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Meet *YOU* in St. Louis



The **JProStl Professional Conference**, *What Unites Us?*, will be taking place from Sunday, March 6 thru Monday, March 7, 2011 at the JCC Staenberg Family Complex.

Local & national speakers include Rabbi Brad Hirschfield, President of CLAL, Jacob Solomon, President of JCSA, Brenda Gevertz, Executive Director of JCSA, Deborah Grayson Riegel of MyJewishCoach.com, Lisa Colton from Darim Online, Adam Simon from the Schusterman Family Foundation, Paul Liptz from

Hebrew University and many more national and local speakers. A full schedule with on-line registration is available at <http://www.jewishinstlouis.org/MeetUsInStLouis.aspx>.

This Conference is held in partnership with JCSA. For more information, contact Marci Mayer Eisen at (314) 442-3810, meisen@jfedstl.org or Karen Sher at (314) 442-3824, ksher@jfedstl.org.

JCSA Local Groups Retreat

The **JCSA Local Groups Retreat** is being held on March 6, 2011 and is a special supplement to the JPro Stl Professional Leadership Conference.

Participants from each of our 16 Local Groups will join together to enhance their professional networks and use peer consultation to discuss best practices, celebrate victories and unravel challenges currently faced by their local communities. Individuals interested in starting a Group in their community should contact JCSA.

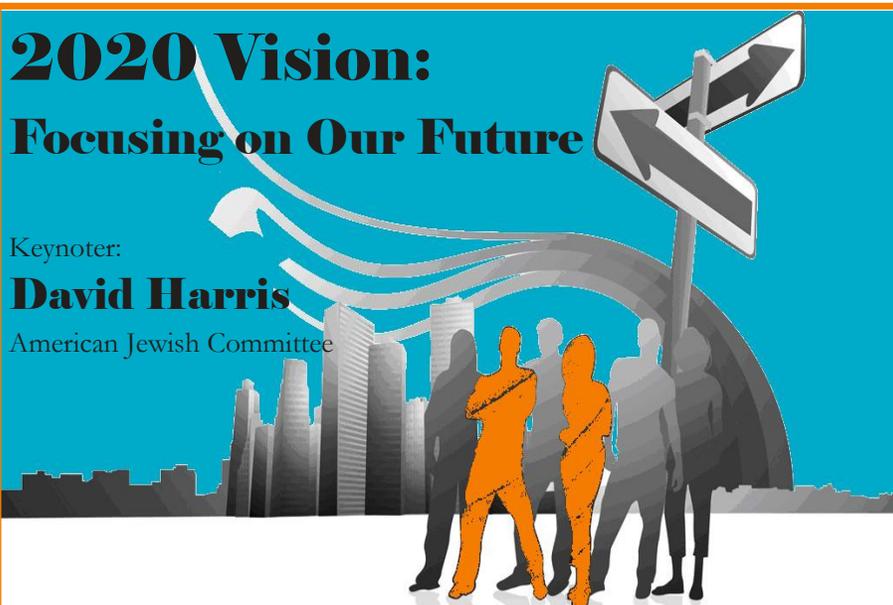
In particular, sessions will focus on Why Local Groups Matter; How to Make Strong Local Groups and Strengthening the JCSA/Local Group Connection.

We invite all current and future Local Group leaders to attend. For more information, contact Rachel Perten at rachel@jcsana.org or (212) 532-0167.

JCSA 2011 Annual Program

2020 Vision: Focusing on Our Future

Keynote:
David Harris
American Jewish Committee



Date: June 3, 2011

Time: 9:00 AM - 3:30 PM

@ UJA-Federation of New York

Giving Purpose to Our Work

By: Arthur Sandman, Executive Vice President, Jewish Agency International Development, JAFI

January and February are the months of *Shemot* (we began reading it in the last week of December and will finish the first week of March). As life returns to busy—for those lucky enough to catch a bit of a break during the December holiday season—it is hard not to reflect on the words of *Shemot* 6:9 where Moses speaks to the Children of Israel about their impending liberation, “but they did not listen to Moses *mikotzer ruach* and from hard labor.” We all experience the crush of work that prevents us from reading all our e-mails, listening to all our voice messages, and paying attention to everything our clients, lay leaders, and colleagues tell us. But what exactly does this term, *mikotzer ruach* mean? *Mikotzer* comes from *ktzar*, or short. *Ruach* is variously used as wind or spirit. I like a translation that reads *mikotzer ruach* as “shortness of breath.” It is by no means the only translation, but it satisfies me, because on a frantic day, I find myself short of breath.



Arthur Sandman

In mid-February, we will reach another passage in *Shemot* 31:18—one we read every Shabbat—instructing us to observe Shabbat in remembrance of the creation. “And on the seventh day, He ceased [from His work] *vayinafash*.” Again, a word that finds itself variously translated. *Vayinafash*, from the word *nefesh*, meaning soul. A common translation of the verse is “He ceased from work and rested.” Another says “He ceased from work and was refreshed.” I like, “He ceased from work and took a breath.” It is not uncommon for me to race home on a Friday afternoon to prepare for Shabbat, to make a mad dash to the synagogue, and to all but collapse in the pews as the *Kabbalat Shabbat* service begins. And, as I do, I take a breath—a deep breath. Shabbat has come. If God was given to catch a breath after a long week of creation, so too am I, after a hard week of work.

I developed my affection for these two translations independently of each other. But taken together, they explain something profound and mysterious in the symbolism of Shabbat. While the roots of Shabbat are in the story of Creation, the Friday night *Kiddush* reminds us that we also observe Shabbat *zacher litziyat Mitzrayim*, in remembrance of the Exodus. If the hard work of Egypt left us *mikotzer ruach*, short of breath, then Shabbat is the moment *vayinafash*, that God took a breath—and so can we. The gift of Shabbat is a reminder of the gift of liberation, because Shabbat is, itself, a liberation from hard labor—if only for a day.

Seeing Green:

Cost Saving and Environmentally Friendly Ideas

By: Rachel Perten, Program Coordinator, JCSA

Although we are increasingly connected by cell phones and e-mail, there is significant value in face-to-face meetings and conferences. JCSA, itself, runs two major conferences a year, not to mention the numerous other meetings, both large and small, that we constantly host and take part in. This being said, I know how difficult it is to stave off the host of negative environmental byproducts that in person meetings can often incur. Some of the major sources of waste and pollution that result from these events include: marketing/registration of event; travel to, from and even during the event; and food services (Meeting Strategies Worldwide, 2002).

How can we, as not-for-profit professionals, combat these problems? Through careful planning, you can incorporate “green” aspects into your meetings and conferences while also loosening the strain on your organization’s already tight budgets. Below are a few ideas to consider when planning your next event.



When marketing your meeting or conference be sure to have all fliers, brochures and registration materials easily accessible through your website. Instead of mailing hundreds of pieces of paper, try offering them digitally. Furthermore, in lieu of printing out all of your meeting handouts, try giving everyone a thumb drive when they arrive at the conference instead. People rarely have the time to look through all of the materials they receive at conferences while they are in attendance so by presenting attendees with digital hand outs you will not only save on printing costs, but will also help the environment through saving precious natural resources! Another big expense can be “give-aways;” typically pens, notepads, and other cute tchotchkes. Why not try giving away environmentally sensitive items such as a water bottle or a canvas bag that participants can use throughout the conference? As a result, your organization can save money on bottled water and rid the environment of even more plastic bags!

Location also plays a key role in creating a “green” environment when hosting a meeting or conference. Try to hold your event somewhere that is easily accessible to the largest amount of people. Take care to note how people will be—

travelling to attend the conference and make arrangements for them to travel en masse. Or, if appropriate, why not create the option for people to telecommute? There are so many inexpensive video conferencing and webinar providers that colleagues do not always physically need to be in the same place to interact with one another. With more options for alternative methods of participation, there is the potential for both the hosting and visiting colleague's organization to save money – it's a win-win situation!

A final major expense in hosting a conference or meeting is refreshments. Participants often expect the host to provide an assortment of both food and drink throughout the event. A great tip is to serve water and other food and beverage products in bulk. This is more cost-effective and requires the recycling of only one large plastic bottle (it's even better if you offer water from a reusable pitcher!), in lieu of several smaller ones. Purchasing in larger quantities goes for food items as well. Serving condiments in bulk is less expensive than individual serving packages, bulk cream is 62% cheaper and bulk sugar is 50% cheaper than single serving packets (Meeting Strategies Worldwide, 2002). Also, it is always important to think about others in our communities that are perhaps less fortunate than ourselves and our workplaces. It would not only be a mitzvah, but also a cost effective act for you to donate all of your leftover food to a local soup kitchen, shelter or food pantry. You will save on disposal costs and help others too!

These are just a few tips for how incorporating greening methods while planning your meeting can ultimately save your organization money. As always, any and all feedback is certainly welcome! What topics would you like to learn about or discuss in this monthly blog? Feel free to contact me with suggestions and questions. I look forward to continuing to build our green cost-saving community!

To learn more about how to “green” your next meeting, visit these websites:

<http://www.greenbiz.com/blog/2010/11/22/simple-steps-greening-your-meetings?page=0%2C1#ixzz16oIhGzai>

<http://www.greenmeetings.info/Default.aspx?pageId=397720>

<http://greenmeetings.travelportland.com/greenToolkit/sellingGreen/saveGreen.html>

Haiti: Why We Do What We Do

By: *Steven Schwager*

Reprinted from *eJewishPhilanthropy*, January 6, 2011

Oscar is 23 years old. A young man with dreams of success in professional soccer or Silicon Valley, he spent more than 24 hours underneath the rubble in Port Au Prince and lost his right leg. For him, all hope seemed lost. But nearly one year later, Oscar is walking and playing soccer again with the aid of a prosthetic fitted and built by Israeli doctors in a specialized lab funded by Jews the world over.

Last January, as we have before in other natural disasters, the Jewish community responded to Haiti's plight with a staggering outpouring of generosity. With millions of dollars pouring in, the collective Jewish effort for Haiti was part of a wave of unprecedented support for NGOs that were stepping in at a time when governments and international bodies fell short.

But why would Jews connect to Haiti? The country suffered political upheavals, social crisis, and grinding poverty before the quake. In the year that has passed, there have been riots, a contested presidential election, and a cholera outbreak among an already weary population. With all the relief coming in, the best outcome, many international experts argued, would be to restore would be to restore Haiti to its pre-earthquake conditions, as perhaps the most impoverished country in the Western Hemisphere.

We actually shouldn't be surprised. From our experience, Jewish support for disaster relief efforts is often very — Read the full article here: <http://ejewishphilanthropy.com/haiti-why-we-do-what-we-do/>

Did You Know?

That's Not Fair! Guide and Handbook

A future full of girls who are critical thinkers, creative, confident and skilled in leadership: this is the vision that inspired the creation of That's Not Fair!: The Ma'yan Political Theater Apprenticeship - an apprenticeship program that uses the arts to teach teens about social justice.

Find it here:

http://mayan.org/sites/default/files/report_pdfs/Wed,%2012/15/2010%20%202:53pm/TNF%20Handbook%20FINAL.pdf

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ma'yan



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Mazal Tov!

Mazal Tov to **Dmitri Glinski** on his new appointment as Executive Director of the American Association of Jews from the Former USSR.

Mazal Tov to **Nancy Kaufman** on her new appointment as Chief Executive Officer of the National Council of Jewish Women.

Mazal Tov to **Steven Rakitt** on his appointment as Executive Vice President and Chief Executive Officer at the Jewish Federation of Greater Washington.

Mazal Tov to **Marci Mayer Eisen** on her new appointment as Director of the I.E. Millstone Institute for Jewish Leadership at the Jewish Federation of St. Louis.

Mazal Tov to **Melanie Schneider** who has become the Senior Planning Executive in COJIR: The Commission on Jewish Identity and Renewal at the UJA-Federation of New York.

Mazal Tov to **Susan Kramer** on her new appointment as CEO of the Jewish Federation of Greater Dallas.

Introducing The School of Jewish Nonprofit Management

From eJewishPhilanthropy.com, December 6, 2010

The School of Jewish Communal Service, established more than forty years ago by Hebrew Union College-Jewish Institute of Religion (HUC-JIR), is changing its name to the School of Jewish Nonprofit Management (SJNM), reflecting the dramatic changes in the nonprofit and Jewish communal world during the past decades.

The SJNM is unique in the academic world – it is the only graduate program of its kind that is embedded within a Jewish institution of higher learning and enjoys a special partnership with its neighbor, the University of Southern California. Students at the SJNM receive a cutting-edge education in nonprofit management grounded in Jewish history and values, as well as the opportunity to earn one of five dual degrees at USC.

Originally conceived as a graduate program preparing social work oriented professionals to lead the social service—
Read the full article here: <http://ejewishphilanthropy.com/introducing-the-school-of-jewish-nonprofit-management/>

WCJCS Press Release

WORLD COUNCIL OF JEWISH COMMUNAL SERVICE (WCJCS)

Sponsors Successful Professional Seminar in Jerusalem on

"The Jewish People and Israel-Diaspora Relations: How to Cope with Possible Scenarios for the Future"



On December 1, 2010, 115 Jewish communal professionals from a broad range of Amutot in Israel participated in a one-day seminar organized by the World Council of Jewish Communal Service (WCJCS) Israel branch. The seminar was held in cooperation with the Jewish People Policy Institute (JPPI) and explored various scenarios regarding the future of Israel and the Jewish people.

Dr. Einat Wilf, formerly a Senior Fellow at the JPPI and currently a Member of Knesset in the Labor party, presented key findings from the JPPI's extensive study "2030: Alternative Futures for the Jewish People".

Dr. Dov Maimon, Senior Fellow at the JPPI, made a captivating presentation outlining possible responses to the scenarios presented as well recommendations made by the JPPI to the Government of Israel and the Jewish Agency for Israel (JAFI) in order to reinforce

the bonds between Israel and worldwide Jewish communities, better engage the young generation, and strengthen Jewish identity.

The day's proceedings began with opening remarks by **Avinoam Bar-Yosef**, Founding Director of the JPPI and **Arnon Mantver**, Director General of JDC-Israel that set the stage for the presentations by emphasizing the importance of Israelis strengthening their connection with Jewish communities around the world. Closing remarks were provided by **Alan Hoffmann**, JAFI's Director General & CEO who gave a hopeful message regarding the turning point we are at and how the challenges can be turned into opportunities for a bright future for the Jewish people.



Deadline for news you would like to share in the February, 2011 issue of the
JCSA Newsletter is *Friday, January 28th*. Contact info@jcsana.org.

Events & Opportunities



The Association of Jewish Aging Services (AJAS) invites you to register for their [Annual Conference](#) taking place from March 27 - 30, 2011 in Dallas, TX. The program will focus on *The Art of Living: Redefining Organizational Culture*. Don't miss out on early bird discounts ending January 31st. Registration and information can be found here: <http://www.event.com/EVENTS/Info/Summary.aspx?e=fcd2811f-6304-4243-bfc8-7a8ec376b7a3>



Bikkurim: An Incubator for New Jewish Ideas is accepting applications for 2011! They seek innovative, NYC based, Jewish, non-profit projects that are in early stages of formation and organizational growth. They provide free office space, free and subsidized capacity-building consulting, small stipends, extensive networking, and a peer community of Jewish start-up initiatives. Bikkurim is a joint project of the Jewish Federations of North America and the Kaminer Family.

Download your pre-application at <http://bikkurim.org/applyingforresidency.php> and submit it by February 1, 2011. Full applications, by invitation only, will be due April 8, 2011. Finalists will be interviewed and selected by the end of June. Residency begins July, 2011. For more information, contact Jason Leibowitz at jleibowitz@bikkurim.org.



IAJSV is looking forward to their [2011 Annual Conference](#) scheduled for May 1 - 3, 2011 at the Intercontinental Hotel in Toronto, Canada. Last year's conference gathered over 100 people from around the world with informative sessions on how the IAJSV network is helping clients find work during the current economic and unemployment crisis. For more information, visit www.iajvs.org or contact (215) 854-0233.



Ma'yan invites you to [Getting Reel about Youth & Gender](#) on Thursday, January 27th from 6:00 - 8:00 PM. Join Ma'yan, the JCC of Manhattan, Keshet, Gender Spectrum, Congregation Beit Simchat Torah, Scenarios USA and PFLAG NYC for an evening of film and conversation about gender, non-conforming youth and their siblings, parents, and communities through short films from The Youth & Gender Media Project and Scenarios USA.

This event will be joined by Joel Baum, Education Director at Gender Spectrum and youth filmmakers from Scenarios USA. A lively discussion will follow the film screening.

For more information or to register, visit www.mayan.org or www.jccmanhattan.org/lgbtq

NYUWagner

NYUSteinhardt

NYUWagner and NYUSteinhardt are accepting applications for the 2011/2012 year. Apply to the Dual Degree Program at NYUWagner to earn dual Masters Degrees in Nonprofit Management & Jewish Studies or NYUSteinhardt to earn dual Masters Degrees in Education & Jewish Studies. For more information about the NYUWagner program, email wagner.skirball@nyu.edu or visit the program website at <http://wagner.nyu.edu/dualdegrees/jewish-nonprofit.php>. To learn more about the NYUSteinhardt program, email Steinhardt.skirball@nyu.edu or visit their program website at: <http://Steinhardt.nyu.edu/humsocsci/jewish>. Fellowships are available.

JCSA Benefit Plans

Notes from Bert Goldberg, JCSA Insurance Committee Chair

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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:

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- ◆ 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

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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.

Visit our website: www.jcsana.org

Jacob Solomon, President Brenda Gevertz, Executive Director

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