



THE CONSERVATIVE SYNAGOGUE OF FIFTH AVENUE

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BETH FARBER
PRESIDENT

April 13, 2021
1 Iyar 5781

Dear Congregation and Friends:

Spring is here and vaccinations abound. Hope is in the air as New York City returns to life. There is an atmosphere of renewal on the streets and in our community. This is the perfect time for us to announce our plans for the Journal and our annual Gala which will take place on June 22. Last year we could not have a Gala. This year, we are optimistic that we can have a Gala which will include both a virtual and live component. It would be very sweet if we are able to gather together in the garden and celebrate our community and the new beginnings that lie before us.

The Journal is an important part of our annual fundraising. Our usual format is for people to purchase pages, Platinum, Gold, Silver or White, which are either dedications, memorials, or advertisements. This format will, of course, be available this year. But instead of honoring a particular individual this year, we are going to do something a little different. We are going to ask each of you to honor someone or something in your own life which has inspired and influenced your Jewish identity. This could be a grandparent, a parent, a teacher, a mentor, an author, a rabbi, a trip to Israel or elsewhere, a friend, or a personal or historical event.

This year's Journal is your opportunity to acknowledge and honor that someone or something special that has made you what you are today. We are asking that you purchase space in the Journal where you will write a brief testimonial and provide a photo if desired. Your testimonial can be anything you wish: funny, serious, nostalgic, anecdotal. Up to you. A full page with a small photo, regardless of whether it is Platinum, Gold, Silver or White, can accommodate 400 words. If you would like to write something longer you can also purchase 2 facing pages for a small photo and up to 850 words. We have included a sample "testimonial" in this mailing for your review.

Platinum, Gold and Silver pages are once again available in addition to the standard White page. Prices as well as a sample page are included in this mailing with an ad subscription form. All submissions will be proof read for typing errors, but will not be edited, and should be submitted as soon as possible. The deadline is Monday, May 31.

Again, if you would prefer to purchase a standard ad as in prior years instead of or in addition to this new format, your entries “in honor of” or “in memory of” are most welcome.

As mentioned, the Gala is scheduled to take place on the evening of June 22. The celebratory program will be broadcast on ZOOM and we hope to be able to have some limited “in person” event at the same time in the CSFA Garden. Specific details will be announced at a later date depending on the state of the pandemic and the guidelines issued at that time by the CDC and government agencies.

I am asking that all of you contribute generously to the Journal at this time. It really is a wonderful opportunity for each of us to write something about the people or things that have inspired us as Jews. The funds raised by the Journal advertisements are critical for the financial well-being of the synagogue.

Throughout the pandemic, the synagogue has remained active, providing programs, activities, outreach and support to our community. I am very proud of the job we have done in maintaining the sense of community and continuity despite the hardships and deprivation of the last year. I hope you share this pride.

As I have written many times before, despite the fact that we are not physically open, our budget and expenses remain fairly constant. It is important for each of us to take responsibility and contribute financially as best we can to support the synagogue. Now is the time to show your support for our community and to honor those who have inspired you.

I can't wait to see what each of you chose to put in the Journal. I know it will be a great inspiration to all of us.

Thank you.

A handwritten signature in blue ink, appearing to read "Beth", is located at the bottom left of the page. The signature is fluid and cursive.

The Conservative Synagogue of Fifth Avenue
Annual Commemorative Gala Journal
Honoring
**“Inspirations –
*The People, Places and Things That Have
Inspired Us As Jews*”**

ADVERTISING RATES

| | | | | |
|------------------------|------|--------|------|------------------------|
| Back and Inside Covers | ()* | | ()* | Memorial Cover |
| Platinum Prestige Page | () | \$1800 | () | Platinum Memorial Page |
| Gold Prestige Page | () | \$1500 | () | Gold Memorial Page |
| Silver Prestige Page | () | \$1250 | () | Silver Memorial Page |
| White Page | () | \$1000 | () | White Memorial Page |
| Half Page | () | \$ 600 | () | Memorial Half Page |
| Quarter Page | () | \$ 300 | () | Memorial Quarter Page |

*Call the synagogue office at (212) 929-6954 for information regarding the back and inside covers
Please make your check payable and mail to:

***The Conservative Synagogue of Fifth Avenue
11 East 11th Street New York, New York 10003***
Deadline for Ad Submissions: ***Monday, May 31, 2021***

Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Ad solicited by: _____

*Please make additional copies of this ad blank
as necessary.*

Ad Copy or Artwork
Attach Additional Sheet if Necessary



Platinum Page

ESTHER KAPLAN SABBAH



My Grandmother, Esther Kaplan Sabbah, was a huge influence in my life, both in general and especially in all things Jewish. My grandparents were founding members of Temple Israel in Great Neck, back in the 1940's, which became one of the prominent conservative congregations in the US.

From my earliest memories, I can remember going to the poultry market each week to pick out a live chicken for Shabbat. The Shohet would arrive weekly to do his part, and the bird would be delivered ready to be brined and prepared for the Erev Shabbat meal. Each Friday night, my family would gather at my Grandmother's home for candles, kiddush and a traditional meal. Even as I got older, I wouldn't dream of missing this special family ritual. The best part was sleeping over at my grandparent's house on Friday, and going with them to services in the morning. Friday night is still sacrosanct in our family, and I

have encouraged many friends to adopt this when their children were little. Every one of them said their kids just looked forward each week to this gathering, often inviting their friends. Esther's influence spread widely.

Aside from Shabbat, I remember my Grandmother Esther playing canasta each week with her friends. I didn't realize at the time that a number of these women were National presidents of Hadassah, each doing amazing work in the Jewish world. To me they were just "Aunt Ruth" or others, not towering figures of the Jewish community.

Grandmother also volunteered ceaselessly. From binding Braille books, to doing telephone fundraising for the Jewish blind, Hadassah, KKL/JNF, the Temple or any other of a dozen causes she supported with her time and her dollars, including supporting the creation of the State of Israel and other Zionist causes. These activities seemed like a normal part of life in her home. Nothing special. Only years later as an adult I realize what an example she set for her children and grandchildren.

Esther was college educated, a business owner and a lover of the arts. She took me to my first play on Broadway and many others to follow. Museums and concerts were a wonderful excuse for the two of us to board the LIRR for a cultural adventure in NYC. This particular influence shaped my love and work in the arts as an adult.

I could go on and on, but it should be obvious that my Grandmother Esther was a force in my life that remains unparalleled. My memories of her remain clear and present. She died at 96, having lived a quiet but remarkable life.

Leeor Sabbah