

# JFED CONNECTS

AN UPDATE OF WHAT'S HAPPENING AT JEWISH FEDERATION OF ST. LOUIS

March/April 2016

JFedSTL.org

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## FROM OUR CHAIR, Harvey N. Wallace



I recently attended The Jewish Federations of North America (JFNA) Board of Trustees meeting in Los Angeles. JFNA represents 151 Jewish Federations and over 300 Jewish communities across North America.

The trustees function as a governing board for JFNA, and although the meeting was brief (less than 24 hours), I came back to St. Louis with a better understanding of the work JFNA does at the national level.

Our Washington office brings the Federations' voices to Capitol Hill and the White House, advocating for life-saving and humanitarian assistance in the United States and 70 other countries around the world.

Our 2016 public policy initiatives include empowering older adults to age with dignity and an enhanced quality of life,

maximizing incentives for and supporting interests of charitable organizations, safeguarding the Jewish community from terrorism and responding to disasters, and preserving educational opportunities by creating new education tax credits and safeguarding early childhood education and after-school programs.

Of course, JFNA does more than work in Washington. As one of the top 10 charities in the world, JFNA manages \$16 billion in endowment assets, and annually raises over \$900 million through the Annual Campaign.

Jewish Federation of St. Louis pays dues to support the work of JFNA. I certainly hope you share my pleasure in supporting JFNA's work on behalf of Jewish people nationally and internationally.

I would be pleased to hear from you regarding our work to build stronger Jewish communities.

## FROM OUR CEO, Andrew Rehfeld, Ph.D.



On March 20, I will be traveling to Israel with Governor Nixon and a delegation of State Government leadership to open a trade desk that will foster economic growth between the state of Missouri and Israel. The "desk" is actually an office in Tel Aviv, staffed by an employee whose job is to grow imports and exports between our state and Israel.

In the fall of 2012, the Jewish Federation of St. Louis began an effort to strengthen ties with Israel among key regional leadership. It was part of an enhanced effort to strengthen our community's relationship with Israel, in a manner that was of mutual benefit to both parties. Going beyond the headlines, these efforts allow key leadership outside our community to understand the importance of Israel as a vibrant Jewish democracy.

In February of 2014, I became the first "civilian" to testify in Jefferson City on the value and importance of establishing what would become Missouri's 11th trade desk around the world. For our state, a trade desk in Israel helps expand markets for our goods, helping to strengthen our economy. Key government ministers will be traveling with us on this historic mission to begin the process of growing economic relationships.

Trade goes both ways of course, and the trade desk will

also provide an opportunity for more goods and services from Israel to find their ways into our market. As important, increased trade provides an engine to build relationships that allow both sides to go beyond what may be images from headlines and stereotypes.

In this way, I believe the trade desk represents a far broader success than the already important one of growing economic engagement. At a time when calls to boycott Israeli products are rampant, our state is investing. At a time when Israel can seem like a distant mysterious place of "others" to some, our state is actively choosing to build strong personal relationships. And at a time when no hope seems to exist for a peaceful resolution of a persistent conflict, stronger trade is creating the pipeline for economic growth that will strengthen opportunities for all.

A trade desk is not in itself a magic bullet, but it is one brick in the foundation of a more inter-connected Israel, one brick in the foundation of greater understanding for our own community and one brick in the foundation of greater people-to-people partnership that stands to raise all ships, including those of us here in St. Louis.

I am proud of our efforts to continue to support this historic achievement.



## LEGENDS OF THE 36 unknown

*Exhibit of photography by Todd Weinstein*

*"There are not less than 36 tzaddikim/righteous persons in the world who receive the Shekhinah/the Divine Presence."*

– B.T. Sanhedrin 97b, Sukkot 45b

The tradition of the thirty-six righteous ones appears in the Talmud. Rabbi Abbaye teaches that the world required a minimum of thirty-six righteous individuals in order to exist. According to the Kabbalistic tradition, the thirty-six hidden ones have the potential to save the world. They make themselves known in times of great peril; brought out of their anonymity through necessity. In Yiddish, they are known as the "lamed-vov-niks." We look for them in each generation, searching for them everywhere in the anonymous acts of good people who rise to great acts in difficult times. It could be a person that is least expected; because the thirty-six are hidden, we look for them everywhere.

Artist Todd Weinstein writes: In 1995, while traveling in Poland, with stops at Cracow and Auschwitz, I began working outside the photo-journalistic conventions of documentation. I started photographing abstract faces that I saw hiding in the shadows and light of different locations. From these "ghost" pictures, these re-readings of found objects, came a set of 36 photos titled "The 36 Unknown," a reference to the idea in the Talmud the oral tradition of Judaism. They arrive at times of great peril. Finding their images in Cracow, Auschwitz and elsewhere continued my search for

wholeness. Once again, I was forced to examine my life as a Jewish man at the end of the twentieth century as well as the tolls of history, both communal and personal, on our society at large. My "36 Unknown" brought personal healing. From a pilgrimage starting in 1983 in Washington, D.C. through the Jewish renaissance in Germany and working with Holocaust victims as well as visiting the camps, I moved from sharing the horror to recovering from it. "The 36 Unknown" was my attempt to restore and update the rich Jewish lore and to help deepen the context of a renewed society.

This exhibit is co-sponsored and generously supported by the Morris and Ann Lazaroff Endowment for the Saul Brodsky Jewish Community Library and The Rubin (of blessed memory) and Gloria Feldman Family Education Institute of the Holocaust Museum and Learning Center. Additional support provided by the Center for Jewish Learning, Central Reform Congregation, the Jewish Federation of St Louis and Neve Shalom.

### Opening Event: Sunday, April 3, 2016 from 2:00-4:00 pm

Jewish Federation of St. Louis, 12 Millstone Campus Drive, 63146

Introduction with Todd Weinstein and Musical Presentation by Rabbi James Stone Goodman and friends.

Dessert reception to follow in the Saul Brodsky Jewish Community Library; dietary laws observed.

**This program is free and open to the public. Please RSVP to [AGoldfeder@JFedSTL.org](mailto:AGoldfeder@JFedSTL.org) or 314-442-3711 by March 28.**



# The Rubin Israel Experience



Applications are now open for The Rubin Israel Experience, an all-expense-paid trip for St. Louisans 27 to 45 years old who have never been to Israel. Ten spots are available for potential community leaders to take the trip of a lifetime and see Israel in a fun and meaningful way.

The trip, which is offered and staffed by the Jewish Federation of St. Louis and underwritten by philanthropists Pam and Ron Rubin and The Rubin Family Foundation, will be held September 11-21, 2016. Applications are available at [RubinIsrael.org](http://RubinIsrael.org) through March 30.

This unique trip was created to bring the Jewish experience full circle, inspiring a deeper connection to the St. Louis community and cultivating leadership. When they return from Israel, participants, who are known as "Rubinites," welcome the opportunity to share their experience and get involved in their Jewish community as leaders.

Pam and Ron Rubin believe this incredible Israel experience, now in its ninth year, ignites a passion for a strong Jewish community within the potential leaders who participate. More than 80 young adults have been on this trip since its inception, and most of them are currently involved in meaningful and substantial leadership positions in our Jewish community.

The 10-day trip brings together a diverse group of young adults for a life-changing journey, packing in activities that help them experience Israeli culture, food, nightlife, innovation, nature and history.

**For additional information about the trip or application process, contact Mindee Fredman at [MFredman@JFedSTL.org](mailto:MFredman@JFedSTL.org).**

# TO HONOR AND REMEMBER: TESTIMONIES OF ST. LOUIS SURVIVORS AND WITNESSES

Save the date for this year's annual  
Yom HaShoah Commemoration

Thursday, May 5, 2016 at 7:00 pm

Congregation Shaare Emeth, 11645 Ladue Rd,  
St. Louis, MO 63141

A community-wide commemoration featuring eyewitness accounts of the Shoah from survivors and witnesses. The program will also include a traditional candle-lighting service, Holocaust Torah procession, liturgical readings and prayers.

Music performed by Andrew Ruben, Mischa and Tova Braitberg of *Elegant Ensembles*. Mischa and Tova Braitberg are the son and granddaughter of survivors Szyfra and Gregor Braitberg (of blessed memory).

Additional music by Samantha Siegel. The program will be interpreted in sign language.

For further information, call 314-442-3714.



**HOLOCAUST MUSEUM  
& LEARNING CENTER**

In Memory of Gloria M. Goldstein  
A DEPARTMENT OF THE JEWISH FEDERATION

**SH'MA:  
LISTEN!**  
SPEAKER  
SERIES

A confluence of two parallel events has led to the establishment of an innovative initiative of the Jewish Federation of St. Louis. The Sh'ma: Listen! Speaker Series is a program to highlight speakers appearing at local congregations, agencies and organizations, as well as to bring selected Jewish Federation of St. Louis-sponsored guest speakers to our community.

In 2014, when senior Rabbinic leadership in the community expressed interest in having the Jewish Federation of St. Louis help them brand and publicize outside speakers they bring in to their congregations, the idea for a Sh'ma: Listen! series also grew to include any outside speakers being brought into St. Louis by organizations other than the congregations. At the same time, the Gaza War of 2014 was occurring, and the Jewish Federation of St. Louis decided to invite its own speakers to help educate the community about Israel.

Since that time, Sh'ma: Listen! has established itself as a coherent and special series for topics of broad Judaic interest to the community. It has been a sponsor of dozens of talks in the last 18 months, such as a talk on Iran by David Makovsky, leading specialist on foreign policy. To date, over 2,000 individuals have attended the Sh'ma: Listen! presentations.

In addition to the presentations themselves, the Sh'ma: Listen! program has led to the creation of a Sh'ma: Listen! Advisory Committee, chaired by Rabbi Jeffrey Stiffman.

According to Stiffman, "Our congregations and communal organizations provide many opportunities for adult learning which are not widely publicized in the community. We hope to provide an outlet for such information. In addition, through the good auspices of the Jewish Federation of St. Louis, we will attract outstanding speakers in our Sh'ma: Listen! series."

The Sh'ma: Listen! Speaker Series is supported by the Lubin-Green Foundation, a supporting Foundation of the Jewish Federation of St. Louis, and Hank Webber and Chris Jacobs. Learn more about the Sh'ma: Listen! Speaker Series and apply for your organization's speaker to be featured at [JFedSTL.org/SpeakerSeries](http://JFedSTL.org/SpeakerSeries).

For more information, contact Joan Wolchansky at 314-442-3760.



## PROFESSIONAL SOCIETIES 2016 KICKOFF EVENT

Jewish Federation of St. Louis invites members of the Professional Societies\* to a special event on Wednesday, May 4 at Cortex's @ 4240 (4240 Duncan Avenue, 63110).

Cortex is a diverse and energetic community of big thinkers and risk takers who are working together to change the world. Come see what all the buzz is about in this building that combines the newest technology and laboratory space with the character and charm of a renovated historical structure.

**5:30 pm** Cocktails & Appetizers

**6:15 pm** Brief program followed by optional tours

Opening remarks by Donn Rubin, President and CEO of BioSTL and co-founder of Cortex.

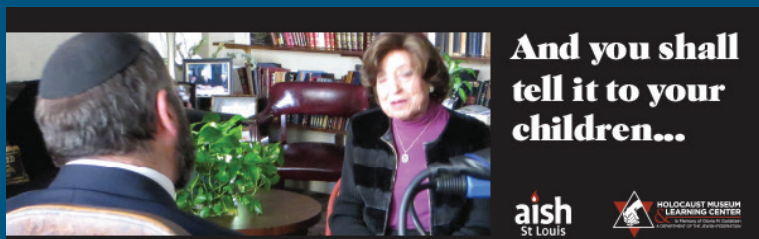
Featuring Travis Sheridan, founding Executive Director of Venture Café Foundation-St. Louis

Travis has spent the past decade working with more than 400 startups in California and St. Louis. His goal is to use innovation and entrepreneurship to drive community and economic development. Travis is a co-founder of both 59DaysOfCode and GlobalHack. These competitions are creators of community and help identify talent. Always looking for a new way to engage smart people, Travis hosts a monthly Boozestorming session that encourages people to drink outside the box and change the world one sip at a time.

**Space is limited; RSVP is required to Karen Sher at [KSher@JFedSTL.org](mailto:KSher@JFedSTL.org) or 314-442-3824.**

\*Jewish Federation of St. Louis' Professional Societies are open to donors representing all industries, trades and professions who make a minimum commitment of \$1,800 to the Annual Unrestricted Campaign. Ben Gurion Society members (\$1,000 minimum gift for donors under 45) are welcome at all Professional Society programs.





**And you shall  
tell it to your  
children...**

**ais**  
St Louis



## THE IMPORTANCE OF HOLOCAUST TESTIMONY TO BE SUBJECT OF ANNUAL RUBIN FELDMAN MEMORIAL LECTURE

"And you shall tell it to your children...Lessons from life gleaned from survivor testimony" is the focus of this year's annual Rubin Feldman Memorial Lecture, which will be held at the Holocaust Museum and Learning Center theater in the Jewish Federation of St. Louis Kopolow Building, 12 Millstone Campus Drive, on Thursday, March 31 at 7:30 pm. Rabbi Naftali Schiff will discuss lessons for life, of relevance for future generations, gleaned from interviews with Holocaust survivors worldwide. Rabbi Schiff has served as Executive Director of Aish UK since 1999. He studied at Yeshivat HaKotel in Jerusalem's Old City as well as the London School of Economics. Rabbi Schiff is also the founder of JRoots, an educational organization that facilitates Jewish Journeys Connecting Generations.

This lecture is generously supported by Aish St. Louis and the Rubin (of blessed memory) and Gloria Feldman Family Education Institute of the Holocaust Museum and Learning Center. "For several years, these two organizations, both so important to Gloria Feldman, have joined together to bring significant and inspiring speakers to St. Louis," says Daniel Reich, Director of Education at the HMLC.

Rabbi Schiff's presentation will be followed by a light reception; dietary laws observed. This lecture is free and open to the public, but registration is required. To register, or for more information, please contact Andrew Goldfeder at 314-442-3711 or [AGoldfeder@JFedSTL.org](mailto:AGoldfeder@JFedSTL.org) or the AISH office at 314-862-2474 or [CWolff@AISH.com](mailto:CWolff@AISH.com).

8TH ANNUAL  
SHOWER OUR  
COMMUNITY WITH  
**Love**



Women's Philanthropy of the Jewish Federation of St. Louis will host its eighth annual "Shower Our Community with Love" event on Thursday, April 14 at 7:00 pm at Saul Mirowitz Jewish Community School. Enjoy dessert and wine while making a difference; dietary laws observed.

Women's Philanthropy members will donate and help package items for Jewish families in need to help supplement our Congregational Chesed Fund. Visit [WP.JFedSTL.org/Shower](http://WP.JFedSTL.org/Shower), where you can sign up for a gift card to bring. Additionally, women will be making fleece blankets for residents living at Covenant Place and Crown Center for Senior Living. During the event, women will learn about PJ Library. Beginning April 14, each time you or a friend visits [PJRefer.org](http://PJRefer.org), you will be entered to win one of several prizes.

**The cost of the shower is \$20.**  
**RSVP by April 11 at [WP.JFedSTL.org/Shower](http://WP.JFedSTL.org/Shower).**  
**For more information, contact Valerie at [VBurch@JFedSTL.org](mailto:VBurch@JFedSTL.org) or 314-442-3751.**

## NEW HMLC LIFT



Ethan Sonderman, seated, and his friend Will Hannibal from St. Raphael Catholic School utilize a new state-of-the-art lift installed at the Holocaust Museum and Learning Center. The new lift was made possible by the Harlene and Marvin Wool Fund, Regional Business Council It's Our Region Fund and The St. Louis Jewish Community Inclusion Initiative.



# Israel Center

[JFEDSTL.ORG/ISRAEL-CENTER](http://JFEDSTL.ORG/ISRAEL-CENTER)

The Israel Center, an initiative of the Jewish Federation of St. Louis, inspires and supports engagement with travel to Israel. It coordinates trips and missions and consults with individuals, groups and synagogues. It provides resources to create a meaningful Israel experience and offers funding resources for teens and young adults.



Passport to Israel is an investment opportunity to help your family accumulate designated funds from outside sources for your child to have an Israel experience as a teen or young adult.



The Israel Center is your local resource for travel to Israel. We will consult and help you identify the trip or mission that meets your needs and interests.



The Israel Center offers both need-based and incentive-based scholarships and grants for teens and young adults.



We are so excited you are planning a trip to Israel! As you prepare for your trip, visit our page for travel tips and general information.

**VISIT [JFEDSTL.ORG/ISRAEL-CENTER](http://JFEDSTL.ORG/ISRAEL-CENTER) FOR ALL THIS AND MORE.**