



New 2017 CST Photo Directory Is in the Works

Help strengthen our community by participating in the new Shomrei Torah membership directory featuring photos of temple members. Sign up to have your picture taken during one of several photo sessions in February and receive a free directory (later this year) and a free 8 X 10 color portrait, taken by a professional photographer. (You will also have the opportunity to purchase additional prints.)

Go to the Shomrei Torah website (www.cstsr.org) to select your preferred time and date. It's quick, simple and free of charge. Sessions are available on six different days in February, with appointments from noon until 8 PM. Feel free to bring props related to your favorite hobbies or (well-behaved) pets!

The photo directory is a great way to help CST members recognize one another and members receive a valuable photo portrait suitable for framing. We hope for 100% participation from members!



Additionally, if you would like to be a greeter during photo sessions, you can sign up by going to the CST website or to: www.signupgenius.com/go/70a0c4fafa723a64-cstmembership.

Rabbi's Tisch with Hon. Stefan Schlueter, Consul General of Germany, San Francisco

"Germany, the Jewish Community and Israel Today"

Friday, February 10, 6:15 PM

Stefan Schlueter has been the German Consul General in San Francisco since August 2014. He joined the German Foreign Service in 1979. His first foreign assignments took him to Buenos Aires and Algiers. Since then, he has served in a number of important positions around the world including a stint in Tel Aviv from 1986 to 1990 and time as the Deputy Consul General in both New York and Los Angeles. In 2007, he returned to the Foreign Office in Berlin to assume the position of Director for Conflict Prevention, Peace-Building, Democracy Promotion and State-Building, promoting German projects in this field world-wide.



Hon. Stefan Schlueter

RSVP to the temple office: email denise@cstsr.org or call (707) 578-5519. Suggested donation of \$18 for the dinner.

Buy A Directory Ad, Support CST

The new Shomrei Torah member directory is the most important synagogue fundraiser of the year. You can participate by purchasing an ad to support your business or share a message with your CST community.

A directory ad is the perfect way to show your support for Shomrei Torah. Members keep the directory for many years and refer to it frequently to connect with other members and to source goods and services from fellow members. Individuals, families and temple groups use a directory ad to send messages of greeting and gratitude to their Shomrei Torah community.

Ads range in size from a business-card (3.5 X 2 inches) to a full-page or cover, with prices starting at just \$200. The order form and sizing information are available on page 11 and 12 and as a download from the Shomrei Torah website: www.cstsr.org. The deadline for submitting artwork is May 1, 2017. Expert design help is available at no charge. For further information, contact the temple office.

Shabbat Service and Special Oneg

Friday, February 17, 6:15 PM

Please join us for Shabbat with our rabbis and our choir. There will be a special *Oneg* to honor Marlene Stein for her pioneering work in establishing and maintaining the gift shop for over a decade.

Social Action Goes to the Movies

Saturday, February 25, 7PM – Sanctuary

"Catching the Sun" shines a solar-powered light on confronting climate change by transitioning to renewable energy. Even better, we can create needed jobs and train people to fill them, as demonstrated by a solar jobs training program in Richmond, CA. In this *NY Times* Critics' Pick, hope for the future rests in an unlikely set of characters: an unemployed American worker, a Tea Party Activist, Van Jones, the charismatic activist, and a Chinese solar entrepreneur.

The film will be followed by a panel of local experts: Geoffrey D. Smith, Coordinator, Solar Sonoma County, a program of the Center for Climate Protection; Laura Goldman, Educator and Consultant

Continued on page 9



SOCIAL ACTION GOES to the MOVIES

A film series to inform, engage and empower!

Sparks of Hope

Healing Through Innovation and Creativity



INOCENTE • Jan. 28

An inspiring coming of age story of a 15-year-old homeless and undocumented girl who refuses to give up her dream of being an artist.

CATCHING THE SUN • Feb. 25

Vivid personalities take the threat of climate change head on. See how democratized and decentralized solar power fosters greater social, racial, and economic justice.



HOMES FOR THE HOMELESS — A BETTER WAY! • Mar. 25

Homelessness isn't only about a lack of sticks and bricks — a variety of solutions can work, including tent villages, sanctuary camps, "tiny house" communities. Local challenges and opportunities will be discussed.

**All events are on Saturdays and begin at 7:00 pm in the sanctuary
Free to all • Donations accepted**

Film showings will include a
panel of experts and information
from community organizations.



CONGREGATION
SHOMREI TORAH
שומרי תורה

2600 Bennett Valley Road, Santa Rosa
www.cstsr.org • (707) 578-5519

*This series is sponsored by the
Social Action Committee of Congregation Shomrei Torah*

Tot Shabbat

Friday, February 3, 5:00 PM

The theme will be *Tu B'Shvat*. This gathering is a potluck. Please bring a vegetarian dish to share!

Tot Shabbat is an informal, child-centered Shabbat Service designed especially for children newborn to elementary school age. All Tot Shabbat experiences include a child-friendly service, lively music and movement, exciting stories, art activities and open play.

Tot Shabbat is a FREE program.



Tu B'Shvat Shabbat at Armstrong Woods

Saturday, February 11, 10:30 AM

Tu B'Shvat, Jewish Arbor Day, offers us a unique opportunity to appreciate the wonders of nature that surround us. Join in song and prayer as we gather at majestic Armstrong Woods, rain or shine, to celebrate *Shabbat* and renew our dedication to protecting the environment. Please check with Chai-lites about possible location change.

LifeLong Learning

Shalom Hartman Institute-Jewish Values and the Israeli-Palestinian Conflict

6 sessions: Feb. 1, 8, 15, 22; Mar. 1, 8, 2017 7:00-8:30pm

This six-session class, the most recent Shalom Hartman Institute's ("SHI") offering in the iEngage Curriculum, will be taught by Rabbi George and Rabbi Stephanie and will use materials provided by SHI, including videotapes and a workbook. Previous modules in the iEngage series have been very popular in past years at CST and worldwide.

The Video Lecture Series explores one of the most divisive issues affecting the Jewish people today. Through the study of Jewish narratives about Israel and the unpacking of the complex meanings of peace in Jewish tradition, participants are invited to explore the ideas and values that animate different attitudes toward the conflict and how these values shape their own political understandings. Though a common political platform may not be attainable, this course strives to achieve a shared respect for our differences.

Fees: \$72/CST members; \$100/nonmember. Please RSVP to the office at denise@cstsr.org, or call (707)578-5519.

City Council member to speak at Men's Bagel Club

Sunday, February 5, 9:00 AM

Julie Combs, fresh from her re-election to the SR City Council, will speak about affordable housing ideas that are being considered for Santa Rosa. Come to learn and participate while enjoying a gourmet lox and bagel breakfast with friends. Please assist our provisions crew; RSVP to cstbagelmen@gmail.com or call the temple office at (707) 578-5519.



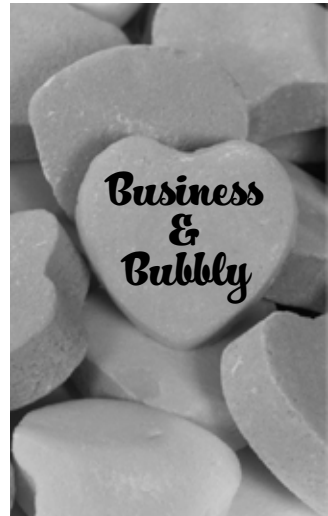
SAVE the DATE

Start your Valentine's Day celebration at our mixer, **Tuesday, February 14, from 5:30-6:30 pm.**

Featuring a speaker from the local Small Business Development Center, we will have champagne, strawberries, chocolate, door-prizes and more.

Please join us, this event is open to all members.

Sponsored by B2B at CST



Slip out the back, Jack?



Whether you need a **chiropractor** or a **divorce attorney** B2B is here for you.

B2B@CST

We connect people and business.

Meet a variety of CST business members for growth and opportunity.

Mini Book Workshop

Mini Books are a fun and beautiful way to show off photographs, collect favorite sayings or poems or display small art pieces. They are easy to make and require no art experience. Themes can be Jewish or any theme of your choice. All materials provided.



When: Sunday, February 19, 2017
10:00 AM to 2:00 PM

Cost: \$12 (to cover materials which are provided, and light snacks)

Limit: 12 people

Instructors: Sue Lewis and Suzanne Abrams

For More information: Email susanlewis@sonic.net

Register at the CST Office: denise@cstsr.org, or call (707)578-5519

Babies & Bagels

Sunday, February 26

The Babies and Bagels group meets once a month in a private home. Join us for a light nosh and some refreshing adult conversation, while you watch your children interact and play with others in their age group. We love getting together with you and your little ones. For more information, to RSVP for the address, or just to say hello, email Adriann Saslow at madamesaslow@gmail.com

Babies & Bagels is a FREE program!



Community in Conversation

Tuesday, Feb 28, 6:30-8:30 PM

Come join us for another fun evening in conversation with your Shomrei Torah community. Discuss and explore future issues to be tackled by the Social Action Committee. Free Chinese dinner followed by small conversations.

In order for us to order the right amount of food, RSVP is required. Contact denise@cstsr.org, or call (707)578-5519 NO LATER than Friday, February 24. Led by SAC.

CALLING ALL ACTORS AND SINGERS

Join our team of players as we get ready for...

A LION KING PURIM!

- All it takes is three rehearsals
- No memorization needed
- All ages invited and welcome

REHEARSALS:

Wednesday, March 1st & 8th
from 6:30 to 7:30 pm

Dress Rehearsal before the show
on Friday, March 11 at 4:00 pm



Sign up with Malcolm at youth@cstsr.org

LifeLong Learning

The Jewish Spirituality Challenge: What Do You Need?

Sunday, March 19, 11:00 AM

If you could change one thing about your spiritual life, what would that be? Do you find spiritual community for yourself within a Jewish context? Have you ever asked yourself questions like these? If so, please join Sharon Schwartz and Rabbi Merdeith Cahn, Mussar Institute trained facilitators, for The Mussar Institute's International Day of Study.

The day will begin with a live inspirational message from Alan Morinis, followed by study in *Va'adim* at sites around the world. This will be a powerful opportunity for those interested in Mussar.



Fees: \$36 for non-CST members; \$18 for CST members.
RSVP to CST office, denise@cstsr.org (707) 578-5519.

Like Congregation
Shomrei Torah on



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5th Annual Social Action Goes to the Movies

Homes for the Homeless—A Better Way!

Saturday, March 25, 7:00 PM

Filmmaker Brent Adams travelled the Pacific Northwest to explore innovative options for housing the homeless: authorized tent villages, sanctuary camps and “tiny house” communities. Homelessness in America isn’t only about a lack of sticks and bricks—Adams shines light on the milieu of homelessness and solutions that work.

After the film a panel of experts will discuss local challenges and opportunities. Community organizations will share information. Admission is free but donations will gratefully be accepted.

Lehrhaus Philosophy Circle

Taught by Lehrhaus Judaica’s Rabbi Peretz Wolf Prusan

Readings from HaLevi and Maimonides,

Martin Buber and Abraham Joshua Heschel

The four sessions will take place in the Kolbo Room on two pairs of back-to-back nights:

1st-Wed., April 19, 2017 and Thurs., April 20, 7:00-8:30 PM

2nd-Wed., April 26, 2017 and Thurs., April 27, 7:00-8:30 PM

On four very different nights, we will dip into the wellspring of the Jewish philosophical library. HaLevi and Maimonides created foundational thought on Jewish identity at the dusk of the Golden Age of Spain and Buber and Heschel addressed modernity at the sunset of European Jewry and the dawn of Israel and America. We will read and discuss excerpts from HaLevi’s *Kuzari*, Maimonides’ *The Guide of the Perplexed*, Buber’s *Hasidism and Modern Man* and Heschel’s *The Insecurity of Freedom* and more.

Fees \$36 for non-CST members; \$18 for CST members for this class will be paid directly to Lehrhaus Judaica. Please RSVP to the temple office.

CONGREGATIONAL RETREAT

My Weekend Checklist

- ☒ Shabbat Dinner
- ☒ Long Walks
- ☒ Wellness/Yoga
- ☒ Flag Football
- ☒ Campfire
- ☒ And much more
- ☒ Socializing
- ☒ Shabbat Services
- ☒ Art Projects
- ☒ Torah Study
- ☒ Music & Singing

Save the Date!
April 28–30, 2017

Beautiful Camp Newman is located just 20 minutes from Congregation Shomrei Torah

Adults 18+ \$200 • Kids \$100
Teens \$150 • Under 3 — free
Unaccompanied Teen 13–17 \$250



Reserve your spot with \$100 deposit today.
Contact Denise@cstsr.org, or call (707)578-5519.



**DESSERT and
DRINKS for a
DECADE JUNE 3**

celebrate 10 years together in our home on the hill

www.cstsr.org/ten

A Dance with the Divine

When standing for the *Amidah*, the most central prayer in our service, I am transformed from the present to an ancient time I can only imagine. I stand before the ark, our holiest scrolls dressed in royal garb seated on the throne of honor. I am small— a mere mortal— in an exquisite marble castle, alone before the Divine. The openness of my heart and its intentions are essential; my words and choreography deepen the experience and meaning.

Many people, confused by prayer and ritual, spend much of their prayer time worrying about what others are doing and thinking, perplexed about when to sit, stand, bow, lift our heals, cover our eyes. I can't count the number of people who have told me they are confused and worried about how to pray "correctly." As long as your heart is open, you are praying correctly!! That being said, many movements can accompany and enhance our prayers.

In monarchies, pomp and circumstance create distance between common people and royalty. The ritual of following behind and bowing to the king or queen creates inward feelings of respect. In much the same way, during brief moments of deep prayer, outward signs of respect are mirrored inwardly and seep into all streams of consciousness. Completely alone in a room full of others, I stand before the ultimate sovereign.



Rabbi Stephanie

As the *Amidah* begins, we sing "*Adonai s'fatat tiftach...Adonai* open up my lips so my mouth may declare Your praise." It is with this psalm that we begin the central prayer of our service asking for ability to praise God sufficiently. At this moment we take three steps back leaving the natural world and immediately take three steps forward entering into direct communication with the Divine. It is traditional to begin the steps with the right foot, the "normal one" to show eagerness when approaching the Divine (Strassfeld 293). During the opening line, I am verbally and physically asking to be ready to communicate with God.

Immediately following this opening psalm, we continue with the *Avot v'Imahot* section of the *Amidah*, linking ourselves with our biblical ancestors. It is on the first word "Baruch" that I bend my knees, followed by "Atah," when I bend at the waist, straightening back to up to standing by "Adonai." This movement— a quick bow followed by being upright by the time we recite a name of God—is another sign of respect

as we symbolically enter the presence of the Divine. The bow is to be from the waist "with upper body and head (but not as far as the belt, for that would connote the arrogance of a prideful piety)." (Landes 61) It is important to be back to standing upright by the time we recite *Adonai's* name because it is written, "*Adonai* raises up those who are bowed down."

This same bowing structure is used at the beginning and end of the first section of the *Amidah*, thus connecting us to our biblical ancestors.

I can't count the number of people who have told me they are confused and worried about how to pray "correctly."

As with any other ritual, there are particular times to perform the act and times when we are not supposed to perform it. During the second section of the *Amidah*, the *G'vurot* section where we praise God for God's power and strength, especially in nature, we do not bow even though the Hebrew "*Baruch atah Adonai*" is the same as the times before when we did bow.

During the next section, the *Kedushah*, we raise our heals off of the ground each time we proclaim God's holiness, thus bringing us symbolically closer to the Divine. Rabbi Landes explains, "The congregation says

the *K'dushah* while standing with feet together and eyes heavenward." (Landes 91)

It is during this section on God's holiness that the majestic nature rings through the music and the musical dance occurs. The *Kedushah* is not supposed to be sung fully by a *Bal T'filla* (prayer leader) or fully together with the congregation. This prayer and all of the music that was subsequently written for it is like a very specific dance. There is a back and forth, a particular call and response, a precise way to praise God and God's holiness. Technically (*Gra, Ma'aseh Rav* 44), the proper way to repeat the *K'dushah* is as follows:

1. *N'kadesh* ("Let us sanctify. . ."): The prayer leader alone recites this introductory section through *v'kara zeh el zeh v'amar* ("They called out to one another.")
2. The congregation responds with *Kadosh Kadosh Kadosh* ("Holy, holy, holy") to *m'lakhol ha'arets k'voda*. ("...full of glory")
3. The prayer leader and the congregation then alternate, with the congregation concluding the end of each section that the prayer leader says. . .
4. As *v'kara zeh*, bow to the left; at *el zeh*, bow to the right. We rise on our toes at each mention of *kedosh*. Some people do so once also at *Barukh k'vod* and again at *Yimlokh* (Ben Ish Chai, Trumah 4-6) (Landes 91).

This back and forth nature and when to rise to your toes has been made easier to understand with the new formatting in our Mishkan T'filla prayer book. The

*Even though I know
that true prayer can
happen anywhere,
at any time, in any
position, in any
language, as long as
our intentions are pure,
I appreciate the Dance
with the Divine.*

times to rise and respond as a congregation are indented.

Even though I know that true prayer can happen anywhere, at any time, in any position, in any language, as long as our intentions are pure, I appreciate the Dance with the Divine. The Dance, in its repetition and discipline, grounds me and brings the world into focus. The symbolic meanings behind the movements remind me of my smallness and put my thoughts and desires into perspective. The grace and flow of the Dance and the majestic tone of the music transport me into a spiritual realm where thoughts and prayers can ascend.

Works Cited:

Strassfeld, Sharon and Michael Strassfeld. *The Second Jewish Catalog: Sources & Resources*. Philadelphia: Jewish Publication Society of America, 1976.

Landes, Daniel, "Prayer as Petition", *My People's Prayerbook*, Vol 2., Edited by Rabbi Lawrence A. Hoffman, Jewish Lights Publishing, 1997.

**Shalom,
Rabbi Stephanie**

Volunteering: No Joy Equals The Joy of Serving Others!

The Torah depicts many scenes of our ancestors being of service: to God, family, strangers, the temple and the planet – and the list could go on.

I was aware before assuming the role of board president, that we had a strong culture of service in our own congregation. Now, however, after six months in this role, I have even more respect for the thriving service ethos alive here at CST, and for those many individuals among us who practice and nurture it. Thank you all so very, very much!

What follows are many well-known quotations from our tradition and other paths, on this subject of being of service. Credits below.



Ira K. Glasser, CST President

The primary work that will ultimately bring the most good to any of us is the work of contributing to the healing of the world.

How wonderful it is that nobody need wait a single moment before starting to improve the world.

Nobody can do everything, but everyone can do something.

Never worry about numbers. Help one person at a time, and always start with the person nearest you.

Nobody makes a greater mistake than those who do nothing because they fear that they could only do a little.

Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.

The true meaning of life is to plant trees, under whose shade you do not expect to sit. Therefore, too old to plant trees for my own gratification, I shall do it for my posterity.

In about the same degree as you are helpful, you will be happy.

Dare to reach out your hand into the darkness, to pull another hand into the light.

We make a living by what we get, but we make a life by what we give.

Help one another; there's no time like the present and no present like the time.

It's good to be blessed. It's better to be a blessing.

The only way you can serve God is by serving other people.

There is no greater calling than to serve your fellows. There is no greater contribution than to help where needed.

Being of service to others is what brings true happiness.

No time is better spent than that spent in the service of your fellows.

To give real service you must add something that cannot be bought or measured with money, and that is sincerity and integrity.

To serve is beautiful, but only if it is done with joy, a whole heart and a free mind.

I know of no great historical figures except those who have rendered great service to the human race.

One of the things I keep learning is that the secret of being happy is doing things for other people.

Whoever renders service to many puts himself in line for greatness - great wealth, great return, great satisfaction, great reputation and great joy.

Be alert to give service. What counts a great deal in life is what we do for others.

The most important service to others is service to those who are different from you.

Serving others prepares you to lead others.

If some of us are not yet of service here at CST or in our larger community, we may not want to stay on the sidelines any longer, for we must be the change we wish to see in the world. In order to realize our individual highest purposes in our lives, we must take action and participate. And concerning those who do, it has been said, as they committed themselves to include service to others in their lives:

And they were very happy, because then they knew it was up to them to become all the things they had imagined they would find.

Quotations adapted from: Sai Baba, Marianne Williamson, Anne Frank, Mother Teresa, Albert Schweitzer, Edmund Burke, Dr. Seuss, Thomas Jefferson, Winston Churchill, John Adams, Albert Einstein, Douglas Adams, Pearl S. Buck, Voltaire, Mahatma Gandhi, Lanford Wilson, Rabbi Tarfon and others.

It is not your responsibility to finish the work of perfecting the world, but you are not free to desist from it either.

Board Update

At its regular meeting on December 9th, the CST Board reported on the following:

- There were presentations from Irv Rothenberg, Marsha Jacobs, Marcy Pluznick-Marrin, and Bill Skoonberg
 - Irv and Marsha presented about CST's Legacy Circle
 - Marcy and Bill discussed the new Membership directory
- The new mortgage has been signed. The numbers are better than our previous mortgage.
- Kesef will be visiting us in early January to assess our progress with the integration of their system.
- Discussed the possibility of Live Streaming some of our services and other events.
- Rachael Cutcher presented on the current campaign status, and stated it is going well!
- Susan discussed 10 Year Anniversary celebration!
- Approved new members:
 - Elizabeth Block and Evri Kwong
 - Anne Cory-French and Stephen French
 - Naomi Eisley
 - Eric Litvin and Jennifer Hawkins
 - Ishie Petlock
 - Priscilla Roslyn

Environmental Action Committee

Tip of the Month

"I will put in the desert the cedar and the acacia, the myrtle and the olive. I will set junipers in the wasteland, the fir and the cypress together." ~ Isaiah 41:19

Celebrate Tu B'Shvat – Save a Tree, Plant a Tree

- Recycle your newspapers. If every American recycled his or her newspaper one day a week, we would save 36 million trees a year.
- Use recycled paper. Office supply stores carry paper with 30% or more recycled content paper, and it's not much more expensive than regular paper.
- Use real plates and napkins — not "throw-away" products.
- Decrease junk mail by getting off mailing lists. Visit the "do not mail register" at www.dmachoice.org/MPS.
- Call the temple office at (707) 578-5519 or email denise@cstsr.org and let her know that you want to "unsubscribe" to the paper CST Voice. Members can get a PDF version at www.cstsr.org.
- Consider window insulation film
- And remember to plant a tree! Trees help lower ozone and pollutant levels in cities.



Legacy Circle

New CST Board President and Family Join Legacy Circle

When Ira and Angela Glasser joined Congregation Shomrei Torah just three and a half years ago, Ira quickly became involved, joining the Board of Directors and ascending to his current position as Board President.

Under his leadership, all current Board members have joined him as Legacy Circle members.



Ira's favorite activity at CST is weekly *Torah study*. The Glasser children are enjoying participating in the Religious School and the whole family attends regularly as well as holiday services. They all feel they are benefitting from the available educational as well as religious offerings at CST.

Ira and Angela decided to join the Legacy Circle, in their words, "in the hope of strengthening the intergenerational bonds that are a hallmark of Judaism." Their eventual gift to CST is designed for general purposes.

In the future, the Glassers hope the synagogue will continue its growth in Sonoma County as a welcoming, supportive, fun community committed to Jewish traditions. They appreciate knowing that their family is accepted just the way they are.



Glasser Family

Continued from front page

on solar issues to academic and community organizations and VP of Solar Works; Tor Allen, Executive Director of The Rarus Institute, which promotes the use of renewable energy in California; and a student environmentalist from ECO2school, the youth leadership program of the Center for Climate Protection. Representatives from various groups with an interest in these issues will be available to answer questions before and after the film.

Free (donations gratefully accepted), open to the public. Carpools encouraged!

This is the second film in the 2017 *Social Action Goes to the Movies* series. This year's theme is "Sparks of Hope: Healing Through Innovation and Creativity." Sponsored by the Social Action Committee, the series has 19 Co-sponsors—local synagogues, churches and community groups.



Annual Gelt-A-Thon Raises \$27,850

Congratulations are in order! Our 8th Annual Gelt-A-Thon, held on December 11, raised nearly \$28,000. Co-chairs Reed Ferrick and John Weinstein would like to thank all our members who participated in our annual fundraiser. Thanks to Perry Johnson Anderson Miller & Moskowitz LLP, for hosting the event, with special thanks to Jeremy Olsan and Larry Moskowitz; to Margaret Livingston, Shirley Liberman, Bill Skoonberg, Sue Lewis, Susan Bailyn and Nancy Ferrick for their behind-the-scenes help; and to our great Sunday crew, Ann DuBay, Ronnie and Jim Campagna, Nancy Ferrick, Shirley Liberman, Margaret Livingston, Barbara Saipe, Susan Bailyn, Asher Sheppard, David Fichera, Jeff Schechter, Shoshana Leibowitz, Dan Bornstein, Marcy Pluznick-Marrin, Dianne Smith, Ira Glasser, Judy Freedman, Kate Black, Muncie Harper, Jeri Nilson, Reuben Weinzveg and Keith Boxerman. Many of them have volunteered for most, if not all, of our seven previous Gelt-A-Thons. We hope these dedicated volunteers enjoy spending an annual winter Sunday morning with us as much as we do with them.



Hanukkah College Care Packages

For the fourth year in a row, CST's college students received *Hanukkah* care packages packed with dreidels, gelt, coffee gift cards, home baked cookies and other goodies. The envelopes went out to 37 kids in nine states! Thanks to shopper extraordinaire Nancy Ferrick, to Lynne Gasser and Lois Abramson for the baking and to packers Linda Bornstein, Ann Matalon, Melissa Kort, Valerie Silver and Jill Goldberg.

Congregation Shomrei Torah

2600 Bennett Valley Road
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www.cstsr.org

707-578-5519

(unless otherwise noted)

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Office email

shomrei@cstsr.org

Office Hours

Monday–Friday
9:00 AM–12 Noon
1:00–5:00 PM

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2017 MEMBERSHIP DIRECTORY

Ad Artwork Deadline: May 1, 2017

ADVERTISER INFORMATION

Business Name _____ Contact Name _____
Mailing Address _____ City State Zip _____
Phone # _____ EMail _____ Fax # _____
Advertiser signature (required) _____

AD SIZES & RATES *(these sizes are for submission purposes only; the actual printed size will be somewhat smaller)*

Regular Ads (black & white only) (w x h)

- ☐ Business Card—\$200 (3.5 x 2 in.)
- ☐ Quarter-Page Vertical—\$350 (3.5 x 4.25 in.)
- ☐ Quarter-Page Horizontal—\$350 (7.25 x 2 in.)
- ☐ Half-Page—\$600 (7.25 x 4.25 in.)
- ☐ Full-Page—\$1150 (7.25 x 9.5 in.)

Special Ads (color)

- ☐ Inside Back Cover—\$2000 (7 x 10 in.)
- ☒ Inside Front Cover—\$2500 (7 x 10 in.) **SOLD**
- ☐ Back Cover—\$3500 (7 x 10 in.)

Amount Paid: \$ _____ Date _____ Ad Rep _____

Form of Payment: ☐ Credit Card ☐ Check ☐ Cash

☐ Authorize Card on File at CST (Signature) _____

Credit Card Amount: _____ Visa/MC #: _____ Exp. Date: _____

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SUBMIT YOUR ARTWORK to Bill Skoonberg at bskoonberg@aol.com. Portable Document Format (PDF) files at 300 dots per inch (dpi) and CMYK color mode are preferred. Please feel free to contact Bill if you have any questions regarding the formatting of your ad. If you would like us to design the ad for you, please let Bill know. He can be reached at (707) 280-3989.

We accept Illustrator EPS files only if the text has been converted to outlines. We cannot use ads produced in Microsoft Word or Microsoft Publisher.

FOR OTHER QUESTIONS contact Marcy at MarcyPM@aol.com.

Make checks payable to:

Congregation Shomrei Torah

2600 Bennett Valley Road, Santa Rosa, CA 95404

www.shomreitorah.org 707/578-5519

Congregation Shomrei Torah is a nonprofit 501(c)(3) organization. Tax ID #94-2261436.

Business Card Ad
(3.5 x 2 inches)
\$200

Quarter-Page Ad Vertical
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\$350

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Advertisements shall be limited to one-half page maximum size; advertisement positioning in *The Voice* will be on a rotating basis; the appearance and content of the advertisements shall be in good taste. Because this is a subjective assessment, final approval of any advertisement shall be at the discretion of the executive director, the Rabbi(s) and/or the editor of *The Voice*.

The Voice Display Ad Rates

Annual Billing Amounts Effective 7/1/15

	Members	Non-Members
Business card:	\$265	\$330
Quarter-page:	\$580	\$725
Half-page:	\$1,190	\$1,490

Other advertising arrangements can be made by contacting the Executive Director. Ads and payment must be received in the temple office by the 5th of the month to start in the next month's issue.

For more information, call 707-578-5519.



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TIME SENSITIVE

FEBRUARY SERVICES

Friday, February 3

6:15 pm – *Shabbat Service*

Saturday, February 4

Weekly Torah portion: *Bo*

8:45 am – *Torah Study led by Rabbi George*

10:30 am – *Shabbat Service*

Friday, February 10

6:15 pm – *Rabbi's Tisch with
Hon. Stefan Schlueter*

Saturday, February 11

Weekly Torah portion: *Be-Shallah-Shirah*

No Torah Study

10:30 am – *Shabbat Service
at Armstrong Woods*

(check with Chai-lites for location update)

Friday, February 17

6:15 pm – *Shabbat Service featuring our
choir followed by a special Oneg honoring
Marlene Stein*

Saturday, February 18

Weekly Torah portion: *Yitro*

8:45 am – *Torah Study led by Rabbi George*

10:30 am – *Shabbat Service*

Bar Mitzvah of Lauren Summers

Friday, February 24

6:15 pm – *Shabbat Service honoring
4th and 5th Grade*

Saturday, February 25

Weekly Torah portion: *Mishpatim-Shekalim*

8:45 am – *Torah Study led by Rabbi Stephanie*

10:30 am – *Shabbat Service*

Bar Mitzvah of Eli Nadler-Block

See our latest calendar at www.cstsr.org

THE PURPOSE OF THIS CONGREGATION

- To worship God in accordance with the beliefs and teachings of Reform Judaism.
- To cultivate and nurture in ourselves and our children a love and understanding of Jewish heritage.
- To develop a sensitive, caring and supportive congregational community where all are welcome and included.
- To act with responsibility and compassion in our community.
- To support the principles of equality, freedom and shalom among all peoples.