Challenges of Chanukah: Pitfalls of Commodification, Consumerism & Capitalism

Rabbi Nehama Benmosche

This year, I might have hit my limit. At first, it seemed really sweet to walk into Rite Aid and see a little baby’s first Hanukkah bib. Or those funny dreidl lights we bought one year to hang up as a joke. Mostly, I was grateful that I lived in areas with enough of a Jewish population that it made sense for stores to stock candles, gelt and a few fun dreidl options. Honestly, I would have been just as happy if I needed to go to a Judaica store to get them. But something about getting Jewish “stuff” at the local supermarket or pharmacy felt like being seen. I have always been proud of my Jewish identity, and I felt good that someone bothered to think that there were enough Jews to constitute a “market” and they designed, manufactured and stocked some Judaica.

So this year when I saw “The Mensch on the Bench,” I felt like I hit a wall. It was the wall where my desire to have some mainstreaming of Jewish identity and celebration was met with my disgust for the over-commodification of celebrations. I am a capitalist. I believe in free-market economy. I am definitely a consumer of plenty of goods, and I don’t always do a great job of making sure they come from the best sources. And yet, I find myself ready to join the bandwagon of folks who have bumper stickers rallying to “Put the Christ back in Christmas.” I’m not Christian. I’m not even a theistic Jew. But I feel like the push to spend more and more money each holiday season on the hot new gifts, the glittery decorations and the 20-foot-tall blow-up lawn ornaments is taking me away from what I hope to experience when I celebrate holidays with my family and my community.

I’m also offended by the “Mensch on the Bench” for some of the same reasons I believe some Christians feel angry about the overly focused energy on elves and Santa Claus. The elf on the shelf claims to be a Christmas tradition, though it is a toy created for the mass market a few years ago. The book that comes with the Mensch on the shelf claims to be a Christmas tradition, though it is a toy created for the mass market a few years ago. The book that comes with the Mensch on the shelf claims to be a Christmas tradition, though it is a toy created for the mass market a few years ago. The book that comes with the Mensch on the shelf claims to be a Christmas tradition, though it is a toy created for the mass market a few years ago.

Continues on page 2
the Bench shows a man wearing a tallis, a suit and a hat while waiting with the children each night for the new oil to be made after the Greeks defile all the oil in the Temple in the year 165 BCE. I’m going to go out on a limb here and say I’m pretty sure beyond reasonable doubt that it is more likely that one night of oil lasted for 8 days than a guy in a tallis and a suit was sitting on a bench in the Temple. The anachronism annoys me. Even more offensive, though, is the idea that this is what Jews have always looked like and that mainstream Judaism should accept that this is what a good Jew looks like. Let’s face it. More non-Orthodox Jews are likely to buy this thing at Target than Orthodox ones. It feels like a disservice to my Judaism the way that Barbie feels like a disservice to my feminism.

So this year, I hope that we have fun Hanukkah parties and celebrations — filled with latkes, dreidels, music and memories. I hope we all bring a little light into the darkest time of the year, some warmth and even a few extra calories to our bellies. But don’t go looking for the 20th century Orthodox Jew on my shelf. I’ll find a much different way to teach my kids what being a mensch is all about.

Rabbi Nehama Benmosche
215-475-2814
rabbi@machar.org

COME CELEBRATE HANUKKAH WITH THE MACHAR COMMUNITY

ALL COMMUNITY CELEBRATION
Sunday, December 6 from 10:30 a.m. to 12:30 p.m.
Schweinhaut Senior Center, 1000 Forest Glen Rd, Silver Spring, MD
Please RSVP and sign up to contribute to the celebration at http://www.sign-up-genius.com/go/30e0f4da9ae29a7f58-hanukkah

ADULT POTLUCK HANUKKAH PARTY
Sunday, December 6 at 6:30 p.m. at the home of Michal Freedman and Jack Schwartz
Please RSVP to administrator@machar.org for additional information and to let us know what you will be contributing.

YOUNG ADULT HAVURAH HANUKKAH CELEBRATION
Friday, December 11 from 6:30 to 9:00 p.m.
For more details, see www.facebook.com/groups/macharyah or email yah@machar.org.
A Message from Machar President Rahel Hanadari

Another year of activities is well under way and Machar continues to delight in old traditions and offer exciting new ideas. Our JCS is growing, the adult education continues to provide us with outstanding presentations, Rabbi Nehama is teaching an exciting adult B’nei Mitzvah class, and the list goes on.

I would like to take this opportunity to thank everyone who helps make these events possible. Everything we do is the result of our members’ ideas and work, and maintaining such a rich cultural experience depends on the continuous contribution of all our members.

There are many volunteer opportunities such as organizing a holiday celebration or another social event or serving on a committee. Our members possess an extraordinary collection of talents that, put together, could allow us, as a community, boundless possibilities.

Memories of Phyllis Hodes

Phyllis was a long time member of the Birmingham Temple in Detroit and friend to Sherwin Wine. Phyllis moved to the D.C. area to be closer to her family. When her daughter, Elizabeth, moved to Washington and became a Machar member, Phyllis was overjoyed to have both her children, Diane and Elizabeth here now. We are so pleased to have Elizabeth as a member.

Machar was, indeed, the beneficiary of this largesse. Phyllis added a vitality and passion for learning. Evidence of this was clear for our Book Club meetings, where she attended, book and notes in hand. These notes not only included questions about the book we were discussing, but also, her insightful reflections. Phyllis’ keen mind enhanced our discussion of the book as well as our general knowledge of the topic under study.

We knew of her love of the opera and ballet, which she attended regularly. Full of energy, Phyllis was a real dynamo. She was a treasured member of Machar and will be sorely missed.

– Renée Weitzner and Darlene Basch

Manna Food Center Update

During our Yom Kippur Food Drive, Machar members contributed 315 pounds of food to the Manna Food Center. Many thanks to all who made this possible.

Sharing Mishpachah

Following up on the November 8 Adult Education session by Linda Tebelman, the Mishpachah Committee would like to do more to encourage members in the Machar community to share news about personal adversity.

We know it can be hard to mention many of the matters that cause us to grieve — beyond the death of family members and friends and severe illness, there are also events such as the relocation of family and friends, job loss, separation, divorce, estrangement, unsought retirement, declines in independent living among the elderly and chronically ill, and being aware of similar wounds facing relatives, neighbors and friends.

To improve our ability to respond to all of these, we are seeking volunteers from the community to act as messengers. Together the goal is to have enough messengers so that all members of the congregation will be able to report personal concerns to somebody they know, among the names that appear in each newsletter.

Sometimes, as I know from personal experience, it is helpful enough just to be able to find somebody who takes the time to listen to the narrative story behind the grieving. At other times, there may be a call for some kind of material assistance, a meal brought in during a hospital stay, a run to the grocery store or pharmacy for an errand, whatever.

We welcome your suggestions

– Norm Hall
Call for Mentors

As Machar’s new b’nei mitzvah liaison, I am seeking members to volunteer as mentors for students who will be having ceremonies in April and May 2016.

For the past several years, mentors have had the opportunity to watch and support our students as they have explored topics relating to secular humanistic Judaism’s values and identity. Ideally a mentor-student relationship is based on enthusiasm for the research area that the student selects and willingness to discuss topic ideas and review drafts of presentation. The result should be a connection to a member of the congregation that persists long beyond the last mazel tov and kvellings from family members.

Please contact me if you have any interest at all in doing this.

– Norm Hall

Donations in Honor & Memory of:

Marlene Cohen donated to Machar in memory of Phyllis Hodes, a dedicated secular humanistic Jewish woman who inspired many!

Rabbi Nehama Benmosche donated in honor of Phyllis Hodes.

Machar Magnets Are Coming!

Machar magnets will be available for sale for $5 at Machar events in the upcoming weeks.

Columbia Jewish Congregation’s 24th Annual Jewish Film Series!

Four evenings of thought-provoking, varied, entertaining films, including refreshments and optional discussion.

Showings: Saturdays, 8:00 p.m., Room 200, The Meeting House in Oakland Mills, Columbia, MD 21045

Ticket sales will begin and doors will open at 7:30 p.m. $32 for 4-film series, $27 for 3-film series, $19 for 2-film series, $10.00 for single ticket (sold at door only). Choice of films is yours and you need not choose in advance. Each of the films being presented has been shown, or will be shown, at multiple Jewish film festivals around the country. All films are subject to change based upon availability. More info about the films is available at www.columbiajewish.org.

The 411 on Machar 911

EMERGENCY CONTACT INFORMATION:

In the event of a personal emergency, please contact:
Rabbi@machar.org / 215.475.2814
Administrator@machar.org / 202.686.1881
President@machar.org

Due to the fact that we are a volunteer organization and our staff members are employed part-time, please contact more than one person in the event of an immediate need or concern. This will help ensure that all requests are responded to in a timely manner.

WITs

Renée Weitzner

The wonderful women of Machar’s WITs, Wimmin’ in Transition, will be meeting on December 9, 2015 at 7 p.m. for our annual Chanukah party at the home of Harriet Peck. Each year we give each other a small present, valued at $5 or less, while we enjoy a delightful repast and wonderful conversation. Please join us!

Please let me know if you are coming and what you are bringing by December 7, so that I may let our host know our numbers and our menu. You may reach me at rwcats@aol.com.

On January 22, 2016, we will welcome the New Year at the home of Vicki Wallshein. Again, please let me know by January 20, that you are coming and what you are bringing, so that I may let our host know our menu and our numbers.

Our meetings begin at 7 p.m. and are usually over by 9 p.m. We enjoy wonderful conversation and delicious food that we share with each other. We provide support for one another as we face life’s challenges and joys.

We look forward to seeing you at one or both of these great evenings.
Join us for the Community Hanukkah Celebration

Sunday, December 6 from 10:30 a.m. to 12:30 p.m.
Schweinhaut Senior Center,
1000 Forest Glen Rd
Silver Spring, MD

Please RSVP and sign up to contribute to the celebration at http://www.signupgenius.com/go/30e0fda9ae29a7f58-hanukkah

Scenes from the Machar Walking Tour

On November 1, Machar joined the Jewish Historical Society of Greater Washington for a walking tour of downtown Jewish Washington.

Photo 1, 4 by Karen Itkin Roe, photos 2, 3 by Marlene Cohen.
**January 10**

Jeremy Ben-Ami – Who Speaks for American Jews on Issues about Israel?

Who speaks for the American Jewish community when it comes to Israel in national politics and in Washington, D.C.? Can you be pro-Israel and disagree with the policies of Israel’s government? Is open debate and dissent within the community over Israel good for Jews? J Street, a relatively new organization, has entered the American conversation on Israel that was previously dominated by AIPAC. Join us for a conversation with J Street’s founder and President, Jeremy Ben-Ami. Jeremy lives in Chevy Chase, and he and his family are members of Temple Sinai.

**Community Sunday: Tu B’Shvat celebration**

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**February 21**

Ari Roth – The Voice Behind the Voices from a Changing Middle East Theater Festival

Ari Roth is the Founding Artistic Director of the Mosaic Theater Company of DC at Atlas Performing Arts Center. The abrupt end of his tenure at Theater J in December 2014 led to his founding this new DC company. He will discuss his commitment to theater’s role in peace and reconciliation, and talk of the personal costs of the Arab-Israeli conflict and of the wars in South Sudan impinging on the lives of many, including those of us in the American Jewish community.

**Community Sunday: Community Service/Good Deeds Day**

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**March 6**

Mary Alexander – Eco-peace in the Middle East: Share the Water, Build the Peace

EcoPeace Middle East is an organization that brings together Jordanian, Palestinian and Israeli environmentalists to promote cooperative efforts to protect their shared environmental heritage. EcoPeace U.S. representative and International Advisory Committee Chair Mary Alexander will discuss how this organization is working to advance sustainable regional development and the conditions necessary for lasting peace in the region. EcoPeace has offices in Amman, Bethlehem and Tel Aviv.

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**April 3**

Rabbi Frank Tamburello – The Hidden Jews of Southern Italy

Rabbi Tamburello is a secular humanistic rabbi who serves in New York City and Westchester, N.Y. He will share his own family story of rediscovery as well as the film *The Secret Jews of Calabria* produced by Rabbi Barbara Aiello. The presentation will teach us about the Sephardic Anusim, whose coerced conversions to Christianity in the 15th century masked their Jewish ancestry to their descendants. Recent Internet connections have led many families to their Jewish roots.
April 17
Annual Membership Meeting
Community Sunday: Israeli Education Day to acknowledge Yom Haatzma’ut

May 1
Krista Hegburg – Unknown Holocaust: Roma and Survivor Testimony
In her talk, Krista Hegburg will discuss how Romani Holocaust survivors have testified to their persecution in war crimes trials, reparations claims and traditional song, and how their accounts challenge our conventional understanding of the dynamics of testimony and witness. Dr. Hegburg is a program officer and staff scholar in the Jack, Joseph and Morton Mandel Center for Advanced Holocaust Studies at the United States Holocaust Memorial Museum. Dr. Hegburg has taught at Rutgers University and the University of Lower Silesia and holds a Ph.D in anthropology from Columbia University.

May 15
Rabbi Nehama Benmosche – Wonder, Humor and Inspiration: The Sunday Assembly Movement
Rabbi Nehama will lead a discussion about Sunday Assembly, a quickly growing secular and inclusive movement founded by two comedians in 2013. Might Sunday Assembly appeal to secular Humanistic Jews like ourselves? Should Machar connect with this new community in D.C.? As we continue to imagine our community in the post-Sherwin Wine era, and as our leadership considers new models for synagogue affiliation and member retention, let us open our minds to what we can learn from other groups who seem to be thriving.
Community Sunday: End-of-year picnic at Rock Creek Park picnic shelter #24

Scenes from the Adult Ed Sessions
1) October 18, David Wittenberg gave the session called “A Taste of Wine.”
2) November 8, Linda Tebelman gave the session called “Supporting Others Through Difficult Times.”
Photos by Marlene Cohen
The Board of the Society for Humanistic Judaism met the weekend of October 23 – 25, 2015, in Farmington Hills, M.I. Marlene Cohen served as your Machar board representative, and Machar member Larry Lawrence chaired the meeting as the current president of the SHJ. The meeting was very successful. Here are some highlights.

You can find the summary of the Board meeting at this link: https://drive.google.com/open?id=0B15c0U2VIK8HaEhCZmhubEzYUE

The SHJ Vision Project is moving along well. The Board spent much of their Saturday learning and discussing information with our consulting firm. The firm sent over 4,000 surveys to current, past and prospective members of SHJ and its communities. More than 1,100 responses were received. We discussed a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of those responses. A final report is expected to SHJ by the end of the year.

The Birmingham Temple in Michigan is planning a trip to Israel led by Rabbi Jeffrey Falick in June 2016. They have opened the trip to all members of SHJ and its affiliates. The flyer can be viewed here: https://www.mejditours.com/open-tour/the-birmingham-temple-in-israel-2016/ Registration must be submitted by the end of December 2015. This is a unique opportunity to see Israel with a guide who both knows Israel well and is committed to a secular understanding of its culture and history.

SHJ provides Field Visits of its leaders to our communities. April 1 – 3, 2016, Machar will host Rabbi Frank Tamburello of New York City and Westchester, N.Y. for a stimulating weekend of events.

Larry Lawrence was commended for a wonderful job serving as President of SHJ for the past two years. He will become Past President in the spring.

Whaddaya Talkin’? Yiddish Shopping for Hanukkah?
Marlene Cohen
In which Machar’s newsletter will provide you with your monthly word in Yiddish — use it ten times this month and you won’t forget it!

Since it’s that gift-giving time of year, I thought I’d share some enjoyable Yiddish-introductory books (and other entertaining Jewish stories) for the babies and young ones on your list:

• **Yiddish for Babies** by Janet Perr

• **Nosh, Schlep, Schluff: Babyiddish** by Laurel Snyder and Tiphanie Beeke

• **My First Yiddish Word Book (Israel)** by Joni Sussman and Pépi Marzel

• **Five Little Gefiltes** by Dave Horowitz

• **Beautiful Yetta: The Yiddish Chicken** by Daniel Pinkwater and Jill Pinkwater

• **It Could Always Be Worse: A Yiddish Folk Tale** *(Michael Di Capua Books)* by Margot Zemach

• **Stories for Children** by Isaac Bashevis Singer

• **Hershel and the Hannukah Goblins** by Eric Kimmel

• **Let’s Steal the Moon: Jewish Tales, Ancient and Recent**, Illustrated by Blanche Serwer-Bernstein and Trina Schart Hyman

And though the plots aren’t always Jewish, any book by Daniel Pinkwater is funny for all ages.

Happy Hanukkah!
Birthdays

December 2: Bert Shankman
December 4: Rigby Zentner
December 6: David Wittenberg
December 9: Jasper Delicath
December 12: Alberto Grosmark
December 12: Renee Weitzner
December 17: Melissa Bianchi
December 18: Sam Pastbian
December 23: Elaine Dancis
December 23: Amy Williamson
December 26: Giuseppe Topa
December 27: Luke Cohen
December 28: Miriam Gitler
January 1: Marlene Cohen
January 2: Barbara Francisco
January 5: Abigail Smith
January 5: Ella David
January 5: Howard Dubowitz
January 7: Joe Palca
January 7: Dick Schwab
January 9: Sue Zwicker
January 15: Daniel Mason
January 15: Joy Block
January 17: B. Tibor Roberts
January 19: Lior Levy
January 22: Leo Cohen
January 22: Mason Schnell
January 24: Amy Walter
January 30: Ami Argaman

Anniversaries

December 21: Miriam Gitler & Pedro Rodriguez
December 28: Deb & David Godden
January 21: Ann & Ami Argaman

Yarhzeits: We remember...

December 4: Solly Frank, relative of Myrna Frank
December 15: Martin Goldberg, father of David Goldberg
December 18: Carmen Rodriguez, sister of Pedro Rodriguez
December 18: Edward Frieden, father of Joyce Rosenthal
December 18: Sophy Frank, relative of Myrna Frank
December 23: Radomir Perica, husband of Mary Perica
December 23: Robert Baron, father of David Baron
December 25: Eve Zwicker, sister of Sue Zwicker
December 27: Hal Hartogensis, brother of Deb Godden
December: Lavinia Topa, sister of Giuseppe Topa
January 3: Mark Harris, husband of Nancy K. Harris
January 6: David Bassin, father of Donna Bassin
January 8: Pauline Seidenstein, mother of Roslynn Seidenstein
January 17: Ellen K. Greene, wife of Neil Greene
January 18: Celia Grosmark, mother of Alberto Grosmark
January 20: Charles Goor, father of Rob Goor
January 20: Doris Jonas, mother of Jill Grant
January 24: Leslie Kidwell Jr., father of Michael Kidwell
January 29: Joyce Waldman Kahn, mother of Peter Kahn
January: Anna Gold, mother of Marlene Platt
January: Sanford Leff, grandfather of Danielle Leff
# Staff, Board of Directors and Leadership

## Staff

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Rabbi</td>
<td>Nehama Benmosche</td>
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<tr>
<td>Congregational Administrator</td>
<td>Jane Christenson</td>
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<td>Jewish Cultural School</td>
<td>Debby Brennan</td>
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## Board of Directors

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<tr>
<th>Role</th>
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<tr>
<td>President</td>
<td>Rahel Hanadari</td>
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<tr>
<td>Co-Treasurers</td>
<td>Miriam Gitler, Ester Rozenblum</td>
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<td>Secretary</td>
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<tr>
<td>Past President</td>
<td>Darlene Basch</td>
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<tr>
<td>At-Large</td>
<td>Norm Hall, Leah Kaplan, Amanda Nothaft, Joyce Rosenthal, Jack Schwartz, Renee Weitzner</td>
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<tr>
<td>Honorary Directors</td>
<td>Jules Abrams, Harold Black (deceased), Ann Black (deceased), Joe Goodman, Millie Goodman, Mary Perica, Michael Prival, Henrietta Wexler</td>
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## Board Liaisons

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<td>B’nei Mitzvah</td>
<td>Norm Hall</td>
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<td>Newsletter</td>
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<td>Rabbinic</td>
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<td>Madrikhim</td>
<td>Michael Prival, Deb Godden</td>
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## Machar Committee Chairs

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<tr>
<td>Adult Ed</td>
<td>David Abramson, Myrna Frank</td>
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<tr>
<td>Communications</td>
<td>Joyce Rosenthal</td>
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<tr>
<td>Community Service</td>
<td>Barbara Francisco</td>
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<tr>
<td>Education</td>
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<td>Email Lists Manager</td>
<td>Michael Prival</td>
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<td>Fundraising</td>
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<td>High Holidays</td>
<td>Nadine Wettstein</td>
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<td>Liturgy</td>
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<td>Membership</td>
<td>Darlene Basch</td>
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<td>Miriam Gitler</td>
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<tr>
<td>Mishpahah</td>
<td>Renee Weitzner</td>
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<td>New Members</td>
<td>Marlene Cohen</td>
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<td>Newsletter Editor</td>
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<td>Nominating</td>
<td>Nadine Wettstein</td>
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<td>Passover Seder</td>
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<td>Joy Markowitz</td>
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<td>Peter Kahn</td>
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<td>Sunday Refreshments</td>
<td>Ami Argaman</td>
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<td>Clubs and Havurot Chairs</td>
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<td>Book Club</td>
<td>Darlene Basch, Renee Weitzner</td>
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<td>Neighborhood Havurot</td>
<td>Donna Copeland</td>
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<td>Volunteer Coordinator</td>
<td>Marina Broitman</td>
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<tr>
<td>Wimmin’ In Transition (WITs)</td>
<td>Renee Weitzner</td>
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<td>Young Adult Havurah</td>
<td>Leah Kaplan</td>
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<td>SHJ Reps from Machar</td>
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<tr>
<td>Machar Rep to SHJ</td>
<td>Marlene Cohen</td>
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<tr>
<td>SHJ Board of Directors Members</td>
<td>Larry Lawrence (President), Rick Gold</td>
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<tr>
<td>Machar Trained Leaders</td>
<td>Michael Prival, Madrikh, Deb Godden, Madrikha, Dan Tobocman, Spokesperson</td>
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Directions to Machar

“Cedar Lane” events are held at Cedar Lane UU Church. 9601 Cedar Lane, Bethesda, MD.

From DC, go north on Wisconsin Ave. (Rt. 355), pass the Naval Hospital, right on Cedar Lane, cross Beach Dr., 2nd entrance on right. From 495, Rockville, etc., take Rockville Pike (Rt. 355) S to left on Cedar to 9601. Metro: Red Line to Medical Center. Walk ½ mile north on 355, right on Cedar, 0.7 miles, or Ride-On Bus #34 (ask the driver).

“JPDS” is the site of our Jewish Cultural School (JCS). 6045 16th Street, NW, Washington, DC.

Metro: Red Line to Silver Spring. S-2 or S-4 bus to Federal Triangle to Military Road and cross 16th Street. JCS and Adult Ed begin promptly at 10 a.m.; please arrive early.

For meetings in private homes, contact hosts for directions.

Machar E-mail Lists for Members and Nonmembers

Michael Prival

There are two different e-mail lists that Machar members can join. The first, the “Machar” list, enables members to receive the monthly Newsletter, event reminders by email and announcements of program changes that may occur between printed newsletters. Almost all Machar members are already on this list. The second list is “MacharCommunity.” Members of this list can share information about local, non-Machar cultural, educational, social action or community service events and activities. Any list member can post a note to the “Machar Community” list at any time.

If you would like to be added to either list, or if we are not using your preferred e-mail addresses for them, please send a note to Email at machar.org. Of course you can get off these lists at any time.

Shop with AmazonSmile and Contribute to Machar at the Same Time

Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to Machar – the Washington Congregation for Secular Humanistic Judaism whenever you shop using AmazonSmile.

AmazonSmile is the same Amazon you know. Same products, same prices, same service.

Support Machar by starting your shopping at smile.amazon.com.

Earn for Machar Jewish Cultural School with Service Magic and DriversEd.com!

Get Matched to Pre-screened Home Improvement Contractors and Earn Up to $6*

Service Magic is a FREE service that matches you to pre-screened, customer-rated service professionals: maids, painters, remodelers, plumbers, roofers and more! *Earnings depend on the type of project and range from $2–$6.

Your Teen Can Start Earning a Driver’s License Today!

With DriversEd.com, your teen can complete the required drivers education online — without ever stepping in a classroom.

Their quality course provides everything needed to prepare for the DMV permit and driver’s license exams. Sign up, and DriversEd.com will contribute 5% of the tuition amount to Machar’s Jewish Cultural School.

Help Machar as You Shop

Larry Lawrence

Machar participates in the eScrip (Electronic Scrip) program, a fundraising organization in which participating business partners contribute a percentage of your purchases to our Jewish Cultural School. Some participating businesses in the Mid-Atlantic are Safeway (which contributes 1-3% of your purchase value) and American Airlines (3%). To sign up for eScrip, go to http://www.eScrip.com and choose “Machar–Jewish Cultural School” as the benefiting group.

Raise Money for SHJ While You Surf

Use GOODSEARCH.COM to Search on the Web and Raise Money for SHJ

GoodSearch.com is a Web search tool for organizations such as ours to raise money each time someone uses it. Simply go to goodsearch.com, key in “humanistic Judaism,” and type in whatever you are searching for. You can even see how much we have raised—and imagine the potential if all of us use it!