



The JSC Newsletter

Newsletter of the Cleveland Jewish Secular Community

www.jewishsecularcommunity.org

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Upcoming Events

- Sun., Apr. 10** – Social Outing, pg. 2
- Fri., Apr. 15** – Shabbat Program, pg. 1
- Sun., Apr. 17** – Board Meeting
- Sun., Apr. 24** – Passover Seder, pg. 1
- Thur., Apr. 28** – Discussion Group, pg. 2

2015-2016 Shabbat Programs Schedule Announced

April 15: Speaker: Sean Martin

May 20: Speaker: Alanna Cooper

Shabbat Dinner and Program Friday, Apr. 15, 2016

Speaker: Sean Martin, Associate Curator for Jewish History, Western Reserve Historical Society

Topic: His new book: *A Stitch in Time: The Cleveland Garment Industry*

Location: First Unitarian Church (Fellowship Hall), 21600 Shaker Blvd (east), Shaker Hts.

A century ago, the garment industry was booming in Cleveland and Jews were prime movers – both as manufacturers and workers. Industry leaders helped found the forerunner of the Jewish Federation of Cleveland. Dr. Martin brings back to life this fascinating piece of Cleveland history

and its strong links with the Jewish community. Books will be available for purchase and signing after the talk.

Meet and mingle: 6:30 pm

Shabbat Program: 6:45 pm

Dinner: 7:00 pm

Speaker/Book signing: 8:00 - 9:00 pm

RSVP by Wednesday, April 13 to Karen Tucker at karenltus@yahoo.com, or 440-227-4164 and leave a message. We will be using a check-in list at all Shabbat programs. Please let her know if you plan to bring any guests. New guest policy: First-time guests may attend Shabbat three times without being asked to bring a potluck dish or pay a fee.

Please don't forget to RSVP!

Last names **A-S**, bring a side dish for 10. Last names **T-Z**, bring dessert for 10. Bring a list of ingredients and pre-cut the dish, if possible. See pg. 6. The community will provide chicken, challah, drinks and all serving utensils. Please label your serving dish or bowl with your name and phone number to avoid any mix-ups or in case you accidentally leave it behind.

Passover Seder Sunday, April 24

The Jewish Secular Community invites you to come and join us in our annual Passover celebration.

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Location: The Solon Community Center, 35000 Portz Parkway, Solon; [440-248-5747](tel:440-248-5747).

Mix and mingle: 5:30 pm
Seder: 6:00 pm.
Members: Free
Guests: \$20.00

The Seder is provided by the Jewish Secular Community.

RSVP by Sunday, April 17, 2016, by calling Peg Fishman at [440-349-1330](tel:440-349-1330) or emailing pegfishman@gmail.com.

Directions: 271 S. to 422 E.; Exit Rte. 91 S (SOM Center Road). Turn right onto SOM. Cross Aurora Rd. (Rte. 43). At the second traffic light, turn left onto Portz Parkway. The Solon Community Center is past the library and on the right.

Social Scene

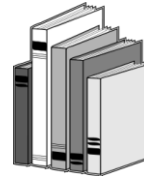
Sunday, April 10 – The Maltz Museum, **1:00 P.M.** The museum's program deals with the capture and trial of Adolph Eichmann. Ticket price: \$8.00 ea. for JSC members and guests and includes a docent. This program is not to be missed! **MAKE YOUR RESERVATIONS NOW** with Barb Smith at [440-442-5380](tel:440-442-5380) or sbarmar@att.net

The Discussion Continues: Part III

Jewish Secular Community Discussion Group – **April 28**, Beachwood Library, 25501 Shaker Blvd., **7:00 p.m.** The topic will be "Is liberal humanism the dominant "religion" of the 21st century?" We will discuss a short presentation by Yuval Noah Harari, author of the best-selling book *Sapiens*. Anyone wishing to preview the presentation may watch it at: <https://www.youtube.com/watch?v=Nh1MUVwHqvU>

The discussion group is open to the public and welcomes all who are interested. For further information, contact Ken Weiss [\(216\) 577-5894](tel:216-577-5894).

The Bookshelf



***Dark Money: The Hidden History of the Billionaires and the Rise of the Radical Right.* By Jane Mayer. Doubleday: 2016. 449 pages. \$29.95.**

Jane Mayer, a staff writer for *The New Yorker*, has written an important book that traces the history and structure of the network of a few extremely wealthy families who have contributed to the collapse of the center in American politics. Why are we living in an age of deep economic inequality? Why, despite the desperate need to address global warming and climate change, have even modest environmental efforts been defeated again and again? Why have protections for workers been severely weakened if not abolished altogether? Why do hedge-fund managers pay a far lower tax rate than the average middle class worker?

The reason is, as Ms. Mayer documents exhaustively, a network of exceedingly wealthy people (among the wealthiest families on the planet) who are bankrolling an effort to fundamentally alter American politics and to reshape the economy and American institutions for a generation or more. These super-rich families, led by the Koch brothers, hold libertarian views on government, taxes and civic institutions that put them far to the right of even the traditional voting base of the Republican Party.

Enabled by the 2010 Supreme Court decision, "Citizens United," these plutocratic families have pooled their vast financial resources to fund an array of organizations and front groups that works to undermine trust in government and to exert influence and eventually control over courts, state legislatures, judges, universities, Congress, and eventually (they hope) the White House. These organizations and front groups (like "Americans for Prosperity" and "Heritage

Action America”) work carefully to hide from the public their sources of funding so as not to betray the existence of this cabal of privilege that threatens American democracy to its vital core. I enjoyed *Dark Money* immensely, and I hope that as many people as possible will pick up this book. If you care about the future of American democracy, you really have no choice but to read this book.

– Mark Weber

Why CSJO Is Important

Every year the time arrives when each community has to pay their dues to the Congress of Secular Jewish Organizations (CSJO.) The Jewish Secular Community of Cleveland has low membership dues but there is always a discussion about this expense, and comments are made that we should not rejoin because “CSJO doesn’t do anything for us.” These comments come from a few people. From their narrow viewpoint, I certainly understand their position, but I disagree.

It seems to me that very few of our members in Cleveland have much knowledge of, or interest in, the International Secular Jewish movement. They don’t attend the marvelous colloquiums in Michigan or the annual conferences held on Memorial Day weekends. I have noticed that books on the Secular movement are rarely borrowed from our library. This is probably not uncommon in the CSJO family; folks join because they can express their Jewishness in a “hamish” environment, our monthly Shabbat programs are very short, the food is always good and the folks are great, fun people to spend time with.

CSJO is our connection to the Jewish community at large, not only in a particular city. It is imperative that each community support CSJO because not being part of the national group implies that this is not a movement, that we are not an important and growing branch of Judaism, and that there might be conflicts of a personal nature. It has been a long road to achieve the recognition and support of the Jewish Federation in Cleveland. We now have this support. I think it is petty and short-sighted not to be part of the national group.

CSJO has grown tremendously in its almost 50 years. At one time I wondered what CSJO was accomplishing. It seemed like a club of people

who had been friends for many years. A new Constitution and By-Laws have recently been implemented, the leadership has changed, technology is improving service to the constituents, and the costs of providing all this has been kept very, very low.

At one colloquium, historian Dr. Norman Cantor was a presenter and was exposed to the Humanist and Secular Jewish Movement for the first time. He was super-impressed and told a few of us at the hotel that what CSJO needs is a billionaire benefactor so that we could get the word out. The “Jewish World” needs us. Bill and Melinda Gates and Steven Spielberg were already “taken.” Slow and steady progress worked in the past and it will continue to do so.

–Dorothy Werblow

Vidal Sassoon: A Genius with the Scissors



***The Sassoon Cut:
Architecturally Inspired***

The story of Vidal Sassoon reads like a character out of Dickens.

Vidal, interviewed a few years ago on CNBC, and re-broadcast recently, tasted the bitterness of poverty growing up in London's East End but, as he admitted years later, when you are a child of two or three, you don't realize that you are living in poverty.

After his father abandoned the family during the Depression, Vidal's mother made the difficult decision to place him and his brother Ivor in a Jewish orphanage where the children remained for the next 7 years. Vidal came to terms with these surroundings, but his brother did not.

Adversity can defeat many people, but it made Vidal stronger. As a young man, he joined the Secret 43, a group that opposed and fought the anti-Semitism that was growing in England under the leadership of the notorious Oswald Mosely. Vidal participated in the 1948 Arab/Israeli conflict encouraged by his mother who said, "If you don't look after your own people, who will?"

Vidal showed an early interest in hairstyling, and his mother again encouraged him in this pursuit, introducing him to Adam Cohen who had a small salon in London. Cohen was impressed by the manners of the young Vidal, a characteristic not typical of someone emerging from London's rough East End. Vidal learned the basics of hair cutting from Cohen, and a few years later went to work for Raymond's, one of London's most prestigious salons where he further honed his craft.

To succeed in any endeavor, one needs skills, of course, but a little bit of luck doesn't hurt. The latter came in the guise of Lila Berkman, a client at Raymond's, who recognized Vidal's potential and provided the financial backing for him to open up his own salon in 1954. It was not long after his opening that word spread throughout London: This gifted young man with the scissors would cut hair *his way* or *no way*!

What was *his way*, what later became known as the Sassoon cut? Vidal eschewed the teasing, lacquering and back combing that was prevalent until then, when many women had to wear hair curlers to bed. Instead he cut and shaped the hair – an angular look -- to fit the bone structure of his clients based upon the architectural influences of the Brahaus movement in Germany that stressed the absence of ornamentation and harmony between form and function. Vidal admired the simple curves and flowing lines of Frank Lloyd Wright's Guggenheim Museum in New York.

By the late '50s, the Sassoon salon was a destination for London's fashionistas including the designer Mary Quant, who typified the "swinging London" of the coming '60s decade. Vidal was by now launched as a superstar with salons that grew in number, reaching 26 worldwide, and a line of beauty products bearing his name that made him a multi-millionaire when he sold the line to Proctor & Gamble years later.

In 1982, he established the Center for the Study of anti-Semitism. And then in 2009, Vidal was honored by Queen Elizabeth II with a CBE (Commander of the British Empire) in a ceremony at Buckingham Palace. His interests spanned the hemispheres: Vidal financed the building of 22 homes in New Orleans after the Katrina tragedy.

Vidal's personal life did not reflect the success of the business side: He had four marriages, although the final one to Rhonda lasted until his death at 84 in 2012. Another tragedy that struck his life was the death of his daughter, Kalia, who died at 33 of a drug overdose.

Vidal's politics would put a sparkle in the eyes of Bernie Sanders. What the world needs, Vidal believed, is 6 years of Socialism that would provide equality for all and an awareness of others.

Vidal Sassoon came a long way from the mean streets of London's East End, achieving global iconic status yet never losing his humanity.

– Allen Guth

What Are JSC Members Up To These Days?

As members of the Jewish Secular Community, you get to know each other by attending holiday celebrations, Shabbat programs and other activities throughout the year. The JSC, though, is just one aspect of your lives; many of you are active in the community through volunteering your time in various worthwhile causes that are important to you.

Take John Szucs for example.

Now that John is retired as branch administrator for the former National City Bank, he volunteers in many ways, one of which is for SCORE. This is an organization that for over 50 years has provided expert advice and valuable resources for aspiring entrepreneurs who want to start a business or who need advice regarding an existing business.

SCORE volunteers provide business counseling workshops and seminars. These working and retired business professionals operate out of 400 offices throughout the U.S. that help over 300,000 people yearly. In Cleveland alone, there are 45 volunteers that offer their guidance to 2,500 individuals each year.

"Most of the people who come to SCORE do not have any idea how to start a business. We cover the basics, trying to put them on the right track so that they don't lose any money," says John. "Half the start-ups in the U.S. go out of business the first year."

Here are two of John's personal anecdotes:

A nurse, middle aged, came to the office with an idea to start a restaurant. John asked her if she had restaurant experience to which she replied "No!" Then why go into the restaurant business? Her reply: "Because I like to eat!" John asked is she had funds to start the business. Her response: "I thought you guys could give me the money!"

A young man stated he wanted to start a retail business in Cleveland. After several minutes he asked John if he knew how to do business in China. He hasn't started yet in Cleveland but wants to know how to do business in China!

Says John: "In these two cases, I convinced the clients to go back to the drawing board and come back with a reasonable plan."

Over all John feels his time volunteering at SCORE is very much worth his effort, giving him the opportunity to share his knowledge with individuals who want to live the American dream.

Dr. Gary F. Rosenthal 1932 - 2016

Close to 300 family and friends filled the chapel at Berkowitz-Kumin-Bookatz on Friday, March 25 to honor the life of Gary Rosenthal who passed away last month.

Marcia and Gary became members of JSC in 2003. Gary's dental practice served the Hillcrest area for over 5 decades. This was just one accomplishment in a life filled with many activities and interests--from collecting classic cars to

traveling the world with Marcia. Our condolences to Marcia and the Rosenthal family.

Photo Gallery: Purim Celebration, March 18



Photos by Audrey Halpern

Please fill out the following food identification label and bring it along with your dish. This will allow members to:

- determine whether or not they can or want to eat the food that you brought, due to allergies, sensitivities, or general likes/dislikes
- talk to you about the dish you brought
- thank you if they love the dish you brought
- ask you for the recipe

<p>Food Identification</p> <hr/> <p>Name of Food</p> <hr/> <p>Brought by</p> <p><input type="checkbox"/> Gluten Free (contains NO wheat, barley, rye, oats)</p> <p><input type="checkbox"/> Vegetarian (contains NO animal products)</p> <p>Contains other allergens, including: <input type="checkbox"/> Eggs <input type="checkbox"/> Fish <input type="checkbox"/> Soy</p> <p><input type="checkbox"/> Shellfish <input type="checkbox"/> Tree Nuts <input type="checkbox"/> Peanuts <input type="checkbox"/> Other _____</p> <p><i>Please list carefully as those with allergies can have severe and harmful reactions.</i></p>

– Lori Berenson

The JSC Mission

The Jewish Secular Community, affiliated with the Congress of Secular Jewish Organizations, is a non-profit cultural and educational organization whose purpose is to:

- ✧ *Encourage Jewish identification in a non-theistic setting that draws inspiration from the traditional Jewish sources and values*
- ✧ *Educate adults in the history, culture, and tenets of Judaism*
- ✧ *Celebrate and observe Jewish holidays and life cycle events*
- ✧ *Contribute to the betterment of our society through social action and volunteerism*
- ✧ *Provide a link to a world-wide community of secular Jews*

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