

HADASSAH



# HADASSAH

N'AWLINS STYLE

May 2018 | Iyyar/Sivan 5778

## 2018 OFFICERS

### Co-Presidents

Betty Moore &  
Helen Stone

### Co-VPs Advocacy

Teri Gross &  
Ilana Reisin

### VP Education

Rochelle Adler Effron

### VP Leadership

Development  
Charisse Fallas Sands

### Co-VPs Membership

Helena Nathan &  
Fran Simon

### VP Programming

Cindy Denn

### Treasurer

Arlene Hines

### Corresponding Secretary

Carrie Paillet Kanter

### Recording Secretary

Judy Stiebel

### Ex Officio President

Charisse Fallas Sands

JOIN US IN HONORING

*Lazelle Alexander*

**HADASSAH NEW ORLEANS  
HONORARY VICE PRESIDENT**

**Sunday, June 3, 2018**

**11:00 a.m. – Cash bar • Noon – Luncheon**

**Couvert: \$36**

**Ralph's on the Park, 900 City Park Avenue**

Complimentary Valet Parking



Please send your reservation by check payable to Hadassah GNO by May 28 to:  
Judy Stiebel, 9 Moselle Dr., Kenner, LA 70065-1123, 504-472-4319 (c) 504-914-2941,  
judysteib@aol.com.

For credit card reservations contact Arlene Hines at 444-6496 or ahines1946@yahoo.com.

Please indicate your entrée preference, fish or vegetarian, when making your reservation.

**Lazelle Watsky Alexander** has been active in Hadassah since the early 1960s, when she served as the president of B'not Shalom, an offshoot of the New Orleans chapter for young working women. Lazelle's love for Hadassah was shared with her beloved husband, Dan, of blessed memory, as well as with Amy, Becky, Sam, Ellen, Hillary, Ben, and Lexi. Behind the scenes, Lazelle and Becky keep the chapter membership roster updated with detailed precision. Lazelle has received numerous awards for her hard work and dedication, including the 1993 Southern Region "Woman of the Year," 1995 "Woman of Valor," and the National Leadership Award. We look forward to her continued inspiration.

To better understand the significance of this historic event, we checked the Louisiana Research Collection at Tulane University and talked to the past presidents of Hadassah New Orleans. In 1917, Ida Weiss Friend founded Hadassah New Orleans, becoming the first president of one of the oldest Hadassah membership groups. Following in her footsteps, over the past century we have elected nearly 100 presidents of the chapter and its various subgroups. Yet, in this time, we have only selected three Honorary Vice Presidents: Rosalie Cohen, Cesil Levin, and Libbye Gordon. Like Lazelle, each and every one of those women had a passion and strong commitment to Hadassah. Each of these women went above and beyond to serve our endeavors to keep Hadassah's mission strong. Please join us to celebrate this great honor for Lazelle Alexander and for Hadassah.

## A Message from your Co-Presidents



Dear Friends,

As we begin the start of our journey as co-presidents, we are so looking forward to working with all the members of our local New Orleans chapter of Hadassah.

Recently we held a Passover wine tasting event at Kosher Cajun, which was not only a fun gathering but also was a fundraiser: Kosher Cajun contributed 10% of wine sales for that evening to our chapter. Betty also hosted a lively and productive forum for young women of Hadassah at her home to discuss how the chapter can more effectively engage millennials.



As you can read in this bulletin, the chapter is planning a variety of exciting programs in the coming year. In June we will have two special events: a luncheon to honor Lazelle Alexander as an honorary vice president and a lecture/discussion on women's heart health. Also in the planning stages are classes in self-defense for women and panel discussions on sexual harassment in the workplace and domestic violence. We are very excited to announce that work has already begun to publish a new Directory for distribution in early January 2019. The success of this project will provide funding for many of our projects.

Together our chapter will do great work!

B'shalom, Betty Moore and Helen Stone



## A Message from the Outgoing President



Dear Hadassah New Orleans,

Thank you for honoring me with the presidency of our chapter for 2016–2017. As I reflect on the past two years, I am amazed at all we have accomplished. High goals were set, and we surpassed them. This was validated by Hadassah New Orleans being named “Star of the Southern Region” in 2017.

### Highlights of 2016–2017

**Membership:** We enrolled 21 new life members and 58 annual members, and 8 women transferred their memberships

**PRAZE (Programming, Advocacy, Zionism, Education):** We created innovative programs (with multiple co-sponsors) and fostered community relations. Examples of some of these programs were the “How to Raise a Mensch” parenting series, which was given twice; “Neat Eats: In Pursuit of Good Health” presented to multiple schools and organizations; and panel discussions on defining Zionism, advocacy education, and sex, lies, and politics.

Two physicians from Hadassah Medical Organization visited NOLA and enlightened us at three events: Dr. Dimitrios Karussis, a neurologist who specializes in stem cells and ALS research, and Dr. Joshua Schroeder, an orthopedist specializing in robotic surgery, spoke about cutting-edge research and medical practices in their respective fields. In addition, Dr. Jimmy Ellis, a medical oncologist, spoke about melanoma risk factors, prevention, and treatment.

A series of leadership development seminars is in the planning stages.

**Communications/Public Relations/Marketing:** We expanded our online presence via increased postings/views on our Facebook page, website, and e-mails and events we posted on non-Hadassah online

sites. We were rated #2 favorite nonprofit in a *Talk of the Town* survey and had articles published in multiple newspapers and magazines.

**Fundraising:** We outdid ourselves in raising money for Hadassah hospitals/medical research/programs and projects through one-time and ongoing fundraisers. We revived our certificates program and began group certificate accounts; sold Hadassah greeting cards, tree certificates, honey for Rosh Hashanah, and “Is Your Hair Made of Donuts?” books; and participated in GiveNola. We also increased the number of annual givers.

We also held two galas, Hadassah Goes Bollywood (2016) and Free the Tatas (2017). Both involved numerous volunteers who committed hours of their time and expended much energy to ensure that Hadassah New Orleans would be able to raise funds and educate the community about Hadassah. Both were successful, and we should be very proud of ourselves!

### Total funds raised 2016–2017: \$222,000

A huge thank you to my Board and to everyone who financially supported and/or volunteered in any capacity for Hadassah New Orleans. We could not have achieved success without you.

Hadassah occupies a special niche in my heart. In the coming years I will continue volunteering for Hadassah, and I look forward to working with you. May the incoming Board have fun and continue to build on the successes Hadassah New Orleans has experienced in the past 100 years.

Hadassah is the power of women who do!

B'Shalom, Charisse Sands

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

Please say "welcome" to our Chapter's new members!

## Life Members

Laura Fuhrman  
(transfer)  
Sara Kottle (transfer)  
Naomi Klos Yavneh  
Leigh Miller  
Michelle Seiler Tucker

## Annual Members

Donna Cohen  
Barbara Kreisler  
Tiffany Laiken Oestreicher  
Deborah Marx  
Elissa Millman

If you know of someone who might be interested in Hadassah membership, please invite her to join you at an upcoming chapter event. In addition, we would be delighted to take any prospective member to coffee/tea to discuss Hadassah. Just give us a call to let us know who's interested in hearing more. And, if you'd like to serve on the membership team, please get in touch with us.

Thanks, Your Co-VPs of Membership

Helena Nathan, 504-430-1980  
Fran Simon, 504-858-3833

## Members: The Heart of Our Chapter

To celebrate our members, we held two special events in this past winter and spring. In late December, Hadassah members and prospective members gathered for a delicious luncheon catered by Casablanca at which new friendships were made and Hadassah history/projects/programs and annual giving were discussed. Three women joined Hadassah at the luncheon.

And in March we sampled seven kosher wines at the pre-Passover wine-tasting event at Kosher Cajun. Tony Pecoraro, state portfolio manager for D&E Wine Group, a division of Southern Glazer's, presented the wines and gave an informative talk. Thanks to Joel Brown, who donated 10% of the evening's wine sales to Hadassah.

We can't do it without YOU, our members! Many thanks to the members who volunteered to work at our outreach table at LimmudFest on Sunday, March 18: Amy & Lazelle Alexander, Donna Cohen, Cindy Denn, Rochelle Adler Effron, Fran Lake, Ilana Reisin, Rochelle Sackett, Charisse Sands, Diane Schleifstein and Helen Stone. Because of your efforts, several women have expressed interest in becoming Hadassah members.

## Annual Giving/ Keepers of the Gate

Annual givers stand up and say, "Hadassah, you can count on me for an annual contribution of at least the minimum for my category for as long as I am able to do so!"

Keepers of the Gate is a recurring gift program for donors who can give \$1,000 or more annually. Donors of this program save lives every day, ensure Jewish continuity and tomorrow's medical miracles, and provide a bright future for children-at-risk. They proudly wear the David's Harp pin and recognize the positive impact of what an annual gift means to the work of Hadassah.

We welcome the following new annual givers:

- **Chai Society** (\$180/year) – Teri Gross and Charisse Sands
- **Young Keepers** – Sara Sands, Mirit Sands, and Chaviva Sands
- **Traditional Keeper** (\$1,000/year) – Judy Newman

Our annual "Thank You" Event for Keepers of the Gate will be held on **September 16, 2018**. Please mark your calendars!

If you are interested in becoming a Keeper or Annual Giver, or know someone who is, please contact Patty Ungar at 504-957-6217 or Joy Feldman at 401-855-8800.

## GROUP CERTIFICATES MAKE IT EASY!

Wouldn't you like to *easily* celebrate your friends' (who don't have to be a member of Hadassah) simchas or send your condolences to them? Hadassah New Orleans has an easy way for you to send a beautifully designed and **large certificate** for such occasions for only \$5.00. No longer will you be writing multiple checks, addressing envelopes, finding stamps, and heading to the post office.

### Here's how it works:

1. Send a check payable to Hadassah for \$25 and up to Sylvia Finger, and a "draw down account" (group certificate account) will be opened in your name.
2. Every time you receive a mazel tov or condolence e-mail from Hadassah or your synagogue, and you would like to send your thoughts to that person/family, send Sylvia an e-mail at [isfinger@cox.net](mailto:isfinger@cox.net) saying that you wish to be added to a certificate for that occasion. Your name will be added **to that group certificate**.
3. Then \$5.00 will be deducted from your "draw down account" (group certificate account), and you will be sent an e-mail with the remaining balance.
4. When five people or more have responded, the appropriate **large certificate** will be sent.
5. Send your check to Sylvia Finger, 4816 Green Acres Court, Metairie, LA 70003-1106.

**Questions?** Contact Sylvia at [isfinger@cox.net](mailto:isfinger@cox.net) or 504-456-1398.

## TO YOUR HEALTH!

### BLADDERS MATTER

HADASSAH, in conjunction with the NATIONAL COUNCIL OF JEWISH WOMEN, welcomes **Dr. Margie Kahn, Urogynecologist, OB/GYN**, who will speak on **Tuesday, May 8**, about pelvic floor disorders.

Statistics show that about one-third of American women will experience a pelvic floor disorder sometime during their lifetime. Dr. Kahn will discuss this conditions most common symptoms and other related concerns.

**Home of Joyce Pulitzer  
14 Audubon Place, Uptown**

**Tuesday, May 8, 2018  
12:00pm - 1:30pm**

**\$15.00 Includes Lunch**

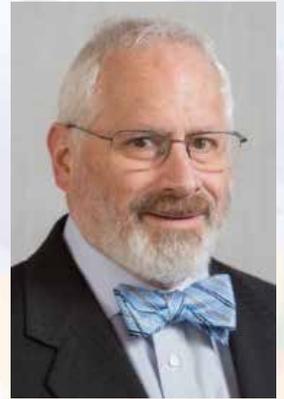
**SEATING IS LIMITED  
KINDLY RSVP BY APRIL 30th**

Send check to NCJW office at 6221 South Claiborne Ave #208, NOLA 70118. Or contact NCJW at 504-861-7788 or ncjwno@gmail.com.

### What You Don't Know Could Kill You

Heart disease is the No. 1 killer of U.S. women, causing 1 in 4 deaths each year, yet few of us know about its warning signs. This lack of knowledge can put you at risk.

On **Sunday, June 10, at 10:30 a.m.**, Dr. Mark Effron, a heart specialist at the Ochsner Medical Center, will share the latest information about heart disease in women and what can be done to prevent and treat this major problem.



Dr. Effron was on the faculty of the Johns Hopkins University School of Medicine and Director of the Coronary Care Unit and Cardiovascular Research Laboratory at Sinai Hospital in Baltimore. He subsequently entered the pharmaceutical industry with Eli Lilly and Company, focusing on the use of drugs affecting blood clotting in the treatment of cardiovascular disease. Since 2016, Dr. Effron has been with the Ochsner Medical Center where he is Medical Director for Research for the Ochsner Health System; practices, teaches, and does research in cardiology; and is an Associate Professor in the Ochsner Clinical School of the University of Queensland (Australia) Medical School.

This important and informative program will be held at the home of Rochelle Adler Effron, **5113 Bissonet Drive in Metairie**. Light snacks will be served, and a small donation is requested to cover expenses. For more information, contact Rochelle at raemath@gmail.com.

### HADASSAH READERS' CIRCLE

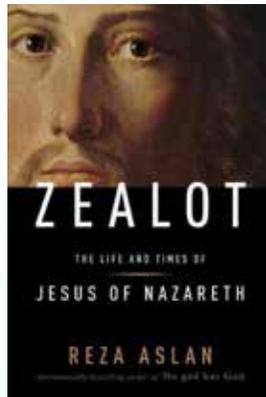
Join the Readers' Circle at its next lively discussion, which, as always, will be accompanied by tasty refreshments.

**Wednesday, May 23, 7-9 p.m.**

*Zealot: The Life and Times of Jesus of Nazareth*, by Iranian American author Reza Aslan. The author suggests that Jesus was a "political rebellious and eschatological (end times) Jew whose proclamation of the coming Kingdom of God was a call for regime change for ending Roman hegemony over Judea and ending a corrupt, aristocratic priesthood."

**Host:** Shelley Katz

**Reservations:** ~~contact Mary Collins at 504.400.4587 or collinsmary1789@hotmail.com,~~



### New Edition of the Hadassah Directory Is in the Works

Plans are underway to deliver a new Hadassah Membership Directory & Business Guide in January 2019.

Every member will shortly receive emailed information about how you can help us make this our most successful directory ever. Getting ads is easy: just think of whom you do business with in the community and ask them to advertise. We will be asking those who have gotten ads in the past to reach out to advertisers they have contacted in previous years. The deadline for ads is August 31, 2018.

For more information or ad contract forms, contact Briann Shear at 504-495-5552 or bshear@sheargrafix.com.

## Free the Tatas: Hadassah Bares All

Free the Tatas was an amazing two-part event hosted by the women of Hadassah New Orleans! Money was raised in an innovative and unforgettable way for groundbreaking breast cancer research.

The first part was Free the Tatas Paint Day, in which nineteen models, all of whom were breast cancer survivors, had their torsos artistically painted by local artists. When completed, a photographer took pictures of the “artwork” and the images were transferred to canvases.

These spectacular works of art were revealed and auctioned on Saturday, September 9, 2017 at the gala discotheque, Free the Tatas, Hadassah Bares All for A.R.T. (Awareness, Research and Treatment), held at the Cannery in New Orleans.

This year we had a special opportunity to honor Cathy Bart and Judy Lieberman, two women who were at the forefront of preventive treatments against breast cancer over fifteen years ago. Before the BRCA-positive gene was widely known and aggressive treatments were accepted, both of these women decided to take a progressive approach against breast cancer. Thanks to women like Cathy and Judy, preventive treatments are more widely accepted and understood today.

In addition to “revealing” the artwork, this festive evening had an outstanding silent auction; 70’s disco music; the magical touch of Ms. Trixie Minx, burlesque dancer extraordinaire; delicious small bites of foods from around the world; cocktails; and desserts—while raising funds that will enable Hadassah to promote awareness, continue research, and provide treatment of breast cancer.



*Rabbi Gabe and Abby Greenberg, and Roselle and Stanley Ungar bring the 1970s to life.*



*Co-chairs Evette Ungar and Cheryl Mintz Bauman celebrate with Brett Bauman.*



*Trixie Minx struts her stuff*

*Photos by Alan Smason/Crescent City Jewish News*

## Mazel Tov!

**Evette Ungar** was honored as Hadassah New Orleans’ Southern Region Woman of the Year at the Southern Region Board Meeting in Birmingham in February. A sixth-generation Hadassah member, Evette has been involved in Hadassah before she even knew what Hadassah was. From stuffing envelopes as a child to co-chairing the very successful 2017 Free the Tatas Disco Gala fundraiser, she has been an integral part of Hadassah. Evette is looking forward to many more decades of involvement in Hadassah!



*Evette is honored at the Southern Region Board Meeting for her leadership.*

And a mazel tov to **Charisse Sands** on becoming Southern Region Vice-President of Leadership Development.

HADASSAH



5220 GREEN ACRES CT.  
METAIRIE, LA 70003

ADDRESS SERVICE REQUESTED

## HADASSAH TAKES A STAND IN SUPPORTING REASONABLE GUN CONTROL LEGISLATION!

There have been several gun control bills introduced in this legislative session and Co-Vice Presidents for Advocacy, Teri Gross and Ilana Reisin, are in the process of analyzing which ones are in line with Hadassah's long history of supporting gun control laws.

Keep an eye out for email blasts!! We don't usually have a lot of warning when hearings will take place, but we will need you to call and write your legislators!

If you are interested in participating or just getting involved with advocacy, please contact Teri Gross, [terigross@ymail.com](mailto:terigross@ymail.com) or Ilana Reisin, [ilanareisin@gmail.com](mailto:ilanareisin@gmail.com).



*Co Vice-Presidents for Advocacy, Ilana Reisin and Teri Gross, participate with LOUISIANA MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA at its Lobby Day at the Baton Rouge State Capitol.*

### SAVE THE DATE

- GiveNOLA Day..... Tuesday, May 1
- Bladders Matter ..... Tuesday, May 8
- Readers' Circle ..... Wednesday, May 23
- Honoring Lazelle Alexander .... Sunday, June 3
- Heart Health..... Sunday, June 10
- Keepers of the Gate..... Sunday, September 18