



CenterView



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NEWSLETTER OF THE PENINSULA JEWISH COMMUNITY CENTER

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**Email Newsletter
Visit www.pjcc.org
to sign up now!**

**Register online for your
favorite class at
www.pjcc.org.**

**For More Information
Visit www.pjcc.org or
call 650.212.PJCC (7522).**

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**Family Favorite
Fitness Center**
**Family Favorite
Swim School**

A beneficiary agency of the Jewish
Community Federation of
San Francisco, the Peninsula,
Marin and Sonoma Counties.

The colorful, joyous holiday of *Purim* celebrates the salvation of the Jews of Persia from the wicked royal advisor Haman, thanks to the courageous leadership of a brave young queen named Esther. The *Megillah*, or story of Esther, is publically read in synagogues twice on Purim: first, when the holiday begins at nightfall, and again the following morning. When the name of Haman is read, people stomp their feet, hiss, boo, or shake noisemakers to obliterate his name. It is customary to reenact the story with a play called a *Purimspiel*. Purim is observed with gifts to the poor and *mishloach manot*, gifts of food and drink to family and friends.

The Joyous Jewish Holiday March 21, 13 Adar II



Traditional foods include *hamantaschen*, cookies shaped like the triangular hat which, according to the *Megillah*, was Haman's trademark.

Celebrate at the Center!



Purim in the Lobby

Friday, March 21, 1:00 – 4:15 pm • FREE!

This program is made possible by generous grants from the Koret Foundation and the Richard and Rhoda Goldman Fund.

Each spring, Passover (*Pesach*) commemorates the Exodus of Hebrews from slavery in Egypt. Throughout the world, Jews are reminded

Celebrating Freedom April 19 – 27, 14 – 22 Nisan



Passover

to value freedom by celebrating this important historical narrative.

On the first two nights, a meal called the *Seder* (order) is held where the *Haggadah*, or Passover story, is read. Rituals are performed in a specific order, each symbolizing a relevant aspect of the story.

For the entire eight days of the holiday, *hametz*, or leavened foods (anything made from wheat, barley, spelt, rye, and oats) are avoided. Instead, *matzah*, or unleavened bread and macarons (pictured left), cookies made without yeast, are eaten. These foods symbolize the speed with which the Hebrews were forced to leave Egypt to attain their freedom.

Adapted from Kotel: The Adult Centre for Liberal Jewish Learning.

Stay Motivated and Keep Exercising

Are your health and fitness resolutions starting to feel as stale as a leftover latke? Avoid boredom and discouragement by staying motivated with these simple tips.

Set goals and start slowly Start with simple goals and then progress to bigger ones. Remember, it's easy to get frustrated and give up if your goals are too ambitious or you push yourself too hard.

Consider your personality If you prefer solitude, lap swimming, biking or using cardiovascular machines may be good choices. If you enjoy working out with others, try a PJCC group exercise class or join one of our basketball or dance programs.

Think variety, have fun Vary your activities to keep boredom at bay. Alternate weights and walking with Spinning or a low-impact aerobics class. Exercise should be fun, not drudgery.

Make exercise part of your daily routine Take a walk during your child's Flag Football class. During lunch, try a 30-minute class like Gentle Cardio or Body Sculpt. Catch your favorite TV show on one of the flat screen TVs on the PJCC's cardiovascular equipment.

Seek support Take advantage of the PJCC's "Bring-a-Friend" Fridays and invite a friend to exercise with and challenge you. Future "Bring-a-Friend" dates are March 21 and April 18.

Keep an exercise journal Record what you did during each work out,

how long you exercised and how you felt afterward. Recording your efforts can remind you that you're making progress.

Reward yourself After each workout, take a few minutes to reflect on what you've just accomplished. Savor the good feelings that exercise gives you. When you reach a long-range goal, reward yourself with a massage or a facial at the PJCC Spa.

Be flexible If you're too busy to work out or simply aren't in the mood, take a brief break. The important thing is to get back on track when you feel better. Learn how to set achievable and realistic goals. Talk to a PJCC personal trainer at 650.378.2775. *Adapted from MayoClinic.com.*

Introducing the PJCC's New Executive Director, Deborah Pinsky



After almost 25 years at the helm, everyone knew that beloved Executive Director Judy Edelson would be a tough act to follow when she retired. However, the impossible has been accomplished and the PJCC is excited to welcome our new Executive Director, Deborah Pinsky.

Prior to joining the PJCC, Deborah served as executive director at Jewish Community Centers in Toronto, Los Angeles and Montreal. Her most recent role was as executive director at Congregation B'nai Jeshurun in New York City. She has over 25 years of

experience as a non-profit CEO and senior manager, including 19 years running Jewish organizations.

Deborah has traveled to Israel over ten times for professional and personal reasons, and brings exceptional skills in the area of strategic planning, agency management, and fundraising.

"This is such an exciting time to be starting my work at PJCC," Deborah says. "Judy has created this beautiful new space here in Foster City and I look forward to filling it with innovative and welcoming programs and activities." Please join us in welcoming Deborah!

Unique Opportunity to Double Your Gift to the PJCC!

As a non-profit organization, the PJCC relies on the generosity of donors to continue providing high-quality programs, services and scholarships to our local community. Now, we have a special opportunity to generate additional funds, thanks to a challenge from the Lorry I. Lokey Supporting Foundation of the Jewish Community Endowment Fund. Through May

2008, the Foundation will match new gifts or pledges to the Center's endowment fund.

Please join others throughout the PJCC community in meeting this challenge! Simply send a check to the PJCC marked "endowment challenge," or call the PJCC Development Office at 650.378.2707 for more options and information.



Congratulations to Lorry Lokey, (pictured above), a prominent philanthropist and generous PJCC benefactor. He was recently recognized by the Weizmann Institute of Science in Israel for his dedication to advance the institute's New Initiative in the Life Sciences.

2008 ANNUAL BENEFIT

HOORAY FOR HOLLYWOOD

SUNDAY, APRIL 6 • 11:00 AM – 3:00 PM

HYATT SAN FRANCISCO AIRPORT, BURLINGAME

Join family and friends for an event-filled afternoon benefiting essential PJCC services for children and seniors.

Brimming with energy and life, the Center's 2008 gala boasts expansive silent and fund-a-need auctions, a sumptuous luncheon, and an entertaining "Red Carpet Walk" featuring the latest designer styles for adults and children.

The event will also include special tributes honoring preschool leaders Cathy Brown and Ellie Rosenberg for their 30 years of service. Reserve your place early, or reserve an entire table! For more information, including how you or your company can become an event sponsor, please call 650.378.2707 or email cvelasquez@pjcc.org.



Hyatt Regency San Francisco Airport is the official Hotel Sponsor for the PJCC 2007-2008 Cultural Arts season.

And the Award Goes To ...

Congratulations to Lauren Klafter and Simone Vandroff, recipients of the 2007 Dan Cook Sports Achievement Award.



The annual award, created by the Cooks in memory of their son, recognizes North Peninsula Jewish teens that demonstrate good sportsmanship, athletic skill and academic ability. Lauren and Simone cite the PJCC as having a powerful impact on the development of their Jewish identity.

Both teens have attended the JCC Maccabi Games as part of the Peninsula delegation, and they continue to be involved in Jewish community programs like BBYO, the North Peninsula Jewish Community Teen Foundation, and volunteering at PJCC events.

PJCC Art Gallery Presents The Art of Aging • March 7 – May 28

Discover the creativity, vitality, anxiety and wisdom associated with aging through these contemporary works by renowned Israeli and North American artists. *On loan from Hebrew Union College, Jewish Institute of Religion Museum.*



In Concert: Jewish Folk Chorus of San Francisco Wednesday, April 16 • 1:00 pm

Since 1926, the 80-year-old Chorus has traveled the world, singing a broad selection of Jewish music while preserving their folk music roots. A program with lyric translations will allow everyone to get into the spirit and enjoy this rich, diverse and deeply satisfying musical heritage. Free for Members and \$4 for Non-Members. Reserve your seat today! Call 650.212.PJCC (7522).



PJCC Open House • FREE!

Monday, April 14

10:00 am – 1:00 pm

4:30 – 7:30 pm

Meet Kaiser Permanente medical professionals, MORE Physical Therapy Clinic staff, Weight Watchers representatives and others. Enjoy free chair massages and more!

Thank YOU for Another Successful Coat Drive

Over 520 coats will be distributed to those who are less fortunate in our community. Thank you for opening your closets and your hearts.

Summer Camp 2008!

Don't have your Summer Camp brochure yet? Get it today by calling 650.212.7522.

NEW!! Specialized Group Training classes begin in March.

Discover a great new way to get fit! For details, inquire at the Byer Athletic Center desk.

Congratulations to the Refer a Friend Promotion Winners!

Hillsdale Shopping Centre Gift Cards were the prizes won by Center Member Jeff Cohen, who won the first prize of a \$300 gift card. Center Members Mai-Ling Bartlett and Patty Smith each won a \$100 gift card.

Holiday Hours March/April 2008

Regular Hours	SATURDAY, April 19 Erev Passover	SUNDAY, April 20 Passover	MONDAY, April 21 Passover	SATURDAY, April 26 Passover
Byer Athletic Center M-F 5:30 am – 11:00 pm Sa-Su 7:00 am – 7:00 pm	7:00 am – 5:00 pm*	7:00 am – 7:00 pm*	5:30 am – 11:00 pm*	7:00 am – 7:00 pm*
Early Childhood Education M-F 7:30 am – 6:00 pm	CLOSED	CLOSED	CLOSED	CLOSED
Membership Office M-F 9:00 am – 8:00 pm Sa-Su 9:00 am – 5:00 pm	9:00 am – 4:30 pm	9:00 am – 5:00 pm	9:00 am – 8:00 pm	9:00 am – 5:00 pm
Administration Office M-F 8:30 am – 5:00 pm	CLOSED	CLOSED	CLOSED	CLOSED
Welcome Center M-F 8:00 am – 8:00 pm Sa-Su 9:00 am – 5:00 pm	9:00 am – 5:00 pm	CLOSED	CLOSED	CLOSED

*Note: Pools close 30 minutes prior to the close of the Byer Athletic Center.



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PROGRAM SPOTLIGHT

FREE for
Members!



Balancing Work and Family
Tuesday, March 11
7:00 – 8:30 pm
Parents Place, San Mateo

Early Childhood Education
presents:
**Parent Education
Workshops**

FREE for
Members!



**Coaching Children to Have Strong
Emotional Intelligence**
Thursday, April 17 • 7:00 – 8:30 pm
ECE Multi-Purpose Room

**Young Adult
Casino Shabbat Dinner:
Ages 25 – “40ish”**
Friday, March 14 • 7:00 – 11:00 pm
Roll the dice with pals for a rousing night
of casino fun! Includes cocktails, a
delicious Mediterranean dinner and
Shabbat blessings. \$8 M/\$10 NM*.

Bring-a-Friend Fridays
For Center Members • March 21 & April 18
Get fit with a friend! Bring your guest to
the Membership office on
designated Fridays
for their **FREE guest pass**.
For more information,
call 650.378.2701.

**Jr. Maccabi Day:
Ages 11 – 12**
Sunday, April 13
9:00 – 4:00 pm
Join over 200 Jewish athletes in this first
annual, west coast, one-day event at the
PJCC! To register call, 650.212.PJCC
(7522) or visit www.pjcc.org.

Fee Information: *Discounts on Non-Member rates are available to Foster City residents for most programs. Quantities are limited.
A beneficiary agency of the Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties.