EDITOR’S NOTE: This is a two part series celebrating six decades of the annual Guardian Campaign’s generous support of Charles E. Smith Life Communities.

60 Years of the Guardian Campaign

The Guardian Campaign was founded in 1958 by the Women’s Auxiliary to provide annual operating support for the Hebrew Home for the Aged. Inspired by the fundraising legacy of the Hebrew Home’s early leaders, Hymen Goldman, z”l and Mrs. Charles Goldsmith, z”l, also known as Aunt Minnie, service to the Campaign became the mission of multiple generations of families dedicated to the Hebrew Home, now known as Charles E. Smith Life Communities (CESLC).

The legacy of families working together to help those in need is rooted in

Continued on page 10

Mrs. Marion H. Levy, z”l, left presents a certificate to Mr. Charles E. Smith, z”l in appreciation of his work as Chairman of Guardians. Mrs. Leah Smith, z”l looks on with pride. Source: Membership Directory 1959 Ladies Auxiliary Hebrew Home for the Aged

Aunt Minnie Goldsmith, z”l

1960 Guardian Committee
Seated: Mr. Charles E. Smith, z”l, President; Mr. Samuel P. Cohen, z”l, Chairman; Mr. Louis Zions, z”l, Vice President; Mr. Hymen Goldman, z”l, Honorary President. Standing: Mr. Simon Hirshman, z”l, Honorary President; Mr. Hyman Berman, z”l, Mr. Ralph Goldsmith, z”l, Mr. Nat Popick, z”l, Mr. Harry Burka, z”l. Source Membership Directory 1961 Women’s Auxiliary Hebrew Home for the Aged

INSIDE: Giving for the Future | Sharing our Expertise | Volunteers | Calendar

HEBREW HOME • SMITH-KOGOD & WASSERMAN RESIDENCES • COHEN-ROSEN HOUSE
ELDERSAFE™ CENTER • HIRSH HEALTH CENTER • LANDOW HOUSE • REVITZ HOUSE • RING HOUSE
The High Holidays are always a special time on our campus and this year was no exception. Through the dedicated efforts of our team members and volunteers, a schedule of almost 100 different religious services, programs and educational opportunities on campus, meant that all our residents and their families could find meaningful experiences to enjoy during the Days of Awe. Our new Director of Pastoral Care, Rabbi Daniel Braune-Friedman, led this year’s programming with the support of a team of five rabbis, four cantors, along with religious assistants and scores of volunteers.

As you read this issue of LifeTimes, you will be heartened to see that the devotion to Jewish values of tzedakah and tikkun olam that moved Hymen Goldman, and others, to establish the Hebrew Home for the Aged in 1910, continues to inspire today’s volunteers and donors to Charles E. Smith Life Communities (CESLC).

This year, we are celebrating the 60th anniversary of the annual Guardian Campaign. The campaign was founded by compassionate and generous volunteers to raise funds for the Hebrew Home’s important work. Today, the Guardian Campaign is as meaningful and necessary as it was when it was first instituted. Since its inception, the campaign continues to provide resources used to enhance the lives of our residents. Whether making it possible for us to purchase equipment for our rehab gyms or providing a vast array of innovative programs and services, the campaign makes it all possible by narrowing the gap between the actual cost of care for a resident of Hebrew Home, and the Medicaid reimbursement we receive.

Each year since 1958, hundreds of dedicated volunteers have invited others to support CESLC. I have the deepest respect and appreciation of our Guardian Campaign volunteers and the impact they have on our ability to fulfill our mission.

Also in this issue, we recognize The Harry and Jeanette Weinberg Foundation for its significant support of our ElderSafe™ Center. Beginning with the Foundation’s initial gift in 1991 when it provided funding for renovations of the Wasserman Residence, we continue to be grateful for our relationship with the Foundation and its ongoing support of our mission.

I am thankful for the generosity of the many volunteers and donors whose contributions of time and financial resources support the range of quality services and housing options that are available at Charles E. Smith Life Communities. In this coming year, I hope you are able to visit our campus and see for yourself the life-affirming experiences we provide to promote the dignity and wellbeing of those we serve.

L'Shana Tovah. Wishing you a healthy and sweet new year.

Bruce J. Lederman, President/CEO
New CESLC Team Members

We welcome a new Vice President of Human Resources and two new administrators for housing. “Our new team members bring valuable experience to our campus,” Senior VP of Operations and COO Deanna L. Enlow stated, adding, “I am confident their expertise will contribute immensely to our overall success.”

Eileen Gelé joins the Charles E. Smith Life Communities (CESLC) team in the role of VP, Human Resources. Gelé is a Marriott International veteran with 25 years of human resources and operational experience. According to Gelé, she is excited to blend her hospitality background with her more recent healthcare experience to bring human resources support and development to the teams providing care and services to our residents and patients.

Melissa Stewart is the new administrator for Ring House and Carrie Brister is the new Landow House administrator: “Both bring valuable experience to the senior care industry.”

Melissa Stewart joins us with 20 years of experience in the healthcare industry and a deep commitment to her new role. “Both my grandparents had dementia at a time when we did not have the senior living communities we have today,” explained Stewart. “It is my personal and professional mission to make a difference in the lives of older adults.” Most recently an executive director at Meridian Senior Living, Stewart will provide operational support and leadership for Ring House, one of our independent living residences. “I am proud to join an organization that is deeply committed to its residents and strives every day to provide them with the best quality care and services.”

Carrie Brister most recently served as assistant executive director at Ellicott City Healthcare Center. She was responsible for managing operations of rehabilitation and long-term care. She redesigned the memory care program and customer service model to enhance the resident experience. In her new position, Brister will provide operational support and leadership for Landow House, our assisted living residence.

“I am happy and proud to join an organization that exemplifies a deep commitment to residents,” Brister said. “I look forward to working alongside my fellow team members and getting to know the residents.”
Honoring a Mother’s Love and Caring for Others

Rebecca Cook grew up in Newark, New Jersey with her parents Florence Cook, z’l and Sam Cook, z’l. She and her husband moved to the Washington, D.C. area in 1967 where they raised two daughters. When her girls entered grade school, Rebecca went back to school herself. She earned a B.S in pharmacy and worked as a pharmacist for many years. She later became a patent examiner for the U.S. Patent and Trademark Office. She retired to York, Pennsylvania with her husband Paul Kicklighter, an expressionist artist, in 2006.

Rebecca’s father died in 1980. Florence stayed in New Jersey until 1985. According to Rebecca, at that point, her mother could no longer live on her own. Florence moved to Revitz House on the Charles E. Smith Life Communities (CESLC) campus. Rebecca hoped the independent living residence would provide Florence with adequate support to allow her to continue living by herself.

Over the years, Florence suffered heart problems, and they worsened. According to Rebecca, her mother needed a higher level of care. In 1991, Florence moved to Smith-Kogod Residence at Hebrew Home of Greater Washington. Unfortunately, her medical condition continued to decline. Florence developed dementia and received the additional personalized care she needed from the nursing team and on-site, full-time physicians until she passed away in 1994.

After her mother’s death, Rebecca became a Builder of the Future to honor her mother and the devoted care she received at Hebrew Home. This May, Rebecca attended her first annual Builders of the Future luncheon at the newly renovated dining room at Revitz House. Over lunch she shared stories about her mother with other Builders, who like her, have established a legacy gift to benefit CESLC.
“Attending the Builder’s luncheon this year was a walk down memory lane for me,” recalled Rebecca.

“My mother lived at Revitz House for many years, and I wanted to see it again. CESLC has done an incredible job renovating the building, especially the dining room. It is up-scale, inviting and makes me happy for its current residents,” said Rebecca.

“After the luncheon, I visited Smith-Kogod where I was welcomed by the staff. While the building has had some renovations and looks differently than I remember, I still got the same warm feeling from the staff as I did when my mother lived there. There is and always will be a fond place in my heart for Revitz House and Hebrew Home of Greater Washington.”

These memories led Rebecca to become a Builder of the Future in 2011, providing a legacy gift to CESLC that will enable it to support older adults in our community for years to come. “I want people in the DC area to benefit from the care CESLC provides, just as my mother did. That is why I remembered CESLC in my estate planning,” said Rebecca.

There are many different types of legacy gifts that can be considered to make a charitable gift to CESLC. To learn more about how you can leave your own legacy of care, contact Director of Gift Planning Elana Lippa at 301-770-8342 or lippa@ceslc.org.
An Evening with Neuroscientist and Bestselling Author Lisa Genova

This year, Charles E. Smith Life Communities (CESLC) began a partnership with UsAgainstAlzheimer’s, a nonprofit organization committed to finding a cure and working on behalf of individuals with Alzheimer’s and their caregivers. CESLC’s long-time benefactor and friend, Robert Kogod, introduced CESLC President and CEO Bruce J. Lederman to George Vradenberg, co-founder and chairman of UsAgainstAlzheimer’s. This new collaboration brought CESLC and UsAgainstAlzheimer’s together to co-host an event featuring Lisa Genova, a neuroscientist and bestselling novelist. “This event reflects the common bond that connects us. Until a cure is found, dementia care and caregiver support are essential responses to alleviate the impact of this disease that is expected to affect as many as 16 million people in the U.S. by 2050,” said Lederman.

Genova’s first novel “Still Alice” was initially self-published in 2007 and published again in 2009 after it was acquired by Simon & Schuster. The book, which tells the story of a woman, Alice, who suffers early-onset Alzheimer’s disease, has garnered much attention and accolades. With over 2.6 million copies in print, it has been translated into 37 languages and was adapted into a film in 2014, which earned an Academy Award for Best Actress for Julianne Moore.

Genova has become a prominent speaker about Alzheimer’s disease. To an audience that is all too familiar with Alzheimer’s, Genova’s talk was relevant and offered some important takeaways. She discussed the importance of supporting someone suffering from Alzheimer’s rather than trying to correct them. She talked about the benefits of using language such as, “Yes, and…” to result in more positive communication.

Genova spoke about her novel explaining that she wrote it from Alice’s perspective so that the reader could get into the mind of someone suffering from Alzheimer’s, to understand and experience her frustration as people spoke around her rather than to her. “My grandmother had Alzheimer’s in her 80s,” Genova said. “Looking back, I’m sure she’d had it for years before…we could see the results of the destruction on the outside. I wondered about the chain of events that were causing the destruction on the inside. And I wondered what is having Alzheimer’s disease like from the point of view of the person with Alzheimer’s. My grandmother was too far
Peggy and Gary Hinson check out Lisa Genova's Still Alice and her newest novel, Every Note Played.

Diane Rehm, pictured with CESLC Chair, Board of Governors Alan Freeman, moderated the panel discussion following Genova’s presentation.

Vice Chair, Development Committee Jacki Rams and friend, Mary Sue Miranda attended the event to learn more about early onset Alzheimers.

along to communicate the answers but someone with early onset, would be able to… this was the seed for “Still Alice.”

Following her talk, Genova joined a panel discussion that featured Lederman and Vradenburg. Diane Rehm, NPR radio host and long-time friend to UsAgainstAlzheimer’s, moderated the evening’s panel discussion.

Events such as this allow CESLC to forge deeper relationships with other organizations and to help foster further understanding about the challenges facing older adults.
Friendly Faces Brighten Our Summer Days

This summer, over the course of six weeks, 41 participants from the Week of Hope program donated 690 hours of service to Charles E. Smith Life Communities (CESLC). Sponsored by Group Mission Trips, Week of Hope offers weeklong service trips across the U.S. Multiple church youth groups meet at a local church and split up into “crews” to volunteer at local nonprofit organizations. The program provides meaningful work, teaching students to serve others with empathy and compassion. Lorraine Poole in our Accounting Department connected Week of Hope with CESLC. Teens came from Connecticut, Maryland, Michigan, New Jersey, New York, North Carolina, Ohio, and Pennsylvania, from large cities and small towns, and were able to visit with residents to talk about differences, not just generationally, but geographically as well.

Week of Hope volunteers interacted with residents through engaging activities such as games, art projects, chair volleyball, bowling and cupcake decorating. By spending time at Revitz House, Landow House, Wasserman and Smith-Kogod Residences, they experienced the spectrum of housing options available to older adults. The students also assisted team members “behind the scenes” with projects such as mailings, cleaning out closets, and organizing bookshelves in order to learn what it takes to keep Hebrew Home operational.

“Our youth had a transformative week. Their involvement with the residents was hands-on, personal, and meaningful. They learned about the challenges of aging and they learned about themselves – considering what life might be like for their loved ones or themselves as older adults.” said Reverend Vern Swett, Associate Pastor from First Church in Fairfield Connecticut.

Week after week, as the volunteers reflected on their experiences, a common theme emerged. Initially they felt uncomfortable and awkward in their new surroundings but by the end of the week they would hug their “adopted grandparents” goodbye. Their interaction with residents allowed them to have an opportunity to see life through the eyes of older adults. Among them was an opportunity for a question-and-answer session with Ana Yuter, a 105-year-old Wasserman resident. The teens were fascinated by her first-hand accounts of historic events. “This was the best mission trip I’ve been on!” said one student. “We got to talk to people, hear their stories, and do fun activities together. Knowing I’ve helped others makes me happy.”
New Grant from The Harry and Jeanette Weinberg Foundation Continues to Support ElderSAFE™ Center’s Community Outreach

Charles E. Smith Life Communities is pleased to announce a $300,000 grant from The Harry and Jeanette Weinberg Foundation to expand the ElderSAFE™ Center’s (ElderSAFE) training and education program. This generous gift from the Weinberg Foundation will fund the addition of a community educator to the ElderSAFE team and support ElderSAFE’s program to address the issue of elder abuse.

In 2014, The Foundation committed $450,000 to help Charles E. Smith Life Communities (CESLC) establish the ElderSAFE Center and support its mission to lead the Washington metropolitan region’s coordinated response to elder abuse. The Weinberg Foundation’s legacy of giving to CESLC began in 1991, with a generous gift supporting renovations of the Wasserman Residence.

“The Weinberg Foundation is pleased to continue its partnership with CESLC in identifying and assisting older adults who are abused or exploited,” said Aaron Merki, Managing Director, Programs and Grants; Program Director, Older Adult Services. “In addition to its vitally important work providing outreach and training, ElderSAFE also provides high-quality safe space for some of the most vulnerable in our community.”

Located on the CESLC campus, ElderSAFE provides temporary shelter, safe discharge, and referrals to supportive services to victims of elder abuse. Last year alone, ElderSAFE provided 1,821 days of safe temporary and long-term shelter to older adults experiencing abuse.

The ElderSAFE team offers a comprehensive elder abuse education program that is provided at no charge to community members and professionals including first responders, faith leaders, social service providers, and healthcare and financial professionals.

“Elder abuse is an underreported issue with only a small percentage of the cases coming to light,” said Tovah Kasdin, director of the ElderSAFE Center. “The addition of the community educator will be a game changer, allowing us to substantially increase our training and outreach efforts so we can protect many more older adults from exploitation.”

We are grateful to The Harry and Jeanette Weinberg Foundation for its enduring commitment to ensuring a life of dignity to older adults and to the mission of Charles E. Smith Life Communities and the ElderSAFE Center.

SHOW YOUR SUPPORT!

Charles E. Smith Life Communities is committed to providing service excellence to older adults. We appreciate the support of the community as we strive to remain a provider of choice.

Donate today at www.smithlifecommunities.org.
an experience Goldman had when he was 25 years old. Moved to tears by an encounter with an elderly homeless Jewish man, Hymen rallied his family and members of the Jewish community to help this man and many other older adults in need, founding the Hebrew Home.

Aunt Minnie unremittingly raised money for the Hebrew Home. As chairwoman of the Spring Road Building Fund Committee, she mobilized the entire community to contribute to a new “state-of-the-art” building in Northwest D.C.

The Guardian Campaign is grounded in this tradition of community support. For the past 60 years, leaders of the Hebrew Home invited family and friends to become “Guardians” of the Hebrew Home to ensure operational needs were met.

Recognizing the importance of ongoing philanthropic support, Fay Burka, z”l, president of the Women’s Auxiliary when the campaign began, praised its success in her president’s message in the Auxiliary’s annual Membership Directory. Her gratitude to donors and to the campaign’s first chairman, Charles E. Smith, z”l, was obvious when she wrote, “[The Guardians] joined us with generous support and have filled our hands with those things necessary for the proper conduct of our work. We are deeply grateful to the inspired, untiring chairman of this project.”

Over the last 30 years, the campaign has raised upwards of $25 million—money that has helped cover the cost of the comprehensive, 24-hour care CESLC provides. Today, this includes on-site physicians, religious services, innovative and enriching recreation programs, physical and occupational therapy and a staff specifically trained in geriatrics.

“The Guardian Committee has for one of its main purposes the raising of funds so vital and so important in the proper maintenance of the [Hebrew] Home in order to keep its doors wide open to receive those who need our facilities for the few remaining years they may have,” wrote Hyman Berman, z”l, the chairman of the Guardian Campaign Committee in 1964.

Today, Berman’s words could not be more relevant. Americans are living longer, and in many cases, older adults have more complex medical needs than ever before. At the same time, reimbursements from insurance and government programs, including Medicaid, lag behind the cost of care, underscoring the need for donor support.
For decades, the Jewish values of *tikkun olam* (repairing the world) and *tzedakah* (giving) have guided several generations of families involved in the campaign.

Leonard Abel, who chaired the Guardian Campaign from 1968 to 1970, wrote in the Women’s Auxiliary Membership Directory: “Each man or woman who works for or contributes to the Hebrew Home of Greater Washington has one thing in common… THEY CARE.”

Recently, Leonard’s son Jack, who serves on Charles E. Smith Life Communities’ Finance Committee, reminisced, “I remember when the Hebrew Home was built. We were all very involved and still are. It was ingrained in me. My father always talked about the importance of being the next generation to help the organization.”

Guardian Campaign Committee member Lenore England is a trustee of the Jonathan S. and Patricia G. England Foundation which generously underwrites the annual President’s Circle Dinner honoring CESLC’s benefactors of $6,000 or more. England, who is also Aunt Minnie Goldsmith’s great-granddaughter and daughter of Hebrew Home Past President Jonathan England, z”l, says that supporting CESLC today, “reflects both the original reason the Hebrew Home was founded and remains important for the future of this wonderful organization.”

According to England, CESLC “evolves due to the commitment and vision of current and future generations which keep it purposeful and relevant within the current health care environment.”

Many families like the Abels and Englands, who have been involved with the organization for generations, are the heart of CESLC. They continue to play a significant role in the success of our fundraising efforts and inspire the next generation of campaign volunteers.

The personal outreach has always been essential to the success of every Guardian Campaign. This year, Campaign co-chairs Jacqueline Rams and Paula Robinson and more than 35 volunteers will contact hundreds of dedicated community members, in their effort to raise more than $1 million in unrestricted support.

In part two, we will hear from more families who have been involved with the Guardian Campaign over the years. If you would like to support the Guardian Campaign please visit our Giving page at smithlifecommunities.org or call 301-816-7746.
AROUND CAMPUS

Focusing and Refining Skills to Make Life Better

Charles E. Smith Life Communities (CESLC) welcomed Dr. Ashley Lanzel as our fifth fellow from National Institutes of Health for Hospice and Palliative Medicine. Lanzel spent four weeks training on the CESLC campus where according to her, she realized early on that our medical service is unique. “This particular site is very special. The type of care that I’ve seen here has been heartwarming. Physicians here care deeply for their patients and their patients’ families. They are able to know them throughout the journey of independent living through hospice. It’s really nice to not have to leave your community if you don’t want to do so.”

The partnership with CESLC and NIH started in 2016. Every year, CESLC trains two NIH fellows on site where they shadow our practitioners to develop a deep and practical understanding of the holistic approaches of physical, mental and even spiritual palliative medicine and hospice care. “This partnership gives us an opportunity to expand our contribution in this field at the national level by training future experts in palliative care,” said CESLC’s Vice President of Medical Affairs and Medical Director Elisa Gil-Pires, MD, FACP, CMD. “This type of training helps to not only fulfill the science of medicine, but also the heart. And that is what I’d like to see across the whole spectrum of my career – a way to make medicine more compassionate,” said Lanzel. “This is something that has always been in my heart to know – how to make life better at any stage of life.”

Lanzel, who moved to the greater Washington D.C. area from Georgia, intends to pair her experience in hematology and oncology with hospice and palliative care to target her work towards palliative oncology for children. “It’s important to be dually trained to bridge the gaps. Knowledge in hospice and palliative care can complement hematology and oncology, allowing this fellowship to establish a voice trained in both sides, which causes people to be more willing to listen,” she said. Palliative care works alongside a patient’s regular treatment to improve their quality of life throughout a serious illness. It focuses on both physical and emotional needs to make a patient as comfortable as possible. It equally provides support to the patient’s family. The objective of this fellowship is to provide fellows with tools that take care of people not just at the end of life but throughout life. “This fellowship is important in helping me to focus and refine my skills in taking care of people,” said Lanzel. “Being at CESLC specifically is really important because there are people at various stages of health and of various ages. It’s been impressive to meet the residents, we have so much to learn from them.”

NIH Fellow Dr. Ashley Lanzel
Introducing SmithLife® Homecare

Home Care Solutions is now called SmithLife® Homecare. In a joint venture of Charles E. Smith Life Communities and Augustine Home Health Care, SmithLife Homecare continues to provide the services that clients have come to expect under a new name and brand. Personal care and health support, lifestyle services, or short-term care are available to residents of our campus and residents of the Washington metropolitan area. “This is a strategic change that allows us to benefit from the strong name recognition of Charles E. Smith Life Communities and to pursue new opportunities for future growth and expansion,” said CESLC’s Vice President of Strategic Planning Beth DeLucenay.

Call 301-816-5020 to learn more about our services.

Campus Improvements Update

• Revitz House celebrated the completion of building enhancements with a ribbon cutting ceremony in June. We are excited to advance our community experience on campus with upgrades to the public kitchens, dining rooms, and administrative offices.

• The main dining room in Landow House and the dining rooms and living rooms on each floor have been enhanced with new furnishings making the spaces more appealing and functional.

• Corridor makeovers concluded at Ring House. New carpeting, lighting and furniture was installed to the residence’s halls. Renovations to the public bathrooms and residential laundry rooms were also completed at the end of summer.

Resident Tamara Rahim cuts ribbon to celebrate Revitz House renovations.
OUR CALENDAR

REGISTRATION FOR ALL EVENTS: www.smithlifecommunities.org/events/

OCTOBER

24  **Symposium Summit: A Follow Up Discussion on the Role of Medical Ethics in the Care of an Older Population**
Reverend Charles Harrel, Director of Pastoral Care, Asbury Solomons
Rene Laje, Ph.D., LCSW-C, Program Coordinator in Outpatient Mental Health, Jewish Social Service Agency
Arlen Gaines, LCSW-C, ACHP-SW, Jewish Social Service Agency
8:30 a.m. – 10:30 a.m. | Wasserman Residence
6121 Montrose Road | Rockville, MD 20852

25  **A Night with Tziporah Salamon**
A cocktail and dinner celebration of style and fashion advice from Tziporah Salamon, the author of “The Art of Dressing.” Salamon, whose unique look helped her become a model for French fashion house Lanvin - at the age of 62 - provides inspiration and insights on how to dress to be the most stylish YOU. Learn great tips on dressing with your own unique style – and see examples of her Salamon’s collection of personal favorites.
6:30 p.m. | Rock Creek Mansion
5417 W. Cedar Lane, Bethesda MD 20817

NOVEMBER

11  **President’s Circle Dinner**
A special thank you dinner for donors who have made a gift commitment of $6,000 or more in 2018, held at the stunning Kreeger Museum. This contemporary building houses art from Picasso, Monet and other notable artists.
6:30 p.m. – 9:30 p.m.
Kreeger Museum
2401 Foxhall Road | Washington, DC 20007

DECEMBER

6   **Donor Thank You Dinner**  6:30 p.m. – 9:30 p.m.
Silver Spring Civic Building 1 Veterans Place 1 Silver Spring, MD 20910
An appreciation dinner for donors who have made a gift commitment of $500 or more in 2018. This special thank you will include cocktails, buffet dinner and entertainment.

 Hebrew Home
Post-Acute Care Center and Long-term Care
301-770-8476

 Cohen-Rosen House
301-816-5050

 Landow House
301-816-5050

 ElderSAFE™ Center
301-816-5099

 Revitz House
301-770-8450

 Hirsh Health Center
301-816-5004

 Ring House
301-816-5012
Experience Landow House

From daily assistance to onsite physician services, Landow House Assisted Living enables your loved one to enjoy meaningful experiences each and every day.

- Lifestyle and leisure programming specializing in music, creative engagement and wellness
- Transportation to shopping and cultural events
- A continuum of care on-campus including our top-ranked Post-Acute Care Center
- Respite care programs available

Call us at 301-816-5050 or visit www.smithlifecommunities.org
The Jewish High Holidays were celebrated across campus by residents and families. “We blow the ram’s horn, called the Shofar, to announce our relationship with God and call the community together,” said Rabbi Daniel Braune-Friedman.