



2010 - 2011

WNC

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I am pleased to share these thoughts about Scott Benarde's recent program in Asheville, North Carolina.

His "Jews, and Blues and Rock 'n Roll: A Musical History Tour," program was excellent.

After starting off the evening with an inspirational musical Havdalah service by guest artist Billy Jonas and Rabbi Robert Cabelli, Scott launched into a high-speed, non-stop program with audio, visual, and stories. The audience was rapt, engaged, and loved the presentation! We marketed the program to pre-teens and teens as a way for parents to connect with their kids through music. It brought some new donors into the campaign, and that was a real plus!

Our Jewish Federation coupled the weekend--coined "J-Rock Concert Weekend"-- with a Sunday night concert by songwriter, artist extraordinaire Mr. Peter Himmelman.

It was a great weekend for our Jewish community! We thank Scott for bringing such an excellent program opportunity to the Asheville area. I would highly recommend it for a Jewish Federation of any size.

Yours truly,

Janet

Janet Oppenheimer
Director
WNC Jewish Federation