

Va’etchanan: The Best Publicity

It’s reasonable to think that publicizing how great we Jews are—how many Nobel prizes we’ve won, social movements we’ve spearheaded, contributions we’ve made to the arts and culture—will get the world to like us. Moses says so himself, in so many words:

“Observe [these laws] faithfully, for that will be proof of your wisdom and discernment to other peoples, who on hearing of all these laws will say, ‘Surely, that great nation is a wise and discerning people!’” (Deuteronomy 4:6)

Unfortunately, “wise and discerning” aren’t the epithets most commonly leveled at us. Our achievements, no matter how consequential, don’t seem to be worth much in the eyes of public opinion, while our flaws, however insignificant, are of outsized importance. For a group that allegedly controls the media, we could be doing a better job of it.

Perhaps we’re pushing the wrong message. Our people are exceptional—but not for any worldly accomplishment. “Whatever arts and sciences may form the characteristic inheritance of the culture of other nations,” writes Rabbi Samson Raphael Hirsch.

“The Jewish science and art is the science and art of building up the whole of personal and national life on the fundamental basis of the consciousness of God and the duties to one’s fellowmen ... [This] will form your distinctive feature in the eyes of the world.”

What we have to offer is beyond any prize-winning discovery: it’s the revelation of a Divine purpose for humanity. The greatest gift we can give is to embrace the gift we were given, to love and live by the Torah and its values. Our best publicity is the better world we create because of it.

Shabbat Shalom.
Rabbi Moe Howard

SINAI TEMPLE CLERGY

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Max Webb Emeritus Rabbi
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Rabbinic Intern

Special thanks to the staff and lay leaders who make Shabbat services exceptional:

- Jessica Green - Executive Director
Jay Harwitt - Ritual Director
Benjamin Fingerhut - Music Director
Cantor Keith Miller - Cantorial Support & B’nai Mitzvah Mentor
Roy Regev - Director of Media and Communications
Christopher Princivalli - Audio Visual Tech
Natalia Rojas – Communications Manager
Rebeka Small – Senior Operations Manager
Amanda Harrison – Program Director
Hannah Buckland – Membership Engagement Coordinator
Judy Begin – Temple Administrator
Sharona Rachmani
Mansour Eslamboly
Michael Silberstein
Ebby Tabariai
Michael Nazarian
David Matloob
Faith Gershbock
Jacob Gershbock

Sam Parsi, Sinai Temple President



SINAI TEMPLE



11 MENACHEM AV 5786 | 25 JULY 2026



PARASHAT VA’ETCHANAN | ואתחנו
SHABBAT NACHAMU | שבת נחמו
THE BAR MITZVAH OF YANIV NAZARIAN
Torah reading begins: Deuteronomy 3:23 (page 1005)
Maftir: Deuteronomy 5:16-18 (page 1020)
Haftarah: Isaiah 40:1-8 (page 1033)
(The First Haftarah of Consolation)
“Who Did God Want to Win the World Cup?”- Sermon by Rabbi Erez Sherman

EMERGENCY SECURITY GRANT

The Emergency Security Grant was made possible through funding from the Jewish Community Foundation of Los Angeles and Jewish Federation Los Angeles.

Honor or remember someone special with a meaningful gift to Sinai Temple. Scan this QR code to make a contribution in their name and create a lasting tribute.



Find us on YouTube at www.youtube.com/@SinaiTemplePresents



MISSION STATEMENT

Sinai Temple is dedicated to providing a welcoming and caring community for its members, devoted to Jewish learning and support for Israel and the Jewish people, and committed to improving ourselves and the world through a growing relationship with God from generation to generation. We are committed to the principles and values of Conservative Judaism and we welcome Jews of all backgrounds and affiliations to observe life cycle events, and pursue our mission through prayer, rituals, learning, music and the other gifts God has given us.

MINCHA & KABBALAT SHABBAT

in Kohn Chapel
Every Friday at 5:45 PM
Also available to watch on YouTube

TORAH AT THE TABLE

in Blumenthal Library Classroom at 9:00 a.m.

SHABBAT SERVICE

in Ziegler Sanctuary at 9:00 a.m.
“Who Did God Want to Win the World Cup?”- Sermon by Rabbi Erez Sherman
Also available to watch on YouTube

DAILY MINYAN

in Kohn Chapel
Monday–Friday at 7:30 a.m.
Sunday morning at 8:30 am
Sunday-Friday evenings at 5:45 pm
Saturday evenings 9:00 p.m. (online only)
Please consult the website for holiday locations and times.

TEMPLE EVENTS

Sinai Speaks: “Religious Responses to Technology”
Wednesday, July 29, 2026 | 7:00 PM | Online
As AI transforms society, religious communities are working to develop thoughtful responses and formal policies. Join Dr. David Zvi Kalman and Co-Senior Rabbi Erez Sherman for a conversation on the challenges of applying ancient wisdom to modern technology, exploring key ethical questions, points of tension, and paths forward.

Dor Chadash: Shabbat on the Roof
Friday, July 31, 2026 | 4:30 PM
Join Dor Chadash at Sinai Temple for a special Shabbat on the Roof on the Jacki and Jeff Karsh Terrace! Bring a picnic, and we'll provide the challah and a special Shabbat treat. Enjoy an afternoon of community, connection, and Shabbat together.

Sinai Speaks: “The High Holiday Spark with Nili Salem”
Wednesday, August 5, 2026 | 7:00 PM | Online
Join us for an inspiring conversation with Nili Salem as we prepare for the High Holidays. Explore meaningful ideas, practical insights, and fresh perspectives to help you connect more deeply with this season of reflection, renewal, and growth.

Sinai Speaks: “Kick Off Elul with Rabbis Guzik and Sherman”
Wednesday, August 12, 2026 | 7:00 PM | Online
Join Co-Senior Rabbis Nicole Guzik and Erez Sherman for a meaningful evening as we enter the month of Elul, a time for reflection, renewal, and spiritual preparation. Together, we'll explore the themes of the season and prepare our hearts for the High Holy Days.

Feit Family Live: Welcome Back BBQ
Friday, August 21, 2026 | 5:00 PM
Join Sinai Temple clergy and our community for the third Annual Feit Family Live: Welcome Back BBQ! Enjoy a delicious BBQ by Beverly Catering, bounce houses, sports coaches, a special tour for new members, and a meaningful Kabbalat Shabbat service. Pre-registration is required, and tickets **will not** be available at the door.

Calling All Young Voices!
Sinai Temple children **ages 8 to 11** have an exciting new opportunity to lead our congregation in prayer. Every Shabbat morning, students are invited to arrive early at **8:30 a.m.** to meet in Cantor Feldman's office and receive a solo for that day's service.

Whether it is singing *Romemu*, *Baruch Sheamar*, *Ashrei*, or *Yotzer Or*, just show up and the solo is yours! Family and friends can proudly watch in person or via our livestream. As an added bonus, participants will receive a special assortment of sweet treats.

No RSVP is needed. Step into your Jewish roots, enjoy some baked goods, and let your voice be heard in the Ziegler Sanctuary!

L'Shalom,

Cantor Marcus Feldman and Benjamin Fingerhut

Beren Scholars Fellowship
The Beren Scholars Fellowship is a selective leadership program for rising 11th and 12th graders who want to deepen their understanding of Israel, strengthen their Jewish identity, and develop the confidence to navigate today's complex conversations. Through engaging seminars, expert speakers, and a national cohort of peers, students gain the knowledge and skills to become thoughtful Jewish leaders.

To join, contact Rabbi Tori Greene at tgreene@sinaitemple.org.

David and Angella Nazarian Youth Leadership Program
The David and Angella Nazarian Youth Leadership Program empowers 9th and 10th graders to grow as Jewish leaders through meaningful conversations, mentorship, immersive travel opportunities, and connections with leading Zionist organizations. Fellows build leadership skills, deepen their Jewish identity, and join a vibrant community of engaged teens.

To join, contact Atara Rush at arush@sinaitemple.org.

Rosh Hashanah 5787 Elevate: A New Year Rising
Welcome the New Year at Sinai Temple with a variety of meaningful services and experiences for all ages. From inspiring services in **Ziegler Sanctuary** and **Barad Hall** to **the Traditional Family Minyan, Torah in the Round Musical Service**, and special programming for children, teens, young adults, and families, there are many ways to celebrate the High Holy Days together.

Rosh Hashanah Day 1: Saturday, September 12, 2026
Rosh Hashanah Day 2: Sunday, September 13, 2026

For more information and the complete schedule, visit sinaitemple.org.

SINAI TEMPLE RELIGIOUS SCHOOL

A Wonderful Start to Jewish Learning
Give your four-year-old the gift of joyful Jewish learning with Sinai Temple STARS Religious School's Transitional Kindergarten (TK) Class. Through baking challah, singing Israeli music, celebrating Jewish holidays, and engaging in hands-on activities, children build friendships, explore Jewish traditions, and grow as part of a caring community. Classes meet Sundays from 9:30 a.m. to 12:30 p.m., with special introductory membership rates available for families brand new to Sinai Temple.

Contact us at (310)-481-3271 or sprovost@sinaitemple.org.

SINAI AKIBA ACADEMY

Sinai Akiba Academy is on **Summer Break!**

We wish our students, families, faculty, and staff a wonderful summer and look forward to sharing upcoming events and programming as we prepare for the new school year.

WANT TO PLAN AN EVENT?

Host your next event at Sinai Temple, where exquisite catering meets a stunning setting to create unforgettable experiences. Let our expert caterers transform your special occasion into a celebration filled with flavor, elegance, and impeccable service. For more information, please contact Judy Begin at jbegin@sinaitemple.org or 310-481-3222.

SPONSOR AN ONEG SHABBAT



Honor a simcha or yahrzeit by sponsoring an oneg! Your sponsorship will be featured in the Shabbat bulletin and announced from the bimah on Shabbat.

To sponsor, contact Judy Begin at jbegin@sinaitemple.org or 310-481-3222.



Scan the QR code to RSVP and to learn about more events.

For more information contact Amanda Harrison at aharrison@sinaitemple.org or 310-481-3246

