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## A Chosen Profession

by Arthur Sandman, President, New Jersey Association of Jewish Communal Service, Assoc. Exec. V.P. of Program Services, United Jewish Communities of MetroWest NJ

This October, I will mark twenty-five years as a Jewish Communal Professional. When I first entered the field, I worked at UJA-Federation of New York raising money from Jewish communal professionals working in the UJA-Federation network and in national organizations based in the Manhattan.

It was not long before I confronted the question of whether Jewish communal service is, indeed, a profession. The Jewish communal professional is not defined in the same way as law, medicine, accountancy, or engineering—with specific academic preparation and licensing standards. Jewish communal professionals arise from a wide variety of disciplines and perform in many different roles.

Unlike the better-known professions that are defined by function and knowledge, ours is defined by a purpose. Whether we are therapists or fundraisers, educators or planners—whatever we might be—we share a commitment to creating vibrant Jewish community.

Indeed, in our agencies and institutions, we may well find accountants who define themselves as Jewish communal professionals and group workers who do not. In our profession, we identify ourselves through our willingness to profess Jewish community as an essential value and to act on that belief through our career choice.

In the traditional professions, professional associations set standards of practice. In our multidisciplinary profession, our professional associations cannot do that. Our professional associations aspire to something at once less tangible but ever more noble. Our professional associations *aspire to inspire*. We seek to inspire those who work in the field to, instead, toil in the vineyard—to see the work they do as “Avodah”—not just as professional service but as divine service.

I believe that, the vitality of Jewish institutions requires that they be staffed by individuals who carry a commitment to the Jewishness of their institutions. In a generation when working in a job until retirement is a rarity and individuals flow freely from one employer to the next, providing such staffing is increasingly challenging.

Around the country, we see more and more of the key positions in Jewish communal life filled by people for whom the Jewish institution is but one stop in a long career. At some level, that renews us with fresh perspectives. But taken too far, it dilutes our Jewish purpose, the Jewish soul of our organizational life.

Upon graduating college, I half-stumbled into the field. I have built my career not as a budgeting and planning professional, but as a Jewish communal professional. That has happened because, from the start, I was surrounded by people who actively articulated Jewish Communal Service as a profession. And it will only happen for others if today’s Jewish communal professionals surround the rising generation of employees in our agencies with that same ethos.

The opportunity to serve as president of the New Jersey Association of Jewish Communal Service is truly a privilege. I hope you will join me in seeking through our Associations to inspire in our colleagues a belief that—while there is more lucrative work, easier work, less frustrating work—there is no work holier than Jewish communal work.



Arthur Sandman



**JCSANA PRESENTS**

**A Continental Conference Call**

# **FRONT & BACK DOOR LEADERSHIP:**

**Lessons from the Bible for  
Contemporary Communal  
Challenges**

**September 25<sup>th</sup>**

**3pm EDT, 2pm CDT, 1pm MDT, 12pm PDT**

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## **New Year Greetings:**

**GLENN EASTON, JCSANA President,  
Executive Director, Adas Israel Congregation**

## **Introductions:**

**AUDRA BERG, JCSANA Secretary & Programming Co-Chair,  
Assistant Vice President of Leadership Development,  
JUF-Jewish Federation of Chicago**

## **Presenter:**

**BRIGITTE DAYAN, Director, Wexner Alumni Network**

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The Bible is full of leadership informed by machismo: direct, frontal, assertive, commanding, thunder and lightning. But it also contains some nuanced stories of leadership inspired by more indirect means of persuasion: reason, deception, and back-room deals. We will explore a few such biblical stories, and in light of the guidelines we extrapolate from them, we will revisit some recent Jewish community controversies. In both the biblical and contemporary contexts, we will consider: What do we learn from leaders who operate more indirectly? How do we know which approach is the most effective in a given situation? And how do we create a unified strategy on important Jewish communal issues when our leaders bring diverse inclinations to the table?

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**For Registration and Resources go to:**

**[www.JCSANA.org](http://www.JCSANA.org)**

## UJA Federation of Northern New Jersey

The UJA Federation of Northern New Jersey (UJANNJ) is actively involved in continued professional and volunteer development. Two of their programs, the Berrie Fellows Leadership Program and the Synagogue Leadership Initiative, focus on enhancing the leadership skills of local volunteers and of synagogue and community leaders. Both ventures continue to help make the Northern New Jersey communities stronger.



**UJA FEDERATION OF  
NORTHERN NEW JERSEY**

Run in partnership with the Russell Berrie Foundation, the two-year Berrie Fellows Leadership Program targets young talented participants who either have not been previously involved in volunteer work in the Jewish community and/or are on track to be future organizational presidents. The goal of the Berrie Fellows Leadership Program is to help participants tap into their leadership potential to benefit both the Jewish and general communities. This is achieved through bi-weekly, intense seminars led by a dynamic faculty. As well, participants are matched up, one-on-one, with a mentor.

UJANNJ Executive Vice President Howard Charish describes the program as, “transformational.” Illustrating the program’s successes, Charish recalled several accomplishments of its alumni: the development of a Gulf Coast clean-up initiative (now in its 3<sup>rd</sup> year, with multi-generational participants), the adoption of a Mississippi synagogue, and the attainment of leadership positions in agencies, synagogues, and day schools. Charish also noted that UJANNJ’s 2009 campaign chair, too, is an alumnus of the Berrie Fellows Leadership Program. Charish attributes some of the success to the unique nature of the program’s focus on personal meaning. Participants explore what the seminars mean to *them*, and how their volunteer work and finances *can* make a difference in their communities.

Now in its 10<sup>th</sup> year of strengthening synagogue life in northern New Jersey, UJANNJ’s Synagogue Leadership Initiative (SLI) is sponsored in partnership with the Henry and Marilyn Taub Foundation. It was created with the understanding that synagogues are the core to a strong, vibrant Jewish community. With a focus on strategic planning, SLI helps local synagogues implement the steps needed towards achieving their goals. Strategic plans are personalized for the specific needs of each synagogue, and focus on development at the individual and organizational levels. SLI also boasts several professional and volunteer affinity groups (for rabbis, cantors, presidents, and executive directors) as a venue for sharing best practices.

UJANNJ is happy to share materials regarding these two initiatives. For information about the Berrie Fellows Leadership program, contact Stuart Himmelfarb at [stuarth@ujannj.org](mailto:stuarth@ujannj.org). For information about the Synagogue Leadership Initiative, contact Judy Beck at [judyb@ujannj.org](mailto:judyb@ujannj.org). Learn more about UJANNJ at [www.ujannj.org](http://www.ujannj.org).

For more job listings, visit [www.jewishjobs.com](http://www.jewishjobs.com)  
For jobs in the Federation system, visit [www.ujc.org/jobs](http://www.ujc.org/jobs)  
For jobs in the JCC system, visit [www.jccworks.com](http://www.jccworks.com)

If you have news you would like to share in the October 2008 issue of the JCSA Newsletter please send it to [info@jcsana.org](mailto:info@jcsana.org) by Tuesday, September 23rd.

## Notes from Bert Goldberg, JCSA Insurance Committee Chair

A Fixed Indexed Annuity is a Fixed Annuity which may earn more interest than a fixed rate of return because it is linked to a formula based upon the performance of a stock market index such as the S&P 500.

Because the funds are linked to, and not deposited directly into the index, this type of retirement planning vehicle offers you **upside growth potential with no downside risk to your principal----**you cannot, at any time, lose any of your principal due to stock market fluctuations.

### A NEW YORK FIXED INDEX ANNUITY GUARANTEES

### A MINIMUM RETURN OF 3% ANNUALLY.

Some Fixed Indexed Annuities will pay a bonus on the amount deposited in the first year.

Learn more about Fixed Index Annuities and the opportunity they present for transferring TSAs and/or IRAs. These plans are also available for private investment funds such as CDs and Money Market Accounts and insurance programs listed below.

#### Call for a Brochure and Application!

Contact our administrators for JCSA Benefit Plans, Brian and Irving Silberberg at:

Telephone: 1-800-597-9245

New! E-mail: [bsilberberg@multifin.com](mailto:bsilberberg@multifin.com)

Website: [www.jcsabenefitplans.com](http://www.jcsabenefitplans.com)

JCSA Benefit Plans offers the following plans and services to our members on an individual and agency basis:

- ◆ Long Term Disability
- ◆ Tax Sheltered Annuities
- ◆ Retirement Disability Plan
- ◆ Life Insurance Plan
- ◆ 529 College Fund Plan
- ◆ IRA Plans
- ◆ Long Term Care Plans
- ◆ Fixed Index Annuities
- ◆ 24 Hour Accident Plan
- ◆ Agency Pension Planning
- ◆ Executive Top Hat Plans
- ◆ Mutual Funds

Jewish Communal Service Association of North America



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#### Mission

The Jewish Communal Service Association of North America supports the enhancement of professional Jewish communal leadership, uniting a broad spectrum of individuals, entities and disciplines sharing a commitment to advancing their communities guided by Jewish values.

We're on the web: [www.jcsana.org](http://www.jcsana.org)

Glenn Easton, President    Brenda Gevertz, Executive Director

Newsletter Staff — Sara Reif & Hezzy Jesin, NYC, staff.

To subscribe directly to this newsletter simply go to [www.jcsana.org](http://www.jcsana.org), enter your email address in the space provided and click "go". Your e-mail will be automatically added to our listserv through Constant Contact. It is free, fast and easy!

# Mazel Tov to 2008 Graduates of Jewish Communal Professional Programs



2008 Wurzweiler School of Social Work Graduates



2008 Block Graduates of Wurzweiler School of Social Work

Mazel Tov to the Graduates of Yeshiva University, Wurzweiler School of Social Work.. The May 2008 Graduates are: Eli Babich, Rachel Haar, Joseph Horowitz, Adena Kaplan, Robert Lebowitz, Rebecca Leibowitz, Jackie Lutnick, Steven Mark, Daniel Schuval, Alana Zeifman, & Dori Zofan. The 2008 Block Graduates are: Rachie Jacobson & Darren Levin.

## World Council of Jewish Communal Service GA Add-on Conference Communities in Transition

Challenges & Opportunities for the Communal Professional

**NOVEMBER 19 - 20, 2008**

Maiersdorf Faculty Club, The Hebrew University of Jerusalem, Mt. Scopus

In conjunction with

United Jewish Communities & Jewish Communal Service Association of North America

Sponsored by

UJA Federation of Greater Toronto, Jewish Federation of Greater Washington, UJC of MetroWest NJ

*Join colleagues for networking and interchange on global approaches to challenges facing Jewish communities in transition from Johannesburg to Jerusalem*

For more information and online registration visit- [www.wcjcs.org/nov2008.htm](http://www.wcjcs.org/nov2008.htm)

- The registration fee for North Americans is \$75 US for this one and half day conference that will begin after the GA ends on Nov. 19<sup>th</sup>.
- If you are attending the GA, please extend your GA hotel reservations accordingly when booking your GA hotel.

### Conference Chairs

**Ted Sokolsky**, UJA Federation of Greater Toronto, Canada

**Naomi Stuchiner**, Beit Issie Shapiro, Israel

**Erica Brown**, Jewish Federation of Greater Washington, USA

**Program Chair:** Sara Bogen, Israel

### World Council of Jewish Communal Service

*Max Kleinman, President  
Ted Comet, Executive Vice-President*

*Howard Weisband, Associate President  
Dorit Rom, Associate Executive Vice-President*

The fundraiser secures a donation. *The Jewish communal professional provides an opportunity for a fellow Jew to perform an act no less sanctified than Kol Nidre—to help another Jew.*

The caseworker connects a client to a service. *The Jewish communal professional connects a Jew to Jewish Family.*

The educator teaches. *The Jewish communal professional ignites a passion for Jewish tradition and People.*

Together, this coming year, may we, through our Associations, endeavor together to find the sparks of the holy in our everyday work, to share those sparks with our colleagues, and to light our world with a higher purpose.

E-mail Arthur Sandman at [asandman@ujcnj.org](mailto:asandman@ujcnj.org)

*Reprinted with permission from the NJAJCS Weekly Update*

## Employment Opportunities

[Jewish Community Federation of Cleveland](#) seeks a **Senior Development Officer for Major Gifts (SDO)**

The SDO is an integral part of the Federation's senior Development team with responsibility for coordinating the strategic direction of the Federation's total relationship with identified donors and donor prospects. Reporting to the Vice President for Development, the SDO will identify, cultivate, solicit, and steward major gifts for the Federation; initiating, maintaining and growing these relationships to maximize their long-term value and benefit to the Federation. This is a high profile position working with some of the Federation's highest level donors and most senior lay people. The SDO is accountable for generating new and increased current and deferred gifts that support the Federation and its programs, matching the philanthropic interests of identified donors with the mission and goals of Federation. Apply on-line at [www.jewishcleveland.org](http://www.jewishcleveland.org) or send resume to [jcohen@jcfcleve.org](mailto:jcohen@jcfcleve.org)

## Mazel Tovs

Mazel Tov to [Brian Eglash](#) of **United Jewish Federation of Greater Pittsburgh** for being named Senior Vice President, FRD.

Mazel Tov to [Mandy and Rabbi Yoni Kaiser-Blueth](#) on the birth of their second child, [Shai Amichai](#).

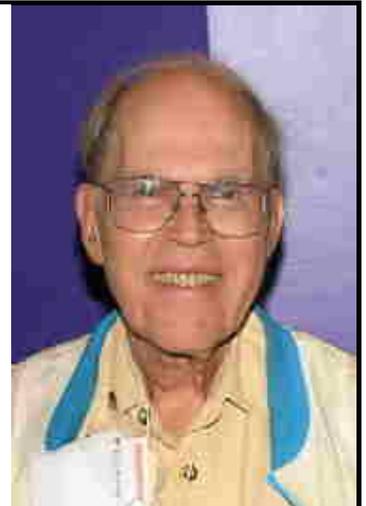
Mazel Tov to [Reva Feldman](#) on her move to Palm Beach County and becoming the Campaign Associate at the **Palm Beach County Federation**.

Mazel Tov to [Ilene Scholnick](#), **American Jewish Committee**, on her marriage to [Michael Ausubel](#).

Mazel Tov to **Jewish Home Lifecare** for the following additions to their staff: [Audrey Wathen](#) has been appointed senior vice president of Human Resources, [Harvey Levine](#) has joined as director of HAPI, Home Assistance Personnel Inc., and [Ida Santana, M.D.](#) joins the medical staff in the Lifecare Community Services Division as palliative care consultant .

## Mazel Tov

JCSA wishes a special Mazel Tov to [Phil Cohen](#) on 50 years of continuous membership in our professional association! Phil worked in several communities, including Baltimore, Buffalo, Cincinnati and Rochester, rising through the ranks of professional service in Jewish Community Centers and becoming the Assistant and then Executive Director at the Jewish Community House of Bensonhurst, Brooklyn, from 1974-86. At JCH, he was involved in organizing and supervising the largest Russian Resettlement program in the country in 1979, when 50,000 émigrés left the Former Soviet Union. He also helped the Sephardic Jewish community in building their Sephardic Jewish Community Center in Brooklyn. Phil and his wife, Carol, have "retired" to Asheville, North Carolina, where he is an active volunteer in numerous projects. He and Carol have traveled extensively, including visiting more than 50 countries. JCSA is proud to have Phil's unwavering support and salutes his life-long dedication to the Jewish people. Phil will receive this year's membership as a Golden Anniversary present. We wish Phil and Carol many more years of healthy and productive service! You can contact Phil at [phicoh40834@webtv.net](mailto:phicoh40834@webtv.net).



# Events

## Take Your Career to the Next Level With Wiener Educational Center Programs in NY!

Join them for professional development workshops, seminars, and long-term intensives that will help you become more effective in your current job or develop the skills you need to advance in your career. Current workshops cover topics that range from Interviewing Skills to Advanced Supervisory Skills. To view their current professional development programs visit them at [www.ujafedny.org/wienercenter](http://www.ujafedny.org/wienercenter). You can also let them know if you're looking for a particular workshop by contacting [fortessj@ujafedny.org](mailto:fortessj@ujafedny.org).

## JCPSC OPENING EVENT —

### Who's really building the Jewish Community? How Jewish Professionals Are Changing the World!

Join JCPSC for their kickoff event. Featuring Keynote Speaker, Rob Eshman, Editor-in-Chief of The Los Angeles Jewish Journal. The event will take place on Thursday, September 18, 2008 at 6:00 PM. For reservations and address, please RSVP to Saul Korin at [jcpscla@yahoo.com](mailto:jcpscla@yahoo.com) or call 310-701-5208 by September 11. You may also register online at [www.JCPSoCal.org](http://www.JCPSoCal.org).

The **Jewish Community Federation of San Francisco** is holding a series of workshops on “**Essential Communication Skills Training: Lay/Professional Communication Workshop and Partnership Training**” the week of September 7<sup>th</sup>, 2008. They are inviting their Community Partners’ Presidents and Executives to participate in the workshop being held on **Wednesday, September 10<sup>th</sup>**. The workshops will be led by Dr. **Mindy Wertheimer**, an expert in the field of communication and volunteer professional relations. Please contact Benjamin Pither at [Benjaminp@sfjcf.org](mailto:Benjaminp@sfjcf.org) or (415) 512-6437 if you would like to take advantage of this opportunity and reserve space in the workshop.

## AJP'S FOURTH ANNUAL HAPPY HOUR —

Are you a young Jewish communal professional in the New York area looking to network with others in the field, and attend professional development opportunities? If so, become involved in **AJP- the NY local chapter of Jewish Communal Service Association of North America (JCSA)**! Join AJP at the The 79th Street Boat Basin Café (79th Street and the Hudson River, entrance is downstairs in Riverside Park) on Wednesday, September 10<sup>th</sup>, 6:00 p.m. – 8:00 p.m. Please RSVP by September 1st at [www.ajpnyc.org/rsvp](http://www.ajpnyc.org/rsvp).

# Scholarship

## JCCs of NORTH AMERICA GRADUATE SCHOLARSHIP PROGRAMS

The scholarship programs are designed to deepen and enhance the professional knowledge of qualified recipients. Incorporating classroom study, internships, networking opportunities, professional development conferences and seminars, **JCC Association Graduate Scholars** are on the fast track to become effective and successful JCC professionals. Over 350 JCC, YM-YWHA, and summer camp sites located in 150 Jewish communities throughout North America belong to the JCC Movement. Employment in JCCs is meaningful, exciting, and challenging work, and with the potential for professional advancement, a rewarding lifetime career. For more information, please visit [www.jccworks.com](http://www.jccworks.com) and click on the 'scholarships' link.