



A Short Story With a Far-Reaching Message

Dear Friends,

Every year in January, I see the same trend in my neighborhood's exercise room. People are making New Year's resolutions to be in better shape or lose weight, so the yearly ritual starts in January, and our gym is full of people. However, the gym is almost empty in summer, and people forget their New Year's resolutions. That is just one example of why the Self-Help Industry is booming.

I recently read on Gitnux online magazine and data research site that the Self-Help Industry is expected to surge to \$56.66 Billion by 2027. It is stated on their website that: **"The rise of self-help literature and media is not just a passing trend but a booming industry that reflects a society constantly seeking ways to improve and empower itself."**

I agree with this statement with all my heart. Every human being should have a desire to improve themselves. The *Neshama*, the soul, always yearns to go higher spiritually, to improve itself.

It is a well-known Jewish idea that changes and improvements are highly desired in our tradition.

Just look at the meaning of the Jewish New Year: Rosh Hashanah, which means "the head of the year" in Hebrew. Now let us examine "*Shanah*." It does mean "year." But the noun "*Shanah*" is based on the verb "*Shaneh*," which means "to change."

So, Rosh Hashanah means, "If you use your head, you can change." And on the New Year, we desire to improve, to change for the better. We get another hint for that concept from the word "*shofar*" the Ram's horn that we blow on Rosh Hashanah and Yom Kippur. The root word or the verb for "*shofar*" in Hebrew is "*leshaper*," which means "to improve."

So, the idea of self-improvement is as old as our Torah, and our tradition offers many answers to the desire for self-help.

For example, the well-known statement by Rabbi Hillel from Pirkei Avot 1:14:

הוא הֵיָה אֹמֵר, אִם אֵין אֲנִי לִי, מִי לִי. וְכִשְׁאַנִּי לְעִצְמִי, מֶה אֲנִי. וְאִם לֹא עֲכָשְׁיוּ, אִימָתִי:

He [also] used to say: "If I am not for myself, who is for me? But if I am for my own self [only], what am I? And if not now, when?"

The Kehati commentary on this verse is: **"If I am not for myself"** —to care for my personal care and improvement— **"who is for me?"** "Who will care for me?"

“But if I am for myself [only]”— If I consider myself only and do nothing for the sake of others— **“what am I?”** What is my worth and merit? **“And if not now—**what is incumbent upon me— **“when?”** Will I have another chance? The passing of time cannot be retrieved, and who knows if I will live to carry out my obligations.

This is an excellent and inspiring saying by Hillel: We have to find the right balance between helping ourselves and the community.

And now to a short story with a far-reaching message:

A rich man lived in a lovely home but never gave any money to Tzedakah. He always turned away the poor of the town. The townspeople did not know what to do. It was unheard of for someone of his wealth and influence not to give to the poor.

Finally, the rabbi went to see the man. He spoke about the importance of tzedakah, and of helping the poor.

The rich man answered, “I worked hard for my money. Let others work hard for theirs. Why should I give mine away?”

The rabbi took the rich man to his house's window and said, “What do you see?”

The rich man answered, “I see people walking by on the street.”

Then the rabbi took the rich man to a mirror in his house and said, “What do you see?”

The rich man was puzzled, “I see myself.”

The rabbi continued, “What is the difference between a window and a mirror? They are both made of glass. But the mirror has a little layer of silver under the glass. Look through the glass, and you see other people. But put a little bit of silver in the way, and all you see is yourself. I want you to stop looking through the mirror and start looking through the window again.”

May your New Year's resolutions of self-improvement and involvement in our community be fully fulfilled in the coming days.

—Rabbi Avi Perets

Community Menorah Lighting 12/26/24





Temple Emanu-El

406 65th Avenue North
Myrtle Beach SC 29572

843-449-5552

www.mbsynagogue.org

Rabbi Avi Perets

avip7@aol.com cell: 843-450-4923

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Corresponding Secretary: Roz Hanlon

For those unable to attend in person,
all services, classes, and important meetings can be
viewed on Zoom.

This is our meeting id number & passcode:

647 090 3997 , passcode: 7777



If you are planning to be at Saturday
services and would like an Aliyah, please
contact me as early as possible with the
information, and PLEASE be on time.

-Alvin Weinerman



Help us extend our Temple Emanu-El Family!

If you hear of prospective members,
please call the Membership Committee.

Main contact number is:

Lynne Baronoff @ 843.828.0664

Sara Bernstein

Benay Brockman

Roz Weinerman

Lynne Baronoff

Carol Seplow



FEBRUARY ANNIVERSARIES:

Brenda and Benedict Rosen	2
Joy and Ed Salander	20
Paula and Larry Kopelman	27

FEBRUARY BIRTHDAYS:

Barbara Zimmerman	1
Myra Starnes	1
Jillian Mann	1
Susan Curtis	2
Karen Schecker	3
Madeleine Smith	3
J. Michael Becker	3
Neal Shore	6
Donovan Fredericks	8
Samantha Shavitz	9
Connor Smith	9
Harvey Pollack	13
John Rosner	13
Sindee Wiener	14
Sara Bernstein	17
John-Michael Shavitz	17
Isaac Gutovitz	17
Mirabel Bertrand	18
Joseph Lowe	19
Stuart Smith	21
Rita Levine	24
Isabella Shavitz	26
Ehmet Clark	26
Sonia Kahn	27
Renee Jackson	27
Scott Gutovitz	27

FEBRUARY YAHRZEITS (cont.):**SHEVAT**

Flora Leinwand	6	8
David Levy	6	8
Kevin Ray	7	9
Fred Allgood	7	9
Glenda Westerman	7	9
Charles Lambert	7	9
Louise Pasternak	8	10
Wilbur Valentine	9	11
Seymour Schneiderman	9	11
Adi Dromi	10	12
Helen Marks	10	12
Joseph Schein	10	12
Sadye Rofsky	11	13
Olivia Lieb	11	13
Stephen Warburton-Pitt	11	13
Isadore Hurwitz	12	14
Guy Osterneck	12	14
Ella Grosser	13	15
Dinah Banner	13	15
Meyer Kotlovker	13	15
Saul Walsh	14	16
Hilda Levy	15	17
Beverly Pasternak	16	18
Clara Boritz	16	18
Mannie Winger	16	18
Mary Scharf	17	19
Julia Eisenberg	18	20
Ira Lambert	18	20
Philip Gelfand	19	21
Harvey Kalisky	19	21
Elsa Greenwald	19	21
Philip Cockle	20	22
Hanelore Moss	20	22
Estella Poretsky	22	24
Beverly Epstein	23	25
Esther Naumoff	23	25
Marjorie Bazar	24	26
Beatrice Young Carlin	24	26
Anna Slonimsky	25	27
Sylvia Rubin	25	27
Anna Shoham	26	28
Lillian Chesler	26	28
Sara Schreibman	26	28
Phillis Greenfield	27	29
Edith Abelkop	27	29
Israel Shoham	28	30

FEBRUARY YAHRZEITS:**SHEVAT**

Les Zupon	2	4
Walter Wekstein	2	4
Fannie Seidenberg	3	5
Adele Wekstein Shamban	3	5
Philip Levenson	4	6
Elsie Dowling	6	8

3 Shevat – 30 Shevat		February 2025					5785
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
						1 <i>Bo</i> Services: 10am Bimah Honors: Ken Levy Kiddush Sponsored by Nadiia & Sagy Daian in memory of their cousin Shoham Shamir Candles: 5:28pm Shabbat Ends: 6:25pm	
2 4 Shevat	3 5 Shevat	4 6 Shevat	5 Advanced Hebrew: 12:45pm – 1:45pm Adult Education: 2:00pm – 3:00pm Hebrew School: 4:00pm – 6:00pm	6 8 Shevat	7 Services: 6pm Bimah Honors: Julian Koplen Candles: 5:34pm	8 <i>Beshalach</i> Services: 10am Bimah Honors: Marilyn Minkoff Shabbat Ends: 6:31pm	
9 11 Shevat	10 12 Shevat	11 13 Shevat	12 Advanced Hebrew: 12:45pm – 1:45pm Adult Education: 2:00pm – 3:00pm Hebrew School: 4:00pm Tu B'Shevat Seder	13 Tu B'Shevat 	14 Services: 6pm Bimah Honors: Frank Palermo Candles: 5:41pm	15 <i>Yitro</i> Services: 10am Bimah Honors: Lenny Reznik Shabbat Ends: 6:38pm	
16 18 Shevat	17 Presidents' Day 	18 20 Shevat	19 Advanced Hebrew: 12:45pm – 1:45pm Adult Education: 2:00pm – 3:00pm Hebrew School: 4:00pm – 6:00pm Board Meeting 6pm 	20 22 Shevat	21 Services: 6pm Bimah Honors: Perri Sullivan Candles: 5:47pm	22 <i>Mishpatim</i> Services: 10am Bimah Honors: Roz Weinerman Murder Mystery Dinner 7pm  Shabbat Ends: 6:43pm	
23 25 Shevat	24 26 Shevat	25 27 Shevat	26 Advanced Hebrew: 12:45pm – 1:45pm Adult Education: 2:00pm – 3:00pm Hebrew School: 4:00pm – 6:00pm	27 29 Shevat	28 Services: 6pm Bimah Honors: Mary Andrews Candles: 5:53pm	Shabbat Ends: 6:49pm	



Memorials:

In memory of our good friend Lowell Brockman: **Lynne & Sandy Vinick**

In memory of Norman Winkler: **Hugo & Ellie Schiller**

In memory of Lowell Brockman: **Marian & Stuart Cohen**

RDF donation in memory of Norman Winkler: **Michael Turk**

In memory of Lowell Brockman: **The Cicchino Family**

In memory of Lowell Brockman: **Mimi & Russell Eschbacher**

RDF donation in loving memory of my husband, Fred : **Mary Ann Allgood**

Simchas:

Tree of Life leaf donation in honor of the Lowe Family:

Joseph & Sawn Lowe

Rabbi's Discretionary Fund Donation:

Michael Turk

Just Because:

Joseph & Sawn Lowe

Lynne & Larry Lichtig

Sisterhood Doings...February 2025

The Sisterhood meeting held on January 12 was fantastic! After a light breakfast and some kibbitzing, there was a short business meeting. Following that, Jayne Barkman spoke to us about selling Pampered Chef products online. Jayne will help us, and Sisterhood will make some money on each purchase. Up next was Bobbie Lipman, speaking to us about the book she wrote and illustrated, "Can We Keep It?" Bobbie gave a beautiful presentation about the family history behind the book and why she wrote it. I believe I speak for everyone when I say we all thoroughly enjoyed listening to Bobbie. Afterwards, many of us purchased the book. Bobbie graciously gave Sisterhood a portion of the proceeds from each book purchased at Temple.

Todah Rabah to **Jayne and Bobbie** for their presentations and generosity. Also, thank you to everyone who donated to Helping Hand.

Coming up on our calendar is a Mah-Jongg tournament on March 12, 2025. We always need volunteers to help. Please contact **Marilyn Minkoff** or **Vita Friedman** if you are available to lend a hand.

Sisterhood is gearing up for the **Mystery Gift Auction on March 16 @1:00 p.m.** We ask that each family bring a wrapped gift valued at \$20.00 or more. These gifts will be auctioned off sight unseen. This is our biggest fundraiser, and we are asking for your support. **Eric Weisfeld from WMBF** will be the auctioneer with our very own **Jane Bernstein** assisting him. Please plan on joining us. There is a flyer inserted in this Bulletin with more details. Don't miss this fun event!

If you are thinking about sponsoring a Kiddush, please don't wait too long to contact me. The calendar fills up quickly and I'd hate for you to miss a specific date.

Stay Warm!



B'Shalom,
Perri Sullivan



CHEVRA KADISHA - HOLY SOCIETY

Dear Members,

We are in great need of MALE *Chevra Kadisha* volunteers.

The *Chevra Kadisha* (literally, “holy society”) prepares a Jewish body for interment. In our tradition, this mitzvah is considered among the highest and holiest of all the mitzvot. It is called *Chesed Shel Emet*, which means a true act of loving-kindness, since the deceased can never repay you.

If you would be willing to help perform this extremely important mitzvah, please contact Dr. Larry Kopelman or Rabbi Avi.

Thank you!!



welcome

NEW MEMBER:
JANET GOLD

Temple Emanu-El Educational Programs Available:

Advanced Conversational Hebrew Class: For adults with excellent Hebrew skills. Meets Wednesdays in the Rosen Center or via Zoom from 12:45 p.m. to 1:45 p.m.

Adult Education: This class consists of exploring the book “Jewish Literacy,” by Rabbi Joseph Telushkin, and current events with articles, videos and lively discussion. Meets Wednesdays in the Rosen Center or via Zoom from 2:00 p.m. to 3:00 p.m.

Hebrew School: Classes Aleph through Bar/Bat Mitzvah. Meets Wednesdays in the Rosen Center from 4:00 p.m. to 6:00 p.m.

**** Note - Please see the calendar found in each Bulletin for exact dates of classes.**



THE SISTERHOOD OF TEMPLE EMANU-EL'S

All-Day Mah-Jongg Tournament

We follow National Mah-Jongg League Rules

WHEN: Wednesday, March 12, 2025

WHERE: Temple Emanu-El
406 65th Avenue North
Myrtle Beach, SC 29572

Doors Open at 8:45 AM. Please be here by 9:15 AM

Game starts promptly at 9:30 AM

Light Breakfast and Lovely Buffet Luncheon will be served with refreshments

Prizes Every Round

We will be having a Mah-Jongg Boutique

To register, fill out this form and enclose the all-inclusive entry fee of **\$30 per person**

MAKE CHECKS PAYABLE TO TEMPLE EMANU-EL SISTERHOOD

MAIL TO: Vita Friedman

1605 Hack Court

Surfside Beach, SC 29575

If you have any questions, please contact me at this number (843) 668-2177

**YOU WILL RECEIVE AN EMAIL CONFIRMATION. IF NOT . . . PLEASE CONTACT Vita Friedman at:
143 vitabrakes@gmail.com**

Cutoff date MARCH 5 and NO Refunds given after MARCH 5

******* If you find you can't make it, we will need substitutes, so *******

PLEASE LET US KNOW AS SOON AS POSSIBLE . . .

PLEASE CONTACT Marilyn Minkoff (301) 704-4702

-----CUT HERE-----

(PLEASE PRINT)

CONTACT NAME: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE () _____ CELL: _____

EMAIL: _____

IF BRINGING A NEW/ADDITIONAL PLAYER(S), WE MUST HAVE THEIR INFORMATION

CONTACT NAME: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE () _____ CELL: () _____

EMAIL ADDRESS: _____

A check **MUST** be included for your reservation and any **NEW/ADDITIONAL PLAYER(S)**

TOTAL AMOUNT ENCLOSED: \$ _____ (\$30 X _____ player/s)

BRING YOUR SET, STAY WITH IT, YOU WILL BE EAST YES _____ NO _____

I/We can bring Mah-Jongg Set: YES _____ NO _____

I will be bringing a Table Mat: YES _____ NO _____

If you want to be removed from our mailing list, please contact Vita Friedman at 143vitabrakes@gmail.com



Please donate to our collection basket in the Rosen Center:
non-perishable foods, microwaveable foods, and hygiene items.



Interested in hosting a Friday night Oneg Shabbat?
It's easy; you provide setup, cleanup, paper goods,
kosher snacks and beverages.
Please call the office in advance to reserve your date.

Sponsoring a Kiddush is a beautiful way to honor the memory of a loved one or to honor a special occasion. The Kiddush will be prepared for you, and the cost is \$125.

Kiddush Menu: Tuna Fish Salad, Egg Salad, Vegetable platter, Bagels & Cream Cheese, Lox Spread, Dessert, Challah, Wine, Soft Drinks, Coffee.

Lox is available for an additional \$25 fee.

You are more than welcome to bring any other Kosher dairy/pareve foods you would like to have served.

If you are interested in sponsoring a Kiddush, please **contact Perri Sullivan**.



Seniors by the Sea

This incredible program, which is funded by a grant from CFJS, provides assistance to our Temple members who are homebound.

If you wish to be considered, please contact Vivian Stevens at vivichickie@verizon.net.

38th Avenue Diva Readers

Date: Monday, February 10, 11am

Discussing: *Huckleberry Finn* by Mark Twain

Where: Anne Peacock's home

Please RSVP to Sandra Stamer at [sstamer4@gmail.com](mailto:ssstamer4@gmail.com)

New members are always welcome!





A huge Shout-Out to all the Hebrew School students! They led the Family Service on Friday, January 19, and they rocked it! We all enjoyed seeing and hearing them pray and sing.

Mazal Tov to everyone.



Attention Temple Youth!

**The Levy Family Fund will be offering scholarships each spring
to enhance your Jewish identity.**

**If you're planning on going to a Jewish camp, to a Jewish
summer program, or to Israel, please apply for**

The Sara G. Levy Award.

For details, inquire in the Temple office.



Attention College Students:

The Steffi Nathan Scholarship Fund is open to all Jewish students in college. Applications are available in the Temple office. To apply, simply fill out an application, attach a letter stating why you would like a scholarship, include a formal copy of your last semester's grades, and mail everything back to the Temple.

Scholarships are awarded each semester.



—Perri Sullivan

Temple Emanu-El

406 65th Avenue North

Myrtle Beach, SC 29572



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Please send any Bulletin materials to templesecretary7@aol.com. The deadline for submissions to be published in the Bulletin is the 20th of each month. Thank you to Dr. Julian Koplen for Bulletin assistance.

Temple Emanu-El Donation Opportunities



Name: _____

I am pleased to have the opportunity to contribute \$_____ to the fund specified below.

Please inscribe as follows: In Honor/ Memory (circle one) of:

Please send an acknowledgment to: (Print clearly— Must have name, address & zip)

**PLEASE NOTE: \$18 minimum donation (per honoree) for Bulletin listing & mailed acknowledgment.
\$5 minimum donation (per honoree) for Bulletin listing only.**

***Listings will need to be prepaid and submitted in writing.**

***Tree of Life \$126**

***Yahrzeit Plaque \$360**

*** High Holy Day Prayer Book \$54**

***Hertz Chumash \$54**

***Siddur Inscription \$36**



___ Rabbi's Discretionary Fund

___ Haganah Fund (Security Fund)

___ General Donation Fund

___ Other (specify) _____

** Please make all checks payable to Temple Emanu-El, and note what the donation is for on the check. **