



JEWISH COMMUNITY CENTER OF SCRANTON

July 2011











The JCC held its Annual Meeting and Board Installation on June 6th. Several JCC members, board members and guests attended. Rabbi Daniel Swartz, spiritual leader of Temple Hesed, served as the installer for six new board members. Dan Cardonick, JCC Executive Director, gave a presentation on the state of the JCC, and Reena Dalley, the JCC's Day Care Supervisor was honored for 25 years of service. A dessert reception followed the meeting. The JCC would like to welcome the following board members for a three-year term: Janice Cutler, Susan Herlands, Alma Shaffer, Cheryl Friedman, Dr. Joel Laury and Eli Deutsch. We would also like to welcome David Dickstein as a new honorary member of the board, and Mark Silverberg and Sheila Nudelman-Abdo as new ex-officio members.

www.scrantonjcc.com



JCC NEWS BRIEFS

HOW TO CONTACT THE JCC STAFF

Now it's easier than ever to contact the JCC staff to share your suggestions, have questions answered or get the information you're looking for. We're waiting to hear from you! Call the JCC at 346-6595.

Name	Title/Positon	E-Mail Ex	<u>tension</u>
Dan Cardonick	Executive Director	danc@scrantonjcc.org	119
Jodi Teaman	Business Manager	jodi@scrantonjcc.org	110
Gary Beckhorn	Membership Registrar	garyb@scrantonjcc.org	101
Vince Kalinoski	Program Director	vkal3@scrantonjcc.org	115
Rika Schaffer	Early Childhood Director	rika@scrantonjcc.org	120
Lisa Berardelli	Dir. Adult Services Comm. Resources	lisa@scrantonjcc.org	135
Ashley Snyder	Dir. of Youth Services & Recreation	ashleys@scrantonjcc.org	116
Cara Sherman	Wellness Director	cara@scrantonjcc.org	117
Liz Williams	Admin. Asst.	lizw@scrantonjcc.org	102

Parking Permits Are Being Checked!

*Every member who parks in the JCC lot should have a parking permit (sticker). If you do not have one or have lost your sticker please see Gary Beckhorn, Membership Registrar, in the front office, or call 346-6595, ext. 101.

*Parking stickers should be displayed visibly on the front windshield or dashboard.

*The area in front of the main entrance is a TEN-MINUTE parking for pick-up and drop-off only. Members are asked not to park in front of the entrance if using the fitness center or attending JCC events. Please use the JCC parking lot.

The JCC Is Closed Saturday Nights	JCC HOLIDAY SCHEDULE			
During Daylight Saving Time, the JCC is closed on Saturday evenings until the return of Eastern Daylight Time.	Independence Day Labor day	Mon, July 4 Mon, September 5	Open 8 am—1 pm Open 8 am—1 pm	

OFFICE	<u>Sunday*</u> 9:00 AM—1:00 PM	<u>Monday—Thursday</u> 8:30 am—9:00 pm	<u>Friday</u> 8:30 am—4:30 pm	<u>Saturday</u>
HEALTH CLUBS	6:00 AM-1:00 P M	6:00 am—9:00 pm	6:00 am - 6:00 pm	ALL FACILITIES CLOSED
FITNESS CENTER	6:00 am—1:00 pm	6:00 am—9:00 pm	6:00 am - 6:00 pm	
POOL	8:00 am—1:00 pm	8 am - 8:30 pm M, Th 8 am—8 pm T, W	8:00 am - 5:00 pm	
GYM & COURTS	6:00 am—1:00 pm	6:00 am—5:00 pm	6:00 am - 6:00 pm	

The JCC is open until 1:00 pm on Sunday ONLY during the summer months.

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Please join us!

Experience the exciting energy of a performance by The Israeli Scouts Tzofim Friendship Caravan

And

An Israel Update with Deputy Consul General Raslan Abu Rukun

> Sunday July 24,2011 3:00PM

WVIA – TV 100 WVIA Way Pittston, Pennsylvania 18640

Sponsored by:

State of Israel Bonds in partnership with Jewish Federation of Northeastern Pennsylvania JCC Scranton Jewish Federation & JCC of Wyoming Valley

Complimentary refreshments will be served.

RSVP — Bonnie Abrams 800-752-5671 philadelphi<u>a@israelbond</u>s.com









BECAUSE THEY'RE PART OF THE BIGGEST CAMP DALEVILLE IN 20 YEARS!



Everybody loves the pool! The summer has started and the weather is warm and refreshing. All campers are swimming and having fun! Every camper receives swim instruction and we are proud to see their development as they become improved swimmers.





JCC BUILDING IMPROVEMENTS

Ongoing upgrades to facilities and equipment help us to make the JCC a better experience for our members. Recent projects include:

-New mulch for the playground and landscaping in front of the building

-New faucet for the men's bathroom on the main level

-Repair of the flag pole and new flags

-Renovation of the fixtures (sinks, toilets, stalls) in the JCC Camp Daleville locker rooms

-Stripping and cleaning the floors in the auditorium

-Replacement of vinyl signage on the front entrance glass with the new JCC logo

-Installation of a new energy efficient water fountain for the gymnasium



NEW GIFT CASE ITEMS FROM ISRAEL

Our JCC gift case is now offering a beautiful hand-crafted design by the Israeli artist SAAD. Made of sterling silver, this medallion shows a view of Jerusalem mounted on a crystal panel and framed in lovely natural wood accented with gold. An unique feature of this unusual gift is the glass panel, which not only allows the wall to serve as the background of the silver panel but also lets light reflect around it.

We are now stocking two designs of New Years greeting cards (Rosh Hashanah). The smaller design is sold in packages of 6 each and contains the message, "Wishing you all the happiness that a New Year can bring." The larger ones, which are sold individually, say, "This new year greeting holds wishes warm and sincere to bring you, and those you love, happiness throughout the year!





Both styles of cards and the wall decoration were made in Israel.

JCC & ABINGTON STUDENTS COMMEMORATE YOM HASHOAH

Again this year, social studies students at Abington High School studied the Holocaust. As part of the curriculum, they participated in a project expressing what they learned through various forms of art. Paintings, collages, and creative writing projects demonstrated the students' understanding of the tragedies suffered by the innocent victims in the concentration and death camps. These works of art were on display at the JCC during the week of Yom Hashoah in May.



















GOLF TOURNAMENT

ANNUAL GOLF TOURNAMENT RAISES OVER \$39,000

With a field of 132 golfers the 26th Annual Eugene & Dorothy Rosenstein Memorial Golf Tournament was yet another huge success. JCC Executive Dan Cardonick and Tournament Director Vince Kalinoski would like to thank co-chairs Tim O'Brien and Linda Bush and the entire Golf Tournament committee for their tireless work in assuring the day's success.

he tournament raised over \$39,000 of funding to benefit day camp, early childhood and youth programming at the JCC. A big "thank you" is also extended to our Player Prize and Title Sponsor, the Regional Hospital of Scranton, and all of the tournament sponsors, players, and businesses that donated gifts.







TOURNAMENT WINNERS Foursomes-Gross 1st. Mark Occhipinti, Jim Egan, Chris Clauss,

- Dave Lobata–61 2nd. Norman Gevanthor, Tony Costanzo, Har-
- vey Stetson, Rick Levy–62 3rd.Bill Linsky, Steve Zilla, Pat Connelly, Jim Osborne–62

4th. Dave Kaplan, John Grabowski, Michael Goffer, John Pesavento–67

Foursomes-Net

- 1st. Carole Rosenstein, Jay Rosenstein, Colleen Decoste, Lyn Rosenstein-49
- 2nd. Elliot Schoenberg, Steve Blank, Paul Edwards, Jason Schoenberg-51
- 3rd.Herb Sands, Bill Laya, Greg Pascale, Mike Murphy-54
- 4th. Clint Tyler, Brian Cole, Gene Lynott, Gene Lynott Jr.–54

Skill Prizes

- CTP #4-Norman Gevanthor 3' 5 1/2"
- CTP #9-Charles Grad 7' 1"
- CTP #10-Bill Wyatt 121' 11"
- CTP#17-David Kaplan 27' 9"
- Women's Longest Drive #5-Deb Kolsovsky Senior Men's Longest Drive #18-Hank Skier Men's Longest Drive #18-Jim Egan

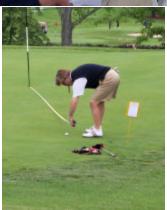
GOLF TOURNAMENT

Special Tournament Sponsors

Player's Gift Sponsor Regional Hospital of Scranton Tyler Memorial Hospital Special Care Center Refreshment Sponsor Community Medical Center Grand Prize Sponsor First Liberty Bank & Trust Lunch Sponsor Mohegan Sun at Pocono Downs Dinner Sponsor Pennstar Bank Cocktail Sponsor PNC Bank Golf Cart Sponsor Fidelity Deposit & Discount Bank

Hole In One Sponsors In Loving Memory of Jerry Klein Morgan Highway Auto Parts Herlands, Rothenberg & Levine R J Burne Cadillac





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GOLF TOURNAMENT

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JCC AQUATICS DEPARTMENT

Summer Pool Schedule

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Sunday
7:00 am - 8:00 am	Lap Swim	Lap Swim	Lap Swim	Lap Swim	Lap Swim	CLOSED
8:00 am - 9:00 am						Lap_Swim
9:00 am -9:30 am	*	+	+	¥	÷	
9:30 am - 10:00 am	Female Swim	Open Swim	Open Swim	Female Swim	kid swim	+
10:00 am - 10:30 am	+	*	*			Open Swim
10:30 am -11:15 am	Aquasize	Aquasize	Open Swim	Aquasize	+	*
11:15 am - 12:00 pm	Water Walk	Open Swim	Arthritis Class	Open Swim	Arthritis Class	Parent Child Swim
12:00 pm - 1:15 pm	Cancer Wellness & Watercise		Cancer Wellness & Watercise	↓	Cancer Wellness & Watercise	Open Swim CLOSE AT 1:00
1:15 pm - 2:00 pm	Arthritis Class	Water Walk	Arthritis Class	Water Walk	Arthritis Class	
2:00 pm - 3:00 pm	Lap Swim	Lap Swim	Lap Swim	Lap Swim	Lap Swim	
3:00 pm - 4:00 pm	+	+			Male Swim	
4:00 pm - 5:00 pm	Open Swim **	Open Swim **	*		Open Swim	
5:00 pm - 5:30 pm			Female Swim	*	1	/
5:30 pm - 6:00 pm				Scheduled		
6:00 pm - 6:30 pm		*	+	Summer		
6:30 pm - 7:00 pm	+	Female Swim	Male Swim	Swim Lessons		\times
7:00 pm - 7:30 pm	Male Swim			& open swim		
7:30 pm - 8:00 pm		+	+			
8:00 pm - 8:30 pm	+	CLOSED	CLOSED	¥		~

**There may be 'Learn to Swim' classes during open swim time, and occasionally the pool may be closed for birthday parties during this time. The Pool Schedule is subject to revision by the JCC Aquatics Department. ** Please note that on Monday & Tuesday afternoon open swims, one lane will be available for lap swimming.

SWIMMING LESSONS

Lessons are available for all levels of swimmers, both children and adults. Arrangements for lessons may be made by calling Cara Sherman Aquatics Director, at 346-6595, ext. 117. Lessons are 1/2 hr and prepayment for a minimum of four lessons is required for registration. Fees are per lesson, per student. FEES Private Swimming Lessons

<u>JCC Members:</u> \$12 Non-members: \$18

Arthritis Water Exercise Work through a wide range of exercises designed to increase flexibility, range of motion and strength. Led by a

Certified Arthritis Instructor. <u>Must preregister</u> with the JCC Aquatics Director at 346-6595, ext. 117. Fee: \$1.50 donation per class.

Aquacise

A fitness class designed to stretch and tone muscles, promote cardiovascular fitness, reduce stress and improve physical appearance. Classes are held three times a week and are taught by our longtime member and instructor Iris Liebman. Time: 10:30 - 11:15 A.M.

Fee: <u>JCC Members</u>:

1 day per week - \$20.00 2 days per week - \$32.00 3 days per week - \$36.00 <u>Non - Members:</u> 1 day per week - \$24.00 2 days per week - \$40.00 3 days per week - \$48.00



JCC AQUATICS DEPARTMENT LEARN TO SWIM AT THE JCC

Children are taught water safety, stroke development, water sports and games, and acquire aquatic independence. Classes are taught by our certified swim instructors.

Private Swim Lessons

Members:Non Members:4 lessons for \$40.004 lessons for \$50.00Lessons must be paid for prior to the first lesson
by stopping at the front desk.Call 570-346-6595, ext 117 to schedule your lesson



PHYSICAL EDUCATION DEPARTMENT

GYM SCHEDULE

Sunday 8 – 10 A.M. Men's Pickup Games	Monday 8 –12 pm Open Gym	Tuesday 8—9:30 Open Gym	Wednesday 8—11:30 am Open Gym	Thursday 8—12:45 pm Open Gym	Friday 8—5 pm Open Gym
10 –12 am NE Stars Rent	12 - 1 pm Pre-School Gym	9:30 - 10 am Preschool Gym	11:30—12 Day Care Gym	12:45—i:30 pm Day Care Gym	
12—3 pm Youth Leagues	1 - 5 pm Open Gym	10 am - 9 pm Open Gym	12—6 pm Open Gym	12—5 pm Open Gym	
3-5 pm Children's	5 - 7 pm Rental		6—9 pm Leagues	5 –7 pm Pickup Games	
Leagues	8—10 pm Rental			7—9 PM Open Gym	H



Fitness—that's what it's all about!

Classes Available in...

Cardio Choice-a fast, upbeat, high-tempo class that will get your heart pumping and show you what your workouts are missing.

Spinning -a high-intensity, fast-paced class that will truly test your level of endurance.

Cardio-Sculpt- a high-intensity workout that combines cardio and body sculpting with light weights; for those ready for a more serious workout and those who want to get into weights.

Yoga - a relaxing, low-impact, stress-reducing class; emphasis on well-being and balance.

Pilates -a combined series of movements to loosen your body, improve your coordination and get you ready for serious fitness.

Body Sculpt - a fast-paced series of movements and exercises to upgrade your strength and endurance.

Tai Chi—the classic Chinese group exercise based on martial arts, to improve balance, coordination, and muscle control and relieve stress with relaxing movements.

Muscle Madness - using weights & resistance equipment to sculpt your muscles.

BodyPump - aerobic dance steps using barbells for muscle conditioning/weight loss

Sun	8:30 - 9 am	Pilates		Seniors Only (55+)
	9 - I0 am	Cardio Choice/Boot Camp	Jo	
	IO - II am	BodyPump (Members Only)	Mindy/Mindy	Mon 10 am Movement
Mon	8:15 - 9 am	Spinning	Jo	Wed II am Healthy Steps
	9 - 9:45 am	Cardio Sculpt	Jo	Fri 10:30 am Zumba Gold
	5 - 6 pm	Tai Chi (auditorium)	Rick	111 10:50 ani Zuniba Gold
	5 - 6 pm	Cardio Sculpt	Mindy	
	6 - 7 pm	Zumba/Pilates	Jo	Free to JCC
Tues	7:30 - 8 am	Spinning	Jo	Members
	8 - 8:30 am	Muscle Madness	Jo	All others:
	8:30 - 9 am	Yoga	Jo	\$8 per regular class
	5 - 6 pm	Spinning	Mindy	
	6 - 7 pm	Yoga	Mindy Hill	\$ 5 per Senior class
Wed	8:45 - 9:45 am	Cardio Sculpt	Jo/Mindy	
	4 - 5 pm	Body Sculpt	Jo	
Thurs	5 7:30 - 8 am	Cardio Choice	Jo	
	8 - 8:30 am	Muscle Madness	Jo	
	8:30 - 9:15 am	Spinning	Jo	
	9:30 - 10:30	Cardio Choice/Pilates	Mindy	
	5 - 6 pm	BodyPump (Members Only)	Mindy/Mindy	
	6 - 7 pm	Yoga	Mindy Hill	
Fri	7:30 - 8:30 am	Dance Aerobics	Mindy	RIGE

For a birthday party that really makes a splash...

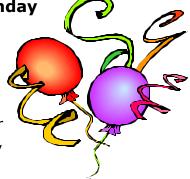




SWIM, SPORTS OR THEMED PARTIES!

Book your child's birthday party at the JCC!

You get two hours of supervised play time and swim time (or if you prefer you can use our basketball court for a sports party.) Your kids will get pizza, beverages, pretzels—and a custom cake!



We'll work with you to provide the birthday theme that will thrill your child - pirates to princesses, magic to music—even Hello Kitty!

WE DO ALL THE WORK!

A basic party (2 hours) costs: Up to 12 children - \$180 Up to 15 children—\$210 Up to 20 children—\$240

Many party themes are covered by the cost of a basic party. We will work with you if your child's theme requires additional expense, or if you would like a longer party.

Contact Ashley, 346-6595, ext. 116, for more information.





Senior Adult Club Trip

September 13, 2011 Relax and enjoy a beautifu scenic ride to Callicoon NY



✔Depart JCC 9:00 am ✔Refreshments Upon Arrival: ✓ Musical Interlude with pianist Frank Santoro ✓ Participation in Organized Activities ✓Use of Hotel Facilities including shops, gelato bar, OTB ✓Lunch in the Grand Ballroom Lunch Menu to include: Appetizer Fruit Cup Pumpkin Soup Entrée : **Turkey and stuffing or Eggplant Parmesan or Tilapia Vegetable and Potato Du Jour Chef's Surprise Dessert Coffee, Tea, Decaf ✓ In the Forum Nightclub: Live Show starring Mary Mancini & Mario Tacca ✓ Departure: (approx.) 3:00 pm Price (includes all activities, lunch, transportation and driver tip) \$54.00 SAC Members \$59.00 JCC Members \$64.00 General Public TICKET S WILL BE ON SALE JULY 12 - AUGUST 23

**Menu selection must be provided at the time of registration Contact : Lisa Berardelli

More info at www.villaroma.com











SENIOR ADULT



Menu:Deli platter:TurkeyBolognaSalamiSalami...all on rollsChipsFruitCookiesCold DrinksAll provided by the Jewish HomeSuggested meal donation \$1.50Registration opens July 18thand closes August 19th.Call 346-6595 ext. 102

Senior Adult Club **Picnic in the Park!** Wednesday, August 24

Mc Dade Park Pavilion

Join us at Mc Dade Park for a picnic lunch. And a great day filled with ~

©Beautiful scenery ©Fresh air ©Stroll around the park

Transportation (School Bus) will be provide to and from the JCC. Depart 10:30 am. Return to JCC approximately 3:00 p.m..

Transportation is free to Senior Adult Club members. \$5.00 for JCC members (includes 2011 SAC membership). \$5.00 for all others.

Payable at the time of reservation.

For adults age 60+

Senior Camp Daleville 2011

Each morning begins with coffee and a light snack. Games, swimming or hiking fill the time before lunch, all on the beautiful grounds at Camp Daleville. Transportation provided to and from the JCC. Depart 10:00 a.m. and return approximately 3:30 p.m.

Make your reservation by calling 346-6595, ext. 100, by Friday before each trip. COST: (includes meal donation, programs and transportation) Senior Adult Club Members: \$4.00 per day JCC Members: \$5.00 per day - 1st day includes SAC Membership!

General Public: \$9.00 per day

Invite your friends, age 60 and over!

July 6th	August 3rd
Hot Dog Party—Our annual summer fun & food	Pizza & 1
fest - bring your appetite!	Bring you
And after lunch– Music by DJ Tony Berardi!	Menu: Piz
Menu: Hot Dogs, Baked Beans, Chips & Pickles,	
Dessert	

Pizza & Trivia: Bring your thinking cap for this one! Menu: Pizza, Garden Salad, Fruit, Dessert

SENIOR ADULT



Senior Adult Club Theater & Dinner in the Poconos Thursday August 18th

1st Stop: Shawnee Playhouse



Sisters of Swing: The Story of The Andrews Sisters

by Beth Gilleland, Bob Beverage, and Raymond Berg

They sold over 90 million records, had more Top Ten hits than the Beatles, and are still one of the best-selling female vocal groups of all time. Follow LaVerne, Maxene and Patty Andrews from their early days on the road through their meteoric rise as recording stars. Charming musical is packed with favorites including Don't Sit Under the Apple Tree, Boogie Woogie Bugle Boy, Near You, Apple Blossom Time, Accentuate the Positive, and much more



Next, off to Smugglers Cove in Tannersville for a great dinner!

(visit <u>www.smugglerscove.net</u> for menu selection)



Tickets on sale: June 27th Final day to register is Aug. 8th or while supplies last

> **Price:** SAC \$47.00 JCC \$52.00 Non-Member \$57.00

Includes Theater Ticket, transportation & Driver Tip. Dinner is on your own.

Itinerary: Depart JCC: 12:45 Show: 2:00 Depart Shawnee: 4:30 Arrive Smuggler's Cove: 5:15 Depart: 6:30 Return JCC approx: 7:15



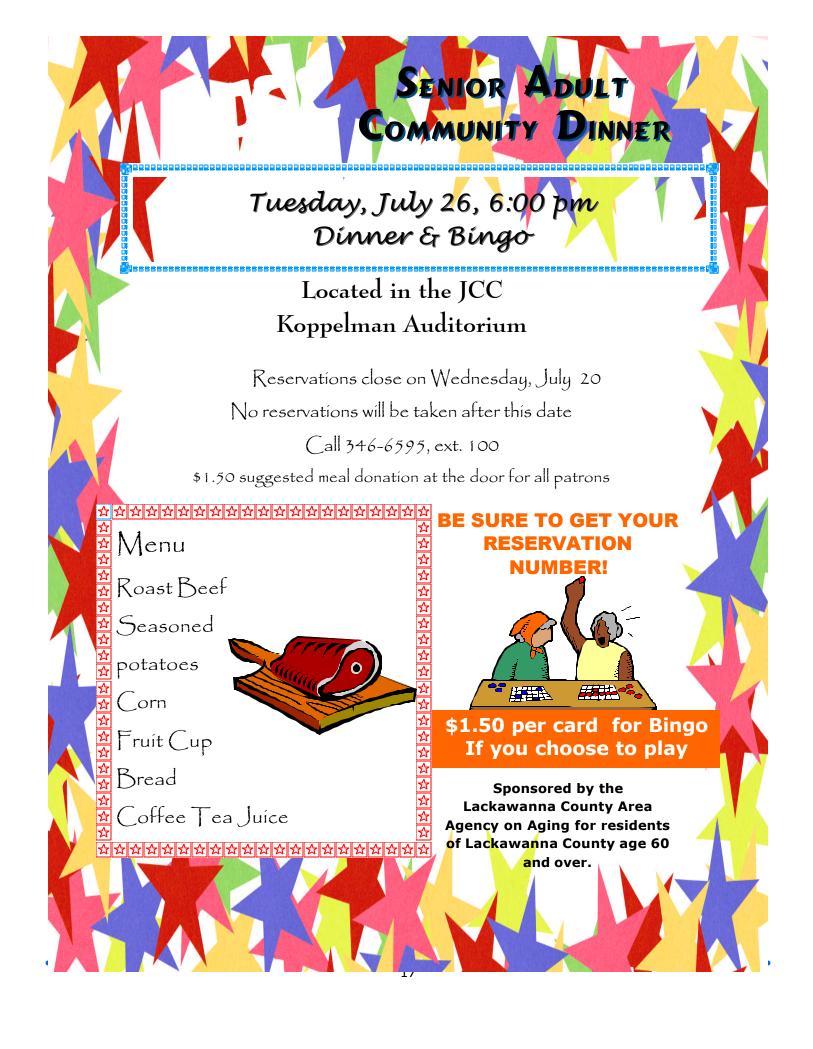
AND, SAVE THE DATE!

September 13th, when we're off to scenic

VILLA ROMA RESORT

The day includes a Live Show starring Mary Mancini & Mario Tacca, a delicious lunch and oh so much more! Tickets on sale July 12th!

Look for complete details in the July "Senior Summer Scoop" Newsletter."



CALLING ALL GAME LOVERS...

Come to the JCC on **Wednesday July 27th**

from **10-2** for a day of play.

Bring your own group to form a table to play with or join in !

The tables will be set up - the rest is up to you!

Prizes for the top player of the day for each game.

Light refreshments in the morning and an afternoon snack

Bridge, Mah Jongg, Rummikube,

Scrabble , Poker, Pinochle , whatever you choose to play

Pre-registration preferred by not required Remember to make your lunch reservation.

Summer Film Series Mondays August 1st, 15th & 29th



This year we will explore the movie making J of British film director and playwright Mike 2 Leigh. Each of the films were Oscar

nominated and have won many awards and critically acclaim.

Summer Book Club Selection

The Tenth Song by Naomi Regan

Books available for loan beginning the week of July 11th.

Abigail Samuels has arrived. Her husband has a successful accounting firm, and her daughter, Kayla, a Harvard law



student, is engaged to a fellow student. They are pillars of the Orthodox Jewish community in a Boston suburb until their world suddenly falls apart. When a story saying that her husband is funding terrorists appears on the Internet, Abigail's friends vanish. Her daughter runs off to a desert commune in Israel to study with a charismatic Kabbalist, and Abigail rushes to rescue her. While in Israel, both women start to question their previous life paths and begin journeys of self-discovery. Ragen's novel mixes current events, Jewish values, a little romance, and a touch of feminism. It will appeal to those interested in contemporary Jewish issues and to fans of women's fiction.

July Film:

Liberace in concert! Videos of this legendary performer are rare and hard to come by we have secured a full concert! Join us Mondays, July 18th &

25th, for this two part concert



August 1st Happy Go Lucky *A look at a few chapters in the life of Poppy, a cheery, colorful, North London schoolteacher whose optimism tends to exasperate those around her.*

Aug. 15th Another Year A look at four seasons in the lives of a happily married couple and their relationship with their family and friends.

August 29th Secrets and Lies A successful black woman traces her birth mother to a lower class white woman, who denies it; emotions run high as everyone's secrets are exposed.

Stop by the center in July to get more info and reviews on each of these 4-star films!

Israeli Dance Class

Adults of all ages are invited to join Sara Alter on Monday July 18th to teach authentic Israeli dances. You don't want to miss this fantastic class!

THE ARGUS Premiere Jewish Community Resource and Directory



The Argus, published by the JCC, is the premiere annual resource and directory for the Jewish community. It contains the most up to date contact information of JCC members, the greater community and affiliate agencies, as well as business advertisements and Jewish informational resources. This year's edition includes a special pull-out two year Jewish & National holiday calendar.

For the first time ever, we are offering advertisers the opportunity to promote their business directly within the walls of our JCC! Various packages are available to advertise your business via custom banners and signage in our main lobby, gymnasium, swimming pool area, and website and through our monthly newsletter.

For more information please contact Lisa Berardelli, JCC Director of Community Resources at 570-346-6595 ext. 135 or lisa@scrantonjcc.org.

ARGUS AD RATES	DEBUT PACKAGE PRICE: \$500
Full Page\$400Half Page\$250Quarter Page\$175Sixth Page\$150Twelfth Page\$125CALENDAR SPONSOR PRICE: \$500Business logo placement on two year pull-out National & Jewish Calendar.SPOTLIGHT PACKAGE PRICE: \$600YELLOW PAGESBack & CENTER PAGESBenefits:Premium placement Argus ad (b/w); One week with banner in JCC lobby;	Benefits: Designated week when a 5x2 banner will be placed in the JCC lobby; Full page ad in the Argus; Thank you acknowledgment in the JCC News; Framed thank you acknowledgement. PREMIUM PACKAGE PRICE \$700 INSIDE FRONT & INSIDE BACK COVER Benefits: Premium full color Argus cover ad; One week with banner in JCC lobby; Half page ad in the JCC News;
Center Stage Package Price \$1,000 Benefits: Year-round placement of custom 8x4 banner in JCC gymnasium or pool (Sept.'11 thru Aug.'12); Full page ad in the Argus;	Half page ad in the JCC News; Framed thank you acknowledgement. HEADLINE PACKAGE PRICE: \$3,000 Benefits: Back cover full color Argus ad; Business logo placement and sponsor acknowledgement on JCC website home page from Sept. '11 thru Aug. '12; Year-round placement of custom 8x4 banner in
Full page ad and thank you acknowledgement in JCC News; Framed thank you acknowledgement.	JCC gymnasium or pool (Sept.'11 thru Aug.'12); Full page ad and thank you acknowledgement in JCC News; Framed thank you acknowledgement.



May, 2011



Dear JCC Valued Member,

The Argus, published by the JCC, is the premiere annual resource and directory for the Jewish community. It contains the most up to date contact information of JCC members, the greater community and affiliate agencies, as well as business advertisements and Jewish informational resources. This year's edition includes a special pull-out two year Jewish & National holiday calendar.

Every member of The JCC is included in the yellow pages directory of the Argus. The New Year's Greeting section is an additional listing for those who wish to participate. The cost of the greeting is \$18.00. You can drop off your order form at the front desk or mail to the JCC attention Liz Williams.

Please consider joining a long tradition by taking out a listing in the New Year's Greeting section. Thank you for your support.

Sincerely,

Jeff Leventhal

Committee Chair

Lísa Berardellí Director of Community Resources

NEW YEAR'S GREETING ORDER FORM

Name

Telephone # or email

Amount enclosed: \$_____(\$18.00 per entry)

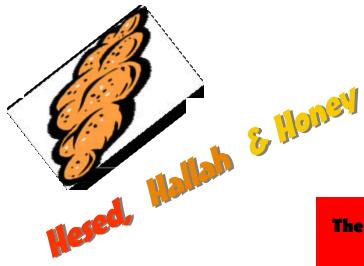
If you are interested in purchasing a specialty page in honor or memory of someone special or an advertis-ing package please contact Lisa Berardelli at 346-6595 ext. 135 or lisa@scrantonjcc.org

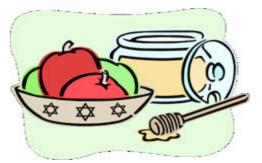
In our community.....

SALUTE TO ISRAEL PARADE IN NEW YORK CITY

Northeastern PA residents joined under the banners of the JCC and the Jewish Federation to participate in the Salute to Israel Parade on Sunday, June 5, in New York City.







The Temple Hesed Sisterhood Wishes You:

L'\$hana Tova Tikatevu!

To order: Make checks payable to *"Temple Hesed Sisterhood"* and specify plain or raisin challah or alternate gift.

Mail to Carol Leventhal 125 Welsh Hill Road Clarks Summit, PA 18411

For more information, phone Carol at 587-2931 or email her at je<u>f</u>f@graphicsa<u>r</u>t.net

ALL ORDERS MUST BE IN BY SEPT. 21, 2011

<u>DELIVERIES WILL BE MADE TO ANY</u> <u>ADDRESS IN SCRANTON OR THE ABINGTONS</u>



Continuing a Sisterhood Rosh Hashana fundraising tradition started by Roseann Smith Alperin (o.b.m.) we begin 5772 in her memory.

Hesed, Hallah and Honey gift bags are an ideal:

way to wish someone "a sweet new year"

🗘 Thank you gift

Token of friendship

Gift bag; include:

A Kosher Challah (plain or raisin, apples, a container of honey, two Yom Tov candles. Delivered Sept, 28th (Erev Rosh Hashanah)

Only \$20!

(Proceed; benefit Youth Religiou; Education)



NEW!

For those who want a Challah. Apple, honey, etc, alternative, the sisterhood will substitute a lovely flowering plant in place of the usual gift bag array, This is an ideal gift for residents of the Jewish Home and Elan Gardens or any other facility that discourages or prohibits outside food items. The price is still \$20.



ORDER FORM

(last day to oder is 9/21/2011)

TO: Name Address	Challah Delain Delaisin Or Plant
	* · · · <u></u> * - · · · · · · ·
TO: Name	Challah 🗅 Plain 🗖 Raisin
Address	Or Plant
	• · · · <u></u> • _ · · · · · · · · · · · · · · · · · ·
TO: Name	Challah 🗅 Plain 🗖 Raisin
Address	Or Plant
	QTY\$20 each -
YOUR INFORMATION:	 Check enclosed payable
NAME	to Temple Hesed Sisterhood
Address	Mail order to:
Phone	Carol Leventhal 125 Welsh Hill Road Clarks Summit, PA 18411
	Phone: (570 587-2931

•



SENIOR LUNCHEONS

Monday, July 4 Independence Day No Meal

Wednesday, July 6, 2011 HOT DOG PARTY

Monday, July 11, 2011

Borsch w/Sour Cream Cheese Blintzes/Sour Cream Asparagus Tossed Salad Rye Bread/Margarine Dessert

Monday, July 18, 2011

Chicken Vegetable Soup Chicken Leg Mashed Sweet Potatoes Mixed Vegetables Rye Bread/Margarine Dessert

Wednesday, July 13, 2011

Cream of Tomato Soup Lox/Cream cheese Lettuce/Tomato/Onion Wheat Bread/Margarine Dessert

Wednesday, July 20, 2011

Cream of Mushroom Soup Baked Ziti Tossed Salad Wheat Bread/Margarine Dessert

Thursday, July 7, 2011

Tomato Florentine Soup Veal Franchese w/Gravy Mashed potatoes Cabbage Challah/Margarine Dessert

Thursday, July 14, 2011

Vegetable Soup Stuffed Cabbage Mashed Potatoes Mixed Vegetables Challah/Margarine Dessert

<u>Thursday, July 21, 2011</u>

Pepper Potato Soup Deli Turkey Coleslaw Lettuce/Tomato/Onion Challah/Margarine Dessert

Monday, July 25, 2011

Chicken Noodle Soup Lemon Chicken Rice Pilaf Broccoli Rye Bread/Margarine Dessert

Wednesday, July 27, 2011

Split Pea Soup Hamburger w/Gravy Baked Beans Green Beans Wheat Bread/Margarine Dessert

<u>Thursday, July 28, 2011</u>

Chicken Soup Chicken Cacciatore Spaghetti Mixed Vegetables Challah/Margarine Dessert

All meals served are kosher and include coffee and tea. Suggested donation is \$1.50. Lunches are served at noon in the auditorium. Reservations are required and should be made by noon the day prior.



CONTRIBUTIONS

May the days ahead bring you and your loved ones occasions of joy, honor and celebration. We hope that those marked by loss or sorrow will be few and far between. Whether the event be one of joy or sadness, the most meaningful way to remember and honor is through a contribution to one of the JCC's many Tribute and Memorial Funds. Contributions can be made by calling (570) 346-6595, ext. -O-. Specially designed cards will be sent in your name to the family you designate.

THE STEVEN BRUCE ARENBERG ISRAELI YOUTH TRAVEL MEMORIAL FUND

IN MEMORY OF KAREN TO MRS. JOE DUBIN Eileen and David Feibus

IN MEMORY OF KAREN TO MRS. RISA DUBIN AND FAMILY Eileen and David Feibus

IN HONOR OF YOUR SPECIAL BIRTHDAY TO MRS. BEN LEVY Eileen and David Feibus

IN MEMORY OF YOUR BELOVED MOTHER TO MR. AND MRS. ALAN PENN Faye and Richard Bishop and Family

IN MEMORY OF YOUR BELOVED MOTHER MILDRED KLEIN TO PAT KLEIN Bonnie and Ken Green

IN HONOR OF YOUR 60TH WEDDING ANNIVERSARY TO MR. AND MRS. LEONARD SILBERT Bonnie and Ken Green Eileen and David Feibus

IN HONOR OF THE BIRTH OF YOUR GRANDSON TO BARBARA AND LOUIS NIVERT Harlene Arenberg

IN HONOR OF YOUR JEWISH FAMILY SERVICES AWARD TO BARBARA AND LOUIS NIVERT Bonnie and Ken Green

IN HONOR OF YOUR RECOVERY TO IRENE HOLLANDER Harlene Arenberg

IN MEMORY OF YOUR BELOVED MOTHER TO MARGIE GLOU Harlene Arenberg

IN HONOR OF YOUR 40TH WEDDING ANNIVERSARY TO BONNIE AND KEN GREEN JCC Board of Directors Robert and Faye Rosenberg

IN HONOR OF YOUR RECOVERY TO MRS. MORRIS HOLLANDER Eileen and David Feibus

IN MEMORY OF YOUR BELOVED FATHER TO DOUG FINK Eileen and David Feibus

TO CELEBRATE YOUR ONGOING RECOV-ERY TO IRENE HOLLANDER Harlene Arenberg

THE EARL J. BIRNBAUM EARLY CHILDHOOD FUND

IN MEMORY OF DR MELVIN ORAM TO MRS. MELVIN ORAM Board of Directors of the JCC

IN MEMORY OF YOUR BELOVED FATHER CHARLES TO MR. AND MRS. ARTHUR MAYER Gayle and Mike Greenstein

IN MEMORY OF YOUR BELOVED BROTHER SIDNEY TO MRS. DORIS SHERMAN Gayle and Mike Greenstein

IN MEMORY OF AND WITH MUCH SYMPATHY ON THE LOSS OF YOUR FATHER TO MARK AND DEBBIE PECHERSKY Alan and Joy Firestone

IN HONOR OF THE BIRTH OF YOUR GRANDSON TO BARBARA AND LOUIS NIVERT Alan and Joy Firestone

THE BUILDING FUND

IN MEMORY OF YOUR BELOVED FATHER TO DOUG FINK AND FAMILY Susie and Scott Herlands

THE CAMP DALEVILLE ENDOWMENT FUND

IN MEMORY OF JERRY FINK TO DOUG FINK

Alan Firestone

THE DAY CAMP FUND

IN MEMORY OF YOUR GRANDSON BRIAN KAMINSKI TO MR. AND MRS. FRED MCKEON AND FAMILY Wendy and Mark Robbins

IN HONOR OF YOUR SPECIAL BIRTHDAY TO JANE FEENEY Dorothy Silverman

IN HONOR OF ROBBIE'S MARRIAGE TO STEPHANIE TO HOWARD SCHENKEL AND FRAN HOBERMAN

Annie and Ed Monsky, Jeremy and Scott THE BRUCE LEWIS GELB MEMORIAL FUND

IN HONOR OF BEST WISHES FOR A SPEEDY RECOVERY TO LINDA MENDELSOHN Ruth Gelb and Sam Rosen IN HONOR OF HEARTY CONGRATULA-TIONS ON YOUR GRANDSON BRETT'S GRADUATION FROM DREXEL MEDICAL SCHOOL TO SAM ROSEN Ruth, Rob and Minnie

IN MEMORY OF YOUR BELOVED MOTHER AND GRANDMOTHER TO THE FAMILY OF IRENE RUFFMAN Ruth Gelb and Family

IN HONOR OF THE MILESTONE IN YOUR LIFE TO DR. HOWARD WIMMER All the Gelbs

IN MEMORY OF YOUR BELOVED GRANDSON TO MRS. ROSALIND MARKS AND FAMILY Ruth Gelb and Sam Rosen

THE CLAIRE AND HOWARD JACOBSON BEAUTIFICATION FUND

IN MEMORY OF YOUR BELOVED DAUGHTER TO CLAIRE DUBIN Claire and Howard Jacobson David and Gail Dickstein

IN MEMORY OF YOUR BELOVED HUSBAND TO MRS MELVIN ORAM Claire and Howard Jacobson

THE LEON KAPLAN PARENTING CENTER FUND

IN MEMORY OF YOUR BELOVED GRANDSON TO MRS. ROSALIND MARKS Paul and Margery Rosenberg

IN MEMORY OF DR. MELVIN ORAM TO THE ORAM FAMILY Paul and Margery Rosenberg

IN HONOR OF MAZEL TOV ON STACY'S MARRIAGE TO MARGERY AND PAUL ROSENBERG Claire and Howard Jacobson

THE ROSEBUD LEVENTHAL PROJECT FUND

IN HONOR OF YOUR JEWISH FAMILY SERVICE AWARD TO BARBARA AND LOUIS NIVERT Jeff and Carol Leventhal

THE HENRY AND EUGENE NOGI SCHOLARSHIP FUND

IN MEMORY OF SHOOKY ROTHSTEIN TO GUITELLE ROTHSTEIN AND FATHER Barbara and Gene Goldenziel IN MEMORY OF YOUR BELOVED HUSBAND, FATHER & GRANDFATHER TO PHYLLIS ORAM AND FAMILY Carol and Jack Nogi

IN MEMORY OF YOUR BELOVED DAUGHTER KAREN TO CLAIRE DUBIN AND FAMILY Carol and Jack Nogi

THE ROSENSTEIN ENDOWMENT FUND

IN MEMORY OF YOUR BELOVED FATHER TO MRS. CYNTHIA MAYER Bonnie and Philip Rosenstein

THE EUGENE AND DOROTHY ROSEN-

CONTRIBUTIONS cont'd.

STEIN CHILDREN'S BENEFIT GOLF TOURNAMENT FUND

IN HONOR OF THE BIRTH OF YOUR GRANDSON TO MR. AND MRS. LOUIS NIVERT

Bonnie and Ken Green

THE SENIOR ADULT CLUB FUND

IN MEMORY OF IRENE RUFFMAN TO C/O MRS. LYNN BOLATIN Millie Wienberger

IN MEMORY OF HAROLD SPRUNG TO THE FAMILY OF HAROLD SPRUNG Don and Carole Dembert

THE SCOTT AND STEVEN TEPPER EDUCATIONAL FUND

IN MEMORY OF YOUR BELOVED MELVIN TO PHYLLIS ORAM AND FAMILY

Toby and Alan Tepper

IN MEMORY OF YOUR BELOVED WIFE AND MOTHER, ESTHER TO THE FAMILY OF ESTHER ACKERMAN Lenore Rhoades Toby and Alan Tepper Amy, Eric and Zachary

GEFILTE FISH AND THE JEWS

/ Claudia Roden

Fish is prominent on the holiday table, especially on the New Year and Shavuot. In Jewish lore, it is a symbol of fertility, because Jacob gave his children a blessing that they should multiply like fish in the sea. It is also associated with the coming of the Messiah; according to a leg-

end, the Messiah will come in the form of a great fish from the sea. The custom of eating fish on the Sabbath is apparently an early one, as the rabbis of the Mishnah (oral law, codified approx. 200 CE) ruled that it was meritorious to eat fish with each of the Sabbath meals; references in the Talmud also indicate that it was customary among Jews to eat fish on Friday night.

In the Ashkenazi kitchen

East European Jews acquired a liking for freshwater fish from the hundreds of rivers which crossed the mainly landlocked areas they inhabited. In the shtetl, fish was brought live on Thursday. It was swimming in tubs at the market and was kept swimming in the bath till Friday, with several changes of water to get rid of the muddy taste; on Friday morning it was killed with a knife or a hammer blow.

Carp, pike, perch, sterlet and trout were all grand fish. Édouard de Pomiane, the French gastronome of Polish origin who



wrote about the cooking of the Jews of Poland, remarked that "every observant Jew eats river fish. The wealthy buy carp and pike. The poor content themselves with a miserable roach or sometimes a piece of salt herring." (The poor also ate tench and chub.) Jewish traders on the silk route were involved in introducing carp from China to Central and Eastern Europe in the seventeenth century, and it was Jews who first farmed carp in Poland. They managed fish ponds and also bred fish from the Black, Azov, and Caspian Seas and from the river Don. It was the carp, which traveled easily live in tanks, that they adopted as their fish. Whereas carp became a symbol of the Sabbath, salt herring, which Jewish merchants also traded and which was a lot cheaper than fresh fish, was the symbol of the weekday and marked the contrast between the two.

Many of the old recipes for freshwater fish and herring are now used for saltwater fish like halibut, haddock, cod, plaice, sole, hake, flounder, and salmon. Salmon has become the great Jewish party dish, ever-present at weddings and bar mitzvahs. At my local fishmonger, Corney's, which specializes in salmon,

both wild and farmed, there are always long queues of people waiting to have theirs filleted or cut into steaks for the Sabbath.

Gefilte fish

Gefilte means "stuffed" in Yiddish. Originally, a fish forcemeat made from chopped freshwater fish was used to stuff pike or carp skin, which had been pulled off from head to tail down from the neck. Nowadays, gefilte fish generally means the forcemeat alone, made into balls and poached in fish stock. In Britain, the traditional carp and pike have been replaced by a mixture of saltwater fish.

Gefilte fish evolved as a Sabbath dish because stuffing gives it glamor and because certain versions eliminate the need to remove bones (which could be considered a forbidden activity on the Sabbath). There are mentions of Jewish housewives chopping fish and stuffing fish in Germany in the early Middle Ages; the fish they used then was pike. Carp, on the ther hand, was adopted in Poland, Lithuania and the Ukraine. In Poland it was markedly sweet, while in Lithuania it was peppery. Today Jews of Russian and Lithuanian background prefer their fish unsweetened, and those of Polish ancestry still like it sweet. The sweet commercial version called "Old Vienna" is so named in reference to the large number of Jews who immigrated to that city from Poland in the nineteenth century.