

NJN NEW JERSEY JEWISH NEWS

PRINCETON | MERCER | BUCKS COUNTIES

A PUBLICATION OF THE JEWISH WEEK MEDIA GROUP
Vol. XXIII No. 3 | August 4, 2020 | 14 AV 5780
njjewishnews.com

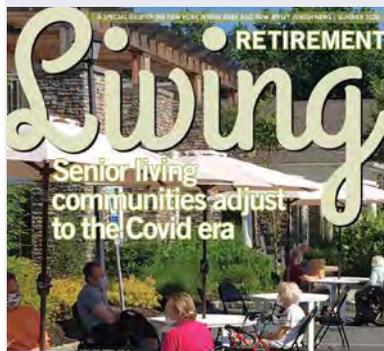
Dear Princeton Mercer Bucks Jewish Community,

In light of the Jewish Week Media Group's decision to cease publication of the New Jersey Jewish News (effective with this edition), the Jewish Federation of Princeton Mercer Bucks would like to ensure that you remain directly informed of the news affecting our Jewish Community.

To accomplish this goal, we kindly request that you go to our website www.jewishpmb.org and sign up with your contact information. See page 7 for more information.

Thank you for your patience during this transition.

Jerry Neumann, President
Jewish Federation of Princeton Mercer Bucks



Retirement Living
Inside Pages

Our Towns	4
Retrospective	11
Agenda/Gallery	15
LifeCycle	16
Touch of Torah	18
Exit Ramp	19



So long, farewell, shalom, good night

Sending our love, best wishes, and appreciation in NJJN's finale

Gabe Kahn
NJJN Editor

Garden State of Mind

One last time!! Relax, have a drink with me! One last time. — "Hamilton"

As you can see just below this column, Kai Falkenberg, president of the Jewish Week Media Group's

board of directors, and I penned a short letter to you, our readers, stating that as The New York Jewish Week, our sister publication, will go on hiatus while it concentrates on developing an all-digital model, we will do the same.

As several readers (and advertisers and friends) have asked us

Continued on page 11

Dear Readers,

We would like to take this opportunity to share a significant development in the long his-

tory of the New Jersey Jewish News.

Starting in August, the weekly print edition of The New York Jewish Week, our sister publication, will go on hiatus while it concentrates on developing an all-digital model. As a result, following this issue NJJN's print edition will also go on an indefinite hiatus, as it and Jewish

Continued on page 12

New Jersey Jewish News succumbs at 74

'Chronicle of the Jewish community' ceases publication

Johanna Ginsberg
NJJN Senior Writer

For more than 70 years, the New Jersey Jewish News (NJJN) has been essential Shabbat reading. Its pages have reported the Jewish issues of the day, from the declaration of Israeli statehood and the trial of Adolf Eichmann to the struggle for Soviet Jewry; from celebrations of early b'nai mitzvah to the hiring of female clergy; from upheaval in late 1960s Newark to Jewish participation in #BlackLivesMatter protests; from the raid on Entebbe to murders in Pittsburgh, Poway, and Jersey City. While examining controversies within the Jewish community and providing an ethnic lens for local and national news, it also spotlighted the area's people, places, and general goings-on. It is the chronicle of the Jewish community in this part of the state.

This week's issue marks the final print publication.

As historian Jonathan Sarna points out in The New York Jewish Week, NJJN's sister publication, on the demise of the printed newspaper — which follows the closure in April of the Canadian Jewish News and the Forward's 2019 move to digital-only publication — "Closures, mergers, and digital makeovers are inevitable."

When NJJN was sold to The Jewish Week Media Group in 2016, it was perhaps the first step in this direction. Still, NJJN has had a storied run with a trajectory mirroring the fortunes and interests of the community it covered.

The New Jersey Jewish News was founded in 1946 as The Jewish News by the Jewish Community Council of Essex County. Conceived as a tool for the 1946 UJA campaign, according to Jill Hershon, archivist at the Jewish Historical Society of New Jersey (JHS), its potential became clear to community leaders within six weeks. That's when

Continued on page 12

As race comes to a reckoning in U.S., local synagogues look to education

Michele Alperin

NJN Contributing Writer

After signing on to a June 22 Jewish Center Zoom program, “Why Did George Floyd Have to Die for Us to Pay Attention?,” the 70 participants saw a bright red background filled with heavy black print traditionally used as in memoriam — all names of African-Americans who had been killed by police. To personalize the experience, participants were asked to choose one of the names and look up the circumstances of that person’s death.

Linda Oppenheim, with the help of Miki Mendelsohn, Lori Simon, Paget Berger, and Wilma Solomon, created the program in response to a request by Heidi Joseph, vice president of programming at the Princeton synagogue. Joseph was interested in developing an online event, she told NJJN, that “would address the issue, get people’s attention, and get them to see that we should be concerned about this — not necessarily to provide solutions, but to discuss where we are as people.”

Oppenheim was familiar with the issues from her involvement with Not in Our Town, an anti-racism group in Princeton, and from “Examining Racism: Looking Inward First,” a two-session class she had created with others and presented to congregants and religious school students in 2018 and 2019. Its purpose, she said, is “to get people to not just be listening but thinking about how their lives relate to racism and what we teach them about white supremacy.”

“We framed it as kind of a shiva,” Oppenheim said of the June 22 program, which curated several powerful video segments as a wake-up call.

One was a short film, “The Look,” by Procter & Gamble, where a Black man encountered a number of micro-aggressions, the small experiences that Black Americans experience on a daily basis: a woman rolling up her windows as he and his son walk by her car, the white people in an elevator not holding the door open when they see him coming, not being waited on in a café until the white people who came in later are taken care of, and being followed in a store. The clip ends with the same Black man, a judge, calling his courtroom to order.



Wilma Solomon, one of the creators of the Jewish Center’s anti-racism program, wears a “YWCA Stand against Racism” T-shirt at a May 28 protest in Trenton, organized by the NJ Campaign for Alternatives to Isolated Confinement to call attention to deaths of prisoners from Covid-19.

They also offered various statistics comparing Black and white populations nationally and in New Jersey that revealed huge disparities: For example, the net worth of Blacks in New Jersey is \$6,100 and for whites \$352,000; Blacks — who make up less than 15 percent of the state’s population — comprise 62 percent of the prison population, compared to whites, who are only 22 percent of the prison population.

All of the numbers they presented were particularly surprising to Joseph.

“It’s kind of shocking that it’s still happening,” she said. “I thought in the ’60s this was all addressed. We shouldn’t be having these issues anymore.”

One follow-up activity that grew out of the meeting was to study in pairs and small groups, which began on July 28 with the introduction and first chapter of “Waking Up White, and Finding Myself in the Story of Race,” by Debby Irving.

Other local synagogues have similarly worked to educate their members on issues of race. On Aug. 4 and 18 Adath Israel Congregation in Lawrenceville will be offering an online version of the “Examining Racism” workshop.

“What I’m looking forward to is an intimate, interactive program,” said Adath Israel’s Rabbi Benjamin Adler. “It will not just be a program for people to get information, but to work on our-

selves and to try to understand the implicit bias we all have.” His expectation is that this program will clarify “where people are ... and will help drive future programs to see what we can do as a community to fight racism.”

Congregation Beth El in Yardley, Pa., is starting its exploration of race with an educational process that will ultimately lead into “a long-term, sustainable, meaningful action we can take as a community,” said Helene Geiger, chair of the adult education committee. The synagogue initiated its “Racial Justice” series on June 30, with workshops for adults and teens facilitated by Ben Fink, a community organizer with Roadside Theater: Art in a Democracy, whose mission is to “enlist the power of theater, music, media, education, and other arts” to promote social issues, according to its website. The technique he used was “story circles,” where congregants shared personal stories in response to the prompt, “When was the first time you realized you were white and not Black, from a privilege point of view?” Then Fink drew out commonalities in the responses.

“The adults went to experiences they’ve had where they had privilege and where their Black friends didn’t find it such an easy route,” Geiger said.

On Aug. 13, Beth El plans a discussion of Ava DuVernay’s documentary, “13th,” which explores the history of race and our criminal system by looking

at the 13th Amendment and arguing that today’s practice of mass incarceration operates as an extension of slavery.

Beth El, Geiger said, is starting with education to “create the groundswell” of support necessary to “make a commitment that we can sustain.”

Congregation Beth Chaim in Princeton Junction has convened a task force with the goal of positioning the synagogue “as a place that is explicitly antiracist,” Rabbi Adena Blum wrote in a July 17 email to NJJN. “We plan to accomplish this goal through introspection, conversation, and education.” They will unveil continuing programming beginning close to the High Holidays and leading up to Juneteenth 2021.

Beth Chaim is starting with two programs facilitated by Billy Planer, founding director of Etgar 36, a Jewish organization dedicated to exploring the connections between Judaism and civil rights in America. The first conversation, on Aug. 13, is titled “Jews and Blacks in the Civil Rights Era and Now: Midrash and Fact,” and the second, on Aug. 27, “How to Be Comfortable Having Uncomfortable Conversations.” They’ve also planned a Zoom tour of African-American artists at the Princeton University Art Museum on Thursday, Aug. 20, led by docent Adria Sherman.

The board of trustees, Rabbi Stuart Pollack, Rabbi Jordan Goldson, and Cantor Orna Green of Har Sinai Temple in Pennington issued a statement on June 20 acknowledging “generations of systemic racism, oppression, and inequity,” and denouncing the senseless killings of Black lives “because their killers refused to acknowledge their humanity.” The congregation also established a committee, said President Lewis Dauer, “to determine how we can use our influence to bring lasting change.”

Goldson told NJJN that he sees this issue “as being an important part of our social action agenda in the coming year and as we move on. I think we have learned that we all have to listen to people of color and Jews of color and what they have been dealing with, and find out with them how we move forward.”

“It is incumbent on us to address these things, to talk about them, and to think about them,” Goldson added. “We may be doing it on our own, but I think it’s important to do as a community.” ■

Kolbo

Bunked at home, but preserving the camp spirit

Among Rabbi Shayna Golkow's souvenirs are a handful of Shabbat-o-grams she received while a camper, and later a staff member, at Camp Ramah in the Poconos. These are handwritten notes — sometimes on colored paper cut into shapes, like hearts, stars, and the sun — decorated by the sender. The missives — private, uplifting messages exchanged among campers and staff — were delivered Friday afternoons.



Founders of Shabbat-o-Grams, Ben Zauzmer and Rabbi Shayna Golkow.

COURTESY SHAYNA GOLKOW

“It was a way to make everyone feel loved, special, and included going into Shabbat each week,” Golkow told NJJN in a telephone interview. Golkow, who grew up in Cherry Hill, is second rabbi at Temple Aliyah in Los Angeles.

When most sleepaway camps announced that they would not open this summer, Golkow and partner Ben Zauzmer, a former camper at URJ Camp Harlam who grew up outside of Philadelphia, sought a way to foster connections and bring the lost magic of camp into families' homes.

They launched the next gen of Shabbat-o-grams: Shabbat-o-Grams.com, a website for campers, staff, alumnae, and others to share decorative and personalized good wishes and notes of appreciation (with an optional photo upload).

Zauzmer, who works in operations for the L.A. Dodgers, applied his coding and web development skills to create a project “meaningful for both of us,” he said.

Now in their second month of operations, the messages are due before 4 p.m. Friday afternoons and are texted, emailed, or posted to Instagram (@shabbat.o.grams). So far, more than 500 people have received a Shabbat-o-Gram, which is free, and neither Golkow nor Zauzmer make money from the project. Instead, recipients are sent a link to the sender's camp to make an optional donation.

An unintended result of the project is interest beyond camps; the founders said a few congregational schools and synagogues from across the country have reached out and inquired about using the site.

“I think people like this idea of virtually trying to stay connected on Shabbat and sort of running with it,” said Zauzmer. — NJJN Managing Editor Shira Vickar-Fox

L'chaim to whiskey from the Holy Land



Israel's first whiskey is heading to N.J. shelves.

Israel's first whiskey, distilled in Tel Aviv, will soon be available in N.J. stores.

“We are confident that M&H Distillery's unique style derived from the hot climate maturation, distillation techniques, and the soul put into each bottle will win the hearts of the American consumer,” said Sam Filmus, president of ImpEx Beverages, M&H Distillery's U.S. distributor. The collection of spirits, all of which are kosher, also include Elements Sherry Whisky and Levantine Gin.

Israel's first distillery, named for milk and honey, was founded in 2012 by entrepreneur Gal Kalkstein; world-renowned master distiller Dr. Jim Swan offered guidance and advice.

According to a press release, Tel Aviv's hot and humid climate means whiskey matures and extracts barrel flavor faster than in traditional whiskey-producing countries. The Classic Single Malt Whisky has been matured in bourbon and red-wine casks, giving it a light and balanced character with flavors of vanilla, light oak, and subtle notes of black pepper.

The Classic Single Malt Whisky won a double gold medal in the 2020 “The Fifty Best” competition.



Find out how our extensive training and care philosophy help us make meaningful connections that lead to better, more engaging care.

Providing hourly and live-in care.

You know

she prefers oatmeal over cereal, showers over baths, and game shows over anything else. We'll know that, too.



Start home care today.

hwcg.com/princeton
609.423.1200

Homewatch
CareGivers®

NJJN

Vol. XXIII No. 3 August 4, 2020 14 Av 5780

EDITORIAL

Gabe Kahn, *Editor*
Shira Vickar-Fox, *Managing Editor*
Lori Silberman Brauner, *Deputy Managing Editor*
Johanna Ginsberg, *Senior Staff Writer*
Jed Weisberger, *Staff Writer*

CONTRIBUTING WRITERS

Michele Alperin, Jennifer Altmann,
Max L. Kleinman, Martin J. Raffel,
Merri Ukraincik, Stephen M. Flatow,
Jonathan Tobin

BUSINESS

Nancy Greenblatt, *Manager Sales/ Administration and Circulation*
Nancy Karpf, *Senior Account Executive*
Steven Weisman, *Account Executive*
Lauri Sirois, *Classified Sales Supervisor/ Office Manager*

GRAPHIC DESIGN/DIGITAL/PRODUCTION

Clarissa Hamilton, Janice Hwang,
Dani Shetrit

EXECUTIVE STAFF

Rich Waloff, *Publisher*
Andrew Silow-Carroll, *Editor in Chief*
Gary Rosenblatt, *Editor at Large*
Rob Goldblum, *Managing Editor*
Ruth Rothseid, *Sales Manager*
Thea Wieseltier, *Director of Strategic Projects*
Dan Bocchino, *Art Director*
Arielle Sheinwald, *Operations Manager*
Gershon Fastow, *Advertising Coordinator*

PUBLISHER'S STATEMENT

New Jersey Jewish News, an independent voice, seeks to inform, engage and inspire its readers, covering and helping to build community. The Princeton Mercer Bucks edition of NJJN (USPS 1227) is published monthly by the JWMW, LLC, at 1501 Broadway, Room 505, New York, NY 10036. © 2016, NJ Jewish News. All rights reserved. • Periodical postage is paid at Whippany, NJ, and additional offices. • Postmaster: Send address changes to New Jersey Jewish News, 1719 Route 10, Suite 307 Parsippany, NJ 07054-4507. NJJN was founded as The Jewish News on Jan. 3, 1947. Member, New Jersey Press Association and American Jewish Press Association; subscriber to JTA.

TELEPHONES/E-MAIL: Main — phone: 973-739-8110, fax: 973-887-4152, e-mail: editorial@njewishnews.com, ■ Manuscripts, letters, documents, and photographs sent to New Jersey Jewish News become the physical property of this publication, which is not responsible for the return or loss of such material.

SUBSCRIPTIONS: ANNUAL SUBSCRIPTIONS (INCLUDING POSTAGE): New Jersey: \$52. Out of State: \$56. Call Nancy Greenblatt, 973-739-8115 or e-mail: ngreenblatt@njewishnews.com. For change of address, call 973-929-3198.

ADVERTISING: NJJN does not endorse the goods or services advertised in its pages and makes no representation as to the kosher status of food products and services in such advertising. The publisher shall not be liable for damages if, for any reason whatsoever, the publisher fails to publish an advertisement or for any error in an advertisement. Acceptance of advertisers and of advertising copy is subject to publisher's approval. NJJN is not responsible if ads violate applicable laws and the advertiser will indemnify, hold harmless, and defend NJJN from all claims made by governmental agencies and consumers for any reason based on ads carried in NJJN.

Our Towns

Reflections on a lifelong relationship with NJJN

Lori Silberman Brauner
NJJN Deputy Managing Editor

It is not a stretch to say that I cut my teeth on the New Jersey Jewish News, simply known as “The Jewish News” when I was a child growing up in suburban Essex County.

My family had strong ties to the community served by the original Jewish News, which was Newark and its suburbs. My maternal grandparents lived in the legendary Weequahic section of Newark, the neighborhood that inspired Philip Roth’s novels (he even referenced my great-aunt, “Mrs. [Hana] Duchin,” his elementary school teacher, in one!). I loved summers when my grandmother would come visit and get together with her siblings in our home, hearing stories — both hilarious and tragic — of the Newark streets where everyone knew each other. They later moved to Maplewood before relocating to Florida when my mother was 13. My father’s parents lived in Orange, where he graduated from high school and where my newly married parents resided and raised me before moving to Roseland when I was 7.

For us, the Jewish News was *the* vehicle to keep up with the extended Jewish community, which, after the Newark riots of 1967 and subsequent exodus to the suburbs, was no longer bound together within



Lori Silberman Brauner on assignment in the Sahara Desert.

the confines of a closely knit neighborhood. All of our family lifecycle events were published, from my parents’ wedding to my own Hebrew High school graduation, wedding announcement, and subsequent

birth announcements for my sons. In my family we learned to recognize community “machers” by their Jewish News headshots, portraits of perfectly coiffed volunteers taken by locally renowned photographers such as Eric Wagman.

Still, I never expected that I would spend over 20 years of my life (well, on and off) at this community institution.

In 1997, a fresh graduate of Columbia University’s Graduate School of Journalism, I was hired by the late David Twersky and managing editor Debra Rubin (not to be confused with former NJJN Bureau Chief Debbie Rubin) as a staff writer at the newly expanded New Jersey Jewish News, which covered Essex, Morris, and Union counties, and later grew to include Middlesex, Monmouth, Mercer, and even Bucks County, Pa. It was the perfect place to hone my newly acquired journalism skills, and David, a storied journalist who had worked for *The Forward*, was an editor who, to say diplomatically, both challenged and pushed his writers.

I had some fabulous adventures under his leadership, from fielding phone calls to him from imprisoned U.S. spy Jonathan Pollard to taking a press trip to Israel and covering (then former prime minister) Benjamin Netanyahu’s visit to Joseph Kushner Hebrew Academy in 1999.

He even sent me to Palm Beach County, Florida,

Virtual race honors life of Rabbi Adam Feldman

Michele Alperin
NJJN Contributing Writer

A 100-mile virtual race launches this month to honor the memory of Rabbi Adam Feldman, spiritual leader of The Jewish Center (TJC) in Princeton, who died Dec. 24, 2019, at age 55.

TJC member Billy Grenis, with Feldman’s family, wife Sara Bucholtz and their children Talia, Dena, and Ilan, created a path that travels through important places in the rabbi’s life, starting in Jerusalem, teleporting to New Jersey, and ending at Citizens Bank Park, home of Feldman’s beloved Phillies.

“We’re going to write explanations about why we chose these spots along the route and include some photos that go along with them,” Bucholtz told NJJN.

The route can be completed by walking, running, or cycling, and the progress will be tracked on an app, named Tucan, developed by Grenis,



Billy Grenis, at left, with Rabbi Adam Feldman in 2017.

who said that Feldman “was always there at important times” for him and his family.

“Rabbi Feldman came to one of my high school football games and at the end had me sign a foot-

ball for Ilan,” Grenis recalled. He also said the rabbi brought his mother a pair of pink boxing gloves after she had been diagnosed with cancer.

The virtual journey will begin in mid-August and will end on Feldman’s Hebrew birthday — and erev Rosh HaShanah — the 29th of Elul (which falls this year on Sept. 18).

Included in the sites along the route is Hebrew University in Jerusalem, where Feldman spent time after high school and during his junior year of college, and Robinson’s Arch, near the Western Wall, where Jewish Center b’nei mitzvah are celebrated.

Grenis plans to run his 100 miles. Those less athletically inclined are able to form teams.

Bucholtz said she sees the effort as a way of “making goals and tracking your progress,” not as an athletic competition.

“The four in my house are going to be a group,” she said. “I think together we can hit 100 miles.”

Registration costs \$18. Tucan will donate all proceeds to The Jewish Center. For more information, visit thejewishcenter.org. ■

intrigued by what NJ snowbirds were doing with their time down South and how the local federation was maintaining ties to this group (and their fundraising dollars). I had a blast renting a car and driving up and down Interstate 95 speaking to residents and UJA officials; one of the best quotes I obtained was from a federation staffer in Boca Raton who told me you have to “pay to play,” i.e., it required big bucks to be included in the glamorous fundraisers held in gated retirement communities such as Boca West.

After having my first son in 2000, I scaled back professionally and eventually went freelance before rejoining the staff part-time as a copy editor in the fall of 2005, when my oldest was starting kindergarten. By then Andrew Silow-Carroll, also a well-respected journalist, had become editor in chief, and the office was a very family-friendly, supportive place to work. I officially worked four days a week, including one day a week at home, and found the time to take my younger son to Music Together classes and even help chaperone occasional school trips. Once they both reached school age (and with a ridiculous amount of time off from Jewish day school), I could take them to work with me without a hitch, and the boys were well-known fixtures in my office.

Ironically, as my need for child care waned so did my hours at NJJN, as it began to absorb the impact of the last decade’s print newspaper industry decline. My schedule was eventually cut to two days a week, which had its own benefits as it gave me time to ex-

plore and write about other areas outside the Jewish community, including the United Nations, international development, and maternal health, topics that had piqued my interest.

By the fall of 2016, NJJN was sold to The Jewish Week Media Group, which published the highly regarded New York Jewish Week and retained me on staff, initially for two days and then eventually full-time under the leadership of Editor Gabe Kahn, who promoted me to deputy managing editor. More of a peer than a traditional “boss,” he and Managing Editor Shira Vickar-Fox, both fellow Columbia J-School graduates, encouraged me to continue writing about issues I was excited about, such as Jewish travel and heritage. They even pretended not to mind when I would disappear for a week or more at a time to explore Jewish Morocco, Curacao, Portugal, and Israel, confident that I would thoroughly write about my experiences when I returned.

The coronavirus pandemic obviously put a stop to these adventures, and its toll on the newspaper — and just about every other industry — has been nothing short of devastating. While I don’t know what the future holds, I’m confident that I will land on my feet, and that NJJN will continue to be part of my life, through the friendships I’ve made at the newspaper and enough memories — not to mention clips — that could fill a dozen recycling bins. ■

lbrauner@njewishnews.com

NJ virtual arts guide launched

Discover Jersey Arts, a cosponsored project of the New Jersey State Council on the Arts and ArtPride New Jersey Foundation, is sponsoring Jersey Arts at Home, a compilation of virtual experiences from New Jersey-based cultural organizations. Found at JerseyArts.com/atHome, the curated collection features workshops with local artisans, shows with international superstars, master classes with seasoned instructors, interactive jam sessions, creative prompts, and classic performances.

“We have an extraordinary creative community, and the Council is not at all surprised to see the innovative ways artists and arts organizations have quickly adapted to the circumstances,” said Allison Tratner, executive director of the New Jersey State Council on the Arts. “With Jersey Arts at Home, people of all ages and interests can safely participate in arts experiences that inspire, entertain, and connect us.”

Activities and programs listed on the Jersey Arts at Home page are updated regularly by Discover Jersey Arts project staff in an effort to share a wide variety of artistic options. Cultural organizations from across New Jersey are welcome to submit experiences for consideration.



WE LOVE ANTIQUES!

ANS has been in this business for over 25 years. Our attention to detail and skilled knowledge of antiques makes us unique among buyers and sellers, ensuring each client receives accurate information about each item and each seller receives top dollar. We purchase entire collections as well as single items. We also do complete estate clean-outs. We will purchase the entire estate including real estate. We can also work with your favorite charity.

We pay cash for:

Antique Furniture	Cameras	Military Items
Modern Furniture	Mens & Ladies Watches	Coins – Individual or Entire
Modern Art	Judaic Art and Silver & Chinese	Collections
Oil Paintings	Art and Porcelain	Entire Home Contents
Bronzes	Top Dollar for Any Kind of Jewelry	Property/Real Estate Purchases
Silver	& Chinese Porcelain	– Fast Closings

Call today to schedule a meeting.



ANS Antiques

We come to you • Free Appraisals
201-861-7770 • 201-951-6224

Visit us at www.ANSAntiques.com
aadsa726@yahoo.com
Sam Guidan
Shommer Shabbas

Congregant-led classes build communities in synagogues

Michele Alperin
NJNJ Contributing Writer

When Jack Wellerstein was asked to lead a Zoom session on “Starting a Backyard Garden” for the Share Your Passion series at Congregation Beth El in Yardley, Pa., he agreed, but was skeptical anyone would attend. Turns out, not only did he have a bunch of inquisitive attendees but he also ended up facilitating a mitzvah.

One of the participants in the program was a young woman with medical issues who lived alone. She wanted to build a raised bed for planting but was unable to do so on her own, and during the workshop she offered to pay someone to help. Instead, participants immediately volunteered their teens.

Coronavirus

wanted to build a raised bed for planting but was unable to do so on her own, and during the workshop she offered to pay someone to help. Instead, participants immediately volunteered their teens.

“The community came together to make this lady a garden,” said Helene Geiger, adult education committee chair of Beth El. “People were doing it from their hearts.”

Even as we are facing Zoom weariness, the technology has offered Mercer Bucks congregations opportunities for community building outside of worship and Jewish rituals. With everyone spending more time at home, members are stepping up and leading sessions on professional interests or hobbies such as art, baking, Israeli dance, doll making, and more.

“We are in strange times, and I think this is giving people the opportunity to think outside the box,” said Celeste Albert, membership chair at Beth El Synagogue



Barbara Gantwerk, a Jewish Center member, hosted “A Doll Maker’s Journey” in June, during which she shared her passion and techniques for creating natural fiber dolls. PHOTO BY LEW GANTWERK

in East Windsor. “[Members] are inviting people into their houses virtually, and they are learning a lot and sharing a lot.”

Beth El Yardley congregant Penny Bardfeld, who had been offering a weight-loss series at her gym, did a workshop on food portion size, titled “Portion Distortion.”

“These days people are more conscious about what they want to eat and how they want to eat,” she said. “I feel like I do have a skill and have been able to help other

people — why not offer it to be helpful to congregants?”

“It’s really a neat way for people to connect and share things they love with each other and put a human face on the whole situation while we are all cooped up,” said Congregation Beth El’s Rabbi Raysh Weiss.

To expand the power of these meetings, the Yardley synagogue set up opportunities for “incidental socializing” before and after online programs. “That is so important, to have an opportunity to talk to each other,” said Geiger. “We can see each other’s faces.”

Albert told NJNJ that member-hosted Zoom programs fill a need. “We missed seeing each other every week at synagogue and have amazing congregants who have a lot to share,” she said.

Congregant-led programs have ranged from teaching Israeli line dancing to baking cheesecake and challah, and from exploring the Jewish history of chess to having a former Beth El family share their experiences of making aliyah.

“We are getting to know not only the content, but different things about people’s expertise outside of the synagogue,” Albert said.

Anne Berman-Waldorf, director of lifelong education at Congregation Beth Chaim in Princeton Junction, said, “As people are staying home, we want to be able to offer more programming. People are looking for things to do and for more ways to connect, especially people living alone.”

At Beth Chaim, people are teaching classes, according to Anne Berman-Waldorf, “that grow out of their professional or artistic expertise,” such as Adria Sherman, a textile artist and docent at the Princeton University Art Museum, who led a June workshop on “Jewish artists in Paris.”

Lynne Ross, co-chair of arts and cultural affairs at the Jewish Center, told NJNJ about how she and her co-chair, Helaine Isaacs, came to create a range of programs growing out of hobbies or professional pursuits. Because both women have jobs, Ross said they wanted programs that were easy to do with either congregants “showing off a little about themselves or letting other congregants know a little more about them,” she said. “It is more like community-building than it is an intellectual pursuit.”

The resulting programs reflected people’s passions — from cooking, raising orchids, doll-making, and designing gardens to yoga, needlepoint, and watercolors — and gave everyone involved the chance to learn new things about themselves.

All in all, the programs appear to have had positive effects on synagogue communities.

“It helps not only when congregants can see each other, but they get to know something about different congregants that may help them make a stronger connection with them the next time they see them,” said Ross. “People become more multidimensional.”

Geiger of Beth El in Yardley told NJNJ that while people are isolating at home they yearn to be together with others. She said, “I’ve always had the contention that our congregation was a community, but I think Covid has really given us an opportunity to prove it.” ■

FROM A PROFESSIONAL
RACECAR DRIVER TO THE
WHEELS FOR YOUR
LITTLE SPEED DEMON

We insure them.



Family-owned for four generations, Borden Perlman has global reach, community roots. Licensed in 50 states, we work tirelessly to insure what’s important to you. Call Heather Vogel at 609-482-2203 to discuss a personalized solution.

home · auto · valuables



609.896.3434 | 800.932.4476
BORDENPERLMAN.COM

250 Phillips Blvd., Suite 280, Ewing, NJ 08618
120 Albany St., Tower II, Suite 405, New Brunswick, NJ 08901





The strength of our people, the power of our community



In light of the New Jersey Jewish News' decision to stop publication, we thank them for their support and partnership and wish them well.



To continue receiving news, please provide your email address at
www.jewishpmb.org

("Sign-up for Newsletter" button)

SIGNING UP NOW will keep you informed on what's happening locally, nationally, and globally. Keep connected to Jewish events and issues in the Greater Princeton-Mercer-Bucks area, such as:

- Jewish Programming - Jewish speakers, fun children's programs, and holiday celebrations
- Jewish Continuity
- Israel
- Anti-Semitism
- Security

We are committed to keeping our community informed, together, and engaged.

**Go to www.jewishpmb.org
Enter your email address on the homepage at
"Sign-up for Newsletter" button.**



Thank You!

To the 195 donors that supported the Jewish Community COVID-19 Emergency Response Fund of Greater Mercer

Abe and Bernice Abramovich
Arlene Abrams
Barbara & Bernard Abramson
Adele Agin
Steven Sheriff and Michele Alperin
Marshall & Caryn Alter
Gaby Altman
Fran & Assaf Amir
Karen & Rich Anderson
Judy Axelrod
Lynne Azarchi
Scott Babitz
Dr Karen Cohen and Jeff Bacharach
Barbara Berg
Janet Barudin
Nancy Becker
Sheila & Gerald Berkelhammer
John Berkery
Sheldon Berkman
Charles Berkman-Lavine
Laurie Berman
Ilanit Bero
Iris & Sanford Bing
Jen & Jeremy Black
Beatrice & Michael Bloom
Allen Bloom
Camille Bloomberg
Harold Borkan **
Charlene & Scott Borsack
Leah Boustan
Jeffrey Boyarsky
Julie Brenner
Daniel Brent
Sara Bucholtz
Herschel and Leslie Burstyn
Edward Campbell
Lewis Cashman
Helaine Chairnoff
Brian & Dr Jill Chevlin
Janet & Howard Cohen **
Seth Coplin
Patricia Coplin
Pop Dan
Ruth & Robert Davidson
Jess & Ted Deutsch
Elizabeth Dickerman
Richard Dickson
Jose DiMatiella
Tina Dong
Hollie Elias
Myra Epstein
Susan & Michael Falcon
Lori & Michael Feldstein **
Kate Fisher
Debra Frank
Roberta & Arthur Frank
Brian Frasco
Deborah Freedman

Bobbi & Barry Freedman
Marsha & Eliot Freeman
Beth & Jonathan Frieder
Donna & David Gabai
Andrea & Benjamin Genek
Felice Ginsberg
Rabbi Elisa Goldberg
Paul Goldberg
Abram Goldfinger
Michelle Goldis
Nancy & William Goldstein
Robert and Ruth Goldston
Anne Gordon
Cheryl & Allen Gorski
Ira Greenberg
Jonathan & Susan Gross
Leslie Grunes
Maxine Gurk
Diane Guvenis
Victor & Dena Hammel
Natalie Harrington
Martha Friedman & Harold Heft
Seymour Henenberg
Laurie & Daniel Herscovici
Arthur Hoenig
Marilyn D. Holtzman
Carol & Herbert Horowitz
Jill & Gregg Jaclin
Curtis Johnson
Emily & Seth Josephson
Bruce Kaplan
Stanley Katz
Sharyn Keiser
Peter Kenen
Mary Ellen Kessler
Marshall Kizner
Morton Kobrin
Ari Kolker
Elliot Kotzker
Miki & Randy Krakauer **
Renée & Jason Krane

Michael Katz & Sandy Kurinsky **
Mindy & Corey Langer
Donna Laurie
Karen Brodsky & Donald Leibowitz
Jeanne & Sher Leiman
Judy & Michael Leopold
Joan Levin
Judy & Bob Levine
James Levy
Erica Lewanda
Barbara Litt
Danna Livstone
Jeffrey Lockman
Curtis Loeb
Allen & Judith Lovitch
Amy Becker-Mattes & Jeffrey Mattes
Ohad Mayblum
Linda and Art Meisel
Lewis Meixler
Richard Meyer
Steve & Judy Minsky
Sally Moses
Naomi Richman Neumann
& Jerry Neumann **
Linda Oppenheim
Stuart Ostrowsky
Jon Parker
Lauren & Adam Pechter
Arlene Pedovitch
Patti Plittman
Kenneth Pogrob
Alison & David Politziner
Robert Pollack
Carol & Mark Pollard
Daniel Popkin
Andrea Rabel
Steven Rabinowitz
Sandra Rabinowitz
Julie Ramirez
Rafi Reguer
Stanley Reis

Julius and Marsha Richter
Ian Rohin
Andrea Rona
Emily Rose
Abigail Rose & Adam Seiden
Lynne Ross
Martha & Marty Rossman
Frederick Rothstein
Kenneth Rubin
Renee Leslie Sachs **
Danielle Sadock
Lois & Jan Safer
Robyn Safran
Norma Saks
Marcy Samet
Rebecca & Josh Sarett
Jeri & Scott Schaefer **
Robert Schapire
Jane Schuster
Judy & Martin Schwartz **
Robert Schwartz
Jimmy Schwartz
Marc Schwarzman
Harold Shapiro
Michelle Shapiro
Donna Sher
Philip Shuman
Adam Silverberg
Robin & Gabe Smolarz
Joanne Snow **
Jeff and Wendy Soos
Elisa & Cary Spiegel
Sally Steinberg-Brent
Gene Stern
Hazel Stix **
Sara Stopek
Rita Swirsky
Margo Tarasov
David Taylor
Lisa Tobias
Marissa & Jesse Treu
Ernestine Urken
Tirza Wahrman-Mitlak & Warren Mitlak
Stacey Wasserman
Fred Weiner
Felice Weiner
Susan Weintraub
Martha & Steven Weiss
Patti Wold
Jill Wolk
Bernard Wright
Deborah Yaffe
Amy & Eran Zacks
Anonymous (3)

Thanks to your gifts the Fund distributed \$165,000 in grants to:

Greenwood House
JCC / Abrams Camps
Jewish Family & Children's Service
Adath Israel Congregation
Beth El Synagogue
Congregation Beth Chaim
Har Sinai Temple
The Jewish Center

Corrected and updated version

** This donation was made through a Donor Advised Fund at the Jewish Community Foundation of Greater Mercer



ANNUAL MEETING

7.23.20 HIGHLIGHTS

We honored the committee members that headed up **Jewish Community COVID-19 Emergency Response Fund of Greater Mercer** that raised \$165,000 from 195 community donors



STEERING COMMITTEE

DAN HERSCOVICI - CO-CHAIR

DON LEIBOWITZ - CO-CHAIR

CONTENT

JEREMY BLACK
ADRIENNE RUBIN
MARCY SAMET
PAUL SCHINDEL
WENDY SOOS

FUNDRAISING

DAN BRENT
HOWARD COHEN
ROB DAVIDSON
MARSHA & ELIOT FREEMAN
JERRY NEUMANN

GRANT COMMITTEE

ELIOT FREEMAN - CO-CHAIR

LISATOBIAAS - CO-CHAIR

ADELE AGIN
JUDY AXELROD
SKIP BERMAN
DAN BRENT
SUSAN FALCON

HAROLD HEFT
DAN HERSCOVICI
DON LEIBOWITZ
RABBI BEN ADLER

STAFF: LINDA MEISEL & MARK MERKOVITZ

"Thank you to the Jewish community and the Federation for providing emergency COVID-19 grants, both for financial assistance to our members and direct assistance to our synagogues for PPE and enhanced sanitization. These funds will help ensure that our most vulnerable can meet their basic needs and that synagogues can safely reopen and once again serve the spiritual, educational, and social needs of the community."
– Rabbi Adler, Chair of the Board of Rabbis

"I know that a lot of people have questioned the need for an umbrella organization to oversee fundraising in our community when people can give directly to agencies and synagogues of their choice, but it is in emergency situations like this where the value of a Federation gets to really show itself." – Lisa Tobias, Grant Committee Co-Chair

We announced our 2020-2021 grants...

INTERNATIONAL & OVERSEAS

JEWISH AGENCY FOR ISRAEL (JAFI)
JOINT DISTRIBUTION COMMITTEE (JDC)
HOLOCAUST CLAIMS COMMITTEE
ORT
iREP
ISRAEL TRAUMA COALITION
SECURE COMMUNITY NETWORK (SCN)

LOCAL

GWH - KASHRUT PROGRAM
GWH - RELIGIOUS PROGRAMMING
JCC - SUMMER DAY CAMP
JCC - JEWISH FAMILY PROGRAMS
JCC - GOLDEN AGERS
JFCS - KOSHER MEALS ON WHEELS
JFCS - GESHER LEKESHER

ABRAMS HEBREW ACADEMY
BOARD OF RABBIS
LASHIR CHOIR
PRINCETON UNIVERSITY - CJL
RUTGERS HILLEL
TCNJ HILLEL
RIDER UNIVERSITY HILLEL

We elected our 2020-2021 Board of Directors and Officers...

OUR BOARD OF DIRECTORS FOR 2020-2021

CONTINUING FOR ONE MORE YEAR

ADELE AGIN
JUDY AXELROD
JEREMY BLACK
DANIEL BRENT
BRIAN CHEVLIN
HOWARD COHEN
ROB DAVIDSON
MICHAEL FELDSTEIN
ELIOT FREEMAN

MARSHA FREEMAN
DAN HERSCOVICI
JASON KRANE
DONALD LEIBOWITZ
ROBERT LEVINE
JERY NEUMANN
CAROL POLLARD
MARISSA TREU
STEPHANIE WILL

NEW MEMBERS

BRANDON ABELSON
STACEY BIALOW
CARLI MASIA
ELLIOT SAMBOL

EX OFFICIO

RABBI BEN ADLER

OUR OFFICERS FOR 2020-2021

JERRY NEUMANN - PRESIDENT
STEPHANIE WILL - CO-VP OF CAMPAIGN
BRIAN CHEVLIN - CO-VP OF CAMPAIGN
HOWARD COHEN - VP OF ALLOCATIONS
ADELE AGIN - TREASURER
JEREMY BLACK - VP OF MARKETING
MICHAEL FELDSTEIN - VP OF ISRAEL / OVERSEAS
MARISSA TREU - VP OF ADMINISTRATION
DANIEL BRENT - SECRETARY

The mission of the Jewish Federation of Princeton Mercer Bucks is to preserve, secure, and strengthen Jewish life and values in our community, the State of Israel, and throughout the world.

Editorial

Jewish media foster essential conversations

When rabbis want to remind us of the power of debate and diversity in Jewish life, they cite the famous dispute between the schools of Shammai and Hillel. In the Talmud, both schools loudly insist that Jewish law, halacha, should be interpreted according to their views. In the story, the Divine Voice interrupts their argument, saying “Eilu v’eilu divrei Elokim Chayim” — These and these are the words of the Living God — that is, even contradictory ideas, if expressed in good faith, can be worthwhile and holy. Of course, there are limits, and often someone has to be right, which is why the Divine Voice adds, “and the halacha is according to Beit Hillel.”

The notion of holy debate is eroding in a culture that prefers partisanship to compromise, and insists the middle ground is for losers or sellouts. It is compounded by politicians who would rather win than actually solve the problems they were elected to address, and by the self-righteous who would rather cancel the Shammis of the world.

Meanwhile, our consumption of media becomes an experiential feedback loop, with algorithms that reinforce who we are and what we believe by mining, and narrowing, our choices and interests.

The Jewish world is hardly immune. Too many of us, as groups and individuals, retreat into a “filter bubble” of like-mindedness. There are fewer ecumenical forums for exchanging ideas with those with whom we might disagree. Like ideologically narrow cable outlets, too many synagogues

have become places to reinforce our prejudices. Shammai and Hillel rarely meet, let alone debate.

What is the solution to this cognitive isolation? Perhaps immodestly, we suggest that the Jewish media are, or can be, places where Jews can meet across ideological, denominational, age, and gender lines. Places where you don’t have to agree with everything you read or hear, but can appreciate the sincerity of those who think differently than you do, and even

Shammai
and Hillel
rarely meet,
let alone
debate.

learn from their counter-arguments. The best Jewish media outlets stake out this place, which is neither “common ground” nor the squishy “middle”; instead, it is a public forum, where all people of good faith and civil bearing are welcome to share their ideas without being shouted down.

A diverse Jewish public forum has always been hard to sustain, as you can tell by our decision to put NJJN on an indefinite hiatus. Some Jewish orga-

nizations understand the value of a diverse Jewish media, and have been quietly building support for new models and funding streams.

We have confidence in these efforts. The alternative is too grim to consider: a community whose members only talk to people with whom they agree, and who stop hearing the Divine Voice in the other.

No matter what the future holds, on behalf of NJJN and the entire Jewish Week Media Group, please accept our appreciation for your loyal support over the last 74 years.

Kol tuv and tizku l’mitzvot: Wishing you all good things and may you merit to do more mitzvot. ■

Letters to the Editor

Black Lives Matter is toxic

Michael Koplow argues in his op-ed that Zionists should support Black Lives Matter (“Why Zionists should stand with Black Lives Matter,” July 7). He is mistaken. He, like too many others, have fallen prey to the concept that anti-Zionism is not the same as anti-Semitism and that is the type of “big lie” worthy of the Nazi’s propaganda machine. It has become a mantra so often touted by anti-Semitic groups that it has become widely accepted as genuine by liberal politicians, academics, and far too many Jews.

Pre-1948 anti-Zionism was opposition to the creation (actually, re-establishment) of the Jewish state in its original borders. Anti-Zionism now opposes the very existence of the Jewish State of Israel. Does Black Lives Matter’s platform address the existence of any other sovereign state?

The Jewish community has always, and should always, stand for justice for all. “My Life Matters” would be a much better concept for the entire world. It is inherent in our religion and teaching. There are many organizations, movements, and agencies combating racism, discrimination, and religious intolerance that are deserving of our support. However, a movement that brands Israel as genocidal and an apartheid state is a movement born of hatred and undeniable anti-Semitism.

Koplow’s borscht belt logic misses the mark. It is not whether Black Lives Matter should be considered kosher, it is whether it should be considered poisonous.

Marc I. Malberg
Princeton

I strongly disagree with the views expressed by Michael Koplow in his op-ed. Indeed, I believe all human lives are sacred. However, that is also precisely why I disagree with his position that Jews should support the Movement for Black Lives.

As Koplow points out, one of the political positions of this movement is that Israel is an apartheid state and “complicit in the genocide taking place against

the Palestinian people.” In plain language that is a complete fabrication based on pure anti-Semitism. The people who support this falsehood and slander — whether knowingly or not — are perpetuating racism and hatred.

It needs to be clearly understood that the ultimate end-point of racism is violence and death, such as we saw with the murder of George Floyd. I believe that the concept underlying Black Lives Matter (BLM) is that human beings of all races and ethnic groups must be judged as individuals. It is the right of everyone to be treated with justice and equity, no matter their color, ethnic group, or creed.

For that reason, as a human being, and certainly as a Jew, I cannot support an organization that promotes hatred of my people. To those who are supporters of the Movement for Black Lives, you need to know that people of goodwill cannot and should not support anti-Semitism or any other racist philosophy, even in the name of BLM.

Anthony Winston
East Brunswick

Michael Koplow whitewashes the anti-Semitic and anti-Zionist sentiment heard in BLM groups, considering it “ancillary to their focus.” But the anti-Semitism goes beyond words, as I have seen reports of synagogues vandalized amid protests and hateful shouting at Jews by people marching for racial justice. Some also demonize Israel.

If BLM the concept is to mean anything, it must mean respect for others, including Jews. Too often Jews whitewash attacks on Jews and Israel as just talk and meaningless. It is not merely that we as Jews must stand up for our rights, but hold accountable the BLM organization, just as the BLM movement holds white racism accountable. Not only must we stand up, but so must black Americans.

I support BLM the movement, but I denounce BLM the organization and all those Jews and black and white people who won’t denounce them as well.

Melvin Farber
Silver Spring, Md.

Chronicle

Continued from page 1

the council decided to purchase the already existing Jewish Times of Essex County (part of a chain of papers from New York to Philadelphia) and incorporate the paper in January 1947.

The NJJN office, once housed in the Aidekman Jewish Community Campus in Whippany and located in Parsippany since 2018, has decades of paper editions contained in bound tomes. Leafing through the yellowed pages from one volume containing issues dated July through December 1975 takes a reader back to big headlines, like the passage of the United Nations resolution that Zionism is racism; local news, like a synagogue visit from Moshe Dayan; and seismic societal shifts, like women becoming clergy — one of the first three women invested in the cantorate by the Reform movement's Hebrew Union College School of Sacred Music was hired by a local New Jersey synagogue.

Small articles and advertisements offer a reflection of our day-to-day lives. For example, while a movie theater in Maplewood advertised screenings of "Jaws," the Y and UJA publicized its first joint mission to Israel for families; the Livingston Division of NCJW held a study group on repealing marijuana laws; and Jewish Vocational Service and the YM-YWHA of Metropolitan NJ launched the sixth season of "Project Eve," for women pursuing jobs or volunteer positions so they could see they were "not alone in their anxieties about stepping 'outside the home.'" Flanken spareribs were \$1.39 a pound at Seroff's Kosher Meat Market in Irvington, and Gruning's in South Orange advertised a lunch special for \$1.95.

No matter what headlines splashed across the front pages, many readers turned first to NJJN's listing of lifecycle events: b'nei mitzvah, weddings, engagements, and obituaries.

"[NJJN] was our weekly companion informing us of the joys and sadness witnessed by our friends and neighbors," said Max Kleinman, a contributing writer and former executive vice presi-



NJJN staffers taste test varieties of sufganiyot, jelly donuts, and Moroccan treats for Chanukah.

dent of Jewish Federation of Greater MetroWest NJ. "It served as our weekly schedule of the events that graced our community's synagogues and institutions."

Through it all, NJJN has had the role of marking generational shifts: the move from Newark to its suburbs, the building of synagogues, the embrace of day schools, changing priorities of federations, and now, the decline of some beloved institutions, the merging of synagogues, and the demise of this newspaper.

Behind-the-scenes discussions at the paper reveal the trigger points in the community. According to archives from JHS, regularly appearing on the agenda of board meetings were conversations about non-kosher restaurants advertising; whether to include intermarriages in wedding listings; and, in the early 1970s, what to do about delinquent accounts related to 1967 violence in Newark. On the agenda of a 1959 board meeting: the complaint made by Temple B'nai Jeshurun's Rabbi Ely Pilchik that the paper did not have enough content about Judaism.

The paper has been led by six editors: Allen Lesser, Harry Weingast, David Frank, David Twersky, Andrew Silow-Carroll, and Gabe Kahn. Whatever their focus, whether politics or community life, hard news or soft features, they set a high bar and that's reflected in the numerous awards the paper has received

over the decades. In the JHS files is a 1963 award the paper received from the New Jersey Press Association (NJPA) for "Hold the Phone — The Doorbell's Ringing," its "woman's page feature" written by "Mrs. Lester Schachter" under the pen name of Marjorie Kind.

(Editor's Note: In July the American Jewish Press Association announced that NJJN Senior Writer Johanna Ginsberg received a first-place 2020 Simon Rockower Award in the category of Excellence in American Jewish History, for "Research on '13 driver's licenses' in Germany leads to New Jersey" (Jan. 24, 2019). The story was about a group of Bavarian high school students who spent nine months tracking down descendants of Jewish German citizens whose drivers' licenses —

which turned up in a government office in 2017 — were confiscated in 1938. Three of the licenses belonged to family members of a Livingston resident. Ginsberg also finished second in a different category and NJJN received two honorable mentions for other submissions. The Rockower Awards — Jewish journalism's highest honor — recognize achievements from the previous calendar year.)

In 1988, reflecting the demographic changes in a community that was moving west to the suburbs, the paper was renamed MetroWest Jewish News. In 1997, it acquired The Jewish Horizon of Union and Somerset counties; a new name, New Jersey Jewish News; and a new focus on Jewish issues statewide. Between 1998 and 2005 it added partnerships with other federations and acquired editions, first adding a paper covering the central Jersey federations' catchment area of Princeton-Mercer-Bucks, and later Middlesex and Monmouth counties.

Although it was once among America's largest Jewish weekly newspapers, NJJN finishes its run with a circulation of just over 16,000 subscribers.

"What I will miss the most was its role as the marketplace of ideas and viewpoints on the momentous news and issues confronting our community, Israel, and the world," said Kleinman.

He added his wish that "this will not be a final farewell, but I hitraot until a different version of the New Jersey Jewish News will reappear in the not-too-distant future." ■

jginsberg@njewishnews.com

Dear Readers

Continued from page 1

Federation of Greater MetroWest New Jersey examine a viable business model that maintains the high standards of Jewish journalism our readers have come to expect.

The staggering economic effects of the coronavirus epidemic have forced our hand; however, we are committed to seeking partnerships and supporters that will allow NJJN to return as a publication and as an online presence that will provide the news

and information our Jewish community, including our readers in Princeton Mercer Bucks, deserves.

Thank you for your years of support of NJJN, and may we look forward to a brighter future for this newspaper, our community, and all who are feeling the effects of this wide-reaching crisis.

Gabe Kahn
Editor

Kai Falkenberg
President, Board of Directors
Jewish Week Media Group

RETIREMENT

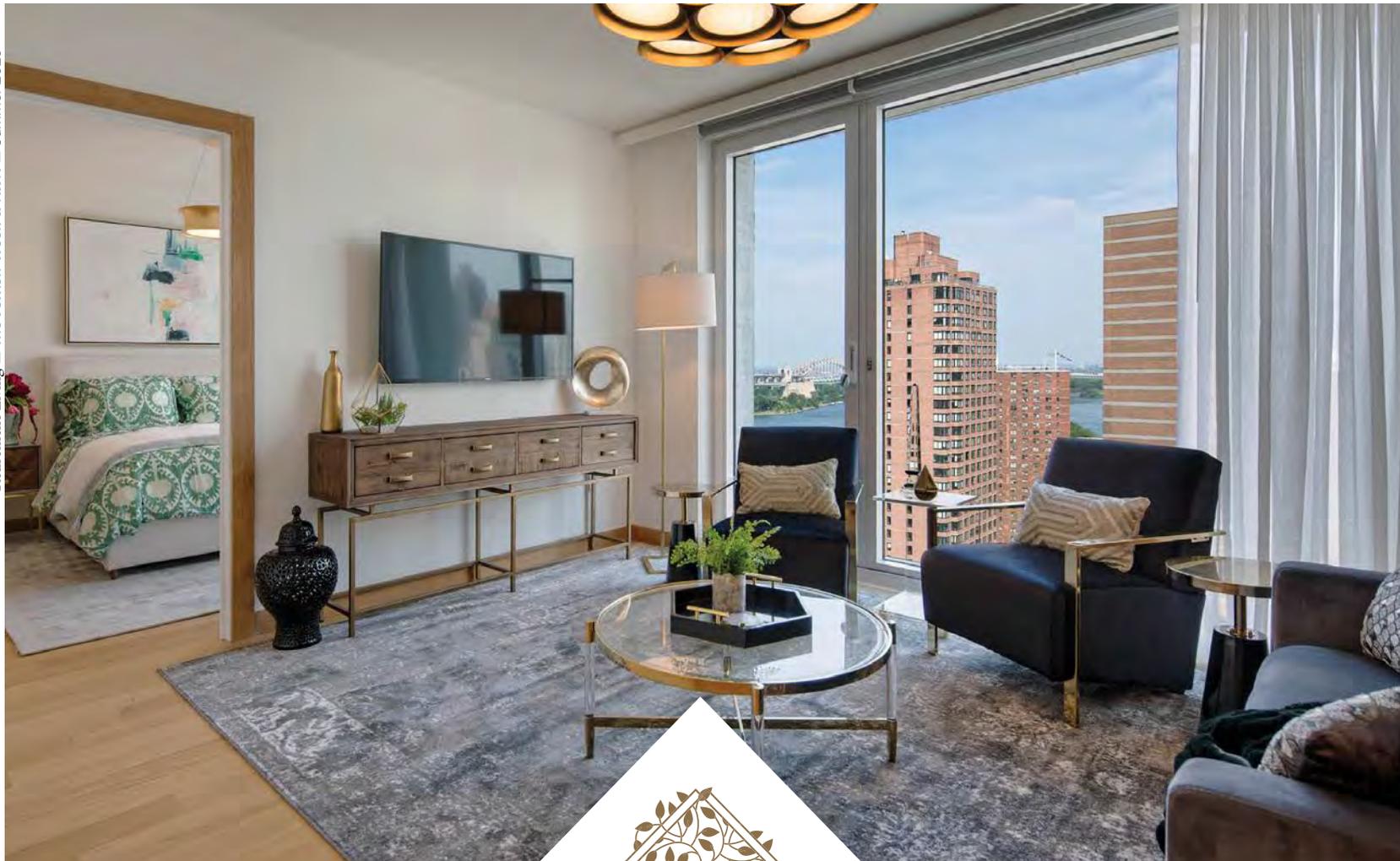
Living

Senior living communities adjust to the Covid era

Also:

**Real Estate:
The search for space
in a pandemic**

A socially distanced visit at Crane's Mill in West Caldwell, N.J.



Insp̄ir | CARNEGIE HILL

MODERN SENIOR LIVING

ELEVATE YOUR STANDARD OF
SENIOR LIVING

Welcome to the convergence of luxury residences,
unparalleled hospitality, and world-class care.

Insp̄ir's model apartments now open for touring. Make an appointment with your future today.

646.978.9040

1802 Second Avenue | New York, NY 10128

[Insp̄irseniorliving.com/bookatour](https://insp̄irseniorliving.com/bookatour)

AL FRESCO CONCERTS AND YOGA ON ZOOM

Welcome to the Covid era at senior living centers.



Yoga en plein air at Crane's Mill in Caldwell, N.J.

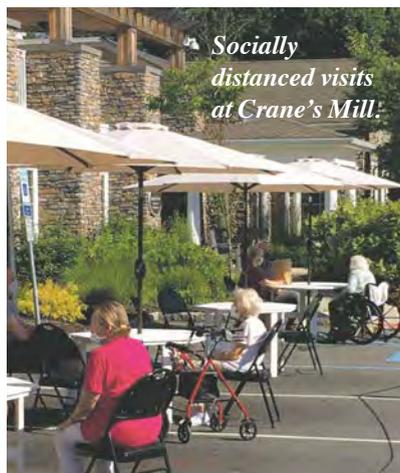
COURTESY OF CRANE'S MILL

HILARY DANAILOVA
Special to The Jewish Week

When it's time for exercise at Crane's Mill, a senior living community in West Caldwell, N.J., Nicole Smith dons a mask and rings a bell in the hallway. Residents gather in their doorways, and soon arms and legs are waving in sync as Smith calls out moves on her portable microphone.

"We've become very creative," laughs Smith, director of community programming at Crane's Mill, which is operated by Lutheran Social Ministries of New Jersey. "We do some yoga on Zoom, some exercise in the hallways, one floor at a time." For al fresco concerts, Smith strolls with her mic alongside but socially distanced from the musicians, announcing selections to an audience watching from individual patios.

Masks, social distancing and bal-



Socially distanced visits at Crane's Mill.

cony concerts: Welcome to the Covid era at senior living centers. Room service has replaced dining rooms; groceries and prescriptions are now delivered. While much attention has focused on the particular devastation wrought by outbreaks at nursing homes — nearly half of U.S. coronavirus deaths are linked to such facilities — Smith and her colleagues want you to know that along with keeping everyone healthy, communities like Crane's Mill are also making sure residents remain as stimulated as possible within the confines of the current moment.

At facilities throughout the region, adaptations include not only hand sanitizer stations, mask-wearing and frequent Covid tests for staff and residents — but also Facebook Live worship, hallway bingo and outdoor family visits. "One of the keys that has gotten us through thus far has been to stay positive," said Maryellen McKeon, senior vice president of operations at The Bristol Assisted Living, which has 20 communities in Westchester, New Jersey and Long Island. Once the pandemic health protocols were established, "our recreation team immediately began coming up with clever ways to keep residents active and engaged each day."

There have been silent dance parties, car parades for birthdays and holidays, personal pizzas and "Mom"-osas served for Mother's Day. The Bristol's dedicated television channel broadcasts workout routines and arm-chair-travel videos. "Zoom became a staple," added McKeon — used for everything from live exercise classes

continued on next page

Take control of your future—on your terms



Choose an extraordinary, wellness-focused lifestyle and a beautiful new apartment home at Fountaingate Gardens, an **independent living Life Plan Community*** soon to be built on Long Island.

Hurry, some floor plans are already sold out!



Fountaingate Gardens is already more than 60% reserved ... and breaking ground in 2020!



*also known as a continuing care retirement community

FOUNTAINGATE GARDENS
Extraordinary choices. Vibrant living.
A Gurwin Community

INFORMATION CENTER
50 Hauppauge Road • Commack, NY 11725
www.FountaingateLI.org

Call today for pre-construction benefits!

631-715-2693

For a full disclaimer, visit our website.



A couple enjoys a meal at Crane's Mill.
COURTESY OF CRANE'S MILL



RETIREMENT *Living*

SENIOR CENTERS

continued from previous page

to cooking demonstrations. But tangible connection to the outside world remains important; The Bristol launched a web page that allows families to send telegram-style messages, which the staff prints and hand-delivers.

“We knew we had to continue to connect with everyone,” said Gloria Walsh, associate executive director at Harrogate in Lakewood, N.J., which has 253 independent living apartments and 68 skilled nursing units. For Cinco de Mayo this year, the independent living and nursing residents of Harrogate enjoyed music from a mariachi band that strolled the hallway, handing out margaritas and maracas. Other days, residents have painted rocks with inspiring messages that were then hidden around the campus, “so that when people were doing their exercise walk, they could find them,” Walsh explained. During the initial lockdown, staff distributed activity bags full of puzzles and brain teasers, “just to keep people active.”

Harrogate has been lucky, with no Covid deaths thus far connected to the facility. “I think we fared well because we were one of the first to shut down,” in the second week of March, reflected Walsh. “Those that waited the weekend suffered more losses. It was a very hard decision, and some people felt it was overkill. But now they appreciate it.”

Harrogate initially shut down all communal activities and banned visitors as it dusted off a 2010 state pandemic plan. Like other facilities, it coordinated with the State Department of Health, the Centers for Disease Control and other authorities; Harrogate also took advantage of resources offered through Life Care Services, a senior living management company. “Those first weeks, we were in hourly contact, getting as much information as possible as far as best practices and protocols,” recalled Walsh. “I think we were naïve in thinking this would run its course like a normal virus.”

Even in those facilities spared the virus, the cognitive, emotional and even physical toll of prolonged isolation can be profoundly deleterious. At Harrogate, staff conducted daily wellness checks to assess not only potential Covid symptoms, but also cognitive changes and physical deconditioning from lack of movement.

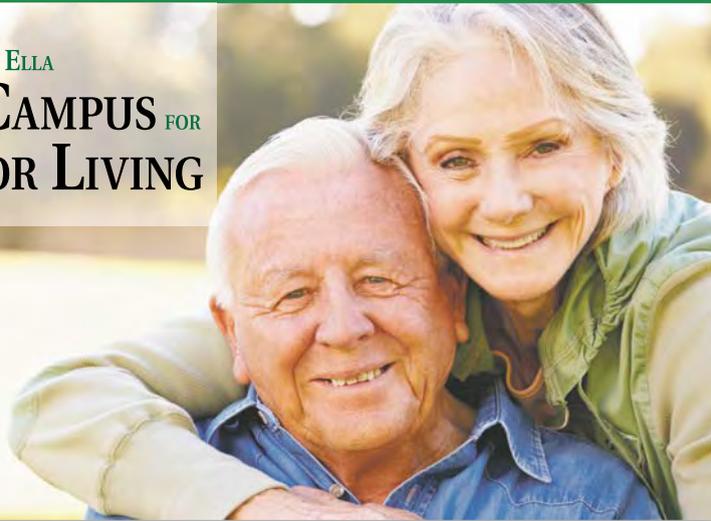
As the tri-state area began reopening in June, Harrogate introduced gradual changes in keeping with its three-phase plan. “They’re baby steps,” Walsh explained. Weekly housekeeping, sorely missed as

continued on page 26

*During these challenging times and always,
we're here for you and your loved ones.*



THE OSCAR AND ELLA
WILF CAMPUS FOR
SENIOR LIVING



Our primary focus is always the safety and well-being of our residents and patients.

STEIN ASSISTED LIVING

Personalized and attentive care, with a welcoming sense of community

STEIN HOSPICE

Focused on comfort, support and dignity of the patient

WILF AT HOME

Individualized care in the comfort of your own home

WILF TRANSPORT

Assisted non-emergency medical, social & quality-of-life transportation

WILENTZ SENIOR RESIDENCE

Comfortable, affordable independent living, with peace of mind 🏠♿

THE EDUCATION AND RESOURCE CENTER

Offering health, wellness, educational and social programs

Contact us: 732-649-3502 or info@wilfcampus.org

www.wilfcampus.org

350-360 DeMott Lane, Somerset, New Jersey

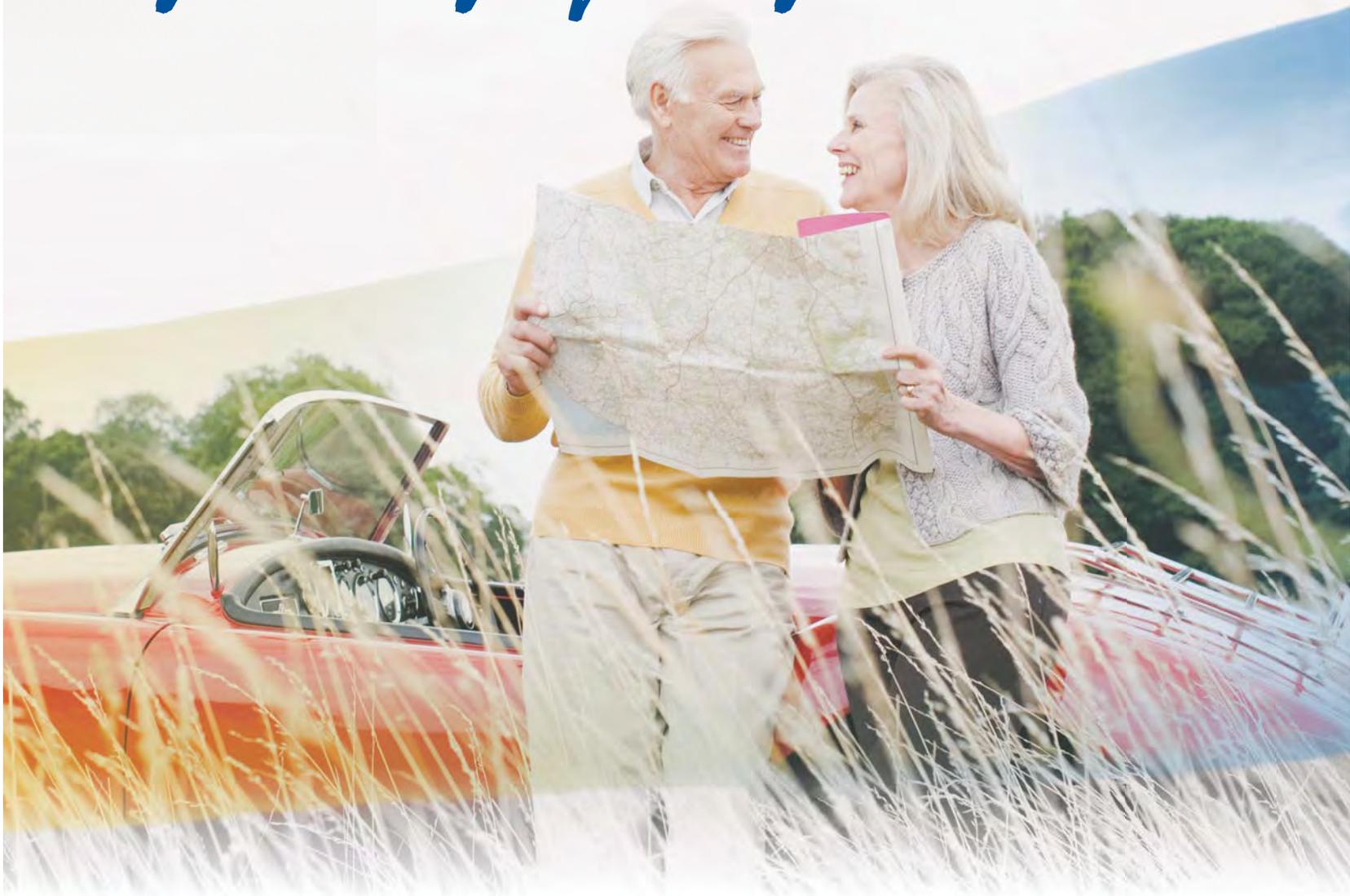
Commitment. Compassion. Community.



Gardening at Harrogate in Lakewood, N.J.

Imagine such a thing as

growing young.



How old would you be if you didn't know how old you were?

Our Independent Living communities can help you answer that question. Because the very best version of you is ready to make a debut, and we're eager to make acquaintances.

Brookdale Battery Park City

Independent Living
455 North End Avenue
New York, New York 10282

► Call **(212) 256-9248**
for more information.

337205-Battery Park City SC

©2020 Brookdale Senior Living Inc. All rights reserved. BROOKDALE SENIOR LIVING and BRINGING NEW LIFE TO SENIOR LIVING are the registered trademarks of Brookdale Senior Living Inc. 

Bringing New Life to Senior Living®



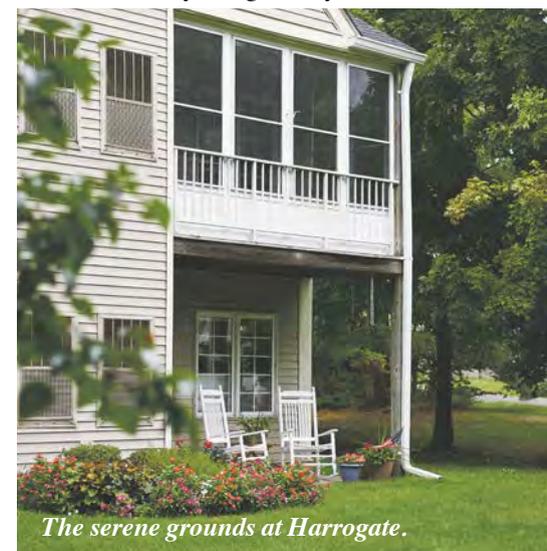
brookdale.com

SENIOR LIVING
continued from page 24

bath tiles gathered grime, was phased back in. Bingo, music and topical discussion groups resumed in reduced numbers. And gray roots were finally touched up when the on-site salon re-opened: “That was a big one!” Walsh laughed.

In West Palm Beach, MorseLife Health System held its first-ever virtual Passover seder via Facebook Live in April; more than 1,000 families around the world tuned in to break matzah with residents during lockdown. “We’re spending nearly \$450,000 a month on new safety protocols and lifestyle enhancements for our residents,” said President and CEO Keith Myers of the campus, which offers independent and assisted living as well as skilled nursing, memory care and other options. With virtual reality quickly becoming the “new normal,” MorseLife introduced technology concierges who assist residents to connect electronically with family as well as entertainment.

Zoom is how the many Jewish residents of Crane’s Mill commune for weekly Shabbat services. “The only thing is they’re not able to have



The serene grounds at Harrogate.

their wine and challah,” noted Nicole Smith. In lieu of restaurant outings, Crane’s Mill brings takeout from local favorites; garden club members now get plantings delivered from the staff horticulturalist. The facility is edging toward a phased re-opening, though recent Covid spikes in the Sun Belt have given pause. Crane’s Mill, like other facilities, has begun allowing outside visitors with strict protocols — 20-minute limits and six-foot social distancing in outdoor environs.

At The Bristol, staff members have arranged telehealth visits to limit residents’ contact with outside people, McKeon said. Electrostatic sprayers and ionization units purify air and surfaces inside buildings. And plexiglass dividers have been installed in the dining room, for when dinner service is once again safe. Social activities are slowly resuming, with masks and social distancing.

Walsh said her goal was to ensure that residents enjoy a similarly enjoyable lifestyle to the one they left behind, whether it be pre-Harrogate or pre-pandemic. “It’s one thing to survive,” she reflected. “It’s another thing to thrive. We aim for that, every day.” ♦



The dining room at Harrogate.
PHOTOS COURTESY OF HARROGATE

SENIOR LIVING OPEN FOR BUSINESS

All Chelsea Senior Living communities offer these Services and Amenities:

- 24/7 dedicated staff
- Emergency response pendants
- Custom Wellness program including COVID surveillance
- Nurse on call 24/7
- In-room dining, snacks
- In-room activities
- Secure Memory Care with separate in-room dining and activities
- Cultural, social and spiritual activities

(Certain activities curtailed as pandemic safety measures)

The Chelsea At East Brunswick
732-651-6100



The Chelsea At Manalapan
732-972-6200



The Chelsea At Solana Marlboro
732-536-3000



The Chelsea At Forsgate (Monroe)
732-656-1000



Limited in-person tours are now available at all Chelsea communities under strict safety protocols. Move-ins may also take place under the same protocols.





Parker Jewish Institute
HEALTH CARE AND REHABILITATION



THE CORONAVIRUS WAS NOVEL, BUT WE'RE READY FOR WHATEVER COMES NEXT.

That's because we have been bringing the best and latest medical care, nursing and therapy to bring life to geriatric care for over a century, and were even caring for New York's elders during all three waves of the 1918-19 Spanish Flu. We've learned a lot since that time, and that's why Parker's COVID-19 response was quick:

- **Monitored the coronavirus' development from the beginning of 2020, and initiated our defense plan.**
- **Used our own resources rather than wait for any additional assistance to provide adequate personal protective equipment (PPE) for all staff.**
- **Closed our facility to non-essential visitors before being required to do so.**
- **As a leading academic campus for healthcare professionals, we mandated special training covering best practices, patient care, infection control protocols and personal safety.**
- **Early and ongoing testing of both symptomatic and asymptomatic residents, patients and staff to improve early detection and isolation.**

One thing Parker knows that is still true today is that our best science and medical practices are never enough without the genuine loving and compassionate bonds Parker caregivers form with our residents and patients.

[Short Term Rehabilitation](#) | [Long Term Care](#) | [Social Adult Day Care](#) | [Home Health Care](#) | [Hospice](#) | [Palliative Care](#)
[Inpatient And Outpatient Dialysis](#) | [Medical House Calls](#) | [Managed Long Term Care](#) | [Medicare Advantage Plan](#)

271-11 76th Avenue New Hyde Park, NY 11040 | 877-727-5373 | parkerinstitute.org

THE SEARCH FOR SPACE IN A PANDEMIC

Whether it's city or suburb, seniors buying or young couples renting, the crisis is driving real estate decisions.

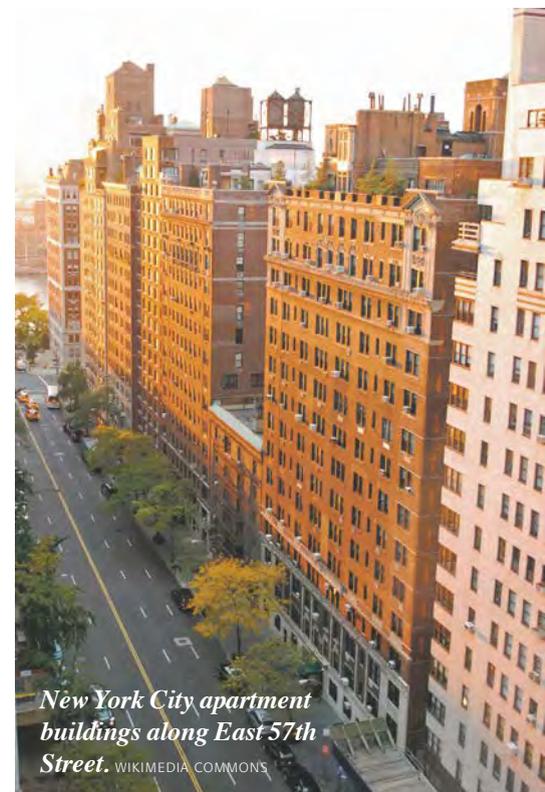
HILARY DANAILOVA
Special to The Jewish Week

When Jeremy and Rebecca Weintraub dreamed of moving back to New York after graduate school, neither envisioned touring listings from their Somerville, Mass., apartment.

But when Rebecca accepted a position as assistant rabbi at B'nai Jeshurun, a popular non-denominational shul on the Upper West Side, the pandemic had engulfed New York City and house hunting had gone virtual. The couple, in their early 30s, realized there were silver linings to the situation. "It meant we didn't have to come back and forth to New York, and the online tours made it easier to weed out the ones we definitely weren't interested in," said Rebecca. Another bonus: A free 13th month was nearly universal.

As renters fled the city, prices softened and the pair secured a two-bedroom, two-bathroom lease on Riverside Drive — just blocks from the temple and with a separate dining area, Rebecca Weintraub said, "for hosting Shabbat dinners again

continued on page 30



New York City apartment buildings along East 57th Street. WIKIMEDIA COMMONS



A house in the leafy suburbs. PIXABAY



A SECURE PLAN FOR THE FUTURE IS IMPORTANT



NOW MORE THAN EVER!



"As a retired nurse, I was always taught to anticipate. I wanted to ensure I received continuing care in a senior living environment where I could maintain my independence and take the worry away from my children. I covered all my bases at Harrogate. Now more than ever, with everything happening in the world, I enjoy the security of knowing I don't need to do anything, and I have access to

EVERYTHING I NEED!"

- Claire Papp, Resident Since August 2013

- Access to Life Care if and when it's needed
- Access to on-site medical services
- Built-in socialization opportunities
- Delicious chef-prepared meals
- And so much more!

Contact Harrogate to put your senior living plan in place today!
732-523-0883 | HarrogateLifeCare.org
400 Locust Street | Lakewood, NJ 08701

EXPERIENCE IT for yourself!

Partnership with Life Care Services®

WE EMBRACE AGING WITH QUALITY CARE,
EXPERTISE, RESPECT AND COMPASSION.



We are accepting new admissions.

Our rigorous infection control
procedures ensure the safety
and protection of our
residents and staff.

Retirement Living ■ The Jewish Week & NJN ■ Summer 2020



Greenwood House Senior Healthcare

Personalized high quality care, safety, security, expert staffing, kindness and love, all the things our clients, residents, families love about Greenwood House the most! But don't take our word for it. Here it straight from them. Visit our website and read the many letters of thanks and appreciation @ [GreenwoodHouse.org/testimonials](https://www.GreenwoodHouse.org/testimonials).

- Senior Care & Wellness
- Skilled Nursing
- Short-Term and Long-Term Care
- Rehabilitation & Therapy Services
- LSVT BIG & LOUD Parkinson's & Neurological Rehab Programs
- Meals on Wheels Home Delivery Program
- Home Care / Home Health Aides
- Assisted Living Residences
- Hospice & Palliative Care

Greenwood House is a nonprofit, mission-based organization rooted in cherished Jewish traditions, and an industry leader in providing high quality senior healthcare in the state of New Jersey and where seniors of all faiths are welcome.

Call us today
(609) 718-0587
info@greenwoodhouse.org

53 Walter Street
Ewing Township
NJ 08628
(Off Parkway Ave/
Scotch Rd Exit & I-295)



Greenwood House Senior Healthcare

[greenwoodhouse.org](https://www.greenwoodhouse.org)

Greenwood — Rehabilitation —

53 Walter Street, Ewing Township
(609) 718-0587

Greenwood — Home Care —

25 Scotch Road, Ste. G, Ewing Township
(609) 718-0562

Greenwood - Meals on Wheels -

53 Walter Street, Ewing Township
(609) 718-0571

Greenwood - Abrams Residence -

50 Walter Street, Ewing Township
(609) 883-0593

Greenwood — Hospice —

25 Scotch Road, Ste. I, Ewing Township
(609) 883-6026

Greenwood House is a beneficiary
agency of the Jewish Federation
of Princeton, Mercer, Bucks.



SEARCH FOR SPACE
continued from page 28

someday.” The price had dropped several times to \$4,500, said David Bibian of Halstead Real Estate in Manhattan, who brokered the rental. “We see a lot of inventory, and higher vacancy rates,” he said. That translates into better deals and more flexibility for city shoppers.

Around the tri-state area and beyond, realtors report a perhaps-surprising level of activity, given the economic downturn and the limitations of contactless showings. “The demand is unprecedented,” said Arlene Gonnella, a 36-year industry veteran, who currently leads the Gonnella Team with Weichert Real Estate in Short Hills, N.J. She’s juggling a wave of clients seeking suburban refuge in towns like Milburn and Short Hills, exemplifying the best-known real estate narrative of the Covid-19 pandemic.

“Everyone is getting out of elevator buildings, places where they don’t have control over their airspace” in order to avoid airborne contagion, Gonnella affirmed. With many working from home indefinitely and school largely virtual, “everyone wants a backyard,” she added. “Covid has turned the suburbs into the place to be. People are spending so much time at home now, and that’s likely to continue.”

City or suburb, the wish list is the same: Home offices, private outdoor space and plenty of room for the kids or grandkids. “Clients are preparing for a second wave, and basically upgrading their living arrangements,” said Bibian. A typical family might have spent a typical pre-pandemic day outside its two-bedroom apartment, coming home to sleep. “Now they’re all cooking more, so they need larger kitchens,” he noted. “Buyers right now are telling me, ‘I don’t want to work from a studio. I need at least a one-bedroom now — and even if it’s a small balcony, I want something outdoors that’s not a common area.’”

Many of the youngest renters have given up their leases and moved back in with their parents outside the city. Urban dwellers are bidding over virtual listings in the Catskills, Connecticut, the Berkshires and other destinations with plenty of green space. (The Hamptons, a pricey and saturated market, is less popular for those not already established there, realtors say.) “And seniors want places with a backyard so their grandkids can come over and socially distance with them,” said Bibian of a widely observed trend.

In Westchester, Ellen Schwartz and Cindy Waxman of Compass Realty are brokering all manner of life-transition deals for older buyers, from downsizers taking advantage of the newly fluid condo scene to second-home shoppers eyeing a family getaway. Historically low interest rates — under 3 percent — are another incentive. “Everyone’s on a sped-up timetable,” reflected Waxman. “It’s pushed everyone one to two years earlier.” Empty nesters “are putting their homes up for sale earlier than expected to get in on this market. And families who loved the city and wanted to stay

continued on page 32



A Westchester County home with a spacious backyard. COURTESY OF COMPASS REALTY



Having Trouble Getting in & out of the Bath?
Tubcut® has the Answers



"You won't have anymore trouble getting in and out of the bathtub with TubcuT."

Whether from injury or aging, getting in and out of a bathtub can be challenging. Instead of spending thousands of dollars on a bathroom renovation, you can easily convert your tub into a walk-in shower with the TubcuT® Company.

The TubcuT® is the original tub to shower conversion, it improves accessibility to your shower, reduces accidents & serious injuries and helps people remain in their homes longer. The good news is, you will save on average, 90% over replacement costs with TubcuT® as they convert your tub into a safe walk-in shower in just one day.

IT'S LIKE HAVING A WALK-IN SHOWER WITHOUT THE COST!

There is no plumbing or demolition required, and little disruption. A regular shower curtain is all that is needed to stop any water overspray concerns just like any shower stall. They also install shower doors if you prefer but not necessary. TubcuT® creates an opening that fits your needs. Unlike cap systems, the TubcuT® adapts to you and what your lifestyle requires. With TubcuT's® exclusive process, you dictate where they create the opening, how

wide it will be and how low.

The TubcuT® threshold is typically 4" above the floor, giving you more accessible, safer access, the same as a typical shower pan but without the high cost. TubcuT® follows the same exact contour of your tub, Not A bulky plastic insert that fails. The TubcuT® is custom fitted to your tub creating a seamless, waterproof shower with a professional factory appearance. The TubcuT® Is Only available through authorized Trained dealers In the USA. The TubcuT® is the only tub to shower conversion that can be reversed! If you save the cut-out section of the tub, they can easily restore your bathtub to its original condition if needed, Saving Thousands on resale. For accident victims, anyone in chronic pain, people with knee or hip replacements or any neuromuscular diseases, the TubcuT® can be a life changing product. To find out more, contact them today!



877-882-2887
WWW.TUBCUT.COM



THE START OF SOMETHING **Amazing.**

WHILE THE WORLD MAY HAVE SLOWED, and many businesses have changed their daily routines, we here at Crane's Mill begin each day as we always have—by starting something amazing. We understand that it may be difficult to know what tomorrow holds. Let us help you see the future clearer—the start of better days for you or your loved ones; the start of something amazing—at Crane's Mill.

One Amazing Community, Four Ways to Visit & Learn More:



The Safe Tour

Our staff provides a safe, in-person tour for prospective residents and their families.



The Virtual Tour

See various apartments and cottages from the comfort of your home.



The Tele-Tour

Video call or telephone meeting and tour.



The Home Visit

Sales staff makes personal house calls to your home with gloves and masks.



459 Passaic Avenue
West Caldwell, NJ 07006

Part of  Lutheran Social Ministries of NJ 

For full details and more info:

Call **973-298-1321** or
visit **cranesmill.org/2020**

SEARCH FOR SPACE

continued from page 30

until the children were a little older are making the move now.”

The Westchester market’s sweet spot is around \$1.5 million, with anything under \$1 million going fast. Schwartz specializes in the tony, rural-ish towns of Northern Westchester — Katonah, Bedford, Pound Ridge — where three- and four-acre zoning is the ultimate social distancing. “People are coming up here because they like that there’s

less density, more space between you and the neighbors,” Schwartz said. “They want their own pool, pond, whatever.” Demand is up, she added, now that less-convenient train commutes no longer matter.

Even in Manhattan, David Bibian said buyers are favoring smaller “boutique” buildings with fewer potential encounters. “It’s the trauma from Covid, from when the neighbors were sick and nobody could leave their apartment,” he explained. Buyers and renters alike are suddenly uninterested in the communal amenities, like gyms and lounges that developers have lately peddled. “People care more about private space now,” Bibian said.

Some care enough that they’re hedging bets

both in-town and upstate. One of Bibian’s clients traded a Chelsea apartment for less-congested Brooklyn as well as a house in the Hudson area. “It’s something for the weekend — or just in case,” he said.

The city-versus-suburbs dynamic is less stark in South Florida, where oceanfront high-rises are stalling, but everything else is moving steadily. “I’m having one of the busiest summers ever,” said Karen Rothstein of Boca Expert Realty. “I would say it’s definitely leaning toward a sellers’ market, but there’s plenty of opportunity for buyers.” While Rothstein specializes in the higher end — \$500,000 to \$1.5 million — the fastest-selling properties in Boca Raton, Delray Beach and other popular Jewish communities go for \$300,000 to \$500,000. “Those price points are where the most buyers are,” Rothstein said.

Social distancing is easier in the sprawling Sun Belt, and Rothstein said overall market dynamics haven’t changed much. Retirees from the tri-state area still zero in on 55-plus complexes; young families are making the leap from condo to house; and single-family homes are hotter than ever. One trend Rothstein has noticed is an influx of young couples from the Northeast, now working remotely, seeking beach properties to wait out the pandemic.

Some sellers are taking their time, waiting for the right offer while staying in what used to be second home. “There’s no rush if you already have a place,” Waxman noted. “Your office could be anywhere now.” Conversely, some future downsizers are seizing condo deals years before they expect to retire. “They can move into it when they’re ready,” said Waxman. And, she added, in that blissful future when elevators and common hallways feel safe again. ♦

SENIOR LIVING OPEN FOR BUSINESS

All Chelsea Senior Living communities offer these Services and Amenities:

- 24/7 dedicated staff
- Emergency response pendants
- Custom Wellness program including COVID surveillance
- Nurse on call 24/7
- In-room dining, snacks
- In-room activities
- Secure Memory Care with separate in-room dining and activities
- Cultural, social and spiritual activities

(Certain activities curtailed as pandemic safety measures)

The Chelsea At Shrewsbury 732-747-7450



The Chelsea At Tinton Falls 732-933-4700



Limited in-person tours are now available at all Chelsea communities under strict safety protocols. Move-ins may also take place under the same protocols.



A Park Avenue apartment building.

WIKIMEDIA COMMONS

FOR RETIREES, YOUNG ‘BUDDIES’ HELP BEAT BACK COVID LONELINESS

Amid pandemic, teens and their senior friends are finding new ways to connect.



Beren Academy student Dina Kirshner and Medallion resident Marcene Goldman plant flowers together at a pre-pandemic Better Together event in Houston. ARI KELLERMAN

RENEE GHERT-ZAND
JTA

When the Covid-19 pandemic began, 15-year-old Samantha Renzulli immediately thought about how it would affect her elderly friends at Jewish Senior Services, a long-term care facility in Bridgeport, Conn.

Renzulli had met some of the residents through Better Together, a school-based Jewish intergenerational program, and she worried about their isolation.

“I was aware of the loneliness the residents must have been experiencing, as they were unable to have visitors or leave their rooms,”

Renzulli said. “As I thought back to all the fun times I shared with the residents, it saddened me to think of their lack of companionship during this time.”

So she and her fellow students at the Merkaz Community High School for Judaic Studies resolved to find new ways to maintain connections to the seniors. Since mid-April, students’ families have paraded in long caravans of decorated cars around the residence every Friday as residents and staff look on from balconies. They’ve also delivered more than 130 bouquets of donated flowers for residents, and a trove of books, toys and toiletries for staff members and their families.

On Mother’s Day, Renzulli and her young friends shared with the *continued on next page*

Respect. Tradition. Compassion.

For four generations, New York’s Jewish Community has turned to **Sinai Chapels** for guidance and comfort in their time of need.

We honor and respect all Jewish traditions and customs, attending to every funeral detail according to each family’s personal and religious preferences.

To learn more, contact us today:
718.445.0300 | 800.446.0406

16205 Horace Harding Expressway
Fresh Meadows, NY 11365

Staffed – 24 Hours | 7 Days a Week
www.jewishfunerals.com

Specialists in funeral pre-planning



BUDDIES

continued from previous page

seniors a “musical mitzvah mashup” video they created especially for them.

In normal times, Better Together, a project launched in 2014, pairs together young Jews and older Jews for meaningful in-person interactions. Middle- and high-school students from Jewish day schools, Hebrew schools and Jewish youth groups meet with the residents of senior centers or groups of seniors from local synagogues.

Faced with the pandemic, students have found innovative ways to continue connecting with their elder “buddies” despite social distancing protocols. Rather than reducing operations because in-person encounters are not possible, Better Together ended up expanding its scope of activities to meet surging interest, introducing a modified version of its program that can be replicated in communities across the country.

Called Better Together in a Box, it’s a free, downloadable curricu-



Samantha Renzulli was among the Jewish students who brought flowers, signs and good cheer to staff appreciation day at Jewish Senior Services, a long-term care facility in Bridgeport, Connecticut. MARGERY VERLEZZA

lum designed for the this summer of social distancing, when camp, internships and many other Jewish summer activities will be cancelled. Jewish organizations that commit to implementing the program are eligible for a grant to cover staffing and materials.

Better Together in a Box includes materials for teen learning

sessions on Jewish values such as leadership, responsibility, empathy, wisdom and wellness. It suggests virtual intergenerational activities, including cooking, fitness and art, with detailed plans on how to implement them — synchronously or not — based on the technological ability and the teens’ and seniors’ hardware. Activities include letter writing, Mad Libs, teens creating short videos to engage with the seniors, and discussions on health and community.

“What we mean by ‘in-a-box’ is that it is a ready-to-use curriculum, and that it is designed for doing things virtually, or at least not in person,” said Bess Adler, Better Together’s program director.

The program’s pandemic-era pivot is a sign of how some Jewish initiatives are adapting and innovating to meet the needs of the times.

Organizers are hoping camps, youth groups, congregational schools and Jewish day schools will utilize the curriculum for youths ranging in age from middle school to high school. An optional writing contest offers students prizes and the possibility of getting an article published based on their summer experiences.

Yolande Dauber, 101, is eager to continue participating in Better Together this summer. A resident of The Medallion, an assisted living residence in Houston, she has enjoyed her conversations with her young buddy from the Robert M. Beren Academy, a Modern Orthodox day school in Houston.

“It’s nice to mingle with young people,” said Dauber, who once worked as a middle school guid-

ance counsellor in her hometown of Brooklyn. “They have interesting ideas, and I enjoy hearing about their plans for the future.”

Dauber misses hugging and kissing the students as they arrive at The Medallion but understands that she can’t meet them in person for the foreseeable future. Adept at using her computer and Kindle, she is confident she’ll be able to participate in online activities organized by Beren Academy students this summer.

Since the beginning of the pandemic, students from the school have been calling their senior buddies to wish them Shabbat Shalom, and created videos for them.

“Some of the residents even made selfie videos and sent them back to us in return,” said 17-year-old Natanya Ruben, who will participate in Better in a Box this summer following cancelled plans for a family trip to South Africa.

Not all seniors are able to use technology. Rabbi Ari Kellerman, the Judaic studies principal at Beren Academy’s middle and high schools, has been trying to come up with other activities. A consultant to Better Together in a Box, he devised the idea of a Buddy Box, where teens can send their elderly partners fun items such as craft project materials along with video cards with filmed clips of themselves offering greetings and project instructions.

Until now, students have produced elaborate works based on their yearlong interactions with their senior buddies, such as photography exhibitions, documentary films, large quilts, and travel scrapbooks reflecting global destinations



New Jersey Life & Casualty

What can your Life Insurance do for you now?

Potentially, a lot more than you think!

Your policy is an asset and may be sold for a cash settlement greater than the cash surrender value:

- Fund your retirement
- Fund your long term care
- Help with family financial needs during this unusual period
- Fund your dream trip

The choice is yours.
But, DO NOT SURRENDER without knowing all of your options.

Want to learn more? Talk to Jamie:

Jamie Cohen, MS, MBA
NJL&C

354 Eisenhower Parkway
Suite 2700, Plaza II
Livingston, NJ 07039

Office: (973) 535-0955 x 127
Email: JCohen@NJL&C.com
Cell: (973) 809-4712



that have played important roles in the seniors' lives.

Now, the focus is a bit different.

"Covid poses such a big challenge," Kellerman said. "We need to shift from thinking so much about fun activities to making sure our seniors are okay."

Devra Aarons, director of the Contra Costa Midrasha, a community-based weekly Jewish educational program for 8th through 12th graders in Walnut Creek, Calif., said the emphasis now must be on maintaining relationships and cultivating empathy. Her students are partnered with residents of The Reutlinger, in nearby Danville.

"I find that the teens are very good with coming up with ideas for using videos and other tech," Aarons said. "Maybe we'll just focus on teaching the seniors how to use the technology at first. That could be a good way to stay connected."

In Connecticut, Renzulli has taken the lead in designing inter-generational activities. With her planned five-week summer language-immersion program in Spain cancelled, she said one of her main

priorities this summer will be focusing on "bringing love and joy" to residents of Jewish Senior Services, and "showing them and the nurses at their aid that our community is here to support them."

Renzulli's mother, Laurie Renzulli, said the project has helped boost her daughter's spirits during this challenging time.

"The weekly meetings for planning and execution of the activities have helped tremendously during this time of home education and limited social interactions," she said. "Each week there have been deliverables to accomplish, and when each weekly mitzvah hits a milestone or completion, Samantha feels she has made a positive difference in our community and the world." ♦

This story was sponsored by and produced in collaboration with a foundation that wishes to remain anonymous, and is part of a series titled "On the Bright Side: Stories of innovation and resilience from Jewish non-profits."

This article was produced by JTA's native content team.




You know

where her glasses are when she misplaces them, how much she hates taking medicine, and her passion for cookies.

We'll know that, too.



Our extensive training and care philosophy lead to better, more engaging care for your loved one.

Start home care today.

Homewatch CareGivers South Orange 973.810.0110 hwcg.com/south-orange	Homewatch CareGivers Princeton 609.423.1200 hwcg.com/princeton	Homewatch CareGivers Old Bridge 732.591.1991 hwcg.com/old-bridge
--	---	--

RETIREMENT *Living* SHOWCASE

Thank you so much for being loyal readers. Here is additional helpful information from our advertisers.

BROOKDALE BATTERY PARK CITY

455 North End Avenue,
New York, NY 10282
212-791-2500

Email: sales02000@brookdale.com
www.brookdale.com

Seven Ways to Live Longer and Be Healthier

FROM BROOKDALE SENIOR LIVING

Genetics, environment, and lifestyle are all variables when studying longevity. And there isn't any one secret to living a long, happy life. Here are a few things you can start incorporating into your life today:

STAY POSITIVE

PATL stands for "Positive Attitude Towards Life" and is a measurement tool used in several studies on longevity. The term encompasses everything from laughter and optimism to relaxed behavior and extroversion and is attributed to a large number of centenarians.

In other words, people with positive attitudes tend to live longer, so kick back and enjoy life.

EXERCISE OFTEN

No, you don't need to spend hours in the gym or train for marathons. Make sure your routine includes easy-going exercise on a daily basis. You will likely be healthier, and, in turn, could live longer.

Playing games can also improve longevity. When you swing that badminton racket, you're not just working up a sweat – you're having a good time and making new friends.

EAT RIGHT

Stick to these five rules:

- Drink alcohol, but only one to two

glasses a day

- Eat until you're almost full but not tired
- Eat your smallest meal in the evenings
- Eat mostly veggies and beans
- Eat three to four ounces of meat five times a month

DO GOOD

Volunteer. And do it often. Not only will you be exercising, helping others and making new relationships, you'll inadvertently increase your life expectancy. And if you're volunteering for purely altruistic reasons, your chances of joining the centenarian club increases significantly.

JOIN A COMMUNITY

Human connection is imperative to your well-being. Belonging to a community can make you a healthier person who is bound to live a lot longer. Some doctors say that it is the single most important factor when it comes to longevity.

FORGET WORRY

Meditation and prayer are known links to longevity. It's no surprise that taking time out of the day for some deep breaths and reflection can increase life expectancy. Studies indicate that when high levels of cortisol, a stress hormone, are released into the body, it can weaken the immune system and even create heart problems. Stay calm, and practice that "om".

ENJOY YOURSELF

Though this secret is close to the first one, it encompasses a different set of values. It's really about treating yourself. It's okay to get a massage or eat a second cookie. What's important is to live as though every day is a remarkable one and to approach every experience with an open mind.

There's not a single secret to this long-life thing. These are just a few ideas to help you get the most out of your life.

ANGELA SIEGEL ATTORNEY AT LAW

**J.D., LL.M. (IN TAXATION)
MEMBER, N.Y. & FLORIDA BAR**

TRUSTS • WILLS • PROBATE

**ELDER LAW &
ESTATE PLANNING**

**NOW WITH LOCATIONS
IN MANHATTAN AND
GARDEN CITY**

1205 Franklin Avenue, Garden City, NY 11530

306 5th Avenue, New York, NY 10001

(516) 741-6100

www.angelasiegel.com

And if you're looking for a place where all of these seven secrets are built into your daily routine, stop by one of our communities for a visit.

You can learn more about increasing your longevity and the benefits of a senior living community by calling 212-791-2500 or visiting Brookdale.com.

CHELSEA SENIOR LIVING

Contact Person: Tom Kranz
908-889-4200

Email: tkranz@cslal.com
chelseaseniorliving.com
1-877-CHELSEA

**Chelsea Senior Living
Open for Business,
Limited Visitation Resumes**

It's not over until it's over, and while the Coronavirus pandemic did its worst in New York and New Jersey, the hard work of screening and protecting our residents and staff continues day by day and hour by hour.

We are doing regular testing of our residents and staff and screening all staff as they arrive for work each day. While we continue with the diligent use of masks, gloves, social distancing and screening, we are able to allow limited visitation by families under strict safety rules. We're allowing visitors by appointment, and limited in-person tours. Move-ins are permitted under similar, robust safety protocols. Our marketing folks are eager to take phone, email and social media inquiries and provide virtual tours.

We are keeping our strict safety protocols in place for the foreseeable future. We appreciate everyone's ability to remain flexible.

In the early days of the pandemic, we recognized the threat to our residents and staff and immediately began locating and purchasing thousands of face masks, gloves, face shields and gowns and were able to quickly outfit all of our buildings

with enough PPE. By late spring, we were able to test every resident and employee. We have complied with state regulations and CDC guidelines and are gratified to report that the vast majority of our residents and staff have tested negative.

We have been overwhelmed by the resiliency and patience of our residents and families and the bravery and dedication of our employees during this time. "Thank you" doesn't seem to quite do it. Our gratitude has no bounds. Please continue to be safe.

THE CHELSEA AT EAST BRUNSWICK

THE CHELSEA AT FORSGATE

THE CHELSEA AT MANALAPAN

THE CHELSEA AT SOLANA MARLBORO

1-877-CHELSEA
chelseaseniorliving.com

THE CHELSEA AT SHREWSBURY

555 Shrewsbury Avenue, Shrewsbury,
NJ 07702

Contact Person: Allison Nappi, Director
of Community Relations
732-747-7540

Email: anappi@cslal.com
www.chelseaseniorliving.com

The Chelsea at Shrewsbury is the state of the art in senior living, designed for

older Americans who want more than a one room apartment and three meals a day. Beyond its welcoming lobby and attached bistro, there are assisted living, memory care and luxury independent living-style apartments. All have large windows allowing lots of natural light and generous closet space.

The Chelsea's open and airy dining room features outdoor seating during pleasant weather, a tavern, art studio and gallery, beauty salon and movie theater. Modern furniture and appointments decorate the many common areas and a cozy fireplace keeps the entryway warm and welcoming during the fall and winter. There's a beautiful outdoor patio with a pergola and picnic area for spring and summer fun.

The Country Cottage, Chelsea's signature Memory Care program, has its own dining and specialized activities designed to keep those with Alzheimer's and other memory impairments engaged.

Our residents are treated to one of the best chefs in the business and his dedicated kitchen staff, preparing meals of unsurpassed quality. All kinds of specialized diets are accommodated including low salt and diabetic. Menus are tailored to the desires of our residents as much as possible.

Our 24/7 staff is caring and courteous, trained in CPR and first aid and always available to help with everyday tasks. Residents are on an emergency pendant system that ensures their safety. Our building has state-of-the-art smoke, fire and carbon monoxide detection systems.

The Chelsea at Shrewsbury is open for business. While we are still not accepting visitors or tours, we are pleased to offer you a Virtual Tour via video and answer all your questions. Admissions are permitted under strict safety protocols. Call 732-747-7540 for info or a Virtual Tour.

CRANE'S MILL

459 Passaic Avenue
West Caldwell, NJ 07006
973-298-1321
cranesmill.org

In times like these, it may be difficult to know what tomorrow holds. Let Crane's Mill help you see the future clearer - the start of better days for you or your loved ones; the start of something amazing.

We take responsibility for the health and wellbeing of our residents. Our devoted staff members are ready with healthy, fresh meal deliveries daily. Mail, packages and prescriptions are sanitized and delivered straight to our resident's doors. We also ensure our residents are safely driven to all medical appointments.

Safety is always a top priority at Crane's Mill. Our high-quality standards ensure that our residents feel safe, informed, and cared for. Staff and administration regularly check in with our residents through phone calls or a simple knock at the door.

Although we are distancing ourselves socially, we are by no means in isolation. Our team members are deeply in tune with our residents' emotional state and strive to create a sense of community in these times of separation. We have provided iPads to our residents for games, reading and video calls with family and friends, as well as virtual activities like prayers and spiritual groups. Grab & Go activities like puzzles, games and books available to all residents at Crane's Mill.

Crane's Mill is a Life Plan Community. We offer a continuum of care including independent living, assisted living, memory care, and five-star CMS-rated skilled nursing all on the same campus. Your living options may change as your healthcare needs change, but rest assured, you'll always be right here with your family and friends.

The life you want, without limits. Find out why you should start something amazing too. Visit Cranesmill.org/2020.

"During this time of uncertainty and fear of what is happening in our world, residing here at Crane's Mill has been a blessing. All of the staff and administration are going above and beyond to keep us safe and informed. While many of my friends wait for hours in lines to go food shopping, our meals are delivered to us. Although these are extremely stressful times, the care we are getting here has helped to alleviate at least a small part of that stress. There are no words to express how grateful I am to be here and how appreciative I am for the wonderful staff we have!!!" - Cheryl Friedman

THE GARDENS AT MONROE

189 Applegarth Road
Monroe Township, NJ 08831
(609) 448-7036

www.thegardensatmonroe.com

The Gardens at Monroe, Healthcare and Rehabilitation, is committed to creating an environment that supports health and well-being. You will experience this not only in the care provided by our great team using best practices and current technologies and equipment, but also in the life and activity all around you when you walk through the door.

At The Gardens at Monroe, we see every day that a strong family support system enhances healthcare and recovery. We have designed additional services as a part of our Family Focused Care program to help our patients and their families maintain strong relationships and support one another as a team on the road to achieving health and rehabilitation goals.

Transportation services make it easy for you to visit! We provide a car service Monday through Friday for our short-term rehabilitation patients' family members to visit. Transportation is complimentary for the first 20 days of your loved one's stay and offered at a discounted rate thereafter.

Continue to enjoy meals as a family. There is no replacement for the quality time a family spends together over dinner. We encourage you to join your loved one for a daily meal while you are visiting. Family and friends can enjoy a meal for a nominal fee.

The Gardens at Monroe will give you the care you need, close to home.

Contact us today at (609) 448-7036 or visit thegardensatmonroe.com to learn more about how our services support the needs of patients and family alike.

GREENWOOD HOUSE

53 Walter Street, Ewing, NJ 08628
Contact Person: Trish O'Brien,
External Case Manager
609-718-0587

Email: tobrien@greenwoodhouse.org
www.GreenwoodHouse.org

Greenwood House Senior Healthcare is a nonprofit organization rooted in cherished Jewish traditions. Services and care include assisted living residences, skilled nursing facility, wellness care, short-term and long-term care, rehab & physical therapy, Parkinson's & neurological rehabilitation programs, meals on wheels delivered in-home, home care/home health aides, hospice & palliative care. We embrace aging with care, respect, expertise, enrichment and compassion. Our rigorous infection control policies & procedures ensure safety & protection for our residents & staff.

GURWIN Enjoying Life in a Life Plan Community

Vibrant... active... secure... social... maintenance-free... all words that many seniors today use to describe their ideal living situation. But how many options are there that truly achieve all of those ideals? If you're looking to plan your perfect senior living experience, a Life Plan Community may be the option for you.

Although Life Plan Communities are common outside of New York, there are

WE ARE *Better* TOGETHER



LIONS GATE

Lifestyle. Care. Community. Tradition.

Inspiring Wellness!

Call Us Today!

**We are here to meet you where
you feel most comfortable!**

(856) 679-4682

DCoonley@lionsgateccrc.org

www.lionsgateccrc.org

1110 Laurel Oak Road • Voorhees, NJ 08043

Lions Gate has been made possible, in part, through the generosity of the Raymond and Gertrude R. Saltzman Foundation.



currently few such options for Long Island seniors looking to secure their future. Fountaingate Gardens, set to break ground this fall, is for seniors who want to age successfully in a community built with their lifestyle and future in mind. As part of the renowned Gurwin Healthcare System, this new independent living community will be located in the heart of Long Island, on the beautiful 34-acre grounds of the Gurwin campus in Commack.

Life Plan Communities not only help secure your financial future, but also make provisions for your future healthcare needs. Add in a vibrant, active, amenity-rich lifestyle; a beautiful, new, elegant apartment home; and proximity to everything you want and need, and this retirement living option becomes – in the words of one Fountaingate Gardens Founders Club member – a “no-brainer!” Besides a beautiful, customizable residence, Fountaingate Gardens will offer residents dining options, a fitness center, an indoor salt-water pool, arts and cultural education programs and much more. Maintenance-free living plus the convenience of activities and amenities right on campus make every day an opportunity to do the things you enjoy without being hampered by the chores you don’t.

As part of the Gurwin Healthcare System, Fountaingate Gardens offers priority access to a full continuum of care should it ever be needed. There are a variety of contract options and apartment sizes available, and a Senior Lifestyle Consultant is ready to help you determine the best option for you based on your needs and preferences.

Ready to learn more? Apartments are reserving quickly, and with almost 65% already reserved, plans are moving ahead with a groundbreaking in fall 2020. Call 631-715-2693 to arrange a personal appointment (social distancing observed) or virtual visit today!

HARROGATE

400 Locust Street, Lakewood, NJ 08701
Contact Person: Maria Penna
732-905-7070
Email: Mpena@hgate.org
www.harrogate-lifecare.org

Harrogate is the premiere Life Plan Retirement Community in Ocean County, located on a beautiful 53-acre campus on the border of Toms River and Lakewood. Minutes from the magnificent Jersey Shore and an hour from New York City, Philadelphia, and Atlantic City.

Harrogate was founded in 1988 as a non-profit, 501c3 organization governed by a Board of Trustees. This year we are celebrating 32 years of active senior living!

Life Care at Harrogate gives you home for life, as well as care for life. In addition to your independent living residence and access to every community service and amenity, you have priority access to skilled nursing, home health, rehabilitation, and memory care support services.

No more cleaning house, cooking, tedious yardwork or yearly maintenance, when you live at Harrogate, you could find yourself busier than ever. There is so much to do under one roof. Your days can be packed with classes, events, special speakers, trips, and concerts. Through our collection of services and amenities, you can do more than simply fill the hours; you can find fulfillment in each day.

Services you’ll appreciate are house-keeping, maintenance, most utilities, transportation, bank/ATM, beauty barber shop and on site physician offices. Amenities include formal and informal dining venues, pets welcomed, fitness classes, parties, trips, and learning opportunities. The beautiful community spaces to enjoy including our indoor pool and hot tub, fitness center with personal trainers, woodworking shop, walking trails, dog park, gardening areas, bocce court, put-

ting green, and shuffleboard, and arts and crafts studio.

Life Care offers you the predictable monthly fees throughout all levels of care and allows you to control your future health care costs. Plus, our flexible entrance fee options offer you outstanding estate protection.

We can even put you in touch with a personal relocation manager from “Moving Station” to answer any questions regarding selling your home, downsizing with ongoing support from professional Real Estate Agents.

To learn more about Harrogate and a “Worry Less, Live More” lifestyle, call 732 942 5272 or visit our website at www.Harrogatelifecare.org

HOMEWATCH CAREGIVERS PROVIDES BEST-IN-CLASS SENIOR CARE

RENOWNED HOME CARE COMPANY MEETING LOCAL DEMAND FOR HIGHER QUALITY HOME CARE SERVICES

Homewatch CareGivers is the premier provider of high-quality senior and home care in the region, offering both hourly and live-in care customized to meet the individual needs of each client.

Owned and operated locally, Homewatch CareGivers locations provide Essex, Mercer, Middlesex, Monmouth and Union Counties with the high-quality care necessary for senior aged residents and others living with chronic illnesses or recovering from illness or surgery to remain independent and healthy within their own homes.

Services can include just a few hours of care to 24/7 in-home assistance, with all personal care services provided by certified home health aides under the direct supervision of a registered nurse.

An international leader in senior care and assistive in-home care, Homewatch CareGivers has earned an accolade in recognition of its exemplary client and caregiver satisfaction from a third-party research company that collects data on client and caregiver satisfaction scores and feedback.

To learn more about the following Homewatch CareGivers locations, please contact:

Homewatch CareGivers of South Orange-Essex and Union County at (973) 810-0110 or visit hwcg.com/south-orange

Homewatch CareGivers of Princeton-Mercer County at (609) 423-1200 or visit hwcg.com/Princeton

Homewatch CareGivers of Old Bridge-Middlesex County at (732) 591-1991 or visit hwcg.com/old-bridge

INSPIR | CARNEGIE HILL

1802 Second Avenue,
New York, NY 10128
646.978.9040

Inspirseniiorliving.com/bookatour

Inspir Carnegie Hill elevates the senior living experience in every sense. Inside this elegant 23-story architectural masterpiece on the Upper East Side of Manhattan, you’ll find that every detail has been carefully considered—from its sun-drenched open spaces to its locally sourced dining.

We pride ourselves in offering concierge services that parallel the services of a five-star hotel. Within our residence, we have two dining venues, two bar and lounges, and two private dining rooms. On the ground floor, the 1802 restaurant

Advice for retirement

The world is constantly changing and it is important to have a plan that changes with it. It is never a bad time to either make changes to an existing financial plan or create a new one. It starts by having clarifying conversations to learn what is important for you and the people you care about. How do you want to live your life now? How do you plan to live your life in retirement? What do you want to leave to the people you care about most? Let’s start a conversation.



Seth A. Mitchell
First Vice President—Wealth Management
212-626-8588
seth.mitchell@ubs.com

The Mitchell Wealth Management Group

UBS Financial Services Inc.
1251 Avenue of Americas, 2nd Floor
New York, NY 10020
212-626-8588



ubs.com/team/mitchellwmg

As a firm providing wealth management services to clients, UBS Financial Services Inc. offers both investment advisory services and brokerage services. Investment advisory services and brokerage services are separate and distinct, differ in material ways and are governed by different laws and separate arrangements. It is important that clients understand the ways in which we conduct business and that they carefully read the agreements and disclosures that we provide to them about the products or services we offer. For more information, please review the PDF document at ubs.com/workingwithus. For designation disclosures visit ubs.com/us/en/designation-disclosures. © UBS 2020. All rights reserved. UBS Financial Services Inc. is a subsidiary of UBS AG. Member FINRA/SIPC. CJ-UBS-1773116874 Exp. 01/31/2021



Post-Hospital
Nursing and
Therapy
Long Term Care
Respite Care

609.448.7036

Call our admissions team today to schedule a tour!

Post-Hospitalization Rehabilitation
Personalized Goal-Oriented Treatment
Physical Therapy • Occupational Therapy • Speech Therapy
24-hour Nursing Staff • Certified Dietician
Long Term Care • Respite Care • Hospice & Palliative Care
Religious Services • Kosher Kitchen
Medicare, Medicaid and most insurances accepted

THE GARDENS AT MONROE
189 Applegarth Road, Monroe, NJ 08831
thegardensatmonroe.com

offers fine dining that speaks to the palate while nourishing the body, mind, and soul. 1802 also offers Sunday brunch, featuring seasonal dishes with locally sourced ingredients. Every meal is an experience, designed to bring residents closer to the people they care about. At Onyx, our 17th floor bistro, casual dining meets refinement. Residents can enjoy a seasonal, healthful menu accented by a variety of light options. Offerings include a colorful continental breakfast, nourishing made-to-order smoothies, and other convenient selections.

Inspir believes that family meals require an extra level of intimacy. Our private dining rooms curate the perfect atmosphere. Residents have the option to choose between an intimate space within the 1802 restaurant or in the SkyPark-level dining room, featuring incredible views of the East River. Here, residents can gather with family and friends to be wowed by our attentive culinary team catering to their every need.

The concierge level of care at Inspir is curated to an environment that supports a philosophy of holistic health and wellness. Residents have the peace of mind knowing their needs will be met today, and every day following. In addition to Inspir's three care programs—Sol, Terra, and Oceana—we also partner with multiple care providers to ensure that our residents receive a world-class integrated care experience. All of our partners have exceptional reputations in their respective specialties and are all fully committed to our philosophy of care.*

We've recently partnered with Sollis Health, a group of forward-thinking healthcare professionals and physicians focused on creating the best medical experience possible—for any issue, at any time. Whether it's a medical emergency or a simple complaint in the middle of the night, Sollis believes you should always receive the care you deserve. Care that is smart, stress-free, sensible, and human.

Inspir residents who become Sollis Health members will enjoy 24/7 VIP access to Sollis Health physicians and medical services for urgent and non-life-threatening emergencies at their beautiful Upper East Side location. Working directly with our Interdisciplinary Care Team, Sollis Health members can often bypass the hospital emergency department to obtain advanced diagnostic imaging, expedited specialist appointments, medical advocacy, no-wait office visits with staff physicians, VIP hospital amenities, and routine lab work.

Additionally, residents at Inspir will have access to a wide range of luxury services. Our location on the Upper East Side places us within reach of the infamous "Museum Mile" along Fifth Avenue and Central Park. Inspir's concierge allows residents to book nearby restaurant reservations and theatre tickets. For apartment living, our home management and maintenance teams can arrange relocation assistance, interior decorating, dry-cleaning, valet services, and more. And when it comes to personal assistance, from flower delivery to courier service, gift selection and wrapping, package delivery, or even assistance with invitations and holiday cards, our team is ready to help.

It's time to seize your moment and experience the level of care only Inspir can provide. Visit our online form or give Concierge a call at 646.978.9040 to schedule a convenient time.

LEGACY CARE CLUB

130 US- 22 E, North Plainfield, NJ 07060
Contact Person: Jody Blagrove
908-540-0500
jody@legacycareclub.com
Legacycareclub.com

Legacy Care Club is an Adult Day Care with the sole intention of keeping your loved one at home as long as possible and providing respite to their Caregivers. Our Adult Day Care is the best alternative to assisted living or home care. The club is a small, intimate, and secure community with customized services and individualized activities. We offer a variety of activities to stimulate their mind, and physical activities to improve their strength. In addition, we provide concierge services including Hair Salon and Massage Therapy; assist with scheduling onsite podiatry, dental, physical and occupational therapy. In order to truly engage with our members, our day care is limited to 30 attendees per day. Legacy Care Club is family owned and operated; your loved one is a part of our family. Our staff are all Certified Dementia Practitioners, by the NCCDP. They are patient, empathetic, and most important caring. Staff to client ratio is 1-5. Members attend for the social interaction; opportunity to reminisce and share their stories as well as make new friends. Caregivers drop them off each day knowing they are safe; giving them time to work, run errands, or just get some rest. In addition, Legacy Care Club hosts caregiver support group meetings the first Wednesday of each month. Caregivers face special challenges, having an outlet can ease the bur-

RETIREMENT Living SHOWCASE

den. Support groups provide emotional, educational and social support for caregivers. Easily accessible on Route 22 across from Watchung Mall.

For more information visit our website www.legacycareclub.com or call us at (908) 540-0500. The best way to learn about the club is a free one day trial.

LIONS GATE LIFE PLAN COMMUNITY

1110 Laurel Oak Road, Voorhees, NJ 08043
(856) 679-4682

Contact Person: Donna Coonley
Email: dcoonley@lionsgateccrc.org
www.lionsgateccrc.org

Lions Gate is ready to welcome you home to our one-of-a-kind life plan community, featuring independent living for active seniors that seamlessly transitions into a safe, nurturing assisted living, memory care, skilled nursing, or rehab environment as the need arises. Lions Gate's spectacular campus, located in scenic Voorhees, nestled in the heart of South Jersey, boasts beautiful vistas with plenty of walking trails. Our community is steeped in Jewish culture and traditions, and many residents take part in weekly services with our caring Rabbi. Our campus amenities include a fitness center, art studio, indoor pool, media center, and library, and residents enjoy delicious chef-prepared kosher meals. Residents stay busy with our Lions Gate University program, and its daily slate of classes, lectures, and movies. We provide door-to-door transportation for doctor visits and shopping trips, or our concierge can do the shopping for you. Schedule a virtual tour today, and discover the Lions Gate difference.

NEW JERSEY LIFE & CASUALTY

354 Eisenhower Parkway, Suite 2700, Livingston, NJ 07039

Contact Person: Jamie Cohen
973-535-0955
Email: jcohen@njlc.com
www.njlc.com

LIFE INSURANCE Q&A WITH JAMIE COHEN

Jamie, why should I review my life insurance now?

Most people do not realize that life insurance policies are financial assets. Just like any other assets, you need to monitor a policy to make sure it holds value, and assess whether the coverage fits your present needs. Did you buy insurance to protect your children when they were young? Did the policy, cover an interest in a business that you have since retired from? If so, now is a good time to reconsider.

What is a Life Settlement?

Life Settlement is the sale of a life insurance policy for a lump sum. It is a great alternative to "surrendering" the policy or letting it lapse. The money from the sale can be used by the Policy Owner for retirement expenses, long term health care or just about anything!

Why might I want to sell my Life Insurance Policy?

Often, premiums rise – sometimes sharply! - at time when a Policy Owner's need for life insurance may have passed, and the cost/benefits of the policy look very different. Thanks to low interest rates, many policies have not kept up with their original value projections, and some policies may be on track to lose all value or expire.

Jamie, how are you different from those Life Settlement companies who advertise on TV?

I am a local, independent broker at New Jersey Life & Casualty. Since 1948, we have been helping clients make optimal decisions -- and the most of their money. Unlike many others, we have access to a confidential, competitive auction platform to help seniors get the most money for their policies.

What should I do now?

Contact us for more information about the process and a complimentary policy review. We will help you understand your options.

ONE DAY BATH

Contact Person: Paul Echavarría
866-927-8247
Email: Paul@tubcut.com
www.renewyourbath.com

Call 877-882-2887 for your local authorized dealer.

When was the last time you faced the need for a home project that you knew would absolutely solve your problem and also go easy on your wallet? For most

homeowners, there's usually an endless list of modifications and renovations that we need to make as both we and our homes age. And if you're like most people, you put off projects that have more to do with your own safety or comfort. But chances are, you or someone you know has had to deal with everyday aches and pains, arthritis, bad knees, foot or ankle problems, a handicap or overall mobility problems, aging in place, acting as a caregiver, or general worries about slip and falls in the bathtub.

You've probably already heard that there are ways to make your bathtub more accessible, but pushed the thought to the back of your mind because you're worried about how long your bathroom is going to be out of commission, the cost of the project, and even if having your bathtub modified is actually going to serve its intended purpose.

Welcome to the novel idea of the Tubcut®.

If a person has difficulty lifting his or her legs over a traditional tub wall, then a portion of that tub wall can actually be cut and removed, then refinished. The cutout reduces the lift required to step or swing one's legs into the tub, and instead turns it into a walk-in shower. The modification can be done in less than one day. Even better? The cut portion of the tub can be saved, and the project can be reversed if you want to sell your home and not lose value.

The panels are also made of a durable material that is easy to clean, and your tub's color can be matched perfectly to the panel's edge for a seamless look and watertight construction. Competitors use plastic caps or one-piece inserts, and their products are typically attached to the tub with caulk only and don't have any of the versatility of the Tubcut®.

PARKER JEWISH INSTITUTE FOR HEALTH CARE AND REHABILITATION

Contact Person: Lina Scacco
718-289-2212

Email: lscacco@parkerinstitute.org
www.parkerinstitute.org

Parker Jewish Institute helps older adults stay healthy amid COVID-19

New Hyde Park, New York, July 6, 2020 – For older adults, staying healthy amid COVID-19 presents challenges. Traveling to medical appointments and incorporating appropriate exercises into a regular schedule can be difficult. But Parker Jewish Institute is making it easy to maintain wellness.

Parker AtYour Door's Medical House Calls provides primary and quality medical care for homebound adults. And Parker's Willing Hearts, Helpful Hands Program offers online resources for fitness classes and webinars. These programs help older adults optimize their health while staying safe, without leaving their homes.

Parker AtYour Door's clinicians perform monthly wellness checks and provide prescriptions for needed medications. Clinicians arrange for lab work, EKGs and podiatry visits as well as physical and occupational therapy. All of this is a benefit to older adults, who remain vulnerable amid the pandemic but require regular medical visits to manage chronic illnesses. Following strict U.S. Centers for Disease Control and Prevention and New York State Department of Health protocols, each nurse practitioner is regularly tested for COVID-19.

And Willing Hearts, Helpful Hands Program, Parker's volunteer arm, provides access to virtual classes, including chair yoga and low-impact Zumba classes. These sessions help older adults avoid sedentary lifestyles that can trigger strokes, heart attacks and diabetes. There are engaging online programs such as virtual tours to travel destinations, and educational and support programs for families coping with dementia. And there are presentations on diet and well-being.

"Our programs continue to help older adults in the community stay fit and healthy while they follow stay-at-home guidelines," said Michael N. Rosenblut, Parker's President and CEO. "Led by experts in senior care, our programs give older adults something to look forward to during these difficult times."

About Parker Jewish Institute for Health Care and Rehabilitation

Parker Jewish Institute for Health Care and Rehabilitation, which has earned the Center for Medicare & Medicaid 5 Star Quality rating, is headquartered in New Hyde Park, New York. The facility is a leading provider of Short Term Rehabilitation and Long Term Care. At the forefront of innovation in patient-centered health care and technology, the Institute is a leader in teaching and geriatric research. Parker Jewish Institute features its own medical department, and is nationally renowned as a skilled nursing facility, as well as a provider of community-based health care, encompassing Social Adult Day Care, Home Health Care,

Medical House Calls, Palliative Care and Hospice.

ANGELA SIEGEL

INCORPORATING A SECOND HOME INTO YOUR ESTATE PLAN

By: Angela Siegel, Esq.

It is not uncommon for New Yorkers to spend a few months in Florida or in some other state, especially during the winter season. Whether you are heading to the Berkshires, the Carolinas, or some other destination, there are some relatively easy steps you should take in order to ensure that your estate plan takes the second home into consideration.

The probate of one's will, or the administration of one's estate, will occur in the state where you reside. If you are a New York resident, the probate process is usually straightforward and relatively simple. If you own real property in another state, you will be required to probate your will there as well, resulting in a second, or "ancillary," probate. Probate in other parts of the country is usually not as simple a process as it is in New York. In fact, the process can be a very long and expensive one. Moreover, your heirs would need to first complete the probate in New York and then retain an attorney admitted to practice in the state where the second home is located to commence a new probate there. To avoid the cost, expense and delay of an ancillary probate, it is usually advisable to establish a revocable living trust for the second home. Creating such a trust is relatively simple and the laws of most states which have difficult probate processes are quite conducive to such an estate planning device.

In summary, if you own a second home, you should consider a revocable living trust as an important part of your estate plan. If drafted properly, the trust will avoid the need to go through two or more probate processes and simplify matters for your heirs.

Angela Siegel, Esq.
Law Office of Angela Siegel
1205 Franklin Avenue, Suite 330
Garden City, New York 11530
P: (516) 741-6100
F: (516) 741-3133
www.angelasiegel.com

SINAI CHAPELS

Contact Person: Andrea Resnick
718.445.0300
Email: sinai@jewishfunerals.com
www.jewishfunerals.com

**Sinai Chapels Serves
New York's Jewish Community**

Sinai Chapels, located in Fresh Meadows, Queens, is led by the Resnick family and is proud of the trust that four generations of Jewish families have placed in us. Sinai's commitment starts with compassionate understanding, quality service, and attention to every detail. Our continuous improvements reflect the traditions established by our family over a century ago.

Sinai's licensed staff guides families through the arrangement process and helps each family select the options that best fit their needs and finances. Sinai Chapels is the only funeral home in the area that provides a staff Director of Pastoral Counseling. Rabbi Michael Strasberg, who is available to help families through religious counseling and support, is our staff Rabbi.

Whether Reform, Conservative, or Orthodox, Sinai provides services that are ceremonially correct, appropriate and dignified. Sinai also offers families the choice of traditional or non-traditional services. Sinai Chapels offers a live Internet broadcast of the service at our chapel, for family unable to travel. In addition, Sinai offers DVD and flash drive replications of the service.

Currently, many families are electing

to hold services at the graveside due to safety and health concerns and Sinai can manage these special services. Sinai's dedicated staff is available 24 hours a day to assist families with all aspects of planning a funeral service. Since there are so many details to manage, most families choose to have Sinai's staff of trained professionals coordinate these services.

Making funeral arrangements in advance protects families from unexpected expense and spares them the burden of making complex choices at a most difficult time. Sinai's staff of experienced pre-planning advisors can meet with you privately at the Chapel, by Zoom or FaceTime, or in the comfort of your home, with no cost or obligation. All of Sinai's pre-plans are FDIC insured.

Sinai Memorials specializes in crafting and customizing monuments to match the needs and wishes of every family. Our staff of specialists, technical and Rabbinic, invest great time and effort to ensure that you will receive the finest monument possible.

Sinai Chapels and the Resnick family are proud sponsors of leading Jewish Community Organizations such as: The Queens College Center for Jewish Studies; Kupferberg Holocaust Center and Archives at Queens Community College; Commonpoint Queens; and the United Jewish Appeal.

Please visit JewishFunerals.com or call 800-446-0406 for more information.

SPECIALTY HOSPITAL OF CENTRAL JERSEY

600 River Avenue, 4 & 5 West,
Lakewood, NJ 08701

Contact Person:
Maureen Rogers, Chief Clinical Officer
1-877-573-5822
Email: Angelacashley@gmail.com
www.specialtyhospitalcj.com

Located within the campus of a medical center (Monmouth Medical Center Southern Campus), Specialty Hospital of Central Jersey is a small, integrated "hospital-within-a-hospital" with the sole focus of caring for medically complex patients directly discharged from the ICU. Under the direction of its chief medical officer, Howard Lebowitz, M.D., a team of highly skilled clinicians work together with specialists to design and implement a therapeutic plan for each patient. On the campus of a larger medical center (Monmouth Medical Center Southern Campus), Specialty Hospital of Central Jersey is able to draw from the vast resources of a full-service hospital, while staying singularly focused on the care of particular patients. Specialty Hospital of Central Jersey is an independent entity, offering the benefits of a more individualized hospital setting, combined with such life-support services as ventilator weaning, complex wound care, parenteral nutrition, respiratory and cardiac monitoring, and dialysis. Visit our website at www.specialtyhospitalcj.com for more information about Specialty Hospital of Central Jersey's Programs and Services.

LTAC Specialty Hospital of Central Jersey receives patients from: NJ and tri-State area. LTAC Specialty Hospital of Central Jersey is an affiliate of AcuteCare Health System. The hospital is located at 600 River Avenue, 4 & 5 West, Lakewood, NJ 08701 P: 877.573.LTAC (5822) – Toll Free

UBS SETH MITCHELL The Mitchell Wealth Management Group

1251 Avenue of the Americas 2nd Fl.,
New York, NY. 10020-1080
212-626-8588

Contact Person: Seth A. Mitchell
Email: Seth.Mitchell@UBS.com
www.ubs.com/team/mitchellwm

RETIREMENT Living SHOWCASE

The world is constantly changing and it is important to have a plan that changes with it. It is never a bad time to either make changes to an existing financial plan or create a new one. It starts by having clarifying conversations to learn what is important for you and the people you care about. How do you want to live your life now? How do you plan to live your life in retirement? What do you want to leave to the people you care about most? Let's start with a conversation.

At The Mitchell Wealth Management Group, our mission, commitment and process strives to do the following: to provide quality service, put our clients' needs first and view each client relationship as a long term investment. We tailor our services to each client's particular needs and goals; to ensure the highest level of personal attention and responsiveness. We recognize that communication is paramount to the success of any client/advisor relationship; to coordinate the breath and scope of intellectual capital of the world's largest wealth management firm to deliver the optimal client experience. We succeed by delivering the full capabilities of the firm with an exemplary level of wealth management service, customized solutions and the highest ethical standards.

THE WILF CAMPUS FOR SENIOR LIVING

350-360 DeMott Lane, Somerset NJ
732-649-3502 or info@wilfcampus.org
www.wilfcampus.org

WilfTransport is Taking Precautions to Prevent the Spread of COVID-19

As the COVID-19 pandemic continues, you or a loved one may be concerned about using public transportation to get to

dialysis, doctor's or other appointments. WilfTransport at The Wilf Campus for Senior Living is available to help and is focused on keeping our clients safe and offering peace of mind.

WilfTransport is a non-profit community transportation program, providing assisted non-medical, social and quality-of-life transportation for seniors and individuals with special needs who are over the age of 18. Our number one priority is the safety of our clients. With safety comes frequent reevaluation of our procedures and protocols to ensure that they are up to date with the current standards. As a result, we have implemented a number of precautionary measures guided by Centers for Disease Control and NJ Department of Health recommendations relating to the pandemic.

Current measures in place include:

- Limiting rides to one passenger/client at a time.
- Disinfecting high touch areas before and after each ride.
- Weekly deep cleanings of all surfaces in all vehicles regardless of use.
- Plastic barriers installed between the driver and client to ensure safe distancing and comfort for each party involved.
- Signs alerting clients to the use of disinfectants on high-touch areas.
- Drivers wearing masks or face coverings at all times.

Aside from the new safety measures in place, services have not changed! WilfTransport is still providing transportation to medical appointments, dialysis centers, shopping trips, grocery stores and more. For more information, or to arrange transportation, contact us at 732.649.3502 or email transport@wilfcampus.org. You can also fill out our online form at www.wilfcampus.org/transport/arrange-transportation.

The Wilf Campus for Senior Living is comprised of Wilf At Home, Stein Assisted Living, Wilentz Senior Residence, Stein Hospice and WilfTransport.

LEGACY ADULT DAY CARE

Legacy Care Club is an
exclusive club for seniors
to enjoy activities
tailored to their needs


LEGACY CARE CLUB
ACTIVE LIFE, ACTIVE MIND



IS ADULT DAY CARE RIGHT FOR YOUR LOVED ONE?

Is your loved one antisocial, sleeping all day, or not eating well?

Does your loved one show signs of memory loss?

Are you worried about the isolation or safety of your loved one?

Are you overwhelmed? Neglecting your health?

Do you need a break from caregiving? Even for a few days?

BENEFITS OF ADULT DAY CARE?

- Socialization: Our members attend each day to make new friends, reminisce, and share stories
- Physical Activity: We host chair exercises to accommodate all physical levels
- Safety: To prevent wandering, our club is fully secure, including a private patio
- Caregiver's Mental and Physical Health: Caregivers trust us to care for their loved ones giving them time to take care of themselves

WHAT MAKES LEGACY CARE CLUB UNIQUE?

- We are open Monday-Sunday
- Our focus is on Memory Care
- We are a small intimate community, max of 30 members daily
- We form a partnership with our caregivers, providing much needed support
- Onsite Concierge Services: Hair Salon, Shower Services, Podiatry, Physical/Occupational Therapy

FOR MORE INFORMATION

Email: jody@legacycareclub.com
Phone: (908) 540-0500
Website: www.legacycareclub.com
130 US-22 E
North Plainfield, NJ 07060

THE SECRET TO PATIENT CARE... IS CARING FOR THE PATIENT.

As a Long Term Acute Care Hospital (LTACH), Specialty Hospital of Central Jersey offers a specialized level of care to patients.

Our mission is to provide high-quality, comprehensive health services to the medically complex patient, in order to achieve a maximum level of wellness, while maintaining a strong sense of patient satisfaction.



SPECIALTY HOSPITAL
OF CENTRAL JERSEY

AN AFFILIATE OF ACUTECARE HEALTH SYSTEM

600 RIVER AVENUE, 4 & 5 WEST
LAKEWOOD, NJ 08701
P: 877.573.LTAC (5822)

WWW.SPECIALTYHOSPITALCJ.COM

DR. HOWARD LEBOWITZ, CHIEF MEDICAL OFFICER

Education MARKETPLACE

Adath Israel Congregation
1958 Lawrenceville Road
Lawrenceville, N.J. 08648
609-896-4977
adathisraelnj.org

Wow! What a year! The Adath Israel Religious School was up and running and then March arrived!

To summarize, after interviewing various school parents, "The school handled the transition exuberantly well" and "They didn't miss a beat." Another parent says she was thrilled that even during this time of using Zoom instruction new programming was developed that will continue as the September 2020 school year begins.

Adath Israel Religious School is a nationally award-winning school dedicated to enriching and educating students about Jewish values, holidays, rituals, prayer, and Israel, from pre-K (Tot Fundays) through high school. It is a multi-year recipient of the Solomon Schechter Gold and Silver Awards and Torah Aura Curriculum Award.

This year, from the beginning to the end of school in June, every Sunday and Tuesday class, Havdalah, and the "asafa" (full school assemblies) were maintained. Even during Zoom classes, individual classes would break off to continue instruction at each appropriate level. In addition, resource/special needs through IEPs (Individualized Education Plans) were maintained. Private b'nei mitzvah lessons were seamless.

Recognizing the extraordinary need for connection during the quarantine, our invested, experienced,

and caring teaching staff; Rabbi Benjamin Adler; and Hazzan Arthur Katlin "Zoomed" in beyond the regular school hours through Kahoot (a game-based classroom response system played by the whole class in real time). The kids loved it.

Adath Israel will get back to a regular school situation as soon as possible with all programming resuming based on the safety and comfort levels of parents, teachers, and the kids. September 2020 may bring in-person, virtual instruction, or a combination of both.

However, recognition of individual talents, music and art programs, and the study of Jewish values, holidays, rituals, prayer, and Israel will continue. Call the synagogue at 609-896-4977 for more information and to register your child. Ask to speak with Rabbi Adler or contact him at rabbiadler@adathisraelnj.org.

Enjoy the summer, be well, and stay safe from the Adath Israel family.

Adath Israel Congregation
1958 Lawrenceville Rd.
Lawrenceville, NJ 08648

Welcomes YOU to the Wonderful World of Jewish Education

Focus on Excellence with pride in our understanding of each individual student!

Friendship Community Tradition Evolving

Contact us at: 609 896 4977
www.adathisraelnj.org

A School for Every Jewish Family

Everyone is different and that's a good thing!

Har Sinai Temple
2421 Pennington Road
Pennington, N.J. 08534
609-730-8100
harsinai.org

At Har Sinai Religious School in Pennington we provide a religious education that welcomes children from traditional, interfaith, and other families. We embrace the differences that make Jewish life and learning today a delightful, diverse, and vibrant experience.

At the Religious School we help our students appreciate the relevance of Jewish teachings, practice, and ethics in today's changing world. To that end, we study prayers, learn Hebrew, and celebrate Jewish and Israeli history, culture, and traditions. Building on our rich Reform tradition, each student's voice is honored, resulting in a diverse community of learners

who find meaning and pride in Jewish living.

Our new, visionary model offers young families a Jewish education without requiring temple membership. We provide welcoming opportunities to gather, forge new relationships, and ease into the latter years of Jewish learning (grades 4+) with other like-minded families in our Reform congregation.

Back in March 2020, the Har Sinai Religious School quickly adapted to the challenges of the Covid-19 pandemic, without missing a beat. Our plans for the 2020-21 school year are flexible to accommodate both the changing realities facing us and the safety and health of our students, our teachers, and our community.

For more information, please call 609-730-8100 or email Harsinaitemple@gmail.com or CantorOrnaGreen@HarSinai.org.



Har Sinai Temple Religious School

Har Sinai Temple
 2421 Pennington Rd.
 Pennington, NJ 08534
www.harsinai.org
(609)730-8100

2020-2021 REGISTRATION NOW OPEN!

- Our Religious School is exciting and fun!
- We meet on Sunday mornings.
- Classes are taught by experienced teachers.
- Enjoy vibrant youth programs & services.

Open to Non-Temple Members.

Call or email our Director of Education, Cantor Orna Green, for more information. Schedule an appointment, virtual or in person, to meet our new Rabbi, Jordan Goldson.

(609) 730-8100 www.harsinai.org

Cantorornagreen@harsinai.org



Charity is set in stones

Hamilton Jewelers raised \$40,000 to aid local businesses

Michele Alperin

NJNJ Contributing Writer

The Siegel family has been involved with the Mercer County Jewish and business communities for four generations. In 1927, Irving Siegel purchased Hamilton Jewelers, a business founded 15 years earlier in Trenton, and a commitment to helping others has been a bulwark of the family business throughout its long history.

“It was instilled in us growing up that you own a business in a community,” said Hank Siegel, Irving’s grandson and president and CEO of Hamilton Jewelers. “That community has allowed your business to grow and thrive for 108 years, so it was important to give back.”

So when Siegel, who now lives in Florida, saw “how quickly and drastically” the shutdowns related to Covid-19 were affecting small businesses in Princeton, he decided that Hamilton Jewelers



The flagship Hamilton Jewelers store on Nassau Street in Princeton.

would do something to support them. “Princeton is a unique community, and we felt strongly that the character of the town is reflective of the independent businesses that operate here, and when we reopen, we wanted to make sure all our neighbors would be able to reopen as well,” he told NJNJ.

While Hank was quarantined in Florida, he and his son Andrew conceived, developed, and launched — with several team members from Hamilton — an online auction, which ran from April 20 through May 20.

The Princeton Community Auction was “an opportunity for the entire community to band together so community members and businesses could donate items, services, or experiences, and others could bid on them, and all of those proceeds would go at the end directly to our neighbors,” Andrew told NJNJ. He is director of business strategy and operations.

Continued on page 18

Synagogue Connection

MARKETPLACE

Adath Israel Congregation
1958 Lawrenceville Road
Lawrenceville, N.J. 08648
609-896-4977
adathisraelnj.org

Adath Israel is guided by tradition and contemporary Conservative Judaism, recognizing different levels of observance. We are an

egalitarian, welcoming congregation serving Mercer and Bucks counties. The congregation is fully handicapped accessible and special headphones for the hearing impaired are available in the sanctuary. Our building is beautiful and secure, with all necessary facilities available ... and when we’re able to fully open again, we hope you will join us at the synagogue and enjoy with us.

As most in the area know, Adath Israel is home to The Mosaic Program, a Center for the Arts and Culture. This past year before the quarantine, The Mosaic Program presented Deadbeats and Hustlers; Bruce Warren from WXPB; Rachel Wainer Apter, director of the New Jersey Division on Civil Rights; Gary Kraut, an award-winning travel writer who presented an Illustrated Tour of Jewish Paris; and a Musical Performance: One Community/Many Voices. Then came Covid-19, so we missed a Lecture in Song by Fred Miller featuring Composers of Bucks County: Hammerstein and Sondheim, and we missed a special opportunity to see the hidden places on Ellis Island on a private Hard Hat Tour.

That said, we look forward to Zoom Mosaic presenting Fred Miller’s Lecture in Song, a virtual interactive cooking demonstration, and the chief photo archivist for the New York City Parks Department giving us a virtual tour of the archives.

We are pleased to say that our rabbi, Benjamin Adler, and his family Zoomed their Passover seder from

their home, so all could partake of the holiday.

Zoom Shabbat services, Havdalah, Monday and Thursday minyans, and popular and pertinent events like “Ripped from the Headlines,” led by Rabbi Adler, and our Healing Service, led by Evette Katlin, continue over Zoom.

New programs such as Rabbi Adler’s “Tales of the Rabbis” and Hazzan Arthur Katlin’s “Adath’s Got Talent” are interesting and fun. “Adath’s Got Talent” has member participation from ages 5 through 95 with an audience full of smiles and applause.

Women’s League and Men’s Club remain active, having presented through Zoom, “The Story of the AT&T Pole Farm.” In July, Women’s League presented “Get Your Kicks on Route 206,” about the twists and turns and ups and downs of the 400-year history of Lawrence Township’s main thoroughfare. Both programs were with historian Dennis Waters.

Going forward, committees are hard at work developing a reopening plan according to state guidelines. Live streaming for adult and separately for kids’ High Holiday services are in the works, along with some in-person participation and attendance, depending upon the safety and comfort concerns of our members and clergy. Activities will also be planned on our beautiful outdoor campus.

Watch for our flyers and news articles, or call the synagogue office for information, so you can join in on these great programs. This August we’ll have a drive-by loop around to say ‘hi’ to Rabbi Adler, Hazzan Katlin, and some of our lay leaders, and take a bit of sweets home for the New Year. Hope to see you soon.

Music! Balloons!
 See the faces of Adath!
 Smiles! Fun!

ALL ARE INVITED TO:
 Adath Israel's
 L'shanah Tovah
 DRIVE-THRU

SUNDAY 30TH AUGUST
 Let's begin the new year together,
 from the safety of your car!

DRIVE THRU ANYTIME BETWEEN 1 pm - 2 pm
 RECEIVE A GIFT AT THE END OF YOUR DRIVE!

Registration appreciated, but not required:
 adathisraelsvp@gmail.com
 1958 Lawrenceville Rd. Lawrenceville, NJ
 Across from Rider University

Agenda

Due to the outbreak of the coronavirus, most synagogues and organizations have cancelled all in-person activities for the time being. Some are offering online learning opportunities or plan to reschedule.

THURSDAY, Aug. 6

“Tastes of Shabbat.” Interactive progressive Shabbat dinner discussion on Friday night meal courses sponsored by Beth El Synagogue of East Windsor at 7 p.m. via Zoom. Go to zoom.us/j/9729253056; password: 1234.

FRIDAY, Aug. 14

Outdoor Shabbat Service. Beth El Synagogue of East Windsor, 6 p.m. Bring chairs and wear masks. Call 609-443-4454 or go to bethel.net.

Adath Shalom Congregation, Lawrenceville, will hold the following events this month via Zoom:

“Examining Racism: Looking Inward First” will be held on Tuesdays, Aug. 4 and 18, at 7 p.m. Registration is required.

“Ripped from the Headlines,” a discussion of current events and Judaism with Rabbi Benjamin Adler, will be held Thursday, Aug. 6, at 10:30 a.m.

Sharing Shabbat: Adath’s Interactive Call-in service,

will continue on Fridays, Aug. 7, 14, 21, and 28, 5:30-6:30 p.m. To follow the Kabbalat Shabbat and Shabbat Evening Service in the Sim Shalom for Shabbat and Festivals, go to rabbinicalassembly.org/form-download-e-siddur-0.

Shabbat morning services will continue on Saturdays, Aug. 8, 15, 22, and 29, at 10 a.m.

Havdallah Together will be held Saturdays, Aug. 8, at 8:50 p.m.; Aug. 15, 8:40 p.m.; Aug. 22, 8:30 p.m.; Aug. 29, 8:20 p.m.

MOSAIC: “A Land That’s Free for You and Me,” a live virtual event with pianist/singer Fred Miller, will be held Thursday, Aug. 20, at 7:30 p.m. The free event is a musical and anecdotal overview of Jewish songwriters giving voice to the American Dream. Register at crowdcast.io/e/fred-millers-lecture-in.

Making Sense of COVID Statistics will be discussed with Howard Wainer on Thursday, Aug. 27, at 7 p.m.

Adath Summer Story Time will be held Sunday, Aug. 30, at 10:30 a.m.

For Zoom links and to register, call 609-896-4977.

The following national and international organizations are offering various online resources:

Jewish Foundation for the Righteous (JFR) is launching a Monday night movie event online where each week

it will air one of its award-winning documentaries highlighting the Righteous Gentiles who saved Jews during the Holocaust.

The free films premiered July 27 as Facebook “Watch Parties” on the JFR’s page, and continue on Monday evenings at 8 p.m. through Aug. 24. They focus on the heroism of rescuers Melpomeni Gianopoulou (Greece); Master Sgt. Roddie Edmonds (Knoxville, Tenn.); Krystyna Jakubowska (Poland); and Helena Weglowska (Poland). The page will also screen the documentary celebrating the life of Roman Kent, the Holocaust survivor and JFR president, on Aug. 24.

Go to facebook.com/JewishFoundationForTheRighteous.

The Orthodox Union will begin Project Resilience, a series of six free virtual courses that aim to strengthen individual and family well-being by providing coping strategies and tools during these times of crisis, on Monday, Aug. 10. Visit ou.org/resilience to register.

Jewish Women’s Archive will hold an online history course, “Jewish Women You Thought You Knew (or Never Knew!)” on Thursdays, Aug. 6, 13, 20, and 27, at 8 p.m. There is a suggested \$36 minimum donation. Visit jwa.org/events.

Gallery



MOBILE FOOD PANTRY — Staff from the Paul Robeson Charter School for the Humanities in Trenton help staff from Jewish Family & Children’s Service of Greater Mercer County (JFCS) unload a delivery of pre-packed bags of groceries to be distributed to their students. The JFCS Mobile Food Pantry makes three distribution stops per week across Mercer County. For more information, visit jfconline.org.

Personal Mention

Rabbi Aaron Gaber, spiritual leader of Congregation Brothers of Israel (CBOI) in Newtown, Pa., has joined the Pennsylvania Army National Guard as a chaplain.

A public swearing-in ceremony has been delayed due to the coronavirus.

Gaber begins his seventh year with CBOI and said he is excited by this new opportunity to serve the greater community and ensure the religious and spiritual needs of our military. “I am looking forward to returning to important spiritual and pastoral work which I had to stop doing in 2001 due to congregational and familial obligations,” he said. “I hope to support the young men and women who have chosen to serve and protect their state and country.”

While a rabbinical student, Gaber joined the Army Chaplain



Rabbi Aaron Gaber

Candidate program and then after ordination transferred to the Maryland Army National Guard when he served Adat Chaim in Reisterstown, Md., until 2000.

Due to increased responsibilities at his previous congregation, Beth Judah in Ventnor, he was discharged from the National Guard in 2001 as a captain. He recently reenlisted, recognizing the need for chaplains in the Pennsylvania National Guard.

Gaber is currently assigned to the 228th Transportation Battalion based out of Fort Indiantown Gap, Pa. He joined his unit for annual training during July and will provide ongoing religious and spiritual support to the soldiers as they complete their training and conduct missions assisting the Commonwealth of Pennsylvania.

LifeCycle

Engagements GRAZI-ORLAND



Jaimie Grazi and Max Orland

Jaimie Grazi, daughter of Fern Gross of Brick Township and Edward Grazi of Ocean Township, is engaged to Max Orland, son of Marilyn and Joel Orland of Pennington.

Ms. Grazi earned her B.A. from the University of Massachusetts Amherst in 2011 and her M.S.W. from the University of Chicago in 2014. She is an early-childhood research analyst at Mathematica Policy Research in Princeton.

Mr. Orland earned his B.A. from New York University in 2012 and his degree in mortuary science from the American Academy of Funeral Service in 2014. He is a funeral director at Orland's Ewing Memorial Chapel, where he works with his father.

An October wedding is planned at the couple's Lambertville home, with Rabbi Adena Blum of Congregation Beth Chaim officiating.

Obituaries Edward Bernstein

Edward R. Bernstein, 82, of Cherry Hill died June 28, 2020. He was born in Trenton and lived in Cherry Hill for 40 years.

Mr. Bernstein was a quality control manager and chemist for several pharmaceutical companies.

He graduated from Trenton Central High School and St. Francis College, and attended Temple University Graduate School.

He was a member of Congregation Sons of Israel in Cherry Hill.

Predeceased by a daughter-in-law, Alison

Albert Bernstein, he is survived by his wife of 60 years, Sybil (Friedlander); two daughters, Laurie Ann (Eric) Sherby and Debra (Mark) Gardner; his son, Louis (Patricia); six grandchildren; and four great-grandchildren.

Services were held June 28 with arrangements by Orland's Ewing Memorial Chapel, Ewing. Memorial contributions may be made to Congregation Sons of Israel or American Cancer Society.

Carl Krause

Carl Krause, 74, of Trenton died July 8, 2020. He was born in Trenton.

Mr. Krause had a lifelong career in the music industry. He began as owner of Trenton Music Center and went on to business ventures specializing in band and later in string instruments.

He was a graduate of Trenton Central High School and attended Mercer County Community College.

He was a Navy veteran of the Vietnam War.

He was a member of Masonic Lodge 38 and Har Sinai Temple in Pennington.

He enjoyed cooking for his family and hosting large gatherings. He also had a passion for boating. He was also an accomplished guitar player, playing as a Navy musician, in jazz bands in San Diego, and later in Trenton-area local bands.

He is survived by his wife of 44 years, Lois; two daughters, Kayla and Jenna; and two sisters, Doris and Diane.

Private services were held with arrangements by Orland's Ewing Memorial Chapel, Ewing; a memorial service celebrating his life will be held at a future date. Memorial contributions may be made to Har Sinai Temple Music Fund, 2421 Pennington Road, Pennington, N.J. 08534.

Maxine Epstein

Maxine ("Mackey") Epstein (Pincus), 98, of Newtown, Pa., died July 9, 2020. She was born in Philadelphia and lived in Yardley, Pa., from 1950 to 2002, when she moved to Newtown.

Mrs. Epstein graduated from Friend's Select School in Philadelphia, attended Albright College for two years, and graduated from University of Pennsylvania.

As a child, she was involved in art and became a Registered Maine Guide at Highland Nature Camp on Sebago Lake in Maine. She studied art; typed books into Braille for the Bucks County Association for the Blind; was active in women's organizations, ORT, and Adath Israel Congregation; and contributed to the community at Pennswood Village in

Newtown, where she resided. Her charitable contributions supported organizations for the benefit of women, hunger, justice, health, the environment, and wildlife.

Predeceased by her husband, Martin, in 2010, she is survived by two sons, Andrew L. (Karen Ingalls) of Newton, Mass., and Santa Fe, N.M., and Eric W. (Karyn Gilvarg) of New Haven, Conn., and New Orleans; his daughter, Robin Epstein (Richard) Wyman of Wolfeboro, N.H.; and six grandchildren.

Private services were held with arrangements by Orland's Ewing Memorial Chapel, Ewing. A memorial service will be held at a later date. Memorial contributions may be made to Planned Parenthood (plannedparenthood.org) or Heifer International (heifer.org).

Robert Rich

Robert L. Rich, 86, of Baltimore died July 16, 2020. Born in Brooklyn, he was formerly of East Windsor.

Mr. Rich was an accountant, working at City Stores Company, The Wiz, and Jamesway. After retiring, he began working at Wegman's and spending time at the East Windsor Senior Center.

A lover of the arts, classical music, and opera, he was a longtime member of the Congregation Beth Chaim Choir and New Jersey Gay Men's Chorus.

Predeceased by his wife, Susan, in 2015, he is survived by his son, Seth (Melinda); his daughter, Wendy Rich-Orloff (David); and a brother, Errol Rich.

A private burial was held with arrangements by Orland's Ewing Memorial Chapel, Ewing. Memorial contributions may be made to National Multiple Sclerosis Society or Fisher Center for Alzheimer's Research Foundation.

Elayne Scheiner

Elayne Scheiner, 84, of Monroe Township died July 21, 2020. She was born in New York City.

Ms. Scheiner worked as a social worker for the New Jersey Department of Vocational Rehabilitation Services.

She was a graduate of Douglass College, Rutgers University.

She was a longtime fighter for equal rights for women and loved animals.

Predeceased by a daughter-in-law, Robin Scheiner, she is survived by two sons, Adam (Lana Taradash) and Jeffrey Scheiner; a sister, Barbara Schenfeld; and five grandchildren.

Private services were held with arrangements by Orland's Ewing Memorial Chapel, Ewing. Memorial contributions may be made

to American Society for the Prevention of Cruelty to Animals.

Jeanne Leavitt

Jeanne Ruth Leavitt (Swern), 100, of Albuquerque, N.M., died July 19, 2020. She was born and raised in Trenton and relocated to Florida in the 1980s before moving at age

89 to Albuquerque.

Mrs. Leavitt was a case worker for the State of New Jersey Department of Social Services in Trenton until her retirement.

She graduated from Trenton High School in 1938, and from Beaver College (Arcadia College) in Glenside, Pa., in 1942.

In Florida she was an active member and volunteer of her temple, teaching Hebrew to adults.

Predeceased by her husband, Leo, whom she married in 1967, she is survived by her son, Arthur E. Brown (Jo Frances) of New York City; her daughter, Charlotte Roybal of Santa Fe, N.M.; two grandchildren; and three great-grandchildren.

Private services were held with arrangements by Orland's Ewing Memorial Chapel, Ewing. Memorial contributions be made to the Jewish Federation or Anti-Defamation League.

Yardley for the past 54 years.

Her first career was working as a receptionist and bookkeeper with her first husband, Barry Rabinowitz, at his pediatric dental practice in Trenton. She was also a real estate agent earlier in life and for the past 21 years was a partner, with her daughter Rachel, at the fashion boutique Hedy Shepard LTD in Princeton.

As a younger woman, she was interested in the arts and loved the ballet. She enjoyed tennis, swimming, daily morning walks, gardening, and travel.

She is survived by her husband, Robert Beckelman; her son, David (Kathy) Rabinowitz; her daughter, Rachel (Adam) Reiss; four grandchildren; and her second husband's family, John Beckelman, Barbara Beckelman, and Linda Beckelman, and their children and grandchildren.

A private memorial service was held July 27 with arrangements by Orland's Ewing Memorial Chapel, Ewing. Memorial contributions may be made to Capital Health Cancer Center and directed to Capital Health Development Office at Two Capital Way, Suite 361, Pennington, N.J. 08534.

NJY Camps announces new leadership

THE NJY CAMPS board of directors has named Michael Schlank to the newly created position of chief executive officer. In that role, Schlank will lead the professional staff and oversee all of NJY Camps' operations.



Michael Schlank

"For 100 years, our NJY camps have been creating lasting friendships, positive Jewish experiences, and summers of fun," said board president Stephen Seiden in an email to camp families, alumnae, and donors.

NJY Camps is part of the Jewish Community Center movement and is the umbrella organization for numerous overnight and family camps, and year-round programs for senior adults.

Schlank, a former teacher, has been an executive at Oasis Children Services, a provider of camp, enrichment, and after-school programs in the New York area. He is on the board of Hofstra Hillel, president of Midway Jewish Center in Syosset, N.Y., and a member of AIPAC Long Island Council.

In his letter, Seiden cited the cancellation of in-person camps for the 2020 season due to the "realities of the pandemic." Looking to the future, he called Schlank "a passionate believer in camping" and said his background "gives us confidence that he will lead us through the challenges ahead."

Schlank will assume his new role Sept. 1. He replaces interim executive director Janet Warm Fliegelman, who took the helm of the organization following the forced resignation in 2018 of Leonard "Len" Robinson, who faced multiple accusations of sexual harassment.

Lynn Rabinowitz

Lynn Rabinowitz (Lennard), 75, of Yardley, Pa., died July 22, 2020. She was born in New Orleans and lived all across the United States as a child and young woman. She resided in

Be assured
when our family
is called to serve yours.

What was true for Orland's more than 50 years ago when it was started by our father and grandfather remains true for us today...

Our task is chosen.
Our commitment is strong.
It is our family's honor to take care of yours.

AT-HOME CONSULTATIONS | SERVING ALL COMMUNITIES

Joel E. Orland, *Senior Director* | NJ License No. 3091
Max J. Orland, *Director* | NJ License. 5064

ORLAND'S
EWING MEMORIAL CHAPEL

1534 Pennington Road
Trenton, NJ 08618
609.883.1400
OrlandsMemorialChapel.com

Member of KAVOD:
Independent Jewish Funeral Chapels

Discipline and personal growth

Ekev

Deuteronomy 7:12-11:25

Rabbi Tzvi Hersh Weinreb

As a parent, grandparent, and psychologist, I am often considered to be something of an expert on parenting and child-rearing. In that capacity, I have frequently been asked to review or give an opinion about any of the plethora of books on the subject of raising one's children.

Like in any genre, there are better books and worse books in this category. What I have noticed is that many of them fail to include a chapter on one of the most important components of child rearing: discipline. With few exceptions, the most that these books contain on the subject of discipline is a chapter on "setting limits."

In my opinion, and certainly in my experience, discipline is an essential component of all parenting and teaching relationships. And discipline is not just about "setting limits." It is also about "setting goals."

My experience as a parent myself, as a teacher for many years, and as a psychotherapist for much of my adult life has borne out the wisdom of these two steps: Firstly, lay out the expectations that you have of the child and clearly define the nature of the task at hand. Secondly, when

the child has accomplished the task, even if not totally successfully, give him or her feedback and recognition, whether in the form of a verbal compliment or a nonverbal gesture. It is about extending a challenge, with the implicit confidence that sends that child the message, "You can do it!"

This, to me, is the essence of discipline. It is not synonymous with punishment. It is synonymous with learning and personal growth.

And this is what I think is meant by the passage in this week's Torah reading, Ekev, "Bear in mind that the Lord your God disciplines you just as a man disciplines his son." (Deuteronomy 8:5)

The Torah has much to say, even if the parenting books don't, about discipline. It takes for granted that parents will discipline their children, and that teachers will discipline their students. After all, that is why students are called disciples.

The Torah insists, moreover, that the Almighty, too, disciplines us. And He does so in much the same way as successful parents do. He sets clear expectations for us, and He shows us His favor when we meet those expectations and His disfavor when we fail to do so. The Lord really is a Father in this sense.

It is no wonder then, that the Book of Proverbs cautions us to "heed the discipline of your father, and do not forsake the instruction of your mother." Notice: first discipline, and then instruction.

As usual, there is an even deeper message in the word that the Torah uses for discipline. The root "YSR" is the root of both "discipline" and "suffering."

Judaism teaches us that there is a meaning to our suffering. Sometimes that meaning is obvious to us; more typically though, the meaning eludes us, and we desperately search for it.

But one thing is clear. We learn through discipline, and we also learn through suffering.

The words of Victor Frankl, the psychologist and Auschwitz survivor, who certainly knew a thing or two about suffering, are very instructive here. "... On the biological plane, as we know, pain is a meaningful watcher and warder. In the psycho-spiritual realm it has a similar function. Suffering is intended to guard man from apathy, from psychic rigor mortis. As long as we suffer we remain psychically alive. In fact, we mature in suffering, grow because of it — it makes us richer and stronger."

It is through the processes of discipline and suffering that we develop and are transformed. Both processes are painful, sometimes profoundly so. But through both, we widen our horizons, enhance our spirits, and attain a deeper understanding of our life's purpose.

Rabbi Dr. Tzvi Hersh Weinreb is executive vice president emeritus of the Orthodox Union.

Our Towns

Charity

Continued from page 14

In the end the auction raised \$40,000, which was distributed among 23 local businesses that applied for funds. The money was to be used to pay salaries, rent, bills, and other expenses.

"We asked that all funds go directly to getting that business and its employees through the shutdown period, whatever that meant for the business," wrote Andrew in an email to NJJN. "All we asked was that the funds not be used specifically for investments and improvements, which the businesses felt they needed to make."

Citing the Torah verse, "Love your neighbor as thyself," Andrew told NJJN, "This is what we wanted to get done around here."

Hamilton Jewelers has always been philanthropic; the business supports over 100 charities, both Jewish and secular. Greenwood House, a Jewish community nursing home in Ewing, has been a long-time family favorite. Hank's parents, Martin and Denise Siegel, were honored at the 2003 and 2019 Greenwood House galas. Hank served on the organization's board.

"It is a Greenwood House world for the Siegels," Andrew said. "My wife, Betsey, and I, now that we are here full time, are looking forward to giving back



Members of the Siegel family include, from left, Andrew, Hank, Lisette, and Benjamin.

there also." They moved to Princeton from New York City.

He remembers when he was a child bringing "our service dog" to Greenwood residents. He credited his grandparents with "instilling in the younger Siegel generation about giving back and to Jewish organizations."

The business has also been supportive of Jewish Federation of Princeton Mercer Bucks. "The

federation, our Jewish agencies, and community synagogues have also benefitted from the generosity of Hamilton Jewelers," said Mark Merkovitz, federation's executive director. "We are very appreciative of the past and ongoing support we receive via beautiful gift donations we use in our fund-raising raffles at our events."

Hank's grandparents, Irving and Alice Siegel, built the business one customer at a time, nursing it through the depression and fires in 1947 and 1957. "Business was done on a handshake many times," said Hank. "They were very involved and passionate about the work they did in their business and their community."

In 1955, Hank's father, Martin, joined the business, followed in 1982 by Hank, then Andrew in 2017. In 1986 they opened Hamilton Jewelers in Princeton, now their flagship store, at the intersection of Nassau and Witherspoon streets. Other ventures include a vintage jewelry store, H1912; and two Florida locations.

Hank belongs to Har Sinai Temple in Pennington and Andrew attends Reform services at the Center for Jewish Life-Princeton Hillel.

Hank said the business's core values of "relationship, responsibility, and integrity" reflect those of several generations of the Siegel family.

"I think our family's values mirror those of our brand, and vice versa." ■

Longing for a better normal

Merri Ukraincik
NJNJ Contributing
Writer



Close to Home

I have always been an early riser, which grants me first dibs on the morning coffee. It also gives me a chance to enjoy the silence before the tumult of the day kicks in, especially five months into the pandemic, when so many of us are in the house at the same time.

At that pre-dawn hour, though, it's just the birds and I. Years ago, my husband hung a feeder on a tree right outside the kitchen window, so I'd have something nice to look at while unloading the dishwasher. It took time for me to become interested. But I now greet the birds with open arms, wondering what mazel (mine) and avian memory (theirs) draw them back to our yard and where they go when they aren't with me.

My husband replenishes the gourmet seed assortment regularly, attracting a wide variety of birds in groups of two or three. Yet on a recent morning, I noticed that a larger number than usual had congregated around the feeder, dining as if at a smorgasbord. There were eight of them, mostly finches — one on each pin of the feeder and two more on top. A blue bird and two cardinals waited in the maple branches for their turn at the buffet.

At first, I thought how lucky they were

to be able to gather without social distancing, their chirping unfiltered by masks. I told them, "This is the closest we've come to cooking for a crowd since February." I resolved to leave the birds some challah next Shabbat, elevating the sanctity of their meal.

When they flew off into the limbs of our regal maple tree and the far-off corners of our yard, it hit me how deeply I long for a return to normal. To gathering with friends around our Shabbat table. To hugging people hello. To overcoming my hesitation about permitted activities, like getting a professional haircut in order to tame what looks like a hastily constructed nest on my head. It's not that I fear these things won't happen again. It's just that, for the moment, they feel as elusive as catching a moonbeam.

Meanwhile, the birds arrive each morning at their regular hour, as if no one had sent them the corona memo. During the months of lockdown, and still now, when I have yet to venture far afield, they seem to bring messages from the outside world with their chattering and flitting from bough to bough. I am grateful for their constancy.

If you've had the opportunity to visit Jerusalem and see the Kotel, the last segment of the Temple's retaining wall, you know all about its birds. The swifts that have been nesting in the crevices between the massive blocks for thousands of years. The sparrows. The cooing turtledoves. All of them mentioned by the prophet Jeremiah for their steady migration back to the Old City on an annual schedule. Their constancy and our

prayers keep the ancient wall pulsing with life, even in our modern era.

I had plans to travel to Israel in March, to visit our son and pray at the Kotel, a small lost opportunity in the scheme of things. And yet, I have taken particular comfort from our New Jersey birds during the Three Weeks, the period of mourning for the Temple that culminates on Tisha b'Av — the Ninth of Av, the saddest day on the Jewish calendar, which was held on July 30 this year.

This season is often referred to as the narrow straits, a description taken from the Book of Lamentations, which we chant on the Ninth of Av. It is a space in which we permit ourselves to feel vulnerable, where we experience our communal losses as though they were deeply personal ones, a time when the wounds of thousands of years of Jewish history as well as the pains of the present are laid raw and bare.

Yet hope awaits us on the other side of this dark period of mourning, along with comfort, healing, and the possibility of returning to normal. But a new normal that is better than what came before, one in which we are all more loving and accepting of one another. This, now, is our chance to join the legions of birds in singing a new song — to light the way forward, and to find joy and promise in the spaces they have been nesting for too long out of view. ■

Merri Ukraincik of Edison is a regular contributor to NJNJ. Follow her at merriukraincik.com.

Professional Directory

GAGA

for

GEFILTE FISH?

EVERYTHING FOR THE JEWISH FOODIE

recipes, restaurants, reviews and news

WWW.JWFOODANDWINE.COM

WE PAY CASH FOR

Modern Art • Oil Paintings • Bronzes
Silver • Porcelain • China
Mens & Ladies watches
Judaic Art and Silver
Top Dollar for Any Kind of Jewelry
& Chinese Art & Porcelain
Antique furniture • Modern furniture

A N S ANTIQUES

We come to you • Free Appraisals

CALL US!

201-861-7770

201-951-6224

Email: aadsa726@yahoo.com

Shommer Shabbas

Live well, age well... with personalized care



STEIN ASSISTED LIVING
at the Wilf Campus for Senior Living



Combining a warm and inviting atmosphere with personalized and attentive care!

We provide all the amenities a loved one could desire in an environment that reflects and respects Jewish values, traditions and lifestyles.



*Gracious, private accommodations • Kosher fine dining
Nurses on premises 24/7 • Specialized memory support
Social, fitness and educational activities • Beauty salon
Housekeeping services • Transportation • and much more!*

Find out why Stein Assisted Living is the right fit for you or your aging parent.

Call 732-568-1155 or email info@wilfcampus.org

350 DeMott Lane, Somerset, NJ • www.wilfcampus.org

Commitment. Compassion. Community.