From the Bible to the present, Jewish religious laws, ethics, and customs have shaped the everyday life of Jews. This year, the Greenfield Institute will consider the many ways Jews have engaged in business, labor, and the tradition of *tzedakah*. From the Sephardic community of Salonica to Berlin to the University of Wisconsin, we will explore the many ways Jews have brought their religious traditions to bear on work and social justice.

Space is limited, so please register early.

**Can’t make it for the whole Institute?**
You can register for each day’s lectures and events separately!

**Final registration deadline:**
July 14, 2019

**Online registration:**
[jewishstudies.wisc.edu/greenfield](jewishstudies.wisc.edu/greenfield)

*The Greenfield Summer Institute is sponsored by the Mosse/Weinstein Center for Jewish Studies through the generosity of Larry and Roslyn Greenfield.*
SUNDAY, JULY 14

5:30-6:00 p.m.
Arrival and appetizers
Fluno Center
601 University Avenue

6:00 p.m.
Opening Dinner
Fluno Center

Welcome and opening remarks by Tony Michels

All lectures will be held at Grainger Hall, 975 University Avenue.

MONDAY, JULY 15

9:00 a.m.
Sabbath Queen in the New York Ghetto
Annie Polland (American Jewish Historical Society)

At the turn of the 20th century, Eastern European Jews came to the United States for religious freedom and economic opportunity. While America’s booming industrial cities offered economic opportunities, however limited, the business workweek often demanded adaptations of religious practices. This lecture will discuss observance of Shabbes, Rosh Hashana, Yom Kippur, and Passover to explore how immigrants negotiated competing demands of business, labor, and religious tradition.

10:45 a.m.
City of the Sabbath: Jewish Businessmen and Jewish Workers in Salonica
Devin Naar (University of Washington)

For centuries under Ottoman rule, the major Mediterranean port city of Salonica was renowned as the Shabbatopolis—the city of the Sabbath where Jews, Muslims, and Christians ceased to work each Saturday. After the city came under
Greek control, a new law in 1924 compelled all residents to rest on Sunday. How did Jews—uniquely represented in all social, professional, and economic strata of the city—reconcile the demands of the modern state with their economic interests and religious obligations?

1:30 p.m.
Jewish American Bankers and
The Ford Motor Company’s IPO
Susie Pak (St. John’s University)

In 1956, the Ford Motor Company gave the largest common stock offering in American history at that time when it made its shares available to the public. A number of important firms involved in the IPO were founded by Jews, but what does it mean to describe a bank as “Jewish?” Most leading investment bankers at the time began as family firms. Over time, their founders and descendants were replaced by others from outside the original families. This talk uses the Ford Motor Company’s IPO as an opportunity to discuss the challenges of writing the history of Jews and finance, which is made all the more difficult by the persistence of anti-Semitism.

3:15 p.m.
Uncle Moses (1932) Film-screening (87 minutes)

“Uncle Moses stands as one of the finest examples of Yiddish cinema and is unique in its portrayal of a despotic Jewish factory boss who takes pleasure in seeing the tables turned by employing the former leaders and highly respected men of his shtetl as sweatshop tailors. Uncle Moses is a harsh man who uses his wealth and power to fight against unionization of his shop (by a young idealistic Jew) and manipulate women, especially the daughters of his workers.”

—J. Hoberman, Bridge of Light: Yiddish Film Between Two Worlds
TUESDAY, JULY 16

9:00 a.m.
Building a Jewish Home … in Madison: Jewish Philanthropy at the University of Wisconsin
Jonathan Z. S. Pollack (University of Wisconsin-Madison and MATC)

Despite its distance from a major Jewish community, the University of Wisconsin has, for nearly a hundred years, had one of the largest Jewish campus communities in the United States. To a great extent, this may be attributed to the Jewish philanthropic support for students and Jewish programming on campus. From aid to impoverished Jewish students in the early 20th century to support for Hillel in the mid-20th century to contributions to contributors to the Mosse/Weinstein Center for Jewish Studies, alumni have ensured that the University of Wisconsin has remained a model setting for Jewish campus life.

10:45 a.m.
The Philanthropic Legacy of Moses Montefiore
Marina Zilbergerts (University of Wisconsin-Madison)

The British banker and philanthropist Sir Moses Montefiore (1784-1885) was hailed as one of the greatest Jewish heroes of the nineteenth century for his intercessions on behalf of world Jewry in the period. From his first visit to Vilna to advocate on behalf of improving conditions for Russian Jews in the empire, his image was cemented in collective cultural memory. Subsequently, his visits to Jewish centers in eastern Europe and his fight against anti-Jewish policies became the subject of poems, stories, memoirs, and legends told by leading nineteenth-century Jewish writers. The subject of this lecture will be the life and legacy of Moses Montefiore as an advocate on behalf of eastern European Jews as depicted in poetry and prose.
1:30 p.m.
The Mosse Family and German Jewish Philanthropy
Skye Doney (University of Wisconsin-Madison)

Rudolf Mosse (1843-1920) founded an advertising agency in Berlin at the age of twenty-four. By the time of his death he was the third richest individual in Germany. Rudolf and his wife, Emilie (1851-1924), established charities throughout Berlin, including schools for orphaned or impoverished children. This talk will explore Rudolf Mosse’s career and his family’s creation of institutions and social programs that advanced their vision for a just society in Germany.

3:15 p.m.
Text Study Session: Maimonides’ Laws of Tzedaka
Rabbi Judy Greenberg, Prof. Jordan Rosenblum, and Prof. Marina Zilbergerts

In this session, we will enter the realm of rabbinic study with small group discussions of a famous rabbinical text: Maimonides’ interpretation of the laws of charity. What is charity? What are the ideal – and less than ideal – forms of tzedaka? What do Jewish views on charity teach us about ethics and theology? Rabbi Judy Greenberg, Prof. Jordan Rosenblum, and Prof. Marina Zilbergerts will be on hand to facilitate conversations, answer questions, and to guide discussions. This will be an opportunity to analyze, debate, and learn.

WEDNESDAY, JULY 17

9:00 a.m.
From the Goring Ox to Bargaining for Socks: Business, Labor and Social Justice in the Talmud
Jordan Rosenblum (University of Wisconsin-Madison)

Whether considering tort law related to damaged property or the propriety of asking the price of goods that one does not intend to buy, the Talmud has much to say about commerce. In this talk, we examine the subject of rabbinic law as it relates to business, labor, and ethics.
10:45 a.m.
**American Jews in the Shmateh Trade**
Tony Michels (University of Wisconsin-Madison)

Jews have played a central role in the clothing business since its founding in the mid-19th century, especially between the Civil War and the World War II. Whether buying, selling, or stitching garments, Jewish hands clothed much of America. And in the country’s largest cities, most Jews made a living in the shmateh or “rag” business. This lecture will return us to the early (and volatile) era of the trade, when scrappy entrepreneurs, militant workers, and cold-blooded gangsters fought it out in the sweatshops and on the streets of immigrant Jewish neighborhoods.

1:30 p.m.
**Jerusalem Stories Film-screening**
Marc Kornblatt (Filmmaker, Refuge Films)

In this humane account of life in Jerusalem, Jewish and Arab Israelis, Palestinian Muslims, Armenian and Palestinian Christians, and religious and secular individuals offer their impressions of the city of peace and conflict. A Near Nazareth Film Festival finalist, *Jerusalem Stories* was also an official selection of the Southeastern, Sioux City, Chautauqua, and Jersey Shore film festivals. Join filmmaker Marc Kornblatt—a longtime Madison resident soon to relocate to Israel—for this screening and discussion.

3:15 p.m.
**Closing Group Discussion:**
Questions, Responses, and Reflections

Attendees of the Greenfield Summer Institute are invited to participate in a group closing discussion on this year’s program.

5:30 p.m.
**Closing Dinner**
Grainger Hall
975 University Avenue
FEES: The fee for the Greenfield Summer Institute is $175 for all programming, including the opening and closing dinners. Registration received after June 24 will be subject to a fee increase. For information about programming or kosher meal options, please contact the Center for Jewish Studies at 608-890-3572.

A LA CARTE PRICING: $50 to attend lectures and afternoon activities on Monday, Tuesday, or Wednesday $30 opening OR closing dinner for Greenfield registrants $30 to attend opening OR closing dinner for those not attending Greenfield (i.e., additional friends and family)

REGISTRATION ONLINE: Participants are encouraged to register and pay online with a credit card at jewishstudies.wisc.edu/greenfield.

REGISTRATION BY MAIL: You may still register by mail using the form on the next page and mailing it to the address below with a check for $175. Please make checks payable to UW–Madison.
CALS Conference Services
640 Babcock Drive, Madison, WI 53706
FAX: 608-262-5088
For registration questions, call 608-263-1672 or email conference@cals.wisc.edu

Please be sure to register only once!
Confirmation of your registration, as well as information about the lectures, housing, specific events, and parking will be sent to you after your registration has been processed. This information will be sent via e-mail if you register online, and via US Mail if you register via mail.

PARKING: Underground parking is available in Grainger Hall. Information about access to parking will be sent after your registration has been received.

LODGING: The Institute has blocked rooms at several nearby hotels. A list of hotels, with information about discounted rates, is available on our website and will also be sent after your registration has been received.
### PLEASE CHOOSE AN ENROLLMENT OPTION

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#### EVENT

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☐ I would **NOT** like to be included in the 2019 Greenfield Contact Sheet.

Please note any special assistance you require due to dietary restrictions, visual and/or hearing impairments, or mobility limitations.

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FOR MORE INFORMATION: PHONE: 608-890-3572   | E-MAIL: greenfield@cjs.wisc.edu   | jewishstudies.wisc.edu/greenfield
Twentieth Annual
Greenfield Summer Institute
Business, Labor, and Social Justice:
Jewish Perspectives, Jewish Traditions