

RACHEL B. GROSS

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EDUCATION

- Ph.D. Princeton University, Religion, 2014.
- M.A. Princeton University, Religion, 2011.
- M.A. University of Virginia, Religious Studies, 2008.
- B.A. University of Virginia, Jewish Studies, 2007.

ACADEMIC APPOINTMENTS

- 2016–present John and Marcia Goldman Professor of American Jewish Studies, Assistant Professor, Department of Jewish Studies, San Francisco State University.
- 2014–2016 Visiting Assistant Professor of Judaic Studies, Department of Religion and Culture, Virginia Tech.

FELLOWSHIPS & HONORS

- 2018 Presidential Award for Professional Development of Probationary Faculty, San Francisco State University, Fall 2018.
- 2016–2017 Young Scholars in American Religion Program, Center for the Study of Religion and Culture, Indiana University-Purdue University Indianapolis.
- 2014 Summer fellowship, Feinstein Center for American Jewish History, Temple University.
- 2013–2014 Dissertation Completion Fellowship in American Religion and Politics, John C. Danforth Center on Religion and Politics, Washington University in St. Louis.
- 2012–2013 Berman Foundation Dissertation Fellowship for the Social Scientific Study of the Contemporary American Jewish Community, Association for Jewish Studies.
- 2008–2013 Fellowship, Program in Judaic Studies, Princeton University.
- 2012 Summer funding grant, Program in Judaic Studies, Princeton University.
- 2009 Summer funding grant, Program in the Study of Women and Gender, Princeton University.
- 2009 Summer funding grant, Program in Judaic Studies, Princeton University.
- 2008 First Place, Jewish Studies Essay Prize, University of Virginia.
- 2007 Levin Family Award for Excellence in Jewish Studies, University of Virginia.

PUBLICATIONS

Works in Progress

Book manuscript: *Feeling Jewish: Nostalgia and American Jewish Religion*. Under review.

Articles and Book Chapters

“A Slippery Slope: Jews, Schmaltz, and Crisco in the Age of Industrial Food.” In *Feasting and Fasting: The History and Ethics of Jewish Food*, edited by Aaron S. Gross, Jody Meyers, and Jordan D. Rosenblum. New York: New York University Press, forthcoming December 2019.

“Table Talk: American Jewish Foodways and the Study of Religion.” *Religion Compass* (2019).
<https://doi.org/10.1111/rec3.12297>.

“Moving Parts: Contraptions and Jewish Traditions.” In *Contraption: Rediscovering California Jewish Artists*, edited by Mark D. Johnson and Renny Pritikin. Munich, Germany: Hirmer Publishers, 2018.

“People of the Picture Book: PJ Library and American Jewish Religion.” In *Religion and Popular Culture in America*, third edition, edited by Bruce David Forbes and Jeffrey H. Mahan. Oakland, California: University of California Press, 2017.

“Field Trip to the Kosher Kitchen: Religion and Politics in the University Dining Hall.” *Transformations: The Journal of Inclusive Scholarship and Pedagogy* 25, no. 1 (Spring/Summer 2014): 128–137.

“Draydel Salad’: The Serious Business of Jewish Food and Fun in Postwar America.” In *Religion, Food, and Eating in North America*, edited by Benjamin E. Zeller, Marie W. Dallam, Reid L. Neilson, and Nora L. Rubel. New York: Columbia University Press, 2014.

Public Scholarship

“A Million Matzo Balls.” Co-authored with Jessica Kirzane. The Yiddish Book Center’s Great Jewish Books Teacher Resources. 30 March 2018.

<http://teachgreatjewishbooks.org/module/million-matzo-balls>

“Jewish Food Does Not Begin and End with Kosher.” *JTA*. 15 February 2018.

<https://www.jta.org/2018/02/15/news-opinion/opinion/jewish-food-does-not-begin-and-end-with-kosher>

“An Unjustified S(ch)mear Campaign’: Narratives of American Jewish Food.” Stroum Center for Jewish Studies E-Journal, University of Washington. 16 November 2017.

<http://jewishstudies.washington.edu/arts-culture/unjustified-schmear-campaign>

“Is the Statue of Liberty a Jewish Woman?” *J. The Jewish News of Northern California*. 3 July 2017.

<http://www.jweekly.com/2017/07/03/is-the-statue-of-liberty-is-a-jewish-woman>

“Anne ♥ Peter’ and the Rise of Anne Frank Fan Videos.” *The Jewish Daily Forward*, The Sisterhood blog. 17 November 2015. <http://forward.com/sisterhood/324909/anne-peter>

“Who Counts as a Jew?” *Religion & Politics*. 8 October 2013.

<http://religionandpolitics.org/2013/10/08/who-counts-as-a-jew>

Literature and Exhibition Reviews

Review of *The Life of the Synagogue*, online exhibition curated by Samuel D. Gruber, Sarah Glover, and Amy Lazarus, <http://lifeofthesynagogue.library.cofc.edu>. *Southern Jewish History* 18 (2015).

“Creating the December Dilemma.” Review of *Hanukkah in America: A History* by Dianne Ashton. H-Judaic, H-Net Reviews (February 2015).

“Sites of Memory and Life.” Review of *Space and Place in Jewish Studies* by Barbara E. Mann. *Sh’ma* 42, no. 691 (June 2012).

“New Directions in the Study of Prayer: Scientific, Social Scientific, Ethnographic, and Theoretical Perspectives.” Co-authored with Molly Farneth and Allison Youatt Schnable. Princeton: Center for the Study of Religion Working Paper. Princeton University, 2009.

Review of *Feminism and Theology*, eds. Janet Martin Soskice and Diana Lipton. *The Jewish Quarterly Review* 98, no. 4 (Fall 2008).

TEACHING

San Francisco State University

American Jewish History. Department of Jewish Studies. Cross-listed under History.

American Jews and Popular Culture. Department of Jewish Studies. Cross-listed under History and Humanities.

Food Fights: The Politics of American Jewish Consumption, 1654–Present. Department of Jewish Studies. Cross-listed under History.

Introduction to Jewish Studies. Department of Jewish Studies.

Introduction to Judaism. Department of Jewish Studies.

Virginia Tech

American Jews and Popular Culture. University Honors Seminar.

Food Fights: Jews and Food from the Bible to Bagels. Department of Religion and Culture.

Introduction to Jewish History, Culture, and Heritage. Department of Religion and Culture.

Material Culture and Humanities in the Public Sphere. Graduate seminar, Department of Religion and Culture.

The Holocaust. Department of Religion and Culture. Cross-listed under History.

Washington University in St. Louis

Food Fights: The Politics of American Jewish Consumption, 1860–2014. Center on Religion and Culture. Cross-listed under Religious Studies, American Culture Studies, and Jewish, Islamic, and Near Eastern Languages and Cultures.

Princeton University

American Places: An Introduction to American Studies. Program in American Studies. Developed and taught with William Gleason and co-assistants in instruction.

Religion and War in America. Assistant in instruction to Kathryn Gin. Department of Religion. Cross-listed under History.

PROFESSIONAL PRESENTATIONS

Invited panelist: “The Sensory/Material” panel. Religion and Its Many American Publics Conference, Lehigh University. 7–8 April 2019.

Invited conference paper: “Playing with Nostalgia: Teaching Ashkenazi Heritage to Children and Parents.” *Childhood in the Jewish Imagination*. The Richard S. Dinner Center for Jewish Studies, Graduate Theological Union, Berkeley, California. 11 March 2019.

Presider: “Digital Jewish Culture: From Documentation to Interpretation” panel. Association for Jewish Studies, Boston. December 2018.

Invited lecture: “The Jewish Deli Revival: Buying and Selling American Jewish Nostalgia.” Center for Judaic Studies, Virginia Commonwealth University. 26 November 2018.

Invited lecture: “The Jewish Deli Revival: Buying and Selling American Jewish Nostalgia.” The Humanities Institute and the Center for Jewish Studies, University of California, Santa Cruz. 8 November 2018.

Paper workshop: “Nostalgia: The American Jewish Mitzvah.” Rocky Mountain American Religion Seminar, University of Utah. 2 November 2018.

Invited lecture: “Give Us Our Name: Genealogy and American Jewish Religion.” History Department, University of Utah. 1 November 2018.

Conference paper: “Ghosts in the Gallery: Historic Synagogues and American Jewish Nostalgia.” International Conference Urban Jewish Heritage: Presence and Absence. Ironbridge International Institute for Cultural Heritage, University of Birmingham. Krakow, Poland. 6 September 2018.

Organizer and panelist: “Taking Care of Business: Jews and Business History” panel. Association for Jewish Studies, Washington, DC. December 2017.

Invited lecture: “Referendum on the Deli Menu: American Jewish Nostalgia and the Deli Revival.” Stroum Center for Jewish Studies, University of Washington. 7 December 2017.

Invited lecture: “Lost in the Diaspora: Jewish Genealogy and American Jewish Nostalgia.” Bay Area Academic Consortium for Jewish Studies, San Francisco State University. 3 May 2017.

Faculty respondent: “Religious Rhetoric in Policy and Practice Decisions” panel. Sites of Religious Practice: An Undergraduate Research Conference. Department of Religious Studies, UC Davis. 20 May 2017.

Conference paper: “‘To Have It in Their Hearts’: PJ Library and American Jewish Religion.” Association for Jewish Studies, San Diego. December 2016.

Presider: “Hidden in Plain Sight: History, Memory, and the Body of the Jew in TV’s Transparent,” American Academy of Religion, San Antonio. November 2016.

Faculty respondent: “Controversies and Approaches in Public History and Material Culture” panel. 19th Annual Brian Bertoti Innovative Perspectives in History Graduate Conference, Virginia Tech. March 2016.

Presider: "Culinary Conversion and Consumption in Contemporary Culture" panel. Religion and Food Group, American Academy of Religion. Atlanta. November 2015.

Conference paper: "Referendum on the Jewish Deli Menu: A Culinary Revival." American Academy of Religion, San Diego. November 2014.

Invited lecture: "Beards in History: Theodor Herzl." Department of Religion and Culture fall 2015 lecture series, Virginia Tech. 25 September 2015.

Conference paper: "Feel the History at Your Feet: Historic Synagogues Turned Heritage Sites." Graduate Student Workshop in American Jewish History, University of Michigan. May 2013.

Conference paper: "Ghosts in the Gallery: Nostalgia and Authenticity in Historic Synagogues Used as Heritage Sites." Association for Jewish Studies, Boston. December 2013.

Organizer: "Direct Objects: Authenticating Jewishness through Material Culture" panel. Association for Jewish Studies, Boston, December 2013.

Paper workshop: "Referendum on the Jewish Deli Menu: A Culinary Revival." Religion in the Americas Workshop, Department of Religion, Princeton University. December 2013.

Paper workshop: "Referendum on the Jewish Deli Menu: A Culinary Revival." Religion and Politics Colloquium, John C. Danforth Center on Religion and Politics, Washington University in St. Louis. October 2013.

Conference paper: "The Arts and Crafts of Nostalgia: Teaching Sentimentality at the Eldridge Street Synagogue." The Arts of Jewish Memory Symposium, the Chicago Center for Jewish Studies Graduate Student Conference, University of Chicago. February 2013.

Invited presentation: "What Is American Judaism?" Teaching-focused graduate student colloquium, Department of Religion, Princeton University. February 2013.

Conference paper: "Lost in the Diaspora: Authority and Authenticity in American Guidebooks to Jewish Genealogy." Association for Jewish Studies, Chicago. December 2012.

Organizer: "How-To Jews: The Instruction Manuals of American Judaism" panel. Association for Jewish Studies, Chicago, December 2012.

Paper workshop: "Lost in the Diaspora: Authority and Authenticity in the Practices of Jewish Genealogy." Religion in the Americas Workshop, Department of Religion, Princeton University. September 2012.

Conference paper: "What Their Souls Need: The Spirituality and Morality of American Medievalism at the Cloisters Museum and Gardens." Gothic America, Ninth Annual American Art History Graduate Student Symposium, Yale University, New Haven. May 2012.

Paper workshop: "Heartwarming Histories: Nostalgia as the American Jewish Mitzvah." American Religion Workshop, Department of Religion, Princeton University. February 2012.

Conference paper: "Morality in Stone: The Moral Imperative of the Cloisters Museum." American Academy of Religion, San Francisco. November 2011.

Conference paper: "Draydel Salad: The Serious Business of Jewish Food and Fun in Postwar America." Enduring Trifles: Writing the History of Childhood with Ephemera, Cotsen Children's Library, Princeton University, Princeton, New Jersey. February 2011.

Paper workshop: “Morality in Stone: The Moral Imperative of John D. Rockefeller’s Cloisters Museum.” American Religion Workshop, Department of Religion, Princeton University. November 2010.

Conference paper: “‘Draydel Salad’: The Serious Business of Jewish Food and Fun in Postwar America.” American Academy of Religion, Atlanta. October 2010.

Paper workshop: “Spaces of Memory: Historic Synagogues as Museums and the Jewish Community.” American Religion Workshop, Department of Religion, Princeton University. October 2009.

PUBLIC PRESENTATIONS

Public Events

Invited lecture: “Rugalech and Remembering: Food as a Path to Jewish Identify and Traditions.” Bay Area Jewish Healing Center’s Healing Circle. 23 January 2019.

Invited class: “A Slippery Slope: Jews, Schmaltz, and Crisco.” Mission Minyan Talmud Club, San Francisco. 12 November 2018.

Invited lecture: “Buying and Selling American Jewish Nostalgia.” Peninsula Jewish Community Center, Foster City, California. 6 August 2018.

Invited class: “The Good Old Days: Buying and Selling American Jewish Nostalgia.” Kohn Summer Intern Program, Jewish Vocational Service, San Francisco. 7 July 2018.

Invited lecture: “Intimate Histories: Genealogy and American Jewish Nostalgia.” Kol Hadash, the Northern California Community for Humanistic Judaism, Berkeley, California. 6 May 2018.

Invited lecture: “Intimate Histories: Genealogy and American Jewish Religion.” San Francisco Bay Area Jewish Genealogical Society. 15 April 2018.

Invited lecture: “The Jewish Deli Revival.” Congregation B’nai Emunah retreat, Ralston White Retreat, Mill Valley, California. 11 March 2018.

Invited lecture: “Referendum on the Deli Menu: American Jewish Nostalgia and the Deli Revival.” Haverford College, Pennsylvania. 26 February 2018.

Invited introduction: “Jewish Queer Ritual Objects with Nicki Green and Merissa Nathan Gerson.” Contemporary Jewish Museum, San Francisco. 1 February 2018.

Invited lecture: “Looking for Judaism in New Places: Contemporary American Jewish Practice.” Congregation Beth Israel Judea, San Francisco. 26 January 2018.

Invited lecture: “The Trefa Banquet 2.0.” The Illuminoshi: Bay Area Jewish Food Professionals. 7 January 2018.

Invited lecture: “Referendum on the Deli Menu: American Jewish Nostalgia and the Deli Revival.” Rhoda Goldman Plaza, San Francisco. 3 January 2017.

Scholar in residence: Keshet Israel, Washington, DC. 15–16 December 2017.

Invited lecture: “Judaism and Representational Art.” Gallery Chat, *The 613 by Archie Rand* exhibit, Contemporary Jewish Museum, San Francisco. 6 October 2017.

Invited lecture: "Mitzvot and Midrash." Docent and educator training, *The 613 by Archie Rand* exhibit, Contemporary Jewish Museum, San Francisco. 19–20 June 2017.

Inaugural lecture, John and Marcia Goldman Chair in American Jewish Studies at SF State: "Feeling Jewish: Buying and Selling American Jewish Nostalgia." Contemporary Jewish Museum, San Francisco. 15 June 2017.

Invited lecture: "Do-It-Yourself Judaism: The 1970s Jewish Catalogs." Tikkun Leil Shavuot, Mission Minyan, San Francisco. 30 May 2017.

Invited lecture: "DIY: Receiving and Reinventing Judaism in the 1970s." Shavuot Banquet, the Kitchen, San Francisco. 30 May 2017.

Invited lecture: "American Jewish Nostalgia." SF Hillel board meeting, San Francisco. 3 April 2017.

Invited lecture: "The Good Old Days: Buying and Selling American Jewish Nostalgia." Three-part SPARK! Program course, Madeline Haas Russell Adult Jewish Studies Program, Congregation Emanu-El, San Francisco. 14, 21, and 28 March 2017.

Invited lecture: "Following Instructions: How American Jews Learned to Cook and Consume." Congregation Olam Tikvah, Fairfax, Virginia. 15 May 2016.

Invited lecture: "Looking for Judaism in New Places: Contemporary American Jewish Practice." Docent continuing education class, National Museum of American Jewish History, Philadelphia. 1 February 2016.

Panelist: "Healthcare Access as a Moral Imperative: An Interfaith Discussion in New River Valley." Virginia Interfaith Center for Public Policy; Virginia Consumer Voices for Healthcare; Virginia Organizing, and the New River Valley Chapter; and the Montgomery County, Floyd County and Radford City Chapter of the NAACP. Unitarian Universalist Congregation, Blacksburg, Virginia. 26 October 2015.

Organizer: Shayna Weiss, "What We Talk about When We Talk about Pools: Controversies in America and Israel." Malcolm and Diane Rosenberg Program in Judaic Studies in the Department of Religion and Culture. 20 October 2015.

Organizer: Etgar Keret, reading from *The Seven Good Years: A Memoir* and conversation with Dr. Shayna Weiss. Malcolm and Diane Rosenberg Program in Judaic Studies in the Department of Religion and Culture. 19 October 2015.

Organizer: Jeffrey Yoskowitz, "Do-It-Yourself Pickles: Reviving Old World Jewish Food Traditions," and "Creating a Kosher America: From Heinz Baked Beans to Nabisco Oreos." Malcolm and Diane Rosenberg Program in Judaic Studies, Department of Religion and Culture, Virginia Tech. 27–28 April 2015.

Invited moderator: "The Holocaust and American Public Memory," conversation with Fred Zeidman, Chairman Emeritus of the United States Holocaust Memorial Museum Council. John C. Danforth Center on Religion and Politics, Washington University in St. Louis. 22 April 2015.

Invited lecture: Keynote speaker, Jewish Student Union Aliyah (Graduation) Ceremony. Multicultural Programs and Services, Virginia Tech. 14 April 2015.

Organizer: "Representing American Jews" film series. Malcolm and Diane Rosenberg Program in Judaic Studies, Department of Religion and Culture, Virginia Tech. Fall 2015.

Organizer: Film screening of *Little White Lie* and discussion with filmmaker Lacey Schwartz. Malcolm and Diane Rosenberg Program in Judaic Studies, Department of Religion and Culture, Virginia Tech; the Dialogue on Race, a program of the Community Group/New Mountain Climbers Fund; Hillel at Virginia Tech; the Black Organizations Council; and the Black Student Alliance at Virginia Tech. 26 February 2015.

Invited lecture: “From Home Cooking to Trendy Fare: The Translation of Ethnic Cooking.” Hickory Feast, Virginia Tech. 16 November 2014.

Invited lecture: “Following Instructions: How American Jews Learned to Cook and Consume.” Bais Abraham Congregation, St. Louis. 3 May 2014.

Organizer and moderator: “Food, Religion, and Politics: A Conversation on Contemporary Issues in the U.S.” John C. Danforth Center on Religion and Politics, Washington University in St. Louis. 8 April 2014.

Invited lecture: “Shabbat Candlestick Salad: The Serious Business of Jewish Food and Fun in the 1950s.” Chabad on Campus, Rohr Center for Jewish Life, Washington University in St. Louis. 10 October 2013.

Invited lecture: “Do-It-Yourself Judaism: Reflecting on the 1970s Jewish Catalogs Today.” Congregation Shaare Zedek, New York. 16 May 2012.

Invited lecture: “The Good Old Days: Nostalgia for American Jewish Children.” The JCC in Manhattan, Learn with Limmud NY. 17 March 2012.

Invited lecture: “The Good Old Days: Nostalgia for American Jewish Children.” Limmud NY, Kerhonkson, New York. 14 January 2012.

Media Appearances

Television interview: *Mosaic*. “Jewish Food and Culture.” KPIX Channel 5, CBS SF Bay Area. 17 March 2019.

Consultant: Liz Alpern and Jeffrey Yoskowitz. “The Best Jewish Food in San Francisco.” *The Nosh*. December 10, 2018. www.myjewishlearning.com/the-nosh/the-best-jewish-food-in-san-francisco.

Radio interview: Deena Prichet. “How A Corporation Convinced American Jews to Reach for Crisco.” *NPR Weekend Edition Sunday*. 2 December 2018. www.npr.org/sections/thesalt/2018/12/02/671960901/how-a-corporation-convinced-american-jews-to-reach-for-crisco.

Newspaper interview: “5 Questions—Matzo Ball Soup for the Jewish Soul.” *SF State Magazine* (Fall/Winter 2017). <https://magazine.sfsu.edu/fall-17/5-questions>.

Journal interview: Sallyann Amdur Sack-Pikus. “An Outsider Looks at the Jewish Genealogical Phenomenon.” *Avotaynu: The International Review of Jewish Genealogy* 30, no. 3 (Fall 2014).

ADMINISTRATIVE & ACADEMIC SERVICE

Service to the Profession

Co-chair, Steering Committee, Religion, Memory, and History Group, American Academy of Religion, 2018–2024. Committee membership, 2015–2024.

Steering Committee, Religion and Food Group, American Academy of Religion, 2015–2021.

Executive Committee, American Jewish Historical Society, 2018–2020. Wasserman Essay Prize Committee, American Jewish Historical Society, 2017.

Co-creator and organizer: Junior Scholars in Jewish Studies in the Bay Area working group, 2018–present.

Reviewer of manuscripts: Palgrave Macmillan and Bloomsbury Academic Publishing.

Peer reviewer: *Religions* and *Nashim: A Journal of Jewish Women's Studies and Gender Issues*.

University Service

Advisory Resource Center Faculty Advisory Board. San Francisco State University, 2017–2019.

Social Media Coordinator, Department of Jewish Studies, San Francisco State University, 2017–present.

Review Committee for Jewish Studies Graduate Student Grant. Academic Consortium for Jewish Studies and the Jewish Community Federation of San Francisco, the Peninsula, Marin and Sonoma Counties, 2018.

Judaic Studies program coordinator. Department of Religion and Culture, Virginia Tech, 2014–2016.

M.A. thesis committee member: Claire Gogan, “To Play Jewish Again: Whiteness, Counterculture and The Klezmer Revival 1977–1997.” Department of History, Virginia Tech, 2016.

LANGUAGES

Modern Hebrew (reading knowledge)

Yiddish (reading knowledge)

German (reading knowledge)

Biblical Hebrew (college-level instruction)

Spanish (college-level instruction)

PROFESSIONAL MEMBERSHIPS

American Academy of Religion

American Jewish Historical Society

Association for Jewish Studies