



Stellar Education for Every Jewish Child

ואהבת... ואהבת

Jan. 17, 2020 20 Tevet, 5780

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PEP 2020 is Launched!

RTA's acclaimed PEP program was launched this past Monday night. PEP - Parallel Education for Parents - is a program that was originally piloted over two decades ago. What makes this program unique is the interaction of parents with their children in the Judaic classroom.



(continued on page 2 . . .)



Candle Lighting

Friday, Jan. 17
4:59 p.m.

Saturday, Jan. 18
Shabbat ends
6:03 p.m.

2nd Grade Parents: Please see important information on page 3 regarding the class performance at the Richmond Jewish Food Festival.



Saturday, Jan. 18
No PCL Program

Sunday, Jan. 19
2nd Grade Performs
at Jewish Food Festival
11:35 am @ WJCC

Monday, Jan. 20
Professional Development/
Clerical
No Classes

Tuesday, Jan. 21
Computer Coding
3:40 - 5:00 pm

Soccer
3:40 - 5:00 pm
RTA vs. Waldorf School
6:00 pm
@ New Community School

Mishloach Manot Order
FINAL DEADLINE

Wednesday, Jan. 22
Spanish (gr. K-3)
3:40 - 5:00 pm

Thursday, Jan. 23
Spanish (gr. 4-8)
3:40 - 5:00 pm
TNCS Gold vs. RTA
6:00 pm @ Waldorf School

**Our heartfelt condolences to Morah Jane Samora on the passing of her mother,
Mrs. Charlotte Hoffman.**

**May the entire Samora family be comforted among the mourners of
Zion and Jerusalem.**

Mazel tov to Rabbi Matisyahu & Chana Friedman on the birth of a daughter, Rochel.

Mazel tov to Rabbi Mendy & Chana Weiss on the birth of a daughter, Nechama.

Best wishes for a refuah shleima to Coach Todd Weinberg.

PEP 2020 is Launched!

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For RTA's first helping of PEP of 2020, the students, with the help of their parents, were invited to assemble a gorgeous *Eesh Sheleg* /snowman to take home as a keepsake. This activity supplemented the class unit of *Choref*/winter that the children have been learning, despite the summer-like weather.

For the next activity, the kindergartners partnered with their parents - this time to create large *svedder*/sweater cookies. No, these were not "ugly sweater" cookies, but rather colorful and tasteful (and tasty) cookies. This activity was a favorite of most of our students - though the cookie was taken home before sampling.

Our last activity was the game of JEOPARDY!! The parents were dazzled as each child (teaming up with his/her parents) answered a JEOPARDY! question from the Torah. Finally, the class belted out the song, *HaShaffan Hakattan*, the little bunny. This is a Hebrew Israeli song about a bunny who catches a cold - and sneezes (in Hebrew): hopp-chee!

Of course, PEP would not be PEP without the awesome refreshments at its conclusion! What fun it was for both children and their parents to eat delicious snacks and talk to friends!

Thank you to **Dr. Bob Weisberger**, who volunteered to take photos and to **Morah Perel Sherman** who took additional photos. Thank you to **Ms. Benefa Anning** and **Mrs. Yuliya Habib** who helped clean up after the program. A big shout out to the Rosen family - particularly **Mr. Matthew Rosen** and son **Evan Rosen** - for clearing out all our chairs. We know each child will fondly remember the evening of PEP for many years to come.



(more photos on page 7...)

**SPECIAL PERFORMANCE BY THE TALENTED RTA 2nd GRADERS
 at the Richmond Jewish Food Festival
 SUNDAY, JANUARY 19**

All students should arrive by 11:35 a.m. with performance to follow.

Students should wear blue bottoms, white tops and their RTA t-shirt.



Weinstein JCC

5403 Monument Ave
 Richmond, VA

SUNDAY January 19
MONDAY January 20
11:30a - 7:30p

Food
 Live Music
 Family-Friendly



Free Admission
 Vendors
 Raffle



Free



Parking Shuttle

SPONSORED BY



MOVING AND STORAGE



Party Perfect

FOR MORE INFORMATION (804) 288-7953 RichmondJewishFoodFestival.com



The Rudlin Torah Academy *and* Weinstein JCC's **BETTER TOGETHER PROJECT**



would like to personally invite seniors in our community to join us for next event!



WED.
JANUARY **22** 11:00 AM – 12:30 PM
WEINSTEIN
JCC



BUILDING INNOVATIVE RELATIONSHIPS

מבדור לדור

The Better Together Project is an intergenerational program designed to enhance connections between the active adults over 65 of our community and the students of RTA. Each event will feature opportunities for our students and seniors to bond, share, learn, and celebrate together. Participation is free and refreshments will be served at each event.

WE HOPE YOU CAN JOIN US!

SAVE THE DATE

- WEDNESDAY, JANUARY 22ND @ JCC
- WEDNESDAY, FEBRUARY 26TH @ JCC
- MONDAY, MARCH 16TH @ JCC
- WEDNESDAY, APRIL 22ND @ JCC
- WEDNESDAY, MAY 20TH @ JCC



ARE YOU AN ACTIVE ADULT OVER 65 WHO WOULD LIKE TO PARTICIPATE?

Return to Shari Menlowe-Barck (JCC Adult Programming Director) or JCC front desk.

For more information please contact Sorah Plotnick: BetterTogetherRVA@gmail.com 516-642-9067 .

Name : _____

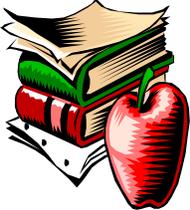
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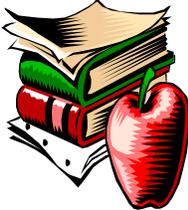
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The PEP Program

For Grades
K-3!!



WHAT IS IT?

The PEP (Parallel Education for Parents) Program is a nationally acclaimed program piloted by RTA in 1993. PEP is designed for parents to come together with their children and their Jewish studies teachers for an exciting evening of learning and fun!

The evening will be followed by tasty refreshments (including our traditional PEP M&M's).

WHY IS IT?

There is little that we as parents value more than our children's education, growth, and happiness. You know how excited children are when they come and share with you something they learned at school. Now you have a unique opportunity to have your children actually share their school, their classroom, and their learning experiences with you as they happen.

WHEN IS IT?

This year we are beginning a two year rotation: The current year will feature PEP for grades K-3, and next school year we will have PEP for grades 4-8. This year's schedule is as follows:

Mondays

January 27, 6:30-7:45 p.m.: First Grade - Morah Joan

February 3, 6:30-7:45 p.m.: Second Grade - Morah Aronowitz

February 10, 6:30-7:45 p.m.: Third Grade - Rabbi Sherman

Come with your child and experience an unforgettable evening of learning and fun—together!!

PEP 2020 is Launched!

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(more photos on next page...)

PEP 2020 is Launched!

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(more photos on next page...)

PEP 2020 is Launched!

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Box Tops for Education Program

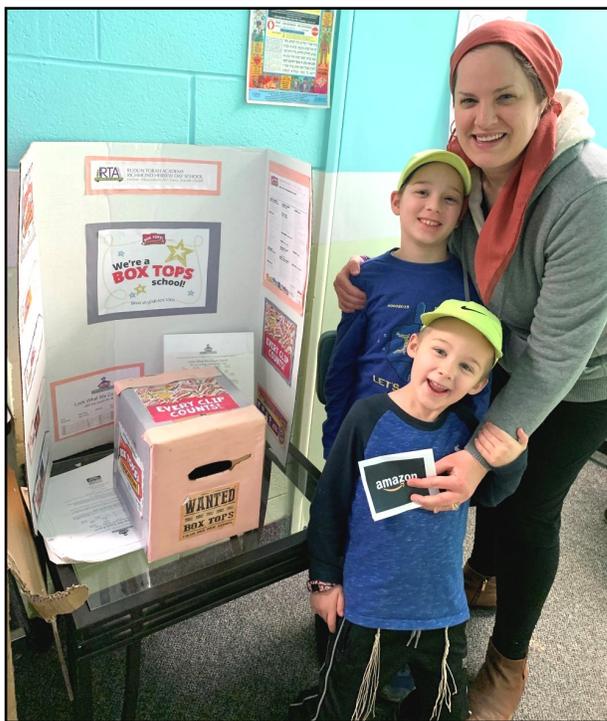
Congratulations to the Weinstein family for bringing in the most box tops during the month of December and winning an Amazon gift card.

Thank you to all of those who sent in box tops! They all add up!

Please remember to send in your box tops in a Ziploc bag labeled with your family's name and put it in the Box Tops for Education box located in the hallway.

Alternatively, you can now use the new Box Tops app to scan in your receipts containing qualifying items.

Thank you for helping to support our school!!



Parsha Points

Each week we feature an article on the weekly Torah portion.

Shmot (Exodus 1:1-6:1) The Process of Assimilation

SAFEGUARD TO CONTINUITY

When we last left Jacob and his 12 sons, they were thriving. Despite being set in the midst of a corrupt Egyptian society, the Jewish community was flourishing with schools, synagogues and social networks. With such a strong "Jewish" infrastructure, assimilation was virtually non-existent; in fact, the Talmud reports there was only one incident of intermarriage!

Today, with "Jewish continuity" such a priority (as it is in every generation), we want to know: What was the secret of success for the Jewish community in Egypt?

The Torah provides us with two insights: First, in Genesis 46:28, when the Jews move down to Egypt, Jacob sends Judah ahead to make advance arrangements. The word the Torah uses to describe Judah's preparations - "li-horot" - means "to teach." The Midrash says that before any synagogue, senior center or JCC, Judah established a Jewish school. To ensure Jewish continuity, Jewish education must be the number one priority.

Second, the Midrash says that when Jacob's family arrived in Egypt, they made a pact amongst themselves to prevent assimilation. They agreed not to change their names, style of dress, or language. With these safeguards, they were able to maintain a healthy degree of unique identity.

DUAL LOYALTY

At the beginning of this week's Parsha, the Torah says:

"Joseph died, along with all his brothers and that entire generation. The Jews increased and became very strong and the land was filled with them." (Exodus 1:6-7)

The tide had turned. Immediately after the old generation died, the Jewish People spread throughout Egypt and the assimilation began. They dropped their Jewish customs and blended into secular society.

What happens next may shock you. Immediately, verse 8 reports the rise of anti-Semitism in Egypt. What makes this so unusual is that hatred of one group for another is typically due to what sociologists call "dislike of the unlike." Foreigners are frequently discriminated against because they have strange customs. But in this case, the Egyptians didn't bother the Jews as long as they kept to themselves. Only once they began to resemble "regular Egyptians" did the anti-Semitism begin.

As the Torah records:

"[Pharaoh] told his people: 'Behold, the Jews are more numerous and stronger than we. Let us take precautions so that if a war should occur, they won't side with our enemy.'" (Exodus 1:9-10)

The dual loyalty issue had reared its ugly head.

Anti-Semitism is often generated with the perception that Jews have power and influence. Case in point: "The Protocols of the Elders of Zion." A forgery purporting to be the conspiratorial discussions of the Jewish elders plotting to take over the world, it was - next to the Bible - the best-selling book in the world during the 1920's. In the United States, Henry Ford sponsored its publication. It has since been printed in numerous languages internationally, and presently has widespread distribution in Japan.

And today on the streets of America, whispers can be heard: "Jews control Hollywood, Jews control the media, Israel gets too much foreign aid, etc."

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Parsha Points

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Many an American Jew has heard the question posed: "If the United States and Israel went to war, on whose side would you fight?" It's a challenging, uncomfortable question to ponder...

CAUGHT IN THE TRAP

As it turns out, the Egyptians did not enslave the Jews outright. Pharaoh played off the Jews' desire for acceptance, and announced the beginning of a massive public works campaign. All "good" Egyptian citizens were invited to participate in building the storage cities of Pitom and Raamses. To set an example, Pharaoh himself came out the first day wearing a brick-mold around his neck.

As expected, the Jews came out in full force. Even more, they bent over backwards to prove themselves as loyal Egyptian citizens: the Jews worked extra hard, put in overtime, surpassed production quotas, etc.

Then Pharaoh made his move. He announced that for the Jews, the work was no longer voluntary. Each Jew was now enslaved, and expected to produce abundantly. In fact, the Egyptians kept accurate records and knew exactly how much each Jew could produce - while working overtime! This became the new quota. In their effort to be accepted by the Egyptians, the Jews had sealed their own fate.

The Torah says: "The Egyptians enslaved the Jews bi-perach" (Exodus 1:14). "Perach" is usually translated as with "crushing hardness." But "perach" can also mean with "a soft mouth." The Jews were sweet-talked into it.

WHERE ARE WE TODAY?

A little over a hundred years ago, an "enlightened" Jewish philosopher-poet by the name of Yehudah Leib Gordon admonished his listeners with a phrase that became the watch-word for much of Jewish behavior in that era: Yehudi bi-vay-techa, Adam bi-tzay-techa - "Be a Jew in your house, and a regular person outside." In other words, keep your Jewishness and its practice as your own private affair, and when interacting with the rest of the world, relegate your Jewish identity to the back burner. Or hide it altogether.

Many followed Gordon's advice, and the outward signs and symbols of Judaism - Kipah (head-covering), Tzitzit (fringes on the garment), Tefillin (phylacteries), Brachot (blessings) and Kashrut (dietary laws) - to name just a few - were abandoned in public, as the Jews strove to imitate and emulate their gentile neighbors.

Eventually this public neglect of Jewish life spilled over into the private arena as well, and soon the motto was altered: "Be a Jew neither in your house nor outside."

It's happening again today and the consequences are devastating. Young Jews are apathetic and disinterested. But if you're reading this, you are amongst those who care. We can break the cycle and turn our ship around. How? Express your Jewish identity on a regular basis. Make the commitment to Jewish education and Jewish observance. Light Shabbos candles, or say the Shema. Listen to Torah mp3s while commuting, or start a lunchtime study group at the office. Teach your children (or your neighbor's children). Speak Hebrew and play Jewish music. Or even pay that long-overdue visit to Israel.

Don't hesitate. Judaism is not all-or-nothing. The options are endless. The experience is transforming. The reward is eternal.

Adapted with permission from the award winning website, www.aish.com.



TENTH ANNUAL ISRAELI FILM FESTIVAL

SPONSORED BY WEINSTEIN PROPERTIES

January 23-30, 2020 ■ Weinstein JCC ■ Richmond, VA

**All screenings held at the Weinstein JCC unless otherwise noted*



The Unorthodox Thursday, January 23 at 7PM

Directed by Eliran Malka
Narrative | Israel 2018 | 92 min.
Hebrew, Yiddish with English subtitles
Nominated for the 2019 Ophir Award for Best Picture

It's 1983 and the religious party in Israel is led by the Ashkenazi elite. Yakov Cohen, a Mizrahi printer in Jerusalem, doesn't have money, connections, or political experience, but after his daughter is expelled from an Ashkenazi yeshiva, he decides that things need to change. *The Unorthodox* is a fictionalized account of the creation of Israel's Shas party.

Israeli Dinner from 6-7PM

(\$15/person – Included for Promoter Level and above)

Sponsored by Chris and Marc Greenberg & Blackwood Development



Love in Suspenders Saturday, January 25 7:30PM

Directed by Jorge Weller
Narrative | Israel 2019 | 102 min.
Hebrew with English subtitles

This sentimental romantic comedy explores the relationship between Tami, a 64 year old widow who constantly deals with the memory of her loving late husband and Beno, a 70 year old sarcastic lone wolf widower. A funny, heartwarming tale of love.

Incitement Sunday, January 26

1:30PM at the Byrd Theatre*

Directed by Yaron Zilberman
Narrative | Israel 2019 | 123 min.
Hebrew with English subtitles

Winner of the 2019 Ophir Award for Best Picture

A psychological thriller, *Incitement* chronicles the year leading to the assassination of Israel's prime minister Yitzhak Rabin in 1995. On the backdrop of Rabin's efforts to end once and for all the Israeli-Palestinian conflict, the film is told through the journey of the assassin.



Redemption Tuesday, January 28 at 7PM

Directed by Joseph Madmony and Boaz Yehonatan Yacov
Narrative | Israel 2018 | 104 min.

Hebrew with English subtitles
Menachem, a former frontman for a rock band, is now a religious father to a six-year-old. When his daughter is diagnosed with cancer, he must find a creative solution to fund the expensive treatments. He reunites his band for one last tour.



Picture of His Life Wednesday, January 29 6PM at the Science Museum of Virginia*

Directed by Yonatin Nir / Dani Menkin
Documentary | Canada, United States, Israel 2019 | 71 min.

Hebrew with English subtitles
Amos Nachoum is one of the greatest underwater photographers of all times. He swam with crocodiles and killer whales, with anacondas and with great white sharks but one major predator has always eluded him, the Polar bear. After four decades in the wilderness, Amos is determined to give it one more try.



Golda Thursday, January 30

6:30PM at the Virginia Museum of History & Culture

Directed by Sagi Bornstein, Udi Nir, Shani Rozanes
Documentary | Israel, Germany 2019 | 88 min.
Hebrew with English subtitles

Shortly before her passing, Golda Meir was interviewed for Israeli television. After the filming ended, the cameras kept rolling, recording an intimate talk with the first and only woman to ever rule Israel. *Golda* tells the story of Meir's dramatic premiership, from her iconic international stature as "queen of the Jewish people", to her tragic and lonely demise.

Special thanks to our Hosting Theaters:



VIRGINIA MUSEUM OF
HISTORY & CULTURE

Ticket price: \$12 / \$10 JCC Member / Included with A+I Subscription • All films pass (6 films): \$65 / \$55 JCC Member

Don't miss these award-winning films ~ Purchase tickets at weinsteinjcc.org/events