



Sar-El News

Volume 17 No 1 If not now, when? אם לא עכשיו אימתי חודי אביב 5771 winter-spring 2011

Once again, our "Canadian" October group needed 2 bases: here they are:



Communications



Medical Supplies

President's message

Jack Bordan



As reported in Vol 16 No 2, Len Berk resigned his position as President and was honoured on June 7, 2009, when the Board of Directors presented him with a plaque in recognition of his long devoted service, and named him President Emeritus.

At the same meeting **Harry Wolle**



succeeded me as Vice President, following my appointment as President. The Executive Committee now comprises

Harry, Max Stollar as Board Secretary, Len Berk as Past President and me. Vera Weisz was confirmed as Manager of the Toronto Office. Vera, who started on relatively short notice, has been doing an excellent job.

Our Montreal Office continues to be well-served by Board Secretary Max Stollar, as Manager, and by our newest member of the Montreal Team - **Molly Wolanski**. Molly



and her late husband, strong Zionists ever since their teenage years as members of the *Hashomer Hatzair* youth movement, is a retired business-

woman. She now has time to devote to volunteer work, which she does with enthusiasm not only for us but as well for Montreal's Friendship Circle. Molly was very pleased with her first stint as a Sar-El volunteer with our October group, and she is looking forward to future participation.

At its June meeting, the Board mandated more ambitious advertising for the year, approving regular expenditures in each of the Toronto and Montreal offices plus a special allotment for increased emphasis on advertising nationally. The national ad responsibility was assigned to the Montreal Office. I am grateful to our volunteer contact people, among whom Gerry Lecoven in Vancouver, Judy Shapiro in Calgary, John Goldberg in Halifax, for suggesting the

advertising "vehicles" and for continuing to represent us effectively.

Finally, a word about our registration numbers: We had 153 participations by 149 volunteers, with a healthy mix of "new recruits and veteran sar-elniks". My distinguished predecessor, Len Berk, was aiming for 200. Len, we're getting closer.

I end with a challenge to Montreal - let's see an increase in French speaking volunteers, and to Toronto - let your numbers better reflect the largest Jewish population in Canada. ☆ *Jack Bordan*

Toronto Office News

Vera Weisz



Sar El Canada, and especially the Toronto team, was sad to see the retirement of Len Berk who

served for many years not only as President of Sar El Canada but also as Manager of the Toronto office. We particularly miss the benefit of Len's vast knowledge and experi-

ence. The office hosted the Annual General Meeting of the Sar-El Canada Board on June 7, at which Len Berk was honored.

We have been very busy answering inquiries about the program and signing up volunteers. The website seems to be the way a lot of people find us.

We've held our regular information sessions, and made a presentation at the First Narayever Shul. We are looking forward to a similar synagogue event soon. And, as usual, we participated in Israel Day at Mel Lastman Square. We are now sponsoring part of a Movie Series at Beth Tikvah Synagogue and hope to attract some new volunteers as a result.

I'm grateful to our Office volunteers who have been particularly helpful to me in getting started in my role as manager of the Toronto office. My thanks to Irene Henry, Al Rubinoff, Sarah Tassis and Lazar Greisdorf. ☆ *Vera Weisz*

Montreal Office News

Max Stollar



Volunteers:

2010 was a very good year for Montreal volunteer participation. We registered 75 participants (including 4 who repeated within the year), compared to a total of 66 last year. The highlight was clearly the 27 Montrealers who participated in the October 3rd groups at the Medical Supply and Communication bases.

Regrettably there were only 2 participants this year in the Sar-El part of the Communauté Sépharade Unifiée du Québec - Federation CJA-Sar-El Mission, compared to 14 two years ago. However we have had some discussions with the CSUQ program director and a Francophone couple, who are prepared to promote and organize French-speaking groups, apart from the annual joint Mission.

Advertising:

The Montreal office assumed the responsibility of placing National ads as well as our regular local advertising, for a combined expenditure of \$6500. This will likely incur an approved deficit for the office, but it was considered important to get a wider distribution of our message. (See "National Advertising" below).

Events and meetings:

As in previous years, Sar-El Montrealers participated in community events supporting Israel. In April we had a good group of Sar-elnicks walking with the Sar-El banner in the downtown march and rally celebrating Israel's 62nd birthday. We had our usual information table at the Israel Street Festival opposite the YM/YWHA in June. Our thanks to Lou Ostroff, Max Brown, Eddie Mercer and Rita Scott for staffing our table. Because this event coincided with the date of Sar-El's Annual Board Meeting in Toronto, our board members were not available for the Festival. On September 14 we held a reunion for former and potential volunteers as well as friends of Sar-El. There was a good turnout

including many of the people participating in the Canadian October groups.

The Montreal Team:

Your Montreal Sar-El management team currently includes 3 members of the Board of Directors: Jack Bordan, President, Lenny Malinoff, and Max Stollar, Secretary and Manager of the Montreal Office. We are lucky to have an additional office staff member, Molly Wolanski, who earlier in the year expressed a keen desire to play a role in Sar-El activities. She is now fully involved in the volunteers' registration process and has recently participated in her first Sar-El stint at the Medical Supply base. I wish to thank the Montreal team for the work they did to make this a very successful year for Sar-El Canada in Montreal. ☆

Max Stollar

National Advertising

With a total advertising budget of close to \$9000 this fiscal year, Sar-El is now a player (although a small one) in the wonderful world of advertising.

In previous years we ran only sporadic ads, mainly in the Canadian Jewish News, separately in the National (Toronto) and Montreal editions, as well as occasional inserts in event programs and synagogue bulletins. Last year Montreal implemented a more systematic approach, and contracted for one ad per month for the year in the Montreal edition of the CJN. We monitored for effectiveness by asking each new applicant how she came to hear of Sar-El. While, in most cases it was by word of mouth, some responses indicated that the ads were having an effect.

We are now running a monthly ad, common to both the National (Toronto) and Montreal editions of CJN. We've had two ads in the Jewish Tribune (also distributed nationally), with four more contracted for 2011. We've even gone digital, with a series of ads in an on-line publication, the Winnipeg Jewish Review. Click on our ad and you are linked to the Sar-El Canada website. In Vancouver we've been in the Chanukah edition of the

Jewish Independent and we'll be in the Vancouver Jewish Seniors Directory in 2011. In Alberta an ad appeared in the Jewish Free Press, along with two articles by recent volunteers, Jon Nobleman and Joel Bermack.

On the east coast we have an ad in the Atlantic Jewish Council Directory and in their Shalom Magazine. Closer to home, we're sponsoring a film series at Beth Tikvah synagogue in Toronto.

There is no easy way to determine the effectiveness of advertising, but we are sure that word of mouth is effective. So maybe, at the very least, our ads will remind our "veterans" to spread the word. ☆

Max Stollar

Mourning Doves, Merkavas & M-16s



Roger Neill

Our Self-styled *Meshugana Goy* submitted his annual excellent text that starts out as follows:

It was a quiet Shabbat morning in the Haifa Soldier House; Rosh Hashanah 2010 (1st Tishrei 5771). The building was nearly empty except for about 20 or more "Lone Soldiers"...

Roger's full text, a very good read, is on our website www.sarelcanada.org ☆

Sar-El Ambulance Project



Sar-El Canada is participating in a world-wide Sar-El project to buy and dedicate a new **Magen David Adom Ambulance** in the name of Sar-El. This is a unique collective effort by Sar-El volunteers to add to the Magen David Adom ambulance fleet.

Canadian volunteers may contribute via the CMDA site www.cmdai.org or by contacting a local office of Canadian Magen David Adom. Be sure to indicate

"Sar-El Ambulance Fund". ☆

Volunteer Art Work on Bases



1991 Flag



2010 Marlene Taran and her Flag



Toronto Volunteer Mural



Jeanne Amiga Logo

2011 Schedule

Regular "3-week" programs continue to start at Ben Gurion Airport on a Sunday or Monday **approximately every three weeks, throughout the year**. If you arrive on a

scheduled start day, you will be met at the airport, and driven to your base. If you arrive before a scheduled start date, you must



phone **Pamela Lazarus** (052-821-9945) when you arrive, to make arrangements for joining your group.

It's possible to register for more than one stint, and, for those with limited time, for just a 2-week period. And if you are **really** limited, there are three one-week stints in 2011. (If you want to work with Brits, that's the time.)

Visit our website www.sarelcanada.org and follow the link for the full schedule, or contact a Sar-El Canada office, by email or phone, for your own copy.

In addition to the year-round schedule, we have reserved our **traditional special October Canadian program following Sukkot and Simkhat Torah. This year that means starting on October 23/24, 2011.**

The holiday may pose some travel challenges so, as usual, Sar-El has agreed to special starting date arrangements:

Sunday Oct 23 or Monday Oct 24 or exceptionally TUESDAY Oct 25, or Sunday October 30 (for the last 2 weeks)

International Youth Groups 2011

Age 17 to 25

June 12 to June 30

July 3 to July 21

Group language is English

Register for either one, or both.



Please support our recruiting activity;
advertising is our largest single expenditure

Use the enclosed contribution slip and send your cheque soon.

**Thanks to our Sar-El printer,
Len Nirenberg, of**



www.lithoexpress.ca

Sar-El Canada

National Office

Vera Weisz, Manager

788 Marlee Ave., Suite 315

Toronto, ON M6B 3K1

416-781-6089 toronto@sarelcanada.org

Montreal Office

Max Stollar, Manager

Sar-El Canada at the Bronfman Israel

Experience Centre

1 Carré Cummings Square, Suite 500

Montreal, QC H3W 1M6

514-735-0272 montreal@sarelcanada.org

Editor: Jack Bordan, President

www.sarelcanada.org