



מָה  
 פֶּטִיבוֹ

***Mah Tov!***

*How good it will  
 be to join together  
 in our beautiful  
 new sanctuary!*

## *A New Year of Sweet Beginnings at TBS*

### *A View From the Hill*



#### *An Evening with Rep. Jon Runyan*

**Thursday, September 15th**  
 7:30 pm-Join the TBS Men's Club  
 and Adult Enrichment Committee  
 for an informative discussion  
 about recent events in  
 Israel and the Middle East.

### *Preschool*

**Friday, September 9th**  
 9:30 am-Meet & Greet  
**Monday, September 12th**  
 9:15 am-First day  
**Monday, October 3rd**  
 After School Activities begin  
**Monday, October 10th**  
 Back to School Night  
**Monday, October 17th**  
 Parent-Child classes begin

### *Teen Education*

**Tuesday, September 13th**  
**Wednesday, September 14th**  
 7-9 pm-First days of High School

### *Religious School*

**Friday, September 16th**  
 5:30 pm-Sha'BBQ Shabbat  
 Dinner and Service. Join us for a  
 fun, family-friendly dinner and  
 service. Religious School students  
 will receive Shabbat  
 service attendance credit.  
**Saturday, September 17th**  
 10:30 am-Youth Services begin  
**Sunday, September 18th**  
 9 am-First day of Religious School  
 for parents and students.  
 Meet Alex Weinberg and your  
 child's teacher.

*For more information go to [www.tbsonline.org](http://www.tbsonline.org)*

# Rabbi's Message

## Mah Tov! How Good it is

by Rabbi Micah J. Peltz  
ravmicah@tbsonline.org



**Mah Tov! O'halekha Ya'akov, Mishkenotekha Yisrael!**

“How goodly are your tents, O Jacob, Your dwellings, O Israel! With these words, the evil prophet Balaam blessed the Israelites in the book of *Bamidbar*. Though he set out to curse our ancestors on their desert journey to the land of Israel, God intervened and caused Balaam to utter these words of blessing instead. Today, “*Mah Tov*” not only appears in the Torah, but at the very beginning of our siddur as well. It is to be recited every time we enter a synagogue. It expresses our sense of awe and gratitude when we engage with our community and encounter God in prayer. *Mah Tov* – How good it is to live Jewish lives together!

This year, we want to try something new. All of our synagogue-wide programming will focus around the theme of “*Mah Tov!*” We chose this theme because, as we thought about all of the wonderful things going on in our community, our best response was “*Mah Tov!*” We have completed a renovation project that fulfills the *mitzvot* of *kavod habriyot*, ensuring human dignity, and *biddur mitzvah*, the beautification of a *mitzvah*. Our *bima* is now wheelchair accessible, the new light fixtures and sound system enhance the sights and sounds of our services for everyone, and our new energy-efficient heating and air conditioning system helps reduce our carbon footprint. Additionally, the new walls, ceiling, seating and floors ensure a more comfortable and inspiring physical space. When you walk into our remodeled building for the first time this fall, I want to hear a “*Mah Tov!*”

As important and impressive as these physical changes are, we know that you, our members, are what make us a caring and thoughtful community. In the many conversations I had about the capital campaign this past

year, I was struck most by people’s desire for connection and meaning. Some had already found these things through our educational programs, synagogue events, and social action work. Others were still searching for that connection point to our people and our tradition.

This year, we will have many opportunities to engage all of our members. Look for community programs like “Broadway Sings” on October 30, a scholar-in-residence weekend with Rabbi David Golinkin, the President of the Schechter Institute for Jewish Studies in Jerusalem in November, and our new once a month family program “Sunday Fundays in the Ark.” In addition to these exciting programs, be sure to read our weekly emails and check our website to keep up on the many dynamic and engaging activities our groups and committees are working on. *Mah Tov* – How good it is to have such a committed group of lay leaders who make TBS vibrant!

*“Mah Tov” expresses our sense of awe and gratitude when we engage with our community and encounter God in prayer. Mah Tov-How good it is to live Jewish lives together!*

Finally, at the core of our mission is education. We are thrilled to welcome Alex Weinberg to our TBS Family as our new Director of Congregational Learning. Alex brings a wealth of ideas and boundless energy to our community that will surely help connect, enrich and inspire students of all ages. According to Rabbi Ovadia Sforno, a 16th century Italian commentator, this is what Balaam was referring to when he first said those famous words: *Mah Tov O'halekha Ya'akov, Mishkenotekha Yisrael!* He saw the people of Israel, of all ages, engaged in Jewish learning. It is through learning that we connect to God and to each other. *Mah Tov* – How good it is to learn together!

As we begin 5772, may we all have many “*Mah Tov*” moments. May these moments help us discover our connection point to TBS that deepens the meaning we find in our tradition and strengthens our bond to our community.

## High Holy Day Parking & TBS Shuttle Bus Service

If you live close to TBS, we suggest that you walk to shul. If you have friends or relatives who live within 1.5 miles of the synagogue, park at their houses and walk with them. If you must drive, parking will be extended beyond the synagogue lot to include the following areas DURING HIGH HOLY DAYS ONLY:

- Cherry Hill High School East and Beck Middle School parking lot
- Kresson Road on the synagogue side of the street from our Kresson Road driveway down the street
- Cropwell Road on both sides except that **parking is not permitted on either side of Cropwell up to Kresson Road.** This has been designated by the Police Department as a Tow-Away Zone.

**A good rule of thumb: If you are not sure about a particular spot, do not park there. The Chabad Lubavitch parking lot is not available to TBS.**

**We will provide a shuttle bus to transport people between the synagogue and Cherry Hill High School East and Beck Middle School according to the following schedule:**

- |                                     |                         |
|-------------------------------------|-------------------------|
| • Thurs., Sept. 29 & Fri., Sept. 30 | 9:00 a.m. to 2:00 p.m.  |
| • Fri., Oct. 7                      | 6:00 p.m. to 10:00 p.m. |
| • Sat., Oct. 8                      | 9:00 a.m. to 2:00 p.m.  |

Pick up and drop off at East will be toward the Country Walk side. Pick up and drop off at Beck will be on the tennis court side of the building. Buses will be identified with a TBS sign.

We hope this will facilitate travel to and from the synagogue and relieve some of the congestion in our parking lot and nearby areas. Uniformed Police will be on duty in the synagogue lot to direct traffic. Please cooperate with them as they have a difficult job.

Thank you for your help.



## Flowers for Rosh Hashanah

Dress up your holiday table with beautiful flowers that will be delivered to your home or send flowers to family and friends. This year's flowers will be ordered through Mums the Word, a florist with creative design. They are located in Marlton, NJ. Flowers will be delivered Tuesday, September 27 and Wednesday, September 28. Orders must be received no later than Wednesday, September 14. Free delivery to local towns. For selection, pricing and to order contact Gloria Baer at 856-424-0233 or visit our website at [www.tbsonline.org/highholydays](http://www.tbsonline.org/highholydays).

*Tickets and Service Schedule will be mailed out the week of September 12.*



## JOIN US FOR AN ALL NEW Simhat Torah Celebration

*Dance, Sing and March with the Torah*

### Thursday, October 20

7:00 p.m. Simhat Torah Family Celebration and Hakafot

8:00 p.m. Ma'ariv, Hakafot and Torah Reading

### Friday, October 21

9:30 a.m. Simhat Torah Service with extended Kiddush

## High Holy Day Ushering

Due to security concerns, ushers are needed to provide and maintain the best possible security. If you receive a letter assigning you one hour to usher, kindly accept. Taking the responsibility seriously for your fellow congregants will help to insure a safe and security Yom Tov. If you cannot accept, please find someone to cover for your hour. As part of the TBS mishpoche, it is everyone's responsibility to insure safe and smoothly run High Holy Day services.

If you have not yet received your assignment or have any questions, please contact Marc Cohen at (856) 396-0189 or by email at brendad02@comcast.net.

### TBS Etrog & Lulav Sale

Please return completed form and check to:

TBS Etrog & Lulav Sale  
1901 Kresson Road  
Cherry Hill, NJ 08003

I am enclosing \$54 for each set: \$ \_\_\_\_\_

I am a Sustaining Member or Achieving Level Member and would like to receive my complimentary set.

**Deadline: September 21**

Name \_\_\_\_\_

Phone \_\_\_\_\_

Number of sets: \_\_\_\_\_

(Please print)



## HHD SECURITY PROCEDURES

With safety still a major priority, TBS will repeat last year's security procedure to protect ourselves and our guests. We again ask for your patience and compliance as we set in place the following rules:

1. Every congregant will receive **ONE CAR TAG** for identification to drive into the parting lot for **DROP OFF** or **PARKING**. No car will be able to turn into the parking lot without the display of this tag on its windshield. To control traffic on the parking lot, you will be permitted to **exit only** from the **Cropwell driveway**, while **entry** to the lot will be allowed only from the **Kresson Road driveway**. Signs will be posted at each driveway when the lot is full; however, you will still be permitted to drop off passengers. Vehicles will not be permitted to park in spaces reserved for the handicapped without a valid blue state-issued license or placard.
2. **YOU MUST SHOW A TICKET FOR ADMITTANCE INTO THE BUILDING.** Tickets will be mailed out the week of September 12th.
3. The main entrance will be the **ONLY** point of entry into the building.
4. You will be able to exit the building through the Social Hall exit (canopy), the main entrance or the education wing. To return to the building at any time, you must re-enter through the main entrance and show a ticket for admittance.
5. There will be increased police presence with additional outside professional security staff.
6. Please bring a picture I.D. to identify yourself and any visitors who may be with you.

**ALLOW ENOUGH TIME** to insure that all congregants get to their seats in a safe and efficient manner, and please **BRING YOUR TICKETS.**

We regret that these procedures may create an inconvenience for some, but we have to put safety and security first for our members and guests. Thank you for your understanding and cooperation.

On behalf of the officers and Board of Directors, we wish you and your family a healthy and safe New Year.

B'Shalom,

Debbie Perlman  
President

Eric Jacobs  
Executive Director

## Service for Families with Young Children

Wednesday, September 28th  
5:00 pm

Join Rabbi Lindemann, Rabbi Peltz, Cantor Cohen and Alex Weinberg for a "Taste of Rosh Hashanah" service. Enjoy apples and honey, blowing of the Shofar, singing and stories. Non-members are welcome.

## Help Decorate the TBS Sukkah!

Sunday, October 9th  
6:00 pm



Enjoy a family pizza dinner and sukkah decorating. Bring the entire family! Don't miss the fun!

Please RSVP to the Religious School Office at 856-751-1824.

## SCRIP

Scrip costs you nothing but earns money for TBS. Purchase gift cards for your High Holy Days shopping at the TBS office or online at [www.tbsonline.org/support-tbs/](http://www.tbsonline.org/support-tbs/).



## OPERATION ISAIAH

Once again, TBS will join other Conservative congregations nationwide in heeding the words of the prophet, Isaiah, to "share bread with the hungry...and not turn away from people in need."

We will be participating in Operation Isaiah initiated by the United Synagogue of Conservative Judaism. As you leave TBS on the second day of Rosh Hashanah, please take a shopping bag or two. When you come to services for Kol Nidre, bring your bags back filled with non-perishable boxed or canned food. A truck will be here to accept our donations which will be distributed to community organizations that combat hunger.

We don't blame you for feeling tired of hearing stories about families struggling with hunger.

Can you imagine the *exhaustion* of a constant struggle to put food on the table?

Photo: iStockphoto.com/Chris Green/istockphoto.com

Join MAZON's effort to ensure that no one goes hungry. Help us transform how it is into *how it should be*. Donate to MAZON today.

**MAZON**  
A JEWISH RESPONSE TO HUNGER

P.O. Box 894765  
Los Angeles, CA 90089-4765  
800.873.0557 | [mazon.org](http://mazon.org)

1901 Kresson Road  
Cherry Hill, NJ 08003-2580

Steven C. Lindemann, *Rabbi*  
Micah J. Peltz, *Rabbi*  
Albert L. Lewis, (z"l), *Rabbi Emeritus*  
Jen Cohen, *Cantor*  
Eric Jacobs, *Executive Director*  
Jennifer Stofman, *Director of Synagogue Advancement*  
Alex Weinberg, *Director of Congregational Learning*  
Ellen Berju, *Preschool Director*  
Beverly Lerner, *Director of Teen Education*  
Debbie Perlman, *TBS President*  
Lisa Gershenfeld, *Sisterhood President*  
Stu Sklar, *Men's Club President*  
Zelda Greenberg, *HAZAK President*  
Allison Borenstein, *Temple Talk Editor*

*Current Resident or*

**Time Value Item: Please Deliver ASAP**

*Begin the New Year at*  
**THE TBS  
CHOCOLATE FACTORY**

Join Kadima, Haverim and Shorashim  
for an afternoon of 'Ooey-Gooey' chocolate fun!

**September 25th • 3:30-5 pm**



**PLAYBILL**

*Save the Date*

*Broadway  
Sings*

*Sunday, October 30th • 7pm*

Stars of the Broadway stage  
come to TBS for an incredible evening  
of musical entertainment.