



# *The BRIDGE*



*The Egalitarian Conservative Synagogue of North Metro  
Atlanta with a Contemporary Approach to Judaism.*

August 2011 / September 2011  
Av-Elul 5771 /  
Elul-Tishrei 5772

## **It's time to show Prospective Members what's so special about GLT!**

Prospective Member Weekend - August 12-14, 2011

Friday: Wine and Appetizers at 6pm. Services at 7pm followed by a dessert reception.

Saturday: Services at 9:30am followed by a Kiddush luncheon.

Sunday: Annual Prospective Member Family BBQ - 11:00am

★ Mingle with our congregants ★ BBQ lunch with all the fixin's ★ Music, dunk tank and games for the kids

Prospective Members: FREE; Member Families: \$36; Individuals: \$15

★ **GLTROUPON:** Members who bring a prospect to any of the events this weekend will be entered in a raffle for \$100 off membership. If the prospect joins, you will automatically receive \$100 off dues.

Please RSVP to Doug Konkel at [admin@gltorah.org](mailto:admin@gltorah.org) or call 770-777-4009

## GLT Contact Information

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Contact [newsletter@gltorah.org](mailto:newsletter@gltorah.org) with any news & views for *The Bridge*.

Editor: *Jill Sorkin*  
 Contributors: Sue Chase, Roberta Goldberg, Pam Vexler

### CONTACTING RABBI BERNSTEIN:

Please share with the Rabbi any personal and family news that requires prayers or counseling.  
 770.777.4009 or at [rabbi@gltorah.org](mailto:rabbi@gltorah.org)

## TELL US WHAT YOU THINK!

Any ideas, suggestions or comments that you would like to send to the GLT Executive board? We're listening... just send an email to [feedback@gltorah.org](mailto:feedback@gltorah.org). Don Pozin, Steve Sutton, Shari Rose, Shari Sargon, & Stephen Klee



GLT wants to be YOUR friend on Facebook! Go to [www.facebook.com/gesherltorah](http://www.facebook.com/gesherltorah) and "LIKE" us so you can get event updates, messages from the board and Rabbi, and GLT specials that you won't want to miss!



## Message from Rabbi Bernstein

This past week and a half, I have had the privilege of being on staff at Camp Ramah Darom, a dynamic Jewish summer camp located in the beautiful mountains of Clayton, Georgia. This is the second summer that my family and I have been able to spend time in this special place, this time as an official Rabbi in residence and a member of the Judaica teaching staff. Ramah Darom is the Southern camp among eight of the United Synagogue of Conservative Judaism's flagship overnight camps.

During Shabbat morning in the open air theater that served as the main place for prayer for rising 8th and 9th graders, I asked them if Ramah got good service. While I could tell that most of them found it strange that a rabbi would be talking to them about cell phone reception during prayers, let alone on Shabbat, a few volunteered that in fact, the camp had very poor cell phone service (or so they heard because campers are not allowed to use their cellphones while at camp!....). Yes, I confirmed ruefully, Camp Ramah Darom has terrible cellphone service, and those staff members who try to get a call through are often seen roaming around trying to find that one magic place where a connection is possible.

However, I continued, as bad a place as camp is for cellphone service, that's how amazing a place Ramah Darom is for God service! Connecting with God was not just something to do during the time set aside for prayers in the places designated to hold services. Instead, I invited the campers to take a moment to look around their surroundings – awesome, lush trees surrounding each vantage point, mountains rising in the distance, and streams and lakes serenely singing the praises of their Creator. But even beyond the magnificent spread of natural beauty, I suggested that they think of the kind of activities they have been engaging in with their fellow campers, everything from conquering their fears on the climbing towers to learning new

dances to Israeli hip hop songs. Every one of those moments is a chance to appreciate a deeper connection to our growing selves, to our indispensable friendships, and to the One who breathes new life into us each day.

Now that I am back from camp and we are all looking toward the last days of summer and the opening of a new year, I invite you to think about these connections as well. While we do not always have the opportunity to seek out the more awe inspiring sights of nature or the kind of activities which lend themselves naturally to feeling inspired, we do have the chance to appreciate each moment as a gift and to be fully engaged in each day's possibilities for connection, for growth, and for renewal.



"As bad a place as camp is for cellphone service is how amazing a place Ramah Darom is for God service!"

As we plan the time we will spend engaged with our GLT community, in the synagogue or in other ways, we can pay attention to how our own personal stories are woven together with the threads of the shared wisdom of our people and our heritage.

This year we are unveiling a new logo to go with the newly crafted language of our statement of purpose (see page 13). The image depicts the bridge (Geshher) that is part of our name and our commitment to making connections with each other. The bridge itself is formed by an interplay of Torah scrolls and lines that create a Jewish star in which the triangles are open rather than closed. The story of this logo, like the next new chapter of GLT's legacy, is yet to be fully written.

I look forward to sharing this unfolding story with you as we deepen our connections and friendships, and find God in that which is both new and old in our community.

**Come One, Come All to the very Berry Bake Sale of them all!**

★When: August 21st Sunday★Where: Geshher L' Torah Parking Lot★Time: 9am till ? ★For: Berry Children of Houston

GLT is rallying together to raise money for the Berry Children of Houston, Texas whose parents were killed in a car accident leaving 2 out of 3 children paralyzed and an astronomical amount of medical bills.

Contact Nicole Iroff at [nicoleiroff@gmail.com](mailto:nicoleiroff@gmail.com) or Shari Rose at [youth@gltorah.org](mailto:youth@gltorah.org) to volunteer.

## Message From the President, Don Pozin

### Membership – Is it the Fraternity Model?

When I landed on the campus of Georgia Tech, my only experience with a Jewish Fraternity was a single line from the movie, *Animal House*. Yet my lack of knowledge about the fraternity system was easily overcome, and I joined the only Jewish fraternity on campus, AEPi, as a freshman during “rush season.”

My fraternity’s “rush season,” the time when we focused all of our efforts on recruiting the next class of pledges, occurred at the same time every year. Fall semester signaled the beginning of the school year and new students entering campus life. We used phrases like “rush is our lifeblood” to describe the annual ritual of selecting young men that would one day become our brothers.

I bring up my college experience because I often hear the summer months at a synagogue called “rush season.” It is true that the time between Summer and Fall is also a big time for synagogues. We recognize that the High Holidays and school registration are yearly events that bring in people looking for a spiritual home and a place for their kids to learn about our faith and customs.

But unlike fraternities and sororities, we are not looking to replace outgoing graduates and maintain our status quo. We are looking to expand our membership, adding to our solid foundation of existing members. We have been steadily growing the last few years and improving because of it.

Why do I think we are better for it? I just have to look around and see the new faces and how they are integrating into our community. We just held the first board meeting after the most recent elections. 7 of the 19 board positions are

currently held by members who have joined in the last 3 years. New members were instrumental in executing our inaugural Purim basket deliveries and our expanded carnival. New members have enrolled their kids in our school and also became teachers. New members are helping to fill our seats at services every week.



But as we move into this “rush season”, it is important that we don’t overlook those of us who have been here for many years. Even with steady growth, the majority of our membership

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has been here more than 3 years. Our social events throughout the summer are planned not only to attract new members, but also to allow us to spend time with our existing members. One of the best opportunities for this is coming up in August

as we have a whole weekend of activities for new and prospective members on 8/12 – 8/14. Look for details in this edition of the newsletter.

On a personal note, one of the similarities that I do see between AEPi and GLT are the special relationships that I made and how they have shaped my life. I am grateful to have been part of both “rush seasons.”

Don Pozin

P. S. If you’re not familiar with the scene from *Animal House* where the Jewish Fraternity was mentioned, ask me about it the next time we see each other or drop me a line at [President@gltorah.org](mailto:President@gltorah.org).

*Welcome and Mazel Tov to all of Gesher L'Torah's New and Re-elected Board Members!*

*Jill Cohen  
Beth Greenwald  
Elise Herbst  
Betsy Kramer*

*Don Pozin  
Mandi Rubenstein  
Michelle Ray*

*Michael Sandler  
Steve Sutton  
Maurisa Versel*

*For all of your hard work and dedication, Todah Rabah to all of the departing Board Members!*

*Stan Abes  
David Hummel*

*Elana Miller  
Robin Walters*

## **Gesher L'Torah's 2011 Volunteers of the Year: Mort and Meryl Shlossman**

Mort and Meryl Shlossman were selected by the Board as the 2010 - 2011 Volunteers of the Year for their many efforts over the year. Mort and Meryl have been purchasing food, putting it out, and cleaning up for virtually every Friday night service for the past year. Mort volunteers on the Ritual Committee and has filled in for Rabbi Bernstein, leading Friday night services when he is out of town. Mort and Meryl have both been counted on to help make a shiva minyan. Mort and Meryl actively volunteer as part of the 50+ club. In addition to their efforts at GLT, both Mort and Meryl showcase their true volunteer spirit in the larger community. Mort volunteers as service leader virtually every Shabbat morning at the William Bremen Jewish Home and Meryl volunteers at the North Fulton Hospital gift shop.



### **Condolences:**

We would like to extend our sincerest condolences to these families.

- Anita Kramer and her family on the passing of Anita's mother, Sarah Sakowitz
- David and Jen Flax and their family on the passing of David's grandfather, Phillip Schanzer.
- Glenn and Michelle Prince and their family on the passing of Glenn's mother, Mildred Prince.
- Enrique and Kerry Seir and their family on the passing of Enrique's stepfather.

Sisterhood had a great turn-out for our summer pottery outing on June 28. It was great to see so many friendly GLT faces painting and shmoozing!!

Our next big event will be our annual kick-off event on the evening of August 28. More details will be coming soon. We are also planning a movie night for sisterhood to see the movie THE HELP, which was a book we read for sisterhood book club this past year. Date and time will be coming soon. We hope everyone is having a fabulous summer!!!!



Watch your emails for more details!

# חַפְּקָה נְשׁוּבָה!

## High Holiday Schedule

All Services Will be Held at GESHER L'TORAH  
4320 Kimball Bridge Road, Alpharetta

### Erev Rosh Hashanah

Wednesday, September 28th  
Special Simonim program before services

### Kol Nidre

Friday, October 7th

### Rosh Hashanah—Day One

Thursday, September 29th  
Services followed by Tashlich at  
the pond behind the Bernstein's home (in Tuxford)

### Yom Kippur

Saturday, October 8th

### Rosh Hashanah—Day Two

Friday, September 30th

### Mincha/Neilah

Saturday, October 8th

### Shabbat Shuva

Saturday, October 1st

### Shemini Atzeret

Thursday, October 20th

## BOOK OF REMEMBRANCE

Congregation Geshher L'Torah has established a tradition of putting together a **Book of Remembrance for the High Holidays**. This booklet is a fitting and traditional way of memorializing family members whose names are recalled at the *Yizkor* service on Yom Kippur.

Anyone who wishes to have the names of their departed loved ones entered into this year's Book of Remembrance should contact **Jeff Herbst** at [jeffrey.herbst@gmail.com](mailto:jeffrey.herbst@gmail.com) or 770-569-9536. The booklets will be distributed on Yom Kippur. Please submit all information to Jeff by **Wednesday, September 28th**.

As we have done each year, we ask that a contribution of \$18 (Chai) for each loved one remembered be made to Geshher L'Torah. This contribution should be sent directly to the attention of the GLT Bookkeeper.

## Sukkot & Simchat Torah Service Schedule

### Sukkot

Thursday, October 13th  
Friday, October 14th

### Simchat Torah

Thursday, October 20th - Dancing with the Torahs!  
Friday, October 21st - Unwrapping the Torah!

# GLT Presents A New High Holiday Prayer Book For A New Generation



Take advantage of the unique opportunity to personally put the revolutionary High Holiday prayer book *Lev Shalem* in the hands of our congregation for the 2011 High Holidays by donating in honor or memory of a loved one.

**\$36 per book (retail price is \$44/book)**

GLT will place a personalized honorarium label in each donated book with your name and the names of those who you are honoring or memorializing.

*Lev Shalem* was composed with an awareness of the diverse backgrounds within our synagogue family, in order to open doors for every congregant in a very personal and meaningful way.

- New & accessible English translation & more transliterations of Hebrew than ever
- Rich assortment of contemporary and traditional English readings, stories, poetry & reflections
- Focus on spiritual, social and contemporary ideas
- Informative commentary & insight into the meaning of prayers

### TO DONATE LEV SHALEM TO GLT – FILL OUT FORM AND RETURN TO GLT

**Include names of those you wish to honor or remember below or separately by contacting GLT**

Name \_\_\_\_\_ # of books \_\_\_\_\_ @ \$36 / book

**In Memory of:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

and/or

**In Honor of:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Enclosed check # \_\_\_\_\_ In the amount of \$ \_\_\_\_\_  
 (Please make check payable to Congregation Gesher L'Torah)

or

**Charge my credit card:**  
 M/C \_\_\_ / Visa \_\_\_ Card # \_\_\_\_\_ Exp. Date \_\_\_/\_\_\_

## Education News

### A Message From Rebecca Gordon, Director of Education

As the summer draws to a close, we are finishing up the last of our summer tutoring sessions. We were able to continue our momentum and skill gained through repeated practice during the past school year. Our summer tutoring program helped sharpen skills and create a pace and rigor that will hopefully carry our students into a successful new school year. We were so glad to have such a great turnout!

**Don't forget to turn in your Religious School registration forms!** We are unable to appropriately staff our Hebrew tracks until we receive all forms; please make every effort to turn them in ASAP. Thanks to all of those who

turned in their forms promptly!

Madrichim applications are due on August 1<sup>st</sup>. Interviews will be set up by August 10th. Because to planning issues, late applications cannot be considered.

Please contact us if you have any questions or concerns!

We hope everyone is having a fun and relaxing summer! We are looking forward to seeing everyone in August!

Rebecca and Carla

### Inside The Classroom with Carla Birnbaum

#### **Our Hebrew Curriculum**

The goal of Gesher L'Torah's Hebrew curriculum is to cultivate fluent prayer reading with comprehension and familiarity with our worship services. We use the Behrman House series Kol Yisrael for texts. These texts use kid-friendly language to explore the meanings of and reasons behind prayer – so students understand the words they are saying and why we pray.

Kol Yisrael is the first fully integrated multi-media Hebrew series; it teaches the prayers in the Shabbat morning service as well as blessings and prayers for home observance. The series consists of three levels, each with a book and CD bound into the back. In Kol Yisrael 1 students meet their companions and guides for the three-year series: two young characters Batya and Ben. With their pet fish Doug, Batya and Ben take students on a multi-media learning adventure; students use the textbook and online games to learn the blessings and prayers that help them comfortably participate in Jewish rituals in the home, such as reciting Shabbat and holiday blessings, and singing the Mah Nishtanah.

Kol Yisrael fully integrates text-based lessons and digital learning. In Level 1 of this three-year, full-color series students learn key blessings and prayers to use at home,

such as the Kiddush and Mah Nishtanah. In Level 2 students learn about community, through the opening prayers in the Shabbat morning service and the Amidah. In Level 3 students prepare to become b'nai mitzvah with the Shabbat morning Torah service and concluding prayers.

Kol Yisrael offers the most up-to-date learning tools, including "Clues to Cyberspace," that motivate students to use the software at home—creating additional practice time and opportunities—online video games, and interactive readings in which students can hear the prayers read aloud, in American or Israeli accents.

Our curriculum draws life lessons from the prayers so our students understand how prayers can help each of us act like a mensch.

Our curriculum draws life lessons from the prayers (we show loyalty to God when we pursue peace and justice; we are a unique people and

it is our duty to contribute goodness to the world) – so our students understand how prayers can help each of us act like a mensch.

The structure and methods of our program create a unique environment with an integrated learning model. We use traditional (pencil-to-paper) and new (mouse-to-screen) techniques to extend our learning from the classroom to the home. This also allows for students of varying learning styles and capabilities to progress at their own pace.

## PRESCHOOL CORNER

Amy Cox,  
Preschool Director

Article written by Carla Birnbaum

The GLTP Pre-K class decided to leave their legacy through planting a raised bed organic garden in the playground area. The class was able to plant numerous vegetables and is already seeing the results of their efforts. "We chose easy to grow vegetables, like tomatoes and broccoli, so that the students would be able to maintain the garden independently," says Pre-K father, Josh Needle, who helped with the project. The Pre-K class was in charge of planting and maintaining the garden for the past few months.

Preschool director, Amy Cox is especially excited about the Pre-K garden. "Our school has an emphasis on the earth and teaching children about sustainability at a young age. We love the new garden, because it gives the whole school an opportunity to engage in healthy, sometimes messy fun and provides an additional outlet for children to exercise and enjoy the outdoors," says Cox.

Terri Katzenstein, one of the Pre-K teachers, organized a field trip to continue to teach about living a greener life. The students visited the DeKalb farmers market to learn about sustainable gardening and farming. "The majority of produce at the farmers market is organically grown. They support small farms that employ humane, environmentally responsible and sustainable production methods, so it was an excellent example of the type of green farming we are teaching."

The preschool has plans to expand the project in future years. Cox and her teachers hope to grow herbs and vegetables for cooking projects in the future.

**ABOUT GESHER L'TORAH'S PRESCHOOL** – Our Mission is to create a positive Jewish environment that would get children excited about learning, excited about being Jewish, and excited about coming to school! At GLTP children learn more than just their ABC's and 123's. We teach them independence, self-confidence, and Jewish values and traditions. Our goal is to have students graduate from our program prepared for the education ahead of them, Jewish and secular, and wanting more!

We still have a few available spots for the 2011-2012 school year. If you or anyone you know is interested in getting more information about our wonderful preschool contact Amy Cox at [preschool@gltorah.org](mailto:preschool@gltorah.org) or call at 770-777-4009.

### Check out our New Member Deals!

- ★ 50% off your first year of membership dues
  - ★ Building Maintenance Fund deferred until 2nd year of membership
  - ★ Dollar-for-dollar credit for building funds paid to other Atlanta-area synagogues
  - ★ Complimentary High Holiday tickets **PLUS** premier parking location in the GLT parking lot
  - ★ Discounted membership rates for Pre-School and Religious School
- PLUS** - there are incentives for current members who refer new members.  
For information, contact Jill Cohen, Membership VP, at [membership@gltorah.org](mailto:membership@gltorah.org) or 404-819-6565.

## **Gesher L'Torah wins prestigious Solomon Schechter Sollie Gold award for Holocaust Remembrance and Education**

Gesher L'Torah's Embracing Tolerance program is the proud recipient of the Solomon Schechter Sollie GOLD award for their Holocaust Remembrance and Education program. This highest honor is presented only to those who have demonstrated excellence in programming, organization, education and administration.

Requirements included upholding the fervent commitment "to remember, and never forget" the Holocaust and learning from its brutal lessons. The synagogue has become a recognized center for Holocaust commemoration observances, study and programming. A comprehensive activities program regarding this subject can serve to strengthen Jewish identity and heighten awareness of contemporary prejudice and the importance of vigorously opposing it.

"These [programs] are a source of pride not only to the winning communities themselves but to all of United Synagogue as well. The efforts of [GLT] serve as a model for other USCJ kehillot (communities)." Stated Jerry Klibanoff, chair of the Solomon Schechter awards committee.

One of the aspects of GLT's Embracing Tolerance is the Curriculum Trunk Program. These trunks are filled with identical educational materials including multimedia tools such as CD's, videos, posters, maps, classroom sets of books, a curriculum from which teachers can create lesson plans, and other materials. These instructional aids are designed to teach social consciousness and good citizenship thus making students aware of personal responsibility and moral courage. The trunks teach about genocide with age-sensitive materials that encompass both social studies and language arts. Once the trunks are complete the Georgia Commission on the Holocaust will distribute them to underserved areas through Regional Libraries across the state of Georgia. The libraries will then allow materials to be checked out by educators in that local area for use in their schools.

Another element of the program is the The Holocaust Memorial Wall, which is located on site at Gesher L'Torah. The Wall honors the six million innocent Jews who lost their lives during the Holocaust. It is the only such memorial in the North Atlanta suburbs, filling a void in our metropolitan area and providing opportunities for people of all faiths and backgrounds to confront hatred, bigotry and intolerance. Along with the accompanying Monument to the Righteous Persons and the Holocaust Education Center, the Wall is truly a "bridge" that connects generations and opens dialogues...a bridge that fulfills the Jewish imperative of Tikkun Olam, the building of a better world...

...a bridge that ties the lessons of the past to the challenges of the present so that, together, we can create a brighter future...

**ABOUT GESHER L'TORAH TOLERANCE EDUCATION PROGRAM** – The vision of the Tolerance Education Program is to help create a generation of educated and socially responsible youths. Helping today's children become more sensitive, empathetic and responsive to the lessons of the Holocaust and other 20th century genocides is the first step toward realizing this vision. It is the hope of the Tolerance Education Program that mankind will learn to embrace the many differences that exist among people, and that eventually these very differences will bond today's diverse society together. After all, people are different but still the same.



### Mark Your Calendars -Upcoming GLT Events

August 21- Sunday School Open House  
August 28- First day of Sunday School

**Thank you to David and Daniel Chase** for taking time out of their July 4th weekend to remove a fallen tree that was blocking the GLT driveway.

# AUGUST 2011

Av - Elul 5771

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 1 Av	2 2 Av	3 3 Av	4 4 Av	5 5 Av	6 6 Av
7 7 Av	8 8 Av	9 9 Av Tisha B'Av	10 10 Av	11 11 Av	12 12 Av Prospective Member Shabbat 6-7pm wine and appetizers; 7pm services followed by dessert reception	13 13 Av Prospective Member Shabbat Services at (:30am followed by Kiddush luncheon
14 14 Av Annual Prospective Member BBQ 11am	15 15 Av	16 16 Av	17 17 Av	18 18 Av	19 19 Av	20 20 Av
21 21 Av Sunday School Open house Bake sale for Berry Family of Houston	22 22 Av	23 23 Av	24 24 Av	25 25 Av	26 26 Av	27 27 Av 50+ Club Shabbat Service
28 28 Av First day of Sunday School Sisterhood kickoff event	29 29 Av	30 30 Av	31 31 Av	<b>August Shabbat Times:</b> 8/5: Begins 8:17 pm      8/6: Ends 9:14 pm 8/12: Begins 8:10 pm    8/13: Ends 9:07 pm 8/19: Begins 8:02 pm    8/20: Ends 8:58 pm 8/26: Begins 7:54 pm    8/27: Ends 8:49 pm		

# SEPTEMBER 2011

*Elul 5771 - Tishrei 5772*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
4	5 Elul	6 Elul	7 Elul	8 Elul	9 Elul	10 Elul
11	12 Elul	13 Elul	14 Elul	15 Elul	16 Elul	17 Elul
18	19 Elul	20 Elul	21 Elul	22 Elul	23 Elul	24 Elul
25	26 Elul	27 Elul	28 Elul	29 Elul	30 Tishrei	1 Tishrei
			Erev Rosh Hashanah	Rosh Hashanah Day 1	Rosh Hashanah Day 2	Rosh Hashanah Day 2
						25 Elul
						Selichot
						11 Elul
						Bar Mitzvah of Mathieu David
						B'nai Mitzvah of Audrey & Perry Fried

## STRATEGIC PLANNING - OUR PURPOSE

As we enter our post-Bat Mitzvah years as a synagogue, we have been incredibly successful over these short 13+ years. Our founders understood the future of Judaism and created a warm and welcoming family-friendly community – a personal synagogue. Those founders and early members had the foresight to purchase property and a house, and they established what has become a renowned education program including a sought-after pre-school and an unparalleled religious school. Our recent accomplishments include building Phase 1 of our beautiful home, hiring Rabbi Bernstein as our full-time spiritual leader, expanding our professional staff, creating the Tolerance Education Program and becoming a Solomon Schechter Award-winning synagogue. And the best is yet to come.

We also find ourselves at a time when the conservative movement itself is re-examining its strategic vision.

It is in this context that the strategic planning committee embarked on a process of re-examining our purpose. Beginning with focus groups and surveys during our Rabbi search process, continuing with our high holiday surveys, and through conversations with congregants, we have been asking who we are, who we want to be, and why we are here as a synagogue.

A guiding principle of our effort is that we can only truly know what our goals are and how we should accomplish those goals when we understand and can articulate our purpose – the reason we exist as a synagogue.

As people seek more meaningful and personal experiences in every aspect of their lives, we are on the cutting edge of the effort to re-think what it means to be a synagogue today and how to provide people with what they are looking for. We have always provided a contemporary yet timeless personal approach to Jewish life as we search for meaningful Jewish answers to life's important questions. Our stories suggest that we want unique and dynamic personal Jewish experiences.

A few fundamental truths were consistent in our conversations and surveys. Everyone brings their own personal stories to Judaism. Relationships with each other and with G-d are personal. Synagogue should be personal.

Our work has resulted in the following purpose statement ratified by your board of trustees:

***Our purpose is to create a community that embraces everyone's unique story, offering meaningful Jewish insight in a personal way.***

Our goal is to intentionally carry out our purpose in everything we do. We intend to approach everything we do in a personal way to meet the needs of those seeking a meaningful personal Jewish experience.

We will continue to define ourselves through our personal stories – not by labels. We strive to provide opportunities for each person to bring their own personal stories into everything we do.

As we carry out our purpose, whatever one's personal experience or background-interfaith families, Jews by choice, exploring or revisiting Jewish life, traditional and contemporary—we can learn from and touch each person's heart, mind and soul.



## ***Branding Gesher L'Torah***

Over the past year, we have taken an aggressive approach to marketing. We hope you have noticed the many articles about us in the Atlanta Journal and Constitution, The Appen Papers (i.e. Johns Creek Herald), The Jewish Times and The Hub. This visibility across metro Atlanta helps inform others that Gesher L'Torah is truly a special place, where each person can make a contribution. As we have embarked on the process of redefining our purpose, we also want to use a contemporary but timeless approach to articulate who we are. The Marketing Committee in conjunction with the Strategic Planning Committee has created a new visual symbol for identifying Gesher L'Torah.

The new logo for Gesher L'Torah visually represents the transition of the synagogue from a small, start-up congregation into the vibrant, growing community that we are today. Gesher L'Torah means "Bridge to the Torah". The new logo expands on the "bridge" concept of our original logo, updating it to reflect our purpose.

The "GLT" within the logo is strong and bold, representing our strong foundation that has been established and continues to be built upon.

The bridge has a slight 3D perspective, angling into the future and anchored on both ends by the Torah. The stylized Star of David that forms the bridge is a traditional symbol of Judaism—yet the depiction is anything but traditional. The points of the star are open, just as GLT is an open and welcoming community.

The updated logo is an attention-grabbing visual, familiar yet new, and is an appropriate symbol for GLT. It is strong, dynamic, and moving. Moreover, it represents GLT on multiple levels: as a guide on your own personal journey, an iconic symbol of a community, contemporary yet based in tradition. This logo can have variations to targeted audiences, and we look forward to this logo's becoming a recognizable symbol in our greater community. A special thank you goes out to Benjy Rose for the long hours, days and months he spent working to create our new logo.

# Simcha Spotlights



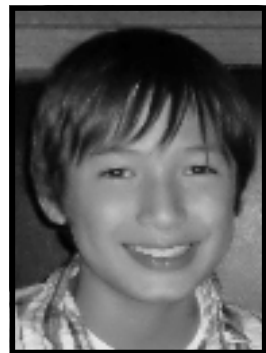
## Upcoming Bar/Bat Mitzvahs



**Matthew Benjamin Kriteiman** will be called to the Torah as a Bar Mitzvah on Saturday, August 20, 2011, at Gesher L'Torah. Matthew is a rising seventh-grader at Woodward Academy, where he has earned the status of Gold Eagle and Outstanding Student by earning straight-A's in an accelerated program during each of the last two academic years. Matthew's talents extend to the football field. He played starting running back and linebacker in 2009 for the fifth-grade AFYA Division 1 Eagles, a team that won the NMFL championship; he played the same positions in 2010 for the sixth-grade Johns Creek Jr. Gladiators, who went on to win the Georgia state championship. Matthew is an avid lacrosse player and skier too. His other interests also include reading, music, and hanging with friends. Matthew's parents, Laura and Lewis Kriteiman, and his older brother Alex, are extremely proud of Matthew's many accomplishments. Matthew is looking forward to sharing his special day with family and friends.



**Perry and Audrey Fried** will be called to the Torah as B'nai Mitzvah on September 3, 2011. Perry turned 13 on November 30, 2010 and waited for his sister Audrey to turn 12 on May 19, 2011 so they could share this simcha. Perry is a rising 8th grader at Taylor Road Middle School. Audrey is a rising 7th grader at Taylor Road. Both are in the Talented and Gifted (TAG) program and are honor roll students. Perry is an avid roller hockey player. He plays in both a middle school and recreational league. When not playing hockey, he enjoys cheering on the Buffalo Sabres, Buffalo Bills, and Atlanta Braves. Perry plays trombone in the school band and has been playing piano since he was five. He has attended Camp Barney for the past four summers. Audrey is a competitive gymnast at All Around Gymnastics in Alpharetta, where she competes on a USA Level 7 Competitive team. She is proud to have donated hair twice Locks of Love. Audrey plays clarinet in the Taylor Road school band. She has attended Camp Ramah Darom for the past four summers. Perry and Audrey have attended GLT religious school since kindergarten. Next year Perry will be part of the Madrichim program. Proud parents are Janet and Brad Fried, who have been active GLT members since 1998.



**Matthieu David** will be called to the Torah as a Bar Mitzvah on Saturday, September 10, 2011 at Gesher L'Torah. Matthieu is a Chicago native and rising eighth grader at River Trail Middle School where he is a popular student. Matthieu enjoys participating in school activities, sports, and volunteering to help others. He always cheers everybody up with a friendly face and a smile. He has an older sister Michelle who is a rising ninth grader at Chattahoochee High School. Matthieu's mom and dad are Joy and Bruce David who are extremely proud of Matthieu's accomplishments at Gesher L'Torah, where he attended religious school since the second grade in 2005. Matthieu is very proud and excited to share this wonderful occasion with his family and friends.



Mazel Tov to Craig and Erica Wilkinson and big brother Sam on the birth of Jacob Max Wilkinson. Jacob was born on May 26th and weighed 8.11 pounds.

**TZEDAKAH****General Fund**

Charles & Sally Goldgeier	In memory of Charles Goldgeier's aunt, Martha Mitchell
Charles & Sally Goldgeier	With thanks to Jen and David Flax for the great job Window Genie did on our home
Dr. & Mrs. Charles Kaiser	Thank you for the concern for our family following the accident and for the bima honor
Dr. & Mrs. Todd Miller	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Adam Vexler	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Benjamin Rose	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Brad Fried	In memory of Phillip Schanser, grandfather of David Flax
Don & Margie Pozin	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Jeff Sorkin	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Sheldon Palefsky	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Steven Kramer	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Steven Rubin	In memory of Phillip Schanser, grandfather of David Flax
Mr. & Mrs. Steven Shapiro	In memory of Phillip Schanser, grandfather of David Flax
Dr. Alan & Mrs. Anita Kramer	In memory of Phillip Schanser, grandfather of David Flax
Joshua Ginsberg	In memory of Samuel Kramer, father of Alan Kramer
Mr. & Mrs. Adam Goodman	Thank you for welcoming me during my visit for Yizkor
Mr. & Mrs. Brian Shemaria	In memory of Mildred Prince, mother of Glenn Prince
Don & Margie Pozin	In memory of Mildred Prince, mother of Glenn Prince
Mr. & Mrs. Gary Silverman	In memory of Mildred Prince, mother of Glenn Prince
Mr. & Mrs. Steven Shapiro	In memory of Mildred Prince, mother of Glenn Prince
Mr. & Mrs. Adam Vexler	In memory of Mildred Prince, mother of Glenn Prince
Mr. & Mrs. Steven Kramer	In honor of the birth of Ian Alexander Goldman
Mr. & Mrs. Steven Shapiro	In honor of the birth of Ian Alexander Goldman
Mr. & Mrs. Adam Vexler	In honor of the birth of Ian Alexander Goldman
Don & Margie Pozin	In honor of the birth of Maya Bethany Stinson, grandchild of Rabbi and Gail Slomovitz
Mr. & Mrs. Steven Kramer	In honor of the birth of Maya Bethany Stinson, grandchild of Rabbi and Gail Slomovitz
Mrs. Sheila Berger	In honor of the birth of Maya Bethany Stinson, grandchild of Rabbi and Gail Slomovitz
Mr. & Mrs. Adam Vexler	In honor of the birth of Maya Bethany Stinson, grandchild of Rabbi and Gail Slomovitz
Mr. & Mrs. Brad Fried	Wishing the Kaiser family a speedy recovery
Don & Margie Pozin	Wishing the Kaiser family a speedy recovery
Mr. & Mrs. Adam Vexler	Wishing the Kaiser family a speedy recovery
Mr. & Mrs. Brad Fried	In honor of Mort and Meryl Shlossman being selected Volunteers of the year
Don & Margie Pozin	In honor of Mort and Meryl Shlossman being selected Volunteers of the year
Mr. & Mrs. Michael Sandler	In honor of Mort and Meryl Shlossman being selected Volunteers of the year
Mr. & Mrs. Norman Green	In honor of Mort and Meryl Shlossman being selected Volunteers of the year
Mr. & Mrs. Steven Shapiro	In honor of Mort and Meryl Shlossman being selected Volunteers of the year
Don and Margie Pozin	Thank you Betsy Kramer for organizing and preparing so many religious school kidush luncheons

## General Fund

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Seymour and Lois Green  
Seymour and Lois Green

Condolences to Sheila Berger on the passing of Reuben Berger  
Condolences to Sheila Berger on the passing of Reuben Berger  
Condolences to Anita Kramer on the loss of her mother, Sarah Sakowitz  
Condolences to Anita Kramer on the loss of her mother, Sarah Sakowitz  
Thank you to Betsy Kramer, Pam Klee, Marissa Klee, Cathy Sutton, Payton Sutton and Debbie Gottlieb for preparing the dinner at the Annual Meeting  
Mazel Tov to Frankie Cantrell for receiving the Marian F. Perling Chesed Award  
Mazel Tov to the Birnbaum family on the naming of Hannah  
Mazel Tov to the Birnbaum family on the naming of Hannah  
In memory of Nathan Herbst, father of Jeff Herbst  
Thank you to the members of GLT who have been so supportive in referring new clients to my practice  
In honor of the birth of Jacob Max Wilkinson  
In appreciation of the new Sisterhood Board  
Thank you to Rabbi Bernstein and GLT for your kindness  
In memory of Minnie Green, mother of Sy Green  
In memory of Elise Chanin, mother of Lois Green

## Rabbi Discretionary Fund

Mr. & Mrs. Steven Rubin  
The Berger Family  
Wilma and Barnett Black

In honor of the fantastic job Rabbi Bernstein did during Justin's Bar Mitzvah  
In memory of Reuben Berger  
In honor of the birth of Jacob Max Wilkinson and his older brother Sam who has given us such joy and happiness

## Lev Shalem Siddurim

The Berger Family  
Mr. & Mrs. Scot Goldring

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In honor of Anita Freedman and all her hard work and amazing tutoring she provided to the Bar and Bat Mitzvah class of 2011

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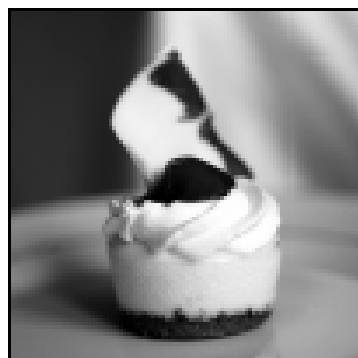
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It isn't new news: Georgia's unemployment rate is 9.9 percent, topping the national rate of 9 percent. In Atlanta, which lost 9,000 jobs in the past year, according to the Atlanta Business Chronicle, job creation continued to lag far behind America's other large metro areas in the spring. In fact, we ranked 98th out of 100 major metros in creating jobs.

Job hunting is never fun and is even more stressful in a down economy. But it's helpful to know that resources do exist. At Jewish Family & Career Services, the Job Development team is hard at work creating opportunities for job seekers. What people might not realize is that these jobs go beyond administrative or "help desk" jobs to professional-level career positions. Thanks to new partnerships with large companies JF&CS' has placed candidates in all types of positions, from sales & marketing and customer service to accounting and legal services.

How's this for networking at its best? While doing some volunteer work for Robyn Cohen and Linda Schneider (aka our job developers), "Shelly" helped her synagogue hire someone for a job. Then, when she was looking for a job herself, Robyn and Linda helped her find a job with a company. At about the same time, Shelly's friend "John" found himself without a job for the first time in 20 years and with a family to support. Through JF&CS, he found a great job as a controller in a mid-size company.

We have placed teachers, an IT manager in a financial services company, a director of benefits and compensation at a major corporation and a variety of other professionals in both for-profit and nonprofit organizations, including at the management level. We placed a human resources director in a pharmaceutical company, an H.R. assistant in a major hotel, high-level executive assistants in a major retailer and several large accounting firms, four recruiters and a couple of fund-raisers in nonprofits.

The job development team is only part of the story. As a whole, Career Services – Tools for Employment, the agency's careers division, placed **430** job seekers into employment opportunities between July 1, 2010, and June 30, 2011.

*Tools for Employment offers several workshops each month to help job seekers enhance skills such as resume writing and interviewing along with assessments to help them focus on realistic career paths. These services are offered at minimal cost. For more information, visit [yourtoolsforliving.org/careers](http://yourtoolsforliving.org/careers) or call (770)677-9358.*

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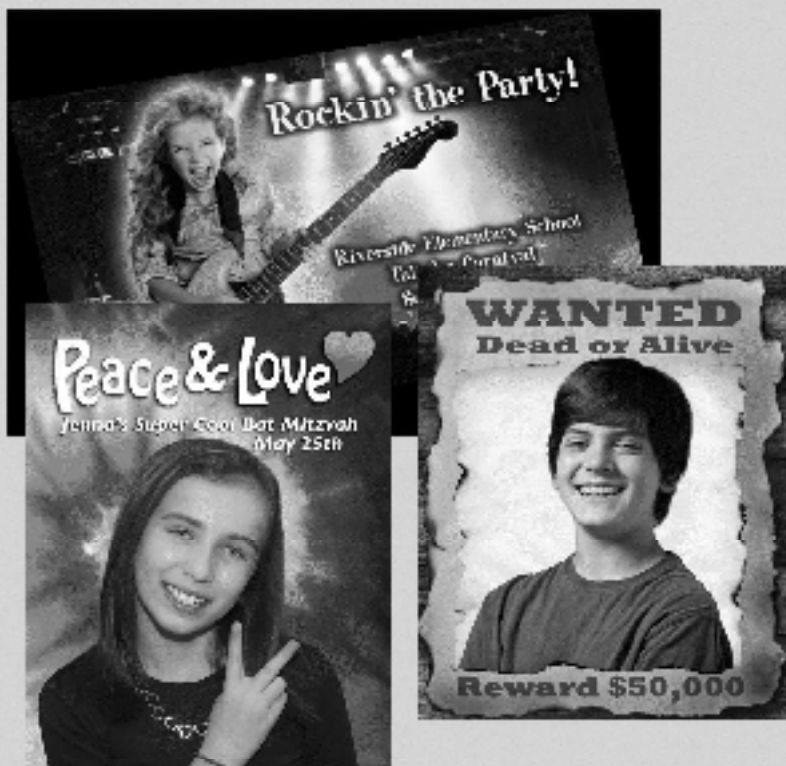
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