

לעַפְדָּה
TO TEACH
לעַמְשָׂתָה
TO DO
לִקְרָבָה
TO BRING
לִבְבּוֹתָה
HEARTS CLOSER
לְעַזְרָה
TO AWAKEN
לְהַדְלִיקָה
TO IGNITE
ישראל
ISRAEL

NJOP 30th ANNIVERSARY

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NJOP*, an independent, non-denominational, non-profit organization, was established in 1987 by Rabbi Ephraim Z. Buchwald in response to the spiraling losses of Jews from Jewish life due to assimilation and lack of Jewish knowledge. Through its highly innovative and stimulating educational programming and influential social media platforms, NJOP conveys the relevance and vibrancy of Judaism to contemporary Jews by providing a greater understanding and knowledge of the basics of Judaism and Jewish life. Over the last 30 years, more than 1,615,865** North American Jews have been engaged Jewishly through NJOP's positive, joyous Jewish programs and experiences.

NJOP's renowned programs, such as READ HEBREW AMERICA AND CANADA, SHABBAT ACROSS AMERICA AND CANADA, PASSOVER, SUKKOT and CHANUKAH ACROSS AMERICA, Shabbat and High Holiday Beginners Services and Crash Courses in Basic Judaism and Jewish History, have been offered at 5,032 synagogues and Jewish organizations across North America and in 41 additional countries around the globe. NJOP's ever-expanding efforts, and its keen ability to recognize the most current cultural trends, have allowed it to become an acclaimed leader in Jewish social media. Every day, tens of thousands of fans and followers are presented with a means to positively and joyously participate in Jewish life through @JewishTweets on Twitter, NJOP's Jewish Treats daily email and Facebook fan page. NJOP's Jewish Treats' YouTube channel boasts more than 1.97 million views. Since its founding, NJOP has become one of the largest and most successful organizations, impacting broadly on Jewish engagement throughout the world.

NJOP extends special thanks to Mr. Sam Domb for his extraordinary efforts on behalf of NJOP and the Jewish people. Since its founding, NJOP has become one of the largest and most successful organizations, impacting broadly on Jewish engagement throughout the world.

National Jewish Outreach Program is now NJOP
**As of December 2017

NJOP
PROGRAMS

- HEBREW READING CRASH COURSES
- READ HEBREW AMERICA AND CANADA
- SHABBAT ACROSS AMERICA AND CANADA
- THE BEGINNERS SERVICE
- HIGH HOLIDAY BEGINNERS SERVICE
- PASSOVER ACROSS AMERICA
- SUKKOT ACROSS AMERICA
- CHANUKAH ACROSS AMERICA
- CRASH COURSE IN BASIC JUDAISM
- CRASH COURSE IN JEWISH HISTORY
- PARENTS ARE TEACHERS
- JEWISH TREATS

ROBIN AND NEIL GOLDBERG

Robin and Neil Goldberg have dual residency, splitting their time between their home in Syracuse, New York, and their apartment on Manhattan's Upper West Side. Likewise, they are active members of both Jewish communities, where they are recognized for their dedication and generosity. In both locales they have been friends of NJOP, and, when in Manhattan, have been active supporters of Lincoln Square Synagogue, participating in the High Holiday Beginners Service and sponsoring the annual High Holiday kiddush. Neil was also the featured speaker at LSS' Martinis & Matzoh Balls social event.

Neil, known as "Nachum" to the rabbi, is the CEO of Raymour and Flanigan, a company founded by his father and uncle that has become one of the largest furniture retailers in the country. Under his leadership, the company has grown from 3 to 122 stores, and now has close to 6,000 employees.

A dentist by training, Robin has spent years dedicating her life to communal work both within and outside the Jewish community. In addition to being president of the Syracuse Hebrew Day School, she is president of the Make-A-Wish Foundation, and is involved in the Lion of Judah Division of the Syracuse Jewish Federation, the United Way, the National Council of Jewish Women and a host of other organizations. Robin has received numerous awards for her dedicated communal service.

Active in the Anti-Defamation League, Neil is equally involved in numerous communal activities and has served on the boards of HSBC Bank, Syracuse University School of Management and the Junior Achievement of Central New York and has spearheaded fundraising campaigns for the Say Yes To Education Campaign, Salvation Army and the United Way. He is also on several professional boards such as the National Home Furnishings Association and the American Furniture Hall of Fame.

The Goldbergs are the proud parents of Seth (and Leah), Shira (and Jared), Adam (and Amira) and Miriam and her fiancé Jeremy. Best of all, they have four outstanding grandchildren, about whom they constantly kvell!

Celebrating 30 Years

The lovely Hebrew letter Lamed on the cover of this invitation reflects the theme of this year's Dinner. For thirty years (Lamed equals 30 in Hebrew numerics), NJOP has helped to ignite - *Lehadlik* - the hearts - *Lev* - of those searching for more meaning in their Jewish heritage. NJOP's goal is to inspire our Jewish brothers and sisters to rise to new heights in their Jewish lives, like the Lamed that rises above all the other letters of the Hebrew alphabet.

ב"ה

NJOP Celebrates 30 Years of Achievements

Robin and Neil Goldberg Guests of Honor

HONORING

Laurie and Richard Wolff *Elli & Israel Krakowski Memorial Award*

Megan Quattlebaum *Carl & Sylvia Freyer Young Leadership Award*

Lawrence S. Greenman *Leslie Nelkin Special Service Award*

Memorial Tributes: *Fanya Gottesfeld Heller, z"l*
Fred Kann, z"l

Master of Ceremonies: *Lisa Cabrera Scharf*

Former newscaster for CBS, NBC, UPN and anchor on FOX News, New York

Tuesday, February 6, 2018

כ"ב שבט תשע"ח

Six o'clock pm

Espace

635 West 42nd Street

NYC

Couvert \$600 per person • Jr. Ticket (under 35) \$375 • Business Attire

LAURIE AND RICHARD WOLFF

When Rabbi Ephraim Buchwald flew to California to participate in the wedding of Laurie and Richard Wolff, it was just one momentous occasion in the couple's long relationship with the Rabbi. While Laurie learned about Rabbi Buchwald and NJOP after she and Richard started dating, Richard credits Rabbi Buchwald as being an integral part of his growth in Jewish observance.

A native of New York, Richard grew up in a strongly connected family, but limited in traditional practice. After college, he became active in the New York Jewish community, serving as Chairman of the Real Estate Executives Division of UJA-Federation and Vice-Chairman of the New Leadership Division of Israel Bonds. He attended High Holiday Services at Park Avenue Synagogue, a Sutton Place Synagogue service at the Waldorf Astoria, and services with Rebbetzin Jungreis, of blessed memory, at the Plaza. In 1995, Richard discovered Rabbi Buchwald and not only did he become a regular participant in the Lincoln Square Synagogue Beginners Service, but he also helped organize Turn Friday Night Into Shabbos - later Shabbat Across America - dinners. He was also a major "Shpieler" in the Beginners Services' delightfully embarrassing Purim plays.

Far from New York, in Los Angeles, California, Laurie was raised in a traditional Orthodox home. Laurie's parents, of blessed memory, having survived the Holocaust, believed that providing their six daughters with a Jewish education was of utmost importance. She attended Yavneh Hebrew Academy, Rambam High School and Stern College.

In 2004, Laurie and Richard moved from New York City to New Rochelle, NY, where they are active in numerous important organizations and causes. At the Young Israel of New Rochelle, Richard has served on the Executive Board as Vice President and then Treasurer. Laurie co-chaired the Youth Department and Meals for New Mothers committee. Outside of YINR, Laurie and Richard are involved in, among other things, AMIT, SAR Academy and the Laura Rosenberg Foundation. Their exemplary qualities and values are evident in their three beautiful children, Aleeza, Moshe and Max who attend SAR Academy and SAR High School.

MEGAN QUATTLEBAUM

Megan Quattlebaum grew up in Columbia, South Carolina, and moved to New York when she entered Sarah Lawrence College. She then attended Yale Law School, where she now works as a research scholar in law. Through teaching, research, scholarship, public policy work and client advocacy, Megan aims to make the criminal justice system more fair and effective.

While studying for conversion, Megan discovered Rabbi Buchwald's Beginners Service at Lincoln Square Synagogue and was introduced to NJOP. Megan found that her involvement with Rabbi Buchwald elevated both her Jewish practice and her feeling of connectedness to the Jewish people. Rabbi Buchwald ultimately shepherded her through the Beit Din process, officiated at her wedding to an observant Jewish attorney, Benjamin Klein, and attended the *Brit Milah* for their two sons, Leo and Zev. Megan has the deepest admiration for the Buchwalds and incredible gratitude for the critical role that NJOP has played in deepening the spiritual commitments and practices of her own family and so many others over its thirty year history.

LAWRENCE S. GREENMAN

Larry Greenman's involvement in Jewish engagement programs began when he was still in college. After serving as a Seminar advisor on Yeshiva University's Torah Leadership Seminar, Larry went on to volunteer as a teacher for NCSY and then became an instructor of NJOP programs in the Highland Park/Edison (NJ) community. Through these experiences, Larry discovered the immense positive impact of sharing the beauty of Judaism with fellow Jews.

Larry decided to leave the full-time practice of law and find a professional outlet for his passion for Jewish outreach. Larry joined NJOP in 2000. Since then, he has met with countless rabbis and spoken with hundreds of leaders at synagogues and Jewish centers to understand the needs of each community. He has had the unique opportunity to help drive Jewish community development and individual growth.

In his initial NJOP role as Community Development and Outreach Coordinator, Larry helped launch new and creative initiatives such as the Priceless Appeal Card and Parents Are Teachers (P.A.T.). Later, as Program Director, Larry worked closely with NJOP's dedicated staff to find creative ways for NJOP participants to forge a more profound connection with their Jewish heritage. Larry's determination and personal touch helped increase national participation in NJOP's programs. Since 2012, Larry has served as NJOP's Assistant Director.

Larry is forever grateful to his wife Miriam and their children for helping many men and women gain an appreciation for the incredible beauty of Jewish ritual and practice. Through wonderful Shabbat and Yom Tov experiences, infused with warm friendship and enthusiastic conversations about Judaism, Larry and his family have witnessed the effectiveness of NJOP's motto of providing "positive, joyous Jewish experiences" to our unaffiliated brothers and sisters. Larry would also like to express his *hakarat hatov* to NJOP's many donors and supporters, without whose partnership and generosity, none of NJOP's many achievements would have been possible. *Yasher kochachem!*