

## Ben Zakkai Reception: A Smashing Success

More than 250 alumni, friends and supporters of NCSY gathered together this January for the Ben Zakkai Honor Society's Twelfth Annual Scholarship Reception at the Sheraton Meadowlands Hotel and Conference Center in East Rutherford, New Jersey. At the event, NCSY honored two current members and inducted four new members into the Ben Zakkai Honor Society, NCSY's "hall of fame" for its alumni.

Current NCSY member Jacob Zvi Neumark also donated more than \$22,000 to the Edward M. Adler Memorial Scholarship Fund, which provides scholarship money to enable teenagers with disabilities to attend NCSY programs in Israel. Instead of receiving Bar Mitzvah gifts, Jacob urged his guests to donate to the Fund. "Jacob's decision to donate his Bar Mitzvah money to help disabled teenagers should inspire all of us to do more to help others with the gifts that Hashem gives us," said Isabelle Novak, Chair of the Ben Zakkai Honor Society.



NCSY National President Sara Jampolsky addresses the crowd.

Mrs. Novak (left); her husband David and Genie Savitsky, wife of Orthodox Union (OU) President Stephen J. Savitsky, discuss the evening.





Chashie and Rabbi Moshe D. Krupka of Passaic, New Jersey, receive the Ezra Ben-Zion Lightman Memorial Award. From left to right: NCSY International Director and National Director of Program Development Rabbi Steven Burg; OU Executive Vice President Rabbi Dr. Tzvi Hersh Weinreb; OU Honorary President and Chairman of the Board Harvey Blitz; Mr. Savitsky; the Krupkas and Mrs. Novak.

Liz and her husband Martin Nachimson, Chairman of the OU Board of Governors and Chairman of the Youth Commission, of North Hollywood, California, receive the Enid and Harold H. Boxer Memorial Award. From left to right: Rabbi Jonathan Rosenberg of Shaarey Zedek Congregation in Valley Village, California; OU West Coast Director Rabbi Alan Kalinsky; Rabbi Burg; Rabbi Weinreb; Mr. Savitsky; the Nachimsons with their son, Irwin, Chair of the NCSY West Coast Youth Commission and National OU Board Member, and Mrs. Novak.



Jacob Zvi Neumark presents a check to Rabbi Weinreb, who accepted it on behalf of the Edward M. Adler Memorial Scholarship Fund. Donations were still coming in even after the check was printed, and ultimately exceeded \$22,000.

*Photos: Pasquale Cuomo*

# Yachad Presents “Academy Awards” at Third Annual “Oscars”

For the third year in a row, Yachad friends and supporters gathered together for a lively, fun-filled evening to present “Academy Awards” to outstanding supporters of Jews with disabilities. Held at the Hudson Theater in New York City, the Third Annual Yachad Oscars, which attracted a crowd of nearly 300, featured the talented and always entertaining Jeff Braverman as master of ceremonies and a mind-reading performance by mentalist Ted Saint James. The unique affair also included an elaborate buffet dinner, in-theater video presentations and a dessert reception.

“The annual Yachad Oscar night celebration presents us with a wonderful opportunity to simultaneously praise the

achievements of our Yachad participants while recognizing the support and professionalism of our honorees,” said Yachad/National Jewish Council for Disabilities (NJCD) Chairman Jonathan Halpert, PhD.

Everyone in attendance received a “playbill,” listing the distinguished “Who’s Who” of Yachad supporters, along with personalized “advertisements” in honor of the evening’s Oscar winners.

Yachad, an agency of the Orthodox Union, is the flagship program of the NJCD. Yachad provides inclusive social, educational and recreational programs for individuals with developmental, learning and physical disabilities.

Master of Ceremonies Jeff Braverman, Director of Camp Neshar in Pennsylvania, entertains the audience with his opening number and humorous touch. Audience members included OU Executive Vice President Rabbi Dr. Tzvi Hersh Weinreb.



Sharon, Rachel and Dr. Steven Albert of Plainview, New York, receive the Yad B’Yad Yachad Family Oscar, presented by Rabbi Weinreb. Working with children with developmental disabilities since the age of twelve, Rachel says she’s “addicted to Yachad.”



Yachad participant Chaim Goldman and his parents, Shmuel and Tzirl, and family, from Brooklyn, New York, accept the Yachad Family Oscar from Board Member Aaron Kinderlehrer (left). Over the past six years, Chaim has participated in almost every Yachad *Shabbaton*.

Former Assistant Director of Yachad, Eta Levenson, of West Orange, New Jersey, proudly displays her Professional Leadership Oscar. A trained social worker, Mrs. Levenson initiated many of Yachad's flourishing programs. Batya Jacob, Program Director of Educational Services and NJ Association of Jewish Day Schools and Program Director of Our Way and Dr. Jeffrey Lichtman, National Director of Yachad/NJCD, look on.



Yachad Board Member Alan Forman, left, presents Jane and Sam Sutton and family, of Brooklyn, New York, with the Community Leadership Oscar. Truly dedicated to Yachad, the Suttons have been hosting Yachad *Shabbatonim* in their home for many years.

*Photos: Pasquale Cuomo*

# OU Mission Participants Get Insider's View of Israel



More than fifty participants got an insider's perspective on the political and security situation in Israel during the Orthodox Union Thanksgiving Mission to Israel. Participants visited the city of Sderot, which is constantly bombarded by Kassam missiles, and learned about the OU programs in the city, which provide support and comfort to the beleaguered residents.

The mission also included meetings with high-ranking Knesset officials as well as tours of restricted military locations. Pictured here are mission participants in front of the Knesset.

*Photo courtesy of the Seymour J. Abrams Orthodox Union Jerusalem World Center.*

## The OU Takes on Another Face

By David Olivestone

It was just eighty years ago that the familiar Orthodox Union (OU) logo was created to be placed on the labels of twenty-six Heinz products, among the first to be certified OU kosher.

The logo—the letter U inside the letter O—became one of the most-recognized, and most trusted, symbols in the Jewish world. Soon, another version of it, with the words Orthodox Union and תורה ומצוות around it, began to be used for the organization as a whole.

Today, although it is still best-known for *kasbrut*, the OU is celebrated

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for its work in many other fields—Youth (NCSY); Special Needs (Yachad); College Life (Seif JLIC); Shul Life (Karasick Department of Synagogue Services); Community Life (Department of Community Services); the Public Square and World Jewry (IPA); Israel (Seymour J. Abrams Israel Center) and even more.

Therefore, while you will still be seeing the Ⓢ kosher certification mark on all OU-certified products, we felt the need for another symbol to represent

the impact that the OU has on all these areas of Jewish life. Chosen from a multitude of designs, the new logo was created by well-known graphic artist Josef Tocker, who recently designed the new NCSY logo, as well as the IPA and Yachad logos some years back.

Together with the logo, our new slogan “Enhancing Jewish Life” reflects the many faces of the OU, and how it impacts thousands of Jewish lives each and every day. **IA**

*Communications Commission Chair Jerry Schreck and I thank marketing consultant Milt Weinstock, executive vice president emeritus of Grey Advertising Worldwide, for his ongoing advice and support.*