



2014

# ISRAEL PROGRAMS

*Go to Israel!*



# EXPERIENCE ISRAEL!

*The Jewish Federation of Greater Seattle offers you opportunities to engage with Israel first-hand.*



## Teen Scholarships

*The Jewish Federation's Israel Scholarship Program enables teens to participate in an Israel experience to develop and enrich their Jewish education and reinforce their Jewish identity.*

*The Federation supports both need-based scholarships and incentive grants.*

### **Application Deadlines**

**Friday, January 16, 2015**

*(Priority deadline for need-based scholarship applications. Sole deadline for incentive grant applications.)*

**Friday, March 27, 2015**

*(Second round deadline for need-based scholarship applications.)*



## Birthright Trips

*The Jewish Federation supports the Taglit-Birthright Israel program, which sends young adults on life-changing trips to Israel. The experience is amazing:*

*exploring Jerusalem, floating in the Dead Sea, hiking up Masada, and much more in the company of your fellow young adults. You will make lifetime memories and new friends. Summer 2015 registration opens Tuesday, February 3, 2015!*

*Find out more at*  
[www.hilleluw.org/programs/israel](http://www.hilleluw.org/programs/israel)



## Wine & Culinary Tour: A Taste of Israel Like No Other!

*Discover Israel's culinary delights and fine wines on a tour taking place in May 2015. Restaurant dining, outdoor market visits, wine tasting, chocolate making, fruit picking, hands-on cooking classes, and much more!*

*Visit [www.jewishinseattle.org](http://www.jewishinseattle.org) overseasmissions for details.*



**The Jewish Federation**  
OF GREATER SEATTLE  
[www.jewishinseattle.org](http://www.jewishinseattle.org)

# A taste of Old Jerusalem, right here at home

**JOEL MAGALNICK** Editor, JTNews

Somewhere in the deepest nooks and crannies of Jerusalem's old city is a small factory that churns out thousands of pieces of round pita bread each day. Softer and more pillowy than the more dime-a-dozen variety found in the local shouks, it was these pitas that inspired Jeff Alhadeff as a student nearly 20 years ago.

"You know Howard Schultz's story, how he went to Italy and was going from coffee shop to coffee shop and falling in love?" Alhadeff, 37, says. "I felt like I was in the eternal capital of the Jewish people, I was mostly studying, I was involved in religious pursuits and inspired the way I wanted to be. On the side, I thought, this [pita] is really good here and we do not get this at home."

Upon his return to Seattle, for about 16 years, Alhadeff tinkered on and off with recipes and baking techniques, "different types of flour, different techniques of shaping, baking, that kind of stuff," he says. Finally, about a year ago, when he acquired a pot that reaches very high temperatures, he found the right combination.

"Once you're able to get that high of a temperature, it really makes the pitot incredibly different from what you can produce in a conventional oven," he says. "So I decided to start a business on a simple level."

In October, Old City Pita was born. When Alhadeff calls the business simple, he means it. He has no plans to give up his



JEFF ALHADEFF

**A batch of hot Old City Pita just pulled out of the oven.**

software-industry job, and as a one-man show there's a limit to the amount of pita he can make.

"The thing about pitot in particular is they're fairly labor intensive, and so unless I get to be incredibly faster at shaping them, in order for me to produce this quality product I'd like to make it's not a feasible full-time profession," he says.

The alternative, hiring people to do the grunt work and the baking, is not something Alhadeff is yet ready to hand off.

"I like doing all of it myself," he says.

At this point, the only way to get an eight-pack of Old City Pita is to order them online through Alhadeff's Facebook page at [www.facebook.com/OldCityPita](http://www.facebook.com/OldCityPita).

Customers can both sign up to be placed on the email list and to place orders. In his customer emails, Alhadeff announces his baking days and when packages will be available for pickup from his home.

The type of pita he makes are thick, with a large pocket. "The ideal pita in my mind has...a little bit of chewiness, a little bit of toughness in the crust, and the dough is going to have a chewy consistency," he says.

And, most important, he says, "they should be able to be completely stuffed with as much protein and vegetables as you can imagine to put in them and still hold together."

In Seattle, he has yet to find anything close.

Though Alhadeff keeps a kosher home and his friends trust he's baking to specifications of kashrut, they have not been certified as such. Should the business continue to grow, he said Old City Pita would seriously consider Va'ad certification. He operates under a Washington State Cottage food license, which allows him to bake in his home. The next big step, should he take it, would likely mean moving to a commercial kitchen that would require rabbinic inspection to maintain his kosher customers' trust.

But he's not there yet. At this point, Alhadeff is content to use his own kitchen as the testing grounds for his love of bread and a happy, satiated customer.

"The most gratifying part about this for me is being able to provide people with an experience that they're not able to get in Seattle otherwise," he says.



MERYL ALCABES PHOTOGRAPHY

**Dr. Einat Wilf, senior fellow at the Jewish People Policy Institute in Jerusalem, speaks at Town Hall Seattle about the state of Israel in the world on Dec. 14. The annual StandWithUs Northwest event, which honored Rabbi James Mirel, brought in a crowd of 870.**

✓ Best schools

✓ Best campus life

✓ Best experience

# Naale

Join an exciting, one-of-a-kind program that offers independent, motivated Jewish teens the opportunity to complete 9th-12th grade in Israel

Naale Elite-Academy, The World's Jewish High School In Israel

**Mosenson** - The Alexander Muss High School in Hod Hasharon - A world famous international high school.

**Ein Gedi** - A Kibbutz high school for environmental studies, arts and communication in the most unique place on earth!

**Anieres** - An honors program for outstanding students: Engineer your way straight to the

**Amana** - Best yeshiva high school for girls in Israel. An international environment with students from around the world.

**Beith Chana** - Chabad Yeshiva High School for girls where excellence meets spirituality.

**A School for Everyone**



**Free**  
3-4 year program including full room board plus much much more!  
(one-time registration fees only)

[www.elite-academy.org](http://www.elite-academy.org)



האגודה לקידום החינוך, ירושלים 10000  
The Society for Advancement of Education





*Learn it. Live it. Breathe it.*

**ROTHBERG INTERNATIONAL SCHOOL  
THE HEBREW UNIVERSITY OF JERUSALEM**

**Study Abroad in English:**

Undergraduate Programs  
Graduate Programs  
Summer Courses  
Tailor-Made & Faculty-Led  
Special Programs

Arts Programs  
Gap Year Programs  
Modern Hebrew Language  
Programs

✉ [hebrewu@hebrewu.com](mailto:hebrewu@hebrewu.com)  
☎ 1.212.607.8520 / 1.800.404.8622  
🌐 <https://overseas.huji.ac.il>



**USY SUMMER EXPERIENCE**

*See Where It Takes You*

*Your Summer Just  
Got More Exciting!*

*Discover Israel, Europe,  
and beyond with  
USY Summer Experience.  
[www.usy.org/escape](http://www.usy.org/escape)*



The Ideal Tour for First Timers

**Hey Boomers,  
Let's do Israel!** April 20 – 30, 2015

Naomi and Shmuel Yahav have PERSONALLY ORGANIZED and will escort you on your incredible journey through Israel

 <b>EXPLORE</b> Culture, history and the people of this dynamic country	 <b>ADVENTURE</b> Experience hiking, a jeep ride, a camel ride and float in the Dead Sea	 <b>LUXURY</b> Be a pampered Boomer at some of Israel's popular Spa Hotels
 <b>SHOPPING</b> World class shopping! How about the "SHUK?"	 <b>ART GALLERIES</b> Visit artists galleries Jaffa, Ein Hod and Safed	 <b>FOOD AND WINE</b> Indulge in the fabulous food and wines of Israel

**11 days, 10 nights only \$2,799 US**  
(per person based on double occupancy - land only)  
**DON'T WAIT ... this tour is designed for a small group, space is LIMITED.**

THE YAHAVS  
AT METRO TRAVEL  
**604-874-8171**  
[yahav@metrotravel.ca](mailto:yahav@metrotravel.ca)

**IT'S BACK!**

**THE  
BEST  
OF  
everything  
2014**

**TAKE THE SURVEY.**  
Tell us your favorites on everything – and everything Jewish – for 2014.

**[JEWISHSOUND.ORG/BEST](http://JEWISHSOUND.ORG/BEST)**