



## Solomon Schechter Awards 2007 Publications

### **GOLD**

Over 900

Submitted by Dan Rubin

### **CONGREGATION NEVEH SHALOM**

Portland, OR

503-246-8831

A dramatic building rose up in Southwest Portland in 1964 to serve the congregants, programs and activities of two merging conservative synagogues. The all-new Congregation Neveh Shalom's synagogue building and campus was immense at the time, planned and built with forethought to accommodate a membership of 500 families, nearly twice the size of both merged congregations. Over the 40-plus years since, Neveh Shalom's west-facing 10 Commandments have become an icon to Jews all over Portland and have turned the heads of many passersby.

In 2006-07, it is this dramatic impact the current lay leaders of Neveh Shalom wanted for symbolism as they embarked on a capital campaign to enhance and expand the now-aging building for a congregational membership that has reached 1,000 families. With a concise case statement as narrative, tightly-focused photography of the iconic east and west faces of the original building on each cover, and significant and emotionally-charged imagery within, this campaign book has helped the campaign and its committee reach nearly half of its \$9 million goal during the quiet phase.

Developed in a coffee table form factor at 14 inches wide and 8.5 inches tall, this substantial yet easy-to-use book utilizes four-color printing and spot gloss varnish, with all pages laminated to book-binders board. Pewter Wire-o binding and a utility pocket (with the congregation's logo subtly blind-embossed) provide an elegant and functional finish.

### **GOLD**

250-500

Submitted by Gary T. Zelman

### **SHELTER ROCK JEWISH CENTER**

Roslyn, NY

516-741-4305

Siddur Tzur Yisrael, published by the Shelter Rock Jewish Center, combines our traditional Hebrew prayers with new translations which are both literate and literary. It also presents a wide variety of complementary material from our historic sources such as the Mishnah, the Shulchan Arukh, Maimonides, Ibn Gvirol, and Judah Halevi. Challenging essays by Rabbi Martin S. Cohen who compiled, edited and translated the Siddur, are also included. The two volumes of this Siddur, the Shabbat and Festival volume and the Weekday volume, become an anthology of our heritage.

The design and format of the Siddur are carefully considered. Different type sizes have been used for various prayers, giving the reader the sense that each prayer has a unique and special meaning within itself and within the prayer service.

Dedications by large donors, whose dedications appear in the front of the Siddur, and by other donors whose dedications appear in the back of the Siddur, raised significant funds for the Shelter Rock Jewish Center. From the financial perspective, not only did the Synagogue not pay for Siddurim, but significant money for other Synagogue projects was raised by these Siddurim.

### **GOLD**

500-900

Submitted by Jeanette Kuvin Oren

### **CONGREGATION B'NAI JACOB**

Woodbridge, CT

203-389-2111

We have produced this colorful brochure: "New Year at Congregation B'nai Jacob" for the past two years. It is mailed immediately before Rosh Hashanah to the entire membership. The electronic version is sent via email as well.

The design of the brochure is inspired by B'nai Jacob's beautiful stained glass windows.

The brochure serves several purposes:

- Highlights regular and special events for the many constituencies in the Congregation
- Creates excitement among our membership for upcoming events
- Gives members an overview of the many constituencies, committees and interests in the Congregation
- Presents a reference of the staff, officers and committee chairs and their contact information
- Serves as a ready mailer for prospective members

The brochure is inexpensive to print. It has more than served its purpose. The most common reaction to the brochures has been "I didn't know we did so much at B'nai Jacob!" We plan on producing the brochure each year.

This brochure is designed and produced by Jeanette Kuvin Oren.

### **GOLD WITH DISTINCTION**

### **CONGREGATION BETH EL OF MONTGOMERY COUNTY**



Over 900  
Submitted by Marsha Rehns

Bethesda, MD  
301-652-2606

Before she died in 1995, the mother of Marsha Rehns, editor of *Grandparent's Memory Book for Jewish Families*, completed a memory book in which she recorded her personal history. It is a *family* treasure, but the book was generic, asking, for example, what religion the grandparent was or what holidays she celebrated. Marsha always wished that the book her mother had filled out had been "more Jewish." But no such book existed. In 2004, Marsha was invited to join the Board of the Sisterhood of Congregation Beth El and to make creating the memory book her Sisterhood project. She assembled a committee of seven more Sisterhood members, who included Jews by birth and Jews by choice, married women and divorced women, women who were grandmothers and women who were not.

For two years the committee wrote, debated, and tested every aspect of the book. Its title was chosen with the recognition that there are Jewish grandparents whose grandchildren are not Jewish and Jewish children whose grandparents are not Jewish. The prompts for information are written in the first person, which is friendlier than questions written in the second person. Every question was chosen with care so that the book elicits wide-ranging information about a grandparent's life, values, and Jewish heritage, without becoming discouragingly long to fill out. In addition to questions about family and personal history, from birth to the present and including Hebrew names and favorite Jewish holidays, the book includes both the whimsical (my first kiss) and the essential (medical history). A chapter called "On Being Jewish" gives a grandparent the opportunity to discuss his or her beliefs and relationship with Judaism. Renowned artist Tamar Fishman contributed a paper cut of a family tree that is in the center of the book and on its cover. Grandparents are encouraged to fill out the book with, and not just for, their grandchildren.

The completed manuscript was submitted to Kar-Ben Publishing, which designed and produced the book. *Grandparent's Memory Book for Jewish Families* debuted in time for Hanukkah 2006. There is still no other book like it. It is sold nationwide for \$16.95 through the Beth El website ([www.bethelmc.org](http://www.bethelmc.org)), which offers discounts to synagogues, and the Kar-Ben catalog. All proceeds go to the Sisterhood of Congregation Beth El of Montgomery County.

#### **GOLD WITH DISTINCTION**

250-500  
Submitted by Judith H. Lax

#### **SUMMIT JEWISH COMMUNITY CENTER**

Summit, NJ  
908-273-8130

Several years ago, a group of four congregants decided to create the "Light" — a journal of Jewish affairs that would have articles, book reviews and poetry. The Light was to be different in that all of the material was to be written by members of the Summit Jewish Community Center. The editors have never wavered. The Light neither publishes articles published elsewhere nor articles written by non SJCC members. When necessary, though, the editors request permission to reproduce graphics or photos. On a rotating basis, one editor assumes the responsibility of an issue but the discussion as to theme and content as well as proofreading are shared by the entire editorial board. The Light, originally sponsored by several synagogue members, became, after a couple of years, a shared synagogue activity of which the congregation was proud. There is a line in the budget for the Light which is produced four times a year completely in house. Mailing is done by a group of members who volunteered for the task.

Over the years, the editors have chosen a variety of themes — with articles appropriate to the themes. Articles are sometimes of historical nature, sometimes contemporary, sometimes scholarly, sometimes subjective and personal. The editors ask congregants to write on a specific topic or some facet of a more general topic. So far, the editors are delighted to say that more than sixty members of the congregation have contributed articles, book reviews or poetry. Two categories that the editors created have brought material that has been scholarly and thought provoking or cleverly funny and often thought provoking as well -- "As I See It" and "Where Are They Now?". The latter concerns itself with children of members who grew up in the synagogue and are now elsewhere — like one who had just visited India and spent time with the Cochin Jewish community. Another was now a librarian and scholar in the field of linguistics who wrote about his research concerning Ghettaiole, the languages of Italian Jewry. Still another wrote about having lived in Israel for eight years with her family and contemplating a return to the American diaspora.

Since its inception, the Light has been a journal or magazine, never a bulletin and calendar of synagogue events. The Light is of high caliber in quality of content and continues to educate, inspire and entertain in every issue.

#### **SILVER**

Over 900

#### **AHAVATH ACHIM SYNAGOGUE**

Atlanta, GA  
404-355-5222

Ahavath Achim Synagogue (AA), located in Atlanta, Georgia, produced a comprehensive membership packet in August of 2006. The purpose of this packet is to provide prospective members with information on the many programs, activities and services provided by the synagogue in a way that is esthetically pleasing and well organized.



Using a layered design, all sections are prominently displayed so the reader can quickly locate points of interest. The banners at the top of each page are colorful and bright. Reverse printing provides a clean, modern look and ties in the white folder and main color of the paper.

Upon opening the membership folder, prospective members immediately see the brightly colored fact sheet, the first of which is "Welcome." Clearly visible are the mission statement and an introduction paragraph that begins, "there is a place for you in the AA congregational family." The other sheets contain information on the privileges of membership, religious observances, adult opportunities for involvement, youth education and programs, and professional staff.

All permanent information is located on one side. All time sensitive information, such as flyers, notices, bulletins, as well as the membership application, dues structure, and self-addressed envelope are located on the opposite side.

The packet uses our logo in front, on the two inside panels and the back to provide an overall continuity of design. This enables the packet to be clearly and readily identified as AA Synagogue literature. A business card placed on one inside panel is consistent with the overall design.

Ahavath Achim Synagogue is proud to nominate our membership packet for the 2007 Solomon Schechter Award in the category of Publications.

**SILVER**

250-500

Submitted by Carole Klein

**MORRISTOWN JEWISH CENTER BEIT YISRAEL**

Morristown, NJ

973-538-9292

Each spring, Morristown Jewish Center Beit Yisrael chooses an overall theme which will guide programming and educational decisions for the coming High Holy Day and calendar year. For the 2006-2007 year, the congregation chose, "To Everything There is a Season." To kick off the programmatic theme to the congregation, a High Holy Day mailing was created to allow the congregation to see the wide range of programs which would be offered from Selichot through the reading of parashat Noach.

The flyers associated with the many programs were created in color. They were wrapped in a clear mailing tube. The outer flyer was a fall inspired paper which read, "To everything there is a season..." Inside, the tube was filled with silk fall colored leaves. When the tube was opened and the flyers pulled out, the leaves fell from the tube announcing the new season ahead.

The synagogue has had tremendous success packaging the fall programs in a unique and exciting way. It allows the staff to set a tone for the coming year, while continuing to ensure our members that they are in store for a set of creative, well-thought out, and exciting programs.

**SILVER**

500-900

Submitted by Jonathan Wolf

**OCEANSIDE JEWISH CENTER**

Oceanside, NY

516-536-6112

Synagogue communications involves more than just announcements and articles from officers and affiliates. A synagogue is not only the center of Jewish social life, but also a *Belt Midrash*, a center for lifelong Jewish learning.

For the past few years, Rabbi Mark Greenspan has been writing, and sending out via email to the congregation, a weekly Torah Table Talk. It is designed to give congregants a taste of Torah which can be read and discussed around the Shabbat table Friday night. In the past, the weekly teaching focused on the *parshah hashavua* (the portion of the week). Last year, it focused on a commentary of the weekly *haftarah* reading.

This year, the rabbi is focusing on a mitzvah for the week based on the *parshah*. I am submitting to the committee, a copy of the Torah Table Talk for Shabbat Hagadol 5767, a Torah Table Talk from last year (5766) on Parshat Vayikra, and one from 5765. As you can see, it is being sent out not only to the OJC congregation, but the rabbi has an email subscription list which he sends out to dozens of people outside of the Oceanside community. The TTT begins with an overview of the *parshah*, some classic and contemporary commentaries, and then a series of questions for discussion. It has been well received by the congregation and a weekly highlight of Shabbat at OJC. Finally, it serves as a great tool for teaching Torah and doing outreach. This is expanding our boundaries to bring the essence of Conservative Judaism. We are proud of the rabbi's attempts to bring Torah to the people and this in turn, brings the people to the Torah.

**SILVER**

250-500

**CONGREGATION OR SHALOM**

Orange, CT

203-799-2341

2006-2007 marked a double celebration--the 25th anniversary of Congregation Or Shalom and the 25th anniversary of the tenure of Rabbi Alvin Wainhaus as spiritual leader.



An anniversary yearbook was created by a committee of lay members. The book incorporated virtually every area of synagogue life.

**SILVER**

500-900

Submitted by Philip Wolgel

**CONGREGATION OHEV SHALOM**

Orlando, FL

407-298-4650

**Background:** Each spring, our synagogue conducts a fundraising event. We budget the activity and the net is a significant line item in our budget. In Spring 2007, we embarked on an ambitious opportunity with the following goals:

- Honor our Rabbi Aaron D. Rubinger in celebration of his 25 years in the rabbinate.
- Involve the congregation and extended community in the celebration.
- Achieve budgeted net income of \$100,000.

The vehicle to support this was the publication of an anthology of our rabbi's sermons over the past 25 years. The book, *Some Insights Along the Way*, was released Thursday evening April 26, 2007 as part of the tribute celebration. We have enclosed a copy of the book.

Our program results exceeded our goals:

- Over 450 people attended the event. Letters of tribute were received from political leaders, community leaders, spiritual leaders, congregants, friends, and family.
- Our fund-raising goals grossed over \$250,000 and netted over \$190,000. Costs included the book development and publishing as well as the tribute evening.

Details of the book development process are described in the attached report. This summary addresses three elements: Content, Purpose, and Layout.

**Content:** Rabbi selected a collection of over 60 sermons he wrote and delivered over the past 25 years. These were organized into six sections to heighten interest and support fundraising strategies. The 300-page anthology was published as a limited edition coffee table book. Other features are discussed in the layout.

**Purpose:** Rabbi Rubinger rarely publishes his sermons. By sharing these messages, our congregants and community members are able to enhance their knowledge, and motivation to keep learning. Literally one day after the book release, there is significant community "buzz" about the sermons and memories and new insights as our congregants have reading these messages.

**Layout:** The eye catching book is case-bound with a soft brown leather front overlaying the black textured leather on the spine and back. The book title is burnished into the cover in an elegant script, created by blending two versions of Sloop fonts to add elegance to the presentation on the cover and throughout the publication. The spine features the title and author hot stamped with copper foil. The author's biography includes a picture produced as a duotone image. The book was typeset in an 11-point Berkeley font, with brown ink, and the paper chosen was a 70- pound natural exact opaque, with wide margins to enhance the readability. This hard cover 9" by 12" book includes section dividers containing a section name and a scripture quote in English and Hebrew appropriate for the section. Each section divider also includes a recognition page acknowledging our book and section sponsors. The front matter includes a book dedication by Rabbi Rubinger to his parents and four lead sponsors dedications and words of appreciation to our rabbi.

**SILVER**

Over 900

Submitted by Rabbi Daniel Isaak

**CONGREGATION NEVEH SHALOM**

Portland, OR

503-246-8831

The slaughter of Daniel Pearl became a defining moment for Jews across the globe. His beheading following upon his proclamation, "I am Jewish" could not help but bring to mind millennia of Jewish martyrs. Surely, this was not what he had planned. He was given no choice, but he was valiant in his adversity, while the rest of us watched... stunned.

But what do Jews mean when they self-identify as Jews? Is it a proclamation of faith or ethnic identity, a connection with history or ideals? Do we take the time to think about what it means to say, "I am Jewish"? It is to explore this issue that the book edited by Judea and Ruth Pearl, Daniel's parents, "I Am Jewish: Personal Reflections Inspired by the Last Words of Daniel Pearl" (Jewish Lights, 2004) became the text book for a Sunday morning adult education class that I led, a book containing some 150 personal statements by illustrious Jews from all walks of life.

The class inspired a project and the enclosed publication. I issued an invitation encouraging congregants to write about what being Jewish means to them. How does it impact their lives? Who are they as Jews? What does it mean to affirm that "I am Jewish"? I promised that the essays would be published and distributed to the entire congregation on Yom Kippur. I was



excited by the 40 responses I received from young and old, male and female, born Jew and Jew by choice. Some statements were but a few lines, others had to be trimmed to fit the format of the booklet, but all were completely different, approaching the subject from different perspectives.

The booklet was printed in house amidst the scurry of High Holy Day chaos. I then used the opportunity on Kol Nidre when we distributed these booklets to all in attendance to speak about Jewish identity in its many shades and hues. I am proud of the respondents who were each willing to expose themselves and their personal insights into what being Jewish means to them.

**SILVER**

Over 900

Submitted by Marni Melow

**B'NAI ISRAEL CONGREGATION**

Rockville, MD

301-881-6550

Since its debut in 2002, the Program Guide has grown to its present size of over 80 pages. The annual Program Guide describes the full-range of programming available in our congregation. It includes information about services, adult education, our schools, social action, and social activities, and more that take place from September through May. The publication continues to change and to grow with our extensive programming.

In addition to providing information about annual programs, The Program Guide profiles the congregation so that new and prospective members can understand what we are about. It also helps to better integrate programming from a variety of groups and committees -- adult education, family education, schools, Hazak, Men's Club, Sisterhood, etc. -- into a single, unified structure. Each program Guide contains a theme for the year, which is articulated in the opening letter.

Layout is directed by our Media Specialist. All materials are examined by a professional editor before it is sent to the printer. Our publications are distributed to our 1,450+ member families and to community organizations and other parties who have an interest in our synagogue. Our goal is to provide clear and relevant material in a professional manner.

**SILVER**

250-500

Submitted by Laurie M. Gore

**TIFEREH ISRAEL SYNAGOGUE**

San Diego, CA

619-697-6001

In commemoration of the 100th anniversary of our congregation, we produced a book that is more than a history. To build our resources, we approached members who had not previously participated in fund raising projects. These members had the professional skills to produce a volume of original essays that recorded not just the history of our institution but the character of our synagogue. Materials that had never before been shared with the congregation were featured to give the book depth and resonance on many levels. We featured many photos from private collections as well as keepsakes that had been family treasures for years.

The book was successful as a fund raiser in that it was produced observing cost-effective and affordable choices without compromising design integrity. It was successful as a congregation activity because it directly involved such a large percentage of our membership through oral histories, shared mementos, and personalized family pages (pages in the book which featured individual family photos and stories).

**SILVER**

314-727-1747

Submitted by Marsha Birenbaum

**SHAARE ZEDEK SYNAGOGUE**

University City, MO

(314) 727-1747

Our program guide is an indispensable reference to a year at Shaare Zedek Synagogue. Distributed at shul during High Holy Days services, the guide contains holiday dates and candle lighting times, as well as contact information for staff and committees.

The highlight of the guide is the extensive and detailed list of the year's holiday programs and activities. Affiliate organizations within the synagogue are described and key contact information is listed. Descriptions of our youth group and educational programs are included, as scheduled activities of USY, Kadima, Noar, religious school and Hebrew school.

The guide is a concise list of the many ongoing activities and programs at our synagogue. It is distributed at a time when members are attending Rosh Hashanah and Yom Kippur services, thinking about the upcoming year, and planning additional ways to become involved in synagogue programming.

**HONORABLE MENTION**

250-500

Submitted by John A. Fogelman, M.D.

**NANUET HEBREW CENTER**

New City, NY

845-708-9181



The publication, "Welcome to Sabbath Services at Nanuet Hebrew Center: A Guide with Commentary," was written for several different audiences attending our *Shabbat* service. At *simchas* such as a *Bar* or *Bat Mitzvah* celebration, a baby-naming or an *Aufruf*, there may be many non-Jewish guests. We have observed puzzlement and uneasiness about what is happening, what book to use, the flow of the prayer service and the details of the sanctuary. The themes that weave throughout this guide are intended to make our guests feel welcome and comfortable with the experience of learning about our beliefs and our prayers. The guide invites them to learn and pray with us by explaining why their prayers are meaningful. They are encouraged to join our congregants in the *Mi'She-Berakh*, the blessing for perfect healing

**HONORABLE MENTION**

Over 900

Submitted by Michael L. Simmons

**CONGREGATION HAR SHALOM**

Potomac, MD

301-299-7087

Approximately two years ago, the Congregation Har Shalom leadership recognized the need for a new publication to be used during Shabbat services. It was hoped that this new publication would remove barriers to congregant participation in Shabbat services and increase attendance at these services, especially among congregants who would otherwise attend services infrequently. Additionally it was recognized that many congregants at Har Shalom were not fluent in Hebrew, and therefore an English-language service guide was necessary. The Congregation Har Shalom Shabbat pamphlet represents the realization of these needs.

The Shabbat pamphlet represents more than one-and-a-half year's effort by lay members of the congregation. It contains Hebrew-to-English transliterations of prayers and hymns as well as color photographs of services at Har Shalom. Full-color, high gloss original prints of the pamphlet are found in the pews in the Burke sanctuary and are used by congregants at every Shabbat service.

The Shabbat pamphlet is almost entirely the product of the efforts of lay congregants. A lay committee conducted extensive research to produce the content of the pamphlet. Congregant Rami Loya provided the initial impetus for the pamphlet, helped obtain donor funding, and also contributed many of the photographs found in the pamphlet. Another congregant's generous donation made the publishing of the pamphlet a reality.

They are shown that the prayer service is not a random selection of writings but is structured to establish certain principles, some of which may be familiar to them.

We often have Jewish guests who appear similarly uninformed and uncomfortable; the guide is intended to reintroduce them to a Jewish prayer service. In the upper grades of our Hebrew School and in our Adult Education Program, it has been used to explain the fundamentals of the service and to introduce basic principles of the Conservative movement. It is a part of the membership package so that prospective and new members can be introduced to information about our congregation, our service and the Conservative movement. To facilitate these ends the guide is posted online at the Nanuet Hebrew Center home page: [www.nanuethc.org](http://www.nanuethc.org)

In this guide we are forthright in affirming that we strive for holiness through commitment to the commandments. We believe that observance brings us closer to our Creator, and that there is value in prayer and praise of God within the context of a community at worship.

**HONORABLE MENTION**

250-500

Submitted by Marsha Birenbaum

**SHAARE ZEDEK SYNAGOGUE**

University City, MO

(314) 727-1747

Our membership brochure is attractively designed to welcome individuals to our synagogue, and to provide a concise snapshot of our mission, community and culture.

Illustrated by the stained glass windows of our sanctuary designed by Rodney Winfield, the brochure opens with our self-definition of inclusion, diversity and welcoming culture. A letter from Rabbi Fasman details his "journey" to becoming part of Shaare Zedek Synagogue.

Six inserts labeled "Gateway to..." provide brief essential contact information, and detail the many ways potential members can experience Shaare Zedek Synagogue through personal growth, spirituality, fulfillment and future membership.

The membership brochure's design and message summarizes our welcoming culture, and our commitment to personal growth, spirituality and fulfillment.

