



2001-2003 Torch Award Entry

Best Mitzvah/Social Action Program

**Temple Beth Shalom
Livingston, NJ**

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Official Cover Sheet

Federation of Jewish Men's Clubs

Torch Award Program 2001-2003

Official Cover Sheet

Category: Best Mitzvah/Social Action Program

Project Title: Steven A. Gelman Memorial Health Forum

(1) Full Club Name: Men's Club Temple Beth Shalom

(2) Club Address: 193 E. Mt. Pleasant Avenue
Livingston, NJ 07039

(3) # of Members: 300

(4) Club Number: 941

(5) Region: Northern New Jersey

(6) Contact Person: Howard Reba **Phone:** (973) 533-7133
Address: 10 Boynton Drive **E-mail:** hreba@comcast.net
Livingston, NJ 07039

7) Description of Entry:

Why Was the Project Initiated:

The Steven A. Gelman Memorial Health Forum was initiated to honor our late treasurer after his untimely passing at an early age.

Project Description

The Steven A. Gelman Memorial Health Forum is an annual program sponsored by The Temple Beth Shalom Men's Club dedicated to promoting health awareness in the community. Each year we present an interactive program that includes presentations by a panel of expert speakers and a Q&A session.

Will a representative be available for the Convention Program Fair?

Yes: X **No:** ___ **If yes, name of representative:** Peter Gotlieb, Stan Schnitzer

Prior Submission Statement: The undersigned attests to the fact that the Torch Award entry attached to this Official Cover Sheet has NOT been an award entry in prior Torch Awards competitions sponsored by the Federation of Jewish Men's Clubs, and is NOT substantially the same as a previous winning entry.

Club President: Carl Landsman **Date:** March 28, 2003 **Signature:** electronic submission

Program Narrative

MEN'S CLUB TEMPLE BETH SHALOM

Best Mitzvah/Social Action Program Torch Award Program 2001-2003

Project Title

Steven A. Gelman Memorial Health Forum

Project Initiation

The Steven A. Gelman Memorial Health Forum is the Temple Beth Shalom Men's Club's gift of life to the synagogue and community. It's an annual program sponsored by the club to promote health awareness through an interactive program that includes presentations by a panel of expert speakers and a Q&A session.

The program is in memory of Steven A. Gelman. Steven was treasurer of TBSCM, long-time member of Temple Beth Shalom (TBS), and dear friend of many at TBS and the Livingston community. He also was active in many local activities such as the Livingston Soccer Club and Livingston National Little League. A devoted husband and father of two boys, he was first diagnosed with colon cancer in 1997 at the early age of 40. After Steve Gelman's passing in October 1999, the Men's Club explored appropriate means to honor him and the Steven A. Gelman Memorial Health Forum was born.

Project Content

After scheduling the first program for March 2001 and learning that March is National Colorectal Cancer Awareness Month, the topic of colon cancer was proposed for the inaugural Steven A. Gelman Memorial Health Forum. Despite some initial sensitivity, all concerned thought it appropriate. Thus, the inaugural program, *The Truths and Myths About Colon Cancer*, came to be. The next two programs continued to tie into current health concerns. The March

2002 forum covered bioterrorism, a poignant topic after the events of September 11, 2001, and the latest event, in March 2003 focused on diet and fitness as part of National Nutrition Month.

TBSMC formed an advisory committee for guidance. A general outline for a program was created and a three-speaker panel format was agreed upon. This has been followed in every year

Project Resources

TBSMC resolved to offer the health program free of charge to TBS members and the general community. The Committee wanted to offer a quality health forum and offer refreshments to attendees but did not want to impose an admission fee or create the aura of a fundraiser. TBSMC projected approximately \$500 in initial costs, an estimate that relied heavily on the “quiet” donation of time and materials by guest speakers, TBSMC members and area merchants. Fortunately, all involved rose to the occasion.

Individual donations are not solicited prior to the event. At the event, however, the committee distributes Feedback Request Forms, which ask for comments and leaves a small space if one cares to indicate an interest in assisting in future programs or donating funds. To our pleasant surprise, and without any overt soliciting, we have raised over \$3,000 to fund quality speakers who may require an honorarium or have travel expenses.

Promotion has been one of the key elements to our successful annual programs. On the media front, we reach out on many levels. In our local *West Essex Tribune* and *New Jersey Jewish News*, there are articles and letters to the editor. In the major daily newspaper, the *Newark Star-Ledger*, we have been fortunate to publish a feature article on the program and the Gelman family. In addition, through the work of various TBS members, our speakers appear on *Comcast Newsmakers*, a local public affairs program shown in Livingston and towns throughout New Jersey, and *Weekend Today*, which is broadcast in the tri-state area by WNBC-TV, New York’s NBC station.

For local promotion, 11"x14" placards are placed in area stores approximately 10 days prior to the event. Also, the Livingston Soccer Club, of which Steven Gelman was an officer, includes our flyer in its mailing to over 1,000 families in the community. Flyers are also distributed to TBS families through our Hebrew School and in mailings by the local chapter of the American Cancer Society.

Reaching out to the community at large, the Committee sent personal letters of invitation to our town council members, town administrators, spiritual leaders and officers of each synagogue and church in our town. The Livingston school system was also very supportive and included a notice of our inaugural program in its newsletters.

Finally, our promotional efforts included requesting and obtaining a citation from the Livingston Town Council which was presented to the Gelman family and TBSMC at a ceremony at Livingston Township Hall prior to the event. Members of our town council showed their support by attending the program.

Project Future

Having a roadmap in place and a proven plan of execution, the annual Steven A. Gelman Memorial Health Forum has become a signature event in the TBSMC programming year with a standing date for mid-March.

Addenda

A. Program Planning

February ____, 2001

Livingston, NJ 07039

Dear _____:

We would like to extend an invitation to you and **[the members of your organization/congregation]** to join us on Sunday, March 18, 2001 at 7:30 p.m. for an educational health forum that will be of great interest and benefit to the community.

The Men's Club of Temple Beth Shalom and Cancer Care, Inc. of New Jersey are presenting "*The Truths and Myths About Colon Cancer*" at Temple Beth Shalom. This interactive, highly informative program is non-denominational and open to the entire community free of charge.

Our program is part of Colon Cancer Awareness Month during March. Throughout the month, local, state and national organizations will be conducting programs to educate the public about risk profiles, symptoms, and the importance of early colon cancer screening for persons of all ages.

Our forum also inaugurates the Steven A. Gelman Memorial Health Forum -- a new, annual health awareness program established and sponsored by the Men's Club of Temple Beth Shalom to benefit the community. It is named in memory of Steven A. Gelman, a long-standing officer of the Men's Club and dear friend and member of Temple Beth Shalom. Mr. Gelman, an active member of the community, was first diagnosed with colon cancer at the early age of 40.

Our speakers include *Robert Schuman, M.D.*, a gastroenterologist and frequent lecturer on colon cancer issues; *Prof. Deirdre J. Good*, a founding member of the Colon Cancer Alliance, colon cancer survivor, and Director of the Center for Jewish-Christian Studies and Relations at The General Theological Seminary; and *Joan Runfola, ACSW, LCSW*, an oncology social worker, psychotherapist and Associate Executive Director of Cancer Care, Inc. of New Jersey, who is also a Livingston resident.

Again, we invite you and **[the members of your organization/congregation]** to attend "*The Truths and Myths About Colon Cancer*" on Sunday, March 18, 2001 at 7:30 p.m. at Temple Beth Shalom. Enclosed is a flyer with more details on this informative program. We hope you can make it!

Sincerely,

Carl Landsman
President, Men's Club

Mitch Berkey
Chairperson, Steven A. Gelman
Memorial Health Forum Committee

February 7, 2003

Mr. and Mrs. William Gelman
27 Rumson Road
Livingston, NJ 07039

Dear Mr. and Mrs. Gelman:

As a supporter of the Steven A. Gelman Memorial Health Forum, we want to thank you for your generosity and extend to you a personal invitation to attend our third annual program to be held on Sunday, March 16, 2003 at 7:30 p.m. at Temple Beth Shalom.

March is National Nutrition Month and this year the Third Annual Steven A. Gelman Memorial Health Forum will feature a special program co-sponsored by the New Jersey Dietetic Association. We can all start to get in shape for spring at ***“The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart”***.

Our distinguished panel of a cardiologist, registered dietitian and exercise physiologist will teach you how to keep your heart healthy, expose the truth behind the “low fat” and “low carb” diets, and explain how you can create your own diet, nutrition and exercise programs. It’s a great way to learn from the experts how to stay healthy and keep fit.

Gary K. Berman, M.D., F.A.C.C., a specialist in preventive cardiology, will discuss the relationship between diet and the healthy heart. Felicia D. Stoler, M.S., R.D., a registered dietitian, will give the real story on diet fads and discuss proper nutrition for all age groups. Kirsten Wagner, M.A., C.S.C.S., an exercise physiologist and Associate Director of the St. Barnabas Athlete Training Center, will speak about creating an exercise program that is right for you....no matter what your age is!

As you know, the Steven A. Gelman Memorial Health Forum was established by the Men’s Club of Temple Beth Shalom in 2000 as an annual health awareness program to benefit the community. It is named in memory of Steven A. Gelman, a long-standing officer of the Men’s Club and member of Temple Beth Shalom, and dear friend of so many in our community.

Again, we invite you to join us for ***“The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart”*** on Sunday, March 16, 2003 at 7:30 p.m. at Temple Beth Shalom. As always, the program is free and open to the public.

We hope to see you there!

Sincerely,

Mitch Berkey
Chairperson, Steven A. Gelman Memorial Health Forum

B. Program Publicity



NEW JERSEY
DIETETIC
ASSOCIATION

PROUDLY PRESENT
THE THIRD ANNUAL
STEVEN A. GELMAN MEMORIAL HEALTH FORUM

The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart

- Learn How to Keep Your Heart Healthy!
- Hear the Real Story Behind the Diet Fads!
- Create an Exercise Program That Works For You!

Guest Speakers:

Gary K. Berman, M.D., F.A.C.C., Cardiologist, Specialist
in Preventive Cardiology, St. Barnabas Medical Center

Felicia D. Stoler, M.S., R.D., Registered Dietitian, Nutrition
Consultant and Spokesperson, N.J. Dietetic Association

Kirsten Wagner, M.A., C.S.C.S., Exercise Physiologist and
Assoc. Director, St. Barnabas Athlete Training Center

Sunday, March 16, 2003

7:30 p.m. – 9:00 p.m.

Temple Beth Shalom, 193 E. Mt. Pleasant Ave., Livingston, NJ



NEW

**JERSEY
DIETETIC
ASSOCIATION**

News

For Immediate Release

February 18, 2003

For Additional Information:

Temple Beth Shalom Men's Club

Stan Schnitzer

973-535-8842

schnitz@spacegate.com

New Jersey Dietetic Association

Felicia D. Stoler, MS, RD

732-946-4436

fstoler@worldnet.att.net

Third Annual Steven A. Gelman Memorial Health Forum To Present Heart, Diet and Exercise Experts

The Men's Club of Temple Beth Shalom, Livingston will hold its Third Annual Steven A. Gelman Memorial Health Forum with "*The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart*", an interactive program on diet fads, proper nutrition, exercise and maintaining a healthy heart. The forum will be Sunday, March 16, 7:30 p.m. at Temple Beth Shalom, 193 E. Mt. Pleasant Ave., Livingston. The event is being co-sponsored by the New Jersey Dietetic Association and comes during National Nutrition Month. It is open to the public and free of charge.

The program will focus on keeping your heart healthy, expose the truth behind popular diet schemes, and explain how individuals can create their own diet, nutrition and exercise programs. A question-and-answer session will follow the program and the public will be invited to pose questions directly to the panel of experts in preventive cardiology, nutrition and exercise.

The panelists for "*The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart*" include:

Gary K. Berman, M.D., F.A.C.C., a cardiologist specializing in preventive cardiology who is affiliated with St. Barnabas Medical Center;

Felicia D. Stoler, M.S., R.D., a registered dietitian and nutrition consultant who also serves as spokesperson for the New Jersey Dietetic Association; and

Kirsten Wagner, M.A., C.S.C.S., an exercise physiologist who is the associate director of the St. Barnabas Athlete Training Center and program manager of the Saint Barnabas Center for Health and Wellness where she creates fitness programs for people of all ages.

The Temple Beth Shalom Men's Club formed the Steven A. Gelman Memorial Health Forum in 2001 to perpetuate the memory of its former treasurer and to promote greater health awareness in the community.

“Steve Gelman was a devoted husband, father, son and brother, an active officer of our Men's Club, and friend to so many in our community”, said Carl Landsman, the club's president. “In presenting The Steven A. Gelman Memorial Health Forum each year, we honor his devotion to others by contributing to a better quality of life for the community.”

The Temple Beth Shalom Men's Club has 300 members, making it the largest club in the Northern New Jersey Region of the Federation of Jewish Men's Clubs. The club has won numerous Torch Awards from the FJMC for programming excellence. The Steven A. Gelman Memorial Health Forum program is chaired by Mitchell S. Berkey, a Vice President and Director of the Men's Club.

The New Jersey Dietetic Association represents 2,300 dietetic and nutrition professionals who provide medical nutrition therapy and nutrition education. NJDA members work in private practice, health care facilities, school systems, educational institutions and as nutritionists for business and industry. NJDA is the state affiliate of the American Dietetic Association.

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C. The Big Day



NEW JERSEY
DIETETIC ASSOCIATION

PROUDLY PRESENT

THE THIRD ANNUAL
STEVEN A. GELMAN MEMORIAL HEALTH FORUM

***The Great
Diet Debate:
Fat, Carbs, Exercise
and the
Healthy Heart***

Sunday, March 16, 2003
7:30 p.m. – 9:00 p.m.
Temple Beth Shalom
Livingston, New Jersey

* * *

We are proud to welcome you to the Third Annual Steven A. Gelman Memorial Health Forum.

The Temple Beth Shalom Men's Club formed the Steven A. Gelman Memorial Health Forum to perpetuate the memory of Steve Gelman, our friend and former treasurer, and to honor his legacy of service by creating an annual health forum in his name to promote greater health awareness in the community. .

The inaugural Steven A. Gelman Memorial Health Forum in 2001 was dedicated to educating the public about colon cancer, including risk factors, the importance of early screening, potential treatments, and methods of coping. That program, "The Truths and Myths About Colon Cancer," was co-sponsored by Cancer Care of New Jersey.

Our second annual program, "Bioterrorism Preparedness: What Every Citizen Should Know", featured the first joint appearance since the September 11 attacks of senior federal, state and county public health officials responsible for bioterrorism preparedness.

The Temple Beth Shalom Men's Club has over 300 members, is the largest club in the Northern New Jersey Region of the Federation of Jewish Men's Clubs, and has won numerous awards for programming excellence.

The New Jersey Dietetic Association is the state affiliate of the American Dietetic Association and represents 2,300 dietetic and nutrition professionals who work in private practice, health care facilities, school systems, and educational institutions in New Jersey and the region.

* * *

**THE THIRD ANNUAL
STEVEN A. GELMAN MEMORIAL HEALTH FORUM**

***The Great Diet Debate:
Fat, Carbs,
Exercise and the
Healthy Heart***

Welcome **Mitchell S. Berkey, Chair,**
Steven A. Gelman Memorial Health Forum

Remarks **Rabbi David B. Saltzman, Associate Rabbi,**
Temple Beth Shalom

**Guest
Speakers** **Gary K. Berman, M.D., F.A.C.C., Cardiologist, Specialist in**
Preventive Cardiology, Saint Barnabas Medical Center

Felicia D. Stoler, M.S., R.D.,
Registered Dietitian, Nutrition Consultant and Spokesperson, N.J.
Dietetic Association

Kirsten Wagner, M.A., C.S.C.S.,
Exercise Physiologist and Assoc. Director, Saint Barnabas Athlete
Training Center

Question and Answer Period

Steven A. Gelman Memorial Health Forum

Contributors

Alan R. Ackerman
Mitchell Berkey
Michael Brown
Jeffrey Cohen
Mark Cohen
Janice Einsbruch
Arnold Felberbaum
Joseph Fleischman
Robert Gelman
William and Shelva Gelman
Sanford Goldberg
Alan Gurtman
Frank Gurtman
Lori and Marv Hauptman
Vicki and Peter Horowitz
Robert Janukowicz
Lisa and James Kaplan
Ira Kent
Bea and Norman Kurtz
Lisette Lieberman and David Levy
Rachel and Steven Litner

Barbara and Ron Mayer
Howard Medow
Stephen Montag
Howard Muser
Michael Oskenhorn
Samuel Oskenhorn
James Popkin
Billy Reitman
Morris Rosenbaum
Michael Rosenberg
Stanley Rothstein
Jerome Rudy
Theodore Schatzberg
Zev and Rachel Scherl
Laurie and Michael Schuftan
Robert Sperling
Brian Suchoff
Wilshire Oil Company
Sherry Wilzig Izak
Ziggi Wilzig
Greg Wisotsky
Wisotsky and Rosenberg LLC
Ron Yurman
Celia Zucker

Supporters

A Party Pleasing Rental, *risers*
Brussian Strokes, *signage*
Insty-Prints, *programs*
Jerry Siskind, *photography*

Learn More About Diet, Nutrition and Health

New Jersey Dietetic Association
www.eatrightnj.org

American Dietetic Association
www.eatrightnj.org

Saint Barnabas Health Care System
www.sbhcs.com/hospitals/saint_barnabas/

D. Post Event Activities

FEEDBACK REQUEST FORM

Your feedback is very important to us. Please take a moment to fill out this form so we can have the benefit of your comments. Thanks!

Comments or suggestions regarding our third annual program:
The Great Diet Debate: Fat, Carbs, Exercise and the Healthy Heart

Suggestions regarding future topics:

PLEASE CHECK:

I would like to be informed about future programs. Please contact me before next year's event.

I would like to support future programs of The Steven A. Gelman Memorial Health Forum. Enclosed is my contribution of \$_____.
Please make checks payable to *Men's Club/Gelman Program* and mail to: Men's Club, Temple Beth Shalom, 193 E. Mt. Pleasant Avenue, Livingston, NJ 07039

Name: _____

Address: _____

Phone: _____

E-Mail: _____

We use email, so please include your email address! Thank you!

For information on how to join the Men's Club of Temple Beth Shalom, e-mail Men's Club president Carl Landsman at: carlan22@aol.com

If you have any questions or seek any information regarding The Steven A. Gelman Memorial Health Forum, please e-mail us at: sagmhf@comcast.net