

## 2022 Annual Meeting of the Jewish Federation: A year of change

On Thursday, June 23, the Jewish Federation of Northeastern Pennsylvania held its annual meeting via Zoom to herald in a new slate of officers and Board of Trustees as we reflected on the season past.

Eric Weinberg, president, continuing for a second year, welcomed everyone and called on Rabbi Alex Hecht of Congregation Beth Shalom for a *d'var Torah*.

Eric then presented his review of the Federation's successes and changes. He congratulated the community for a successful campaign of over \$971,000 under the leadership of Cantor Vladimir and Ludmilla Aronzon, and spoke

about how these funds are used to help Jewish communities both in the United States and overseas. Eric welcomed new Executive Director Daniel Chejfec and new office manager Marion Olivetti, and thanked retired staff Mark Silverberg and Dolores Gruber for their many years of service to the Federation. Eric also thanked Dassy Ganz, assistant to the executive director, and Mary Ann Mistysyn, administrative assistant, for their part in the smooth working of our Federation.

Eric then introduced Daniel Chejfec for his report. Daniel spoke about the changes he is bringing to

our Federation, including modernizing our *Reporter* newspaper and website. Upgrades to our computer software are happening as well as a more comprehensive use of social media and other methods of communication and marketing the Federation. He then thanked the community for a successful Campaign under the leadership of the Aronzons and presented them with beautiful *zedakah* (charity) box in a glass case. Vladimir and Ludmilla thanked him and the Federation for the gift and for the honor of serving the community. They have agreed to chair the 2023 UJA Campaign, as well.

The next report came from Esther Adelman representing Mike Greenstein and the Nominating Committee. After presenting the slate of officers and Board of Trustees, a vote was taken and the slate was passed. Rabbi Hecht installed the officers and trustees and Eric adjourned the meeting.

We look forward to a restful summer break before gearing up for the 2022-2023 Campaign, which will begin by summer's end. An exciting and fascinating event is being planned to usher in the campaign season. Look out for information on that and other Federation activities.

## Remembering Al Reich

**BY RABBI SAMUEL SANDHAUS**  
Father's Day this year began for some of us with a visit to Dalton cemetery. We gathered to unveil

the headstone of Al Reich, a year after his passing. Beautiful words were spoken by Rabbi Alex Hecht, rabbi of Beth Shalom Congrega-

tion. Inscribed on his headstone, "May his legacy of generosity inspire generations" was a fitting message for a man who provided for so many charities.

From there, a large crowd met at Beth Shalom for an elaborate brunch prepared by Al's good friend and admirer, Harris Culter. A host of speakers paid tribute to Al and extolled his contributions to so many charities, locally. See "Remembering" on page 6



### CANDLE LIGHTING

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August 12 .....	7:48 pm
August 19 .....	7:38 pm
August 26 .....	7:27 pm
September 2 .....	7:16 pm

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#### Science news

Israeli scientists have developed a drug that may treat autism, and a test kit for ill astronauts.

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#### AMIA 28 years later

Executive Director Daniel Chejfec reflects on the AMIA bombing in Argentina 28 years ago.

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#### ORT aids refugees

ORT programs in Greece offer sustenance to Ukrainian refugee women and children.

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## ISRAELI SCIENCE BREAKTHROUGHS

# TAU researchers develop experimental drug for autism and other syndromes

BY DIANA BLETTER

(Israel21c via JNS) – Tel Aviv University researchers have unraveled a mechanism shared by mutations in genes that cause autism. They have also developed an experimental drug that could lead to effective treatments not only for autism, but also for other syndromes that impair brain function, including schizophrenia and Alzheimer's.

Professor Illana Gozes from the Department of Human Molecular Genetics and Biochemistry at the Sackler Faculty of Medicine and the Sagol School of Neuroscience, who led the study, reported the findings in the scientific journal *Molecular Psychiatry*.

The scientists focused mainly on the mutations in the ADNP gene, which Gozes said “disrupt the function of the ADNP protein and lead

to structural defects in the skeleton of neurons in the brain.”

In the lab, the researchers were also able to identify mutations in SHANK3, a gene associated with autism and schizophrenia. According to estimates, these two mutations are responsible for thousands of cases of autism around the world.

The scientists' further work led them to develop an experimental

drug, Davunetide, that they said significantly improved the behavior of model animals with autism. The U.S. Food and Drug Administration has recognized Davunetide as a rare pediatric drug for future treatment of the developmental syndrome ADNP, whose hallmark features are intellectual disability and autism spectrum disorder.

*This article was first published by Israel21c.*

## Kit lets ill astronauts self-diagnose while in outer space

BY DIANA BLETTER

(Israel21c via JNS) – An experiment conducted aboard the International Space Station proved that a diagnostic kit developed in Israel can precisely identify viruses and bacteria infecting crew members during space missions.

Israeli astronaut Eytan Stibbe conducted the experiment as part of the Ramon Foundation and Israel Space Agency's Rakia mission to the International Space Station in April. The study was led by Dudu

Burstein from the Shmunis School of Biomedicine and Cancer Research at Tel Aviv University and Gur Pines from the Volcani Center Agricultural Research Organization.

The CRISPR-Cas (or clustered regularly interspaced short palindromic repeats) system protects bacteria from viruses. Bacteria use CRISPR-Cas as a sort of molecular “search engine” to locate viral sequences and disable them.

According to Burstein, the results of the experiment proved the

possibility of performing precise CRISPR-based diagnosis even in an environment with virtually no gravity. This method requires minimal equipment and is easy to operate, allowing rapid diagnosis of diseases and pathogens even on longer explorations of the Moon and Mars.

Burstein explained that conditions in space are “extremely problematic, and treatment methods are limited. So it is essential to identify pathogens in a rapid, reliable and straightforward method. Tests like

PCR, which we are now all familiar with, require trained personnel and relatively complex equipment.”

The kit was prepared by doctoral student Dan Alon and researcher Karin Mittelman for Stibbe to test in space. The kit, Burstein said, allows “the whole process to be conducted in one tiny test tube, so it can suit the astronauts' needs.” Such kits, he concluded, “may help future astronauts on their extraterrestrial missions.”

*This article was first published by Israel21c.*

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## Led by Tel Aviv University researchers, spaceship “Gaia” identifies two new planets

BY JNS STAFF

(JNS)—A new discovery led by researchers from Tel Aviv University: The spaceship “Gaia” from the European Space Agency (ESA) recently identified two new planets in remote solar systems. Since this is the first time that “Gaia” has successfully located new planets, the planets were given the names “Gaia-1b” and “Gaia-2b.”

The research was led by Professor Shay Zucker, head of the Porter School of the Environment and Earth Sciences, and doctoral student Aviad Panahi from the Raymond and Beverly Sackler School of Physics & Astronomy. Conducted in cooperation with the European Space Agency and the research groups of the “Gaia” space telescope, the study was published in the scientific journal *Astronomy & Astrophysics*.

There are eight planets in the solar system – giant balls that orbit the sun. Less known are the hundreds of thousands of other planets in the galaxy, the Milky Way, which contains untold numbers of solar



Professor Shay Zucker (Photo courtesy of Tel Aviv University)

systems. Planets in remote solar systems were first discovered in 1995 and have been an ongoing subject of astronomers' research ever since in the hopes of using them to learn more about the solar system.

“The planets were discovered due to the fact that they partially hide their suns every time they complete an orbit and thus cause a cyclical drop in the intensity of the light reaching us from that distant sun,” said Panahi.

To confirm they were, in fact, planets, he explained that “we performed tracking measurements with the American telescope called the Large Binocular Telescope, located in Arizona. This telescope is equipped with two giant mirrors, each with a diameter of 8.4 meters, making it one of the largest telescopes in the world today. It makes it possible to track small fluctuations in a star's movement, which are caused by the presence of an orbiting planet.”

“Gaia” is an ESA spaceship whose main purpose is the three-di-

mensional mapping of the structure of the galaxy, the Milky Way, with unprecedented accuracy.

To fulfill this mission, it scans the heavens while rotating around an axis, tracking the locations of approximately two billion suns in the galaxy with a precision of up to a millionth of a degree. This level of precision is comparable to standing on Earth and identifying a 10-shekel coin on the moon.

While tracking the suns' locations, “Gaia” also measures their brightness, which is an incomparably important feature in observational astronomy since it can teach a lot about the physical characteristics of heavenly bodies. Changes documented in the brightness of the two remote suns were what led to the discovery.

Zucker has extensive experience in discovering planets, ever since his days as a student of senior astronomer Professor Tsevi Mazeh.

“The measurements we made with the telescope in the United States confirmed that these were in fact two giant planets, similar in size to the planet Jupiter in our solar system, and located so close to their

See “Planets” on page 4

# COMMUNITY NEWS

## Memory, justice and action

I'm writing this column while visiting Buenos Aires, the city I was born in. This morning I attended a Jewish community gathering marking the 28th anniversary of the bombing of AMIA on July 18, 1994. For me, it was a very emotional moment, since I lost friends in that bombing and this was the very first time I was in Buenos Aires when the annual gathering took place. One could ask, why marking the day after 28 years, what purpose does it serve? It serves the purpose of justice. Even after 28 years, those responsible have not been brought to justice, and the Argentine government has participated in a massive cover up to hide Iranian involvement in the bombing. As I heard the sirens at 9:53 am, the time when the bomb went off, I could not help but reflect on the security challenges we still face today – not only in Argentina, but around the world.

Here in America, we know that the last few years brought a significant increase in antisem-

itism. While not all attacks have been as high profile as the attack on the Tree of Life in Pittsburgh, we are witnessing anti-Jewish attacks in synagogues, Hillels, Jewish community centers and even to people in the streets whose main crime is that they are identifiable as Jews in some way.

And lately, we are also witnessing individuals who, gun in hand, target innocents in schools, malls and even at a Fourth of July Parade. It would be easy to just blame this violence on

world is not the same we had before. We will all need to adapt to new realities and, when that happens, some people are able to make the transition – others are not. Those who are not become frustrated and angry, and some of them resort to violence as an outlet.

In the Jewish community, in a way, we are lucky; we have the support of community institutions and organization who work with us to secure Jewish life. The JCPA (Jewish Council for Public Affairs) is a national organization bringing together 14 national organizations and over 100 local Community Relations Committees like ours in NEPA, to advocate for our rights as well as for stronger legislation and action to protect our society from violence.

The SCN (Secure Community Network) is another national organization whose focus is the safety of the Jewish community and its institutions, working with local Federations and law enforcement agencies to increase security and promote awareness of the perils we face.

I am proud to be part of the Federation system, which continues to work every day – through the JCPA, the SCN and our local CRCs – to ensure that we can continue to live our lives as Jews in freedom and security. We will never surrender to those who, using violence of all kinds, try to disrupt our lives and our futures.



### FROM THE DESK OF THE EXECUTIVE DIRECTOR

DANIEL CHEJFEC, PH.D.

people who are sick. The truth seems to be different. Almost three years of uncertainty in the face of the pandemic and its impact on the economic life everywhere have taken a toll. People want a future, something to look forward to; some semblance of normality. Unfortunately, the “new normal” emerging in the post pandemic

## Latin American Forum to combat antisemitism timed to AMIA bombing event

BY JNS STAFF

(JNS) – B'nai B'rith director of Latin American Affairs Eduardo Kohn and Special Advisor on Latin American and U.N. Affairs Adriana Camisar participated in the Latin American Forum to Combat Anti-Semitism in Buenos Aires, Argentina, organized by Israel's Ministry of Foreign Affairs, the Combat Anti-Semitism Movement (CAM) and the Latin American

Jewish Congress. B'nai B'rith was a sponsor of the event.

Kohn moderated a panel on how to combat discrimination through education and was interviewed by i24News on the progress made on the subject across Latin America. He pointed out that few countries in the region have adopted the International Holocaust Remembrance Alliance's (IHRA) working definition of antisemitism and that only a few have anti-discrimination laws.

Camisar was also interviewed about B'nai B'rith's most recent efforts to advance justice for the survivors and the relatives of the victims of the AMIA bombing by promoting the adoption of the “trial in absentia” procedure in Argentina. July 18 marked the 28th anniversary of the attack that killed 85 people and injured hundreds.

See “Forum” on page 5



Thousands of people attended a memorial event in Argentina on July 18, 2022, dedicated to the 85 people killed and 300 others injured during the 1994 AMIA bombing in Buenos Aires. (Photo from Twitter/The Israeli Foreign Ministry)

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The following are deadlines for all articles and photos for upcoming Reporter issues.

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Friday, October 14.....	November
Friday, November 11.....	December

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# World Games in review: Israel wins four golds, one silver

BY LARRY BROOK

(Israel InSight via JNS) – On the first day of the 2022 World Games in Birmingham, Team Israel took a group photo at the city’s iconic statue of Vulcan, the Roman god of the forge.

Miniature statues of Vulcan are being presented to athletes along with their medals, and with three days left in the World Games, several of those statues – and the accompanying medals – will be heading to Israel. As of the morning of July 15, Israel has won four golds and one silver.

Much of the haul is courtesy of Daria Atamanov, competing in rhythmic gymnastics. Her first gold came on June 12 in individual ball with her score of 34.900 easily topping Sofia Raffaelli of Italy, who came in second with 33.550.

In clubs on July 13, Atamanov received silver as Raffaelli won the gold by 0.4, and in ribbon Atamanov

edged Bulgaria’s Boryana Kaleyn by 0.1 for the gold, electrifying the crowd as she was the last to perform. She also competed in the individual hoop category, placing second after qualifying, but coming in sixth in the finals.

Coach Ayelet Zussman said she knew the scores Atamanov needed to win, but Atamanov doesn’t pay attention to the scores and did not know what she needed. Zussman said that her routines have a high degree of difficulty, so “if she does well, she wins medals.”

Atamanov became the 2022 European All-Around champion last month, winning silver in hoop, clubs and ribbon, and bronze in the team competition with Adi Katz.

Katz was injured just before the World Games and was unable to travel to the competition.

The evening of July 14 turned quite memorable for Team Israel, as two kickboxers won gold an hour apart, just after most of the team attended a celebration at Temple Beth-El that was organized by Birmingham’s Jewish community, including the local synagogues and Jewish institutions. Many team members went straight from the celebration to the kickboxing venue.

Shir Cohen, in the women’s 52-kilogram category, defeated Poland’s Iwona Nieroda-Zdziebko in the gold medal bout, 3-0. In the preliminary rounds, she defeated Lillie Helton of the United States on a 3-0 decision, then beat Klára Strnadová of the Czech Republic, also 3-0.

In the men’s 75-kilogram division, Or Moshe defeated Ukraine’s

Vitalii Dubina, 3-0, for the gold. Because of the war in Ukraine, the Ukrainian team has been “adopted” as a crowd favorite. Russia was barred from the World Games.

In the preliminary rounds, Moshe beat Austin Bybee of the United States, 3-0, and won a split decision, 2-1, over Alessio Zeloni of Italy. In quarterfinal rounds, Slovakia’s Alexandra Filipová defeated Israel’s Polina Grossman, 3-0, in the women’s 70-kilogram category, and Israel’s Yosef Tktok fell to Anto Širic of Croatia in the men’s 91-kilogram division, 3-0.

Both the men’s and women’s lacrosse teams qualified for the eight-team World Games field, where the Sixes format debuted. The matches are played with six players per side and a 30-second shot clock on a smaller field.

The men opened on July 8 by overcoming a four-goal deficit with three



Daria Atamanov (being held) celebrated her medals in rhythmic gymnastics. (Photo by Larry Brook)

minutes to go against Japan, tying the match at 20, then winning on a golden goal in overtime. But their first-ever Sixes win internationally would be the last for the tournament, as they fell to the Haudenosaunee Confederacy, 16-12, and Canada, 26-7. They lost the seventh-place match, 16-11, to Germany.

See “Games” on page 6



Members of Team Israel were greeted by the Birmingham Jewish community at an event on July 14. (Photo by Larry Brook)

## Planets.....Continued from page 2

“The discovery of the two new planets was made in the wake of precise searches, using methods of artificial intelligence. We also published 40 more candidates detected by ‘Gaia.’ The astronomical community will now have to try to corroborate their planetary nature, like we did for the first two candidates.”

He noted that the data continues to accumulate and that “it is very likely that ‘Gaia’ will discover many more planets with this method in the future.”

This discovery marks another milestone in the scientific contribution of the “Gaia” spaceship’s mission, which has already been credited with a true revolution in the world of astronomy.

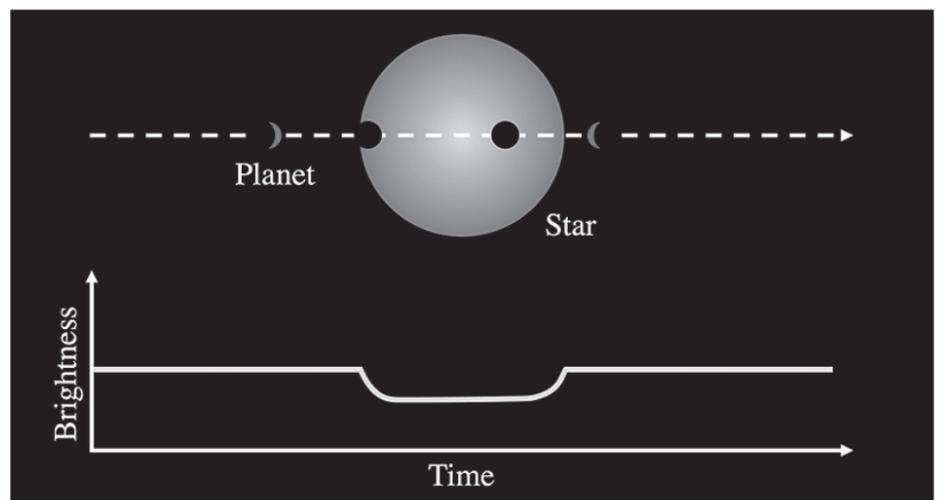
Its ability to discover planets via the partial occultation method, which generally requires continuous monitoring over a long period of time, has been doubted up to now. The research team charged with this mission developed an algorithm

specially adapted to Gaia’s characteristics and searched for years for these signals in the cumulative databases from the spaceship.

What about the possibility of life on the surface of those remote planets?

As Panahi summed up, “the new planets are very close to their suns, and therefore the temperature on them is extremely high – about 1,000 degrees Celsius – so there is zero chance of life developing there. In the astronomy community, such a planet is called ‘Hot Jupiter’ because of its size, and ‘hot’ because of its proximity to its sun. Even though there is no real chance of life on the planets we found, I’m convinced that there are countless others that do have life on them, and it’s reasonable to assume that in the next few years, we will discover signs of organic molecules in the atmospheres of remote planets.

“Most likely,” he added, “we will not get to visit those distant worlds any time soon, but we’re just starting the journey, and it’s very exciting to be part of the search.”



The transit method (Illustration by Aviad Panthi)

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# Turning an arid desert into an unexpected breadbasket

BY ABIGAIL KLEIN LEICHMAN

(Israel21c via JNS) Maayan Kitron hands me a weird-looking yellow fruit wrapped in a cocoon. Gently, I open the papery husk and take a sweet bite of this golden berry (also called a ground cherry or strawberry tomato), whose flavor has been compared to pineapple with hints of cherry tomato and vanilla.

Kitron, coordinator of flower and herb research at Arava R&D, also provided visiting reporters with tastes of cherry tomatoes, peppers and strawberries raised in this strip of the Negev Desert stretching down Israel's eastern border from the Dead Sea to Eilat.

This is a place of long, punishing summers – hardly hospitable conditions for agriculture.

“The average summer day is 40-plus degrees [Celsius, or 104F], and at night the temperature drops only 10 degrees,” says Kitron, who also has a family farm in the central Arava.

Nevertheless, the R&D center's greenhouses grow Gulliver's spinach (a spinach-like leafy green that thrives in hot climates and keeps in the fridge for a month), Momordica (a bitter melon containing potential nutraceutical substances including a “natural insulin”), cherry tomatoes, eggplants, melons, cucumbers and exotic crops like kiwano (horned African melon).

There are even hanging strawberries. The soil here is too hot for them but on the other hand, sunlight brings out their sweetness, Kitron explains.

“In the 1950s nothing was here,” says Tanya Pons Allon, an Arava farmer and director of the Kasser Joint Institute for Global Food, Water, and Energy Security, a cooperative venture at Arava R&D in partnership with the Jewish National Fund-USA, the University

of Arizona and the Central Arava Regional Council.

“And then two idealistic pioneers in their 20s wanted to start a community here in the Arava and everyone thought they were mad crazy, that they'd die of dehydration and lack of everything. But [Israel's first prime minister] David Ben-Gurion, who really believed in settling the Negev, signed a paper allowing them to settle this area,” she says.

“He sent experts to test the soil and water. Everyone agreed nothing could grow here, except one agronomist who said if you could use water in a more efficient way, or change the soil somehow, maybe it could happen. Ben-Gurion said, ‘That's good enough for me.’ And what we see here today proves that with determination and thinking outside the box and not accepting no for an answer, you can accomplish anything,” says Allon, who leads tours on behalf of JNF-USA at the Arava R&D's Vidor Visitor Center. We now have 4,000 residents in this region and new communities are being built. This area would not have thrived without people believing it could.”

But where does the water come from? Kitron says the average annual rainfall in the Arava Valley is 50 millimeters (2 inches). This year, less than 20 millimeters fell.

“Our water comes from about 60 wells we've drilled, all connected to one control system in Eilat,” she says, adding that now they're also getting some water piped from a desalination plant in Ashkelon.

The saline well water must be treated, but the upside is that irrigating with saline water results in sweeter produce. (Kitron explains that's because of osmosis: the salt concentration of the water causes the plants' roots to release more sugars.)

“The average farm here is 12

acres and each has a daily, monthly and yearly water quota,” she says.

Drip irrigation, an Israeli innovation, makes this workable. But the heat and the not particularly fertile soil are also challenging.

“And yet, in our glory days we produced 60 percent of the vegetables exported from Israel, mostly [bell] peppers,” she says. “These days, it's changed because of international currency issues. Most of our production is going to the domestic market. And we've branched out from peppers to other seasonal vegetables as well as date and mango plantations.”

The Central Arava R&D Center was established in 1986 by the Israeli government and KKL-JNF as part of the Negev-Arava R&D program. Its aim is to develop and advance new materials, raise the quality of the produce, find new crops to grow and open new markets to support

farmers in this periphery area.

In recent years, a scientific research division has developed focusing on molecular biology, drug discovery, biotechnology, ecology and geology.

The Kasser Joint Institute for Global Food, Water, and Energy Security is part of that expansion, and its purpose is to aid communities in arid and hyper-arid countries. Like Kitron and Allon, the 30 professional staff members at the R&D Center are first- and second-generation residents of the Arava.

“This new Kasser Institute project is exciting for me,” says Allon, “because it allows more employment opportunities here and because it has a global impact. We are taking technology created and patented from the Arava and sending it out to the entire world.”

The current global population See “Breadbasket” on page 9

## Forum . . . . .Continued from page 3

Ahead of the anniversary, B'nai B'rith hosted a program advocating for the adoption of the trial in absentia procedure in the AMIA case.

Kohn and Camisar met separately with former Guatemalan President Jimmy Morales; Yad Vashem chairman Dani Dayan; Israeli Ambassador Galit Ronen; Uruguay's Vice Minister of Environment Gerardo Amarilla; Colombian evangelical Pastor Eduardo Gomez; director of “Israel Without Borders” Camilo Torres Perl; executive director of the Confederation of Jewish communities of Colombia Marcos

Peckel; Latin American director of the Israel Allies Foundation Leopoldo Martinez; president of the Jewish community of Chile Gerardo Gorodischer; Uruguayan Sen. Alejandro Sánchez of the leftist Frente Amplio; and Uruguayan Congressman Felipe Schipani, member of the ruling coalition, among other leaders.

Issues included B'nai B'rith's longstanding efforts to combat antisemitism in the region and around the world; continue efforts regarding the AMIA case; and confront anti-Israel bias at the United Nations.



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# Games . . . . . Continued from page 4

The women's team opened with a win against the Haudenosaunee Confederacy, 17-10, but lost to Canada, 14-6, and to Great Britain, 14-12. They play Japan for fifth place on July 15.

For one member of the women's team, it was a homecoming. Olivia Mannon grew up in Birmingham, and at the community event on July 14 commented that it was surreal to come back as part of Team Israel and have the team



Or Moshe celebrated his gold medal win with coach Dror Velvord. (Photo by Larry Brook)

welcomed by the community in the same room where she had her bat mitzvah party.

On July 14, Guy Firer qualified for the finals in men's wakeboard freestyle. The finals were schedule to take place on July 16.

In Wushu, Anastasia Chiriliuc placed fifth in the five-person field for women's Taolu Jianshu, and fourth in Qiangshu, for a fifth place overall finish.

Liana Odikadze and Alexey Korobchenko did not advance to the semifinals in DanceSport on July 8, placing 16<sup>th</sup> in a field of 20 couples in the Latin competition.

Though the World Games ended on July 17, many Israeli athletes had not yet competed when this article was written. The slate for July 15 included jiu-jitsu, sport climbing and acrobatics, along with Muay Thai, where world champion Nili Block will compete.



Men's lacrosse took the field. (Photo by Larry Brook)

As part of the World Games festivities, there was also a ceremony on July 14 involving representatives from Israel, Bahrain, the United Arab Emirates and Morocco, as a "peace tree" is being planted in Birmingham to celebrate the Abraham Accords.

The World Games in Birmingham emphasized peace and reconciliation around the world, taking inspiration from Birmingham's transition in the last 60 years since it was the focal point of civil-rights battles.

# Remembering . . . . . Continued from page 1

nationally and around the globe. A special guest, Herzl Makov, president of the Begin

Museum in Jerusalem, spoke about Al's extraordinary gift to the museum, the largest in its history.

Al had an exceptional friendship with both Attorney Robert and Judge James Munley over many years. Speaking on behalf of the Munley families was United States Congressman Matt Cartwright, son in law of the late Robert Munley.



Other speakers included Asher Grossman, president of Beth Shalom; Daniel Chejfec, executive director of the Jewish Federation of Northeastern Pennsylvania; Rabbi Mordechai Dov Fine of congregation Machzikeh Hadas; and Samuel Sandhaus, former CEO of the Jewish Home.

Harris Cutler wrapped up the proceedings with a beautiful tribute to Al and encouraged all to honor Al by following his example by being committed to meaningful charity.



**Are you on the Jewish Federation's email list?**

We send updated announcements and special event details weekly to those who wish to receive them.

Send Dassy Ganz an email if you would like to join the list.  
[Dassy.ganz@jewishnepa.org](mailto:Dassy.ganz@jewishnepa.org)

**FREE COVID-19 Telehealth Counseling**

*If you need someone to talk to, we're here to listen*

The JFS Telehealth Helpline can support you and the people you care about coping with stress and anxiety during this difficult time.

These half-hour sessions allow you to speak with a licensed JFS social worker in a safe and supportive virtual environment.

To book your session, email [info@jfsnepa.org](mailto:info@jfsnepa.org) or call 570-344-1186.

# Thousands gather in Tel Aviv as Birthright Israel mega event returns after two-year hiatus

BY SARA LIBMAN, PUDER PR

Tel Aviv, Israel (July 13) – More than 3,000 enthusiastic attendees gathered for an extravaganza, known as the Birthright Israel Mega Event, that caps each summer’s gathering of the organization’s trips to Israel.

Today’s event was more exuberant than normal, marking as it did the return, after a two-year break due to the coronavirus crisis, of the free summer trips to Israel for young Jewish adults from the Diaspora. Since 1999, 800,000 young adults from 68 countries have participated on Birthright trips.

The crowd at Pavilion 2 of Expo, Tel Aviv, included Birthright participants from 13 countries, 700 participants in Onward-Israel, 120 in Birthright Excel summer program and the Birthright Israel Foundation Mission, led by Board Chairman Phil De Toledo, as well as many donors and supporters from around the world.

The event also included greetings from philanthropist Miriam Adelson, M.D., and Birthright Israel’s CEO Gidi Mark emceed the evening. The Israeli pop-music duo of Static and Ben El performed for the celebrants.

“After two years of limited participation, we at Birthright are experiencing tremendous demand and are preparing accordingly for the rest of the year. Since the beginning of 2022, more than 25,000 participants have come to Israel from the Diaspora and we’re already preparing to welcome the one millionth participant to arrive within the next few years,” said Mark.

“Tonight, we are excited to return to celebrating such a large group of Birthright participants in Israel to experience it for themselves. This includes, for the first-time, participants from Onward Israel, the leading mid-term internship program that merged with Birthright earlier this year. Birthright is organization that connects Israel to the largest number of young Jewish adults from around the world and builds a Zionist-strategic Iron Dome for Israel,” he added.

Birthright Israel offers the gift of a free trip to Israel for Jewish adults ages 18–26 and, in doing so, transforms the Jewish future. Past participants have called the trips life-changing. Birthright Israel aims to bring every Jewish young adult from around the world, especially those less connected, to Israel on its educational programs. Today, Birthright Israel is the largest educational tourism organization in the world, with more than 800,000 young adults having visited the country since the program’s founding.



Above and below: Scenes from the July 13 Birthright Israel mega event. (Photos by Erez Uzir, Courtesy of Birthright Israel)



Scene from the July 13 Birthright Israel mega event. (Photos by Erez Uzir, Courtesy of Birthright Israel)



## Quick Reference Guide to Planned Giving

Use this planned giving quick reference guide to help determine the best strategy for achieving your philanthropic and financial goals.

For more information or to discuss these planned giving options, please contact Daniel Chejfec, Executive Director, Jewish Federation of NEPA, 570-961-2300 (x1) or [daniel.chejfec@jewishnepa.org](mailto:daniel.chejfec@jewishnepa.org).

<b>If Your Goal is to:</b>	<b>Then You Can:</b>	<b>Your Benefits May Include:</b>
Make a quick & easy gift	Simply write a check now	An income tax deduction and immediate charitable impact
Avoid tax on capital gains	Contribute long-term appreciated stock or other securities	A charitable deduction plus no capital gains tax
Defer a gift until after your lifetime	Put a bequest in your will (gifts of cash, specific property, or a share or the residue of your estate)	Exemption from federal estate tax on donations
Receive guaranteed fixed income that is partially tax-free	Create a charitable gift annuity	Current & future savings on income taxes, plus fixed, stable payments
Avoid capital gains tax on the sale of a home or other real estate	Donate the real estate or sell it to a charity at a bargain price	An income tax reduction plus reduction or elimination of capital gains tax
Avoid the two-fold taxation on IRA or other employee benefit plans	Name a charity as the beneficiary of the remainder of the retirement assets after your lifetime	Tax relief to your family on inherited assets
Give your personal residence or farm, but retain life use	Create a charitable gift of future interest, called a retained life estate	Tax advantages plus use of the property
Make a large gift with little cost to you	Contribute a life insurance policy you no longer need or purchase a new one & designate a charity as the owner	Current & possible future income tax deductions
Receive secure, fixed income for life while avoiding market risks	Purchase a charitable gift annuity or create a charitable remainder annuity trust	Tax advantages & possible increased rate of return
Give income from an asset for a period of years but retain the asset for yourself or your heirs	Create a charitable lead trust	Federal estate tax savings on asset & income tax deductions for deductions for donated income
Create a hedge against inflation over the long term	Create a charitable remainder unitrust	Variable payments for life plus tax advantages
Make a revocable gift during your lifetime	Name a charity as the beneficiary of assets in a living trust	Full control of the trust terms during your lifetime

➡ Check out the Federation’s new, updated website at [www.jewishnepa.org](http://www.jewishnepa.org) or find it on Facebook

## • Regular Schedule of Services •

### ABINGTON TORAH CENTER

Rabbi Dovid Saks  
President: Richard Rutta  
Jewish Heritage Connection  
601 Jefferson Ave., Scranton, PA 18510  
570-346-1321 • website: [www.jewishheritageconnection.org](http://www.jewishheritageconnection.org)  
Sunday morning minyan 8:15 am at Elan Gardens,  
465 Vernard Rd., Clarks Summit, PA

### BETH SHALOM CONGREGATION

Rabbi: Rabbi Alex Hecht  
1025 Vine St., Scranton, PA 18510 (corner of Vine & Clay Ave.)  
570-346-0502 • fax: 570-346-8800  
Weekday - *Shacharit*: Sun. 8am; Mon., Thurs. & Rosh Chodesh  
6:30 am; Tue., Wed. & Fri. 6:45 am; Sat. & holidays 8:45 am.  
*Mincha* during the week is approx. 10 minutes before sunset,  
following by *Maariv*.

### CHABAD OF THE ABINGTONS/ JEWISH DISCOVERY CENTER

Rabbi Benny Rapoport  
216 Miller, Rd., Clarks Summit, PA 18411  
570-587-3300 • [JewishNEPA.com/minyan](http://JewishNEPA.com/minyan)  
Weekly service for Shabbat and all Jewish holidays  
*Kabbalat Shabbat* at sundown (summer at 7 pm)  
Saturday mornings: 9:30 am, *Kiddush* 11:30 am  
Call for more information.

### CHABAD LUBAVITCH OF THE POCONOS

Rabbi Mendel Bendet  
570-420-8655 • website: [www.chabadpoconos.com](http://www.chabadpoconos.com)  
Please contact us for schedules and locations.

### CONGREGATION BETH ISRAEL

Affiliation: Union for Reform Judaism  
Rabbi Elliott Kleinman  
President: Liza Roos Lucy  
Contact person: Cheryl Badner, Congregation Administrator  
615 Court St., Honesdale, PA 18431  
570-253-2222 • fax: 570-226-1105

### CONGREGATION B'NAI HARIM

Affiliation: Union for Reform Judaism  
Rabbi Peg Kershenbaum  
President: Stacy Mitgang  
P.O. Box 757, Sullivan Rd., Pocono Pines, PA 18350 (located  
at Rt. 940 and Pocono Crest Road at Sullivan Trail)  
570-646-0100 • website: [www.bnaiharimpoconos.org](http://www.bnaiharimpoconos.org)  
Shabbat morning services 10 am-noon; every other Saturday,  
Potluck Shabbat Dinner with blessings and program of varying  
topics, one Friday every month - call for schedule.

### JEWISH FELLOWSHIP OF HEMLOCK FARMS

Rabbi: Johanan Bickhardt  
President: Gail Bergoffen Neldon  
540 Forest Dr., 1516 Hemlock Farms, Lords Valley, PA 18428  
570-775-7497 • e-mail: [jfhf1516@gmail.com](mailto:jfhf1516@gmail.com)  
Friday evening Shabbat service 8 pm  
Saturday morning Shabbat service 9:30 am

### MACHZIKEH HADAS SYNAGOGUE

Rabbi Mordechai Fine  
President: Moshe Fink  
600 Monroe Ave., Scranton, PA 18510  
570-342-6271

### OHEV ZEDEK CONGREGATION

Rabbi Mordechai Fine  
1432 Mulberry St., Scranton, PA 18510

### TEMPLE HESED

Affiliation: Union for Reform Judaism  
Rabbi Daniel J. Swartz  
Co-Presidents: Esther Adelman, Cheryl Friedman & Steve Seitchik  
1 Knox St., Scranton, PA 18505 (Off Lake Scranton Rd.)  
570-344-7201 • website: [www.TempleHesed.org](http://www.TempleHesed.org)  
E-mail: [templehesed@comcast.net](mailto:templehesed@comcast.net)  
First Friday Shabbat 6pm, other Fridays 7 pm; Chanting  
Circle Saturdays at 11:30 am

### TEMPLE ISRAEL OF DUNMORE

Contact person: Jay Schectman, 570-954-9354  
515 East Drinker St., Dunmore, PA 18512  
Saturday morning Shabbat 7:30 am, also services for *Yizkor*

### TEMPLE ISRAEL OF THE POCONOS

Affiliation: United Synagogue of Conservative Judaism  
Rabbi: TBA • President: Debbie Smith  
711 Wallace St., Stroudsburg, PA 18360  
(one block off Rt. 191 (5th Street) at Avenue A)  
570-421-8781 • website: [www.templepoconos.org](http://www.templepoconos.org)  
E-mail: [tipoc@ptd.net](mailto:tipoc@ptd.net)  
Friday evening Shabbat 6 pm; Saturday morning Shabbat 10:30 am

### TEMPLE ISRAEL OF SCRANTON

Affiliation: United Synagogue of Conservative Judaism  
Rabbi: Rabbi Miriam Spitzer  
Cantor: Vladimir Aronzon • President: Howard Spizer  
918 East Gibson St., Scranton, PA 18510 (located at the  
corner of Gibson & Monroe Sts.)  
570-342-0350 • e-mail: [office@templeisraelscranton.org](mailto:office@templeisraelscranton.org)  
Mon. & Thurs. 7:15 am; Tues., Wed. & Fri. 7:25 am; Rosh  
Chodesh & *Chagim* weekdays, 7 am; Shabbat morning  
service 9:30 am

## Jewish online resources

### BY REPORTER STAFF

A variety of Jewish groups are offering educational and recreational online resources. Below is a sampling of those. *The Reporter* will publish additional listings as they become available.

◆ RitualWell will hold the virtual class “Creating a Mikveh Ritual for the High Holidays” with Rabbi Haviva Ner-David on Thursdays, August 25, September 15 and October 6, along with two one-on-one sessions to be scheduled in between. The cost to attend is \$250 for the five sessions. The classes will explore “the deeper meaning of mikveh and create individualized mikveh immersion ceremonies to be used for pre-High Holiday immersions.” For more information or to register, visit <https://www.tickettailor.com/events/ritualwell/560575>.

◆ The National Yiddish Book Center and YI Love Jewish will present a virtual showing of the film “Beyle: The Artist and Her Legacy” on Sunday, August 7, at 7 pm. The film “tells the story of Beyle’s rich life through archival recordings along with newly recorded oral history interviews with family, friends, and colleagues – in both English and in Yiddish.” For more information or to register, visit [www.eventbrite.com/e/beyle-the-artist-and-her-legacy-tickets-265461892667?aff=ebdssbonlinesearch](http://www.eventbrite.com/e/beyle-the-artist-and-her-legacy-tickets-265461892667?aff=ebdssbonlinesearch).

◆ BAS Scholars Series will hold the virtual program “The Archaeology of Qumran 75 Years after the Discovery of the Dead Sea Scrolls” with Dr. Jodi Magness, University of North Carolina, Chapel Hill, on Thursday, September 15, from 8-9 pm. The cost to attend is \$10. The slide-illustrated lecture will explore the archaeological remains of Qumran. For more information or to register, visit [www.biblicalarchaeology.org/travel-study/bas-scholars-series-with-jodi-magness/](http://www.biblicalarchaeology.org/travel-study/bas-scholars-series-with-jodi-magness/).

◆ Maven will hold the virtual program “Holocaust Denial in Today’s Courtrooms and What It Means for Justice and Memory,” a book launch of “Come to This Court and Cry: This is How the Holocaust Ends” by Linda Kinstler, on Tuesday, August 23, from 3-4:15 pm. Kinstler will talk about her new book, with is an investigation both of her family story and the archives of ten nations. For more information or to register, visit <https://maven.aju.edu/events-classes/program/holocaust-denial-in-todays-courtrooms-and-what-it-means-for-justice-and-memory>.

◆ JFest StoryMachine, which is a part of Jfest (program of JCC Association of North America), is encouraging people to post their stories on its site. For more information, visit <https://www.jfeststorymachine.org/>.

◆ The Center for Jewish History announced a new online exhibit “Treasures from the David Berg Rare Book Room,” which features book highlights from each of the four partner collections with a presence in the David Berg Rare Book Room – the American Jewish Historical Society, American Sephardi Federation, Leo

Baeck Institute, and the Yeshiva University Museum – as well as books donated to the Center by Board member Sid Lapidus. For more information or to view the exhibit, visit [www.cjh-exhibits.com/blank](http://www.cjh-exhibits.com/blank).

◆ ALEPH: Alliance for Jewish Renewal will hold the virtual program “Systems, Patterns and Relationships: Judaism for Ecological and Social Healing” on Wednesdays, August 17, 24 and 31, at 7:30 pm. The program will explore the book “The Pearl and the Flame: A Journey into Jewish Wisdom and Ecological Thinking” by Rabbi Natan Margalit. It will speak to what Margalit calls the “3 Memes” – minyan (emergence), mikdash (nestedness) and mitzvah (tipping points). To register for the program, visit <https://aleph.org/civircrm/event/register/?id=469&reset=1>.

◆ The Lower East Side Jewish Conservancy will hold a variety of online programs this fall: “The City of Dreams: Part One of a Three Part Series About Jewish Odessa on Zoom” on Tuesday, September 13, from 7-8:30 pm ([www.nycjewishtours.org/event-log/city-or-dreams-odessa-zoom-talk](http://www.nycjewishtours.org/event-log/city-or-dreams-odessa-zoom-talk)); “Jewish Intellectuals of Odessa” on Wednesday, September 21, from 7-8:30 pm ([www.nycjewishtours.org/event-log/jewish-intellectuals-of-odessa](http://www.nycjewishtours.org/event-log/jewish-intellectuals-of-odessa)); “Odessa During WWII” on Thursday, October 20, from 7-8:30 pm ([www.nycjewishtours.org/event-log/jewish-odessa-part-3-ww2](http://www.nycjewishtours.org/event-log/jewish-odessa-part-3-ww2)); “This is NOT The Borscht Belt: Resorts of the Early Jewish Catskills: Part 1 of 2” with urban historian Justin Ferate on Wednesday, October 26, from 7-8:45 pm ([www.nycjewishtours.org/event-log/this-is-not-the-catskills-part-1-borscht-belt-reprise](http://www.nycjewishtours.org/event-log/this-is-not-the-catskills-part-1-borscht-belt-reprise)); and “This IS the Borscht Belt! Resorts of the Jewish Catskills Part 2 of 2 on Monday, November 7, from 7-8:45 pm ([www.nycjewishtours.org/event-log/this-is-the-catskills-part-2-borscht-belt-reprise](http://www.nycjewishtours.org/event-log/this-is-the-catskills-part-2-borscht-belt-reprise)).

◆ The Yiddish Book Center will hold a virtual program about “Dineh: An Autobiographical Novel” by Ida Maze, translated by Yermiyahu Ahron Taub on Thursday, August 4, at 7 pm. Taub will discuss the book and answer questions. For more information or to register, visit [https://us02web.zoom.us/webinar/register/WN\\_9PYGzmgXSGCcjhSEeLiVbA](https://us02web.zoom.us/webinar/register/WN_9PYGzmgXSGCcjhSEeLiVbA).

◆ The Center for Jewish History will hold the virtual program “Family History Today: Finding Overlooked Clues in German Records,” featuring Alex Calzareth, on Monday, August 15, at 5 pm. Calzareth, director of the JewishGen German Research Division, will share his strategies for correlating evidence and making sense of ambiguous records. For more information or to register, visit <https://programs.cjh.org/event/family-history-today-2022-08-15>.

◆ ALEPH: Alliance for Jewish Renewal will hold the virtual program “The Needs of the Griever” on Sundays, August 14, 21 and 28, at 7:30 pm. The cost to attend is \$54. The program

See “Resources” on page 10



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# Going to the dogs (and why that’s a good thing!)

BY HOWARD BLAS

(JNS) – Dog owners in need of a walk, concerned about health and wellness, or looking to support important societal causes... meet Dogiz.

Founder and COO Danny Djanogly, 32, and CEO Alon Zlatkin, 37, created the Dogiz company and dog-walking app while students in a business-school class on startups at Israel’s IDC Herzilya (now Reichman University). While their original plan was to make it easier for dog owners in Tel Aviv to find walkers while at work – and to create jobs for people with



Danny Djanogly (left) and Alon Zlatkin (Photo by Sam Jakobson)

disabilities – the recent COVID-19 pandemic posed new challenges as people were staying home with their dogs more and needing less help. It also provided an opportunity for the founders to rethink the business.

As a result, Dogiz has just launched an updated app, website and business plan for these changing times.

Djanogly was pleased with how things were going with Dogiz prior to the pandemic. In 2015, the two immigrants – one from northwest See “Dogs” on page 11

## Breadbasket.....Continued from page 5

of 7.7 billion is expected to swell to about 10.5 billion by 2050, she says. “And at the same time, there are fewer farmers and fewer resources, and the climate is going crazy. If you can grow something here in the desert with no water in a harsh climate, you can grow it anywhere – if you have the knowledge.”

The Kasser Institute’s first focus is Kenya, where 70 percent of the country is off grid. Researchers in Arizona and in the southern Arava are discovering what crops grow best under solar panels.

Here in the central Arava, there’s an experiment in sustainable aquaculture for Kenya.

Allon introduced us to Steven, 29, a Kenyan graduate of the nearby Arava International Center for Agricultural Training (AICAT). Steven, a tilapia farmer, explained that fish

feed is very expensive. At the Kasser center he’s learning to use a solar-powered circular system that provides the fish with nutrients given off by duckweed grown hydroponically with water from the fish tank. Black soldier fly larva feed on the duckweed and then become fish feed.

“When I go back to Kenya, I will help the [Agriculture] Ministry because due to population growth and shortage of water we need new solutions to feed our people,” he said. “There is knowledge here in the Arava desert that we lack at home.”

He will go back not only with knowledge, but also with AICAT’s connections. “The Israeli Embassy in Nairobi has been giving grants to AICAT graduates to start initiatives in Kenya,” says Allon.

We met Kitron in the lobby of the Vidor Visitor Center and R&D Center in Hazeva, established in 2014 to entice travelers to stop on the way to Eilat and see what makes the desert bloom. Vidor houses an interactive exhibition space, audio-visual displays and Arava-grown products for sale. All the displays feature English-language options, so you can learn how water reaches the Arava and about individual families living off the land here.

The Central Arava now has a busy tourism sector including many little “zimmers,” or B&Bs, that provide extra income for farmers.

For more information on the Vidor Visitor Center, visit [www.theindustry.co.il/en/work/visitors-centers-and-museums/vidor-center-a-window-to-arava-agriculture](http://www.theindustry.co.il/en/work/visitors-centers-and-museums/vidor-center-a-window-to-arava-agriculture).

*This article was first published by Israel21c.*

# The Reporter

Published by the Jewish Federation of Northeastern Pennsylvania



## Friends of The Reporter make big news!

The Federation is asking members of its communities to support its “Friends of The Reporter” Campaign which seeks to raise \$5,000 to assist in funding the newspaper.

The newspaper is delivered monthly to each and every identifiable Jewish home in Northeastern Pennsylvania.

The Reporter is the primary intercommunal newspaper of the Jewish communities of Lackawanna, Monroe, Pike and Wayne counties. Supplementing synagogue newsletters, bulletins and e-mails, The Reporter is issued to hundreds of Jewish households throughout our region. Over the past several years, the publishing cost of the newspaper has increased dramatically although the newspaper continues to be provided at no charge to members of our Jewish communities in northeastern Pennsylvania. The Federation has assumed the financial responsibility of funding the newspaper at a cost of \$23,990 per year and asks only that its readers assist it in raising \$5,000 as part of its “Friends of The Reporter” Campaign to offset a small share of these expenses.

Your gift to fund our regional Jewish newspaper matters a great deal to our readers and we would be very grateful for your financial support.

As always, your comments, opinions & suggestions are always welcome.

With best wishes,  
Daniel Chejfec, Executive Director  
Jewish Federation of NE Pennsylvania  
601 Jefferson Avenue  
Scranton, PA 18510

**I will support continuation of our expanded Federation Reporter by contributing:**

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# ORT programs in Greece offer sustenance to Ukrainian refugee women and children

BY JNS STAFF

(JNS) – World ORT is extending support for Ukrainians through a new program for refugee women and children.

Its ongoing partnership with the Irida Women’s Center in Thessaloniki, Greece, will expand to include holistic support for more than 50 Ukrainians. The joint program will help alleviate the trauma and displacement they have experienced since Russia declared war on the country on February 24.

The organization’s operations in Ukraine serve around 3,500 full-time students in seven schools, but more than half of ORT’s Ukraine school family population has left their homes with the majority seeking shelter abroad.

Approximately 30,000 Ukrainians have reached Greece – 90 percent of them women and children – and ORT is now extending its partnership with the Irida Women’s Center to support them. A \$16,000 grant will form part of the arrangement.

Irida’s mission is to protect, empower and support women and children with increased vulnerabilities. The global education network has been responding to the needs of ORT students, teachers and their families in Ukraine since



Ukrainian refugee women take Greek-language courses. (Photo courtesy of ORT)

the conflict began. Irida’s Ukraine response includes a safe community space for women and children; legal counseling and protection services; psychosocial support; Greek-language classes twice per week; and a child’s safe space for children of preschool age.

With the center’s experience in working with those displaced by conflict, Irida will assist with issues including anxiety and post-traumatic stress disorders, unsafe living conditions and barriers to communication.

“Our work with the center exemplifies our

aim to give people the skills they need for a self-sufficient future. As this protracted, complex conflict continues, it will be vital for us all to do everything we can to give Ukrainians the practical support they require,” said Dan Green, World ORT director general and CEO.

ORT established a partnership with the Irida Women’s Center in 2021 to support Syrian and Afghan refugee women and children, as well as Africans and other nationalities fleeing to northern Greece.

Chloe E. Kousoula, Irida’s CEO and founder, said “we are grateful to receive this generous grant, which will allow us to provide critical services to Ukrainian women and children forced to flee their homes.”

## Resources . . . . Cont. from page 8

will look at the needs of grievors and a discussion of the grieving process. To register, visit <https://aleph.org/civircrm/event/info/?reset=1&id=470>.

- ◆ Qesher will hold a variety of online Jewish tours and programs. All programs will begin at 1:30 pm and all talks will take about 90 minutes: “A Tale of Three Kingdoms: The Jews of Andalusia, Morocco and Gibraltar” on Thursday, August 4 ([www.qesher.com/a-tale-of-three-kingdoms/](http://www.qesher.com/a-tale-of-three-kingdoms/)); “Jewish New York: A Virtual Tour of Harlem” on Thursday, August 11 ([www.qesher.com/jewish-harlem/](http://www.qesher.com/jewish-harlem/)); “Jewish Africa: A Photographic Journey” on Sunday, August 14 ([www.qesher.com/jewish-africa/](http://www.qesher.com/jewish-africa/)); “Vilnius: The Jerusalem of Lithuania and the city of my family” on Thursday, August 18 ([www.qesher.com/vilnius-the-jerusalem-of-lithuania/](http://www.qesher.com/vilnius-the-jerusalem-of-lithuania/)); “The Jews of Bahrain: A Resilient Community in the Persian Gulf” on Sunday, August 21 ([www.qesher.com/the-jews-of-bahrain/](http://www.qesher.com/the-jews-of-bahrain/)); “The 3K Virtual Tour of Jewish Lithuania: Kaunas, Kedainiai and Kalvarija” ([www.qesher.com/virtual-tour-of-jewish-lithuania/](http://www.qesher.com/virtual-tour-of-jewish-lithuania/)); and “Finland: Home of kosher reindeer and Kabbalat Shabbat at midnight” on Sunday, August 28 ([www.qesher.com/finland/](http://www.qesher.com/finland/)).

# P A C E

## Perpetual Annual Campaign Endowment

**Your gift to the Annual Campaign  
DOES A WORLD OF GOOD.**

**Endowing your gift allows you to be there for the  
Jewish community of NEPA forever.**

A Perpetual Annual Campaign Endowment (PACE) is a permanent fund that endows your Jewish community Annual Campaign gift as a lasting legacy. A PACE fund will continue to make an annual gift in perpetuity on your behalf.

To determine the amount you need to endow your entire campaign gift, multiply your current annual gift by 20.

You can fund your PACE by adding the JEWISH FEDERATION OF NORTHEASTERN PENNSYLVANIA to your will, or by making the Federation a beneficiary of your IRA. All contributions to establish a PACE are tax deductible.

**Let your name be remembered as a blessing.**

Endowments can be created through a variety of vehicles, some of which do not necessitate funding during your lifetime yet still provide your estate with considerable tax benefits.

They also enable you to perpetuate your commitment to the Annual Campaign in a way that best achieves your own personal financial and estate planning goals.

**Examples Of Ways To Fund Your Pace Gift Are:**

- \* outright contribution of cash, appreciated securities
- \* capital gain property such as real estate
- \* charitable remainder trust
- \* gift of life insurance
- \* charitable lead trust
- \* gift of IRA or pension plan assets
- \* grant from your foundation
- \* reserved life estate in your residence
- \* bequest

Using appreciated property, such as securities or real estate, affords you the opportunity to eliminate the income tax on the long-term capital gain, will in some instances generate a full income tax charitable deduction and will remove those assets from your estate for estate tax purposes.

For more information contact Daniel Chejfec at  
[Daniel.Chejfec@jewishnepa.org](mailto:Daniel.Chejfec@jewishnepa.org) or call 570-961-2300, ext. 1.)

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- Sliding fee scale also offered based on family size and income.

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**Dogs** ..... Continued from page 9

London and one from Kazakhstan – were accepted into the HIVE, an accelerator for OLIM (new immigrants to Israel) and won a Google competition that landed them their first \$100,000 investment. They received support from Samurai Incubate Inc., an early-stage Japanese venture-capital firm that has invested in more than 33 Israeli startups. They were imagining a company that offered services such as dog-walking, doggie daycare, boarding and grooming.

When Djanogly and Zlatkin met Aviad Friedman – an Israeli author, businessman, adviser to Israeli ministries, as well as former Prime Minister Ariel Sharon, and (at the time) chairman of the Israeli Association of Community Centers (IACC) – he suggested that they consider training and employing people with disabilities. He had some expertise in the area; he is the father of a 24-year-old son with autism.

Friedman pointed out that people with autism and other disabilities like and depend on routines and predictability, as do many dogs. He also shared data on the high rate of unemployment among people with disabilities and suggested they train and hire people with disabilities.

“We stumbled upon disabilities by accident,” says Djanogly, who notes that “we created Holchim B’Yachad [‘Walking Together’] and were growing unbelievably – we had 15 candidates with disabilities, a course and special trainer, and were working with the Shekel and Beit Ekstein [disabilities programs] in Israel.

“We were flying until March 15, 2020,” reports Djanogly. “Then COVID hit. We were sure it would boil over soon. It didn’t – and so we had to face the harsh truth and



*The company offers services such as dog-walking, grooming, boarding and daycare. (Photo courtesy of JNS)*

reality. It was a curse and a blessing, and gave us some downtime to look at our business. We went to our board and told them that we could either close or change.”

The founders had an important observation. “We realized that 15 percent to 20 percent of dog owners use pet-care services like boarding, grooming and walking. But 100 percent buy food and use veterinarians. Dog owners are also a community where there is implicit trust,” say Djanogly and Zlatkin, who also spoke with many veterinarians.

They decided to create a platform to better manage their own dogs’ lives. The app and website, complete with a new logo, incorporate gaming techniques to educate and engage dog owners, along with a health and fitness tracker.

“Our mission is to help owners gain a deeper understanding of their dog’s health and reward them for being more active with their dogs,” notes Djanogly. “As dog owners, we know how hard it can be to manage

your pup’s life, so we created Dogiz to do all the hard work for you.”

Dog owners are encouraged and incentivized to increase the fitness levels of their pets by keeping them more active. In the process, they earn Dogiz coins that can be used for discounts on products and services in the Dogiz shop.

For every action owners do on the app – completing a quiz, tracking walks and providing weight, memory or mood updates associated with their pets – they get coins. They can also see on the leaderboard how fitness levels compare with other dogs in the neighborhood.

As Djanogly and Zlatkin continued consulting with veterinarians, they also learned of an interesting trend that the doctors were seeing. The veterinarians reported that they were regularly receiving photos of dog poop from concerned dog owners who wanted to check if something was wrong with their pet’s digestive systems. And so, the Dogiz team created Dr. Poop, where a team of veterinarians reviewed images and created a program to quickly analyze the byproducts and let owners know how concerned they need to be about their dog.

“Dog poop is a clear window into a dog’s gastrointestinal health,” reports Djanogly. Owners can also earn coins by using Dr. Poop.

The two founders also take the opportunity to help less fortunate dogs. In the United Kingdom, for example, owners can participate in the “PAWpurse Miles for Meals” program. For each mile walked with their dog, a meal is donated to a dog in a shelter. In Israel, people can donate coins earned to a local dog shelter, which receives funding to support their important work.

Djanogly further notes that with the relaunch of Dogiz, “we are no longer geo-restricted.”

The company will continue to provide dog-walking services in Tel Aviv and London, and train and hire people with disabilities. But they have now expanded – creating an inclusive community of dog lovers and arranging partnerships with service providers and pet-food companies.

The duo says that they are pleased with their new direction: “It gives dog owners rewards and motivation to be active with their pet via products they need and use. Why not do it by keeping their dogs healthy?”

**NEWS IN BRIEF**

From JNS.org

**Israeli court sets precedent by recognizing online civil marriages**

In a landmark ruling, The Lod District Court has found that the state must recognize online civil marriages, according to Israeli media reports. In her ruling on July 8, Judge Efrat Fink wrote that a public marriage certificate issued by the U.S. state of Utah, which conducts online marriage ceremonies, is valid, and is a sufficient basis to register the couple as married in Israel, according to Kan news. Israeli law allows only religious marriages, though civil marriages conducted outside the country are recognized. Until now, Israeli citizens wishing to marry in a civil procedure have had to leave the country to do so. In her ruling, Judge Fink criticized Israel’s Population and Immigration Authority for its refusal to recognize such ceremonies, adding that the decision on where a marriage ceremony must be held does not lie within the Authority’s jurisdiction. The state can now appeal to the Supreme Court.

**ROSH HASHANAH 5783 Greetings**

**Deadline: August 18 (September issue)**  
 Once again this year, *The Reporter* is inviting its readers and local organizations to extend New Year’s greetings to the community by purchasing a New Year’s greeting ad, which will appear in our September issue. You may choose from the designs, messages and sizes shown here - more are available. You may also choose your own message, as long as it fits into the space of the greeting you select. (Custom designs available upon request.) The price of the small greeting is \$20 (styles F and J), the medium one is \$38 (style H and I) and the largest one (not shown) is \$74. To ensure that your greeting is published or for more information on additional styles, sizes & designs, contact Kathy Brown 1-800-779-7896, ext. 244; or e-mail [advertising@thereporter.org](mailto:advertising@thereporter.org). Checks can be made payable to *The Reporter* and sent to: *The Reporter*, 500 Clubhouse Rd., Vestal, NY 13850.

**Style H - \$38**  
 Actual Size: 3.22" x 1.975"

May you be inscribed in the Book of Life for good health, peace and prosperity.

Your Name(s)

**Style I - \$38**  
 Actual Size: 3.22" x 1.975"

**ROSH HASHANAH Greetings**

**Deadline: August 18 (September issue)**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Greeting Style \_\_\_\_\_ Message \_\_\_\_\_  
 How you would like it signed \_\_\_\_\_

We accept  Visa  Mastercard  American Express  Discover

Print Name on Card \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Address, City, State, Zip (Registered billing address of card) \_\_\_\_\_

Checks can be made payable to *The Reporter*, 500 Clubhouse Rd., Vestal, NY 13850.

**Style J - \$20**  
 Actual Size: 1.52" x 1.975"

May this New Year be a time of peace & joy for you and all those you love.

Your Name(s)

**Style F - \$20**  
 Actual Size: 1.52" x 1.975"

Have a sweet, happy & healthy New Year!

Your Name(s)

➡ Check out the Federation’s new, updated website at [www.jewishnepa.org](http://www.jewishnepa.org) or find it on Facebook

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THANK YOU FOR YOUR SUPPORT.**