



National Council of Jewish Women Greater New Orleans Section

Bulletin

September 2008

Hats Off to our Honoree!

The Greater New Orleans Section is proud to announce that Sue Silverman Singer will receive the 2008 Harold Salmon Sr. Award. She will receive the award at our Opening Luncheon on Wednesday, September 17, 2008, at the Ruth's Chris Steakhouse on Veterans Boulevard.

The Harold Salmon Sr. award was named for a man who recognized the value of volunteerism and demonstrated his strong commitment to the welfare of NCJW. The guidelines for the Harold Salmon Sr. Award state that the recipient must have a "commitment to NCJW, be available time-wise, be an innovator and motivator of people and resources, and have an overall awareness of NCJW."

Sue certainly meets the criteria for this award. She became a member at 15 when her mother Myra made her a life member. She has consistently exhibited a continued commitment to the section with her time and hard work. Sue is always available to make a function tasteful and successful. When

Sue was in her last months of pregnancy, she chaired the closing luncheon and never sat down. Sue was doing what she does best, planning and executing a "perfect" affair. All it takes is for Sue to become aware of the need; then she will find a way to help. Sue in her spare time is a registered nurse, which is certainly consistent with her desire to help others.

Sue has served the organization as corresponding secretary and has co-chaired the Blue Book, Bargains Beautiful, Angel Ball, Ship A Box (which is now Y'ad b Y'ad), and opening and closing events. Even when she is not on a committee, she will still solicit the business community for door prizes, auction items, food donations, cash donations or corporate sponsorships.

Sue credits NCJW for what she calls "Business 101" because she learned about time tables, organizational charts, budgets, marketing and P.R., talents which she has been able to utilize in many organizations, par-



Sue Singer
Harold Salmon Sr. Award Recipient

ticularly Cancer Crusaders, which is very dear to her heart.

After Katrina, Sue and her very loving and supportive husband Harold housed and fed many people in need. Sue and Harold are the parents of one son, Randall, and they are very close to Sue's dear father Dr. Saul Silverman.

OPENING LUNCHEON • WEDNESDAY, SEPTEMBER 17, 2008
Ruth's Chris Steakhouse • 3633 Veterans Blvd. • Metairie
12 Noon • Cost: \$40.00

Also presenting the Emerging Leader Award to Michal Fishman

President's MESSAGE



Your help is needed now.

Here are ways to get involved:

Somewhere in Metro New Orleans – perhaps in your own neighborhood – there are children, elderly people, families, and individuals, who need your time, kindness, and talent.

NCJW plays an integral role in providing important services to those in need. The ways you can help others through NCJW are bountiful. Opportunities include providing care to Alzheimer patients through arts enrichment; supplying books to the young; answering the Help Line at WDSU's Problem Solvers desk; and calling to

check on Lifeline adults.

With two new services developing (Blessed 26 and N.O. Family Justice Center), we will need you to make them successful as well. Consider becoming a volunteer. Ask a friend to join you. Encourage a grandchild or newcomer to get involved. Listed are ways you can help by fulfilling roles right now.

Volunteer Opportunities and Wish List for NCJW 2008-2009:

- Answer our Call to Action when we need help in a pinch
- ACE Enrichment – Art & Music Aide
- Baton Rouge Liaison
- Birthday Dollars Chair
- Blue Book Directory- Collect ads or update member information
- Call on publishers and manufacturers for donations
- Distribute Medication Cards - Pharmacies love them
- Grant Writer- Funding is out there, we just to need apply .
- Lifeline – Telephone Follow-Up Helpmate
- Membership Chair - Welcome newcomers to NCJW & community
- Office Help - there is always a lot to do
- Public Relations – Promote NCJW's

mission; learn to write & distribute press releases, a great skill to know

- Recording Secretary – Laptop at the meetings makes it easy
- Six On Your Side – become an award winning Helpline Problem Solver
- VP Administration – Oversee Bulletin and Award events
- Women's Seder Chair

In light of all these requests for service, please join us September 17th when we will honor Volunteer Extraordinaire and Harold Salmon Recipient Sue Singer, and Emerging Leader Michal Fishman; each displays a shining example of first-rate volunteerism!

During this Rosh Hashanah season, as the shofar reminds us to pray for the rebuilding of the Holy Temple, think also about how you may help to rejuvenate and refresh our section, our city and our mission.

Best wishes for a Happy and Healthy New Year!

To donate your time, call Jeanne Smolkin, Volunteer Liaison (504) 606-3579, Ina at (504) 919-2559, or the office 861-7788.



National Council of Jewish Women
Greater New Orleans Section

President, Ina Davis
Editor, Mary Stein

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A Little Lagniappe – NCJW Medication Cards

Wallet-size Medication Cards with counter displays are available for the asking; let your pharmacist know; their customers will thank them! Call the NCJW office at 861-7788 to request Medication Cards; we will deliver or mail them out right away.



Ted Nguyen
Lakefront Pharmacy

"People ask me 'How much do they cost?' I say, Take a few, they're free."

Community Services

by Michal Fishman

For over a century, NCJW Greater New Orleans section has been at the forefront of social change —championing the needs of women, children, and families — while courageously taking a progressive stance on such issues as child welfare, women’s rights, and reproductive freedom. Now, it is even more important that courageous, compassionate New Orleans women come together and take action that will become a positive force for change.

A prime example of the positive change that NCJW has made in New Orleans is its ongoing support of the New Orleans Jewish Family Service’s LIFELINE program. NCJW’s support of LIFELINE includes both monetary and volunteer support – core criteria for every NCJW Community Service program.

For close to 25 years, the joint efforts of NCJW and Jewish Family Service have enabled approximately 4,000 older adults and persons with disabilities, or individuals who are medically at risk to remain living independently in their homes.

Volunteers Essential for a LIFELINE to Independence

LIFELINE is a personal emergency response system which provides 24-hour access to emergency services. The system is easy-to-use and designed to reduce the risk of living alone. In the event of a fall or an emergency, help is available at the push of a button. The Lifeline Personal Help Button connects subscribers to a trained Personal Response Associate who can send help quickly.

The New Orleans residents helped by LIFELINE have depended on hundreds of volunteers who, over the years, assisted in getting LIFELINE service to new and existing subscri-

ers who chose to live independently in their own homes. Volunteers are essential to the program’s success and provide subscribers with a personal touch. Volunteers assist LIFELINE subscribers in one of two ways: helping with home installations and equipment swaps, or calling subscribers each month to remind them to test their LIFELINE equipment. These monthly calls ensure that equipment is functioning properly, and they also establish a bridge of communication between subscribers and the staff at Jewish Family Service.

NCJW’s financial support has also been essential to LIFELINE’s positive impact on the community, as it has allowed JFS to offer LIFELINE to the community on a sliding fee basis, making this essential service available to a broad-based demographic.

Benefits to Subscribers and Volunteers

The benefits of LIFELINE extend to more than just the subscribers. Volunteers benefit as well. “Just the other day, I received a call from a 100-year old woman whose LIFELINE equipment wasn’t working. I went to her house and discovered that, as a result of a recent change in her telephone equipment, her phone line was disconnected inadvertently. In a matter of minutes, I was able to identify the problem and re-connect her telephone – and thus her LIFELINE,” explained LIFELINE coordinator Marilyn Kline. “I was thrilled that I was able to help this woman feel safe in her home.”

Seeking Volunteers... on Your Time

LIFELINE is in need of new volunteers to help serve the more than 500

subscribers they are currently servicing and to reach its post-Katrina goal of serving 600 subscribers by the end of 2008. “We’re seeking volunteers who will help us meet the demand in the community for this invaluable service. To achieve our goal, we’re going to need some help,” Kline said.

Volunteers are needed to provide assistance by helping with home installations and equipment swaps (volunteers receive technical training and mileage reimbursement); or to call subscribers each month to remind them to test their LIFELINE equipment.

“From a volunteer perspective, the best part about this program is that it offers a tremendous amount of flexibility to the volunteer while also making a real difference in people’s lives,” said NCJW Community Services Vice President Michal Fishman.

Kline says that volunteers who make calls to LIFELINE subscribers are asked to commit only one hour per month, and that the calls are made from the volunteer’s home at his/her convenience. Those volunteers who are interested in providing technical assistance to subscribers also can take advantage of the program’s flexible nature.

For more information about LIFELINE volunteer opportunities, please contact Marilyn Kline, LIFELINE Coordinator, at (504) 831-8475 or marilyn@jfsneworleans.org.

More Opportunities to Serve our Community

NCJW is always in need of volunteers for its many community service programs. Please consider volunteering with one or more of the following programs, including two exciting new programs: Blessed 26 and The New Orleans Family Justice Center.

► **Blessed 26** – A program that brings junior high and high school-age students together to participate in intellectual dialogue that encourages them to move outside of their comfort zones and to aggressively pursue professional goals. Now seeking volunteers to help with non-profit administration and to serve as networking resources! For more information, contact Pam Lyles at 522-9905 or cajncritter@aol.com.

► **New Orleans Family Justice Center** – NCJW has signed to help decorate the children’s room at this newly-designed center that combines all the social services available to victims of domestic abuse. Stay tuned for more information!

► **ACE** - Alzheimer’s Care and Enrichment - In conjunction with the Jewish Community Center, this program provides stimulating activities including music therapy for Alzheimer patients as well as respite for care givers. Now seeking volunteers! For more information, contact Inge Elsas at 866-4138.

► **BookPartners** - In partnership with Agenda for Children’s Child Care Working Group, NCJW volunteers work toward involving the business community in support of quality child care. Bookpartners funds in-service training for child care providers to learn how to inspire pre-readers with a love of books and provides hundreds of high-quality books to young children in a preschool setting. For more information, contact Marcy Fertel at 885-0338 or marcy225@aol.com.

► **Six On Your Side** -NCJW volunteers assist individuals with consumer problems by answering questions and finding solutions for those who have phoned into the WDSU-TV Channel 6 - Six on Your Side consumer’s hot line. For more information, contact Babs Isaacson at 861-0716 or babsisaacson@cox.net.

► **Public Affairs** - NCJW takes an active role in advocating for legislative issues that improve the quality of

life for women, children and families. Through our advocacy, we strive to ensure the individual rights and freedoms

for all. For more information, contact Joel Myers at 282-2233 or joelmyers@bellsouth.net.

MICHAL D. FISHMAN TO BE HONORED WITH EMERGING LEADER AWARD

NCJW, Greater New Orleans Section is pleased to announce that we will be recognizing Michal D. Fishman, VP of Community Services, with the Emerging Leader Award at our opening event on September 17, 2008. This award was developed by the national organization to recognize volunteers who show promise for future leadership and have been involved for less than 5 years. Michal certainly fits that description. In fact, she has already assumed leadership in the Section in the short two and half years since she has moved back to New Orleans.



Michal D. Fishman

A 1992 graduate of Newcomb College of Tulane University, Michal returned to Washington, DC after graduation to work as a public relations manager for a national think tank. She moved to New York and worked for Pfizer Pharmaceuticals as a director of Public Affairs. In February of 2006, Michal was transferred to New Orleans to become the director of Pfizer’s Regional Marketing Group in the Mississippi Delta region. She currently is principal of MDF Communications, LLC, a strategic positioning and branding practice.

Shortly after her return to New Orleans, Michal met Ina Davis, NCJW’s then VP of Public Affairs, who invited her to join NCJW and become involved. NCJW provided a perfect vehicle for Michal’s personal interests and she quickly became involved, working closely with our Public Affairs department. In 2006, she chaired the Community Needs Committee and was instrumental in analyzing ongoing services as well as evaluating potential new services for the Section. She was closely involved with the selection of our two newest services. She was a New Orleans delegate to NCJW’s Washington Institute and National Convention. In 2007, Michal became Vice- President of Community Services. In addition, she assists with our press releases and recently coordinated a focus group on young women’s issues.

Michal sees her involvement with NCJW as an opportunity to be part of a national organization that represents a “movement of change,” which is “both exciting and invigorating.” On a local level, she appreciates the abilities of the many women with whom she has worked. She states “The women at all levels have been so inspiring and motivating. I have personally benefited from such a fulfilling organization.” We are fortunate to have Michal in our community.

Please join us as we recognize Michal on September 17, 2008.

Reading Railroad

by Sue Jernigan

We would like to extend a special thanks to Phyllis and Joel Nitzkin, who were as generous as always in extending themselves on behalf of the children in our community. While in Houston, they connected with Melissa Waddy Thibodeaux, founder and CEO of Flying Geese Productions. Ms. Thibodeaux is a performer and a literacy “warrior”. She donated five large cartons of books, which Phyllis and Joel loaded into their mini-van and transported back to us.

The gift is far greater than the books, however, for Ms. Thibodeaux, as she uses her skills as a performance artist in conjunction with the books, has a lofty mission. Her most recent show is a portrayal of Harriet Tubman. In her own words, she states: “I am planning Underground Reading Railroad Rallies across the country this year, promoting literacy. Kicking off the performance or following the performance, the youth are assisted in a 15-30 minute reading session....so that they may learn to enjoy reading. This is our goal: to inspire others to help as the Quakers assisted on the Underground Railroad in the 1800’s and before. That system continues today...as Harriet’s spirit guides us. We will continue to donate books to your organization.”

For more information, please visit the website at <http://www.aflyinggeese.com> www.aflyinggeese.com. Anyone with ideas as to how best to utilize this wonderful opportunity in our existing programs should please contact me at suejern@gmail.com. Melissa can come to New Orleans for several days and participate and contribute wherever we think she will be the most beneficial. I can’t wait to hear from you!

HIPPY

These are some of the 72 HIPPY (Home Instruction Program for Parents of Preschool Youngsters) 3 and 4 year olds, who with their family members, visited the New Orleans Aquarium on Saturday, July 26, 2008. This was an enrichment program as part of their HIPPY experience. Arrangements were made by NCJW. Free admission was obtained for the 151 siblings, parents and grandparents who attended.

~ Carol Good

HIPPY family members
at Audubon Aquarium
on July 26th, 2008
- NCJW sponsored
enrichment program



HIPPY Paraprofessional
signing up Attendee



HIPPY Coordinator
Brigett Collins with
staff and students

Personal Giving

A very special thank you to all who have joined our personal giving campaign for 2007-2008. Your ongoing financial support of our section is an important investment in NCJW's courageous work.

With your gift, our true power will show!

► **\$2,500 +**

Cahn Family Foundation ~ Bissinger Endowment Fund ~ Sara Stone

► **\$1,000 – \$2,499**

Anonymous ~ Joan & Gerald Berenson ~ Barbara Herman ~ Dana Shepard ~ Mrs. Moise Steeg, Jr. ~ Anne P. Lowenburg

► **\$500 – \$999**

Babette Isaacson ~ Julie Wise Oreck ~ Kathy Shepard ~ Ina Davis

► **\$250 – \$499**

Tracy Dodd ~ Susan Fielkow ~ Julie Fishelson ~ Elise Y. Fishman ~ Margot Garon ~ Carol Good ~ Miriam Latter ~ Nancy Marsiglia ~ Christie Mintz ~ Sandra Chass Morris ~ Florence

SchorNSTein ~ Sue Singer ~ Frances Wolff ~ Tricia Kirschman ~ Marie Schlesinger ~ Pamela Lyles ~ Joel Myers ~ Loel Weil Samuel ~ Louise, Edie and Weezie, Levy Rosenblum Family Foundation ~ Harriet and Maurice Handelman

► **\$100 - \$249**

Diane Africk ~ Carol Asher ~ Benay Bernstein ~ Jane Buchsbaum ~ Vivian Cahn ~ Alison Caponetto ~ Elinor Cohen ~ Andrea Cohn ~ Marcia Fertel ~ Ruth Force ~ Diane Franco ~ Susan Glazer ~ Linda Greenbaum, Elizabeth Haspel ~ Sandra Heller ~ Susan Hess ~ Eve Hirsch ~ Julanne Isaacson ~ Charel Katz ~ Celia Katz ~ Betty Kohn ~ Naomi Kornman ~ Marilyn S Lassen ~ Pam LeNoir ~ Jan Miller ~ Rita Murov ~ Debbie Newman ~ Phyllis Nitzkin ~ Gail Pesses ~ Cynthia Rittenberg ~ Judy Roheim ~ Carol Rubenstein ~ Debbie Schlackman ~ Elaine Schulman ~ Alana Seelig ~ Leona Shlosman ~ Alicia Silverman ~ Lynn Skelding ~ Mary Soll ~ Mary Stern ~ Nicole Stone ~ Mrs. Jon B. Strauss ~ Ann Streiffer ~ Lois Sutton

~ Ann Thompson ~ Nancy Timm ~ Ruth Weisler ~ Jan Yellin ~ Barbara Bresler ~ Amy Gainsburgh Haspel ~ Eddy Rosen ~ Cynthia Farber ~ Sue Robin Weinbauer ~ Jeanne Smolkin ~ Susan Daube ~ Cathy Glaser ~ Carole Gottsegen ~ Shellye Farber ~ Lis and Hugo Kahn ~ Polly Adler ~ Ann Leyens

► **\$1 + \$99**

Jackie Ames ~ Leah Deutch ~ Esther Hendler ~ Betty Moore ~ Jeannine Burk ~ Byrde Haspel ~ Lisa Gurk Herman ~ Jack Hudson ~ Sandra Levy ~ Lillian Opatowsky ~ Betty Straus Smith ~ Joan Cox ~ Renee Goldstein ~ Thomas Wolf ~ Adele Alhadeff ~ Phyliss Bernstein ~ Marilyn Brown ~ Pam Friedler ~ Edel Gainsburgh ~ Deena Gerber ~ Susan Good ~ Julie Schwam Harris ~ Lisa Heller ~ Amy Lake ~ Beverly Lazarus ~ Claire Moses ~ Paula Picker ~ Maxine Pulitzer ~ Cynthia D. Sacks ~ Florence Scharff ~ Elsa Schneider ~ Sandy Schwarcz ~ Leah Stone ~ Rachel Bergman ~ Debbie Friedman

Dedicated FUNDS

Birthday Dollars...

Marilynn Oelsner	Sara Stone
Marie Wolf	Sharon Jacobs
Julie Harris	Babs Isaacson
Alison Caponetto	Diane Africk
Gerald Berenson	Anne Lowenburg
Fredalee Marsh	Cathy Bart
Frances Wolff	Rebecca Alexander
Celia Katz	Shirley Nowalsky
Barb Bresler	Marilyn Lassen

Public Affairs

Election Guides are now available!

Find all the info you need for the Orleans and Jefferson Elections!

Guides are available in our office for distribution to your school or business. Need extras? Call the office at 861-7788 or Joel Myers at 282-2233.

Thank you to Joel Myers and Sheila Fenton for coordinating this important project.

... Stay tuned for information on upcoming political debates, cosponsored by NCJW, WDSU, LWVNO, UNO and WYES.



SCHOLARSHIP COMMITTEE met to examine applications in early July. Ten local college students were honored with Irma M. Isaacson Memorial Scholarship Funds and Clara & Roy Schwarz Memorial Book Funds this coming school year. To make a donation, send to NCJW c/o Margie Bissinger, 354 Walnut St., NOLA 70118 or contact Ann Thompson or Nancy Timm, Co-chairs.

WELCOME NEW MEMBERS

Renee Levine Brown
Lindsay Pasternack
Michelle Denney
Jordan Chernikoff
Robyn Walensky
Fannette Blum
Molly Pittman
Leonore Kansas
Jennifer Samuels
Anne Swanson



Ole!!!



CLOSING LUNCHEON – We mingled, tasted, and toasted new board members at the June '08 Board Installations. Everyone present had the chance to meet and talk to one another. We sipped on luscious Sangrias and sampled many delectable tapas created just for NCJW by Rio Mar Restaurant. Relaxed and cozy, each and everyone of us had a great time!



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Greater New Orleans Section

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Have You Changed Your Address?

If so, please remove the mailing label from this issue of the Bulletin, cross out the old address, write in the new one, and send it to our above address.

Calendar of EVENTS

* Jewish Holidays begin at sundown

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| <ul style="list-style-type: none"> ▶ Sept. 17 Hats Off! Opening Event
Harold Salmon Sr. Award Luncheon ▶ Sept. 29 Rosh Hashanah* ▶ Oct. 7 Board Meeting, 7 p.m., JCC, Metairie ▶ Oct. 8 Yom Kippur* ▶ Oct 28 Exec Bd 12:30 p.m. | <ul style="list-style-type: none"> ▶ Elections:
Oct. 4 Closed Primary Election
Nov. 4 Open Primary and Presidential Election
Dec. 6 Run Off Election ▶ Nov. 4 Board Meeting 12:30 pm, Uptown JCC ▶ Nov.6 Holocaust Memorial Lecture - Kristallnach
Dr. Deborah Lipstadt- Emory University
7:00 pm, Nunmaker Hall, Loyola
NCJW Co-Sponsor |
|--|---|

**Have you seen the Public Service Announcement
produced by WDSU-TV6 for NCJW?**

**Call 861-7788 or go to: www.ncjwneworleans.org
"Contact" — and let us know!**