



CHBS LODGE #966

The Award Winning

# Cherry Drop



A Publication of Cherry Hill Lodge #966 of Brith Sholom

Editor: Bruce Konefsky  
bruce@thethemefactory.com

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Website: [www.chbs966.com](http://www.chbs966.com)

covid 2020

You're Never Alone When You Belong To Brith Sholom

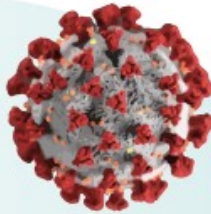
CHBS has joined the media generation! Follow us at:

[www.chbs966.com](http://www.chbs966.com)

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SPECIAL  
EDITION  
COVID-19



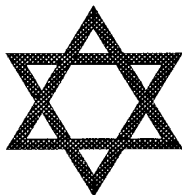
October Birthdays

Robert Bliss 10-5

Ric Costow 10-20

FYI!

The Annual Affair has been Sold Out!



Platt  
Memorial Chapels, Inc.

2001 Berlin Road Cherry Hill, New Jersey 08003

Bernard A. Platt, Director NJ Lic. No. 3480

Harry A. Platt, Manager NJ Lic. No. 3824 Alison Platt-Tarnopol, Director NJ Lic. No. 4542

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**LODGE OFFICERS 2019 – 2020**

President	Bruce Konefsky
1st Vice President	Marc Weinberger
2nd Vice President	Marc Witte
3rd Vice President	Scott Bennett
Recording Sec’y	Marc Richman
Corresponding Sec’y	Allen Block
Treasurer	Victor Rubinson
Financial Sec’y	Marc Weinberger
Conductor	Ric Costow
Chaplain	Rob Thomson
Inner Guard	Elliot Bodofsky
Outer Guard	Jerry Abrams
Immediate Past President	Marc Richman

**LODGE COMMITTEES**

Building Fund	Victor Rubinson
Calendar	
Charity	Hal Hirsch
Cherry Drop	Bruce Konefsky, Marc Richman Lee Widman, Hal Hirsch
Comm. Involvement	Lee Widman
Technology	Rick Weiser
Media/Website	Rick Weiser
Membership	Marc Witte
Nat'l Brith Sholom	Victor Rubinson
Publicity	Allen Block
Scholarship	Marc Richman
Social	Victor Rubinson
Finance Club	Dennis Jefferson
Sunshine/Bereavement	Rob Thomson
Tennis	Marc Richman
<b>Board of Trustees</b>	
	Allen Block
	Victor Rubinson
	Rick Weiser

**The Next General Meeting:**  
**Tuesday**  
**July 7th**  
**7:30 PM Meeting**  
We are not sure if this will be  
At Uno’s or if its virtual.  
Please contact us if you wish  
to attend.  
**Members & Guests**  
**Welcome!!!**  
**\$5 Dinner fee**

**CALENDAR OF EVENTS**

10-23-2020 Men's Retreat

**YASGUR EYE ASSOCIATES**

BOARD CERTIFIED OPHTHALMOLOGIST  
 VISION CORRECTION  
 DISEASES AND SURGERY OF THE EYES

CHERRY HILL PLAZA  
 1415 E. ROUTE 70, SUITE 404  
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WELL VISION EXAMS & CONTACT LENSES \* ADVANCED CATARACT &  
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 COSMETIC BLEPHAROPLASTY & RECONSTRUCTION

**Editor.. Bruce Konefsky**

All material for inclusion in the next Cherry Drop should be submitted by the 25th of the month by Email only with the subject “cherry drop”.

1614 Prince Dr.  
 Cherry Hill, NJ 08003  
 215-409-8349

Email Address:

**bruce@thethemefactory.com**

## President's Message

### CHBS President's Message – May 2020



Brothers, as I was reading my last message, I had to chuckle at what our new normal is today. I never would have thought our lives would be so interrupted by this pandemic.

At this time some businesses, parks, campgrounds and other services are being opened up and resuming operation with restrictions. I am hoping it's not too late for many businesses.

To the members that are on the frontline of this pandemic and have to service the public I applaud your dedication and commitment, please be safe. Appreciation for our 1st responders, police officers and firefighters should also be given in these tumultuous day in our cities with all the violent demonstrations. This is truly a difficult time in our nations history.

This will be my last Presidents Message. As I look back on my tenure I was very pleased at how this year started out. We had many events planned that were going to be well attended, our Monthly outings for the guys and membership growth.

I welcome Marc Weinberger as our incoming President and know that he will do great things for the lodge as we emerge from this pandemic.

I truly hope we are at a turning point towards getting back to at least a semi-normal time and would be glad to see you all soon in person.

Thank you all for the honor of being your President this last year.

Please, everyone be safe through these times.

Have a Healthy and Prosperous Year and may you all be inscribed in the book of life.

Cheers

Bruce Konefsky  
President CHBS #966

### *Eye Care* PHYSICIANS & SURGEONS of New Jersey



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## Virtual Bingo!

In this Social Distancing time that we are in, Brith Sholom rose to the occasion!

To Help the JFCS Betsy and Peter Fischer Food Pantry's, CHBS #966 held 3 virtual Bingo Nights and donated the proceeds.

In all, more than 2500.00 was raised! Way to go CHBS!

With the enormous help of Rick Weiser, we coordinated dates, sales of board purchasing, and a virtual platform to play the games. Everyone could see everyone else during the fun and jokes were being told during the break.

Maybe next time we can be in the same room to have the fun continue.

Thank you all who donated and participated.

**Would you like to be involved with organizing social events for CHBS? Have ideas for new events?**

**Share your thoughts and join us in organizing events for the lodge**

**By Contacting Victor at [VictorRubinson@gmail.com](mailto:VictorRubinson@gmail.com)**

# Community Outreach

April 21, 2020

Rick Wiesley  
Cherry Hill B'rith Sholom Lodge 966  
PO Box 4714  
Cherry Hill, NJ 08034



Dear Rick:

On behalf of Jewish Family & Children's Service (JFCS), thank you for your contribution of multiple bags of food to support our Betsy and Peter Fischer Food Pantries. Because of generous donors like you, in the last year JFCS was able to provide 4,498 individuals with wholesome food and personal care items. Your donation will enable us to continue supporting our neighbors in need with compassion and respect.

Food is something many of us take for granted; we simply don't think about how lucky we are to have access to the foods we want and need. Sadly, there are many people in our own community who don't enjoy that sense of security. Hunger is often hidden in plain sight, but it's a painful reality for thousands of people living in South Jersey. By helping our neighbors who hunger for a helping hand, you are making South Jersey a happier, healthier place for all of us to call home.

Your gift will be recognized as received from *Cherry Hill B'rith Sholom Lodge 966* in our publicity and acknowledgment materials. If you wish to remain anonymous or would like to make any changes to the way you are listed, please contact Kelly Guiliano at [kguiliano@jfcsnj.org](mailto:kguiliano@jfcsnj.org) or (856) 424-1333.

On behalf of every family that counts on JFCS for sustenance, we thank you from the bottom of our hearts.

Sincerely,

Marla Meyers  
Executive Director

Miriam Feldman  
President, Board of Directors



MAIN OFFICE: 1301 Springdale Road, Suite 150, CHERRY HILL, NJ 08003  
856-424-1333 | [www.jfcsnj.org](http://www.jfcsnj.org)

We give help. We give hope.

**JAY W. MALIS MEMORIAL SCHOLARSHIP**

Brith Sholom is pleased to announce our Scholarship Recipients for Spring 2020. May you continue to grow and be successful in your endeavors.

Naomi Abrams  
Aviva Lerman  
Hailey Weinberger

These three young women and their member fathers have successfully met the requirements to receive the Jay W. Malis Memorial Scholarship. We at Brith Sholom are very proud of our upcoming youth.

Featured in the next few Pages will be their essays submitted in the application.



**JAY W. MALIS MEMORIAL SCHOLARSHIP**

Naomi Abrams

How do you expect college life will change you?

Making the decision of which college to go to is an extremely scary one because that decision helps shape my life path. However, I know going into college that I will change and become more self-actualized. At this point in my life, I am still unsure of many things such as what job I will have, what classes I want to take, who I will be friends with, and the list goes on and on. Right now, I am not totally set on all my beliefs and am still learning. So I expect that college will be a continuation of my learning. I will start to decide what I believe politically, what I want in a partner, and what I want from life. Although my beliefs and personality may change, I don't expect my core values to change. Like for example, I know that my Jewish Heritage will stay strong and it will still be important to me to show kindness to others.

I expect to have fun in college and to learn/try new things. I will have the freedom that I never really had before, but I will work hard and I expect that I will change for the better.

**JAY W. MALIS MEMORIAL SCHOLARSHIP**

Aviva Lerman

How Collage Life Has Changed Me

I first entered Rutgers University a nervous, but excited, "poster child". I had excellent grades all throughout high school, always told my parents where I was going and who I was with, and had a "perfect relationship" with my long-term boyfriend. "College is a breeze", I thought, "I'm good at school and have my boyfriend to help me".

Boy, was I wrong. Not two weeks after moving in, I was thrown into the infamous difficulty of General Chemistry and was abruptly left single. The shock of everything changing so quickly really affected my mindset and, consequently, my grades. That semester, I had a tumultuous "rebound relationship" with a less-than-ideal boy, I for the first time was not succeeding in my classes, and I was calling my friends multiple times a week crying that I missed them!

Getting my GPA back over winter break was really the slap back to life that I needed. My new guy turned out to be a bust and my grades were below par. I knew I needed to make a change, both academically and personally. Over break, I studied for my upcoming courses, spoke with the friends I had made in college apologizing for my whirlwind behavior, and spent time with my family and friends from home. I got over the boys and accepted that school was not as easy as I had anticipated. Going into the spring, I felt refreshed, happy, and ready to achieve my goals!

I enrolled in tutoring, studied multiple hours a night, became more involved in extracurriculars, and made new, lasting friendships while strengthening the friendships with the people I had met in the fall. Although I got sent home early due to the outbreak, I feel as though my second semester was a total success and a total 180 from my first.

College is most certainly not "a breeze". It is a lot of difficult work and requires a strong mind and good time-management skills. My story is not similar to the girls I graduated high school with, but in the end, I feel as though I achieved a great deal. I learned to ask for help when I need it, to be self-reliant, and that the strongest friendships can form from the most unexpected situations.

College life changed me for the better and I am ready to take on my next three years of Rutgers with drive and a smile on my face. Look out, world! I've learned I'm intelligent and independent, and I have a doctorate to one day achieve!



**JAY W. MALIS MEMORIAL SCHOLARSHIP**

Hailey Weinberger

### College Experience

Since embarking on my college career, I have found lots of internal change enter my life. With each section of our existence we experience a lot of challenges, but never in my time have I felt the gain of more knowledge. Prior to entering Rowan my piece of the world felt insignificant and stagnant; however, I have learned that existence is all a part of one moving machine.

During my Freshman year, I was exposed to a much larger economic and cultural spectrum than during my years in Cherry Hill. Although I was always aware of the variety, I only ever was informed on the media's perspective. It is no wonder that diversity is taught as such a positive asset in the business world, as a marketing major, I can now see the immense benefit of experience and perspective it brings to the table.

Because of this realization, upon entering my Sophomore year I fell in love with anthropology. In necessity to take scientific literacy I opted to take Archeology. I mean, how hard can it be to dig up old stuff. Turns out it can be pretty complex, but I will spare you the boring details. Archeology happens to be one of the four fields of anthropology. The study of people, society, and culture had fallen into my lap at the perfect moment. I had just begun my own journey in the world.

With a new passion, I made the executive decision to add it as a second major. I must admit anthropology and marketing are not a clear combination; however, for my goals, they shaped great stepping stones into the future. Anthropology helps us to understand climate change from the people of yesterday, the problems of ethnocentrism, and ethical qualms. These are only a few issues that companies may be affecting. Corporate social responsibility, or CSR, is now a growing concern for many large businesses, and with climate change beginning to have serious effects, now is the time for a change. After receiving my masters, I plan to pursue a career in CSR; so I know I did my part in Tikun Olam.

When I was a senior in high school applying to colleges, I had no idea what path to take. Now I can say not only have I found a sustainable tomorrow, but a passionate one as well. How has college changed me you ask? College has not only educated me but produced a contributing and eager young member of society.

**"THERE'S A SAYING AMONG US,  
WE USE ALL THE TIME,**

**IT'S A REALLY GOOD SAYING, BUT SO HARD TO  
RHYME.**

**WE ALL GREET EACH OTHER AS EVERYONE KNOWS,**

**WITH THIS WONDERFUL SAYING; AND HERE'S HOW IT  
GOES:**

**YOU'RE NEVER ALONE, YOU'RE NEVER ALONE; YOU'RE NEVER  
ALONE, WHEN**

**YOU'RE IN BRITH SHOLOM.**

**YOU'RE NEVER ALONE, YOU'RE NEVER ALONE; YOU'RE NEVER  
ALONE, WHEN**

**YOU'RE IN BRITH SHOLOM.**

Song & Lyrics by  
Bob Sperling



**The Cherry Drop**

Cherry Hill Brith Sholom #966  
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Cherry Hill, NJ 08003

