

AJ 2025 ANNUAL FUNDRAISER  
SUNDAY, APRIL 27, 2025

# The Crown of a Good Name

## Honoring Robert Friedman

*“There are three crowns—  
the crown of the Torah,  
the crown of the priesthood,  
and the crown of kingship,  
but the crown of a good name surpasses them all.”*

*Pirkei Avot (4:17)*



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We Are Proud to Honor  
**Robert Friedman**  
For His Commitment, Compassion and Service to AJ  
*Bequest of Al Nadel z"l*

*Guard well your spare moments. They are like uncut diamonds.  
Discard them and their value will never be known.  
Improve them and they will become  
the brightest gems in a useful life.*

RALPH WALDO EMERSON











**ROBERT FRIEDMAN**

**Proud and honored to call him our friend**

*Ed and Sheila Chacker*





**Mazel Tov to Robert Friedman!**  
**Thank you for all you have done**  
**for AJ and the Jewish community.**

*Bruce and Michelle Golden*





Robert,  
you are a rare gem just like an emerald.  
Thank you for being such an important part  
of our AJ family.

*Melvyn and Aileen Rothbard*







Robert,  
What a privilege and pleasure it is to know you  
and to have helped plan this tribute to you.  
You are indeed a gem. You shine brightly  
with your love of people, of Torah, of Judaism.  
You have helped to keep AJ  
the outstanding synagogue that it is.  
May it always be so.

Much love,

*Lana and Bernie*



SAPPHIRE





**Mazel Tov to Robert  
for this well-deserved honor.**

**You have distinguished yourself with a lifetime of dedication  
to the Torah, your wonderful family, and to the AJ community.**

**Thank you for all the good you've done over the years.**

*The Gold Family Foundation*

*Julie and Josh Gold, Trustees*







Congratulations,  
Robert Friedman  
for your many years  
of service and dedication  
to Congregation Adath Jeshurun

*Stephen Klein*







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**Thank you Robert Friedman for your  
commitment to our community**



For us, Robert has always been  
A cornerstone of AJ.  
His extroverted warmth is  
A strong part of the "AJ way."

Robert always has a smile  
And a joke or pun to impart.  
His sense of humor is a trademark,  
But reading Torah is his art.

When we are somewhere else  
For the holiday of Purim,  
Haman's sons don't sound the same,  
Even from the same *siddurim*.

Though he's somewhere else full-time,  
AJ remains in Robert's heart,  
It's home to him through thick and thin;  
It really has been since his start.

So mazel tov to Robert,  
A deserving honoree!  
He's standing on the bima,  
Exactly where he ought to be!

With much love,  
*The Entire Zebovitz Family*



**Robert Friedman.**

**A Good Name.**

**A Good Sense of Humor.**

**A Good Family Man.**

**Most of all: A Good Heart.**

**We love you Robert.**

*the Zeitlin Family*









Robert,  
**THANK YOU** for everything you have done  
for the AJ family and for our family over the years.

You and Jennifer, David, and Melissa are  
very important parts of the AJ “glue” for our community!

Congratulations on this wonderful honor  
for which you are so deserving!

*The Armon Family  
Wendy, Bruce, Ross, Spencer, and Tess*







**Mazel Tov to Robert Friedman!**  
**Thank you for your tireless dedication**  
**to AJ and the Jewish community.**

*Larry and Lynne Brown*





**Robert,**

**Mazel tov on this tremendous accomplishment!**

**Thank you for your service and dedication to our synagogue.  
It's been great to know you all these years and we look forward  
to many more with you and your family!**

**Love,**

*The Federman Family:*

*Frank, Jackie, Maria, Tom, Sarah, Matthew and Helena*



**Congratulations Robert!**

**We are so proud of your commitment to AJ!  
Your hard work and dedication have touched so many lives.  
We love you and are happy to celebrate you!**

**Love,**

*Jennifer, Melissa, and David*





Robert,

We are deeply grateful for all you have done — and continue to do —  
for our congregation. From leading services and attending  
meetings, to fundraising and offering wise counsel,  
your dedication is truly inspiring. You exemplify the words:

*“He has told you what is good, and what Adonai requires of you:  
Only this — to do justice, to love kindness,  
and to walk humbly with your God.”*

With heartfelt appreciation,

*Wendy and Harry*







Mazel Tov, Robert!

With deep gratitude and admiration, we honor your unwavering dedication, compassion, and leadership. Thank you for all that you do — and all that you are.



The Ashlee Check, Joshua  
Hersz, Adam Brown,  
Karen Langsfeld Team  
833.728.2411





For your years of friendship;  
For your unending devotion to AJ.  
You honor us, even as we honor you, Robert.  
Thank you and yashar koach.

*Allan and Vivien Marmon*







**ROBERT FRIEDMAN:**  
**The gift that keeps on giving!**

**May you go from strength to strength!**

**With love and admiration,**

*Saul and Shelley Reibstein*







To Robert  
“A real mensch”  
Love,  
*The Shotz Family*







**Congratulations to Robert Friedman**  
**A role model to generations of AJers**  
**and friend extraordinaire!**

**With Love from**

*Joan Wohl and Family*  
*Debbie Wohl Isard   Daniel L. Wohl*  
*David B. Wohl*









**Mazel Tov, Robert, on this well-deserved honor!**  
**We are proud and blessed to know you and to have you in our lives, as we know countless others — past and present AJers and otherwise — agree.**

**You are the epitome of the word “mensch”  
(just look it up in the dictionary and your picture is right there!).  
You embody the true spirit, history, tradition, and commitment  
of a true AJ-er and are a wonderful human being.  
For that, we and our family have been, are, and will be forever grateful!**

*Dr. Curt Alloy and  
Judge Wendy Demchick-Alloy*



AMETHYST



Mazel tov to Robert  
Thank you for your  
continued commitment to AJ.

With love,  
Skip and Naomi  
Atkins



AMETHYST



*Regard your good name  
as the richest jewel  
you can possibly  
be possessed of.*

SOCRATES



With love and gratitude to  
**Robert Friedman**  
The Black and Morin Family



AMETHYST



פֶּתַר שֵׁם טוֹב

*The most  
beautiful stones  
have been  
tossed by the wind,  
washed by the water,  
and polished to brilliance  
by life's strongest storms.*

UNKNOWN



**Mazal tov to Robert Friedman!**

**A true mensch in all senses of the word,  
exemplifying the best of AJ. Learning here as a child  
and being a life-long congregant and leader  
who continues to give so much back to the congregation  
in so many ways. And always making us laugh  
when we most need it. We all look forward  
to your ongoing presence in our lives  
and our synagogue.**



AMETHYST

*Sheva Cohen and Marshall Kornblatt*



With love and appreciation  
to our beloved brother and uncle,  
Robert.

Mazel tov!

Cee Cee and Michael Friedman

Alyssa Friedman

Rachel Friedman



AMETHYST



פֶּתֶר שֵׁם טוֹב

*A reputation for  
good judgment,  
for fair dealing,  
for truth, and  
for rectitude,  
is itself a fortune.*

HENRY WARD BEECHER



Robert,  
MAZEL TOV on this well-earned tribute.  
You have done so much for AJ —  
like the time you XXXXXXXXXXXXXXXX the rabbi  
or when you XXXXXXXXXXXXXXXX at the synagogue!

Thanks for all you do.

YOUR LAWYER

*(Howard Gershman)*



AMETHYST



**Mazel tov, Robert!**  
**With admiration and love,**  
Howard, Dagna,  
Rafi, Aldema, Remy, Rose,  
Rory and Luna 🐾🐾 Glantz



AMETHYST





What's the big MEGILLAH?  
ROBERT FRIEDMAN is!  
He does it all and is beloved by all.

Love,  
The Goldsteins  
(Stephen, Mindy,  
Michal, Eli, and Sarahann)





Mazel tov to AJ's wonderful and SPECial honoree

**Robert Friedman**

Yasher koach!

May you continue to go from strength to strength.

With love and appreciation,

*Paul, Judy,*

*Jessica, and Rebecca Izes*



AMETHYST



Mazel tov to a real mensch.

Steve and Sharon Katz  
Mindful Psychiatry and  
Collaborative Cannabis Care



AMETHYST



כְּתֹר שֵׁם טוֹב

*The true measure  
of a man is how  
he treats someone  
who can do him  
absolutely no good.*

SAMUEL JOHNSON



Robert,  
the crown of a good name  
surpasses the one  
you wore on Purim!

Donna and Jack  
Levin



AMETHYST



כֶּתֶר שֵׁם טוֹב

*The magic of a gem  
lies not in its beauty,  
but in the spark  
it brings to the eye.*

UNKNOWN



Robert,  
Thank you for all you have done  
for the AJ community.  
Mazel tov on this  
well-deserved tribute.

*the LePar-Silverstein Family*



AMETHYST



Robert, congratulations on being honored  
for your years of service to Congregation Adath Jeshurun.  
Sorry we could not make it, we hit a water buffalo on the way to AJ.

Your friends,

The Underhills, Tommy Lasorda, Chief Karlin, Larry, Samy, Marge,  
Jim Swarthout, Gummy, Fat Sam, Frank, Larry, Velma, Marvin,  
the Cavanaughs (Morris, Pierre, and Sally Ann), Gail Stanwyk,  
and of course, my secretary Frieda.

Wishing you all the best,

*Howard and Eydie*



AMETHYST



**Mazal Tov to Robert...**  
**who never forgets a name, a birthday,**  
**an obscure TV theme song,**  
**or anything related to his life at AJ.**  
**Here's to an unforgettable night.**

**Love,**

*Debbie and David Miner  
and Family*



AMETHYST



Yasher Koach,  
Robert!  
*Karen and Ed Moses*



AMETHYST



פֶּתַר שֵׁם טוֹב

*Gems remind us  
that true strength  
lies in resilience.*

UNKNOWN





Robert, you are an exceptional person.  
You exemplify how each of us  
shall be involved at AJ.  
You're the best!

Lots of hugs!

*Viki and David Pashman*







Robert,

You have been there to celebrate *chagim*, prepare for B'nai Mitzvah,  
to plan simchas, and to guide us through funerals.

We are blessed to call you cousin and friend.  
Enjoy this special evening, so well deserved.

Love you,

Jeff, Denise, Ilana, and Aaron





Robert,  
Thank you for all that you do for AJ.  
The Reibsteins are sending you and your family  
love and gratitude. And remember, Stay Jewish.

*David and Windy Reibstein*



AMETHYST



Celebrating AJ, where ...  
It's always Robert Friedman Day!  
Congratulations, Robert.  
We love you.

Seymour  
and Cindy



AMETHYST



*Crowns belong  
to those who serve.*

ANIEKEE TOCHUKWU  
EZEKIEL



Mazal Tov to AJ's master  
Torah/Haftarah/Megillah  
reader extraordinaire and mensch!

Gail and Mark E. Schwartz



AMETHYST



*Embrace  
the power  
that gems hold,  
for they can uplift  
and inspire.*

UNKNOWN



**“It is a tree of life to those who embrace it,  
A source of happiness to each one who upholds it.”  
(PROVERBS 3:18)**

**Since his teenage years, Robert has exemplified  
these words that conclude the Torah service.  
Thank you, Robert, for all that you have done  
and continue to do for A.J.**



AMETHYST

*Mark and Bernice Schwartz*





We are eternally grateful to Robert  
for vouchsafing the secret to his great hair.

May he continue to add jewels  
to the crown of his good name.

*The Shenderwitzes*



AMETHYST



Robert,  
AJ has been blessed to have you  
in all your various roles;  
the Russell Family has been doubly-blessed  
to have you and Jen among our closest friends  
throughout the years.

Congratulations,

Amy, Mitch, Harry, Irma,  
Rachael, Scott, Eli and Ozzy



AMETHYST



**Congratulations, Robert!**  
**A well-deserved honor...**

*Tammy and Michael Steinberg*



AMETHYST



כְּתֹר שֵׁם טוֹב

*Gems teach us  
that power is  
not about size,  
but about impact.*

UNKNOWN





**Todah Rabah and Mazel Tov, Robert.  
Thank you for all you do for Adath Jeshurun.  
Your devotion and leadership  
for our shul are an inspiration.  
Kol Hakavod.**



AMETHYST

*Steve Strauss*



**The Waldstein/Black Family  
wishes Mazel Tov to  
Robert Friedman  
The exemplar of a true mensch,  
friend, teacher, leader...**



AMETHYST







AJ's very own  
כתר של שם טוב

No one wears the crown better than Robert Friedman!

Love,

Pam and Joe Yohlin  
and Family









**Robert,  
from Shushan to Montefiore,  
you have always been by my side.  
We are all in awe of your dedication and *sechel*.**

*Wendy Cooper -  
and Ben, Michelle, Regan, Cherylle,  
Kobi and all of the Grands*



OPAL





**Thank you, Robert,  
for your outstanding service to AJ.  
You are a rare gem  
in a world full of ordinary stones.**



OPAL

*Maxine Crowl*



**Mazel Tov to Robert Friedman  
on this well-deserved honor.  
Thank you for all you do for AJ.**

*Howard Goldman*



OPAL



*The cutting  
of the gem  
has to be finished  
before you can see  
whether it shines.*

**LEONARD COHEN**





**Mazel Tov, Robert!**

**With love,**

*Judy Herman and my boys,  
Lee Raiken and Marc Raiken*



OPAL





**Professor Amidon z”/**  
**would have been a**  
**Robert Friedman fan!**

*Don Liss and Barbara Bix*





**Mazel Tov to Robert!**  
**Thank you for your  
dedication and commitment  
to AJ.**

*Frank Platt*



OPAL



*Talent is a gift,  
but character  
is a choice.*

**JOHN C. MAXWELL**





**Congratulations, Robert.**  
**You are the glue that holds us together.**  
**Bravo!**



OPAL

*Susan F. Starr*



**Mazel Tov to my friend, Bobby!**  
**AJ is fortunate to have you as its biggest cheerleader.**  
**Your dedication and commitment are remarkable.**  
**We are all lucky to know you.**  
**I hope you enjoy your big night,**

*Amy Stretch*



OPAL





**KOL HaKAVOD to ROBERT  
on being the SPEC HONOREE for 2025.**

**You are MR. AJ and even more —  
you are my good, caring, and devoted friend.**

**MAZAL TOV!**

*Sima*



OPAL





**Robert,  
you are an important part of AJ's  
warm, supportive community.**

**Thanks for all you do.**

*Lillian Weilerstein*









We admire and respect your dedication  
to Adath Jeshurun.

Mazal Tov from  
*The Bernstein Family*

Each person has their own  
unique brilliance, just like gems.  
Thank you, Robert, for  
your commitment to AJ.

*Eadie Brooks*

*Your crown  
is a reflection  
of your inner light.*



Mazel Tov to Robert  
for your many years of dedicated service  
to Adath Jeshurun.  
You are a good friend and real mensch.

*Andy Cherry*



With our admiration for all that you do to  
enrich our community and the lives of all you meet.  
May you go from strength to strength.

With our love and a huge Mazel Tov!

*The Cuker Family*

Congratulations, Robert,  
and thank you for your dedication to AJ.

Love,

*The Fassler Family*

*A crown  
is not just for rulers;  
it's for dreamers.*



Mazel Tov, Robert.

We thank you for  
your many kindnesses to our family.

*Ruth and Richard Genter*



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**Congratulations, Robert!**

*Love, Todd, Louise, William,  
Maxwell, Grace, and Nick*



*A true crown is built  
on the foundation  
of love and respect.*

**You are AJ's renaissance man.  
You provide the ideas, organize our volunteers,  
produce programming, and actively participate  
in all aspects of our synagogue life.  
Well done, Robert!**

*Roy and Shelley Schwartz*



To the Schmoozer in Chief,  
may you go from strength to strength.  
*Merril Stup and Leslie Stup Sokolow*

*A crown is made of gold,  
but the true value  
lies in the heart.*



Dear Robert,  
You taught me to be a יאבג.  
You have taught countless young people to read Torah and  
prepared many, including my brother, for becoming Bar Mitzvah.  
You kibbitzed with my dad and continue to make my mom laugh.  
You helped welcome Bruce into the AJ family.  
You are the anchor of תליגמ readers.  
You love AJ and the Jewish people.

תובא יקרפ 1:15

תא ילבקמ יוהו, הברה השעו טעמ רמא. עבקה תרות השע, רמזא יאמש  
תופי סינפ רבסב מדאה לכ

Shammai used to say:  
make your (study of the) Torah a fixed practice;  
speak little (in your case, let's say you speak  
from the heart and make people feel comfortable,) but do much; and receive all people with a pleasant countenance.

With love,  
*Meryl Sussman and Bruce Lipton*



With appreciation and gratitude  
to our friend, Robert,  
for all you do for AJ.  
Mazel Tov on a well-deserved honor!  
*Ed Strauss and Leslie Fine*

Congratulations to  
**Robert Friedman**  
For an honor well deserved  
*Melissa and Michael Weinbaum*

*True achievement is not measured  
by the size of the crown,  
but by the impact one has  
on others and the legacy  
they leave behind.*



Mazel tov to one in a million.  
Love from  
*The Entire Zucker Mishpacha*







Robert, a very well-deserved honor.  
We met at AJ 31 years ago and  
had brunch together the day we met.  
Thankful for our continued celebrations.

Love you,  
*The Aaron Family*

Yasher Koach, Robert.  
Congratulations on being honored  
for all you do for AJ and the Jewish community.  
*David and Sandy Axelrod*

*Just as a crown is a mark of honor,  
success is the reward  
for those who dare to  
dream big and work diligently  
towards their goals.*



Kol HaKavod, Robert !  
*The Brier Family:*  
*Jen, David,*  
*Sarah, and Benjamin*



To Robert Friedman,  
the Founder of the Schmooze Project!

With admiration,  
*Rebecca and Shai Cherry*

Mazel Tov, dearest Robert.  
You are the jewel in the crown.

All our love,  
*Chellie and Lisa Davidoff*

*The worth of a priceless gem  
cannot be measured  
in mere words.*




Robert,  
you are a true gem and  
we thank you for your commitment  
and love for AJ.

*Randi Freeman and Marlene Markowitz*



*L'Kavod* Robert:  
Marvelous Minyan Leader, Terrific Torah Leader,  
Executive Director Extraordinaire, Fantastic Friend!  
*L'chaim!* (wherever he is)  
Mark and Jan Frisch

Robert,  
you've been a wonderful and loyal friend to us!  
Thank you for being YOU! With love,  
*Carrie and Jonathan  
Edward and Julian  
Gaia, Amit, and Geffen*



*A gem is a precious stone  
that is treasured  
because of its scarcity.*

We are proud to know you, Robert!  
Yasher Koach!  
*Karen and Jim Greene  
and Family*



Robert, you're a true mensch!  
Mazel Tov!

Brenda and Michael Kaufman



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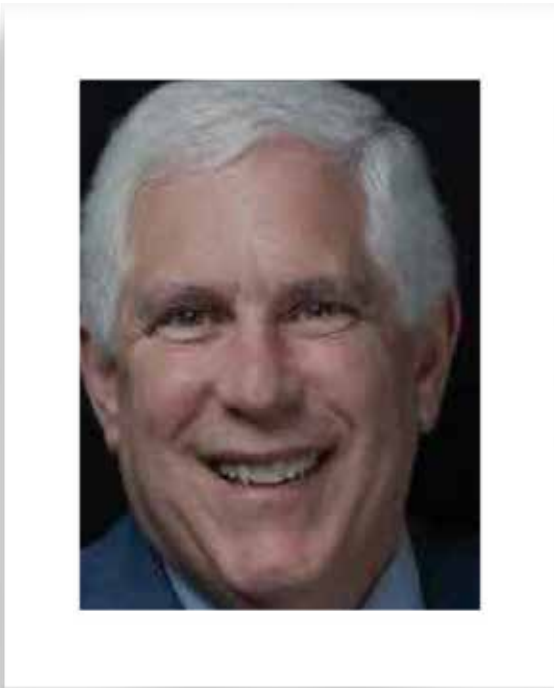


*In every facet,  
a gem holds a lesson  
in power and grace.*

Harris Lewin, Alice Milrod, and the Lewin Family  
congratulate Robert on this  
well-deserved recognition.



Honoring Robert Friedman  
For his dedication, kindness and  
compassion to community  
May you go from strength to strength!



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We are so happy to be part of this celebration  
of Robert Friedman, who has contributed  
to the Jewish community in so many ways.  
*Bruce Lockman and Carol Sacks*

Mazel Tov, Robert!  
May you always go from strength to strength.  
*Your Friends from  
Main Line Reform Temple*



*The story of a gem  
is one of  
patience and persistence.*

**Thank you Robert  
for all you do for AJ!**

We are honored and grateful  
to have been there for part of it with you.

Gavi Miller, Minna Ziskind  
Ari, Sarah & Becca



Robert Friedman is unique in his talent,  
friendliness, and capability —  
how lucky for us  
that he chose AJ!

*Ken and Sue Myers*

**Robert Friedman can!**  
*Shari and David Seltzer*

*There are little gems  
all around us  
that can hold glimmers  
of inspiration.*




From AJ Hebrew school student  
to AJ SPEC SuperMensch!  
We are so honored to share the journey with you.  
*Liz, Doug, Sarah, Adam,  
and Anna Turk Karan*



Mazels to the pride of AJ  
and Fairview Road!

Best wishes,  
Nancy (a.k.a. The Dog Lady)  
and Howard Wenocur

Robert,  
thanks for keeping us laughing.  
Renee and Stuart Winegrad



*The true power of a crown  
lies not in its jewels,  
but in the way it inspires  
respect and admiration in others.*

Mazel Tov, Robert!  
Andi and Rich Zeises



To honor my nephew  
Robert Friedman  
for all his dedication to AJ.

Love you!  
Aunt Arlene

You are indispensable to our success, Robert.  
You know what needs to be done  
and how to get it done.

Thank you for your love of AJ.  
Claire Newman and Family

*Your crown may be invisible,  
but its presence is felt  
by all who encounter you.*



Robert —  
Skilled, Cheerful, Loyal, Kind!

Mazel Tov.  
With love,  
Helen Victor Turk



*Wearing a crown  
is not about  
asserting  
superiority,  
but about  
serving others  
with humility.*



Mazel Tov,  
Robert!  
Helaine and  
Steven Zlotnick





In honor of Robert Friedman  
*Jon and Cathy Bernstein*

Mazel Tov, Robert!  
*Rabbi Jason Bonder*

A most deserving honoree.  
XO,

*Marcia Bronstein*

Robert,  
Grateful for your expertise,  
kindness, and humanity.

*Ariana Burrows*

Mazel Tov, Robert!  
*Amy and Joe Casparino*

Mazel Tov,  
Robert,  
on this well-deserved honor.

*Joy Fish*

Mazel Tov to Robert Friedman  
on a well-deserved honor!

Rabbis  
*David and Deborah  
Glanzberg-Krainin*

Mazel Tov!  
A richly deserved honor.  
*Shelby Haverson*  
Mazel Tov, Robert!  
*Marlena Robinson Kleit*

Mazel Tov, Robert!  
*Deborah J. Kotzin and  
Jerome D. Verlin*

Mazel Tov Robert!  
A Man for All Seasons!  
*Norman Koven*



**Mazel Tov, Robert!**

*Sarah Lipkin*

**Mazel Tov!**

*Maxine Marlowe  
and the Neidich Family*

**Robert,**

**Mazel Tov on this  
well-deserved honor.**

*Jill and Steven Max*

**Mazel Tov, Robert!**

*Sandi Pasternack*

**Yasher Koach, Robert Friedman!**

*Murray and Lorna  
Rosenberg*

**Robert, you are the  
definition of a real mensch.**

*Sam and  
Judy Rosenberg*

**Mazal Tov and best wishes, Robert!**

*Rebecca and Joel  
Schwartz*

**Mazel Tov to a really  
SPEC-tacular person!**

*Carol Shackmaster*

**Kol HaKavod Robert!**

*Marcelle Shapiro  
and John Beight*



**Mazel Tov!**

*Liane Sher and  
Mitchell Freedman*

**You'll always be a "gem" to us.  
Mazel tov on this well-deserved honor.**

*Rene and Sheldon Smith*

**Mazel Tov to Robert!**

*Jay and Sandy Sobel*

**Well earned! Best wishes!**

*Susan Sommovilla*

**Congrats, Robert...**

**A mensch for all seasons!**

*The Sulman Family*

**Congratulations on this great honor!**

*Roslyn Waldman*

**Mazel Tov, Robert!**

*Donald and Bonnie  
Wittenberg*

**Robert,**

**Once the master of mischief,  
now the master of mitzvot.  
Mazel Tov "Rocks." Well done.**

*Phyllis Weber, David Weber,  
and Barbara Zucker*