



AJC Deplores UN Blacklisting Firms Active in West Bank

This Week's Torah Yitro

 *Candle lighting - 5:11 pm*

In this week's Scroll

AJC Deplores Blacklisting of West Bank Firms

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Shabbat Services, Kiddush, & CAS News



AJC CEO David Harris condemned the list as a hypocritical double standard aimed at Israel.



The American Jewish Committee, AJC blasted the

discriminatory “blacklist” released this week by the UN High Commissioner for Human Rights of Israeli and international companies that have business activities in the West Bank and eastern Jerusalem.

“The world body’s endless hypocrisy and double standards toward Israel are staggering,” said AJC CEO David Harris. “Of all the situations in the world in which territory is disputed, the UN chooses only to focus on Israel. Why? We call on Secretary General Guterres to denounce this outrageous assault on the Jewish state. “Preparation of the list of 112 business entities was mandated by a 2016 Human Rights Council (UNHRC) resolution. The council, since its establishment in 2006, has repeatedly singled out and censured Israel, while ignoring massive human rights violations in other parts of the world. Most egregious is the Council’s agenda item 7, as it subjects Israel to separate scrutiny in a way not done for any of the other 192 UN member states, including the world’s serial human rights violators, some of whom actually sit in the UNHRC.

“We urge those principled Human Rights Council member states to reject this blacklist, which evokes echoes of Nazi-triggered boycotts and blacklists against Jews, when they convene later this month,” said Harris. “This initiative should never have received the support of governments seeking to encourage the parties to the Israeli-Palestinian conflict to engage in direct negotiations and pursue an enduring two-state accord.” Release of the blacklist today comes amidst persistent efforts by the BDS movement, a global initiative to boycott, divest from, and impose sanctions on Israel. The BDS movement, which rejects Israel’s very existence, will no doubt use the UN database to intensify its policy of intimidating companies that do business in or with Israeli population centers in the West Bank, eastern Jerusalem, and the Golan – a first step in its strategy to

boycott all Israeli goods.

The database initiative, as seen in previous boycott efforts targeting Israel, would hurt not only the listed companies, but also inflict economic hardships on hundreds of thousands of Palestinians in eastern Jerusalem and the West Bank, who earn their livelihood as employees of such companies or depend on their services and products as consumers.

“The long history of the Arab boycott of Jewish manufactured products and goods, first launched by the Arab League in 1945 – three years before Israeli independence – to weaken the Jewish state, and maintained during the Arab-Israeli conflict, never produced positive results. Its attempted revival in the form of a UN ‘database’ is counterproductive to the goals of securing an enduring peace and sustainable development in the region,” said Harris. ✨

Congregation Ahavas Sholom

President – Eric Freedman

Rabbi Simon Rosenbach

Cantor – Fred Grabiner

Gabbai - Hooshmand Delshad

Webmaster – Jeff Haveson

Scroll Editor – Bezalel Tim Lee

American Jewish University Unveils Bold New Vision with Launch of Maas Center for Jewish Journeys

Virginia and Frank Maas, longtime board members of American Jewish University, announce \$2.5 million gift in support of new AJU Center designed to meet the needs of rapidly changing 21st Century Jewish Community

The American Jewish University (AJU) recently announced a \$2.5 million gift from Virginia and Frank Maas to support the creation of the Maas Center for Jewish Journeys. The Maas Center (located in Los Angeles) will stand at the heart of AJU's new vision for 2020 and beyond, working to meet the evolving needs of the community that the University has been serving for decades.

A vital component of AJU's mission of fostering inclusive Jewish communities, the Maas Center will champion those too-often relegated to the periphery of Jewish life, guiding them through a suite of interconnected programs that enrich their Jewish journeys.

"American Jewish University serves a critical role in our community and nationally," said Virginia and Frank Maas. "We are proud to further enhance our long-time commitment to the University through the Maas Center for Jewish Journeys. Our hope is that as we look to the future, the Maas Center will guide, encourage and support the lives of thousands of people through the programs that currently exist and new programs that will be developed with our gift."

Virginia and Frank Maas have been leaders in the Los Angeles Jewish community for over 45 years. Their long-term involvements include leadership at



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American Jewish University, the Jewish Federation, Hillcrest Country Club, the LA Jewish Community Centers, Beit T'shuvah, and Temple Beth Am, as well as other Jewish and secular service organizations.

"We are deeply grateful to visionary leaders Virginia and Frank Maas for their generous gift, which will be a far-reaching investment in the Jewish future," said AJU President Jeffrey Herbst. "The Maas Center will create a cohesive experience that supports people in their quest for spirituality and meaning. It will champion a range of ideas and innovative solutions to address some of the most complex issues facing the Jewish community in the modern world."

"The generosity of Virginia and Frank Maas has empowered AJU to amplify a critical message for

our Jewish community today: people are out there searching. Whether they are newcomers to Judaism seeking an open door, or interfaith couples looking to build a shared future, or Jews by birth looking to reclaim their heritage for themselves, we're here to help," said Rabbi Adam Greenwald, Director of the Maas Center for Jewish Journeys. "The Maas Center exists to meet people where they are and welcome them to explore their Jewish journey."

The Maas Center will unify a suite of programs to address the rapidly changing Jewish community. Through in-person courses, conferences, events, and digital outreach, the Center will provide thought leadership on issues of Jewish engagement and inclusion, particularly those affecting the

next generation.

Among these programs are Miller Introduction to Judaism, the nation's leader in empowering those seeking to convert to Judaism, interfaith couples, and anyone who wants to find their home in the Jewish community; the Ziering Brandeis Collegiate Institute (BCI), an immersive experience in Jewish learning, arts, culture, and community offered every summer to Jewish young adults from around the world; Marriage for Life retreats, which help couples envision their Jewish life together; the Community Mikveh; and planned, new online and in-person learning opportunities. The Center will also serve as a platform for strengthening AJU's nationwide network of affiliates. ✡



SIMON

SAYS

Thought Provoking Insights from Rabbi Simon Rosenbach



Rabbi Simon Rosenbach

After God delivers the Ten Commandments, God told Moses to make an altar for the sacrifices. Then, God instructed Moses to not build the altar of hewn stones. Why not? The medieval commentators proposed a few

reasons. The sacrifices that people offered on the altar were meant to lengthen the lifespans of the offerors, but iron tools, especially swords, are designed to shorten a lifespan. Another reason is that the stonecutters decorated the stones with pictures and images. If the stones were decorated, the stones would violate the Third Commandment: you shall not make a graven image.

The most interesting reason, in my opinion, was offered by Ibn Ezra: use only stones that are complete as they were created. It is fitting that you should sacrifice to God on an altar that was fashioned with God's own creations, untouched by human hands. To my mind, this instruction is another example of how God respects, and wants the humans to respect, the natural world. We don't sacrifice animals any more, but respecting the natural world is our way of thanking God. ✨



Help us Remodel Our Kitchen

We need \$ 60,000, to remodel our kitchen properly.

April Modlinger, a long time pillar of Ahavas Sholom, got us started with a generous pledge of \$10,000. Others have also pledged;

but we need more!

With your help the congregation will soon have a kitchen that will serve us all for years to come.

**Please, Make your
Pledge Today!**

National Day Of Unplugging To Be Celebrated March 6-7, 2020

Annual Call For 24-Hour Digital Detox Enters 11th Year With Urgent Call-To-Action to Prioritize Offline Over Online Engagement

National Day of Unplugging (NDU) has announced its 11th year series of Unplugged Events, to be held from sundown-to-sundown, Friday, March 6 – Saturday, March 7, 2020. Over the past decade, NDU has been at the forefront of the movement to educate people about the dangers involved with over-reliance on technology—especially as it pertains to handheld devices.

When NDU started in 2009, very little academic and clinical research had been conducted about the long term impact of smartphone use on mental health. Recognizing the need for awareness of what might become a bigger problem, the Jewish arts and culture non-profit Reboot launched the Sabbath Manifesto, a project designed to slow down lives in an increasingly hectic world. That program evolved into NDU and led the way for other organizations to form, including Levi Felix Camp Grounded and Center for Humane Technology. “Technology is both one of the most helpful and potentially troubling modern-day advances – making communication easier as a global community, but also feeding addictive behaviors that often supersede human interaction,” says David Katznelson, Reboot’s Executive Director and CEO. The amount of smartphone users worldwide has reached 3.5 billion. According to recent studies, the

average smartphone user taps, swipes or clicks their phone 2617 times per day, with most starting immediately when they wake up.

Dr. Tracy Dennis Tiwary, Professor of Psychology and



Neuroscience at The City University of New York and creator of the anxiety-reduction app Personal Zen says, “As we see a spike in anxiety and loneliness relating to daily engagement with technology devices, it’s important for families to teach their children about life/tech balance, just as we teach them about healthy eating and physical fitness.”

In recent years, the movement to rebalance our relationship to technology has exploded, developing products, cultivating communities and publishing books that explore various aspects of the vital need to elevate human interaction over digital connection. One such best-selling book is “24/6: The Power of Unplugging One Day A Week”, written by Emmy-nominated filmmaker and founder of The Webby Awards Tiffany Shlain. Since the first NDU, Shlain began turning off screens one day every week with her family and has done it ever since. “Going offline one day a week for over a decade with our daughters (sixteen and ten) has opened my eyes on how to fill the day with the best parts of life, and a radical act of protection against the always-on, always-available world.”

In its second decade, NDU will drive the global dialogue to examine the broader social impact of unplugging--addressing energy conservation, mental health, personal productivity and the socio-economic implications of technology use in underserved communities.

As part of this dialogue, NDU ambassador Kim Cavallo, founder of the company lilspace, is spearheading the program's new initiative with

brand partners through the Unplug for a Cause™ challenge. “In recent years, brands have spent billions of marketing dollars on digital advertising designed to keep us clicking and scrolling. We’re eager to help companies engage their customers in a new way--sponsoring unplugging challenges.”

This year’s Unplug for a Cause™ sponsor Renfro has agreed to donate a pair of socks for every unplugged minute tracked in the lilspace app throughout the month of March to the non-profit homeless services organization Knock Knock Give A Sock.

For 2020, NDU partner events/programs include: A conversation forum, “The Technology of Human Connection”, co-hosted by Facebook at Civic Hall in New York, New York

Games and activities for young children in the Unplugged Village at the local Farmers Market in La Mesa, California

Opportunities for individuals to book an Unplugged retreat experience through Vosant Meetings + Travel at Miraval Resorts in Tuscon, AZ or Austin, TX throughout the month of March.

Those interested in participating can visit www.NationalDayofUnplugging.com to “Take The Pledge,” download a free toolkit with tips to help get the most out of tech-free time, and get information about the events. ✨

Sea Bass with sautéed spinach and roasted asparagus with garlic



This week we look at a recipe that's quick, easy, healthy, and delicious. Now, I know the term 'quick' is subjective; but I think we can all agree, only 30 minutes in the kitchen is quick.

Sea Bass

Ingredients

Two lbs. Sea bass fillet

Salt (to taste)

Pepper (to taste)

Dry thyme

Directions

Lightly coat the bass with olive oil (the oil will help the seasoning adhere to the fish. Season with salt pepper and thyme.

Cut a few slits in the skin

Turn heat to medium. Add a small amount of olive oil to the pan. Place the bass in the pan (skin side down.)

Let it cook for five minutes; flip and cook for an additional five minutes. Remove from the heat.

Sautéed spinach

Ingredients

1 Lb. Fresh Spinach

1 medium onion

Salt (to taste)

Pepper (to taste)

Pinch of sugar (optional)

Directions

Rinse spinach and set aside. Peel and slice a medium size onion. Heat a skillet and add one table spoon of butter as the butter browns, add two squirts of corn or vegetable oil to the pan. Lightly salt the onions and add a pinch of sugar. Drop the spinach over the onions and cover the pan. Ten minutes later remove spinach from the heat.

Roasted asparagus with garlic

Ingredients

1 Lb. asparagus, 2 cloves garlic, Olive oil

Directions

Preheat oven to 350 degrees. Place the asparagus in a shallow backing pan. Cover with a light coat of olive oil. Add salt and pepper. Skin and dice garlic and sprinkle of asparagus. Place in oven for 13 minutes.

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Opening Reception: Sunday, February 9, 12:00PM – 4:00PM

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Gallery Hours: Monday – Friday 1:00PM – 4:00PM

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MAYOR RAYMOND A. DIACORRE

Kiddush Sponsorship Shabbat Services

Sponsoring Kiddush is \$150.00, which barely covers the cost of the lunch. Our goal is to have every Kiddush sponsored. To sponsor a Kiddush, email Rabbi Rosenbach or contact Allah Eicheldinger at alla7815@yahoo.com. You can also help by shopping; which doesn't cost money, just a little time. We'll give you a list of items, you shop and we'll reimburse you. Whatever you can do will be appreciated, greatly.

Join us at Ahavas Sholom this Saturday for Shabbat services. Strangers, visitors; friends - old & new - our doors are open to you. Looking for a new home? New members are always welcome at Congregation Ahavas Sholom. Shabbat services start at 9:00am. Our congregation is open and welcoming; feel free to pay us a visit, anytime.



*Join us at Congregation
Ahavas Sholom this
Shabbat and help us
make minyon*