

Torch Award #TA09-035; Part 1 Going Green Environmental Fair
Torch Award 2009 –I

Part I. Identification

Submission Identifier code: TA09-035
Entry Title: Green Footsteps to the Future; an Environmental Fair
Entry Category: Shomrei Ha'aretz
Contact Persons: Michael W. Miller, Alan Davis
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Club number & name #930 Temple Beth O'R/Beth Torah Men's Club (TBO/BT)
#961 Congregation Beth Israel Men's Club (CBI)
Number of Club members TBO/BT 56
CBI 60
Synagogue name Temple TBO/BT; Clark, NJ 07066 (location of event)
CBI; Scotch Plains, NJ 07076
Club Pres. (time of entry) TBO/BT Michael W. Miller
CBI Jay Goldring
Club Pres. (time of convention) Unknown
Person preparing entry: Michael W. Miller, Alan Davis
e-mail Preparer: s-mmiller@juno.com
Date of entry: re entry 4-23-09

Part II. Summary Information

Green Footsteps to the Future; an Environmental Fair was a joint project of the Men's Clubs and USYs of Temple TBO/BT, Clark, NJ (location of event) and CBI, Scotch Plains, NJ. The program consisted of two key note speakers discussing the religious basis of environmental ethics, six workshops and literature and product tables from exhibitors.

Program Goals:

- 1) Increase awareness of environmental concerns;
Energy, water quality and conservation, air quality, wildlife conservation, open land conservation
Reduce the carbon footprint of families, businesses or congregations
- 2).Expose the religious (Jewish) roots of environmentalism;
- 3) Present creative ideas and actions that individuals and organizations (Men's Clubs) can take home;
- 4) Showcase currently available and future environmentally friendly products;
- 5) Provide learning activities for children from preschool to teenagers.

The Keynote address “Religious Basis of Environmental Ethics” was given by Rabbi Akiba Lubow (Temple Beth El- Mekor Chayim) and Cantor Steven Stern (Temple Beth O’R – Beth Torah)

The workshops included the following topics:

Environmentally safe home cleaning techniques, by Clark ShopRite

Green" gardening Techniques, by Parker Greenhouses

Advances in hydrogen fuel cells; by Institute for Research and Technology Transfer (IRTT) at SUNY Farmingdale,

Home Owner Prevention of Non-point source pollution of rivers and streams, by Great Swamp Watershed Association

Conservation and Purity of Drinking Water, by The American Water Co.

A Green Future for Teens, by NJ Sierra Club

Exhibits from local vendors and non-profit groups highlighting environmental products and activities were displayed on tables in the social hall. An electric powered truck was displayed in the parking lot.

The exhibitors, speakers and attendees were satisfied with the program. They expressed an interest in returning next year.

Part III Self Assessment of Entry

1. Explain presentation and documentation completeness+

a. Presentation; Programs were presented for adults, young children, middle school aged children, and teens. Details are listed in the Official Program under Part IV. Documents

- 1) Keynote address: Religious Basis of Environmental Ethics
- 2) Workshops: Green Home Products, A Green lawn and Garden, Hydrogen Powered Vehicles, Non Point Source Pollution, Water Purity & Conservation, A Green Future for Teens
- 3) Activities for Cub Scouts: temple property clean up, building bird houses, attending water purity & conservation workshop
- 4) Young Children; environmental story time
- 5) Activities for Teens: USY distributed literature at display tables for non-profits that could not send staff and sold soda, water and cloth shopping bags to raise funds for Tikun O’lam.
- 6) Tables were set up in the Social Hall for vendors to display Green Products and non-profits to distribute literature. USY and Men’s Club members operated the tables for non-profits that could not be present.
- 7) A parking area was set aside to display electric vehicles.

b. Documentation is listed in Part IV

2. Achievements

a. Program Goals

- Increase awareness of environmental concerns Energy, water quality and conservation, air quality, wildlife conservation, open land conservation. Reduce the carbon footprint of families, businesses or congregations. This was accomplished through the work shops, literature and discussions at the exhibit tables
- Expose the religious (Jewish) roots of environmentalism; Summaries of the presentations by Rabbi Lubow and Cantor Stern are under Documents IV.
- Present creative ideas and actions that individuals and organizations (Men's Clubs) can take home. The presentations focused on the following:
 - Reduce the toxicity in the products used in home and garden; This was accomplished through ShopRite and Parker Greenhouses workshops plus many exhibits
 - Conserve energy, water, open land, wildlife; This was accomplished through American water Co. workshop, and New Jersey Department of Environmental Protection (NJDEP), Trail Side Museum at Watchung, NNJFJMC and JNF, exhibits.
 - Prevent the pollution of air and water. This was accomplished through Great Swamp Watershed Assoc. workshop and the NJDE P exhibit.
- Showcase currently available and future environmentally friendly products. This was accomplished through the many exhibits. The Program is in Documents IV.
- Provide learning activities for children from preschool to teenagers Barnes & Noble presented an environmental story time for young children and displayed toys from recycled materials. The Cub scouts and some attendees of the same age built bird houses. The Sierra Club gave a special workshop for teenagers

b. Publicity

- 1) Posters for Synagogues (TBO/BT, CBI, Temple Beth El-Mekor Chayim, Temple Emanuel); Posters for Clark High School and Middle School, and Mother Seton High School; Posters for super markets and Jewish restaurants. The Footsteps poster was designed by Morgan Dorsch of Clark USY. The Going Green poster was designed by Ms. Ellen Cohen of TBO/BT.
- 2) . Posters for Jewish Community Center and YMCA Scotch Plains
- 3) Program listed in TBO/BT, CBI, March newsletter and weekly bulletins for March.

- 4) Program listed in the weekly calendar of the New Jersey Jewish News. Two articles appeared in the New Jersey Jewish News. One article each appeared in The Jewish State, Westfield Leader and The Suburban News.
- 5) TBO/BT, and CBI sent out an e-mail poster to the congregation two weeks and one week before the event,
- 6) The event was posted on the TBO/BT web site and the Yahoo Town Calendars for Clark and Westfield.
- 7) A large sign was placed in front of Temple TBO/BT
- 8) After the program date pictures were sent to the listed newspapers. The event was covered by the New Jersey Jewish News and a picture and article appeared in the April 2nd issue

c. Marketing

The primary target audience was the Jewish community of Clark Edison, Rahway, Scotch Plains and Westfield. The secondary audience was the general public and the local public schools. We intend to reach the audience by contacting the local Jewish and town newspapers by telephone followed by an e-mail description of the environmental fair program. A request for coverage was also filed with the State newspaper The Star Ledger and information was sent to TV stations 2, 4, 5, 7, 11 and 12 for local programming. The synagogues' newsletters, telephone message system and mass e-mail were used.

d. Advanced Planning

- 1) November 2008: TBO/BT program chair began looking for an environmental program coincide with Tu B'Shvat (2-9-09).
 - The first week; Contacted Men's Club Presidents of CBI (CBI), and Temple Beth El-Mekor Chayim to participate in a program on 2/ 1or 8/09. Telephoned NJ Green Faith (Interfaith Partners in Action for the Earth) (info@greenfaith.org) and the Coalition On The Environment and Jewish Life (www.coejl.org) for program ideas.
 - The second week telephoned the Union County Bureau of Recycling. TBO/BT and CBI decided to co-sponsor a program and the USY advisors agreed to work on the program. The group chose a three hour environmental fair modeled after a Green Faith program (Documents part IV). The date was changed to March 29, 2009 because of conflicting programs in February. Received a Wildlife Fair contact list from Union County Department of Parks, Trailside Museum at Wachung.
 - The third week; Telephone calls were made to the NJ department of Environmental Protection and Bureau of public utilities requesting speakers. Telephone calls were followed by

e-mails. Contacted the non-profit environmental organizations such as Sierra Club, NJ Nature Conservancy and Audubon society.

- 2) December 2008: Third week; contacted congregation M'Kor Shalom Cherry Hill NJ cosponsor of the Going Greener Fair with Green Faith. We received details on the planning, publicity and results. We Contacted Dr. Gray, FJMC Shomrei Ha'aretz program.
- 3) January 2009: The second week; had first sit down meeting between TBO/BT and CBI Men's Club and USY Environmental committee members. CBI assigned to find speakers and exhibitors for non toxic home cleaning agents and lawns/gardens, Electric car dealers, and story time for young children, A Scotch Plains Cub Scout den will participate. TBO/BT assigned to work with the state, and county agencies. Also contact non-profit groups. TBO/BT USY will work on a poster
- 4) February:
 - The first week; Commitment for three workshops, five exhibitors and two key note speakers.
 - The second week; A second joint TBO/BT CBI meeting was held to plan the distribution of news material and send a solicitation letter or e-mail to exhibitors and additional workshop presenters. USYs agreed to sell soda and cloth shopping bags to raise money for Tikun O'lam. USYs will also operate the exhibit tables for non-profits that can not send a representative. Telephone calls followed the letters and e-mails. Government agencies required a letter and/or a formal application for participation. Announced the Fair at the NNJ FJMC regional meeting. President sent an announcement on the region e-mail list.
 - The last week; sent out draft news articles to papers, TV and radio. Posted the posters in Synagogues, Super markets and kosher deli.
- 5) March:
 - The first week, since all the speakers and many of the exhibitors had committed to the Fair, updated news release was prepared and sent out. Rabbi Akiba Lubow (keynote speaker), Temple Beth EL-Mekor Chayim, sent bulletin to his membership. Distributed posters to schools that permitted posters.
 - The second week, Developed the Program to distribute at the event. Sent information letter or e-mail to the speakers and exhibitors containing event schedule, set up and take down instructions. Also, asked if they

needed any equipment or supplies. Drafted a diagram of the exhibit hall. Made final arrangements with TBO/BT custodial staff. Reminded Men's Club members of both clubs to volunteer to work the fair. Week before the event calls to Men's club members and USY leaderships

3. How does Program enhance the Image of the FJMC, region and /or the Clubs?

This program is a direct tie-in to the FJMC's local environmental groups. Businesses were eager to partner with us, creating a meaningful event at extremely low cost. Other Men's Clubs do not need to have a large amount of money to stage this event.

The program demonstrates to our Congregants and the community at large that we, as part of an international, regional, and local Men's Club organization and as adherents to the Jewish Faith, are making a major commitment to protecting "the good land which G-d has given us." It demonstrates that we are about more than prayer and ritual and that we are taking direct action – action that our participants can duplicate – to conserve our resources and protect our environment. Further, we showcased both our clubs, our USYs, our Region and the FJMC as resources for information and ideas on how to be true stewards of land.

4. Include information so other Clubs can use the Program

Local environmental groups and businesses were eager to partner with us, creating a meaningful event at extremely low cost. Men's Clubs do not need to have a large amount of money to stage this event. The costs were for printing posters and custodial help. We did not take paid advertising. We did not charge the exhibitors or the attendees.

The following is a list of key items and some lessons learned:

- 1) Start 5-6 months before the event
- 2) Obtain support commitments from synagogue staff rabbi, Cantor, Hebrew school, Hebrew high school, Sunday school directors, USY and Kadima advisors.
- 3) Establish a Men's Club committee; involve USY and Kadima
- 4) Decide if you want to partner with other Men's Clubs or Synagogues in your area; to involve other religions contact Green Faith)
- 5) Develop a marketing plan
 - a) Recruit a member who works in marketing or advertising
 - b) List of Jewish and local newspapers
 - c) List of Public Calendars
 - d) List of public and private middle schools and high schools

- e) List of TV and radio stations with public service calendars
 - f) Make a list of locations for Posters
 - g) For the last week develop a telephone chain for your congregation.
- 6) Develop contact lists for Speaker, Exhibitors and Advisors
- a) For a religious perspective on the environment: FJMC Shomrei Ha'aretz, Coalition on the Environment and Jewish Life, Green Faith
 - c) State agencies; Bureau of Public Utilities, Environmental, Parks, forestry and wildlife Departments; State extension services for lawns and gardens
 - d) County agencies; parks, recycling, environment, master gardener programs
 - e) City or town environmental commissions
 - f) Non-profit groups; organic food cooperatives, watershed associations, River Keepers, university and college environmental programs, Jewish National Fund, Nature Conservancy, Sierra Club, Society for Protection of Nature Israel, Audubon Society, Wilderness Society.
 - g) Manufacturers of fuel efficient vehicles, hybrids, electric fuel, cell batteries, hydrogen fuel cells. National Electric Auto association (www.eaaev.org)
 - f) Suppliers of non toxic household goods; ShopRite, Wildoats, Seventh Generation.
 - g) Suppliers of nontoxic lawn and garden products, Local Greenhouse,
 - (h) Suppliers of solar, wind turbine, and geothermal energy systems
 - (i) Certified Green builders of homes and office buildings
 - (j) Supplies of efficient lighting and appliances.
- 7) Try to obtain newspaper, TV and radio coverage of the event. Use multiple telephone calls, e-mails and written letters. Obtain a direct answer.
- 8) Appoint a member as the official photographer and one member to take video. Contact the local High School if it has a TV program.
- 9) The keynote address should be no longer than 30 minutes, workshops 30 minutes. Allow free time for exhibits
- 10) Contact local boy, girl and cub scout units; plus brownies
- 11) Send thank you notes to speakers and exhibitors
- 12) For information on Going Green program contact Michael W. Miller at Dr.Mike@MillerChemist.com.

5. What is the value in club Building

TBO/BT is a small synagogue (170 families) with a small club (56 members) having a diversified membership. Beth Israel is larger (390

families) but as the Men's Club has focused exclusively on religious events, we have been losing our younger membership (60). This program allowed for recruiting people of all ages from across the spectrum to work on a program with universal appeal. Energy and environment affect all of us in myriad ways and the realization that things must change and all must work together to effect said change has become obvious. Eleven of the BO/BT Men's Club's 56 members participated directly in this event and one more, peripherally by helping to write this document. A similar proportion of the Beth Israel Men's Club members participated. Programs like this also showcase our club and allow people to see us as more than just a bagel breakfast on Sunday and the guys who usher at services. Great program for recruiting new members, and getting cardholders only, involved.

5. Identification of source of this program

The general out line of the program was obtained from NJ Green Faith (Interfaith Partners in Action for the Earth), and Congregation M'Kor Shalom, Cherry Hill, NJ

The club was inspired by both the FJMC and Green Faith initiatives as well as significant concerns by our Chazzan and select members. The aggregate of their concerns, the global warming, NJ waste disposal, the higher costs of energy and other issues now in the news these led our club president to the conclusion that we needed to take action as a community to turn things around. In addition to speakers, and workshops, we invited ecology-minded vendors to display their wares at tables set up around our social hall. Their representatives were storehouses of information on how the products worked to save energy, save resources, and/or eliminate or reduce pollution.

7. Was program adopted from previous Torch Awards? NO

To the best of our knowledge, this is an original program, at least to the extent that we did not co-opt it from any existing club program. We visited the FJMC website, talked with Dr Gray Chair of Shomrei Ha'aretz and did other research to prepare the program, as presented, it was original for FJMC.

Part IV Entry Documentation

The documentation is in a Computer document folder. Codes are used to track the documents in the folders.

- A. Documents summary
 - 1. Correspondence
 - a. Green Faith Documents



invite you to

Nature and Spirit
Faithful Action for the Earth

Saturday, March 29
9:30 a.m. - 2:30 p.m.
Trinity Presbyterian Church
East Brunswick, NJ

The Conference includes

- Interfaith Prayer Service
- Biblical and Theological Resources
- Information on "Greening" your House of Worship
- Advocacy Materials for Environmental Justice

Plus Special Feature

Electronic Waste Recycling

Help prevent toxic electronic waste.

Bring old computers, printers, cell phones and other electronics to be recycled. Many computers will be refurbished and distributed to low-income school districts; job training provided for unemployed youth.

\$5 fee per computer.

There is no fee to attend the conference; registration is required.

To register, or for information, contact GreenFaith at
info@greenfaith.org or 732-565-7740 ext. 300.

Cherry Hill
856-474-4220

**Going Greener Fair
Program**

*Social Action Committee @
MKorShalom.org*

Sponsored by Congregation M'Kor Shalom and GreenFaith

12:30 - 1:00	Welcome and light lunch
1:00 - 2:00	Your Ecological Footprint: an interactive session with Stacey Kennealy, Director of Sustainability, GreenFaith
2:10 - 2:40	Breakout Session 1: 4 concurrent workshops, each offered in 2 sessions
2:50 - 3:20	Breakout Session 2
3:30 - 4:00	Breakout Session 3

Breakout Session Workshops

- Low-Maintenance Gardening with Native Plants — Robin Potter, New Jersey Master Gardener
- Energy Conservation Practices and Appliances for the Home — Sam Klein and Mark McGrann, New Jersey Green Building Council
- Hybrid/Low-Fuel Cars: What's Available Now and What's Coming Soon — representatives from Toyota, Honda, and others
- Effective Alternatives to Home Toxics — Jane Nogaki, New Jersey Environmental Federation
- Renewable Energy for the Home — The Rev. Fletcher Harper, Executive Director of GreenFaith, and Keith Peltzman, Founder & President, Independence Solar
- What Consumers Need to Know about Organic Foods — Mikey Azzara, the director of NOFA-NJ, and Jeff Tober from Fernbrook Farms
- Recycling Tips and Q&As — Maggie Lieb, leader of the Environmental Education Center, Camden County Division of Environmental Affairs

And displays of green products readily available at local stores, and information about environmental groups in New Jersey

Children's Program

1:00 - 2:00	Dave Street, singer and environmental entertainer. His show, part of the New Jersey Clean Communities program, is a theatrical presentation about the environment, nature and our human impact on the planet.
2:15 - 3:00	Maggie Lieb, "Living Clean and Green" workshop designed for children.
3:15 - 4:00	Arts and crafts session

Letters and e-mails sent to contacts (LTR-#)

LTR-1 To: Area Men's Clubs to request participation in Fair

Juno Email on the Web

<http://webmailb.juno.com/webmail/new/8?block=8&msgList=6>



[Print Message](#) | [Close](#)

From : "s-mmiller@juno.com" <s-mmiller@juno.com>
To : gokjrn@hotmail.com, chuckleavitt@verizon.net
Cc : mrgames1818@aol.com
Subject : RE: Environmental program
Date : Thu, Oct 16, 2008 08:55 PM

Jay and Chuck The TBO/BT Men's Club would like you join us in planning and running an Environmental program related to Tu B'Shvat. We should involve all three USYs. Tu B'Shvat is February 9th. The USY is at convention the week end of Feb. 7-8 and the following week end is Presidents day Monday 16th. Sunday Feb. 1st at 1:00PM - 5:00PM is the best time. This would be after the World Wide Warp in the morning. One option would be one or two speakers for one hour then a fair with product demonstration booths. We are open to suggestions. Please get back to me before Tuesday 10/21/08 letting me know if you will participate. I am leaving town on the 22nd.

Joseph DiMartino
Ducks Unlimited
133 Fox Hollow Rd.
Lanoka Harbor, NJ 08734
6099715845
Jdemartino@ducks.org

Rick Dutko
Bat Conservation International
75 Smithfield Ave
Lawrenceville, NJ 08648
6099840059

Rachel Felz
Artist
1944 Plainfield Ave.
S. Plainfield, NJ 07080
Rmf1020@yahoo.com
Acrylic paintings, mostly birds

Dean Fessler
Shark Research Institute
PO Box 40
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6099213522
dean@sharks.org

Harriet Forrester
NJ Herpetological Rescue Society
176 Stillwater Road
Hardwick, NJ 07825
9083627747

Maria Grace
Conserve Wildlife Foundation of NJ
PO Box 400
Trenton, NJ 08609
Maria.grace@dep.state.nj.us

Jim Harris
George C. Harris' Wildlife Collection
PO Box 748
Englishtown, NJ 07726
7324463169
Wildlife pins, very nice and inexpensive

Ron Hill
Ruffed Grouse Society
16 Taylor Ave.
Hawthorne, NJ 07506
gbrduck@msn.com

Marjorie Impell
Artist
186 Stephensburg Rd.
Port Murray, NJ 07865
Msi52@comcast.com
Wildlife paintings, also does a
Bird nest display

Liz Jackson
NJ Fish & Wildlife
Pequest Hatchery
605 Pequest Rd.
Oxford, NJ 07863
9086374125

Sonya Kaloyanides
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southmountainwildlife@yahoo.com
Wildlife rehabilitator

Angie Kociolek
Predator Conservation Alliance
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4065873389

Steve Liebman
SJL Photos
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wildlife and nature photographer

Glenn & Eileen Mahler
Bird Banders

530 Parsippany Blvd.
Boonton, NJ 07005

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7328889870
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Kate McGoldrick
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2024295609

Dave Medina
The Rainforest Café
Menlo Park Mall 520 Menlo Park
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7324520011

Barbara & Roy Nyman
Nyman Wildlife Carvers
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6099833241

Mike Panos
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Mike Pippin
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Jim Salt
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Paul Sanderson
Sierra Club - Loantaka Chapter
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Judy Schmidt
Friends of the Great Swamp
1010 Whitebridge Rd.
Millington, NJ 07946

Vince Sharp
Turtle Back Zoo
560 Northfield Ave.
West Orange, NJ 07052
9737315801

Carol Skwarek
Pequest Trout Hatchery
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9086374125

Giselle Smisko
Avian Wildlife Center
146 Neilson Road
Wantage, NJ 07416
9737021957
Wild bird rehabilitator

Joanne Steinhart
The Nature Conservancy
200 Pottersville Road
Chester, NJ 07930
9088797262

Grant Stiles
Stiles Apiaries
859 King George Road
Fords, NJ 08863
7326610700
Beekeeper, sells honey, etc
And does a talk about bees

Rosita Stith
Fun Books
831-38 Route 10 P.M.B. 150
Whippany, NJ 07981
8883777970
funbooks@optonline.net

John Tonking
NJ Forest Fire Service
20 Rte. 23
Franklin, NJ 07416
9738276100

Richard Turse
Trout Unlimited, Central Jersey Chapter
P.O. Box 55
Pluckemin, NJ 07978

Arline Zatz
A - Z Publications
77 Woodside Ave.
Metuchen, NJ 088401629
7324949258
azatz@funtravels.com
Author of NJ hiking guides,
Does a talk for beginning hikers

Cindy Zipf
Clean Ocean Action
18 Hartshorne Drive
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TBO/BT and CBI Environmental Fair Contact List 3-29-09

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Great Swamp Watershed Association
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609-984-9802
Tanya.oznowich@dep.nj.gov

Shaunute-Oglesby
The Rain Forest Café
Menlo Park Mall, 520 MeloPark
Edison, NJ 08837
732-452-0011
mnpgs@lory.com

Seventh Generation Corp.
1-800-456-1191

Dr. Hazem Tawfik,
Director, Institute for Research and Technology Transfer
SUNY Farmingdale State College

Sustainable Jersey Certified

www.sustainablejersey.com

Chemical Free Gardens
Environmental Education Fund
Trenton, NJ 08608
609-396-3774
www.njenvironment.org

American Society for the Protection of Nature
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Gareth Russell
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-29-09

Hazel England
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Doug Stansfield
Transatlantic Electric Conversion
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doug@transatlanticconversions.com

b. E-mails sent to perspective speakers and exhibitors (PSE-#)

PES-1 Exhibitor

Going Green environmental 2/10/09 (e-mail potential exhibitors)

Temple Beth O'r/Beth Torah Clark, NJ and Temple Beth Israel Scotch Plains, NJ Men's Clubs are sponsoring an Environmental Fair on the afternoon of March 29, 2009. The program will be located at Temple Beth O'r/Beth Torah, 111 Valley Road, Clark, NJ. The program begins at 1:00PM with two keynote speakers followed by 3-4 workshop breakout sessions at 1:45PM. The sessions will be repeated at 2:30PM. One of the workshops will be given by a professor Tawfik from SUNY Farmingdale State College discussing their research on Hydrogen Fuel Cells. He will display a battery powered car designed at the school. ShopRite will discuss Green Household products.

There will be arts – crafts and an environmental story hour for children.

There will be a section of the parking lot to display hybrid and battery cars (1:00-4:00PM). In the social hall Tables will be available for vendors and non-profit groups to interact with attendees, display and distribute literature or products. The displays will be open from 1:00 - 4:00PM.

We would like your company to operate a Literature table to inter-act with the attendees. We will advertise in the local Union county papers.

Michael W. Miller

c. Event schedule sent to speakers and exhibitors (ES-#0

**Work Shop Presenters and Exhibitors
Information 3-20-09**

**Going Green
Green Footsteps to the Future
Environmental Fair**

WORKSHOPS:

Each workshop will have a Men's Club moderator who will introduce the speaker. Please send a short Biography to Michael Miller by return e-mail 3-26-09. If you need audio visual equipment please notify Michael Miller e-mail or 908-233-9624. The temple has 2 screens, 2 power-point projectors, and 1 lap top computer.

EXHIBITORS

Each Exhibitor will be assigned a 6 X 3 foot table in the Social Hall. The table should be attended to at all times. Men's club and USY persons will be available to help. The vehicle exhibits will be in a closed section of the rear parking lot. The USY and Men's Club will attend the table during the first workshop session for an exhibitor, without a partner, making a presentation. The Men's Club will attend the tables during the second workshop session. The USY will be selling canned soda and bottled water. No open food for consumption is allowed in the building. Please contact Michael Miller if you need help or have questions.

Schedule

11:30 – 12:45	Setup Exhibitor Tables and Cars	Social Hall & Rear Parking Lot	
12:00 noon	Orientation for USY workers		
1:00 – 1:30	Keynote Addresses:	Sanctuary	
	“Religious Basis of Environmental Ethics”		
	Rabbi Akiba Lubow of Temple Beth El- Mekor Chayim Cranford		
	Cantor Steven Stern of Temple Beth O’R-Beth Torah Clark		
1:00 – 1:45PM	Temple Property Cleanup	Weblows Cub Pack #98	
1:00 – 3:00PM	Young Children Story Time	Barnes & Noble	Class Room. 2
1:00 – 4:00PM	Exhibits Open	Social Hall	
1:40 – 2:20	Workshop Session I		
	1) Green Home Products	Shop Rite	Youth Lounge B
	2) Green lawn and Garden	Parker Green Houses	Class Rm. 7
	3) Hydrogen Powered Vehicles	SUNY Dr. H. Tawfik	Youth Lounge A
	4) Non Point Source Pollution	Great Swamp	
		Watershed Association	Class Rm. 3
1:45 – 2:30	Craft Project for Weblows	Dr. R. Olin	Front Social hall

2:30 – 3:10

Workshop Session II

- | | | |
|--------------------------------|---------------------|----------------|
| 1) Green Home Products | Shop Rite | Youth Lounge B |
| 2) Green lawn and Garden | Parker Green Houses | Class Rm. 7 |
| 3) Hydrogen Powered Vehicles | SUNY Dr. H. Tawfik | Youth Lounge A |
| 4) Purity & Conservation Water | American Water Co. | Class Rm.3 |
| 5) A Green Future for Teens | NJ Sierra Club | Library |

4:00 - 5:00PM Take down exhibits

Temple Beth O'R/Beth Torah, 111 Valley Road, Clark; NJ , 07076 732-381-8403

2. Publicity

- a. Event announcements sent to newspapers and temple news letters (EA-#)

EA-1 Press release used for newspapers and synagogues. There were several versions; the request, for Men's Club workers was added when the note was sent to the membership. The press release in February did not contain the pictures. . The article with the pictures was sent in March.

"Green Footsteps to the Future"

Environmental Fair

WE NEED MEN'S CLUB MEMBERS TO WORK AT THE FAIR. PLEASE CONTACT Mike at 908-233-9624

"Green Footsteps to the Future" will be the theme of a free family Environmental Fair sponsored by the Beth Or/Beth Torah and Beth Israel Men's Clubs and United Synagogue Youth on Sunday, March 29, 2009 from 1-4 pm at Beth Or/Beth Torah, 111 Valley Road in Clark.

Local merchants including ShopRite of Clark, New Jersey American Water Co., and Parker's Greenhouse of Scotch Plains will discuss ways to "green" your lifestyle through environmental home cleaning, nontoxic gardening, and energy conservation in the home and on the road. Children will enjoy environmental arts and crafts and an environmental story hour sponsored by Barnes and Noble of Clark, and the Webelos II Den Cub Pack #98, Scotch Plains will lead a neighborhood cleanup project. In addition, Professor Hazem Tawfik, Director of the Institute for Research and Technology Transfer at SUNY Farmingdale, will exhibit a battery and bio-diesel-powered go-kart and motorcycle designed at the school and Transatlantic Electric Conversions will display hybrid automobile technology. Representatives from local community groups such as the Sierra Club, the Audubon Society and the Great Swamp Watershed Association will be available throughout the event to present information on their environmental initiatives. Finally, Rabbi Akiba Lubow of Temple Beth El-Mekor Chayim of Cranford and Cantor Steven Stern of Temple Beth O'R-Beth Torah of Clark will lead a discussion of the religious sources of environmental ethics.

Mark your calendars for Sunday, March 29 for an afternoon of environmental education and fun. For more information call the Beth O'R/Beth Torah office at 732/381-8403.
Sent to TBO/BT men's club by e-mail 3-20-09



Electric 2003 Hyundai Tiburon Photo provided by: Trans Atlantic Electric Conversions © 2009



Biodiesel-electric hybrid motorcycle Courtesy SUNY Farmingdale

b. Posters (PP-#)

PP-1 By Ms. Ellen Cohen

PP-2 By Moran Dorsch USY

Going Green

Environmental Fair



Learn how you can “green” your lifestyle.

Sunday, March 29, 2009, 1 –4 p.m. at Temple Beth Or/Beth Torah, 111 Valley Road in Clark, N.J.

Keynote address : “Religious Basis of Environmental Ethics” by Rabbi A kiba Lubow of Temple Beth El - Mekor Chayim and Cantor Steven Stern of Temple Beth Or/Beth Torah .

Exhibits and workshops from nonprofit groups and local vendors will include : environmentally safe home cleaning products, “green” gardening techniques , advances in hydrogen fuel cells , homeowner prevention of non point source pollution of rivers and streams , and conservation of habitat for wildlife . The New Jersey Sierra Club will have a Living Green presentation for teens . Young children can meet the Rain Forest Café mascot, participate in an environmental arts and crafts session , an environmental storytime , a cleanup project in the Temple neighborhood , and building bird houses .

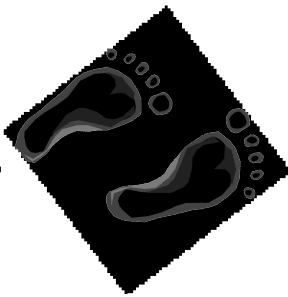
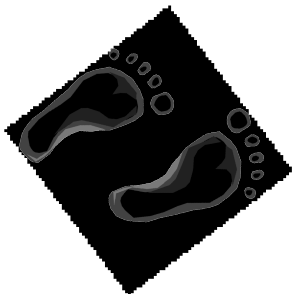
Professor Hazem Tawfik, Director of SUNY Farmingdale’s Institute for Research and Technology Transfer (IRTT), will display battery powered vehicles designed at the school . Trans Atlantic Electric Conversions will exhibit a hybrid 2003 Hyundai .

For more information call the Temple Beth Or/Beth Torah office at (732) 381-8403 .

Sponsored by the Men’s Clubs and United Synagogue Youth of Temple Beth Or/Beth Torah, Clark, and Congregation Beth Israel, Scotch Plains.

Scheduled Participants : Barnes and Noble, GreatSwamp Watershed Association, Jewish National Fund, New Jersey Audubon Society, N.J. Electric Auto Association,

Green Footsteps



To The Future

Sunday, March 29, 2009

1-4 pm

Beth O'R/Beth Torah, 111 Valley Road in Clark.

- Come learn how to become environmentally friendly by easily changing aspects of your lifestyle from local merchants including ShopRite of Clark, New Jersey American Water Co., and Parker's Greenhouse of Scotch Plains
- Children will have the opportunity to make arts and crafts and listen to stories sponsored by Barnes and Noble in Clark.
- Battery and biodiesel -powered go -kart and motorcycle from SUNY Farmingdale will be exhibited as well as hybrid automobile technology displayed by Transatlantic Electric Conversions.
- Discussions on the religious sources of environmental ethics
- **Sponsored by the Men's Clubs and USY Chapters of Temple Beth O'R/Beth Torah and Congregation Beth Israel**

By: Morgan Dorsch

3. Articles published before event (APB-#)

APB-1 NJ Jewish News three listings

Community News

30 March 12, 2009 NJJN Central NJ

Temple Beth O'r/Beth Torah, Clark

A free family environmental fair, **Going Green**, will be held on Sunday, March 29, 1-4 p.m. Activities will include workshops, exhibits from local vendors and nonprofit groups, and arts and crafts. Hazem Tawfik, director of the Institute for Research and Technology Transfer at SUNY Farmingdale, will display a battery-powered car designed at the school; local automobile dealers have also been invited to showcase the latest in hybrid automobile technology.

For more information, call 732-381-8403.

Life & Times Arts Calendar

Central NJ NJJN March 26, 2009 47

SUNDAY, March 29

Temple Beth O'r/Beth Torah, Clark sponsors **Going Green**, a free family environmental fair, 1-4 p.m. Call 732-381-8403.

Central NJ NJJN March 19, 2009 9



This electric 2003 Hyundai Tiburon will be on display at the environmental fair.

Green footsteps to the future

TEMPLE BETH O'R/Beth Torah in Clark, Temple Beth Israel in Scotch Plains, and United Synagogue Youth are bringing together community organizations, local merchants, university professors, and other experts for a free environmental fair on Sunday, March 29, from 1 to 4 p.m. at Beth O'r/Beth Torah.

It will feature ways to "green" your lifestyle through environmentally sound home cleaning, nontoxic gardening, and conserving energy. There will also be arts and crafts and a story hour, all focusing on environmental themes. And those inspired to get into action to heal the world can join the Webeles II Dean Cub Pack #98 in Scotch Plains for a neighborhood clean-up project.

There will be exhibitions of various kinds:

- Professor Hazem Tawfik, director of the Institute for Research and Technology Transfer at State University of New York at Farmingdale, will exhibit a battery and bio-diesel-powered go-kart and motorcycle designed at the school.
- Transatlantic Electric Conversions will display hybrid automobile technology.
- The Sierra Club, Audubon Society, and Great Swamp Watershed Association will present information on their respective environmental initiatives.

In addition, Rabbi Akiva Lubow of Temple Beth El-Mekor Chayim of Cranford and Cantor Steven Stern of Beth O'r/Beth Torah will lead a discussion on the religious sources of environmental ethics.

For more information call Beth O'r/Beth Torah at 732-381-8403.

4. ; Event Program

**Going Green
Green Footsteps to the Future
Environmental Fair**

Program

**March 29, 2009
1:00 – 4:00PM**

**Sponsored By:
Men's Clubs and
United Synagogue Youth Chapters
of
Temple Beth O'R/Beth Torah and Congregation
Beth Israel**

Schedule

11:30 – 12:45 Setup Exhibitor Tables and Cars Social Hall & Rear Parking Lot

1:00 – 1:30 Keynote Addresses: Sanctuary

“Religious Basis of Environmental Ethics”

Rabbi Akiba Lubow of Temple Beth El- Mekor Chayim Cranford

Cantor Steven Stern of Temple Beth O’R-Beth Torah Clark

1:00 – 1:45PM Temple Property Cleanup Weblows Cub Pack #98

1:00 – 3:10PM Young Children Story Time Barnes & Noble Class Room. 2

1:00 – 4:00PM Exhibits Open Social Hall

1:40 – 2:15 Workshop Sessions I

- | | | |
|-------------------------------|--------------------------------------|----------------|
| 1) Green Home Products | ShopRite | Youth Lounge B |
| 2) Green lawn and Garden | Parker Greenhouses | Class Rm. 7 |
| 3) Hydrogen Powered Vehicles | SUNY Dr. H. Tawfik | Youth Lounge A |
| 4) Non Point Source Pollution | Great Swamp
Watershed Association | Class Rm. 3 |

1:45 – 2:30 Craft Project for Weblows Dr. R. Olin Front Social hall

2:20 – 3:00 Workshop Sessions II

- | | | |
|--------------------------------|---------------------|----------------|
| 1) Green Home Products | Shop Rite | Youth Lounge B |
| 2) Green lawn and Garden | Parker Green Houses | Class Rm. 7 |
| 3) Hydrogen Powered Vehicles | SUNY Dr. H. Tawfik | Youth Lounge A |
| 4) Water Purity & Conservation | American Water Co. | Class Rm.3 |
| 5) A Green Future for Teens | NJ Sierra Club | Library |

Drinks on Sale in Social Hall Please Recycle Empties

List of Exhibitors

A&M Industrial Supply	Green industrial Supplies	Mr. Arnold Young
American Water Co.	NJ Public Water supply	Mr. Scott Baxter-Green
Barnes & Noble	Adult and children Environmental books	Ms. Veronica Vargas
Coalition on		
Environment and Jewish Life	The Torah and Environmentalism	USY
Great Swamp		
Watershed Association	Protection of Wildlife & Water	Ms. Hazel England
NJ Department of		
Environmental Protection	Pamphlets for adults and Children	USY
Federation of Jewish Men Clubs	A Green Sabbath	Eric Weiss
Green Faith	Faith Based Environmentalism	USY
Groundwork Elizabeth	Green Programs for city	Jonathan Phillips
Industrial Ecology Co.	Efficient lighting	Paul Walitsky
Jewish National Fund	Green Programs in Israel & USA	USY
Needle Point Homes	Certified Green Builder	Steven Needle
NJ Nature Conservancy	Land Preservation	USY
Parker Green houses	Native Plants & Green Lawn & Garden products	Ms. Janet Dillon
Purple Dragon Food Coop	Organic Produce and foods	Ms. Charlotte Lee
Rainforest Café	Protecting the Rainforests & mascot	Ms. S. Oglesby
ShopRite Clark	Green household products	Ms. Phyllis Cunningham
Sierra Club	Living Green for Teens	Mr. Eric Hausker
Society for Protection of Nature Israel	Land, Wildlife and Water Conservation	USY
SUNY Farmingdale	Academic program Information Hybrid Motorcycle, Battery Go-Kart	Ari White
Transatlantic Electric Conversions Inc.	Electric Hybrid Hyundi	Doug Stansfield
Trailside at Watchung	Nature Museum and Park	USY
Union County Green	Recycling and Green programs	Ms. JoAnne Gemden
Wild Birds Unlimited	Bird products & Kids activity book	USY

Going Green Committee

Co-Chair Persons:

Jay Goldring Congregation Beth Israel
Michael W. Miller Temple Beth O'R/Beth Torah

Members:

Beth O'R/Beth Torah

Morgan Dorsch, USY Designed Green Foot Steps poster
Ms. Ellen Cohen Designed Going Green Poster
Jonathan Phillips
Howard Silverman
Michael Goldstein
Dennis Berry Photographer
Paul Hymanson
Arthur Gesten
Joe Cangelosi
Joe Cammy
Michael Roth Direct Property Cleanup
Barbara James CLUSY Advisor/Youth VP
Halli James USY
Steven Klee USY
Ilana Dorsch Kadima

Congregation Beth Israel

Dr. Richard Olin Cub scout leader
Michael Margolin Men's Club
Ezra Margolin USY
Sara Tepper USY
Peter. Fleischman Men's Club
Michael Weinstock Youth V.P.
Debi LeBrun SPUSY Advisor

5. Presentations (Pres-#)

Pres-1 Eric Hausker Sierra Club Teen Talk; summary

What we are going to talk about today is how Global Warming may affect our future

lifestyles, which is connected to happiness and the good life as we know it.

We are starting on the following

premises:

(Chart)

- Global Warming is indisputable
- Human use of Fossil Fuels increases it
- Fossil fuel prices are rising
- Lifestyles will be affected by the above factors

In 1776, the stage was set for a unique experiment in human history: a new nation, a new political philosophy of personal freedom, a new philosophy of economic freedom, and a continent full of natural resources.

The notion of unlimited economic growth took hold in the United States at this time.

We reached the Pacific and filled up the empty continent.

Each generation came to expect a higher living standard than their parents', to expect rising purchasing power, rising social status. For over 100 years the US economy grew by an average of 3% per year.

The opposite of Growth is stagnation, which is practically a dirty word in our vocabulary.

The phrase "stagnant water" has a bad, unhealthy connotation, except for the Sierra Club for which it means "wetlands"

The consumer culture that we have developed will eventually be limited by three

factors:

1. Rising production costs of fossil fuel. In June 2008 the price of oil hit \$100 per barrel which will reduce personal disposable income. One thing which is bidding up those prices is the growing competition from Indian and Chinese elites and European middle classes.

2. The growing consumption fatigue which is illustrated by this chart

In 1977 and 200 surveys were done to measure the level of happiness among all economic levels of the American population.

After 30 years of economic growth including two periods described

as economic "booms" the level of happiness has basically not changed. We have larger cars, larger homes, more appliances, more of everything, and it has not impacted our self-description of being content. A factor of saturation may be involved.

The consumer culture may be affected by people who realize that it has its limits as a source of contentment and happiness. The Pursuit of Happiness may take other paths.

3. Government measures to limit use of fossil fuels

Already there is talk of higher gasoline taxes and luxury taxes to encourage lower use of oil as a way of controlling CO2 emissions

An extreme example was in last month's Sierra Magazine. It said that Great Britain has mandated that starting in 2016, all new houses must be carbon neutral, i.e., the energy consumed by the house must be equal to the energy produced by

In the past economists rarely took into account the environmental consequences of economic activity. One of the first to do so was the English economist Barbara Ward

who wrote a book in 1965 called "Spaceship Earth" -

The following year 1966 Kenneth Boulding wrote a famous article in which he described

two opposing schools of thought:

Cowboy Economy

Spaceship Economy

Characteristics: Reckless

minimize, not maximize

Exploitative

consumption

Violent

maintain, not exhaust, stocks

(Does some of this sound familiar?)

of supplies

We have had three cowboy periods, and the results to the environment have not been pretty. The Spaceship Economy means that as crewmen or astronauts, we seek to replenish our onboard stocks of water and food, rather than go thru them as rapidly as possible.

Then in 1973 economist Herman Daly wrote a book called "The Steady State Economy" in which there is no rising economic growth from one year to another, which is what we expect. That is, automobile output does not rise, steel production does not increase; instead we reach a plateau of input and output, with a resulting limit to environmental damage.

Will American voters support a government that coerces us to use less fossil fuel.

There are only three basic paths:

- incentives
- prohibition
- education, which hopefully leads to Mature Self-Restraint in the Pursuit of Happiness

Will we as environmentally conscious citizens take the lead in embracing new restrictions?

Since we are less of a manufacturing nation, much of our emissions come from our mobility

(cars, planes, and trucks). In turn, much of that mobility is discretionary mobility, that is,

how we use our spare time and disposable income. In other words, our aesthetic and pleasure

pursuits.

Here is a totally arbitrary list of suggestions to have fun while saving energy:

Hiking	VERSUS	Parachuting
Kayaking	VERSUS	Power-boating
Biking	VERSUS	Drag Racing
Eco-Tourism	VERSUS	Paris, London, Rome

If you visit the beautiful nation of Costa Rica, you are giving that nation a reason not to cut down its rainforest

Remember we can pursue Happiness and still leave petroleum and coal in the ground.

And the more of it we leave in the ground, the better.

Thanks

Pres-2 Rabbi Lubow; summary

Part I: An Inconvenient Truth RabbiLubow 3-29-09

Global Warming

Cause(s)
Greenhouse Gases

Glacier National Park – Formerly Glacier National Park

Economic costs:

Rise in the sea level of the world's great oceans. Because of rising sea levels, many who live in low-lying Pacific Island nations have already had to evacuate their homes.

Loss of species of both vegetation and animals due to global warming. Others, such as polar bears are endangered.

The US contributes to a little over 30% of the world's greenhouse gas pollution, which is more than South America, Africa, the Middle East, Australia, Japan and Asia put together.

It is our only home. And that is what is at stake. Our ability to live on planet Earth – to have a future as a civilization. I believe this is a moral issue.

Part II: Who's World Is It, Anyway?

I:1: Psalm 24:1-2

The earth is the Lord's and all it holds, the world and its inhabitants. For He founded it upon the ocean, set it on the nether-streams.

I:4: Leviticus 25:23

But the land must not be sold beyond reclaim, for the land is Mine; you are but strangers resident with Me.

Part III: Sustainability

I:3: Leviticus 25:1-5 (see also Exodus 23:11)

The Lord spoke to Moses on Mount Sinai: Speak to the Israelite people and say to them: When you enter the land that I assign to you, the land shall observe a sabbath of the Lord. Six years you may sow your field and six years you may prune your vineyard and gather in the yield. But in the seventh year the land shall have a sabbath of complete rest, a sabbath of the Lord: you shall not sow your field or prune your vineyard. You shall not reap the aftergrowth of your harvest or gather the grapes of your untrimmed vines; it shall be a year of complete rest for the land...

Part IV: Bal Tashchit

I:5: Deuteronomy 20:19-20

When in your war against a city you have to besiege it a long time in order to capture it, you must not destroy its trees, wielding the ax against them. You may eat of them, but you must not cut them down. Are trees of the field human to withdraw before you into the besieged city? Only trees that you know do not yield food may be destroyed; you may cut them down for constructing siegeworks against the city that is waging war on you, until it has been reduced.

I:6: Rabbi Moses ben Maimon (Moses Maimonides, 1135-1204 CE), *Mishneh Torah, Book of Judges, Laws of Kings and Wars* 6:8, 10.

Not only one who cuts down food trees, but also one who smashes household goods, tears clothes, demolishes a building, stops up a spring, or destroys food on purpose violates the command: *You must not destroy...!* (Deut. 20:19).

Part V: Tikkun Olam

Bereshit 2:4-7; 2:15

When the Lord God made earth and heaven - when no shrub of the field was yet on earth and no grasses of the field had yet sprouted, because the Lord God had not sent rain upon the earth and there was no man to till the soil, but a flow would well up from the ground and water the whole surface of the earth - the Lord God formed man from the dust of the earth. He blew into his nostrils the breath of life, and man became a living being....The Lord God took the man and placed him in the Garden of Eden, to till (work) it and tend (watch over) it (le-avdah u'leshamrah).

III:1: *Midrash Rabbah* to Ecclesiastes 7:13 (#1)

Consider God's doing! Who can straighten what has been twisted? (Ecclesiastes 7:13)

When God created the first human beings, God led them around the garden of Eden and said: “Look at my works! See how beautiful they are — how excellent! For your sake I create them all. See to it that you do not spoil and destroy My world; for if you do, there will be no one else to repair it.”

1. Reduce emissions from our home energy use.
2. Choose energy-efficient lighting.
3. Energy efficient appliances.
4. Properly operate and maintain appliances.
5. Heat and cool our homes efficiently.
6. Make sure our homes are well insulated.
7. Get a home energy audit.
8. Conserve hot water.
9. Reduce standby power waste.
10. Improve efficiency of home office.

Pres-3 Cantor Stern summary

There is a story told about a famous Rabbi. As a young child he was passing a tree and carelessly ripped a leaf off from that tree. His father admonished him in a firm way: “My son, G-d had a purpose for that leaf. He put it there for a reason, and it is forbidden to damage it unnecessarily.”

This encapsulates for me the Rabbinic tradition of respect for our environment—even a mere single leaf is deserving of our respect and we are not to destroy it without reason. Now, if it is the case that we are to protect a single leaf, then can we not conclude—*kal v'chomer*, how much more so is our tradition concerned about the tree, and how much more so the forest, upon which we depend for our existence? And this is a lesson taught not only to R Yitzchok Yosef, the little child in the story. The concept of *Bal Tashchit* which R' Lubow so eloquently discussed, is a lesson that is ingrained in little children studying in Jewish schools everywhere to this day, or at least it should be. I remember such lessons in my own early education in a small Jewish school in Brooklyn. I was taught: Do not destroy, and do not waste. Do not waste resources-- whether food, paper, electricity. And there was something else we were taught not to waste. Do not waste time—because time is a resource as well, a resource that could be used for Torah study. *Bitul Torah* it was called. And if we respected the Torah that G-d gave us, we would learn to respect the natural environment as well, for we are the custodians charged with its care. Regarding the verse in Deut. not to destroy a tree in war, the Sefer Hachinuch elaborates—“This is the way of the devout and those who seek good deeds...they never destroy even a grain of mustard...and they are upset at any destruction they see....”

The Rabbinic tradition is suffused with the awareness of our role as custodians of the Divine creation and all living things. The Psalmist tells us, and we incorporate his words into the Hallel prayers: “*Hashamayim shamayim l’Hashem, v’haaretz natan livnei odom.*” The Heavens are G-d’s and the earth He gave over to humanity. Now don’t think for a minute that that means just go do whatever you want with it, it’s yours, and everything goes. No, He gave it to us to care for it, as the twelfth century Biblical commentator, Abraham Ibn Ezra wrote: “The ignorant have compared humanity’s rule over the earth with G-d’s rule over the heavens. This is not right, for G-d rules over everything. The meaning of the words ‘the earth He gave over to humanity’ is that humanity is G-d’s steward over the earth, and must do everything according to G-d’s word.” Yes, we are stewards to care for this earth and its creatures. The endangered species, the rain forests....true, they are important for our sake, but even if they were not, they are deserving of our respect and protection.

Do not waste, for the sake of the living nor for the sake of the dead. Again, from Maimonides, this time in his Mishneh Torah: When you bury the deceased, do not waste garments. It is better to give them to the poor than to cast them to the worms and moths. Doing so, is a violation of the Torah’s commandment—*Bal Tashchit*—do not destroy. Every resource must be channeled for a purpose and not allowed to be wasted.

The reasons to respect and protect nature also emanate from the very basic question of how we come to revere and love G-d. Maimonides famously teaches about this. In his Mishneh Torah, Yesodei HaTorah 2:2, he instructs that one will come to love and revere G-d through the contemplation of the wonders of Creation.

So while we are all here today to learn more about how to better green our environment, and to be inspired by the work of others, let us be fully cognizant that our efforts in this area are religious and moral imperatives with a very long history in the teachings of our Jewish tradition. Let us hope we are not too late to do what we must. We as a community have many priorities, and it is not always easy for us to allocate our scarce resources for all that we would like to accomplish. But we can do more in this area, and we should do more.

Allow me just to conclude by posing the following challenge: Let us think broadly and let us think Jewishly. Yes, we must change to more efficient lighting; and a solar ner tamid is a wonderfully appropriate symbol of our commitment to the cause; recycling efforts are vital. But as Jews, let us reflect upon the challenge to truly feel with all our beings the words we recite in our Sabbath prayers: *Kevodo maleh olam*, His Glory fills the Earth. Let us commit to immersing in our Tradition’s teachings so that we may cultivate within ourselves as individuals and as a people that greater awareness, sensitivity and drive to work on behalf of G-d’s Creation. Let us inculcate in our children such respect for all that exists, that they too will know to conserve, protect and respect, even a single little leaf on a single tree, so that that leaf may fulfill whatever mission it was that G-d has assigned to it.

6. Articles published after the event (several are being prepared) (APA-#)

APA-1-1a NJ Jewish News



Temples celebrate the Earth and its resources

'Green' fair shows environmentalism's talmudic roots

Advertisement

Rabbi Jay Weinstein

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by Elaine Durbach
NJJN Bureau Chief/Central

April 2, 2009

Stewardship of our planet isn't some trendy, modern notion; our parents were already onto a good thing when they nagged us to "waste not, want not." But — according to the speakers at the Going Green Environmental Fair in Clark on March 29 —



Sharing information at the Going Green Environmental Fair are USY members, from left, Steven Klee, Morgan Dorsch, Halli James, and Sara Tepper.

Photos by Elaine Durbach

APA-1-1 NJ Jewish News

B-1

Jewish sages were teaching the importance of "green" principles long before that.

The fair was a cooperative venture sponsored by the men's clubs and United Synagogue Youth chapters of the host congregation, Temple Beth O'r/Beth Torah, and of Congregation Beth Israel of Scotch Plains.

The turnout was lower than hoped, but a steady stream of people explored the displays and attended the talks and demonstrations from a spectrum of local environmental groups — from the Purple Dragon cooperative organic food growers to big stores like ShopRite and Barnes and Noble — and from religious groups like GreenFaith and the Coalition on the Environment and Jewish Life and organizations overseeing water and nature conservation in New Jersey and in Israel.

For those interested in saving fuel, there was a truck on display that runs on electricity — it will go around 450 miles for the cost of about \$25. Or you can take a reusable bag to the supermarket; according to the folks from ShopRite, the petroleum needed to make just 14 plastic shopping bags can fuel a car for a mile — and 380 billion of those bags are used each year in the United States.

Rabbi Akiba Lubow of Temple Beth-El Mekeor Chayim, the Conservative congregation in Cranford with which the Clark temple shares a morning minyan, was a guest at the event. He set the tone by discussing *bal tashchit*, the talmudic prohibition against wasting or destruction.

Lubow said he has been teaching this concept since the mid 1990s. In the early years, the subject didn't get much response. "These days, maybe people listen a bit more," he said. "This is the most important issue we face today — for our faith community and for all faith communities. We are running out of time."

Mission of a leaf

Cantor Steven Stern, Beth O'r/Beth Torah's religious leader, picked up that theme in his keynote address. He said that destroying even one leaf of a tree is wrong. "I remember such lessons in my own early education in a small Jewish school in Brooklyn. Do not waste resources — whether food, paper, or electricity."

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"And there was something else we were taught not to waste: Do not waste time — because time is a resource as well, a resource that could be used for Torah study," said Stern. "And if we respected the Torah that God gave us, we would learn to respect the natural environment as well, for we are the custodians charged with its care."

He continued, "The rabbinic tradition is suffused with the awareness of our role as custodians of the divine creation and all living things." That can take a sacrifice of time and energy — not just for our own good, but for the good of what we cherish," he said.

"Creatures have a purpose and value that transcends the mere serving of our needs," he said. "Maimonides taught us: 'It should not be believed that all living beings in the world exist for the sake of the existence of humanity. On the contrary, all the other living beings have been intended for their own sakes and not for the sake of something else.'"

And so, said Stern, "the endangered species, the rain forests — true, they are important for our sake — but even if they were not, they are deserving of our respect and protection."

The reward of such care is more than our ongoing survival, he said; there is also the wonder available to those who open their eyes to it.

Stern concluded with a challenge: "Let us think broadly and let us think Jewishly. Yes, we must change to more efficient lighting; and a solar *ner tamid* is a wonderfully appropriate symbol of our commitment to the cause; recycling efforts are vital. But let us inculcate in our children such respect for all that exists that they too will know to conserve, protect, and respect even a single little leaf on a single tree, so that that leaf may fulfill whatever mission it was that God has assigned to it."

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Community members, from left, Claire Warech, Myrna Young, Arthur Gesten, and Audrey Silverman discuss green products with ShopRite's shoppers advocate Jame Pekarofski and Clark store director Seth Wertz.

Part V Photographs





USY Setting up Exhibits





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Rabbi Lubow



Cub Scouts, Senior Scout Building Birdhouses and Parents supervising



Purple Dragon organic Food Coop



ShopRite Workshop



Parker Greenhouses Workshop



Battery Powered Truck



NJ American Water Co. Workshop



Sierra Club Teen Workshop



Great Swamp Watershed Assoc. Non-point source water pollution workshop



Needle Point Homes

Certified Green Builder



Recycling and Green Programs