

Inside this issue:

JCSA Annual Program

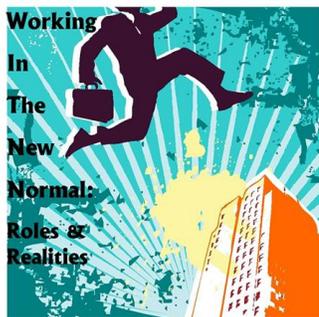
Working in The New Normal: Roles & Realities

The New Normal is a time when there are four unshakable issues that each of us has to deal with. First, technology is changing just about everything. Second, globalization is changing the nature of economic opportunity. Third, every individual is on his or her own. We have more power than ever before, but no safety nets. And fourth, none of us has enough time to deal with life.

--Robert McNamee in The New Normal: Great Opportunities in a Time of Great Risk

The New Normal is emerging as the phrase that best reflects the political, economic, social and technological changes that are fundamentally impacting our lives. Not only are things different, we sense that they will never be the same. Some of these changes have been gradually occurring, but with the rapid turnover in web generations and the economic upheaval starting in 2008, their impact has coalesced into the realization that this is not a passing incident, but rather *The New Normal*. What does this mean for how we work, our relationships and the very essence of our lives?

These issues will be explored at JCSA's Annual Program being held on May 6th at the Jewish Federation of Greater Philadelphia. Rabbi Kerry Olitzky, CEO of the Jewish Outreach Institute will open the formal programming with a D'var Torah, to be followed by Dr. Misha Galperin, CEO of the Jewish Federation of Greater Washington, D.C., speaking on "Staff Morale and Effectiveness in the New Normal," followed by panel responses. Numerous skill sessions, discussion and workshops have been scheduled throughout the day. The Closing Plenary features Jerry Silverman, President and CEO of the Jewish Federation of North America who will further address the topic of the "New Normal for the Jewish Community." Skip Vishness, Chair of the Foundation for Jewish Camp; Linda Hurwitz, National Chair of Women's Philanthropy at JFNA; and Marc Terrill, CEO and President of the Associated: The Jewish Community Federation of Baltimore, will respond on a panel moderated by Joanna Ballantine, Executive Director of the Harold Grinspoon Foundation.



For full details and to register, go to www.jcsana.org

The Value of Connections	2
Young Pro Award	3
Opportunities & Mazel Tovs	4
Events	5
JCSA Benefit	6

The Value of Connections

By Marci Mayer Eisen, Manager, Jewish Federation of St. Louis community-wide Professional Excellence Project & staff, JProStl

Connect with your friends and colleagues at JCSA's Annual Program!

I am most motivated by creating connections. Connections to the Jewish community, connections to our organizations, and, most importantly, connecting people to one another. What a special opportunity we all have as professionals in the Jewish community to help people make friends and develop some of the most important relationships of their lives.

My professional identity is as a social group worker. Social group work sees the small group experience as a mini society – a place to not only develop friendships, but to also learn leadership & decision making, acquire new skills, enhance self-esteem, and on a very basic, human level, help create a sense of meaning

Continued on page 2

and belonging. These theories can apply to all types of groups from a kids' summer camp cabin to a board of directors.

Last June I attended the International Assoc. for Social Group Work in Chicago. We talked about the power of the small group to change lives. At the conference we also heard from one of the top influencers of the Obama campaign and his take on the reemergence of group work values and skills. *You simply can't talk about large scale community change without exploring the power of the small group to impact that change.*

Unfortunately, in our society today, it can be quite difficult for many to find the personal and organizational connections they desire.

In fact, I worry that we rarely teach our staff how to be "great connectors." Oh yes, we talk a lot about connecting participants to our programs or our organizations. But how often do we discuss our abilities to connect those who walk through our doors to each other? Malcolm Gladwell in the book *Tipping Point* has an entire chapter on "Connectors." He describes them as people who help others connect up with the world.

Research confirms that it's hard to feel connected to a community - or even an organization - without having your own small group or groups through which you are strongly engaged. And it's sure much easier to get people to make commitments, including time and money, when they have multiple connections.

Isn't it ironic that the explosion of social networking is all about people connecting to one another? The more that technology isolates us, the more we want basic human connections. Just think about Facebook, Linked-In and other sites. The rage is not to connect with organizations, rather to connect individually with other people - whether it is a brand new friend or maybe someone we haven't seen since high school. And even when we do connect to a cause, it's usually because we see that someone we know is involved.

Creating successful groups is not about sameness - it is about shared interests.

From the hope to lose weight to the desire to gain knowledge.

From the interest in reminiscing about growing up in St. Louis to the shared experience of feeling like an outsider.

From the elderly facing the realities of aging to youth developing their identities.

From wanting to give back and perhaps take on a leadership role to seeking out support in a time of need.



We, as Jewish community professionals can create connections for so many.

Even the growth of local groups across the country the last several years has been all about connecting staff to one another. While we all work for Jewish organizations, there is great diversity in our organizations, our jobs and our personal motivations. However, no matter one's professional role - every single person who works in the Jewish community has the ability to be a "Connector."

Let us think about our opportunities - and our responsibilities to take the initiative to help each person who walks through our doors (or calls us, or emails us, or messages us) find those experiences and relationships that will directly lead to a feeling of belonging and deeper sense of what it really means to be part of a community.

While we concentrate on creating meaningful communities for our clients, members, students, volunteers and board leaders, we also need to think about our own connections to other professionals. Research shows that training is better retained when those in attendance are connected to one another. The JCSA Conference provides the ideal environment to share ideas, learn about trends, hear from leaders in our field, and connect with one another in order to build our own professional communities of meaning. I hope to see you on May 6th!

The Young Pro Award



Established in 1972, the Young Pro is awarded to distinguished young professionals who have demonstrated exemplary service and commitment in their profession.

To Qualify, one must be 35 or younger and have three to ten years of experience as a Jewish communal professional.

Nominations are currently being accepted for the 2010 Award. Download a nomination form at www.JCSANA.org. Forms, along with other applicable materials, are due by August 11th, 2010. All fields of service are encouraged to submit nominees.

The Award includes \$1000 for educational enhancements, as well as a \$1000 subsidy for travel to the JFNA General Assembly in New Orleans, where the awards are presented.

For more information, email info@jcsana.org, or call 212-532-0167.

I was truly honored to receive the JCSA Young Professional Award in 2004 and to be recognized by my colleagues in Philadelphia and throughout the Jewish communal world. The award is an important way for JCSA to acknowledge the work of young professionals.

-David Rosenberg,
2004 YP Award Recipient



The Young Pro award introduced me to a supportive and valuable network of Jewish communal professionals, and the JCSA which pulls us together and pushes us forward. The award opened doors, led to important and meaningful relationships, and has served as a catalyst for growing my business and career in the Jewish community.

-Lisa Colton
2005 YP Award Recipient



"I was thrilled to receive recognition for the work that I had already accomplished in my career. The support from colleagues, both peers and those more senior than me, solidified my belief in the importance of working in the Jewish community, and renewed me as I reached for new goals."

-Alisha Goodman
2006 YP Award Recipient



Mazel Tov

Mazel tov to **Lisa Helfman**, Congregational Representative **Union for Reform Judaism**, and **Joseph Gottman** on their wedding March 14, 2010. Lisa is an alum of HUC-JIR School of Jewish Communal Service.

Opportunities

Natan has now opened the **2011 grant application process** in two grantmaking areas: * Advancing Inclusiveness in the North American Jewish Community, and * Economic Development in Israel. As always, Natan only accepts applications from truly excellent, innovative organizations with annual operating budgets of \$1.5 million or less. Adam Soclof, Grants Officer, is the primary contact for any questions about the application process: adam@natan.org.



Where in the World will you make a difference?

JDC JEWISH SERVICE CORPS
..... Over 20 Years of Global Service

Want an authentic service opportunity overseas, responding to Jewish and humanitarian needs? Apply now! Join our network of young Jewish leaders creating a lasting impact on the global Jewish community. Deadline, April 15.

<http://www.jdc.org/help-jdc/get-involved.aspx?id=1418>

American Jewish
Joint Distribution
Committee



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.

RACHEL PERTEN

Program Coordinator Joins JCSA Team

JCSA is pleased to announce a new addition to their professional team. A recent graduate of New York University's Dual Masters Degree Program, Rachel Perten holds an MPA with a concentration in Management and an MA in Jewish Studies. She has extensive experience working in the Jewish not-for-profit world in such organizations as UJA-Federation of New York, Hebrew Immigrant Aid Society and Foundation for Jewish Camp. She will work closely with JCSA's local groups to develop innovative programming and has been an integral member of the Planning Committee for our upcoming Annual Conference. We wish Rachel great success in this position and know she will be eager to hear from you. If you would like to contact her directly, email Rachel@jcsana.org or call the office at (212) 532-5167.

Events

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 212.836.1603.

2010 NJACS Annual Meeting / Friday, June 4 (new date) featuring Jenny Mandelbaum, Ph.D. Associate Professor, Department of Communication, Rutgers University at the UJA-Federation of Northern New Jersey, Paramus

Deadline for news you would like to share in the May 2010, issue of the JCSA Newsletter is Tuesday, April 25th. 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

JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

Open Enrollment? Yes No Medical Questions? That's Correct

If you are disabled will your TSA deposits stop?
Will your retirement plans be "Cut Short"?

You can be protected: Your TSA contributions will continue to be deposited into an annuity for you — even if you are disabled and cannot work.

**ACCEPTANCE IS GUARANTEED FOR \$5000. ANNUAL PROTECTION
DURING THIS SPECIAL OPEN ENROLLMENT PERIOD
APRIL 1, 2010 THROUGH APRIL 30, 2010**

You can protect TSA deposits made to any TSA Insurance Company/TSA Mutual Fund

Your protection under this JCSA Group Plan is portable

You can protect up to \$5000. TSA deposits per year, during this Special Open Enrollment Period, without answering any health questions.

By **April 30, 2010** all applications for this Group Plan should be sent to:

**Brian & Irving Silberberg
JCSA Benefit Plans
9227 E. Lincoln Ave, #200—PMB 227
Lone Tree, CO 80124-5504**

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

Telephone: 1-800-597-9245 *New!* E-mail: bsilberberg@multifin.com Website: www.jcsabenefitplans.com

Membership to JCSA is required for participation in this Group Plan.

Jewish Communal Service Association of North America

JCSA
Connecting & Enhancing Professional Leadership

April 2010 Volume 8, Issue 8

520 Eighth Avenue | 4th Floor | New York, NY 10018
Phone: 212.532.0167 | Fax: 212.532.1461 | info@jcsana.org

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**

*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!*