



THE JUDAIC RESOURCE CENTER



**The conventional wisdom
that *Where cultures meet,
they collide*, goes unproven
in a small Midwestern town
called *Postville, Iowa*.**

Thousands of visitors arrive in Postville annually to understand the true character of this town and the traditions that drive its residents.

Why do the Hassidim dress the way they do, speak in Yiddish and keep kosher? How do they relate to the resident Iowans and vice-versa?



The Eastern European Shtetl

The Shtetl (village) was the incubator and fortress of Ashkenazi tradition and values. Its residents were straightforward folk: dairymen, tailors, butchers and peddlers. They spoke and wrote in Yiddish—a language only they understood. They were utterly faithful and famously resistant to forced change.



The Mid-American Shtetl

In 1987, Aaron Rubashkin opened the world's largest kosher meat-packing plant in Postville, Iowa. His business attracted more than 70 Hassidic families to relocate from Brooklyn, NY. For nearly twenty years, the Hassidic meat-plant employees have lived in proximity to their born-and-bred Iowa neighbors. Still, there is much work to be done to continue building a solid sense of brotherhood both locally and in the national perception.



Judaic Resource Center

The Judaic Resource Center of NE Iowa opened in 1998 to answer questions, offer information and build communication.

In 2005 the JRC purchased a storefront to house its resource library and communication center.

The center currently includes:

- **Library and Resource Center**
- **A Center for Communication and Dialogue**
- **A Kids Activity Center**
- **A Judaica Shop**

The center offers year-round cultural and educational programs that connect people, cultures and religions.

With each passing year the JRC brings an exciting new level of joy and awareness to all. Now in its 10th year of services, the Judaic Resource Center is in desperate need of a larger facility.

In the pages ahead you will be introduced to the many opportunities the center presents, the vital role it plays and the endless possibilities that will be presented with our expansion and addition.

WHY?
THIS!

In the minds of many, Hassidim have lived and longed only for Anatevka—the colorful setting for Fiddler on the Roof. But what of the “tradition” about which Tevye sings? What of the delicate dance of faith that is depicted in his story?

WHY?
NOW!

Over the years, the Hassidim of Postville have shared a beautiful appreciation for the local Iowans and the locals for them. At a time when more and more people are trying to understand the Jewish story, the Judaic Resource Center of NE Iowa is in a position to relay a positive, practical and authentic account.

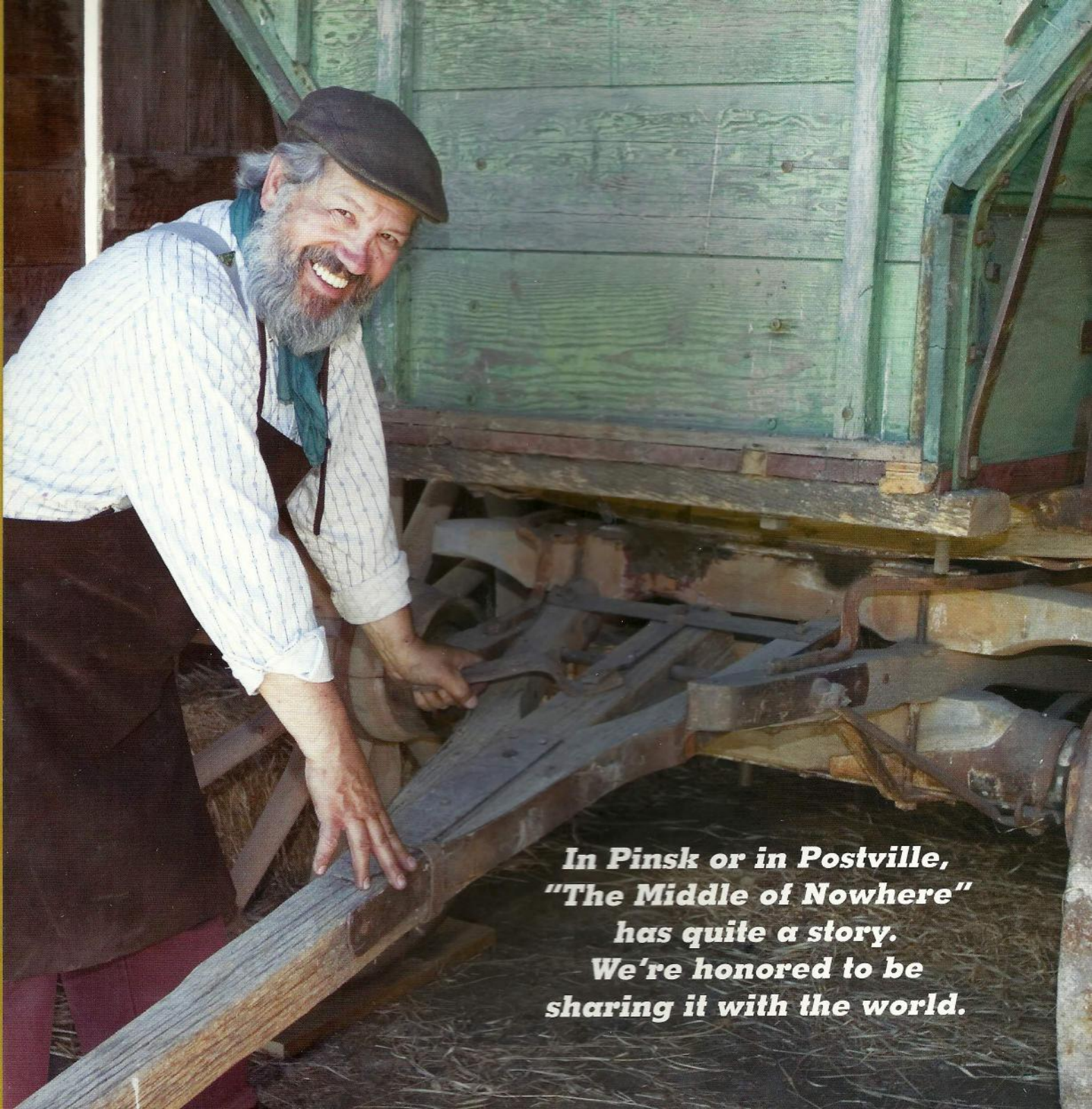
WHY?
YOU!

It is our responsibility to the world's Jewish community and it is our unique opportunity to be sharing the richness of the Jewish experience. Your partnership will allow us to establish a detailed center of discovery and communication that will build essential tolerance and respect between all people.

***A modern twist on the
traditional Jewish shtetl.***

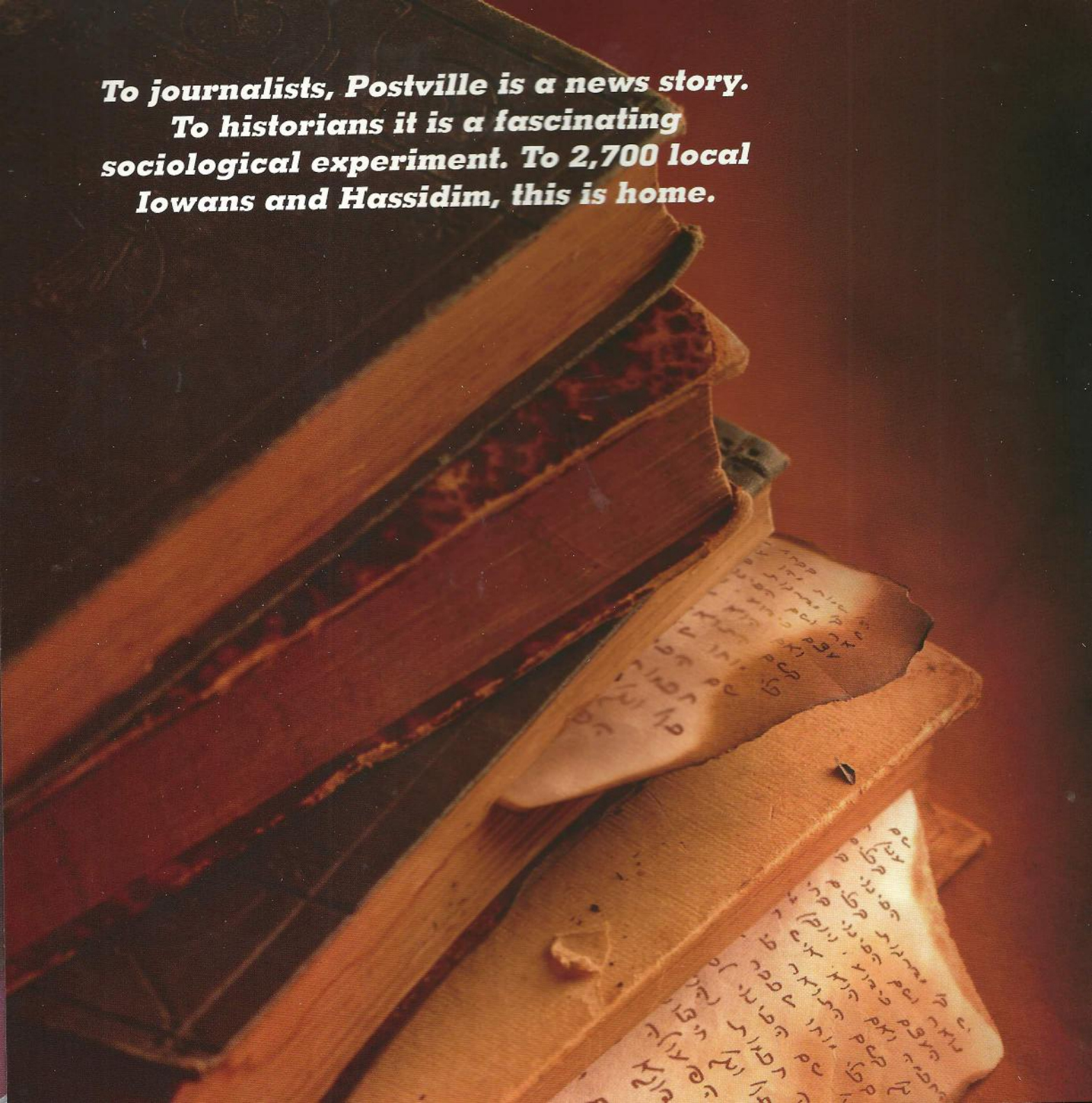






***In Pinsk or in Postville,
"The Middle of Nowhere"
has quite a story.
We're honored to be
sharing it with the world.***

**To journalists, Postville is a news story.
To historians it is a fascinating
sociological experiment. To 2,700 local
Iowans and Hassidim, this is home.**





Library and Resource Center

The expanded Resource Center will house a library with a wide selection of both traditional and contemporary sources that explore the stories of Israel, exile and the Holocaust; traditions, holidays and beliefs. The library will include print, audio and video materials for research in all fields of Jewish thought and culture.



Center for Communication/Conversation Café

A key feature of the new center will be a tastefully furnished meeting center and café in which people of all ages and levels of familiarity can discuss and debate the essentials of faith and culture in a stress-free environment.

Notably, the Conversation Café will serve as a chic kosher eatery and coffee house for traveling businessmen and tourists as well as a real-life experience of the kosher food tradition.

The Center for Communication and the Conversation Café will also host regular lectures and high-quality multimedia presentations that appeal to the local community and to visiting groups.

***Education is built on
continuing dialogue, and
dialogue assumes
different points of view.***





Kids Library and Activity Center/Youth Lounge

The Kids Library and Activity Center will be a two-story mezzanine enclosed in floor to ceiling glass. This area was designed as a child-inspired activity center that can be observed from the quiet parents' reading area below.

It will feature children's reading materials, an audio and video library, a mini theater and story-telling alcove, an arts-and-crafts corner and educational toys including an elaborate Lego® collection and full-border wooden tracks.

An adjacent Youth Lounge will serve as a fun and much needed center of interaction and discussion for local teens. It will feature such favorites as foosball, air hockey, soda fountain and more.



Judaica and Gift Shop

For all who pass through Postville, its people, its culture and its character pass through them. The Jewish Resource Center will provide a gift shop in which visitors of all stripes can purchase souvenirs as well as Jewish literature and Judaica. The gift shop will also generate funds for ongoing maintenance of the JRC.

We look forward to you joining this historic
building event. Your partnership is a
heartening affirmation of your appreciation for
communicating authentic Jewish life.



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