

Dirshu Bein Hazmanim Program

This year's *ben hazmanim* (yeshiva vacation) was different for many yeshiva students throughout Israel. A special learning program designed by Dirshu, together with esteemed Roshei Yeshivot was adopted by many post-high school Yeshiva students. The material was covered over the course of their vacation on each boy's individual learning schedule. By being part of a program, the boys encouraged and motivated each other to stay strong in their learning commitments even during the relaxed weeks of vacation.



Rabbi Dovid Hofstedter
congratulating a Dirshu participant.



Hagaon Rav Veizel shlita,
Mashgiach Yeshivas Chachmei Lublin

Cymbrowitz visits Camp Shemesh

Boys at Camp Shemesh enjoyed an honorary visit and lecture from Assemblyman Steven Cymbrowitz on August 11, 2008. Cymbrowitz captivated the attention of boys aged 11 to 13, with explanations of various governmental processes, insights on the upcoming elections, the importance of Israel to him as a

Jewish politician, as well as his work in providing the best health care possible for New York state. Following the lecture, the boys excitedly approached Cymbrowitz for his autograph in their personal Constitution booklets. The event was made possible thanks to the efforts of Head Counselor Mutti Zeiger and School Voucher Advocate Yosef Hayon.



Acheinu's Summer Program

High School is one of the most influential periods of a person's life, but getting into the right high school is not always so simple. The completion of eighth grade in Torani schools in Israel – Torah observant schools that serve the traditional, but not necessarily fully observant, public in Israel – constitutes a defining moment in the life of a graduate, who must decide whether to learn in a Yeshiva, where he can ultimately develop into a fully practicing Jew, or attend a secular high school, which



could jeopardize his spiritual future. Acheinu's outreach staff works tirelessly to educate parents about religious schools and the spiritual benefits they provide. Acheinu's involvement continues even after the boys have registered and attend the Yeshiva. A special summer program was created to help the boys stay in a spiritually safe environment in the summer, when many spiritual pitfalls present themselves. Acheinu's staff members even learn with the boys and prepare them for the upcoming year.

Rockefeller Joins Park Avenue Bank

Park Avenue Bank announced the appointment of Steven C. Rockefeller, Jr. as Director of Institutional Services and Special Advisor to the Board of Directors. Prior to joining Park Avenue Bank, Steven has served as a private consultant to a number of emerging companies in a variety of industries including banking, real estate, renewable energy, lenticular printing and transdermal drug delivery. Preceding his work with early-stage private equity, Steven served as a Managing Director for Deutsche Bank Private Wealth Management.

Over the past twelve years, Steven has partnered with a host of organizations committed to providing the poor with proper access to a broad array of financial services. Steven currently serves on the Development Committee for Grameen Foundation and has served as its chair for three years. His current focus for Grameen Foundation is technical support and fund-raising for Esperanza International in the Dominican Republic, a fast-track micro-credit and health services program. In recognition of Steven's longstanding support of micro-credit, he received a Fulbright Award at The United Nations for dedicated service to poverty alleviation. Steven received his Master's of Public and Private Management from Yale University, and his B.A. from Fairfield University.

Commenting on the new appointment, Donald G. Glascoff, Chairman of The Park Avenue Bank, spoke with great enthusiasm about the new appointment: "It is wonderful to have a member of this family join our team. It is even better to have Steve with

us, with his talents, experience, relationships in private banking and customer service. We look forward to a long period of growth together.”

The Park Avenue Bank is a full-service community bank dedicated to service and individual attention to their customers. The nature of the bank gives flexibility to accommodate their customers on a more personal basis.

Headquartered at 460 Park Avenue in New York City, The Park Avenue Bank has branch locations in Manhattan and Brooklyn. For more information on The Park Avenue Bank, please call 212.755.4600 or visit their website at www.parkavenuebank.com.

Saving At Risk Youth – Priority 1



(L-R) David Devor, President, Priority-1 Board; Nassau County Executive Tom Suozzi (honoree); Rabbi Shaya Cohen, Founder, Priority-1; Ezra Friedlander, CEO, The Friedlander Group

On Wednesday, August 13th, Priority-1 hosted their Inaugural Legislative Breakfast at the Lawrence Country Club. The breakfast, which was coordinated by The Friedlander Group, paid tribute to numerous individuals who have helped ensure the continued success of Priority-1.

The event educated legislators about youth who are “at-risk” of dropping out of high school and ultimately becoming alienated from their families and their communities. It raised awareness of the challenges facing “at-risk” youth and support for effective public policy and legislation.

Since 1987, Priority-1 has offered a number of programs that address the personal issues facing troubled teenagers, enabling them to turn their lives around, and successfully complete their education to become productive members of society.

The organization offers many vital services, including: serving students who struggle with emotional and educational issues, psychological disorders and learning disabilities; Alternative High Schools featuring specially trained staff to guide youngsters to overcome their difficulties and continue on to higher education; free counseling; and parent/teacher awareness programs.

For more information on Priority-1, please call (718) 436-5555, or visit their website at www.Priority-1.org.

OU Releases Meat and Bird DVD

As part of its ever-expanding initiatives in kashrut education, OU Kosher has released two DVD’s – on meat and birds – explaining the intricacies of what makes these products kosher. These productions follow two highly popular DVD presentations, “Kosher Kidz,” which conveys the basics of kosher certification to a youthful audience, and “The Kosher Fish Primer,” which explains the basics of identifying and purchasing kosher fish.

For further information on bringing OU Kosher to your school or community, or to receive the DVDs, contact Rabbi Eliyahu Safran at safrane@ou.org. There is no charge for the DVDs. Postage and handling is \$10 for the two DVD set and \$16 for all four DVDs.

Shema Kolainu Dinner

On Tuesday morning, August 5th, Shema Kolainu-Hear Our Voices, a school and center for children with autism, hosted their Annual Legislative Breakfast in the Renaissance Ballroom in Brooklyn, New York. A primary goal of this event was to educate legislators about the urgency of autism care and research, raise support and awareness and share ideas about working toward combating autism through effective public policy and legislation. In addition, communal, civic and religious leaders, community philanthropists, and elected officials were in attendance to pay tribute to several outstanding public officials and community leaders for their dedication in furthering the mission of Shema Kolainu.

Shema Kolainu, which was founded by the trailblazing Joshua Weinstein and opened in 1998 in Brooklyn, is a non-profit, non-denominational organization dedicated to enhancing the quality of life of children with autism in the five boroughs of New York. Renowned for their unique and pioneering approach based on the science of Applied Behavior Analysis, they offer education and other services in the field of autism care. Statistics confirm that autism has risen by epidemic proportions. Vital and urgent expenses for care, education and resources are staggering. Shema Kolainu hopes to build awareness and support to allow more children and families to benefit from the school’s valuable and essential services and programs.



(L-R) Ray Barcia, Boro Park Branch Manager, Park Avenue Bank; Charles Antonucci, CEO and President, Park Avenue Bank; Joshua Weinstein, President, Shema Kolainu; Peter Rebenwurz, Vice President, Shema Kolainu; Milton Weinstock, Board Member, Shema Kolainu; Ezra Friedlander, CEO, The Friedlander Group.



Councilman Simcha Felder presents Bruce Rudolph, Director of Discretionary Funds for the NYC Department of Design and Construction, with the Hakoras HaTov Award. Rudolph assisted in facilitating \$2.1 million in City money to help build new Shema Kolainu schools.



(L-R) Benjamin Krasna, Deputy Counsel General of Israel, Consulate general of Israel; Ezra Friedlander, CEO, The Friedlander Group; State Senate Democratic Leader Malcolm Smith; Malcom Hoenlein, Executive Vice Chairman and CEO, Conference of Presidents of Major American Jewish Organizations; NYS Comptroller Tom DiNapoli; Assemblyman Dov Hikind; Peter Rebenwurz, Vice President, Shema Kolainu; Joshua Weinstein, President, Shema Kolainu; Bronx Borough President Adolfo Carrion; Councilman Bill de Blasio; Yitzchak (Jules) Fleischer, Office of State Senator Diane Savino; Milton Weinstock, Board Member, Shema Kolainu; Menachem Lubinsky, President and CEO, Lubicom Marketing; John Catsimatidis, Chairman and CEO, Red Apple Group, Inc; Michael Miller, Executive Vice President and CEO, JCRC.