

Kol HaKahal

A Shabbat Newsletter for the
Kenesseth Israel Community
Chaim Goldberger, Rabbi
Jerome Herzog, Rabbi Emeritus
Yossi Ben Harush, President
Vol. 9, No. 22 – February 26, 2010, 12 Adar 5770
Parshat Tetzaveh/Shabbat Zachor



**KENESSETH ISRAEL
CONGREGATION**

— A member of: —
**ORTHODOX
UNION**

This Week/Next Week and Upcoming Events at KI

Kiddush this Shabbat is sponsored by Ely Greenhut as a thanks for welcoming him to Keneseth Israel Congregation..

Seudah Shlishit this Shabbat is sponsored by the congregation.

Sepharadi Minyan Meets this Shabbat -Shacharit will be held at 8:45 am in the downstairs Bait Medrash

Floral Arrangements at the Shul Created and Donated by Green

Thumb Originals, Adele Morris - Todah Rabah to Green Thumb and Adele.

Mishlei Class led by David Bahn meets at 4:30 pm this Shabbat

Feb. 28th: KI's "Search for the Holy Grill Southwestern Purim Seudah"

(and Raffle): Please fill in your order for food selection on the flier available in the lobby or via e-mail. Your order and payment are your reservation. Cost of the Seudah are as follows: on or before 2/18: \$18/adult, \$10 children, 12 & under \$54 family limit. After February 18, \$25/adult; \$15 children 12 & under \$65 family limit. Walk-ins on Sunday Feb. 28, \$30 adults, \$18 children 12 and under: \$75 family limit. Your order and payment are your reservation. The dinner will include a raffle. Buy at the door. **WIN BIG!!!!!!** \$1 per ticket! **SPECIAL:** 12 for \$10. 25 for \$20. 50% of proceeds goes to Keneseth Israel. 50% into your pocket if you win!

Beginning Hebrew Classes - Lessons held at the shul on Tues at 7 pm. Cost \$90. Classes taught by Yossi Ben-Harush. To register, call 952-451-0555, fax 952-920-2184 or email

office@kenesethisrael.org.

The 5770 Calendars Are In - Members/friends are welcome to pick them up at the shul.

Help With Delivering Mishloach Manot - If you are able to help deliver mishloach manot on Purim (Sunday, Feb. 28), please contact Jill Goldberger, 952-920-0999.

Minyanaires Wanted – Join us for Shacharit, Mincha and Maariv. Help us ensure that a Minyan will be present so people can say Kaddish.

STEP Donations Needed – STEP is accepting donations via giveMN.org. Give online and remember to put in that you would like your dollars used for kosher food.

For Shabbat Hospitality, please contact Vivien Bacaner at

vbacaner@comcast.net or (952)929-5370 (before 10pm).

To Schedule a Kiddush or Seudah Shlishit please contact Michael Moskowitz at 612-889-3062 or at mlmoskowitz@comcast.net.

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From the DERECH Program

●YOGA Schedule for February:

Feb. 28: 8:30 a.m. with Jacki.

●**DERECH-Tions "CHAI CHALLENGE"** (Lose 18 lbs in 18 weeks! Start on the 18th of the month). The 18th of the month is coming up quickly! Seize the challenge. Learn about G-d's diet. 15 minute counseling sessions geared to training in eating mindfully and spiritually. Learn and practice behavior modification techniques to reconnect with food, and to understand the purpose of food within a Torah framework. \$36, \$1 returned for meeting weekly behavioral goals. Start anytime, go at your own pace.

●**SAVE THE DATE: Wednesday, March 3, 6:30-7:30 p.m. : FAMILY FITNESS and (Mini)HEALTH FAIR FUN NIGHT"** in honor of National Nutrition

Month, at Torah Academy, Fun and educational activity stations—for kids and parents—

to learn about nutrition and physical fitness! RAFFLE PRIZES. FEATURING:

Obstacle course and other active games, Fat and Sugar Busters Lab, Breakfast ABC's and Lunch 1-2-3's, Snack Attack, Think Your Drink, Portion Distortion, Labels at your Tables, Eating and Chewing 101, "Ask the Rambam" on Health, Bicycle safety, Dental Health, Skin health, Posture Perfect, Sports medicine, Krav Maga and Yoga Demonstrations

●**RACE FOR THE CURE 2010** is upcoming on Sunday, May 9, 2010. Quick and easy on-line registration for TEAM DERECH/NannyAnnette is up at the website: www.komenminnesota.org On-line registration is preferred, but not the only way. You can walk, run, or even sleep-in for the CURE! Please join us--we have a great time every year, while raising funds for this invaluable cause.

●**YOGA/LATES** – meets on Sunday mornings at 8:30 a.m.

In the Community

Please Support the Eruv of Minnesota - The Annual Fund drive for Eruv of Minnesota has raised \$2,488 from 68 families this year, plus a special gift of \$1,000. That is fewer gifts than last year. To donate, please send your check to Eruv of Minnesota, c/o 4800 West 27th Street, St. Louis Park, MN 55416

Torah Academy Gift Shop News: ArtScroll SALE 25% Off on Classic Torah Commentaries, February 24 - March 15.

This Week's Shopping Hours:

*Thursday, 2/25, 8:00-10:30 p.m.

*Sunday, CLOSED (Purim!)

*Tuesday, 9:00-9:30 p.m.

Send Creative Cakes or Cupcakes to Someone in Israel - Here's a great idea for you if you have a child learning in Israel, or a relative in Israel who has a birthday or other important occasion. Send creative cakes or cupcakes to someone in Israel. visit www.oogacakes.com.

Observant Woman Wants to Rent a Room in St. Louis Park. Call 952-924-0654.

Torah Academy Gift Shop/Book Store Hours - Thur. 9 - 10:30 PM; Sun. 11 AM-1:30 PM.

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In the Community

Green Thumb Originals is offering gift certificates for holiday purchase. Contact Adele Morris at 952-220-2523 or at greenthumboriginals@gmail.com.

Graf and Frishman Snow Removal - 10 dollars for small driveways and 15 dollars for big driveways. To contact Akiva call (952)- 465-7331. To contact Jason call (612)-298-5881 (cell) or (952)-541-6058 (home). 10% of our profits will go to KI.

Snelling Tax – Filing Your Taxes Early. Contact John Ostfield at 651-699-6186. Will complete the return on the spot if you have all of the necessary information. Will make a contribution to the shul for each return done from the shul. Willing to come to your house. Motzaei Shabbat appts available. Questions@snellingtax.com.

Pesach Seder Pillows For Sale – Gently used. Very reasonably priced. 50% of the proceeds goes to the Rabbi's Discretionary Fund. FFI, contact Tamar-Rus at 952-926-5528.-

From AISH MN

Upcoming events: Sunday, February 28, 12 Noon - 3:00 pm. Purim with Aish at the Aish Center. Festive holiday buffet, arts and crafts and other activities.



St. Louis Park
Community
Clothing Gemach



- When: Sunday mornings 11:00 - 12:00
or by appointment (952-922-2059)
- Where: Lower Level of Keneseth Israel
- What: Women's & Children's
Shabbos & weekday clothes
- How much: 50¢ - \$1.00 per item
- Contact: Debra Yardley at 952-922-2059



Donations of clean, tznius
clothing accepted at drop box in
Keneseth Israel coat room.



The following article about Helen Ziff's father appeared in the Jerusalem Post on 2/23/10 (www.jpost.com)

The Coca-Cola Rabbi BY GAIL LICHTMAN

Yedidya holds memorial symposium for Rabbi Tuvia Geffen, an Orthodox figure who found creative solutions to maintaining ties with the secular world.

Coca-Cola is a reigning symbol of America around the world, and its patented formula a better-kept secret than many countries' nuclear programs. Yet for years, one man, almost the only person outside of Coca-Cola's inner corporate circle, was privy to this secret formula – Rabbi Tuvia (Tobias) Geffen, the man who made Coca-Cola kosher.

On Sunday, February 21, family, students and friends will gather at 7 p.m. at Jerusalem's Yedidiya Synagogue for a memorial symposium marking the 40th anniversary of the death of Rabbi Geffen, who for 60 years was considered the dean of the Southern Orthodox rabbinate in the US. Participating in the memorial will be American Jewish historians Prof. Jonathan Sarna and Prof. Kimmy Caplan.

Geffen was born in Kovno, Lithuania, on August 1, 1870. He studied in yeshivot in Kovno and Grodno and was ordained by Rabbi Tzvi Hirsch Rabinowitz of Kovno and Rabbi Moshe Danishevsky of Slobodka. In 1898 he married Sara Hene Rabinowitz. The couple was married for 63 years and had eight children.

In 1903, after the Kishniev pogrom, Geffen and family decided to emigrate to New York. "This was at a time when many of the leading Orthodox rabbis were calling America 'a treife land,' yet he was not afraid to go there," explains Jerusalemite David Geffen, one of the rabbi's 18 grandchildren and the oldest of the six grandchildren who made aliya.

In 1907, Rabbi Geffen accepted a pulpit position in Canton, Ohio. But his wife found the place too cold. So in 1910, with his wife and five children, Geffen went south to Atlanta to become the rabbi of Shearith Israel, a position he held until his death on February 10, 1970.

"When he arrived in the South, he realized that there were only four other Orthodox rabbis serving the region," recalls Ruth Ziff Adler, another one of the rabbi's grandchildren, who today lives in the Jewish Quarter in the Old City.

Geffen set about establishing kashrut standards and training shohetim (ritual slaughters) and kosher butchers. He ran a Jewish school in his home until a community school was set up in 1913. After that, he continued to provide tutorials for his children and others, including his four daughters.

"We marvel about him," says David Geffen. "Where did he get the deep commitment to do all he did as an Orthodox rabbi in maintaining Halacha yet also interacting with the secular world? He was not only

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concerned about quality Jewish education for his children but also quality general education. His children studied in the best general schools.”

An example of this commitment was tested in 1919. Geffen’s oldest son wanted to attend Emory University in Atlanta, a Methodist university. At that time, the school required students to attend classes on Saturdays and chapel on Sundays.

“Rabbi Geffen went to see the university’s head,” his grandson relates. “He explained that his son and another Jewish boy had been accepted but that there was a problem with Saturday classes and Sunday chapel. A compromise was worked out whereby the two would attend Saturday classes but would not be required to write or take exams. They were also exempted from Sunday chapel. But they had to walk four miles to Emory and four miles back every Saturday. Based on this compromise, six of my grandfather’s children attended Emory, although later on a Jewish family was found living closer to the campus, where they could spend Shabbat.”

GEFFEN’S QUEST for an excellent general education for his children also led to his Coca-Cola connection. In the early 1930s, the rabbi’s daughter Helen was studying food chemistry at the University of Georgia. As part of a class project, she decided to analyze the contents of Coca-Cola and found that the drink contained a glycerin derived from animal fat. At that time, some local rabbis had given kosher certification to Coca-Cola – either because they were unaware of the animal glycerin the beverage contained or based on the 1/60th ruling, whereby if the non-kosher item is less than 1/60th of the total ingredients, it is considered nullified.

“When the rabbi heard from Helen about this glycerin, he was very upset,” relates Adler, Helen’s daughter. “He realized there was a problem.”

Geffen noted that the 1/60th rule applied only if the non-kosher substance was added accidentally. Since the glycerin in Coca-Cola was added intentionally, the entire mixture became forbidden.

The rabbi contacted Harold Hirsch, a prominent member of the Atlanta Jewish community and head of Coca-Cola’s legal affairs, and told him he would have to go public with the discovery that Coca-Cola was not kosher. Hirsch went to see Asa Candler, founder and owner of Coca-Cola. Long before the words “globalization” and “multinational” were coined, Candler envisioned Coca-Cola being sold and enjoyed around the world. When he heard there was a group of people – Jews – who would not be able to drink his soft drink, he purportedly exploded: “What! There are people who cannot drink Coca-Cola? I want everyone to be able to drink Coca-Cola. Do something about this.”

As a result, Geffen met with Coca-Cola executives, who shared their secret formula with him. The company agreed to accept substitutes for the animal glycerin and for a corn-based derivative also in the formula, making the Coca Cola formula not only kosher but also kosher for Pessah. Once these changes were made, the rabbi issued a hechsher for Coca-Cola.

In addition to his success with Coca-Cola, Geffen was active on behalf of Jewish prisoners and even went to see the governor of Georgia to obtain a pardon for a Jewish prisoner serving on a chain gang who had

been wrongly convicted. He worked on behalf of agunot – women whose husbands went missing and were left in marital limbo – often succeeding in locating the husbands and obtaining a divorce.

Between 1924 and 1961, Rabbi Geffen published seven books in Hebrew, Yiddish and English. He also wrote sermons, poetry, pilpulim (disputations) and teshuvot (responses) as well as scholarly articles.

Throughout his life, the rabbi could always count on his wife. “Our grandmother was a very unusual woman,” says David Geffen. “Her support gave our grandfather more opportunity to study, meet people and write. We see this memorial service as being for her as well. The two of them were a real team. They imbued all their children and grandchildren with pride in Yiddishkeit.”

“All of us remained Jewish,” Adler adds. “There was no intermarriage. Six of us made aliya. Our Zionism was in our genes, and it came from our grandparents.”

Luach Zemanim – Feb. 26 – March 14, 13 Adar – 28 Adar

Date	Date	Shacharit	Mincha	Candles	Havdalah	Parsha	Notes
Fri, Feb 26, 10	Adar 12	7:00 AM	5:40 PM	5:38 PM			
Sat, Feb 27, 10	Adar 13	8:45 AM	5:30 PM		6:41 PM	Tetzaveh	Shabbat Zachor. Purim begins after Shabbat. Megillah at 7 p.m.
Sun, Feb 28, 10	Adar 14	8:00 AM	5:45 PM				PURIM. Megillah at 8:30 a.m. and 10:30 a.m. Mincha and Seudah to be announced.
Mon, Mar 1, 10	Adar 15	6:50 AM	5:45 PM				SHUSHAN PURIM
Tue, Mar 2, 10	Adar 16	7:00 AM	5:45 PM				
Wed, Mar 3, 10	Adar 17	7:00 AM	5:45 PM				
Thu, Mar 4, 10	Adar 18	6:50 AM	5:45 PM				
Fri, Mar 5, 10	Adar 19	7:00 AM	5:50 PM	5:49 PM			
Sat, Mar 6, 10	Adar 20	8:45 AM	5:30 PM		6:52 PM	Ki Tisa	Shabbat Parah
Sun, Mar 7, 10	Adar 21	8:00 AM	5:50 PM				
Mon, Mar 8, 10	Adar 22	6:50 AM	5:50 PM				
Tue, Mar 9, 10	Adar 23	7:00 AM	5:50 PM				
Wed, Mar 10, 10	Adar 24	7:00 AM	5:50 PM				
Thu, Mar 11, 10	Adar 25	6:50 AM	5:50 PM				
Fri, Mar 12, 10	Adar 26	7:00 AM	6:00 PM	5:58 PM			
Sat, Mar 13, 10	Adar 27	8:45 AM	5:45 PM		7:01 PM	Vayakhel-Pikudei	Shabbat Hachodesh. Turn clocks one hour ahead before going to bed.
Sun, Mar 14, 10	Adar 28	8:00 AM	7:00 PM				

From NCSY

NCSY Highlights

- Next Cholent N Chat will be this Friday night 8:45 pm at the Burton's house. We will be hearing from a panel of working professionals who will speak about the challenges of being an observant Jew in the workplace >>>
- Purim costume party Sunday morning, February 28, 11:30 - 12:30. Come exchange Mishloach manot, enjoy delicious food, and participate in a costume contest. At the Kupfer's house, 4331 W 25th St., (corner of Lynn Ave S).
- For sponsorship opportunities or more info regarding any NCSY activities contact Tzvi Kupfer, 952-239-0642, kupfert@ncsy.org.
- For info regarding any programming please contact Tzvi Kupfer at (952)239-0642 or kupfert@ncsy.org.

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