



E-BULLETIN

Tevet 5784

JANUARY 2024

Welcome to Congregation Beth Am
A vibrant Reform community!

We are thrilled that you have chosen to deepen your connection with Judaism with us. At our congregation, we welcome all families and individuals of diverse backgrounds to share in religious and life cycle events. Our community is a place where you can feel at home and connect with others on your spiritual journey. We offer a variety of programs and events that cater to all ages and interests, so there's something for everyone. Whether you're new to the area or looking to reconnect with your Jewish roots, we invite you to join us in our warm and welcoming community.

SMS Text Messaging

We are excited to announce that we are introducing SMS texting as a new communication tool for our members at Congregation Beth Am.

This new platform will allow us to quickly and effectively communicate important updates, event reminders, and other relevant information directly to your mobile phone. We believe that this will be a valuable addition to our existing communication channels and help us stay connected with our community in a more efficient way.

To opt-in and receive important updates and reminders via text message, please use the following link: [Sign up Now!](#)



Rabbi Jason Rosenberg

Tik Tok Torah

Some of you may have seen that I've begun recording some videos on TikTok. (I also post them on Facebook and Instagram). So far, they've been mostly teachings about a holiday or weekly Torah portion, but done with some silly, irreverent, and sometimes mildly inappropriate jokes thrown in.

In part, I'm doing this in an attempt to challenge myself in how I teach, and specifically, how quickly I can teach something. TikTok videos are never meant to be long – usually under three minutes; hopefully shorter than even that. I often joke that it can take me a minute and a half just to clear my throat; like many Rabbis, I've been known to talk a bit longer than necessary, from time to time (that was supposed to be sarcastic understatement, if you couldn't tell).

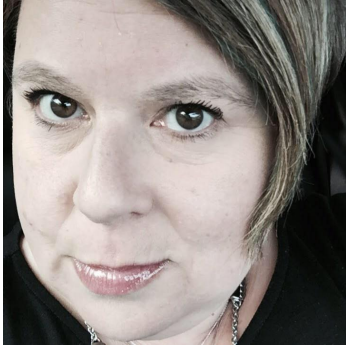
But, I think it's important to sometimes be incredibly concise and quick with my teachings. People don't always want to pay attention to a long teaching, and it's important to speak to them, as well as to those with more patience. I also want to make the point that a good teaching isn't always a long teaching. Even those of us who love lengthy, involved lessons need to be reminded that sometimes great, deep wisdom can be found in just a sentence or two. And, sometimes just giving a taste of an insight, and leaving the rest to the listener to fill in, can be incredibly powerful.

I know that this style isn't for everyone. Some people might especially not appreciate the sarcasm and salty language that tends to show up in these quick videos, and I respect that. But, hopefully some of you will appreciate this different doorway into our tradition. Hopefully, I can give you a giggle, and something to think about, all the same time.

RabbiRosenberg@BethAmTampa.org

From the President, of CBA

Ahhh, New Year's Eve ... the only night of the year



when it's okay to consume a diet of foods exclusively ending in -itos (you too, coquito!). And I think all of us could have used a little frivolity despite – or perhaps because of – the drip of bad news we're constantly receiving from so many external sources.

By now, we're all aware of the threats facing our congregational community. And yes, these challenges, now out in the open, cast a shadow of uncertainty over our community. It often really feels like all we do as a synagogue is grapple with our financial constraints, navigating these uncharted waters with flagging resilience.

While the financial strain is palpable, I maintain that the spirit within the synagogue remains unbroken. The glow of our *chanukiot*, those beloved symbols of perseverance and light, took on added significance for me at our Shabbat Chanukah service.

This year, I saw the flames illuminate the faces of people who refuse to succumb to despair. In just a few months, we've tested the limits of our individual and community resilience. Our synagogue stands as a testament to the unwavering strength of community bonds.

This New Year's Eve, our small synagogue became more than just sacred mental and physical space; it became, to itself and to others, a beacon of hope. As we welcome the fresh promises that come with the New Year, the familiar strains of our prayers and our reflective moments take on deeper resonance.

This community, bound by shared faith and a commitment to weathering the storm together, seeks solace in the traditions that have anchored us *l'dor v'dor* – from generation to generation.

Ushering in this new year at our small synagogue is a proclamation of our unwavering belief that our community can find strength in its traditions and in each other, and in doing so, can emerge stronger on the other side. Let us make the commitment to rededicate ourselves to CBA, in whatever way feels most meaningful.

May the moment of the changing of the year become a liminal space that welcomes us inside, lighting up our way, and helping us to transform safely from the what-was into the what-will-be.

Happy New Year,
-Deborah Bowen

President

Congregation Beth Am

dbowen@bethamtampa.org



Happy New from Israel!



MLK Interfaith Service

Allen Temple AME Church

2101 Lowe St

Monday, Jan 15, 4 PM - 6 PM

After a hiatus, the annual Interfaith MLK service is back!

Join the community as we honor the memory of The Rev. Dr. Martin Luther King, Jr with song, prayer, song, powerful speakers, and more song. Plus, there's a delicious communal meal which follows the service—you don't want to miss it.

Rabbi Rosenberg is honored to be offering the final benediction this year.

Mitzvah Day is coming!

Mitzvah Day is

Sunday, January 7, 2024

9:30 am - 12:30 pm

At Congregation Beth Am

2030 W Fletcher Ave

This bi-annual event has been planned with all of our members in mind and with

activities for all ages! As a small sample, members will have the chance to donate blood, be interviewed and record their uniquely Jewish stories (a la StoryCorps), sew pillow cases for pediatric cancer patients, make rugelach for our senior members, learn about b'nai mitzvah tikkun olam projects (ideal for families with sixth and seventh grade students), and connect with other organizations who are doing good in our community. We also have the opportunity for members to contribute through multiple collection drives:

- non-perishable foods for Tampa Jewish Family Services
- women's clothing and accessories for Dress For Success
- kitchen items for a newly cleaned, stocked, and organized CBA kitchen
- unwanted electronics to be recycled through Urban E-Recycling
- grocery gift cards and cleaning supplies (laundry detergent, baskets, etc) for Tampa Refugee Task Force

Lastly, please bring some cash! Our young members will be conducting a bakeoff of sorts - folks vote for their favorite baked good with dollars! (The money raised goes to CBA's operating fund - last Mitzvah Day, these awesome kids raised \$327!) We will also have freshly made dog treats for sale to benefit Kids and Canines.

We can't wait to see you, to be together, and to do good together in a world that seems to need it more than ever. Your participation will help sustain the Beth Am culture of doing good deeds!

This event's points of contact are Katie Habgood at katie@yellen.com or 865-712-2092 and Hillary Rosenberg at hrosenberg@bethamtampa.org.



Volunteer Opportunities Guardians of Beth Am

Looking for volunteers who can help with making improvements in our
Beth Am home!

Please check out the current list and contact [Sheryl Bowman](#) VP, Facilities and Operations for more information!

- Pressure wash north side of waste container building and western wall next to pond, starting at Fletcher Avenue and working south.
- Exterior window sealing, lower-level windows only.
- Parking lot painting.
- Signage - remove, replace old parking lot signs as needed, starting with handicapped.
- Replace toilet paper dispensers. **Priority: Oneg room bathroom.**
- Dig up/dispose of ugly white pipe and rotted landscape timbers in southern parking lot.
- Interior wall painting, library and Victoria's office (only during school breaks).
- Repair exterior holes in building, remove mold and repair plaster.
- Weatherstrip south entry door.
- Continue pine bark mulching.
- Seasonal leaf raking, palm and bush trimming.
- Asphalt repair in parking lot.
- Mower maintenance (oil and filter, blades).
- Vandal proof and install Marie's mural on posts near the fence.
- Help remove and dispose of derelict fence west of pond.
- Leaf blowing on tops of the two exterior sheds.
- Repair door on northern exterior shed.
- Help the House Committee set up/break down tables and chairs.

Sheryl Bowman

bowpersonds@yahoo.com



We are looking forward to being together to share learning, spirituality, and camaraderie in 2024. We are starting with a busy January. We hope to see you often.

Cafe Shabbat: January 6

We are sponsoring the first Cafe Shabbat of the year.

Join us for any or all of the following activities:

8:30 AM: Meditation

9 AM: a scrumptious Shabbat breakfast

10 AM Shabbat service

11 AM Torah Study

We would love to have you bring one of your Shabbat specialties. Contact Eileen at 813-728-1090 or elevine@tampabay.rr.com or Jill at 813-625-4183 or jhekkanen@verizon.net to let us know what you will bring.

Mitzvah Day: January 7

We have been volunteering for Dress for Success (DFS) for 12 years. DFS has given over half a million women across the globe the clothing, skills, and confidence they need to realize their full potential. On Mitzvah Day, we will collect donations of interview-appropriate clothing, shoes, jewelry, and purses to prepare women for a successful interview. Many of our clients also need casual attire and accessories, so all donations will be happily accepted. We will organize donations and discuss DFS projects, and volunteer opportunities.

January 21: Refugee Interfaith New Year Celebration: We have been members of the Tampa Bay Refugee Task Force for 5 years and will again be part of the Task Force holiday celebration. Refugees are invited to a buffet meal and will receive gift cards. Sisterhood is providing 10 cards, but all additional donations are welcome. The day also includes games and crafts for children and song and dance performances by our new neighbors, along with welcome speeches by community officials. Contact Jill for more information if you would like to participate in this wonderful event.

January 28: Sisterhood leadership council member and Board member, Sheryl Bowman will lead us on an ecology tour of Beth Am. Learn about how to keep our environment healthy and beautiful.

We are eager to begin the new year and excited to welcome you to our busy January. We are always pleased to have you share your ideas for activities you would like and we welcome your participation in everything on our calendar.

JHekkanen@verizon.net

Talmud Study w/Rabbi Rosenberg

Thursday's at 9:30 am

In-person at Congregation Beth Am or streamed to our [Beth Am Facebook Group](#).

For more information, contact Rabbi Rosenberg at 813-968-8511 or email

RabbiRosenberg@BethAmTampa.org.



The Return of Weekday Torah Study with Rabbi Rosenberg!

Wednesdays at 4:30 pm

Starting January 3rd

We took a break from our weekly online Torah study, but we're getting back to it in 2024. Come check out our great learning community, as we walk through the Torah, and see what our sages have taught us through the centuries. Don't worry if you can't make it every week—drop-ins are always welcome.

Judaism 102 and Adult Bet Mitzvah

Thursdays at 7:00 pm, starting January 4

Do you want to deepen your knowledge about Judaism? Do you want to learn to chant Torah? Do you want to refresh what you kinda, maybe once knew?

If you answered "yes" to any of those questions, join us for the kickoff class of "Judaism 102," a class which will cover the basics, and then go deeper. And, for those who want, [Cantor Greenblatt](#) will be teaching how to chant Torah, and giving you a chance to come to the Torah as a Bet Mitzvah (everyone is invited to learn chanting, but it's not required—more details at the first class).

Havdallah on the Beach

Jan 20th at 5:30 pm

Pass-A-Grill Beach

St. Petersburg, FL

email

rabbirosenberg@bethamtampa.org

for more information



Organize the Kitchen: January 7th is Beth Am's

Mitzvah Day! We need some [volunteers](#) to help organize the kitchen and label where things go.

Mitzvah starts at 9:30 am and goes on until 12 pm.

Please sign up if you're willing to volunteer 15 or 30

minutes of your time at Mitzvah Day to help organize the kitchen. You will still



have plenty of time to volunteer to help out at the many other mitzvah opportunities that day.

Hot Dog Sales: January 21st is our next hot dog sale! Please [sign up](#) to help us run it. It is \$7 for the combo (hamburger/hot dog, chips, fruit/veggie, and a soda).

Nosh & Learn: Be on the lookout for an email regarding our upcoming Nosh and Learn. It will be open to the entire congregation and breakfast will be provided.

Men's Club Shabbat: It's almost that time of year again! Men's Club Shabbat is on Friday, February 16, 2024. Rehearsal (with dinner) will be on Tuesday, February 13, 2024, at 6:00 pm. We'll be sending an email about signing up to help volunteer for the Men's Club Shabbat soon. We will need English readers, Hebrew readers, singers, and volunteers to organize food for the Oneg.

Please contact Men's Club President Adam Shoemaker for more details at Adamshoe@yahoo.com.

To our members & and friends for their CONTRIBUTIONS and GENEROSITY

Campaign for Beth Am/General Fund

Doris Baer

In honor of Sue Ellen Corning, 2023 Woman of Distinction Award

Victoria Cain-Stull

Get well prayers for Ashton Whittemore, grandson

Michael and Lorinda Gamson

In memory of Susan Gamson, mother of Michael

Susan and Richard Guess

In memory of Isidore Bernstein

Stephen and Constance Linn

In honor of Congregation Beth Am

Alvin and Marian Olden

In honor of Congregation Beth Am

Cantor Discretionary Fund

Irma and Mark Polster

In memory of George Briggs, father of Irma

Rabbi Discretionary Fund

Irma and Mark Polster

In memory of George Briggs, father of Irma

Thank you

Yahrzeit List

January 5, 2024 - February 2, 2024

If you would like to donate in memory of your loved one, please use our [PayPal link here](#).



The following names will be read during services on Friday, January 5.

- ~Leonard Baer, husband of Doris Baer
- ~Emmy Buksbaum, grandmother of David Buksbaum
- ~Robert Conley, father of Fred Conley
- ~Sabina Dembling, grandmother of David Buksbaum
- ~Roselyn Eichelman, mother of Wendy Hess
- ~Morrie Gold, uncle, of Golda Brunhild, and Vikki Silverman
- ~Dr. Aaron Hertz, father of Bobbsie Rifkin
- ~Robert Hertz, grandfather of Bobbsie Rifkin
- ~Frances Leviten, grandmother of Sara Wilson
- ~Janet Levy, cousin of Bob Friedman
- ~Rob Pender, brother of Lisa Cohen
- ~Abraham Schultz, grandfather of Mel Tockman

The following names will be read during services on Friday, January 12.

- ~Arthur Cohen, husband of Lisa, father of Andrew

- ~Arnald Cooper, father of Larry Cooper
- ~Gregg Friedman, nephew of Bob Friedman
 - ~Howard Fleat, father of Eric Fleat
- ~Betty Howard, grandmother of Laura Kaufmann
 - ~Harvey Kemp, grandfather of Jennifer Allan
 - ~Barbara Kohn, mother of Kimberly Kohn
 - ~Mary Persky, mother of Dr. David Persky
 - ~Freida Plavin, grandmother of Bill Brehm
 - ~Philip S. Pohl, father of Laurence Pohl
 - ~Carol Sinsel, cousin of Cathy Friedman
 - ~Charles Stamler, uncle of Bill Brehm

The following names will be read during services on Friday, January 19.

- ~Carlos Alvarez, uncle of Julisse Levy
 - ~Ellen Mernoff, mother of Doris Baer
- ~Nathan Buchstein, father of Judy Zimmerman
 - ~Helen Feinstein, mother of Harris Feinstein
- ~Robert Hyman, grandfather of Bobbsie Rifkin
- ~Helen Kaufmann, grandmother of Barry Kaufmann
 - ~Joan Seidman, cousin of Milt Orkin
- ~Jay Razin, father of Deanna Oberbroeckling
 - ~Rhoda Isicoff, mother of Susan Sand
 - ~Harry Shair, father of Frances Weiner
 - ~Lee Shiffman, father of Eileen Poiley

The following names will be read during services on Friday, January 26.

- ~Anthony Borell, stepfather of David Cutler
- ~Daniel Cherlin, father of Janet Wasserberger
- ~Dorothy (Dolly) Hertz, mother of Bobbsie Rifkin
- ~Stanley Moses Krohn, great-grandfather of Geoffrey Gross
 - ~Albert Kronowitz, grandfather of Tracy Falkowitz
 - ~Dana Hamilton-Lefkowitz, daughter
- ~Martin (Marty) Lenhoff, brother of Madelyn Davidson
- ~Gene Oberbroeckling, father of Russell Oberbroeckling
 - ~Frank Rubin, grandfather of Stefanie Wisselman
 - ~Harry Rudy, uncle of Richard Stern
 - ~Marsha Raphael, sister of Anne Levin
 - ~Sidney Selsky, father of Denise Selsky
- ~Fred Weitzner, Remembered by the Weitzner Family
 - ~William Ziegler, father-in-law of Meg Ziegler

The following names will be read during services on Friday, Feb 2.

- ~Estelle Cherlin, mother of Janet Wasserberger
 - ~Jeanne Favilla, mother of Nancy Favilla
- ~Freda Dale, grandmother of Karen Steinbach
- ~Lilly Fruchter, mother of Golda Brunhild and
 - grandmother of Vikki Silverman
 - ~Teresa Goepel, sister of Fred Conley
- ~Rose Hyman, grandmother of Bobbsie Rifkin
 - ~Milton Schwartz, cousin of Bob Friedman
 - ~William Wilen, husband of Golda Brunhild

Career Success Workshop- Tampa Bay Job Links

Thursday, January 11, 1:00-2:15 PM

Virtual via Zoom

Master Your Job Search: Essential Tools for Success

In an ever-changing job market, it's important to stay up to date on what you need for initiating or revitalizing your job search. In this free virtual workshop, we will cover 5 major elements that will prepare you for your search and set you apart from other applicants. Get ready to take a fresh look at items such as your résumé and your LinkedIn profile; then prepare to launch your job search to the next level with the help of our expert Career Strategist.

What we will cover:

- Learn the 5 must-have items in your job-search toolbox.
- Recognize the essential elements to conduct a successful job search in the evolving world of work.
- Begin to identify certain skills you want to use in your next position.
- Understand the competencies that will give you a competitive advantage.

Materials Recommended: A copy of your résumé and LinkedIn profile page for reference.

[Register here](#)

The Film Festival

The Tampa Bay Jewish Film Festival (TBJFF) is dedicated to using film for its contemporary and popular value to celebrate Jewish culture and reflect the diversity and richness of the Jewish experience. The festival seeks to use the power of film to entertain, educate and challenge conventional perspectives on complex issues facing the Jewish people and global community alike.

The TBJFF is a celebration of the finest international films that focus on Jewish themes and is one of the most inclusive and pluralistic Jewish events in the greater Tampa Bay area. The festival delivers an extraordinary collection of gripping dramas, thought-provoking documentaries, eclectic shorts and offbeat comedies depicting Jewish life from different times and places and appealing to everyone from the most

discerning film critics to family audiences. Selected screenings are enhanced by providing a dynamic forum for audience dialogue with distinguished actors, producers, writers and other expert panelists.

Founded in 1995, the festival has quickly grown in size and reputation, welcoming moviegoers from across the greater Tampa Bay area. The outstanding films are shown in venues in Tampa, St. Petersburg and Clearwater and attract moviegoers from every social and economic background from Hillsborough, Pasco and Pinellas counties and beyond. As attendance increases from year to year, the festival attracts not only a larger audience but also a more diverse one, reaching an increasingly multi-cultural and multi-generational (and especially younger) demographic.

The Tampa Bay Jewish Film Festival is produced by the Tampa Jewish Community Centers & Federation and the Jewish Federation of Pinellas & Pasco Counties. We hope you will find our web site informative and interactive. See you at the movies!

Jewish 2024 Film Festival

Market, Economic & Philanthropic Trends- TOP Jewish Foundation



Wednesday, January 17, 6:00 PM

JCC on the Cohn Campus, 13009 Community Campus Dr, Tampa

Register now for TOP Jewish Foundation's Annual Event!

Keynote speakers:

Michael Murdoch, Vice President Goldman Sachs, Investment Strategy Group

Laura Stegossi, Vice President Goldman Sachs, Family Office

TOP Jewish Foundation, in partnership with our investment advisor Goldman Sachs

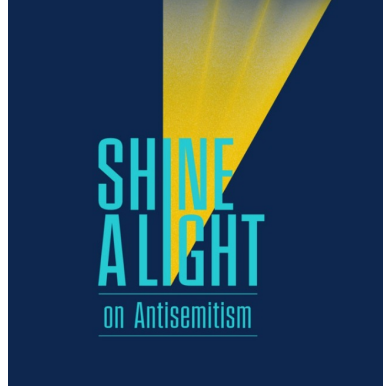
Space is limited. Complimentary dinner will be served.
RSVP required by January 12.

[Register here](#)

Help Us - Shine A Light - on Antisemitism!

SHINE A LIGHT ON ANTISEMITISM YOUTH ART

Our Youth Art Contest raises awareness of antisemitism and empowers individuals to stand against the hatred of Jewish people and mitigate ignorance through the power of art.



Reflect on how people can fight against hate and antisemitism using 2-D artwork representing an element of antisemitism or Jewish pride.

CONTEST NOW OPEN!

[Click here to read the instructions and download an application.](#)

All contest entries must be received by Friday, March 1, 2024.

Questions? Email ShineALight@JewishTampa.com



Prizes awarded in all 3 age divisions:
(Grades 4-6, 7-9 and 10-12)

- 1st Place \$1000
- 2nd Place \$500
- 3rd Place \$300

- Plus 7 Honorable Mentions!
\$100 each

Louise Eatroff Memorial College Scholarship Fund

Are you applying to colleges? Wondering how you are going to pay for your college education? The Louise Eatroff Memorial College Scholarship Endowment Fund may be able to help.



The fund is designed to award college scholarships to eligible Jewish students residing in Hillsborough County who are attending or will attend an accredited public, in-state Florida college or university and are pursuing a 4-year full-time bachelor's degree.

The Louise Eatroff Memorial College Scholarship will be available to one student that is beginning college in the Fall of 2024. **The deadline to apply is February 15, 2024.**

If you have any questions email Alissa Fischel, Chief Development & Engagement Officer, at alissa.fischel@jewishtampa.com or call her at

More
info

Jewish Press^{EST. 1988}
OF TAMPA BAY

TAMPA EDITION
*Covering the Hillsborough, Pasco and Polk Jewish
communities including: Tampa, Carrollwood,
Westchase, Brandon, New Tampa, Citrus Park,
Lutz, Sun City, Temple Terrace, Plant City,
Wesley Chapel, Land O'Lakes, Lakeland...*

Have your Bar/Bat Mitzvah noticed in the Jewish Press

As the time nears for your child's Bar/Bat Mitzvah, you will want to let the community know by announcing it in the Jewish Press of Tampa Bay, either the Pinellas or Tampa edition.

Forms may also be filled out online. Click the submit button to find the form on either of our

websites: www.jewishpresstampa.com or www.jewishpresspinellas.com.

To have a form sent to you, contact the Jewish Press at info@jewishpresstampabay.com or call (727) 535- 4400.

Black and white or color photographs are acceptable. The photo may be mailed or e-mailed to info@jewishpresstampabay.com as a JPG or TIF. Photos should be clear headshots and if emailed must be high resolution.

The completed form should be sent approximately a month in advance. The Jewish Press prints the announcement one to two weeks before the celebration, if possible. All information is published at the discretion of the newspaper.

Mail announcements to the Jewish Press, 6416 Central Ave., St. Petersburg, FL 33707 or email info@jewishpresstampabay.com

Are You a Member of our Facebook Group?

It's an easy way to stay up to date about all the things happening at Congregation Beth Am.

Join us on [Facebook](#)

Want to know more of what is happening in the Tampa Jewish Community?

Explore www.JewishTampa.com



[Website](#)

[Prayer](#)

[Learning](#)

