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## Confronting the Economic Downturn

Jewish communal agencies across North America and around the world are working to ensure that they continue to provide their vital services. JCSA member organization, the Jewish Community Foundation of San Diego, led by CEO Marjory Kaplan, held a community-wide forum addressing "Strong Governance in Weak Times," with more than 100 participants at the day long event. They shared strategies, including:

- Stick to your organization's mission and avoid mission drift
- Increase oversight of finances and investments by convening often
- Explore new sources of income
- Review the organization's strategic plan and budget, making adjustments if needed
- Create effective donor communications and connections

The program also included this inspiring message from Gail Littman, Director of Endowments, Jewish Community Foundation of San Diego.



Gail Littman

“The *birkat hamazon*, the prayer for thanksgiving after a bountiful meal, recognizes that it may be in times of great success that we believe we did it all on our own and might forget upon whom we depend and owe gratitude. In want and in plenty, in fear and festivity, we need to remind ourselves of the orientation of heart, soul and behavior that will offer in resiliency, the ability to manage our circumstances with faith in ourselves and in others. Because that is what resilience really is -- the ability to face life with courage, optimism and determination, knowing that there will be good times and difficult times, but that we can get through them all because we have what it takes and because we are part of something of great meaning and importance.”

### JCSA Professional Development Month Opening Program

Continental Conference Call on Silo Busting for Collaboration

With **Dr. Steven M. Cohen**, Research Professor, HUC-NY

and **Dr. Alisa Kurshan**, VP, UJA-Federation of NY

March 3rd, 3 PM EST

# IAJVS Mobilizes to Confront Unemployment Crisis!



**International Association of Jewish Vocational Services (IAJVS) has developed** a national strategy to help confront the evolving unemployment crisis. Executive Director Genie Cohen stated, "IAJVS, an affiliate of JCSA, has historically been one of the major 'first responders' to address rising unemployment."

IAJVS issued a white paper "**Without Work**" to emphasize the problems associated with the escalating massive increase in U.S. unemployment and to publicize the commitment of the organization to developing and implementing programs and services that will get people back into the workforce. The full paper may be downloaded from the IAJVS website at [www.iajvs.org](http://www.iajvs.org)

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## Looking for work?

If you are in NYC to look for a job in the Jewish Community, JCSA can provide desk and internet access for you. RSVP to [info@jcsana.org](mailto:info@jcsana.org)

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## Local Groups

### JProDC

**February 4<sup>th</sup>, 9-11 a.m. at the JCCGW.** Dr. Erica Brown will facilitate a discussion for JProDC on "Dealing with Difficult People." Whether it is a grouchy colleague, a pushy donor, a disaffected client, or a truly difficult board member, this interactive session will help participants act and react in a positive values framework.

**June 3<sup>rd</sup>, 9:30 a.m.-4 p.m. at Adas Israel Congregation.** The Shulamith Reich Elster Lifetime Achievement Award, and the Jewish communal worker with the Young Leadership Award are meant to highlight lives spent in dedicated service to the Washington Jewish community. They mean so much more when the awardees are nominated by their peers. Submit, by email, nominations for Lifetime Achievement (a community worker who has served for at least a decade in DC, and whose influence has touched a broad segment of the community), and for Young Leadership (a professional under 35 years of age, who has spent less than 10 years in Jewish communal service.).

For more information about these events or to send in your nominations email, [info@jprodc.org](mailto:info@jprodc.org).

### AJP NYC

**January 26<sup>th</sup>, 2009-Cook a meal with AJP NYC for a homeless shelter!** We all know how important it is to give back to the community. Let's give back while we network together as Jewish communal professionals! AJP NYC will be cooking for a homeless shelter on the upper west side, which is a service project of a few community churches as well as Congregation B'nai Jeshurun. If you are interested in learning more about this, or signing up, please e mail Belinda Lasky at [blasky@bj.org](mailto:blasky@bj.org).

### JCP of Southern California

**January 15<sup>th</sup> JCPSC Salon** Thoughts on Jewish Communal Service as a Calling with Richard Siegel ([read Richard's article in the JCSA Newsletter here](#)) Join us at a home in the Valley for a JCPSC Salon. RSVP to [jcpscla@yahoo.com](mailto:jcpscla@yahoo.com)

# B'nai B'rith International

*JCSA Member Agency Spotlight: by Ian Hutchinson JCSA Intern*

B'nai B'rith International, celebrating its 165<sup>th</sup> anniversary, focuses on work related to humanitarian services and human rights advocacy in the Jewish community. Since 1843, B'nai B'rith has supported community development through Jewish unity, security, continuity, and tolerance. Their belief that aid, as a whole, is the right for everyone, regardless of religious affiliation, makes them effective in communities around the globe. With experience bringing disaster relief programs to communities in need, including victims of Katrina and the Sri Lanka Tsunami, B'nai B'rith has extended their reach to more than 50 countries worldwide. B'nai B'rith's goal of improving international and inter-communal relations has led to the creation of new synagogues and churches as well as cooperation with the Pope to bolster Jewish-Catholic relations. B'nai B'rith is able to maintain its voice in the political/religious arena by being the only Jewish communal organization that has a full-time office at the United Nations.

Through a number of programs, B'nai B'rith advocates for professional development not only for current professionals, but for youth, as well. Their *Diverse Minds* youth writing challenge is a contest for high-school students to write children's books about diversity. These books, aimed at elementary-aged children, teach tolerance and acceptance through a positive message of peace. By promoting cultural competence in our youth, B'nai B'rith is laying the foundation for developing Jewish communal professionals dedicated to diversity. The contest is open to public and private high-school students living in Los Angeles, New York, Washington D.C., and parts of Virginia, Maryland and Minnesota. A winner is selected in each city from a panel of local judges. The winning author not only receives a \$5,000 scholarship, but has their book sold on Amazon.com. The winning book is given out to schools, libraries, and community centers free of charge. Another program, Aging In Place, provides help for families that want to learn how they can keep aging loved ones in their home. In this seminar, participants can listen to experts on aging, gerontology, house architecture, and how to make your home safe for loved ones who need assistance.

To continue serving the Jewish community over the next decade and beyond, B'nai B'rith maintains that the organization exists to serve the community. Each month the agency selects a theme specific to a social need around the world. For the month of December, the focus was community service. During this period, B'nai B'rith focuses its resources to programs and services that give hope to those who need it most. For example, Project HOPE is a program providing food to the poor and elderly during Passover, in places such as Philadelphia, Boston, New York, Washington D.C., Baltimore, and Connecticut. Local Jewish Organizations offer lists of those in the community who are in need and B'nai B'rith members partner with community and Jewish agencies in these areas to provide assistance.

For more information on B'nai B'rith International, visit [www.bnaibrith.org](http://www.bnaibrith.org).

B'NAI B'RITH  INTERNATIONAL

Don't Forget; as a JCSA member organization, you receive 10% off  
your listing on [www.JewishJobs.com](http://www.JewishJobs.com)

## Events

Participate in a ground-breaking inter-denominational conference on Jewish women's prayer sponsored by **The Jewish Theological Seminary, Jewish Orthodox Feminist Alliance, Women of Reform Judaism, Women's League for Conservative Judaism, the Abraham Joshua Heschel School, and The Jewish Community Center in Manhattan**. The conference will be held at the **Heschel High School in Manhattan** on **Sunday, March 1, 2009 from 9:30 a.m. to 4:00 p.m.** The keynote address-which is JTS's Jack and Lewis Rudin Lecture-will be delivered by **Dr. Aliza Lavie**, editor of the best-selling *A Jewish Woman's Prayer Book*. Presenters will include **Anita Diamant, Debbie Friedman, Vanessa Ochs** and many more. For more information, visit [www.JOFA.org](http://www.JOFA.org)

### 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).

**Women's Summit for a More Welcoming Jewish Community:** On January 29, participate in the **Jewish Outreach Institute's** one-day conference to energize and inspire women volunteer leaders and Jewish communal professionals with innovative methods to better reach and welcome unengaged Jewish populations. Visit [www.JOI.org/Summit](http://www.JOI.org/Summit) or contact Harriet Lewis at [HLewis@JOI.org](mailto:HLewis@JOI.org) for details.

## Mazel Tovs

**Mazel Tov Hillel International** honored eight Exemplars at their past Annual Staff Conference. The winners include: **Keri Copans**, Assistant Director, Hillel at the University of California, San Diego; **Rabbi Yehuda Sarna**, University Chaplain, The Bronfman Center for Jewish Life at NYU; **Dan Yagudin**, Senior Program Director, Hillel at University of Miami; **Rabbi Mychal Copeland**, Campus Rabbi, Stanford University Hillel; **Dan Libenson**, Executive Director, University of Chicago Hillel; **Lauren Estes**, Assistant Director, Tufts University Hillel; **Yonatan Barkan**, Israel Fellow, Hillel at University of California, Davis; & **Darin Diner, z"l**, Executive Director, Hillel of Broward and Palm Beach.

**Mazel Tov to Gail and Max Kleinman, UJC of Metrowest, NJ** on becoming grandparents of Marlee Bell and on the engagement of their son, Howard.

Jewish Communal Service Association of North America

**JCSA**  
Connecting & Enhancing Professional Leadership

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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

*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!*

# Fellowships & Scholarships

**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.

**Women's Philanthropy of United Jewish Communities of MetroWest NJ**, in conjunction with the **Maxine Fischer Memorial Fund** of the **Jewish Community Foundation of MetroWest**, has established the **Maxine Fischer Scholarship**. The successful candidate will be a young woman from or in the MetroWest Community who is presently at least a junior in college and who has a declared major of Jewish Studies and/or Women's Studies. She will be a full-time student, either undergraduate or graduate, attending a fully accredited college or university. She will have demonstrated involvement in Jewish or Women's Studies programs in the community as well as involvement with synagogue, Jewish youth, Hillel, or other Jewish organizations. Applications for the scholarship must be postmarked or received via email by February 27, 2009. Applications are available on our Web site, [www.ujcnj.org](http://www.ujcnj.org). All applicants must be available in person or over the phone for an interview with the scholarship committee. For further information about the scholarship, contact Rebecca Missel at (973) 929-3061 or [rmissel@ujcnj.org](mailto:rmissel@ujcnj.org).

The **Federation Executive Recruitment & Education Program (FEREP)** is a graduate scholarship program funded through the **United Jewish Communities** that recruits, supports and develops future professional leaders for the North American [Jewish federation system](http://www.ujc.org). The program awards up to \$40,000 for specified areas of graduate study in return for a minimum two-year paid work commitment in a North American Jewish federation. FEREP also provides supplemental professional and cohort development opportunities, and assists students with the placement process leading to their first federation position. More information can be found at [www.ujc.org/ferep](http://www.ujc.org/ferep) or contact [ferepinfo](mailto:ferepinfo@ujc.org) if you have questions. Applications are due on February 15<sup>th</sup>, 2009 for the 2009-2010 academic year. To learn more, visit us at [www.ujc.org/ferep](http://www.ujc.org/ferep)

**Legacy Heritage Fellowship** - Planning a career in public policy, politics, the media and/or international/diplomatic relations in order to contribute significantly to the Pro-Israel Community? International opportunity for a one year paid Fellowship for exceptional graduates and post graduates in North American, the E.U. and Israel. For more information visit [www.legacyheritage.org](http://www.legacyheritage.org)

**Hornstein: The Jewish Professional Leadership Program at Brandeis University** offers **full tuition scholarships** for its renowned 21-month dual-degree graduate program in Jewish professional leadership. More than ever, in challenging times, the Jewish community needs knowledgeable, visionary professionals armed with the best in business, management, and leadership skills.. Visit our website for full information regarding these possible scholarships. [www.brandeis.edu/hornstein](http://www.brandeis.edu/hornstein)

For 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 February 2009 issue of the JCSA Newsletter please send it to [info@jcsana.org](mailto:info@jcsana.org) by Tuesday, January 27th.

# JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

## ARE YOU LOOKING FOR A SAFE PLACE TO PUT YOUR LONG TERM FUNDS?

**Do you want your money protected from stock market fluctuations?**

Funds in FIXED Annuities grow steadily, and are not subject to a volatile stock market

**Very competitive Multi-Year guaranteed interest rates are available**

These competitive rates are available for Rollover IRAs, Rollover TSAs as well as “private” funds.

- Access to your money:**
- You can withdraw up to 10% of your funds each year With no penalty charge. (IRS penalty prior to age 59 ½)
  - Automatic calculation of your Required Minimum Distribution is available (Age 70 ½ & older)
  - All funds available at no charge, after interest guarantee period.

### Call for further information!

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

### Dear JCSA Benefit Plan Members:

During these difficult, volatile, and trying economic times that we are all experiencing, it is comforting to know your JCSA Benefit Plan Administrators are always available for consultation on retirement planning and insurance matters.

We were all horrified to learn of the fraudulent and seriously harmful acts that Bernard Madoff committed and how many in the Jewish Community were affected.

It is important to be vigilant in knowing that we strive to maintain a good reputation and provide experienced, professional service.

We are most pleased to be the plan administrators for JCSA for the past 43 years; your most trusted advisors.

Please give us a call if you have any questions or concerns with regard to your individual retirement and insurance planning needs, 1-800-597-9245.

*-Brian & Irv Silberberg*  
Plan Administrators