



Congratulations to the 2015 Slate of Officers

- President Ilana Reisin
- Education Vice President Barbara Polikoff-Katz
- Membership Vice President Charisse Sands
- Marketing/Communication Vice President Fran Simon
- Programming/Advocacy Vice President Teri Gross
- Treasurer Arlene Hines
- Recording Secretary Susan Green
Helen Stone (Acting)
- Corresponding Secretary Diane Schleifstein
- Ex-Officio Julie Schwartz



Patty Ungar (far left) congratulates the new officers at their installation earlier this year.

Hats off to the Entire Chapter!

The New Orleans Chapter was awarded first place at the Southern Region Conference last month.

Mazel Tov to the 2015 Women of the Year

Becky Alexander and Arlene Hines were honored as the Southern Region Women of the Year at the Big Easy Tri-Region Conference held in New Orleans last month.

A fourth-generation member of Hadassah, Becky began her own Hadassah journey by joining Young Judea and has continued her involvement ever since. She has been the Roster-Email Co-Chair since 2000. Becky says, "I love this job because I feel that I am keeping the members connected as well as informed of the chapter's activities. After Hurricane Katrina in 2005 I spent a great deal of time locating our members who were scattered out of the state as well as in the greater New Orleans Metropolitan area." In receiving this



Arlene Hines (l) and Becky Alexander (r)

honor Becky is joining her mother Lazelle, who was the recipient of the award in 1993, and her aunt Leatrice Adams, who received this award as a member of the Baton Rouge chapter.

Although she moved to New Orleans only a few years ago, Arlene has made a big impact on the life of the chapter. She has used her accounting skills to serve as treasurer, preparing the necessary reports and paying the bills. But she also is willing to do whatever needs to get done: taking reservations for events, helping with registration, and buying refreshments. For Arlene, Hadassah is not just an organization: It is her family and friends "and it is fun."

Sign Up for Hadassah's Virtual Walk

APRIL 1 – SEPT. 27, 2015

The road is virtual but the challenge is real!

Walk from our headquarters to our hospitals, New York to Jerusalem.

- Tour the world on a virtual route as you take real steps toward a healthier life.
- Track your steps on a pedometer. See how many milestones you can pass.

- Three challenge levels: there's one for you!

Join the Southern Region's team of Gumbo Ya-Yas when you register online.

You do not have to be a member of Hadassah to participate, so members/associates should spread the word. If people are unable to walk, you may sponsor someone! And different forms of exercise can be converted into steps.

To sign up and for more information, go to hadassah.org/everystepcounts.

Charisse Sands, Membership Vice President, would like to have a count of how many people participate from our chapter/area so please email her at annsands@aol.com to let her know that you have registered.

A Message from your President



Ilana Reisin

“What does Hadassah’s new logo mean?”

Our new logo utilizes a strong Hadassah ‘H,’ which communicates Hadassah’s commitment to the Jewish community in the United States and in Israel. A closer inspection of the red and blue color pattern reveals that the Hebrew letter ‘Hey’ is represented in the form. Our name Hadassah in Hebrew הדיסס begins and ends with the letter ‘Hey.’

Hadassah’s rebranding campaign is more than a logo or a tagline. It is a consistent way for us to communicate to the world who and what we are. While Hadassah’s heritage and mission remain the same, the role of women has evolved. To meet new challenges and to stay relevant in the 21st century, Hadassah has created a new tagline. The new tagline, “The Power of Women Who Do,” speaks to our heritage of practical Zionism and captures the action-oriented spirit of Hadassah women around the world.

Hadassah has also developed new programs, new “action areas,” around the new branding platform: Advancing Health and Well Being; Empowering Women to Advocate; and Building Community.

We are staying relevant through our active members, diverse programs, and consistent messaging. We are a community of women who make things happen. It is the power of women who do.



Thank you for your willingness to make Hadassah’s rebranding a success!

Sincerely,
Ilana Reisin

JOIN YOUR FRIENDS AT THESE UPCOMING EVENTS

Hadassah Walking Group

Walk with us in a climate-controlled location once a week! It’s a great way to get in a few extra steps while schmoozing with friends and enjoy a coffee or beverage of choice afterward. We will begin in June so be on the lookout for more information; please contact Charisse Sands at annsands@aol.com (Every Step Counts in subject line) or (504) 231-6464.

Wednesday, May 13, 7:00 p.m.

Launch of the 2016 Hadassah Directory Team

Join the Directory Team led by Sylvia Finger, **Chair**; Briann Shear, **Graphic Designer**; Julie Finkelstein, **Financial Records**; Lazelle & Becky Alexander, **Roster**; and Marsha Zander, **Memorial Pages**, to launch the 2016 Hadassah Directory. A light dinner will be served at the home of Ilana Reisin, 3748 N. Arnoult Rd., Metairie. And many, many thanks to the amazing 2015 Directory Team.

Sunday, May 17, 9 a.m.

Every Step Counts!

Enjoy a walk and brunch on the Northshore. We will meet at the Mandeville Trailhead at 675 Lafitte St., Mandeville. From there we will walk (every step counts!) to the Scotts Coffee and Tapas Bar, 201 Carroll St., for conversation and brunch. Couvert: \$25. RSVP to Charisse Sands at annsands@aol.com or (504) 231-6464 if you’d like to eat brunch.

Tuesday, May 19, 7–9 p.m.

Hadassah Readers’ Circle

In Paradise by Peter Matthiessen (a three-time winner of the National Book Award)

Host: Dana Wallen

Place: 2723 Calhoun Street, New Orleans, La. 70118

RSVP: Dana Wallen Wallen at (504) 259-5656 or danawallen007@gmail.com

May 27, 7:00 p.m., Goldring-Woldenberg Campus, Metairie

Planning for the Health and Wellness Expo

Planning is underway for Hadassah’s Health and Wellness Expo, which is scheduled for Nov. 15. Join the team of volunteers who are already scouting locations and contacting possible participating organizations. The committee will be meeting monthly at the Goldring-Woldenberg Campus. For more info, contact

Charisse Sands at annsands@aol.com (please put “health fair” in the subject line) or (504) 231-6464.

Tuesday, June 16, 5:30 p.m., Touro Synagogue

Jewish Women’s Archives (JWA): Women and Leadership in the Jewish Community

JWA, which collected and archived stories about Katrina its Katrina’s Jewish Voices Project, is returning to New Orleans to moderate a panel discussion on women and leadership; Roselle Ungar is one of the panelists. This program is co-sponsored by NCJW.

Sunday, June 21, 11:30 a.m.

“Walking New Orleans” with author Barri Bronston

Potluck brunch with a minimum contribution of \$10 to Hadassah for the Every Beat Counts program. Details to follow.

Tuesday, June 23, 7–9 p.m.

Hadassah Readers’ Circle

Promise at Dawn: A Memoir by Romain Gary

Host: Fran Simon

Place: 8008 Barocco Dr., Harahan, La. 70123

RSVP: Fran Simon (504) 858-3833 or fsimon@tulane.edu

At the June meeting, we also will discuss plans for the summer and make selections for future books to be discussed. Please bring book suggestions; the books should be appropriate for Hadassah and available at the public library.

Sunday, August 16, 3:00 to 5:00 p.m.

New Members and Associates Celebration Wine & Cheese Party

Come schmooze at the home of Rachel Blackman Frank. More details to follow.

A Mad Hatter Hadassah Tea Party!

Sunday, October 18 from 11:00 a.m. to 2.00 p.m.

Hadassah’s fall fundraiser will be something new and different this fall ... A Mad Hatter Hadassah Tea Party!

Join us down the Rabbit Hole for a champagne jazz brunch. The tea party will feature a creative hat contest, live & silent auction, wonderful brunch prepared by a local chef, and some fun surprises. It will be held at the Pavilion of the Two Sisters at City Park.

Please let us know if this is “your cup of tea” and call Rachel Blackman Frank at (203) 957-1776 if you would like to participate in volunteering to produce this memorable event.

B'ruch Habaim: Welcome to the Chapter's Newest Members

Life Members

Chaya Ceitlin
Angela Gordon
Babette Hines
Rae Horton
Dr. Heather Kahn
Cheryl Klein
Liba Miriam Nemes
Sylvia Edison Sands

Annual Members

Dr. Sarah Clunis
Marlene Friedman
Dr. Raga Malaty
Betty Trachtman

Transfers to our Chapter

Shayna Tova Blum
Cheri Meisel
Cheryl Slane

Rachel Slane
Goldi Yaillen
Judy Yaillen

Child Associates

Gittel Gneshe Nemes

Associates

Jack Fallas
Jacob (Jake) Kottle
David Arlan Picker
Marc Ian Picker
Eugene Nathan Sands

Give the gift of membership to family members (children, grandchildren, husbands, cousins, aunts, uncles, nieces, nephews, etc.) and friends or encourage/recruit them to join Hadassah. An annual membership is \$36, life membership is \$212, and an associate membership (for males) is \$212.

There are two ways to join. A paper application may be completed and mailed with a check to National Hadassah or one may join online at www.hadassah.org with a credit card. Don't forget to specify "New Orleans" as the chapter with which you want to affiliate. If life membership is desired and you join online, you may

choose the six-month payment option and pay approximately \$36/month. If you have an annual membership, you may upgrade to a life membership. If you join online, please e-mail a copy of the welcome letter you will receive from National Hadassah to annsands@aol.com so that your name may be added to our membership roster immediately.

Questions? Contact Charisse Sands at 504-888-2824 or email annsands@aol.com — please put "I want to join Hadassah" in the subject line.

Hadassah Perpetual Yahrzeit

Establish a yahrzeit in Israel to memorialize a loved one or establish an Advanced Yahrzeit in Israel for yourself if you desire to plan for the future. A one-time tax-deductible donation of \$1,000 ensures that the designated yahrzeit date will be observed in perpetuity. Kaddish prayers will be recited annually for loved ones or contributors at the Abbell Synagogue located in the Hadassah-Hebrew University Medical Center at Ein Kerem, Jerusalem. You will receive a notice yearly providing you with both the Hebrew and English dates and

reminding you to observe the yahrzeit. The donation also supports Hadassah Medical Organization activities.

To establish the Perpetual Yahrzeit, fill out the form on the National Hadassah website at http://archive.hadassah.org/about/content/forms/Yahrzeit_Form.pdf. For further information or to receive a hard copy of the form, contact Sandra Chass Goldsmith, Perpetual Yahrzeit Program Chair, at scm04@yahoo.com, (504) 458-3911 or (732) 354-3434.

ADVOCACY – IT'S WHAT WE DO!

By Teri Gross, Programing/Advocacy Vice President

The whirlwind Hadassah weekend began for me on Thursday morning in Baton Rouge when I participated in "Louisiana Rising," an all-day legislative/advocacy training and networking day sponsored by the League of Women of Voters. On Friday, I began a weekend of exploration with the Hadassah Big Easy: SUPER SOUTH Tri-Region Spring Conference. The speakers were inspirational and provided a blueprint for our own advocacy efforts. But the most important lesson we learned was that this is not a one-shot program! A cause has to be ongoing, with a goal and measurable results.

So what does all this have to do with the Advocacy Committee? First, I am proposing a name change to Advocacy Team—one of first lessons of the weekend. When you have a team, that means we're all in it together; we work together to succeed or not. I hope you will agree! Second, when I started to think about all the things Hadassah does, they all involve some form of advocacy—whether it is providing health education or support for specific legislation.

The Louisiana Legislature began its new session on April 13. As a member of the LAW (Legislative Agenda for Women) Coalition, Hadassah will be advocating with our coalition partners on issues that seek to improve the lives of women, children, and families in Louisiana. LAW sends email alerts on what is happening in Baton Rouge. While we cannot be in Baton Rouge on all issues, I will send out action alerts related to key Hadassah priorities.

So what can you DO? Be a part of Hadassah's power of women who ADVOCATE:

- When you receive an action alert, send emails and make phone calls to state & federal legislators. Then let us know you have taken action!
- Encourage others to take action.
- Find out who your state representative and senators, as well as members of

Congress, are by going to this website: www.legis.la.gov/legis/FindMyLegislators.aspx. It has phone & fax numbers, email addresses, and names of legislative aides.

- Go to <http://www.hadassah.org> and click on Take Action.

Under Advocate, click on Contact Government Officials—there you will be able to sign up and create your own Hadassah Action Center account where you'll have access to legislative information, along with your state & federal legislators' contact information.

- Get involved by reading about advocacy and the areas in which Hadassah is involved at <http://www.hadassah.org/advocate/> where you can also sign up for action alerts.
- Attend meetings as a constituent with your legislator and as a representative of Hadassah when needed.

By now you may be asking, what is the cause that we are going to be promoting? To help choose that cause, you have to join the team. You have to be a part of the planning process as we decide what our cause is going to be and how we are going to promote it in our community.

Be an ADVOCATE. Be part of the power of women who DO!

Welcome new Keeper of the Gate, Leslie Lieberman Loeb of Baton Rouge!

Leslie designated the disadvantaged teens program of Youth Aliyah to receive her contribution this year.

Keepers of the Gate stand up and say, "Hadassah, you can count on me for an annual contribution of at least \$1,000, for as long as I am able to do so!"

For more information, contact Patty C. Ungar, (504) 455-2050.



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Sex, Lies and Politics: A Panel on Human Trafficking

The rain couldn't keep over 75 people from attending "Sex, Lies and Politics: A Panel on Human Trafficking" at Shir Chadash last month.

Robin Chapman, a licensed clinical social worker who serves as the victim assistance specialist for Homeland Security Investigations (HSI), provided a definition of sex trafficking and discussed the work of HSI in the region to prevent and prosecute trafficking and protect victims. The panel also included Laura Murphy and Rae Taylor from the Modern Slavery Research Project at Loyola University, who discussed their research and related individuals' stories and experiences. Tania Tetlow, who was director of the

Domestic Violence Clinic at Tulane University Law School for many years, brought sex trafficking into the broader context of violence against women and how it is addressed by the criminal justice system. The moderator was Michelle Erenberg, state policy advocate with the National Council of Jewish Women.

The panel identified many barriers to protecting victims including deficiencies in the criminal justice system and police training and lack of funding for victim services at the state and federal level. One point was very clear: Public education and advocacy are needed to prevent the conditions in our communities that make women and young people vulnerable to violence and traffickers.

Please Note

It is very important for Hadassah to have your current email address, so you can stay abreast of the latest news from the New Orleans Chapter. Email is the primary way we notify our members and associates of upcoming events, because mailing printed announcements is costly. Please send your correct email address to:

Lazelle and Becky Alexander, 5220 Green Acres Court, Metairie, La. 70003, aviva1962@cox.net.