

Inside this issue:

Giving Purpose to Our Work; Seeing Green	2
New Year, New You	3
New Year Wishes; Local Group News & Events	4
Events; Fellowships & Opportunities	5
Mazal Tovs; Employment	6
JCSA Benefit Plans	7

More Than Dreams

By Brenda Gevertz, Executive Director, JCSA

Do you remember the Biblical story in which Joseph interprets Pharaoh's dream and saves Egypt from starvation? By recognizing that the seven fat years would be followed by 7 lean years, storehouses were built for the abundant grain and the Egyptian people escaped starvation. Joseph's brothers then come to Egypt to find food and, well, the rest is history...

Yes, I know this story is more closely linked to Passover, but I am thinking about the ability to get the picture, plan ahead, prepare for the future, even turning a crisis into an opportunity. This can be a New Year's story, too.

Maybe we, as a Jewish community, didn't build storehouses or reserves we need for these lean times. Perhaps during this Great Recession, and perhaps beyond, we'll need to look for new resources and find new ways to meet challenges. Maybe this is the time to dream again.

I'll admit that the news is bad and it's easy to be discouraged. But there are so many hopeful signs that it's time for us to give voice to our hopes, too. Saying our hopes "out loud" gives them air to breathe, authority, lasting power. These hopes counter the negativism that is so prevalent and needs to be balanced. It's not just a Pollyanna attitude, it's a belief in creating self-fulfilling prophesies for good outcomes.

Please join me, your friends and colleagues in posting your hopes for the New Year. Let's create a storehouse of hopes, simple or profound. Every hope is worthy. To post your hopes for 5771 please follow this link: <http://www.facebook.com/#!/pages/JCSA/99774780865?ref=ts>. We hope your dreams will be fulfilled. Shana Tova!

JCSA Continental Conference Call

SETTING AND ACHIEVING PROFESSIONAL AND PERSONAL GOALS FOR THE NEW YEAR

With

Elissa Maier and Rabbi Lou Feldstein

The New Year is here! At this time of self reflection, gain the insight and tools you need to reach your professional and personal goals. Make 5771 your best year yet!

Date: Wednesday, September 15

Time: 2:00pm EDT/11am PDT

Duration: 1 Hour



Giving Purpose to Our Work

By: Arthur Sandman, Executive Vice President, JAFI

In literature class, I learned that it is important to understand the context of the writer. Not that this is literature, but it still doesn't hurt to have a bit of context. I have recently begun a new position at Jewish Agency International Development, and, as I write, I am attending a staff retreat. I have spent my day dealing with issues relating to team-building, goal-setting, and job responsibilities. Now, I'm up in my hotel room, overlooking the beach, reading my e-mails—including one from Brenda Gevertz asking me to write something for the JCSA newsletter. And so, it is not surprising that I should find myself contemplating surf and turf.



In our professional lives, we struggle with issues of turf constantly. We try to define our roles clearly, then attempt to break down the silos created by demarcated roles. We strive to project an image of collaboration, but energetically defend our own interests. In my case, with this evening, I can happily leave turf issues aside; just outside, the surf beckons. But for any of us, on almost any day, the surf is so alluring. Who wouldn't rather walk down a beach, surf chasing after? Who wouldn't rather listen to the pounding of the surf over the ringing of a phone? In the surf, we see respite from turf.

Surf and Turf are, of course, essential elements of the High Holidays, which are upon us. *Hayom barat olam*. On this [Rosh Hashanah] day, the world was born—the dry land and the sea, and the inhabitants of each. But I actually am thinking more of *Sefer Yonah*, the Book of Jonah, read on Yom Kippur. Here we have the recounting of the reluctant prophet, fleeing by sea to avoid his calling on land, then, saved by the great fish and spat forth onto dry land to fulfill his mission, though still ever so grudgingly. Surf and Turf.

All of us, like Jonah, are called on, at one time or another, to do what we would rather not. Most all of us, I'd think, have been tempted like Jonah to hop a cruise. But cruises don't always turn out the way we hope. Jonah, faced with the choice of wreaking undeserved punishment on hapless mariners or offering undeserved amnesty to villainous Ninevites, returned to do God's bidding. As communal professionals, we too return to do God's bidding. The problem is that, as with Jonah at the end of *Sefer Yonah*, it is unclear whether we have only brought redemption to others, or whether we have found redemption for ourselves in our holy task.

A few weeks after Yom Kippur, we read of another *Yonah*, cast from a ship—in this case, a *yonah*, a dove, sent forth from an ark. Three times, Noah released his dove. First, it returned. Then, it returned with an olive leaf, with hope. Then, it returned no more. The text in *Sefer Bereishit*, Genesis, does not tell us why the dove does not return; it need not. In the dove's disappearance, we know that it has found redemption. The dove for whom Jonah is named teaches us that, Jonah too, found redemption in his work. So may we.

Seeing Green:

Cost Saving and Environmentally Friendly Ideas

By: Rachel Perten, Program Coordinator, JCSA

Do you work for a small organization and feel like you're often doing someone else's job? Or do you work for a large organization but have to go through what feels like too many people to make changes as quickly as you'd like? Are you constantly saying to yourself: "There are not enough hours in the day?" or "I'd love to hire another professional"? If any or all of the above situations apply to you, I have two words for you: **crowd sourcing**.



Lisa Colton

Crowd sourcing is (according to Wikipedia) "the act of outsourcing tasks, traditionally performed by an employee or contractor, to a large group of people or community (a crowd), through an open call." By using websites such as 99designs.com and redesignme.com, your workload can be shared by potentially hundreds of experts in the field – a Jewish communal professional's dream! You name your price, describe what you're looking for and in what timeframe you need it completed, and voilà! You are done! With crowd sourcing, you not only save time, but money too!

Lisa Colton, a JCSA Cost Savings Award winner and founder of Darim Online, used crowd sourcing to develop a logo for a newly created program, Social Sermon, which uses social media to enhance Torah learning and community building. She raves that crowd sourcing helps to solve

problems more efficiently and creatively, while also allowing you to tap into a huge pool of outside resources, thanks to the Internet.



Another integral aspect to crowd sourcing is that of feedback and communication. When using a crowd sourcing website, you have the ability to comment on the designs freelancers submit, giving the artists the necessary framework, support and critical evaluation for your organization's design needs on this specific project. For those of us who are not graphic designers, for example, the use of crowd sourcing makes the creation of a logo or flyer a quick and easy process resulting in artwork that is, let's face it, at a higher level than we could have done.

Fabulous idea, Lisa! Next time you are tasked with creating a new logo, a marketing proposal or even a flyer, check out some crowd sourcing sites and let creativity reign!

For some great recommendations for crowd sourcing websites, visit:

<http://econsultancy.com/blog/4355-10-kickass-crowdsourcing-sites-for-your-business>

To learn more about Crowd Sourcing, this is a great article in Wired Magazine:

http://www.wired.com/wired/archive/14.06/crowds.html?pg=1&topic=crowds&topic_set=

New Year, New You

By: *Deborah Grayson Riegel, Founder & Director, MyJewishCoach.com*

It was a sunny Sunday when my husband Michael and I were leaving for a much-needed, long-awaited, over-before-you-know-it vacation. With some resistance, I had left my beloved iPhone, laptop and twins at home. As our taxi turned into the airport, I noticed that the driver of the Buick next to us left was texting while steering with his knees. "Look at that guy, texting and driving!" I scoffed to Michael. My husband shot me a sharp, knowing glance and summed up my hidden feelings in one inquisitive word: "Jealous?"

Bad habit - busted. When the Vilna Gaon commented that "The entire purpose of our existence is to overcome our negative habits" (Mishlei 4:13), I know that he wasn't thinking of me, but I am surely guilty of bad behaviors in work and life. From scheduling back-to-back meetings that leave little time for breathing (let alone a bathroom break) to pretending that I don't know how to do laundry, I admit that I could use the opportunity to come clean, choose a new approach, and commit -- or recommit -- to better behaviors.

Good news: the opportunity is here. And while Rosh Hashanah is a formal occasion for making better choices about our habits at work, at home and in the community, every day is a new opportunity to choose a better way. You don't have to wait for the New Year to become a New You -- you can start now. Think about one habit, attitude or behavior that you'd like to START or STOP. Whether you want to START showing up to meetings on time, or STOP waiting for someone else to solve the problem that you wish you weren't facing, there's no time like now to find the room for improvement in your life. Feel free to email me at info@jcsana.org about what you choose -- but please, not while you're driving!



Deborah Grayson Riegel

Watch for a special issue of the *Journal of Jewish Communal Service*, exploring the world of work and innovative methodologies, in celebration of F·E·G·S 75th Anniversary.

Fall, 2010.

Subscribe Now! <http://www.jcsana.org/articlenav.php?id=89>

What are Your Wishes for the New Year?



In the coming year I hope for forgiveness from those who I have wronged, for strength to keep up the pace of my demanding professional and family life and for the wisdom to know when I need to take a step back and take it all in.

~Audra Berg, Associate VP of Leadership & Campaign, JUF: Jewish Federation of Chicago; JCSA Board member

As we approach the High Holidays, I am mindful that I am also celebrating 10 years at the helm of the Jewish Outreach Institute, an organization primarily committed to working with interfaith families and their children. For me, taking the position was a sharp turn into a different world. But like Jacob who struggled through the night and rose in the morning to declare, “Gd is in this place and I, I didn’t know,” I fully realize what has culminated from the turning point of my life: Gd was involved in each step of this journey and now I, I fully realize it. My hope is that everyone will experience such a profound awaking in the upcoming year.



~ Rabbi Kerry Olitzky, Executive Director, Jewish Outreach Institute



May 5771 bring a year of realized dreams, fulfilled hopes, laughter, friendship, personal and professional growth, and wisdom to our leaders!

~ Alisha Goodman, Director of Operations, JBFCS Rita J. Kaplan Jewish Connections Programs; JCSA Board member

May 5771 help us to build a world together in good health and harmony where all of us will be healed from the divisiveness that has been introduced in our lives. My we look forward and be hopfull, look backward and be thankful , look downward and be helpful and may we be humble in where ever our lives take us.

~ Esther-Ann Asch, VP of Communication and Foundations Services, FECS: Health and Human Service System

Add your voice to the conversation! Post your hope for 5771 on JCSA’s Facebook Fan Page, under Discussions. Just follow this link below and let’s make 5771 a great year!

<http://www.facebook.com/#!/pages/JCSA/99774780865?ref=ts>

Local Group News & Events

J-Pro Stl

JCSA and JPro St. Louis invite all professionals to the March 6 – 7, 2011 Conference in St. Louis at the magnificent Staenberg Family JCC Complex co-chaired by Ken Weintraub (Jewish Federation) and Lori Goldberg (JF&CS). The theme is “What Unites Us” and will include top national and local speakers on Jewish life, nonprofit management and community building, as well as beautiful accommodations, great kosher food, time for networking and a subsidized program made possible by support from the Lubin-Green Foundation, a supporting foundation of the Jewish Federation of St. Louis.



The Pittsburgh Jewish Communal Network (PJCN)

The Pittsburgh Jewish Communal Network (PJCN) 2010-2011 Opening Program will be held on Monday, September 20, 8:30am-10am at the Jewish Federation (234 McKee Place) and feature Keynote Speaker Deborah Grayson Riegel. Contact Emily Farkas at efarkas@JewishFederationPittsburgh.org or 412.992.5217 with questions or to RSVP.

Events



The **Jewish Federations of North America** invites you to a Network Leadership meeting on Building Our Jewish Communities. Penn State Hillel at the Pennsylvania State University campus, State College, PA., will host the meeting, on Sunday, October 24, from 8:30 a.m. to 3 p.m.

The agenda will include Jewish community outreach to the next generation; Israel advocacy; and community issues and programs. Speakers and participants will include Hillel students and alumni from Birthright Israel, Masa, Otzma and the David Project, and professionals from JFNA's Washington office and from their overseas partners—the Jewish Agency for Israel and the American Jewish Joint Distribution Committee.

To register, please email network@jewishfederations.org



Jewish Home Lifecare is hosting their Eighth Annual Palliative Care Conference “Managing Pain in Elders: Challenges and Choices” on Tuesday, October 26th at UJA-Federation of New York from 9:00AM - 4:30PM. Attendance will count for Continuing Education credits. For more information, please contact: elewis@jewishhome.org

SAVE THE DATE

2011 AJAS Annual Conference

The Art of Living: Redefining Organizational Culture



2011 AJAS Annual Conference
Dallas, Texas
march 27–30, 2011

Weiner Educational Center

The **Wiener Educational Center** of UJA-Federation of New York has announced its autumn professional development programs. Topics include grantwriting, impromptu public speaking, addressing workplace negativity, Google tools for not-for-profits, managing up for managers, advanced supervisory skills, customer service, business writing, and more.

You can learn more about Wiener Educational Center workshops by going to www.ujafedny.org/workshops.

Please feel free to call Fern Maraminsky 212.836.1624 if you have questions about registration or wish to be placed on an evite list to receive direct notification of workshops. If you have questions about content, call June Fortess 212.836.1603 after October 4th.

Fellowships & Opportunities

FEREP (Federation Executive Recruitment and Education Program) is the Jewish Federations of North America's (JFNA) signature graduate scholarship program for individuals who are interested in Federation work. The scholarship awards up to \$40,000 for graduate education in nonprofit management, public policy, policy or business administration. Following graduate school, FEREP students are assisted with placement in a North American Federation. Applications for the 2011-2012 academic year will be available on the website in fall 2010. For more information, go to www.ferep.org or contact ferepinfo@jewishfederations.org.

Deadline for news you would like to share in the October, 2010, issue of the JCSA Newsletter is *Wednesday, September 29th*. Contact info@jcsana.org.

Mazal Tovs

Mazal Tov to **Amy Gross**, Program Director at The Harry and Jeannette Weinberg Foundation, and **Michael Kinstlinger**, on the birth of their daughter, Sari Hannah Kinstlinger.

Mazal Tov to **Serena Orgel**, Senior Development Officer at the Educational Alliance in NYC, and **Josh Young** on their forthcoming wedding on September 12th.

Mazal Tov to **Michael Hoffman** on his promotion to Senior VP of Community Planning, Allocations & Operating Programs at The ASSOCIATED: Jewish Community Federation of Baltimore.

Mazal Tov to **Roberta Greenstein** on her new job as Career Coach and Job Developer at the Jewish Social Service Agency in Rockville, MD.



Mazal Tov to **Jeffrey Lasday** on his new job as Director of the Alliance for Jewish Education at Jewish Federation of Metropolitan Detroit.

Mazal Tov to **Rafi Rone** on his new job as Director of Jewish Giving at the Joseph and Harvey Meyerhoff Family Charitable Funds in Baltimore, MD.

Employment Opportunities

UJC Metro West is seeking a **Manager of their Young Leadership Division**. This person will oversee the programming, fundraising and outreach for the 25-45 age cohort in the Metro West Community. They will be responsible for working closely with the Leadership Council and volunteers with YLD to create and implement the vision for the year. The YLD Manager's goal is to assist in attracting and cultivating new donors into the UJA Metro West campaign and build new leaders for the organization and the community. Please send resume and cover letter to: HR@ujcnj.org.

The **Jewish Agency for Israel** is seeking **Development Professionals** at various levels, throughout the United States. If you, or someone you know, is interested in learning more about the position, please email a cover letter, resume and salary requirements to the HR department at CareersNA@jafi.org.

The **Baltimore Jewish Environmental Network**, in partnership with **Kayam Farm** at Pearlstone, is currently seeking a "Going Green" **Coordinator**. The Coordinator will spearhead a community-wide, synagogue based sustainability campaign that cultivates environmental responsibility in the Baltimore Jewish Community. The campaign aims to increase energy efficiency, promote bio sustainable practices and increase overall lay, pro and individual engagement in "Going Green." Interested candidates should send resume, cover letter and salary requirements to: resume@associated.org or fax to (410) 837-1279.

For jobs in the Federation system, visit www.jewishfederations.org/jobs.

Don't Forget: JCSA member organizations receive 10% off your listing on www.JewishJobs.com

JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

ARE INTEREST RATES TOO LOW FOR YOU?

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 IRA'S,
ROLLOVER TSA'S AS WELL AS "PRIVATE" FUNDS**

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 Website: 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
- ◆ Fixed Annuities
- ◆ Fixed Index Annuities
- ◆ 529 College Fund Plan
- ◆ IRA Plans
- ◆ Long Term Care Plans
- ◆ 24 Hour Accident Plan
- ◆ Agency Pension Planning
- ◆ Mutual Funds

Jewish Communal Service Association of North America

JCSA
Connecting & Enhancing Professional Leadership

September 2010 Volume 9, Issue 1

25 Broadway | Suite 1700 | New York, NY 10004
Phone: 212.532.0167 | Fax: 212.284.6566 | info@jcsana.org

Newsletter Staff — Rachel Perten, Editor

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

Jacob Solomon, President Brenda Gevertz, Executive Director

To subscribe directly to this newsletter simply go to 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!