# * <br> CC NEws <br> Scranton 




## JCC WELCOMES NEW BOARD MEMBERS AT ANNUAL MEETING



The JCC held its Annual Meeting and Board
 Installation on June $6{ }^{\text {th }}$. 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.

## 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
Dan Cardonick
Jodi Teaman
Gary Beckhorn
Vince Kalinoski
Rika Schaffer
Lisa Berardelli
Ashley Snyder
Cara Sherman
Liz Williams

Title/Positon
Executive Director
Business Manager
Membership Registrar
Program Director
Early Childhood Director
Dir. Adult Services Comm. Resources
Dir. of Youth Services \& Recreation
Wellness Director
Admin. Asst.

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rika@scrantonjcc.org 120
lisa@scrantonjcc.org 135
ashleys@scrantonjcc.org 116
cara@scrantonjcc.org 117
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 During Daylight Saving Time, the JCC is closed on Saturday evenings until the return of Eastern Daylight Time.

## JCC HOLIDAY SCHEDULE

| Independence Day <br> Labor day | Mon, July 4 <br> Mon, September 5 | Open 8 am-1 pm <br> Open 8 am-1 pm |
| :--- | :--- | :--- |

JCC HOURS OF OPERATION

|  | Sunday* | Monday-Thursday | Friday | Saturday |
| :---: | :---: | :---: | :---: | :---: |
| OFFICE | 9:00 AM-1:00 PM | 8:30 am-9:00 pm | 8:30 am-4:30 pm |  |
| HEALTH CLUBS | 6:00 AM-1:00 PM | 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 | $\begin{aligned} & 8 \mathrm{am}-8: 30 \mathrm{pm} \text { M, Th } \\ & 8 \mathrm{am}-8 \mathrm{pm} \mathrm{~T}, \mathrm{~W} \end{aligned}$ | 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.


# J̌CC 



## 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.



Foursomes-Gross
1st. Mark Occhipinti, Jim Egan, Chris Clauss, Dave Lobata-61
2nd. Norman Gevanthor, Tony Costanzo, Harvey 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<br>Regional Hospital of Scranton<br>Tyler Memorial Hospital<br>Special Care Center<br>Refreshment Sponsor Community Medical Center<br>Grand Prize Sponsor First Liberty Bank \& Trust Lunch Sponsor Mohegan Sun at Pocono Downs<br>Dinner Sponsor Pennstar Bank<br>Cocktail Sponsor PNC Bank<br>Golf Cart Sponsor Fidelity Deposit \& Discount Bank<br>Hole In One Sponsors<br>In Loving Memory of Jerry Klein<br>Morgan Highway Auto Parts<br>Herlands, Rothenberg \& Levine<br>R J Burne Cadillac



## Special Contributors

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## GOLF TOURNAMENT

## Sponsors

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PDQ Print Center

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Penn Security Bank \& Trust
Pennstar Bank
Penna. Abstract \& Closing, LLC
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PNC Bank
Propts Transportation
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Regional Hospital of Scranton
Ryans Auto Body Shop
Robert Williams Insurance
Agency
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Tyler Memorial Hospial
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Wayne Bank
William Rosenstein \& Sons


## 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 | $\downarrow$ | $\downarrow$ | $\downarrow$ | $\downarrow$ | $\downarrow$ |  |
| 9:30 am - 10:00 am | Female Swim | Open Swim | Open Swim | Female Swim | kid swim | * |
| 10:00 am - 10:30 am | $\downarrow$ | $\dagger$ | 1 | 1 |  | Open Swim |
| 10:30 am -11:15 am | Aquasize | Aquasize | Open Swim | Aquasize | $\dagger$ | $\psi$ |
| 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 Welliness \& Watercise Watercise | * | Cancer Wellness \& Watercise Watercise | $\downarrow$ | Cancer Wellness \& Watercise Watercise | $\begin{aligned} & \text { Open Swim. } \\ & \text { CLOSE AT 1:00 } \end{aligned}$ |
| 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 | ¢ | $\downarrow$ |  |  | Male Swim |  |
| 4:00 pm - 5:00 pm | Open Swim ** | Open Swim ** | $\gamma$ |  | Open Swim |  |
| 5:00 pm - 5:30 pm |  |  | Female Swim | $\checkmark$ | , |  |
| 5:30 pm-6:00 pm |  |  | + | Scheduled | - |  |
| 6:00 pm - 6:30 pm |  | * | $\dagger$ | Summer |  | - |
| 6:30 pm-7:00 pm | * | Female Swim | Male Swim | Swim Lessons |  | , |
| 7:00 pm - 7:30 pm | Male Swim |  |  | \& open swim |  |  |
| 7:30 pm - 8:00 pm |  | - | $\dagger$ | 1 |  |  |
| 8:00 pm-8:30 pm | $\dagger$ | CLOSED | CLOSED | $\checkmark$ |  |  |

**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 $1 / 2 \mathrm{hr}$ and prepayment for a minimum of four lessons is required for registration. Fees are per lesson, per student.
FEES
Private Swimming Lessons
JCC Members: \$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.
Must preregister with the JCC Aquatics Director at 346-6595, ext. 117.
Fee: $\quad \$ 1.50$ 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: JCC Members:
1 day per week - \$20.00
2 days per week - $\$ 32.00$
3 days per week - \$36.00

Non - Members:
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 $\$ 40.00 \quad 4$ lessons for $\$ 50.00$
Lessons 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 | Monday | Tuesday | Wednesday | Thursday | Friday |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 8-10 A.M. | 8-12 pm | 8-9:30 | 8-11:30 am | 8-12:45 pm | 8-5 pm |
| Men's Pickup Games | Open Gym | Open Gym | Open Gym | Open Gym | Open Gym |
|  | 12-1 pm | 9:30-10 am | 11:30-12 | 12:45-i:30 pm |  |
| 10-12 am NE Stars Rent | Pre-School Gym | Preschool Gym | Day Care Gym | Day Care Gym |  |
|  | 1-5 pm | 10 am - 9 pm | 12-6 pm | 12-5 pm |  |
| $12-3 \mathrm{pm}$ <br> Youth Leagues | Open Gym | Open Gym | Open Gym | Open Gym |  |
|  | 5-7pm |  | 6-9 pm | 5-7 pm |  |
| $\begin{aligned} & 3-5 \mathrm{pm} \\ & \text { Children's } \end{aligned}$ | Rental |  | Leagues | Pickup Games |  |
| Leagues | $\begin{aligned} & 8-10 \mathrm{pm} \\ & \text { Rental } \end{aligned}$ |  |  | $\begin{aligned} & \text { 7-9 PM } \\ & \text { Open Gym } \end{aligned}$ |  |

## WELLNESS DEPARTMENT <br> 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 |  |
| :---: | :---: | :---: | :---: |
|  | 9-10 am | Cardio Choice/Boot Camp | Jo |
|  | I0-II am | BodyPump (Members Only) | Mindy/Mindy |
| Mon | 8:15-9 am | Spinning | Jo |
|  | 9-9:45 am | Cardio Sculpt | Jo |
|  | $5-6 \mathrm{pm}$ | Tai Chi (auditorium) | Rick |
|  | $5-6 \mathrm{pm}$ | Cardio Sculpt | Mindy |
|  | 6-7 pm | Zumba/Pilates | Jo |
| Tues | 7:30-8 am | Spinning | Jo |
|  | 8-8:30 am | Muscle Madness | Jo |
|  | 8:30-9 am | Yoga | Jo |
|  | $5-6 \mathrm{pm}$ | Spinning | Mindy |
|  | 6-7 pm | Yoga | Mindy Hill |
| Wed | 8:45-9:45 am | Cardio Sculpt | Jo/Mindy |
|  | 4-5 pm | Body Sculpt | Jo |
| Thurs | 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 |
|  | $5-6 \mathrm{pm}$ | BodyPump (Members Only) | Mindy/Mindy |
|  | 6-7 pm | Yoga | Mindy Hill |
| Fri | 7:30-8:30 am | Dance Aerobics | Mindy |

Seniors Only (55+)

Mon IO am Movement
Wed II am Healthy Steps
Fri IO:30 am Zumba Gold


## 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: <br> Up to 12 children - \$180 <br> Up to 15 children-\$210 <br> 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

$\sim$ Depart JCC 9:00 am

$\checkmark$ Refreshments Upon Arrival:
$\checkmark$ Musical Interlude with pianist Frank Santoro
$\checkmark$ Participation in Organized Activities
$\checkmark$ Use of Hotel Facilities including shops, gelato bar, OTB
$\checkmark$ 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
$\checkmark$ In the Forum Nightclub:

## Live Show starring Mary Mancini \& Mario Tacca

$\checkmark$ 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



Menu:
Deli platter:
Turkey
Bologna
Salami
...all on rolls
Chips
Fruit
Cookies
Cold Drinks
All provided by the Jewish Home
Suggested meal donation $\mathbf{\$ 1 . 5 0}$
Registration opens July 18th and 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: $\mathbf{\$ 4 . 0 0}$ per day
JCC Members: $\mathbf{\$ 5 . 0 0}$ per day -1st day includes SAC Membership!
General Public: $\mathbf{\$ 9 . 0 0}$ per day
Invite your friends, age 60 and over!

[^0][^1] 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 www.smugglerscove.net for menu selection)
Tickets on sale: June $27^{\text {th }}$
Final day to register is Aug. $8^{\text {th }}$ 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 $13^{\text {th }}$, 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 $12^{\text {th! }}$ !

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

Reservations close on Wednesday, July 20

## No reservations will be taken after this date

 Call 346-6595, ext. 100$\$ 1.50$ suggested meal donation at the door for all patrons


## CAILING AIL 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 <br> Mondays August 1st, 15th \& 29th



This year we will explore the movie making of British film director and playwright Mike Leigh. Each of the films were Oscar nominated and have won many awards and critically acclaim. around her. couple and their relationship with their family and friends. are exposed.

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

Aug. 15th Another Year A look at four seasons in the lives of a happily married
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

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 |  |
| :---: | :---: |
| Full Page $\$ 400$ <br> Half Page $\$ 250$ <br> Quarter Page $\$ 175$ <br> Sixth Page $\$ 150$ <br> Twelfth Page $\$ 125$ | Benefits: <br> Designated week when a $5 \times 2$ banner will be placed in the JCC lobby; <br> Full page ad in the Argus; Thank you acknowledgment in the JCC News; <br> Framed thank you acknowledgement. |
|  |  |
| Business logo placement on two year pull-out National \& Jewish Calendar. |  |
| Spotlight Packace Price: $\$ 600$ <br> Yellow pages back \& center pages <br> Benefits: <br> Premium placement Argus ad (b/w); One week with banner in JCC lobby; Half page ad in the JCC News; | INSIDE FRONT \& INSIDE BACK COVER <br> Benefits: <br> Premium full color Argus cover ad; One week with banner in JCC lobby; Half page ad in the JCC News; Framed thank you acknowledgement. |
| Framed thank you acknowledgement. | Headline Package Price: \$3,000 |
| Center Stage Package Price $\$ 1,000$ <br> Benefits: <br> Year-round placement of custom $8 \times 4$ banner in JCC gymnasium or pool (Sept.'11 thru Aug.'12); <br> Full page ad in the Argus; <br> Full page ad and thank you acknowledgement in JCC News; <br> Framed thank you acknowledgement. | Benefits: <br> 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 $8 \times 4$ banner in JCC gymnasium or pool (Sept.'11 thru Aug.'12); Full page ad and thank you acknowledgement in JCC News; <br> Framed thank you acknowledgement. |



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

## Lisa Berardellí

Director of Community Resources

NEW YEAR'S GREETING ORDER FORM

Name $\qquad$

Telephone \# or email $\qquad$

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

If you are interested in purchasing a specialty page in honor or memory of someone special or an advertising 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.


We Stand With Israel!



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 jeff@graphicsart.net
ALL ORDERS MUST BE IN BY SEPT.
21, 2011
DELIVERIES WILL BE MADE TO ANY
ADDRESS IN SCRANTON OR THE ABINGTONS



The Temple Hesed Sisterhood Wishes Yous

## L'Shana Tova Tilkatevu!

Continuing a sisterhood Rosh Heshana fundraising tradition started by Roseann \$mith Alperin (o.bom.) 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 bags includes
A Kosher Challah (plain or raisin, apples, a container of honey, two Yom Tou candles. Delivered Sept, 28th (Erev Rosh Hashanah)

Only $\$ 20!$
(Proceeds beneffit Youkh Religious Educetion)


## 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 $\$ 20$.

## Hesed Mallah \& Honey

## ORDER FORM

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

| TO: Challah |  |
| :---: | :---: |
| Name | - Plain Raisin |
| Address $\square$ Or Plant |  |
|  | QTY___ \$20 each |
| TO: Challah |  |
| Name | - Plain Raisin |
| Address_ O Or Plant |  |
| ___ QTY_____ \$20 each |  |
| TO: | Challah |
| Name | $\square$ Plain Raisin |
| Address |  |
|  | QTY___ \$20 each |

YOUR INFORMATION:

| NAME | O Check enclosed payable to |
| :---: | :---: |
|  | Temple Hesed Sisterhood |
| Address |  |
|  | Carol Leventhal 125 Welsh Hill Road |
| Phone | Clarks Summit, PA 18411 |



SENIOR LUNCHEONS

Monday, Jüly 4
Independence Day
No Meal

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

Monday, July 25, 2011
Chicken Noodle Soup
Lemon Chicken
Rice Pilaf
Broccoli
Rye Bread/Margarine Dessert

Wednesday, July 6, 2011
HOT DOG PARTY

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

Wednesday, July 27, 2011 Split Pea Soup
Hamburger w/Gravy Baked Beans Green Beans
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

## Thursday, July 21, 2011

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

Thursday, July 28, 2011 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.


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. -0-. 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 RECOVERY 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 CONGRATULATIONS 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-

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 legend, 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.


[^0]:    July 6th
    Hot Dog Darty-Our annual summer fun \& food fest - bring your appetite!
    And after lunch- Music by DJ Tony Berardi:
    Menu: Hot Dogs, Baked Beans, Chips \& Pickles, Dessert

[^1]:    August 3rd
    Dizza \& Trivia:
    Bring your thinking cap for this one!
    Menu: Pizza, Garden Salad, Fruit, Dessert

