet, many Jews still held out the hope that he was the true redeemer and for centuries, small groups secretly believed in this pretender. It was at this time that the observance of Tisha B'Av, with all of its strict laws on fasting and mourning, became a touchstone of Jewish belief. Anyone who did not observe all of the details of Tisha B'Av might be suspected of following the heretical beliefs of Shabbetai Tzvi.

In our time, there are many Jews who do not to observe this major day of fasting. Some do not even know of its existence because it occurs during the summer months, when many people are on vacation. There are reasons, now, (perhaps) to change our attitude towards Tisha B'Av. As we know, the city of Jerusalem was reunited in June, 1967. It can be said that this event, along with the rebirth of the nation of Israel, can be seen as "reshit tzmichat g'ulatainu" - the beginning of the flowering of our redemption. According to this view, Jerusalem is no longer a destroyed ruin, but rather a flourishing city and the capital of the Jewish State. Thus, we no longer need to mourn for the destruction of Jerusalem and Tisha B'Av should be abolished!

Personally, I take a middle position. Tisha B'Av is still important. It reminds us of the suffering of Jews in the past. It also reminds us the Jerusalem and Israel have not been fully redeemed. There is still far to go before the State of Israel and the People of Israel will be able to rest in peace, unchallenged by enemies. At the same time, the founding of the State of Israel, with its capital in Jerusalem, does herald a new age in Jewish history. So I choose to observe a partial day of mourning on Tisha B'Av. I fast beginning in the evening of Tisha B'Av. I lead my congregation in the reading of the book of Lamentations which describes in detail the destruction of the first Temple of Jerusalem. I then end my fasting and mourning after noon and the recitation of the Mincha (afternoon) prayers. In this way I acknowledge that our mourning is tempered by the joy of Israel's rebirth.

This is my personal practice. Each of us should examine the history and customs of Tisha B'Av. It should not be ignored. How we choose to observe it, is our own choice.

We will gather for our Tisha B'Av services and the reading of the Book of Lamentation on Monday night, **July 19 at 7:30 PM**. There will be **NO** minyan on **Tuesday night, July 20**.

Rabbi Martin I. Sandberg

MESSAGE FROM OUR PRESIDENT

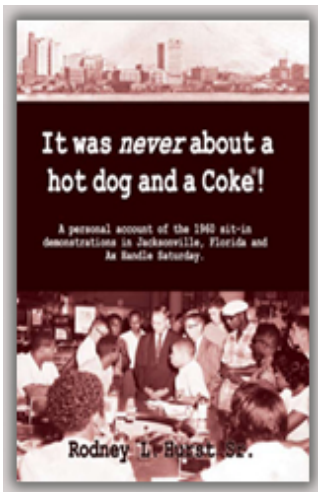
As we begin a new fiscal year at Beth Shalom, I want to express my most sincere appreciation to our Board of Directors for their dedication and all their hard work. With little funds to work with, these wonderful people supported and worked to provide another year of top quality programming and services to all our members. They also were not afraid to tackle very tough matters and decide issues based upon what is best for Beth Shalom.

Now we begin anew, with new members on our Board of Directors who can help keep up the fantastic spirit which drives this institution. I look forward towards working with this new Board.

As I begin my 2nd term as your President, I wish I could tell you that these last 2 years went by so fast with nothing but wonderful things going on. Well, truth be told, it was a long 2 years, BUT wonderful things did go on and continue to go on. This is because everyone is dedicated to ensuring that only the best occurs here. It is the wonderful and caring nature of our members that makes this institution as great as it is. I look forward to more good things to come.

This month the Mens' Club has its annual Suns game outing. This is open to all our members and families. Please RSVP very soon for this event. Also, if you wish to purchase honey for the New Year, that deadline is fast approaching. Committees are busy planning for the coming year, so keep an eye out and participate. Everyone is welcome on all committees. I hope you have a wonderful month and look forward to seeing you at our events. Shalom.

Edward S. Mallow



CIVIL RIGHT LEADER TO SPEAK AT BETH SHALOM

Beth Shalom is proud to host Rodney L. Hurst, Sr. as a speaker on Friday evening, **August 6**, as part of Shabbat services. This August marks the 50th anniversary of the integration of lunch counters in downtown Jacksonville. The leader of the lunch counter integration movement in Jacksonville was Rodney L. Hurst, Sr., a high school student. Rodney later served our community as a Jacksonville City Councilman. Rodney is the author of a recent book entitled “*It Was Never About A Hotdog And a Coke*”. Whether you grew up in Jacksonville, in the South or in other parts of the country, you will find Rodney’s story to be very revealing and interesting. Rodney was the keynote speaker at this year’s city-wide Martin Luther King, Jr. breakfast. Mark your calendar and plan to attend this important event. An Oneg Shabbat will follow services, and Rodney will be available for smaller group and personal discussions at the Oneg. Mr. Hurst’s book is available for purchase in the Beth Shalom office for \$16 each. Mark your calendar and make plans to join us on the evening of August 6. Shabbat services begin at 7:30 PM.

BETH SHALOM JUDAICA GALLERY

One of the best kept secrets of 1938 is the story of 700 Jews leaving war-torn Europe, who arrived in Sosua, Dominican Republic, and settled on a banana plantation.

For these urbanites, it was a most shocking experience. They had to adjust not only to the weather of the tropics, but to the harsh reality of building a new life in agriculture in a strange land.

Our special thanks and appreciation goes to the Archives of the American Jewish Joint Distribution Committee for their help with this exhibit which will be on display during the month of July.

SISTERHOOD PRESIDENT’S MESSAGE

As the new President of the Beth Shalom Sisterhood, I am really excited about the coming year. We have an exceptional board and many dedicated and talented chairwomen, and together we will have a year filled with stimulating programs. I urge every woman who is not yet a member of Sisterhood to please join us.

Our motto this year will be “*Sisterhood is the heart of the synagogue and every synagogue woman...a Sisterhood member*”. Where else can you embrace the many faces of Jewish womanhood? **Bloom with Sisterhood and help us grow. Live and learn....join Sisterhood.**

On Sunday, August 22, our Sisterhood will host the Northern Region of Women’s League at a regional cluster meeting. Members of other sisterhoods will come from Orlando, Gainesville, and other areas of North Florida for a day of discussion, sharing, and networking. I would encourage as many of our members as possible to attend this worthwhile event. There will be further information about this day shortly.

I wish everyone a healthy summer and if you are travelling somewhere on vacation....be safe!

Mimi Kaufman

Please support your Sisterhood by joining our ranks. Fill out the form below and mail it into the office with your check for \$36 made payable to the *Beth Shalom Sisterhood*. Our year runs from July 1 to June 30. Send in your dues early so you can attend our fabulous “Paid-Up Membership Event” in October.

NAME _____

ADDRESS _____

PHONE _____

E-MAIL ADDRESS _____

SIMCHA SHABBAT

Our format for Simcha Shabbat not only announces your Simcha from the Bima and publishes it in the following month's *SHOFAR*, but you will also be honored at the Friday evening service during Kiddush and given an appropriate blessing for your birthday or anniversary. Please participate in this meaningful occasion by donating \$18 toward sponsoring the Simcha Shabbat Oneg and celebrating your Simcha with your Beth Shalom family.

The next Simcha Shabbat is scheduled for Friday evening, July 16. We would like to thank the sponsors of the June Simcha Shabbat:

- ...Sally Becker in honor of Paul's birthday.
- ...Chris & Bob Besser in honor of their anniversary, Chris' birthday and Freida Levitz's birthday.
- ...Charles & Joyce Borgida in honor of their anniversary and Charlie's birthday.
- ...Nan & Jim Davis in honor of Annie's birthday.
- ...Aviva Kaplan in honor of their anniversary and Jerry's birthday.
- ...Hope & David Vandervort-Kulish in honor of Alyssa's birthday.
- ...Dr. Michael & Dena Pulley in honor of their anniversary.
- ...Linda Rosenthal in honor of her birthday.
- ...Rabbi Martin & Jeanne Sandberg in honor of their 40th anniversary.
- ...Bill Schemer in honor of Vina's birthday.
- ...Al Schoenfeld in honor of Rose's birthday.
- ...Laurette Sussman in honor of her 90th birthday.
- ...Jack Sussman in honor of Sharon's birthday.
- ...Rose Tincer in honor of her birthday.

HOSPITAL VISITS

Please call the synagogue when a family member is hospitalized and let us know so Rabbi Sandberg can visit. Due to an increased focus on patient confidentiality (HIPAA), we don't hear from the local hospitals with a list of their Jewish patients.

IMPORTANT!

We need your help. Beth Shalom depends on the timely payment of your dues, pledges and commitments. As in years past, to receive tickets for the High Holiday services or to register your children in our Religious School, you must be current in your financial obligations. Rosh Hashanah begins on the evening of Wednesday, September 8.

S.A.T. TESTING

Beth Shalom Congregation continues to serve as the North Florida site for the S.A.T. test administration on Sundays. The exam will be given in the fall.

In order to take the exam on a Sunday, your student needs to follow the instructions provided in the registration packet they receive. For information, contact the guidance counselor at your child's school.

**PLEASE NOTIFY THE OFFICE
OF ANY CHANGES IN YOUR
ADDRESS, PHONE
NUMBER OR E-MAIL ADDRESS.**



JACKSONVILLE JEWISH FOUNDATION AWARD

On June 3 during the Joint Agency Annual meeting the Jacksonville Jewish Foundation presented the prestigious Jewish Federations of North America (JFNA) Endowment Achievement Award to Eunice & Barry Zisser. This award is presented to volunteer leaders that through their leadership, vision and dedication have been instrumental in the growth of their community's endowment fund.

Eunice and Barry have held leadership roles in local and national Jewish organizations. Barry is a founding member of the Board of Directors of the Jacksonville Jewish Foundation. As Chair of the Nominating Committee he leads the process of identifying community minded individuals to serve on the Foundation board. As the Designated Representative of Beth Shalom Congregation (he is also a past president of Beth Shalom and a yo-etz "advisor"), Barry is an effective liaison between the synagogue and Foundation. Barry also serves on the newly formed Create A Jewish Legacy Steering Committee.

A true leader, Eunice serves on the JFCS Board, served as President of Beth Shalom Sisterhood, the Women's Division of the Jewish Federation of Jacksonville, committees of River Garden Hebrew Home, and serves on the Foundation's Donor Recognition/Programming and Public Relations/Marketing committees.

Adding to their many volunteer efforts, Barry and Eunice were among the first local leaders to actively engage in the community wide collaborative Create A Jewish Legacy initiative. They have been instrumental in securing many declarations of intent from individuals that have committed to Creating their Jewish Legacies by remembering Jewish causes in their wills and estate plans.

On behalf of a grateful community the Jacksonville Jewish Foundation thanks Barry & Eunice for their efforts to educate people about the need to include Jewish causes in their financial plans. They continue to inspire us to join them in ensuring the financial future of our Jewish institutions.

OLD INK CARTRIDGES

Beth Shalom continues to collect used laser or ink cartridges and cell phones. They can be dropped off anytime at the Beth Shalom office. Proceeds from this ongoing program go toward buying new books for our library and to support our various youth programs. This is a great fundraiser for our congregation and requires very little effort.



JFCS AWARD

On June 3, we were honored by Jewish Family and Community Services at the annual meeting of the Jacksonville Jewish Federation as their "Volunteers of the Year" for voluntary service to JFCS.

This award was made possible by the generosity of the members of Beth Shalom. Your donations to the food pantry at JFCS stocked their shelves. Every week, another carload of food and toiletries is delivered to the Winn-Dixie food pantry by our own Helen Hill. Operation Isaiah works in conjunction with FANN, which is the JFCS program.

We ask all of our congregants to continue your efforts in donating much-needed food, baby items and toiletries. There is a drop-off box in the lobby in front of the synagogue office.

Mimi & Marty Kaufman

MAZEL TOV.....

- ...to Gail Baron, our July "Volunteer of the Month".
- ...to Charles Berman on being honored by the JCA with the "Howard Korman President's Award".
- ...Andy Cantor as a new member of the Board of Trustees of the Jewish Community Foundation of Northeast Florida.
- ...Nan & Jim Davis on the Bar Mitzvah of their son, Ian Davis.
- ...to Goldie Lansky on receiving the "24th Annual Hadassah Leadership Award".
- ...to Gary Rothman on being honored by the Beth Shalom Men's Club as their recipient of the 2010 "Chuck Sussman Man of the Year Award".
- ...to Eunice & Barry Zisser for receiving the prestigious "Jewish Federations of North America Endowment Achievement Award" at the annual Joint Agency Annual Meeting held in June.
- ...to the new board of our Sisterhood - Mimi Kaufman, President; Vera Benjamin, Membership Vice President; Deinya Mautz & Helen Hill, Programming Vice Presidents; Marion Kreisel, Fundraising Vice President; Jan Smith, Secretary, Elinor Snow, Treasurer and Madelyn Glossman, Parliamentarian.

BETH SHALOM RELIGIOUS SCHOOL

We are currently accepting registration forms for the Sunday School year 2010-2011. For more information, call Penina Weltman at 268-0404.

BOOK OF THE MONTH

Flights into Biblical Archaeology by Duby Tal, Moni Haramati and Shimon Gibson. (Israel Antiquities Authority, Albatross Press, 2007, Israel)

This is a beautiful book. It might be called a "coffee table book", but that would underestimate its value. The pictures of various archaeological sites in Israel are breathtaking. Most of them were taken from an airplane by a professional photographer, especially for this volume. Others photographs illustrate various finds from archeological digs.

This book goes beyond pictures. The text is by Shimon Gibson who is a well known Israeli archeologist. Each site is explained concisely and accurately. The book covers the periods from prehistoric times to pre-modern times. Looking through the book is a feast for the eyes. Reading the text is a quick introduction to the history of the Land of Israel.

Note: This is an expensive book. It lists for \$60.00. I found a used copy online in very good condition for only \$20.00. At that price it is well worth the money.

MITZVAH OF THE MONTH

Not to commit Adultery. Mitzvah number 35, as listed in the Sefer HaHinuch (The Book of Mitzvah Education). Based on Exodus 20:13 (Part of the Ten Commandments).

This command is well known. It is part of a series of commands that are referred to as the Aseret HaDibrot - The Ten Sayings (or Commandments). While the definition of this commandment would seem to be obvious, the rabbis made it apply to a limited situation. [This reminds me of a former United States president who quibbled over the definition of "is".]

The rabbis explained this command as "not to be immoral with another's wife". The specific law prohibits a man to have sexual relations with a woman who is married to another man. It does not apply if a man has relations with a woman who is "free" (not married), even if the man is already married! This definition was needed because (in Bible times) a man could have more than one wife, so sexual relations could not be restricted to only one woman. In theory, a man could have sex with any woman who was not married at the time. The law also prohibits a married woman from having any sexual relations with anyone but her husband. Obviously, these rules were designed for a patriarchal system where men had exclusive control over the women in their families.

Over the centuries, the rabbis expanded the scope of this Torah law (and others that are similar) to teach that it is not right for a man or a woman to have any sexual relations outside of marriage. This ruling was not uniformly enforced. In some Jewish communities, Jewish men often had mistresses. This seems to follow the prevailing moral climate of the country where the Jewish community was located.

Today, Jewish teachers still argue over the ethics of sexual behavior. Most still teach that sex should be reserved for marriage only. But there is an increasing number of rabbis who hold that sex between two unmarried individuals may be permitted. No Jewish teacher condones adultery by a married man or a married woman.

CONDOLENCES TO...

...Audrey Chenkin, Helen Hill and family on the loss of sister and aunt, Bunny Katz.

CONTRIBUTIONS

The Congregation gratefully acknowledges these contributions:

BUILDING FUND

In memory of our friend, Abe Kilishek
Richard & Sharon Browdy
In memory of brother, Leo Berinhout
Pearl & Morris Weiner

GENERAL FUND

Happy birthday to Dr. Bernie Marks
Bob & Phyllis Fischer
In memory of Chuck Sussman
Emily & Jeff Grossoff
Mazel tov to Eunice & Barry Zisser on receiving the "Federations of North America Endowment Achievement Award"
Richard & Sharon Browdy
Mazel tov to Mimi & Marty Kaufman on their recognition from JFCS as "Volunteers of the Year"
Reg & Deb Hanlon
Mazel tov to Laurette Sussman on her 90th birthday
Richard & Merry Bodziner
Edna Maltz
Jeanne Nussbaum
Condolences to Audrey Chenkin and Helen Hill on the loss of sister and aunt, Bunny Katz
Mimi & Marty Kaufman
Speedy recovery to Jerry Kaplan
Carol & Harvey Matoren

RABBI'S SPECIAL FUND

In memory of wife, Mickey Broudy
Martin Broudy
In memory of Ann Greenburg
Dr. Elias & Ruth Rosenblatt
Mazel tov to Rabbi Martin & Jeanne Sandberg on the occasion of their 40th wedding anniversary
Dr. Len Lipkin
In memory of son, Harry Charles Rudy and mother-in-law, Jenny Finegold
Jack & Miriam Price
In memory of mother-in-law, Nettie Serman
Mimi Serman
In honor of the bris of our great grandson, Darryl Williams
David & Phyllis Anchel

RITUAL FUND

Mazel tov to Eunice & Barry Zisser on receiving the "Federations of North America Endowment Achievement Award"; Mazel tov to Jordan Perin on his graduation from law school; Mazel tov to Art Rosenthal on his recognition as our "Volunteer of the Month"; Mazel tov to Mimi & Marty Kaufman on their recognition from JFCS as "Volunteers of the Year"
Jeff & Penny Marks

RUDY MOSS MEMORIAL EDUCATION FUND

In memory of father, Bill Tobias
Jan & Eric Smith

SYNAGOGUE MEMBERSHIP

Beth Shalom is offering a promotion to prospective members. Our dues for one year of membership is \$360 which includes membership in our Men's Club and Sisterhood, as well as High Holiday tickets.

We urge our members to invite unaffiliated friends and neighbors to take advantage of this promotion. Bring them to a service or event. Remember, every congregant is a member of our membership committee. Increasing membership is a top priority. For questions about membership, please call our new membership chair, Vera Benjamin at 387-9372.

ADULT EDUCATION

Sundays.....

10:00 – 11:00 ♦ *Chanting the Haftorah*, at Beth Shalom Congregation. Learning the trope to chant any Haftorah. For information call the Beth Shalom office at 268-0404.

Resuming in the fall...

Tuesdays at noon ♦ Lunch and Learn with Rabbi Sandberg. Topics vary and discussions are informal.

ONEG SHABBAT

Would you like to sponsor an Oneg Shabbat or Kiddush luncheon for a special occasion? Let our Sisterhood help you by preparing your special event here at Beth Shalom. What a loving way to honor a family member by inviting the congregation to share in the honor of your simcha. Call Ina Hall at 262-5207 or Ann Young at 733-0434 for more information.

**MARK YOUR CALENDAR
MEN'S CLUB SHABBAT
JULY 16 & 17, 2010**

ROSH HODESH WOMEN'S GROUP

All women bat mitzvah age and over are invited to join us on **Sunday, July 11** at 7:00 PM for Rosh Hodesh Av. Join us as we reminisce, celebrate and welcome Rosh Hodesh Tammuz. This program is open to all women bat mitzvah age and older -- bring your sister, your mother, your daughter, your friend -- and, of course, your tambourine!

TISHA B'AV SERVICES

We will gather for our Tisha B'Av services and the reading of the Book of Lamentation on Monday night, **July 19** at **7:30 PM**. There will be **NO** minyan on **Tuesday night, July 20**. Please join us for this meaningful service.

REFUAH SHLAYMAH

Joe Ribnick	Stewart Popiol
Harriet Klein	Sue Popiol
Stanley Stone	Harriet Shull
Jerry Kaplan	Andy Cantor

THANK YOU TO.....

...Gary Rothman, Leo Kreisel and their committee for all of the hard work they did on our June Book Sale & More.

**WELCOME
NEW MEMBER
BARRY LIND**

Be sure to visit **Beth Shalom Gifts—the Store for Judaica & More** for all of your gift needs.

NEW YEAR OF 5771

It is a tradition to celebrate good things in the New Year. This is a way to add some joy to our holidays.....



FAMILY JEWELS

It has become a tradition to have a "Family Jewels" section in our yearbook. This is where you can list members of your family (children and grandchildren - your JEWELS) in a HOLIDAY GREETING to the congregation for the New Year. The cost is \$18 (total). If you would like to participate, please fill out the form below and return it to the synagogue office, 4072 Sunbeam Road, with your check. Deadline is July 15, 2010.

_____ use last year's copy _____ new copy attached

signed _____

phone number _____

YEARBOOK ADS

The committee is hard at work on the 2010-2011 Beth Shalom Yearbook. We are currently soliciting ads for our yearbook. If you have a business and would like to advertise or know of a business that would like to advertise with us, please call the synagogue office and let us know. The Yearbook will be out in time for Rosh Hashanah this year.

ANY CHANGES?

If you have a change of address, phone number or e-mail address, please call the office at 268-0404 and let us know. We try to make our yearbook's "List of Members" as accurate as possible.

BEREAVEMENT COMMITTEE

The members of the Sisterhood Bereavement Committee are standing by in case they are needed. If you have lost a loved one and need our ladies to help prepare your home before the funeral and do all that is necessary to make your return home as comfortable as possible, call the synagogue office at 268-0404.

JOIN OUR MEN'S CLUB

The Beth Shalom Men's Club begins a new fiscal year on July 1. Please mail your check in the amount of \$36 payable to the Beth Shalom Men's Club to the synagogue office at 4072 Sunbeam Road, Jacksonville 32257. The Men's Club promises another very active year, which will include ushering for the High Holidays, decorating the Sukkah, the annual fishing/Jaguar watching party, Worldwide Wrap, Men's Club Shabbat, Yom HaShoah candle program, Jacksonville Suns baseball game, and other Beth Shalom and community, civic and social events. The camaraderie is excellent and we look forward to having you join us. If you have any questions, please call Jeff Marks at 262-4242 (day) or 731-3841 (night).

How Do I Create My Jewish Legacy?

Existing Life Insurance: Changing the owner and beneficiary of a life insurance policy no longer needed for its original intent is an easy way to leave a charitable legacy.

New Life Insurance: Purchasing a new policy, especially on spouses,

may offer a cost effective method of creating your legacy.



Wealth Replacement Trust: Leave a legacy with highly taxed assets and use a life insurance trust to leave assets to heirs.

Legacy gifts to causes you care about allow you to become a Philanthropist and strengthen the Jewish community.

How do you want to be remembered? Create your Jewish Legacy with a gift of life insurance to Beth Shalom and other Jewish causes you care about.

To learn more, please call The Jewish Community Foundation at 394-0720.

MARTIN I. SANDBERG

Rabbi

EDWARD S. MALLOW

President

MIMI KAUFMAN

Sisterhood President

JEFF MARKS

Men's Club President

The **SHOFAR** is published monthly.

Our office closes early on Fridays.

E-mail: congrgtb@bellsouth.net

Website: www.bethshalomjax.org

Beth Shalom Congregation

4072 Sunbeam Road

Jacksonville, FL 32257-8813

904-268-0404

904-268-2966 (FAX)

Return Service Requested

NON-PROFIT
Organization
U.S. Postage
PAID
Permit No. 3715

MAKE A MINYAN

Remember the importance of your presence at minyan for those who are saying Kaddish. Perform a great mitzvah and come to minyan on Tuesdays at 6:30 PM and/or Sundays at 9:00 AM.

CONNECTING WITH THE RABBI

Rabbi Sandberg wants to be available to our members whenever he is needed. He has regular office hours on Monday through Thursday from 10:00 AM to 12:00 noon and 2:00 PM through 4:00 PM. The Rabbi is not in his office on Fridays. At times, emergencies, hospital visits, commitments to other congregants and meetings may make it difficult to insure that he is available for "walk-in" visits. Most weekdays, the Rabbi will be in the office more hours than those indicated above. Please call ahead to the office (268-0404) to insure his availability at a specific time. If there is an emergency, tell the office staff and your needs will be given a priority.

Rabbi Sandberg has a private line which rings only in his office. The number is 260-4270. Only the Rabbi has access to this line and it has a private voicemail.

Rabbi Sandberg is also available at his home - 880-5185, or you may call his cell at 742-4260 if there is an urgent need. Please do not call for routine matters on Shabbat or holidays, but if there is an emergency, call anytime, day or night.

BETH SHALOM

GIFTS—

THE STORE FOR JUDAICA & MORE



Too hot outside—Come to Beth Shalom Gifts to shop where it's cool.

Our **temperature is cool** -- Our **merchandise is "cool"**—but, the shopping **experience is warm!** To help you "think cool" in July, we are offering 10% off any in-stock menorahs. New items arrive often, so stop in soon to browse or buy.

Beth Shalom Gifts—the Store for Judaica & More is the "in" place to shop.

YAHRZEITS

These Yahrzeits will be observed during the coming month.

- | | | |
|-----------------------|------------------|--------------------|
| 19 Tammuz (7-1) | 2 Av (7-13) | 12 Av (7-23) |
| Nathan Broudy | Anna Bursack | Minnie Silverstein |
| 20 Tammuz (7-2) | Carl Blumenthal | Charles Sussman |
| Samuel Frankel | Anne Landsman | Martha Menaged |
| 21 Tammuz (7-3) | Jack Kirchik | 13 Av (7-24) |
| Frances Kaplan | 4 Av (7-15) | Samuel Schuster |
| Ethel Rothbart | Ann Schoenfeld | Hattie Rothenberg |
| 22 Tammuz (7-4) | Robert Berinhout | 14 Av (7-25) |
| Bill Hatfield | Shirley Dunitz | Pearl Schemer |
| 23 Tammuz (7-5) | 5 Av (7-16) | Harry Waters |
| David Russo | Frances Skluth | Eva Garten |
| Lora Sheitelman | Frances Zenick | 15 Av (7-26) |
| Leo Gray | Edward Parker | Cory Jill Rovin |
| 24 Tammuz (7-6) | 6 Av (7-17) | 16 Av (7-27) |
| Murray Herschkowitz | Dr. Tony Waters | Frank Feinman |
| Barney Freedman | 7 Av (7-18) | Isidore Kaplan |
| Pearl Gudinsky | Reuben Ostroff | 17 Av (7-28) |
| 25 Tammuz (7-7) | Daniel Hubsch | Edith Benjamin |
| Minnie Perin | 8 Av (7-19) | Marvin Weinstock |
| 28 Tammuz (7-10) | Paul Schnall | Leonard Rinzler |
| Diane Ulshafer | Julius Grossman | Jeanette Kilishek |
| Dora Glickman | Ethel Frankel | 18 Av (7-29) |
| Dr. Arnold Silverberg | 9 Av (7-20) | Fred Young |
| 29 Tammuz (7-11) | Harold Dundes | 19 Av (7-30) |
| Fannie Wildstein | Sylvia Brumel | Samuel Kellman |
| 1 Av (7-12) | 10 Av (7-21) | Vitaliy Goloub |
| Morris Lasris | Sue Schneider | Stella Bloch |
| 2 Av (7-13) | Sadie Bodziner | I. H. Edwards |
| Sidney Nudle | 11 Av (7-22) | 20 Av (7-31) |
| Harry Feingold | Sadie Wolff | Ida Nathan |
| Lawrence Bodziner | | Abraham Simon |

Sanctify Your Home Light the Shabbat Candles



Praised are You, O Lord our God, King of the universe, who has sanctified us by the commandments and has commanded us to kindle the Sabbath lights.

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|-----------------|---------|
| Friday, July 2 | 8:14 PM |
| Friday, July 9 | 8:13 PM |
| Friday, July 16 | 8:11 PM |
| Friday, July 23 | 8:08 PM |
| Friday, July 30 | 8:03 PM |