



THE JOURNEY CONTINUES

Two years have passed since the introduction of the first Women's League **Z'havah Planner** at Convention 2008. The response was fantastic, and yet the Z'havah women at convention wanted more - more Women's League information and more programming ideas. The evolution of the Z'havah Planner began immediately and the first addendum was created.

This second addendum continues that momentum – giving Z'havah and sisterhood groups new ideas for bulletins, programs and newsletters. These ideas came from our region and sisterhood Z'havah chairs. The increased presence of Z'havah certainly has been felt throughout Women's League over these past two years, the result of their ongoing enthusiasm for Z'havah and desire to attract younger members. I would like to take this opportunity to thank them for all their hard work.

Thanks go, also, to Women's League President Cory Schneider, for her continued support of all our Z'havah efforts; to Communications Director Rhonda Jacobs Kahn, for working her magic to edit and format this addendum.

Finally, to all of you who believe in the goal of Z'havah – the perpetuation of Women's League for Conservative Judaism through increased membership and the involvement of new members – and work to make that goal a reality for your sisterhoods, *kol hakavod*.



Robin Rogel-Goldstein
Z'havah Chair
Chair, Z'havah Planner
2010



Shalom Membership & Z'havah

"Sisters of the Hood"

Seaboard Region



December Membership Moments

SISTERHOOD PROGRAMS

Antique Road Show Members bring in Judaica items, specialty pieces, jewelry and other heirlooms to learn about their history. A local historian, antiques dealer or entertainer provides descriptions, historical points and estimates of the value of some of the items.

This program is good for New, Active & Rarely seen members.

Chai Society Gala & Auction This is a fundraising dinner, dance, silent and live auction. Organize tables for groups on a reserve basis. Offer price breaks to singles and young couples who can fill a table. Have your youth department members act as greeters, hostesses, dining servers and clean-up support.

This program is good for New, Active & Rarely seen members.

Z'HAVAH PROGRAMS

Roll with the Rabbi: A Jewish Sushi-Making Experience This could be an interactive demonstration with the rabbi. Have an Asian buffet dinner, kashrut discussion, hands-on sushi making and b'rakhah for sushi. Use Japanese décor and music; dress in Japanese costumes; set table with sushi making equipment and ingredients. Have Chinese food take out boxes for leftovers and take home instruction packets available.

How to Raise a Mensch? Held in the morning after early childhood drop-off, the program features coffee, a nosh and discussion with a psychologist.

Don't forget to update your membership lists, adding new members, deleting old members, making corrections and recording if the member has passed away. Talk to the sisterhood financial secretary or treasurer.

December's

Tip on the Lips

Have at least two greeters at the door to welcome members and guests



Debra L. Weston
Membership VP
Seaboard Region WLCJ

Marcie Lerner
Z'havah Chair
Seaboard Region WLCJ



Shalom Membership & Z'havah

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January Membership Moments



SISTERHOOD PROGRAMS

What to Wear with Black Pants Choose five models in various life stages and outfit them with black pants (capris, leggings, casual and dressy). With accessories, take the look from morning through daytime and into the evening. The idea comes from a member who is a personal shopper at Saks. Brunch was served. Participants were asked to bring clothing for Dress for Success and the Jewish Family Services. Any attendee wearing black pants was entered into a raffle.

Feng Shui & Chinese Dinner After a light Chinese meal prepared in your synagogue or ordered from a local Kosher Chinese restaurant, a Feng Shui expert explains the ancient theory of how energy flow and balance are affected by decorating and furniture arrangement. This is a fun, informative and entertaining program which can be geared toward women or couples. Let your creative ideas flow to create a mood with Chinese decorations, music, fortune cookies, chopsticks, etc.

Z'HAVAH PROGRAMS

Day of Pampering Just for You! The event is held at a local nail salon on the Sunday morning following Mother's Day, after children are dropped off for Sunday school. Refreshments include mimosas, strawberries and bagels. The women pay only for their manicures, pedicures and other services. Publicize the program to the men of the congregation as a no-brainer gift for wives and girlfriends.

Questions about Infertility, Adoption & Infant Conversion You Were Afraid to Ask Include a panel of experts from Jewish Family Service and the Adoption Program, a social worker or healthcare professional who specializes in fertility issues, pregnancy loss and adoption support. Invite your rabbi to discuss infant conversion. Include a member of your congregation who has a personal story to share with the members.

January's Tip on the Lips

Send a "sorry we missed you" note to those who did not or could not attend a program.



Debra L. Weston
Membership VP
Seaboard Region WLCJ

Marcie Lerner
Z'havah Chair
Seaboard Region WLCJ



Sisterhood Membership and "Z-NOTES" A Few Words about Z'havah in the Seaboard Region



As the rush of Passover preparations continues, we want to share a few thoughts about Z'havah and some program ideas. Each Z'havah group in each of your sisterhoods is special. We want to highlight one group this month that has really sparkled.

Susan Grant is the Z'havah chair at Congregation Har Shalom Sisterhood in Potomac, Maryland. Her sisterhood has had a Z'havah special interest group for the past five years. It's a strong group of women whose ages range from 30s and 40s to mid-50s. They meet for Reading, Screening and Eating, which is a book club one month and a movie night out the next month; a Day of Pampering when they go to a nail salon; Dessert Night Outs when they have a dessert potluck on a Saturday night with their spouses; special one-time workshops and programs, mah jongg classes, weekly games, and more. A committee helps plan activities each year and come up with new programs. Z'havah was a much needed focus for Har Shalom's sisterhood, and it has generated a lot of interest and participation. There is a serious lack of young women in sisterhood and Z'havah has made progress in getting some involved. Har Shalom's sisterhood board boasts five Z'havah-aged women who have taken some kind of leadership role. It has provided an outlet for women to get involved in the synagogue which we know is a tough sell.

A special event open to women *of any age* is coming up soon! It's the 5th annual **Mind, Body, and Soul: A Day of Spiritual Growth for Women**, at Har Shalom. The cost is only \$36 and includes informative workshops, such as Jewish Tools to Simplify Your Life; Rabbi Neil Zuckerman will speak about The Obligation to Care for Our Bodies; Judith Macon will discuss BRCA genes and breast cancer; and a keynote address by Lori Palatnik, Gossip, Lies, and Lessons. The event features a wonderful dinner, door prizes and more!

Thank you to Susan for her continuing service to Z'havah, sisterhood, Har Shalom, and Women's League!

If you would like to have an event that your sisterhood or sisterhood Z'havah group is planning mentioned in one of the upcoming e-mails, and/or the Women's League Seaboard Region website, please contact Marcie.

We want to wish each and every one of you a happy, meaningful Pesach! We hope that you find the time to relax and enjoy the holiday spent with friends and family, and that you can truly appreciate the freedom we have as Jews in America. Next Year in Jerusalem!

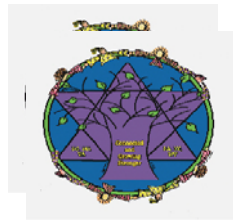
With warmest regards,



Debra L. Weston
Membership Vice President



Dr. Marcie M. Lerner
Z'havah Chair



Shalom **Membership Vice Presidents** and **Z'havah Chairs** of Seaboard Region,

My name is **Debra L. Weston** and I am the Seaboard Region membership vice president. As international Women's League President Cory Schneider says, "Strong programming inspires strong membership." Make sisterhood the best it can be for all of its members. I am here to help you grow your sisterhood membership by informing you of the resources available from Women's League.

Here is an Introduction to Z'havah from my vivacious partner, **Marcie M. Lerner**, Region Z'havah Chair:

Z'havah is the feminine Hebrew word for GOLD, which to WLCJ means: **Generating Our Leadership Development!** Z'havah is a branch of sisterhood devoted to younger (45-ish and under) members. They are the future of Women's League; they bring enthusiasm, excitement, and energy to our sisterhoods.

I want to help your sisterhood with ideas and advice about recruiting younger women to become more active and later to assume leadership roles within sisterhood, your synagogues, and Women's League. The first step is coming up with programs that might be more attractive to the younger crowd. Robin prepared an excellent guide, *The Z'havah Planner*, which each sisterhood president should have received. If you do not have this planner, please contact me asap!

Every month, we will email you a Howdy Dowdy blast that will have some great programming and fundraising ideas in them. Some of the ideas will be excellent for the general sisterhood membership and some will be geared toward your Z'havah special interest group members. Also in this blast will be an **On Our Lips We Have Some Tips** box with a single membership idea or concept that will enrich your programs. These email blasts will start in December 2009. We will also keep you informed about upcoming region programming events, as well as those that are sponsored by Women's League for Conservative Judaism. If you decide to include any of the programs in your calendar, let us and the other "Seaboard Sisters" know how it turned out. Did you make a profit or was it a loss? Did you excite your membership? Did it stimulate participation? Did it attract attention?

We are part of your membership team and we would like to get to know you and your sisterhood better. We are available to support you with your membership needs. If you want to "*Recruit, Retain or Reclaim*" your membership, let's brainstorm some ideas together!!



Debra L. Weston
Membership Vice President



Dr. Marcie M. Lerner
Z'havah Chair





Women's League of Conservative Judaism Seaboard Region Z'havah: Introduction

Shalom Sisters and Happy New Year!

I am Marcie Lerner, your WLCJ Seaboard Region Z'havah Chair. I am immediate past president of Kehilat Shalom's sisterhood in Gaithersburg, Maryland.

My purpose in becoming Z'havah Chair for the region is to serve as a liaison between our region's sisterhoods and Women's League. I also communicate with Robin Rogel-Goldstein, who is the International Z'havah Chair for all of Women's League. We are therefore connected to the wider world of the international Conservative Jewish community. I want to inform you about the resources available and provide additional support to our sisterhoods' Z'havah chairs.

Z'havah is the feminine Hebrew word for GOLD, which to WLCJ means: **Generating Our Leadership Development!** Z'havah is a branch of sisterhood devoted to younger (45-ish and under) members. They are the future of Women's League; they bring enthusiasm, excitement, and energy to our sisterhoods.

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The purpose of Z'havah programs is to foster camaraderie, friendships, connections, and support among women with common interests. Inside *The Z'havah Planner*, there are many examples of great programs that other sisterhoods have held. One example (which is not in the planner), at my shul in Gaithersburg is a monthly Rosh Chodesh program at a Z'havah member's home. She serves light refreshments, and the women discuss a topic of Jewish interest, such as Your Favorite Jewish Women of the Torah. A Spa Day is always popular, and so are programs that feature babysitting or activities for moms and their kids to do together.

Have a couple of tables at each sisterhood event set aside just for Z'havah members.

Another important concept is to include single women and single moms in the events to make them feel more comfortable in the community. Sometimes our synagogues are so focused on families we need to remember those who may not fit into the perfect family unit.

Please get in touch with me as soon as possible and provide me with the name and contact information of your sisterhood's Z'havah chair. If your sisterhood does not have a Z'havah chair and you would like to appoint one, let me know if you would like me to come talk to your sisterhood about how to start a Z'havah group.

I am working closely with Debra Weston, your Seaboard Region membership vice president Debra is working to increase and help rejuvenate each sisterhood's membership and provide support.

Have a great school year and I hope to get to meet each of you as we work to improve our world and inspire each woman to get involved!

Sincerely,

Dr. Marcie M. Lerner, Seaboard Region Z'havah Chair

Z'havah Nuggets

January 2010

By Marcie M. Lerner, Seaboard Region Z'havah Chair

I found many thrills in Cherry Hill! On December 6, 2009 I traveled to the wilds of New Jersey and joined hundreds of other Conservative Jews to learn more about our Movement and how to improve our Congregation, our Community, and the rest of the world at the International Biennial Convention of the United Synagogue of Conservative Judaism.

I was honored to attend the Young Leaders Institute where I met 20 or so other young Jews who are leaders in their congregations and communities. We discussed the challenges of being leaders and the difficulty in finding new volunteers. We had sessions about our hopes, concerns, experiences, and successes and learned what tools and resources are available from USCJ. We met with established leaders from synagogues across the U.S. and Canada. We witnessed the installation of the new CEO of USCJ, Rabbi Steven Wernick, who himself is only in his early forties.

Rabbi Wernick discussed the challenges to the survival of Conservative Judaism: a competitive market place of ideas and allegiances in a 'nano-second' culture; shifting demographics; intermarriage; assimilation and apathy; an increasing polarization of the right and the left; limited resources exacerbated by a kind of economy most of us have never seen in our lifetimes... "Our numbers have decreased and many of our institutions are struggling...as a result of all of this some have prophesized our imminent demise...There are always those who would prefer to curse the darkness rather than kindle a candle." However, Conservative Judaism is surviving because we "seek to uphold our sacred Jewish traditions while embracing the liberty and wisdom to be found in modern life."

Rabbi Danya Ruttenberg, a Jewish educator at Tufts University Hillel and author of *Surprised by God: How I Learned to Stop Worrying and Love Religion*, explained that while we must get the younger members of our community involved, sometimes programs designed to appeal to them do not succeed because "people can spot an attempt to be hip from a mile away, programs that aren't organic, that don't genuinely tap into the zeitgeist and people's interests will be read as pandering and condescending and are likely to fall flat." "What most people want...is the high-octane stuff: to come to a deeper understanding of Jewish spirituality; to talk about the nature of God and the purpose of religion; to find a Jewish connection to the big questions weighing on their hearts, and to create a community in which those questions can be explored together."

Rabbi Ruttenberg continued: "The most successful programs—in terms of lifespan, vitality, and overall contribution to the Jewish community—are those that are *not* defined by age or generational identification. They're opportunities for people with common interests to come together to work from a Jewish perspective on a cause or issue about which they feel passionate, to pray with a particular sensibility, to make or enjoy Jewish cultural offerings, or to take part in study that touches the heart."

So, when we think of programs for Z'havah or women 45 and under, events like "pa Day or Girls Night Out are great, but we should strive to satisfy a deeper yearning, to make connections that help bind us together and brighten our world.

Z'havah at BDBIBA!

Who is a Z'havah Woman? She is in her 30s or 40s looking for a way to connect with her peers within the circle of Conservative Judaism. Meetings for these women ... are just that ... For Z'havah-age Women Only!

Why Z'havah? Our goal for Z'havah is to be a magnet and draw together the younger women of the Synagogue and give them a place to meet and share ideas and celebrate being Jewish women.

What have the Z'havah women been doing? October 27th found us waiting and waiting for our Wellness Instructor. We tried contacting her and got no response. We updated on Sisterhood and Region news. We shared some personal information about ourselves and spent some time thinking of ideas for future programs. Before we knew it our allotted time had been filled with interesting conversation and friendship.

The second program on November 24th was titled MGM: Mocktails, Games & Munchies. We sipped cranberry smoothies and Virgin Marys while learning to play Mah Jongg. Lots of laughs and camaraderie!

What is next for the Z'havah women? February 23rd will see a Celebrate Shabbat hands-on evening. Material will be supplied to create traveling Shabbat candleholders, complete with tea lights, matches and Shabbat blessing guide. It could get quite messy with the art supplies to decorate the boxes!

On April 27th at 7:30 pm, Z'havah women are invited to visit the Sarah and Chaim Neuberger Holocaust Education Center in the Lipa Green Centre. This will be a two-hour program with tour, film and presentation by a Holocaust survivor speaker. Please RSVP to z-havah@bethdavid.com.

These programs fall right in line with those being offered by sisterhood. All celebrate Judaism! On February 9th sisterhood women will celebrate Rosh Chodesh Adar, facilitated by Naomi Nemirov, while March 9th, A Women's Seder will be led by Barbara Swimmer. Don't forget, Z'havah women are very involved in participating in Sisterhood Shabbat on March 6th. Check the Shabbat Shalom for further details.

Z'havah in Hebrew means gold. GOLD stands for Generating Our Leadership Development. On April 23rd to 25th, International Northeast Region of Women's League for Conservative Judaism will hold Conference 2010 and its first Shabbaton in Montreal, Quebec. This will be a terrific opportunity to celebrate Shabbat, attend interesting and informative learning sessions and network with your peers. What a wonderful environment in which to learn leadership techniques.

Purim is just around the corner. The story of Queen Esther is timeless. Young girls dress up as Queen Esther, perhaps unconsciously portraying the women they will become. Queen Esther was an ordinary woman who used inner strength and determination to save herself and her people. Queen Esther was a leader. Our Z'havah women are the leaders of tomorrow. The programs and conference offered by our sisterhood and region are terrific means to start them on their journey.

Details for all Z'havah and sisterhood programs can be found in the Shabbat Shalom and emails to the Z'havah distribution list. Email z-havah@bethdavid.com to add your email address to the list! Please attend our next program and join the women who already have made the choice.

As Region Z'havah Chair, I will be there. I hope to see you!

Hugs & Chug Purim, Doreen Bornfreund (Z'havah Chair, International Northeast Region)

FROGS HERE,

FROGS THERE...

Come to a workshop offered by
Rabbi David and Stephanie Englander
to review the Passover traditions and
learn new ways to
engage your children in the Seder.



Wednesday March 18

9:30AM OR 8:00PM

Questions call: Corinne Levine 561.470.4908

Racheal Isan 561.703.7636

*Families with children preschool through middle school
will especially enjoy this program!*

Look for us in the Eleanor and Paul Weiner Cultural Center

THERE IS NO CHARGE FOR THIS PROGRAM

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Saturday January 24, 2009
6:15pm-8:30pm
Family Havdalah Pajama Party Under the Stars



**Come in your favorite pajamas as we say goodbye
to Shabbat and hello to new friends.
Enjoy fun family activities!**

*Admission is a new children's book or pair of pajamas to
benefit the Pajama Program.*

*Pajama Program provides new pajamas and new books to children
waiting and hoping to be adopted and who may not have the
comfort of a loved one to tuck them into bed.*

Meet in the Eleanor and Paul Weiner Cultural Center@ 6:15pm

www.pajamaprogram.org

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Abbie Statsky-Frank

561.451.0993

Racheal Isan

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Bagels, Coffee & Mah Jongg



Take a moment just for you and learn the game that women have played for generations. Our Mah Jongg mavens will have you clicking tiles in no time as you socialize with old friends and make new ones.

Come and learn from our seasoned players after you drop off the kids.

The five-week series starts
Wednesday, January 21 at 9:30 AM – 11:00 AM
and runs through
Wednesday, February 18

Only \$25
plus the cost of your very own Mah Jongg card (\$7 or \$8)

Don't miss out on the fun!

If you have any questions, please call:
Penina Bredoff (561) 477-5033

Please RSVP by Wednesday, January 14th, 2009.

Please return this portion with your check made payable to **B'nai Torah Sisterhood:**

Name _____ Phone _____

Email _____

Choice of card: _____ Small print card \$7

 _____ Large print card \$8

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Check # _____ Amount \$ _____

