

# moment

TOURISM

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## PROMOTE JEWISH TOURISM TO MOMENT MAGAZINE'S AFFLUENT, NICHE MARKET!

- 75% percent have:
- traveled in the past year and plan to travel again in the next 12 months.
  - are frequent international travelers with a serious interest in Israel and/or diaspora Jewish communities.

## TOURISM ADVERTISERS AT MOMENT MAGAZINE

Jet Blue	Israel Tour Connection	Zagat
Air France	Tova Gilead Tours	Sofitel
El Al	Taj Hotels	US Airways
Crowne Plaze Berlin	Margaret Morse Tours	Momentum Tours
The Four Seasons	Fattal Hotels	TalknSave Mobile
LOT Polish Airlines	Israel Discovery Tours	Sarai Tours
Dan Hotels	German Information Center	Jewish Jamaica Tourism Board
Hyatt Hotels	German National Tourist Office	Curacao Marriott Beach Resort
Israel Ministry of Tourism	American Airlines	Great Huts/Jamaica Shalom
Milk and Honey Tours	Lufthansa Airlines	US Virgin Island

"I was amazed by the amount of response we got to our ad."  
—**Jodi LeBlanc, Director of Marketing, Taj Hotels**

# moment

## TOURISM SUPPLEMENTS

An 8, 16 or 24 page supplement highlighting Jewish, cultural and national sites of interest can have a positive influence on business!



### DESIGNED FOR YOUR NEEDS

Special options include back cover advertising in the issue featuring your supplement dual-branded pull-outs for use at travel exhibitions, and sponsorships of the digital edition and e-newsletter.

### HOW TO WORK WITH US

You can create and send the finished supplement to us or we will work with you to create your individualized supplement with our top-quality editorial and design services.

"We look forward to our work with *Moment Magazine* every year, not just because of the ease of collaborating with their staff, but also because we know we will reach an audience well beyond our own means."

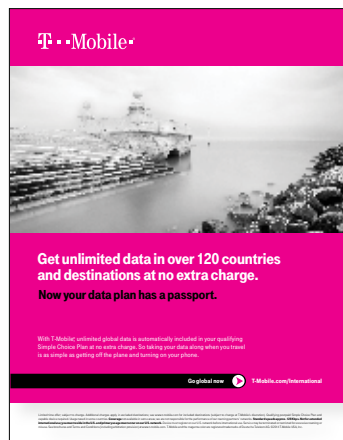
—Anat Levi, Israel Ministry of Tourism

# moment

## CAUSE MARKETING & CORPORATE ADVOCACY

The pages in *Moment's* "The Conversation" and across from our columns are premium placement for corporations and organizations that want to increase their cause and brand awareness.

*Moment's* columns represent a wide range of political points of view, a spectrum rarely found in any Jewish—or non-Jewish publication.



T-Mobile



Allianz



German Information Center



Collabrax

"*Moment* readers turn to our opinion pages for our thoughtful political criticism that helps guide influential thinkers and policy makers in the United States and beyond."

—Amy E. Schwartz, *Moment's* opinion editor is a former Washington Post editor

YOUR COMMUNITY: IN THE SPOTLIGHT!

This important regular feature recognizes Jewish heritage in North America by highlighting important Jewish sites, events and history. Jewish Routes sponsorships and special advertising rates are available for organizations in each city.

MOMENT MAGAZINE JEWISH ROUTES ATLANTA. We've been in Atlanta since the city was founded in 1847 by the first group along the Georgia Railroad...

MOMENT MAGAZINE JEWISH ROUTES ARIZONA PHOENIX & TUCSON. D'ring numerous early Jewish immigrants to Arizona were not just entrepreneurs and business owners...

MOMENT MAGAZINE JEWISH ROUTES Minneapolis & Saint Paul. Together we do extraordinary things... at home in Minneapolis & around the world.

Atlanta

Arizona

Minneapolis & Saint Paul

MOMENT MAGAZINE JEWISH ROUTES Washington, DC. We've had a long history in Washington, DC since our first group in 1791...

MOMENT MAGAZINE JEWISH ROUTES SOUTH FLORIDA. South Florida's Jews have a long and rich history...

MOMENT MAGAZINE JEWISH ROUTES Boston. Louis Brandeis, one of Boston's most prominent Jews...

Washington, DC

South Florida

Boston

# moment

## THE GIVING GUIDE

### 93% OF MOMENT READERS DONATE TO CHARITABLE CAUSES

Moment Magazine and eJewish Philanthropy, a publication geared to the professional Jewish community, partner to produce Moment's Giving Guide. eJewish Philanthropy provides editorial content news and notes from around the world of Jewish giving.

### OUR GIVING GUIDE PACKAGE INCLUDES:

Display Ad + Organization Profile (new for 2015!) + 150-Word Listing

- \$1440/issue when you place a 2/3 page ad
- Only \$1800/issue when you place a full page ad

A one time listing (150 words) is \$450.

**FOCUS ON ISRAEL**

**BNAI ZION: MAKING A NOTABLE DIFFERENCE IN ISRAEL**

The Bnai Zion Foundation (BZF) has been instrumental in the construction of the new Bnai Zion Medical Center, a state-of-the-art hospital that will serve the needs of the entire country, and has a long list of accomplishments. In 2014, BZF received the 2014 National Jewish Philanthropy Award for its leadership in raising the \$100 million needed to build the new hospital. The BZF is also the largest donor to the new hospital, contributing the majority of the \$100 million needed to build the new hospital. The BZF is also the largest donor to the new hospital, contributing the majority of the \$100 million needed to build the new hospital.

**ALEXANDER MUSS HIGH SCHOOL IN ISRAEL**

Alexander Muss High School in Israel (AMSI) is a premier Jewish educational institution in Israel, serving the needs of the entire country. AMSI is a premier Jewish educational institution in Israel, serving the needs of the entire country. AMSI is a premier Jewish educational institution in Israel, serving the needs of the entire country.

**AMERICAN FRIENDS OF THE HEBREW UNIVERSITY**

The American Friends of the Hebrew University (AFHU) is a non-profit organization that supports the Hebrew University of Jerusalem. AFHU is a non-profit organization that supports the Hebrew University of Jerusalem. AFHU is a non-profit organization that supports the Hebrew University of Jerusalem.

**AMERICAN FRIENDS OF MAGEN DAVID ADOM**

American Friends of Magen David Adom (AFMDA) is a non-profit organization that supports Magen David Adom, the Israeli Red Cross. AFMDA is a non-profit organization that supports Magen David Adom, the Israeli Red Cross. AFMDA is a non-profit organization that supports Magen David Adom, the Israeli Red Cross.

In partnership with eJewishPhilanthropy.com

**BNAI ZION MEDICAL CENTER**

**Please Help Safeguard Israel's Future**

Our heroes go out for the families of each IDF soldier killed in action defending the State of Israel during Operation Protective Edge. Please help safeguard Israel's future by supporting the Bnai Zion Medical Center's new protected underground emergency department.

**100% of all designated gifts to Bnai Zion are transferred to our projects on Israel!**

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facebook.com/bnaizionfoundation

**MOMENT MAGAZINE NEW GIVING**

**ISRAEL GIVING NEWS**

**HAZON**

Hazon is a leading environmental organization in the American Jewish community. Hazon is a leading environmental organization in the American Jewish community. Hazon is a leading environmental organization in the American Jewish community.

**ISRAEL BLIND CARE CENTER FOR THE BLIND**

The Israel Blind Care Center for the Blind (IBCC) is a non-profit organization that provides services to blind individuals in Israel. IBCC is a non-profit organization that provides services to blind individuals in Israel. IBCC is a non-profit organization that provides services to blind individuals in Israel.

**ISRAEL TENNIS CENTERS FOUNDATION**

The Israel Tennis Centers Foundation (ITCF) is a non-profit organization that supports tennis programs in Israel. ITCF is a non-profit organization that supports tennis programs in Israel. ITCF is a non-profit organization that supports tennis programs in Israel.

“By leveraging Moment’s print publication with eJewish Philanthropy’s knowledge of the Jewish philanthropic space, we will raise awareness of Jewish giving as we focus on the intersection of new generations of leaders and donors, and the challenges facing our Jewish community.”

—Dan Brown, Founder and Principle, [eJewishPhilanthropy.com](http://eJewishPhilanthropy.com)

# moment

## THE LEARNING GUIDE

92% OF MOMENT READERS HAVE A COLLEGE DEGREE. 66% HAVE ATTEND GRADUATE SCHOOL.

That means they highly value Jewish education and long to be immersed in Jewish learning communities and encourage their children and grandchildren to be life-long learners.

### March/April Learning Guide

### November/December Learning Guide

An unparalleled forum for the institutions that are shaping the future leaders of the Jewish community, no other resource guide rivals The Learning Guide in prestige and visibility. *Moment* readers have proven themselves to be interested in enrolling in higher education programs, as well as supporting new initiatives in colleges and universities throughout the world. This is a great opportunity for institutions to connect with their alumni as well!

MOMENT MAGAZINE

# HIGHER LEARNING

## 2014 GUIDE

A DIGITAL ADVERTISING SECTION

**AMERICAN FRIENDS OF HEBREW UNIVERSITY**

American Friends of The Hebrew University (AFHU) is a national, non-profit organization working in partnership with The Hebrew University of Jerusalem. Founded by the American philanthropist, Felix M. Warburg in 1913, AFHU has been a central force in Hebrew University's educational, academic, and cultural life. AFHU's programs, events, initiatives to fund and fundraising activities to support The Hebrew University enable groundbreaking advances in Jewish and Israeli studies. The largest member of an international network of Friends organizations, AFHU helps to ensure Israeli well-being by nurturing the network's general resources, the intellectual strength of its people. The generous support of American Friends enables The Hebrew University to recruit and retain outstanding faculty, build teaching and research facilities, provide student scholarships, advance research, and further regional and international peace and pluralism. *See us on page 7*

**THE ELIE WISZEL CENTER FOR JUDAIC STUDIES AT BOSTON UNIVERSITY**

With more than thirty faculty members, the Elie Wiesel Center offers undergraduate and graduate programs in Jewish studies across a wide range of disciplines. Our courses explore topics in Jewish history, religion, and literature, including Hebrew and Israel studies, gender and Jewish identity, and Holocaust studies. In addition to a roster of Jewish studies, our undergraduates have opportunities to pursue independent research and to study abroad in Israel. As a major research center, Boston University offers competitive funding for doctoral students specializing in Jewish studies within the Graduate Division of Religious Studies. Carrying on the legacy of Elie Wiesel at Boston University, we are particularly committed to the study of the Holocaust in a Jewish key, a mission we bring to the greater Boston area through our public lectures and programs. *See us on page 13*

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**CENTRAL FLORIDA HEBREW CENTRAL FLORIDA HEBREW**

Central Florida Hebrew helps our students realize their potential, and provides them with emotional support, leadership development, and excellent professional opportunities. Our support is deepest within a context of building their own discovery of the value of connecting to Jewish life and community, and helps propel their Judaism to the next level. Central Florida Hebrew is a center for transformational growth in Florida's Jewish community and our students' Jewish future. Serving approximately 4,000 Jewish students at the 2nd largest university in the United States. *See us on page 12*

**ARIZONA STATE UNIVERSITY CENTER FOR JEWISH STUDIES**

The faculty, staff, and Friends of Jewish Studies at Arizona State University (ASU) know knowledge is inseparable from identity formation, and knowledge equips the present and the future. Together the Center for Jewish Studies and Jewish Studies Program offer critical inquiry, expert teaching, and innovative engagement, and help transform

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**SCHOOL OF JEWISH NONPROFIT MANAGEMENT AT HEBREW UNION COLLEGE**

JEWISH INSTITUTE OF RELIGION

Established in 1988 as the leading institution in the field, the School of Jewish Nonprofit Management (JNPM) builds a foundation and network for Jewish professional leadership for graduate students interested in pursuing careers in Jewish social services, Federation, HEBU, social justice, nonprofit, culture, education, Israel, community relations or any other arena of Jewish engagement. This intensive, practice-oriented graduate program provides a solid grounding in nonprofit management and leadership, integrating Jewish history, values, contextual trends, and contemporary social research. The two-year program offers a certificate and a Master's degree in Jewish Nonprofit Management. JNPM enjoys a unique partnership with its neighbor, the University of Southern California. JNPM students can simultaneously earn one of four dual degrees at USC: Master of Public Administration (MPA), Master of Social Work (MSW), Master of Business Administration (MBA), and Master of Communication Management (MCMGT). JNPM also offers a joint degree in Religious Education at Hebrew Union and USC. JER, Graduate scholarships and financial aid available. *See us on page 16*

**SCHOOL OF RABBINICAL STUDIES AT HEBREW UNION COLLEGE**

JEWISH INSTITUTE OF RELIGION

Founded in 1973, HUC-JIR is the ac-

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# moment

## ANNUAL JEWISH AMERICAN HERITAGE GUIDE

Each May, Moment celebrates Jewish life in America with a special section honoring Jewish American Heritage Month. There is no other guide like this in the American Jewish world.

### JEWISH AMERICAN HERITAGE GUIDE *Food*

MOMENT'S ANNUAL SECTION IN CELEBRATION OF JEWISH AMERICAN HERITAGE MONTH

#### MOMENT'S TOP TEN JEWISH-AMERICAN FOODS

Long ago, a few Jewish foods made themselves an indispensable part of the way Americans eat. So thorough was their assimilation that their popularity swiftly overshadowed their cultural origins. (These days, who thinks "Jewish" when they reach for their bagel and schmeer?) In recognition of these culinary superstars, Moment editors put their taste buds to work to come up with a list of their favorite Jewish-American foods. We're willing to bet they eat them more often than apple pie. —Rachel E. Gross

##### 1 THE BAGEL



In 1956, *The New York Times* struggled to explain these mysterious rounds, settling on "a doughnut with sugar meringue." Today, the bagel needs no explanation. Its popularity has proved as eternal as its circular shape, making it America's most popular breakfast bread and spawning such abominations as blueberry bagels. Many Americans don't mind that the bagel is Jewish, or that the word comes from the Yiddish *bagel*, "to knead." All they know is that they need one for breakfast, toasted.

##### 2 LOX



Sunday brunch in 1930s New York meant a plate of Eggs Benedict—but not if you kept kosher. Lox came up with an ingenious alternative, replacing ham with lox, hollandaise with cream cheese, and an English masher with a light, fluffy hollandaise. In America, lox was born. Now you can find lox—or more often smoked salmon, which is cooked through rather than cured in brine—on crepes, in salads, and even at Starbucks.

DO YOU STRAGGLE WITH OUR TOP TEN? TELL US YOUR PICKS AT MOMENTMAG.COM OR EMAIL EDITOR@MOMENTMAG.COM

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##### 7 HUMMUS



While the question of which Middle Eastern country lays claim to the chickpea dip is still a matter of fierce debate, what isn't debatable is its popularity. Once relegated to the ethnic aisle, hummus is now just about everywhere—from the plastic pre-made snack packs at 7-11 to the pantry of across-Native Americans, who once told Egger that the sheer weight to humans every day. Hummus has even transcended the chickpea. Now we're slapping the name on any "puree of black bean and edamame, mixing in fava beans. That carry to soul peas, and tossing it as a health food.

##### 8 RUGELACH



Rugelach, which means "little corners" in Yiddish, was once known as a Jewish holiday treat. Now it's becoming an ubiquitous as the croissant, served at Whole Foods bakeries the nation over. It's said that American bakers first shipped up these honey cookies in 1787, to commemorate the expulsion of the Turks. The crescent shape mirrored the emblem of the Ottoman empire, making eating one a symbolic gesture of eating the enemy. Creams may come and go, but rugelach is eternal.

##### 9 BRISKET



Brisket is a dish of patience. While countless variations exist, all involve smothering the tough cut of meat for hours under a fall-off-the-bone soft. The centerpiece of almost every Jewish holiday meal, brisket must be considered the most ceremonial and least-deniable cut of the cow. Now it's a pricey national comfort food. Brisket is a key ingredient in the corned beef and pastrami industries and lies at the heart of Texas barbecue lore, where some consider it the state's "national" dish. Sorry to break it to you, Texas, it was ours first.

##### 10 SELTZER



The beverage first bubbled its way into the national consciousness as a medicinal tonic. Initially, it was peddled on the streets of New York by Jewish immigrants from carts. By the 1800s, soda fountains poured out versions flavored with lemon, dillweed and such, as well as a concoction called an egg cream (surprisingly, the key ingredient was neither egg nor cream, but seltzer mixed with chocolate syrup) and seltzer became a city-wide craze. One of the few low-calorie Jewish foods today it's enjoying a sparkling resurgence. It turns out even Scarlett Johansson is a fan.

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### JEWISH AMERICAN HERITAGE GUIDE

MOMENT MAGAZINE

It is a great source of personal pride that the first legislation that was passed by Congress back in 2006 was a resolution that created Jewish American Heritage Month, or JAHM, to be celebrated every May. JAHM seeks to create awareness of the contributions that Jewish Americans have made to our country and its history from sports to academics to the arts to politics. Jewish men and women have brought their mettle, creativity and fresh ideas to the table. No matter what your background, we can all learn a great deal from the inspiring Jews who came before us.

Now in 2011, we are about to celebrate JAHM for the sixth time. The number six has an interesting significance in Judaism—it represents imperfections we face on our way to creating a whole or perfect world. This is a great message for our modern-day American Jewish community. We have come through a diverse and challenging history, we have scattered throughout the Diaspora and watched the growth of a Jewish national homeland in Israel, and now we must continue to draw on our imperfections and the beauty of our traditions to help make the world a better place.

As we face today's challenges, it is truly a joy to share our rich history and to tell the tales of our contributors to America and the ideal of *Tikkun Olam*. This May, I hope you enjoy some of these wonderful exhibitions throughout our country that showcase our impact on this great nation as we work together to create a more perfect world.

Congresswoman Debbie Wasserman Schultz, May 2011



THE MUSEUM, THE ART GARDEN

#### MUSEUMS, ARCHIVES AND HISTORICAL SOCIETIES: A SELECTED LIST

**Farmitville Jewish Edition** (Cape May County, NJ)  
Follow the history of a failed Jewish agrarian utopia as you walk the painted floor map of the Sami Azev Museum of Woodbine Heritage. Housed below a preserved but little-used synagogue, the vibrant Jewish community and, through interviews with survivors, the Holocaust. Opening in September. "From Home: My Life as a Refugee" explores the life of one from a child's perspective. Don't all to Brooklyn or entering and calculate the national value of daily returns. In a mock schoolroom, experience the refugee struggle for education. (878) 222-3700, www.thefarmite.org

**Back to the Future** (Darien, CO)  
Futurist architecture and bright bursts of color characterize the new "Road Trip" ride through Jewish history and art at the Moai Museum. Housed in a abandoned synagogue in Denver's Hilltop neighborhood, the permanent exhibition tells the Jewish story through artifacts, art by contemporary artists such as Indian-Jewish painter Gurita Bergman, sculptor Itamar Zohary and photographer Zion Dwek) and oral histories. In (303) 384-0993, www.moaimuseum.org

**The Refugee Experience** (Atlanta, GA)  
Permanent exhibitions at the William Brennan Jewish Heritage & Holocaust Museum cover the history of Atlanta's vibrant Jewish community and, through interviews with survivors, the Holocaust. Opening in September. "From Home: My Life as a Refugee" explores the life of one from a child's perspective. Don't all to Brooklyn or entering and calculate the national value of daily returns. In a

#### Cleveland or Plymouth?

(Cleveland, OH)  
The Mattz Museum of Jewish Heritage chronicles the growth of Ohio's active Jewish community. Its permanent collection recounts the immigrant story in part by chronicling a group who arrived in 1837 from the Russian village of Urshabat. Later exhibits focus on Jewish veterans, community growth and the "birth" in Cleveland of Superman, the brainchild of Joe Shuster and Jerry Siegel, the sons of local Lithuanian Jewish immigrants. (216) 593-0575, www.mattzmuseum.org

**Blacks in Gait** (Natchez, MS and Utica, MS)  
"Being Jewish in Southern small towns takes a lot of effort," was the notion behind the Museum of the Southern Jewish Experience, a show to cotton-covered sukkaht, bagels with grits, and drawled Yiddish. The museum's site in Natchez, where Jews now number 15, is an elegant, domed synagogue with a marble floor that is home to the state's oldest congregation. An exhibit at the museum's Utica site follows the trail of Jewish immigrants from Alsace Lorraine. (601) 362-6267, www.soj.org/museum

**Prisoners Reach Out** (Tulsa, OK)  
"Building the Land," a show of Zionist posters from the Jewish National Fund, will be up from July to September, but the history of Oklahoma's own Jews is the permanent focus of the Sherman Miller Museum of Jewish Art. With only 2,000 Jews in Tulsa, the exhibits on Diaspora Jewry stretch as far as China, India and Ethiopia, as well as the Holocaust and domestic race relations. A highlight is Jewish-themed art ranging from Warhol to Chagall and beyond. (918) 492-1818, www.shermanmiller.org

**Calling Home for Uncle Sam** (Washington, DC)  
Jews have served in the armed forces on U.S. soil since the 1800s. The National Museum of American Jewish Military History tells their story. Its Hall of Heroes commemorates the 15 Jewish Medal of Honor recipients from Civil War through Korean Wars, with medals on display. World War II exhibits cover the 1933 anti-Nazi march in Washington

#### and the Jewish soldiers who helped DPs rebuild their lives. A temporary exhibit memorializes Jewish American losses in Operations Iraq, Freedom and Enduring Freedom. (202) 265-6280, www.nmaajh.org

**Mopping Jewish Oil** (Chicago, IL)  
The multi-year "Uncovered & Redefined" exhibit at the Spertus Institute of Jewish Studies recounts Chicago's Jewish history through tales of pioneers and politicians, artists and anarchists, authors, entrepreneurs and boozers. Presented in four chapters, the third one, "North, South, East, and West" (until September 15) traces the influx of Jews to Lawndale and city neighborhoods and



We French workers warn you: defeat means slavery, starvation, death



Moment Magazine's Jewish American Heritage Guide editor, Mandy Katz, is a communications consultant to museums and other nonprofits. She is a frequent contributor to Moment.

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# moment magazine

## GUIDE TO CULTURAL ARTS

Moment readers, including rabbis, JCC executive directors and school administrators keep the Guide to Cultural Artson their desks all year long, relying on it to bring the biggest names to their important events. A valued resource, the guide includes information about top Jewish musicians, comedians, performers, artists and others.

A SPECIAL ADVERTISING SECTION

moment magazine **GUIDE TO CULTURAL ARTS**  
THE BEST OF JEWISH MUSIC, ENTERTAINMENT AND CREATIVITY

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**ALHAMBRA**

The concert by Alhambra was by far the most exciting event in this year's series. El Epiphanie, Barbra Streisand, Callaghan... (Full text continues)

**THE BAAL SHEM TONES**

Helen and Michael Katz on the Baal Shem Tones, one of the top performing bands in American Jewish music. With deliciously catchy original songs and a huge repertoire of popular music going back to the 1950s, they delight and seduce audiences of all ages and ages wherever they go. (Full text continues)

**NOA BAUM**

"Famously handsome to women [Noa Baum] spent cultural trails that culled propitious headlines... (Full text continues)

**LOS DESTERRADOS**

For over 11 years, Los Desterrados have brought vibrant new life to the ancient music of the Sephardic Jews... (Full text continues)

**SABABA**

Sababa is an Arabic word that means the Israeli vernacular meaning "very cool" or "very sexy"... (Full text continues)

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**ISABELLE GANZ, MARY CAROL WARWICK**

"SOUNDS JEWISH, DOESN'T IT?"  
Viviane Isabelle Ganz and pianist Mary Carol Warwick take you back to the early 20th century and show the powerful influence of Jewish folk song... (Full text continues)

**SAM GLASER**

Sam Glaser's world music has become part of the fabric of Jewish life in contemporary workbooks... (Full text continues)

**KOSHA DILLZ**

A vibrant trio, Kosha Dillz has taken the hip-hop scene by storm, and has a strong style... (Full text continues)

**LOS ANGELES JEWISH SYMPHONY**

For 20 years, the Los Angeles Jewish Symphony has delighted Southern audiences with... (Full text continues)

A SPECIAL ADVERTISING SECTION

moment magazine **GUIDE TO CULTURAL ARTS**  
THE BEST OF JEWISH MUSIC, COMEDY AND STORYTELLING

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Some things are important: highways, pencils, potatoes, the rock market, and more. Others are less so... (Full text continues)

**PETER'S PLAYLIST**

Shirley Dins  
David Fine  
Shirley Dins  
David Fine  
Shirley Dins  
David Fine

**SELF PORTRAIT** Peter Pines

**COMPILED BY MOMENT STAFF & SAM GLASER**

**THE AFRO-SEMITIC EXPERIENCE**

There's a reason why Simon & Schuster called Rabbi Bob Alper's recently his many times... (Full text continues)

**ROBERT ALPER: Rabbi/Stand-Up Comic (really)**

moment magazine **2012 NEW JEWISH MUSIC GUIDE**

FROM BLUEGRASS KLEZMER AND A CAPPELLA TO BEAT BOX RHYMES AND CLASSIC HYMNS, MOMENT'S MUSIC GUIDE IS ECCLECTIC AND COMPREHENSIVE, PROVIDING A DEFINITIVE SOURCE FOR ANY MUSIC LOVERS' TASTES.

NEW IN 2012: LISTINGS OF JEWISH MUSIC VENUES AND EDUCATIONAL PROGRAMS FOR EVERY JEWISH MUSIC LOVER!

"I believe this is a powerful directory representing the best in the Jewish arts!"  
—Sam Glaser, Acclaimed Jewish Musician and Performer



# MOMENT

## SUMMER PROGRAMS GUIDE

Jewish culture comes alive all over the world during the summer months. Summer experiences are as varied these days as kayaking on the Jordan River, volunteering on a Navajo Reservation to learning Italian while celebrating Shabbat in Rome. Campfires and “ruach sessions” are in full swing all over North American Jewish campgrounds and waitlists are long for expeditions and volunteer opportunities every year. The Summer Programming Guide covers it all and provides Jewish families with a one-stop shop to get in the know on the most exciting and sought-after opportunities for their children...and sometimes for themselves, as well!

MOMENT MAGAZINE

# SUMMER PROGRAMS

2014 GUIDE

A SPECIAL ADVERTISING SECTION

## THE PRESENT MOMENT IN JEWISH CAMPING

**P** Before I ever knew camp directing could be a career choice, I was an editor of *Moment* Magazine. The year was 1998, a small, nonprofit called The Foundation for Jewish Camping had just come onto the scene, and I was assigned an article to edit called “Camp Comeback,” that asked why Jewish summer camps remain a shy stepchild drifting at the edge of the philanthropic family table. The article begged for a shift in communal priorities and urged the philanthropic world to take notice.

Thankfully they did, as did I—so in over of the camp directors I was interviewing and so intrigued by their work that I left my dream job at the magazine to become a camp director myself. I was lucky enough to shift directions right at that moment—when Jewish camp was becoming a field, and the world was starting to take notice.

As you look through this camp guide to choose a summer home for your own future camper, know that you are coming to Jewish camp at just the right time. Too. With all of the choices and styles of Jewish camp today, you can rest assured that you will find one that best fits your child’s unique needs and interests, in a loving and supportive space that will nurture your child’s growth. As research validates camp as a serious space for learning self-esteem, developing social skills and gaining independence, it’s no longer just about giving kids a fun summer break, but it’s about giving your child tools for success in life. At this point, less than 15 years after being called the “shy stepchild,” Jewish overnight camp is practically considered a mandatory rite of passage, and Jewish day camp is emerging as the best kept secret in the conversation on Jewish engagement.

—Jodi Spierling, Director of Camping and Teen Engagement, JCC Association

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**CAMP AIRY AND CAMP LOUISE**  
Situated in the rolling hills of Western Maryland, Camp Airy for boys and Camp Louise for girls provide overnight camps for Jewish children. Together, we are the only leader-sister Jewish overnight camps in the country. With grade levels spanning 2nd-12th, we make sure to provide new opportunities that challenge campers to reach new heights. Our dynamic program includes extreme sports, state horseback-riding, go-karts, paintball, arts and crafts, drama, dance, music, outdoor living, swimming, etc. Rookie camp now available for campers entering grades 2 or 3.  
Call 410-666-9010, email [info@airyloise.org](mailto:info@airyloise.org), or visit [airyloise.org](http://airyloise.org) to learn more.  
See ad on page 48.

**CAMP PEMBROKE, A COHEN CAMP FOR GIRLS**  
The only all-girls, trans-denominational Jewish camp in New England, Camp Pembroke is a unique sisterhood and spiritual community. Located near Cape Cod, Pembroke offers a classic summer of fun, sun, arts, performance and sports in a special world totally devoted to empowering each young woman. Here, your daughters will delight in the freedom and self-confidence to be herself, try new things, and cheer on others, too—whether on the water, field, court, or stage. She’ll love Pembroke’s new arts, visual arts studio, camp shows and more. Specialty programs include horseback riding, ice skating, and golf.

Through it all, girls experience joyful Jewish life and learning as a source of shared values and traditions. We are one of three Cohen Camps, led by three generations of steadfast family leadership, and capped by Dor L’Dor, an Israel leadership program for Cohen Camp teens. Sibling discounts and first-time camper grants available. ACA-accredited. From all year.  
Location: Lake Gilliam Pembroke, MA  
Contact: 811 Worcester Street, Suite 310, Willsley, MA 02482  
781-489-2970  
[info@shabbatcamp.org](mailto:info@shabbatcamp.org), [campembroke.org](http://campembroke.org) (Facebook & blog, too)  
See ad on page 52.

MOMENT 2014 SUMMER PROGRAMS GUIDE

### HAPPY PARENTS, HAPPY CAMPERS

**CAMP TEL NOAR, A NUT-FREE COHEN CAMP**  
Spirited and NUT-FREE, Camp Tel Noar offers a summer of fun, forever friends and confidence, all infused with Jewish living and values. We invite your child to join Camp Tel Noar’s co-ed, close-knit community for an exhilarating summer: arts & crafts, athletics, visual & performing arts, water sports on Sunset Lake and to our new pool, a full game of electives, inter-camp competition, special events, trips and more. Located just an hour from Boston or four from NYC, Camp Tel Noar is trans-denominational and kosher. Jewish choices and values inspire our community all week, especially on Shabbat, through song, dance, and tradition. New England Jewish overnight camps led by three generations of steadfast family leadership, capped by Dor L’Dor, an Israel leadership program for Cohen Camp teens. Two-week option, sibling discounts and first-time camper grants available. ACA-accredited. From all year.  
Location: Sunset Lake, Hampstead, NH  
Berkshire’s Cool, age 8-16  
June 21–August 13, 2014  
Contact: 831 Worcester Street, Suite 310, Willsley, MA 02482  
781-489-2970  
[info@shabbatcamp.org](mailto:info@shabbatcamp.org), [camptelnoar.org](http://camptelnoar.org) (Facebook & blog, too)  
See ad on page 52.

**CAMP TEVYA, A COHEN CAMP**  
A spirited, co-ed, Jewish overnight camp, Camp Tevya offers a summer of fun, self-confidence and “forever friends” with sports, arts and activities from water skiing to tennis to soccer to talent shows, all under the tall pines of Lake Putnam. Our counselors encourage our campers to take chances, to try new things, and to experience the satisfaction of accomplishment and community every day. Field, court and water sports, visual and performing arts, a full game of electives, inter-camp competition, field trips and more. Located just an hour from Boston or four from NYC. Trans-denominational and Kosher. Jewish choices and values inspire our community all week, especially on Shabbat, through song, dance, and tradition. We are one of three Cohen Camps, led by three generations of steadfast family leadership, and capped by Dor L’Dor, Israel leadership program for Cohen Camp teens. Sibling discounts and first-time camper grants available. ACA-accredited. From all year.  
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See ad on page 52.

**FOUNDATION FOR JEWISH CAMPS**  
The Foundation for Jewish Camp (FJC) is the only public organization dedicated solely to nonprofit Jewish overnight camp. FJC employs a variety of strategies toward a single goal: to increase the number of children in Jewish summer camps. To this end, the Foundation creates inspiring camp leaders, expands access to and identifies demand for camp, and develops programs to strengthen camps and the Jewish spectrum in North America. Through strategic partnerships on local and national levels FJC raises the profile of Jewish camp and serves as a central resource for parents and organizations alike. Our Happy Camper, the Foundation’s largest program which provides need-based grants to children attending Jewish overnight camp for the first time, has sent 50,000 children to Jewish camp since 2006. FJC works with more than 155 camps, 73,000 campers, and 11,000 counselors across North America each summer to further its mission.  
[www.fjc.org](http://www.fjc.org)

**GREAT JEWISH BOOKS SUMMER PROGRAM AT THE YIDDISH BOOK CENTER**  
A week-long exploration of literature & culture for high school students, the Great Jewish Books Summer Program brings together a select group of rising high school seniors and seniors to read, discuss, argue about, and fall in love with powerful and enduring works of modern Jewish literature. Participants study with respected literary scholars, meet prominent contemporary authors, and connect with other teens

“With all the choices and styles of Jewish camps today, you can rest assured this guide will help you find one that best fits your child’s unique needs and interests...”

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