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Achieving Excellence: Lessons Learned from Professional Development

By Melissa Donald, Senior Director of Membership, Program Operations & Strategy, The JCC of Manhattan and Lyn Light Geller, Executive Director of Educational Resources and Organizational Development, UJA-Federation of New York

There are two ways of being creative. One can sing and dance. Or one can create an environment in which singers and dancers flourish. -Warren G. Bennis

Leadership and learning are indispensable to each other. -Speech prepared by John F. Kennedy for delivery in Dallas the day of his assassination, November 22, 1963

Talmud torah kneged kulam (Torah study is equivalent to all of the other mitzvot). - Mishnah Pei-ab 1:1

Learning is achieved only in company. - The Talmud

The sturdy foundation upon which substantive Jewish communal professional development programs are built can be viewed through the lens provided by these four quotes. This article explores the objectives, key components, benefits, and challenges of long-term professional development programs for the Jewish community, with special emphasis on UJA-Federation of New York’s flagship program—the Muehlstein Institute for Jewish Professional Leadership.

Although we reflect on the experiences of a decade, the many challenges and changes we faced in the past year alone highlight the difference even a single year can make. Over the past 12 months, most communal agendas focused on the threat of workforce reduction, shrinking resources, and budgetary sustenance. Rewind only one more year to find agendas and conversations on the future and sustainability of our profession amidst a new emerging talent pool. And yet, we know that now more than ever, having “the right people in the right roles” (Collins, 2001) is an organization’s most important asset...

To view the rest of the article, visit <http://www.jcsana.org./upimagesjcsa/Achieving%20Excellence.pdf>

Time For Professional Development!

By Glenn Easton, JCSA President & Executive Director, Adas Israel Congregation of Washington, D.C.

During JCSA Professional Development Month, JCSA supports and encourages our network of local groups and affiliated organizations to pause for refreshment. No, not the liquid kind--although that would be fine, as well--but the refreshment of mind and spirit that comes from professional development, networking and collegial support. We need to reflect, learn, grow and build bonds for collaboration. We need to think--engage the mind in new areas or with new challenges. JCSA Professional Development Month encourages us to do just that!

Since the founding of the Temple in ancient Jerusalem, Jewish communal professionals have served the Jewish People in a variety of roles to ensure our survival, facilitate our adherence to religious practice, and to provide for the needs in the community. Each Shabbat morning before we return the Torah to the ark the congregation blesses those who work diligently on behalf of the community.

Continued on page 2

For 110 years, the Jewish Communal Service Association of North America (JCSA) has served, trained, and supported the Jewish professionals in our communities who have dedicated their life's work to advancing the Jewish People, providing lifelong learning, serving those in need, and supporting Eretz Yisrael. As the umbrella association for all Jewish communal professionals, JCSA represents tens of thousands of people working in Jewish Federations, Family and Vocational Services, Senior living programs, community centers, synagogues, Jewish camps and day schools, college campuses, social and community service agencies, Israel and world Jewry organizations, and other institutions serving our community.

Through the 85 year old *Journal of Jewish Communal Service*, webinars, conferences, research, mentoring, job placement assistance, and our support of local groups, JCSA serves both the Jewish professionals and the Jewish institutions in every community. This is, as always, a great time for professional development. We'll help you get started.

Worldwide Conference Call

NETWORKING FOR PROFESSIONAL AND PERSONAL SUCCESS



March 23rd, 2pm EST

We live in a world that's more competitive than ever. Whether you are looking to find or change jobs, increase your donor, client, membership or volunteer base, or drive more attention to your organization's key issues, you know you need to stand out from the masses. So how do you build the mutually beneficial relationships that can simply and strategically contribute to your success? Networking! Join Deborah Grayson Riegel of MyJewishCoach.com for an educational webinar, Networking for Professional and Personal Success, to learn the 5 Steps of Strategic Networking to help you meet your personal and professional goals with less tsuris and more success!



My Jewish Coach.com
Success without the Tsuris™

Deborah Grayson Riegel, MSW, ACC

www.myjewishcoach.com

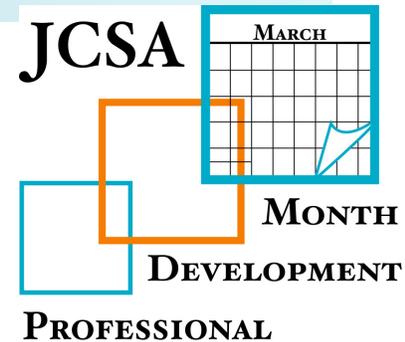
Register by email at conference@jcsana.org

March is Professional Development Month

In 2007, JCSA began the initiative “March is Professional Development Month.” While focusing on professional development throughout the year, March was designated as a time for increased collaboration and amplified professional development opportunities as a way to promote awareness of the skills and knowledge utilized in the Jewish communal sector. In addition to JCSA’S kick-off and closing professional development conference calls to frame this project, Jewish professional associations across the country are creating and partnering with JCSA in offering programs during the month of March.

Professional development programs will be providing Jewish communal professionals with a chance to network with colleagues, learn new skill-building techniques, and become informed on prevalent and crucial topics facing the Jewish communal profession today. JCSA looks forward to continuing and expanding this initiative of “March as Professional Development Month” as a way to acknowledge dedicated Jewish communal professionals and to enhance professional development for the field.

Below is a list of various professional development opportunities taking place during the month of March across the continent.



PJCN– Pittsburgh

PJCN will be hosting a breakfast with Guest Speaker Jeremy Maissel of Israel Seminars. The topic will be: “**Gilad Schalit – At Any Price? The Israeli Public Debate about Prisoner Exchange.**” The breakfast will take place Tuesday, March 9, from 8:30am-9:45am at the Jewish Association on Aging (Community Room). The price is \$5 for PJCN members, \$7 for non-members (breakfast included). Please RSVP to Richelle Kurtis at rkurtis@UJFpittsburgh.org or 412.992.5204.

JCPSC - Southern California

On March 25th, JCPSC will be cosponsoring Andy Goodman for a repeat discussion on **The Power of Storytelling** with The Jewish Federation's Leadership Pillar, Hebrew Union College, and the Jewish Federation's Next Gen Engagement Initiative. Esther Kustanowitz will be leading an hour webinar on blogging and social media during the month of March for JCPSC members as well.



JPro Boston

JPro Boston will be getting together to listen to JCSA’s Professional Development Conference Calls on March 3rd and March 23rd. They will then lead with an in-person networking event. The event is scheduled for March 23rd, 6PM-9PM, at the Greatest Bar, 262 Friend St. Boston, MA. Come out and network with other professionals working in Jewish organizations.

AJP - NYC

The 3 P’s of Public Speaking: Presence, Preparation of Content and Performance! A professional skill-building session for Jewish communal professionals. This event will take place **Monday, March 15, from 5:30-7:00 pm, UJA-Federation of New York.** **Sarah Gershman** will answer these questions: Are you a victim of stage fright at a pivotal moment? Uncertainty when making remarks at meetings or events? A loss of words when speaking with a potential donor or volunteer? Wonder what to do with your hands? You will walk away with from this session with tangible tips for enhancing your public speaking ease and ability. To RSVP, please e-mail advancingjewishprosnyc@gmail.com by March 7, \$5 at the door. Light snacks will be provided.

DFI - Baltimore



The Darrell D. Friedman Institute for Professional Development at the Weinberg Center

Here are just some of the workshops happening in March for professionals in Baltimore: **Effective Use of Skilled Volunteers in Service Delivery, Got Work-Life Balance? Young Professionals, Up to the Challenge, Practical Issues in End of Life Care, & Logged On: Best Practices for Efficient Use of Website and E-Communication Tools.** In addition to our numerous programs, nominations are currently being considered for the Daniel Thursz Distinguished Jewish Communal Service Award (for a veteran professional) and for the Outstanding Developing Jewish Communal Professional Award (for the mid level professional).

For more information visit www.THEDFI.org

Employment Opportunities

Jewish Home Lifecare (JHL) is seeking an **Assistant Director, Capital Campaign Manager** to oversee and manage implementation of Capital Campaign Action Plan, assist VP of Development with donor strategy, carry a portfolio of prospects for the Capital Campaign, oversee tracking of data on gifts received, and gifts pending, prepare materials for capital campaign meetings and presentations, coordinate preparation of reports pertaining to the capital campaign for donors and foundations, work with Marketing Department on the development of capital campaign tools and collateral materials, plus much more. If interested, send your resume to, Joe Huber at jhuber@jhha.org

Jewish Federations of North America Hot Jobs -

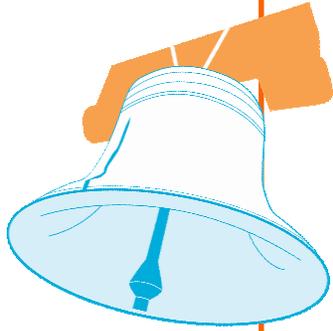
The **Jewish Federation of the Lehigh Valley** (Allentown, PA and environs) seeks a **Director of Planned Giving and Endowments**. Working in partnership with the Executive Director, this person will have overall responsibility for managing the planned giving and endowment efforts including its operations, programs and activities, and the assigned staff resources of the Lehigh Valley Jewish Foundation Committee and its subcommittees. The Director will maintain and enhance relationships with donors and will have primary responsibility for identifying and cultivating new endowment donors. Plus more! Interested candidates can submit their resumes, in confidence, to Ricki Wasserman at ricket.wasserman@jewishfederations.org.

The **Jewish Federation of Las Vegas** seeks a **Woman's Philanthropy Director**. The Director will help to lead in partnership with volunteer leadership, the women of our community to achieve greater results in philanthropic giving and leadership participation; as well as creative and engaging programmatic initiatives designed to reach out, engage and involve greater numbers of women in WP, the Jewish Federation and our Jewish community. The selected Director will possess a proven track record of personal one on one interaction with high net-worth donors, and the ability to cultivate and maintain individual relationships. Interested candidates can submit their resumes, in confidence, Carin Maher at carin.maher@jewishfederations.org.

The Campaign Director, Lawyers' Division in New York will be responsible for the development and implementation of all fundraising strategies that relate to his or her profile, and providing overall strategic direction for increasing donor engagement and volunteer involvements through a number of activities. The director realizes Financial Resources Development goals as well as provides staff direction, focus, management, and supervision. He or she works directly with senior lay leadership to develop a coherent planning strategy for the annual campaign, Planned Giving & Endowments, and the Capital Department when appropriate. Interested candidates can submit their resumes in confidence to Ricki Wasserman at ricket.wasserman@jewishfederations.org.

Don't Forget: as a JCSA member organization, you receive 10% off
your listing on www.JewishJobs.com

For more job listings, visit www.jewishjobs.com
For jobs in the Federation system, visit www.jewishfederations.org/jobs.



SAVE THE DATE

JCSA 2010 ANNUAL PROGRAM

Working in the New Normal: Roles and Realities
facing a changing environment

May 6, 2010, Philadelphia, PA

in conjunction with the Tri-State local group

Events



Registration for the 2010 AJAS Annual Conference is now open!

The 2010 **Association of Jewish Aging Services'** Annual Conference, *Jewish Values & Innovative Approaches: Building on 50 Years of Success*, will take place April 11-14, 2010 in Atlanta, GA. There has never been a time when the needs of those we serve have been as great. Now, as people in our country are experiencing economic stress, creative and new ways to provide and finance services are needed.

AJAS is Celebrating 50 Years of Success: The Golden Years and Beyond at the Georgia Aquarium. Join AJAS members, sponsors and affiliates to celebrate this major milestone and honor Dr. Herbert Shore, the organization's first president and founding executive vice president. The event will be an opportunity to remember and honor those who have helped create the AJAS we know today. Come celebrate in the Arctic Room at the Georgia Aquarium (the world's largest aquarium) and enjoy a private viewing of the Beluga Whales! The event will take place on Tuesday, April 13 at 7:30 pm. Transportation to the Aquarium will depart from the Grand Hyatt Atlanta at 7 pm. RSVP to 50th@ajas.org for reservations.

For more information about the 2010 AJAS Annual Conference, please contact Lesley Libo, at 202-543-7500 or Lesley@ajas.org.

The **Wiener Educational Center of UJA-Federation of New York** has announced its spring professional development programs, and encourages your participation. They include presentation skills, advanced social media, working with difficult people, donor recognition, prospect research, budgeting for non-financial managers and more.

You can learn more about Wiener Educational Center workshops by going to www.wienercenter.org and clicking on *Our Courses*.

Call Fern Maraminsky at 212.836.1624 if you have any questions about registration or wish to be placed on an invite list to receive direct notification of workshops. If you have questions about content, call June Fortress at 212.836.81603.

Our annual Betty Lowenberg Memorial Program featuring noted sociologist and demographer Dr. Reli Mintz Geffen on *Revisiting Bringing Women In* will take place on April 15 and not today as earlier advertised. Join us at the Jewish Community Services Building, 2100 Arch Street. A kosher lunch will be provided at \$18 per person, RSVP to Abby Gilbert, abbygilfree@aol.com.

Mazel Tov

Mazel Tov to **Marty Kaplan**, Assistant Executive Director for Rehabilitation Programs of **JVS-Chicago**, on his retirement.

Mazel Tov to **Audra P. Berg** on being promoted to the position of Associate Vice President, Campaign at the **Jewish United Fund-Jewish Federation of Metro Chicago**.

Mazel Tov to **Joseph Huber**, Vice President of Development at **Jewish Home Lifecare**, who recently ran his 70th marathon. Joe plans to reach the 100 marathon milestone and retirement age at approximately the same time – many years from now!

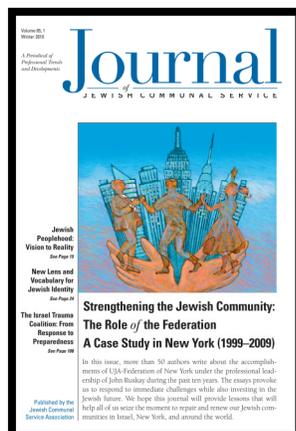
Mazel Tov to **Rachel Monroe**, appointed President of the **Weinberg Foundation**.

Mazel Tov to **Cara Unowsky**, 2008 JCSA Young Professional Award Winner, on her promotion to Corporate Director of Strategic Planning at **Jewish Home Lifecare**.



Mazel Tov to the eight Jewish community staff members of St. Louis, who received awards for professional excellence at a luncheon in their honor attended by 260 guests at the JCC St. Louis Family Complex. Award recipients were: **David Weiner** (JCC), **Nikki Goldstein** (Crown Center for Senior Living), **Ronnie Brockman** (Shaare Emeth), **Kathleen Sitzer** (JCC), **Shelley List** (Torah Prep), **Cyndee Levy** (CAJE), **Rabbi Shmuel Wasser** (Missouri Torah) and **Nancy Motchan** (United Hebrew).

Deadline for news you would like to share in the April 2010, issue of the JCSA Newsletter is Tuesday, March 23rd. Contact info@jcsana.org.



Don't miss the newest issue of *The Journal of Jewish Communal Service*. Copies are now available for purchase.

Contact info@jcsana.org or call 212-532-0167.

Articles include:

- **Jewish Peoplehood: From Vision to Reality** by Alan Hoffmann
- **A Dream of Renaissance for Jewish Identity** by Barry Shrage
- **The Case for the Annual Campaign: A 21st-Century Interpretation of Collective Responsibility** by Paul M. Kane, Stuart Tauber, and Bonnie K. Shevins

Invites you to a global webinar series:

“Not Just Another Next Gen Call: The New Rules of Engagement”

Wednesday, March 10th, 10:00-11:00 AM EST, 15:00-16:00 GMT, 17:00-18:00 Israel time

“The Birthright Experience: Where Does it Begin & End?”

Highlighting new, innovative program models that incorporate Jewish engagement both before and after Birthright trips as an integral part of their mission.

- **Marcia Kelner Polisuk**, Latin American Development Director, Hillel International
- **Nathan Ciccolo**, Israel Campus Activism Associate, Combined Jewish Philanthropies of Boston

Wednesday, March 17th, 10:00-11:00 AM EDT, 14:00-15:00 GMT, 16:00-17:00 Israel time

“Out of the Israeli Box: Engaging Israelis with Jewish Global Peers”

Exploring case studies of programs that seek to engage unaffiliated/secular Israeli Jews through education and mifgashim with their counter parts in Jewish communities around the world.

- **Maya Abarbanel**, Executive Director, Parallel Lives
- **Tamar Zaken**, Director of Youth Leadership and Development, Memizrach Shemesh

Wednesday, March 24th, 10:00-11:00 AM EDT, 14:00-15:00 GMT, 16:00-17:00 Israel time

“Is Jewish Service the Next Birthright?”

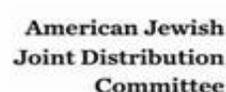
And Why it Might Lead to New Movement of Jewish Activism”

Highlighting service programs which explicitly use Jewish themes and values to engage people in Jewish life.

- Moderator: **Jon Rosenberg**, CEO, Repair the World
- **Naomi Sage**, Senior Program Director, Next Generation and Service Initiatives, JDC
- **Michelle Lackie**, Director, Weinberg Tzedek Hillel and Associate Director, Immersion Experiences, Hillel International

To RSVP, please email LoubatonE@jrcrcny.org.

Information on accessing the webinars will be sent in a confirmation email.



The New York/Jerusalem Experts Exchange brings together professionals from Israel, New York and around the world, who work in the fields of diversity, coalition building, community organizing and dialogue, facilitated by CAUSE-NY/JCRC and JICC.

This webinar series is co-sponsored with:

World Council of Jewish Communal Service, Jewish Communal Service Association of North America and
The American Jewish Joint Distribution Committee.

JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

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

Telephone: 1-800-597-9245 *New!* E-mail: bsilberberg@multifn.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

Jewish Communal Service Association of North America

JCSA
Connecting & Enhancing Professional Leadership

March 2010 Volume 8, Issue 7

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Newsletter Staff — Sara Reif, 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

Glenn Easton, President Brenda Gevertz, Executive Director

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