

# *a Message* **FROM ISRAEL**



**FROM THE DESK OF  
TODD ROCKOFF | PRESIDENT + CEO**



Shavuah Tov

I am sitting at JFK preparing to board my flight for Tel Aviv. I am honored to represent the Tucson J and our community on this meaningful experience with leaders of the JCC Movement. Together we travel to Israel to bear witness and to stand in solidarity with our brothers and sisters in Israel.

On Monday we observe a day set aside to remember and honor the impact of the work of Dr. Martin Luther King Jr. I am reminded of a quote of his as I reflect on the last 100 days and look ahead to my journey, Dr. King said – *“In the end, we will remember not the words of our enemies, but the silence of our friends”*. We cannot be silent, we must tell the stories of October 7, the rise in antisemitism and help to shine a light on this situation so that people know the truth.

In an earlier message, I had said that my feet are in the west and my heart is in the east. Tomorrow I will have my feet and heart in the same place for a week. I will share my voice with all of you via email what I am experiencing and look forward to being in conversation with the community upon my return.

The strength and future of the Jewish people is dependent on vibrant Jewish life in Israel and around the world. I am proud of the work that we are doing to ensure vibrant Jewish Life in Tucson. The J is town square of our community, where everyone belongs and some people join. A cornerstone of our organization, fostering unity, support, and a sense of belonging for all. Through Kehillah Kedosha, we cherish our shared traditions, celebrate diversity, and create an environment where everyone’s spirit is uplifted. Together, we embody the principles of compassion, respect, and mutual responsibility, enriching lives and strengthening our bond as a vibrant, holistically connected community.

As I prepare to go, I will think of the words of Tefilat Haderech, or the Traveler's Prayer, which is a Jewish prayer traditionally recited before embarking on a journey. It is a prayer for a safe and successful journey, asking for divine protection for the traveler. When traveling to Israel, many individuals recite this prayer as they embark on their journey to the Holy Land, seeking blessings and protection for their travels.

I am inspired by the words of Elie Weisel – “The opposite of love is not hate, it’s indifference” and with passion and purpose I make this journey and look forward to returning home to continue our collective work of building and strengthening community.

In thinking of MLK Jr day, I reminded of this beautiful piece by The Maccabeats and Naturally 7, let us all [Shed a little light](#).

Am Yisrael Chai

Todd Rockoff  
President + CEO, Tucson J

A handwritten signature in black ink, appearing to read 'Todd Rockoff', written in a cursive style.

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