



Temple Beth Sholom

April 2015 5775

Rabbi Elliot Rosenbaum

חזק חזק ונתחזק
Be strong, be strong, and may we be strengthened.



Passover begins Friday, April 3rd at sundown (about 7 pm). The Jewish tradition is to begin the seder after sunset (it isn't Passover until then!). The festival continues until Saturday, April 11th at sunset (pizza time!).

Here are some Passover customs from various Jewish communities throughout the world:

In Hungary: The seder table is decorated with gold and silver jewelry to recall the items of precious metal that the Egyptians gave the Israelites as they were leaving Egypt. (Assuming the family has jewelry).

In Turkey: Families sometimes put on a small play using costumes to begin the Seder. (Turkish Jewish Theater?)

Sephardic Jews: Often end the seder by having the first born son eat a roasted egg in thankfulness for being spared during the tenth plague. (Result: First Born is Egged.)

In Gibraltar: Some families crush a small piece of brick into their charoset (which symbolizes the mortar used by the Hebrew slaves to make bricks for the Egyptian buildings). (Result: Dentists in Gibraltar work overtime after Passover.)

Feminists: Sometimes put an **orange** in the middle of their seder plates to symbolize the inclusion of women into Jewish ritual life. (Result: Orange is the new Black).

Activists: Sometimes put **olives** on the seder plate to symbolize their hopes for peace in the middle East. (They've been doing it for a few years now, but there's always hope).

Egyptian Jews: Often tie a piece of Matzah in a napkin and pass it around the table while reading the Haggadah section "this is the bread of affliction." Each person places the sack on their right shoulder. The seder leader asks "where are you from?" and the person answers "Egypt", the leader says, "where are you going?" switching the sack to their left shoulder, the person answers "Jerusalem." (Result: crumbly shoulders).

Afghani & Persian Jews: The singing of Dayenu is often accompanied by Seder participants beating each other lightly on the back and shoulders with scallions to symbolize the taskmasters' whip. (Result: stinky shoulders).

Jews in Casablanca: While Ashkenazi Jews welcome Elijah with a cup of wine, Jews of Casablanca place a large ornamented chair with fancy pillows near the seder table to await the prophet's arrival. (Result: Elijah gets to sit down on the job).

Whatever your Passover customs: Have a wonderful holiday!

Rabbi Elliot Rosenbaum

President's Corner

My fellow congregants,

With Passover starting tomorrow, I would like to wish each of you a Pesach Sameach! I look forward to seeing many of you at the Temple Beth Sholom communal seder being held at the Maki room of Shagrues restaurant.

To those who will be celebrating the holiday elsewhere, I hope that you have an enjoyable and meaningful Seder.

This month also is the annual election of officers for our temple.

The following congregants have been proposed by the nominating committee:

President	Stan Coffield
Vice President	open
Secretary	Andrea Coffield
Treasurer	Stuart Flamm
Members at large	Linda Dux Jill Fetz and Orié Hernandez

The position of Vice president remains unfilled. Anyone interested in participating on the board should contact a board member

Shalom,

Stan Coffield

Sponsors are needed for Oneg Shabat.

Oneg sponsorship requires that you supply refreshments for the congregation
or simply donate \$30.00 to buy the items.

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2014 TBS Board of Directors

President	Stan Coffield	president@tbshavasu.org
Vice President	open	
Secretary	Andrea Coffield	office@tbshavasu.org
Treasurer	Stuart Flamm	
Members at large	Linda Dux and Jill Fetz	
Past President	Stuart Flamm	

Maxwell House and the Haggadah

BY DR. FREDERIC KROME

It is perhaps fitting that in the United States, where Jews have found unprecedented freedom, Passover is the one holiday that a vast majority of American Jews celebrate. The level of observance might vary, but the recognition of the significance of our ancient liberation from Egyptian bondage resonates strongly with our own Jewish identity. The account of liberation from Egypt is supposed to be understood and experienced on a personal level, and that is one of the reasons why the Passover meal--the Seder--is such an appealing and effective tradition. As with all the major holidays, American Jews have fused their ancient traditions with symbols rooted in the cultural milieu of North America.

Perhaps the most widely known symbol of Passover in the United States is the *Maxwell House Haggadah*. For years this popular paperback was distributed as a free gift at supermarkets nationwide. Yet few of us know its origins.

In the 1920s, a New York advertising genius named Joseph Jacobs pursued a program to have big companies market more aggressively in the Jewish community. He approached Maxwell House Coffee Company about advertising in the Jewish press. At this time the coffee company was trying to expand its sales in cities such as New York, which had large Jewish populations. Interestingly, many recent immigrants thought that coffee beans, like other beans, were not kosher for Passover. After consulting several rabbinic authorities, who informed him that coffee beans were technically berries and therefore kosher for Passover, Jacobs began marketing the coffee aggressively during the Passover season. So successful were coffee sales that the Maxwell House company began printing their *Haggadah* in 1931--a sign of the significance of the Jewish consumer. Thus a mainstay of American Jewish culture was born out of a fusion of two vital instincts: Jewish traditional observance and the desire to succeed financially in the competitive world of American commerce.

Many different Haggadot are used today by American Jews. Some are produced by rabbis and theologians, under the various denominations such as the Central Conference of American Rabbis; some are written by laypeople and represent a variety of ideologies: Black-Jewish relations, interfaith dialogue, and modern feminism. All have one common feature: the reconciliation of traditional Jewish practice with those features of the modern American landscape we consider to be the best.

Dr. Fred Krome is Associate Professor of History at the University of Cincinnati.

Yartzheits

Arlene Bolotin	Remembered by	Andrea Coffield	on April	3
Madeline Galst	Remembered by	Lester Galst	on April	20
Harvey Flamm	Remembered by	Stuart Flamm	on April	29
Jean Schneider	Remembered by	Vivien Simon	on May	17

Our thanks for donations from the following congregants

To Joel Silverstein for his generous contribution
Andrea Coffield for her wonderful home made treats
and to Jill Fetz for the DELICIOUS home baked challahs

Daffynitions

Feelawful

(n.) Indigestion from eating Israeli street food, especially falafel.

Dis-kvellified

(v.) To drop out of law school, med. School or business school as seen through the eyes of parents, grandparents and Uncle Sid. In extreme cases, simply choosing to major in art history when Irv's son David is majoring in biology is sufficient grounds for diskvellification.

Impasta

(n.) A Jew who starts eating leavened foods before the end of Passover.

Schedule of Upcoming services

PASSOVER (begins in the evening of Friday, April 3 and ends in the evening of Saturday, April 11)

TBS Community Seder: Friday, April 3- 6:30 PM (doors open at 6)

Friday Evening Shabbat/Passover Prayers: April 10- 7:30 PM Saturday Shabbat

Torah Class: April 11- 10 AM

Friday Evening Shabbat Prayers: April 24- 7:30 PM Saturday Shabbat Torah Class:
April 25- 10 AM

Our Next Board Meeting will be held Tuesday April 26

This is the Annual election of officers for the temple

6:30pm at the Temple.

***As of the May meeting We will attempt to have ALL board meetings
on the last Thursday of each month***

Plan on attending, show your support of TBS Everyone is welcome