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Work Above the Bull: Sparks of Light

Brenda Gevertz, JCSA Executive Director

When it's still dark as you awake and pitch black as you leave the office, some illumination is much appreciated. It's not just bright lights that we crave, but some inner compass draws us to the people and stories that brighten our outlook and provide an anecdote to the short days and long nights of this season. Whether you believe in miracles or just like a good story, Hanukah, the Festival of Lights, is a joyful reprieve.

We enter this winter with more than a fair share of gloom: many victims of Hurricane Sandy remain devastated and homeless, Israel's security is precarious and in the U.S. our political battles continue well past the elections. Fortunately, this year's General Assembly of the **Jewish Federations of North America** illuminated the contributions of several modern day heroes that brighten our perspectives. Among the headliners were **Natan Sharansky** and **Elie Wiesel**, two heroes of the Soviet Jewry movement, among many other accomplishments for both. They are legendary and demonstrate the power of truth and conviction.

Jackie Levine, a beloved lay leader from New Jersey, filled our hearts as she thanked the Jewish community for providing a vehicle for her activism which has been extensive over the years. Think of any modern day civil rights movement and Jackie has been at the forefront—whether as Chair of the forerunner to the Jewish Council for Public Affairs or in numerous other leadership roles. She is the embodiment of the community activist ready to push the social justice agenda, even to the extent of being jailed.

Another legendary leader of our times, **Shoshana Cardin**, was honored by Baltimore's leadership institute, **Acharai**. Shoshana was the first woman to serve as President of the Council of Jewish Federations and held many other key leadership positions. She is a volunteer leader who serves as a role model for numerous professionals: smart, articulate, knowledgeable and a fearless leader for the Jewish People. She honors the work professionals provide and also holds us to her highest standards. We would do well to follow her lead.

JCSA honored four exceptional professionals at the General Assembly: **Marsha Hurwitz**, who received the Ben Mandelkorn Distinguished Service Award; 2012 JCSA Young Professional Awardees **Mindy Eklove** and **Daniel Septimus**, and Norman Edell Scholarship winner **Meredith Grabek**. Their accomplishments are bright lights for our future.

We applaud these modern day heroes and know that at Hanukah and throughout the year, their sparks of energy, commitment and leadership shine on all of us.

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May the menorah's lights fill you with joy
and hope for the Jewish People!

Happy Hanukkah

The Jewish Communal Service Association

Mazal Tovs

Mazal Tov to **Alan H. Gill** on his new appointment as the CEO of the American Jewish Joint Distribution Committee.

Mazal Tov to **Josh Donner** on his recent promotion to Planning Director at the Jewish Federation of Greater Pittsburgh.

Mazal Tov to **Ellisha Caplan** and husband Nigel on the birth of their baby boy, Aidan Louis Caplan.

Mazal Tov to **Elana Sztokman** on her new position as Executive Director of the Jewish Orthodox Feminist Alliance.

Mazal Tov to **Kathryn D. Haslanger** on her new position as CEO of the Jewish Association Serving the Aging.

Mazal Tov to **Israel Sykes** on his new position as Executive Director of the World Conference of Jewish Communal Service.

Mazal Tov to **the Jewish Federations of North America** whose tagline “The Strength of a People. The Power of Community” was awarded a *Getting Attention Nonprofit Tagline Award*, which recognizes outstanding taglines that connect quickly and strongly with the target audience.

Mazal Tov to **Maya Bernstein, Sarah Lefton, Rabbi Eliav Bock, Rabbi Nicole Greninger, and Rabbi Barry Kislowitz** on being the 2012 recipients of The Covenant Foundation’s Pomegranate Prize for exceptionalism as emerging professionals in Jewish educational settings across the United States.

Mazal Tov to JCSA Board Members **Gail Magaliff**, CEO of FEGS, and **Rachel Monroe**, President of the Harry and Jeanette Weinberg Foundation, as well as to our many colleagues named to the prestigious Forward 50.



JCSA Board Members Marc Blattner, Marci Mayer Eisen, and Jacob Solomon visit Sederot while on the Israel Solidarity Mission.

2012 JCSA Professional Leadership Awards

The Jewish Communal Service Association of North America honored four outstanding Jewish Community Professionals at the 2012 General Assembly in Baltimore, Maryland.

JCSA takes pride in recognizing exemplary talent in our field!



JCSA 2012 Young Pro Winners **Mindky Eklove** and **Daniel Septimus** with **Meredith Grabek**, Norman Edell Scholarship Winner.

Marcia Hurwitz

Ben Mandelkorn Distinguished Service Award winner



Thank you to **Rabbi Rick Jacobs**, President of the URJ, who spoke on the complex partnership between lay leaders and professionals.

Giving Purpose to Our Work

Arthur Sandman, Jewish Agency for Israel, Executive Vice President

As we enter this December, the recent violence along the Gaza perimeter and throughout southern Israel is fresh in our minds. Anytime Israel comes under attack, I take it personally—as a Jew, but also as a brother, uncle, and—this year, as my daughter spends a year in Israel—a father. I worry about my family’s safety in so simple a matter as a car ride or plane trip. When somebody is literally trying to kill my family (even if ever-so-impersonally), I find myself beset with so many emotions—worry, anger, disbelief. And more. I feel the determination to resist, to defend Israel. And I am proud of those who do—soldiers for sure, but also my daughter, who didn’t allow some dashes to bomb shelters to deter her from calling her mother for permission to head to the south to volunteer at a center for developmentally disabled, or my wife, who said yes without calling me to ask me.



As we enter this December, it is hard not to notice the words of this first December *parasha*, *Vayisblach*. As Jacob prepares to return to the Land of Israel from his exile in Haran, he frets about the reunion he will certainly have with the brother whose birthright he extorted and blessing he stole. He beseeches God, “Deliver me, I pray, from the hand of my brother, from the hand of Esau; else, I fear, he may come and strike me down, mothers and children alike.” The Hebrew for the first half of the verse is stunning:

Hatzileini na mi-yad achi, mi-yad Esav

הַצִּילֵנִי נָא מִיַּד אָחִי, מִיַּד עֵשָׂו

—So evocative of Esau’s own plea to Jacob so many years earlier for food, “Give me, I pray, some of the red stuff, this red stuff”:

Ha'aliteini na min ha'adom, ha'adom bazeh

הַלְעִיטֵנִי נָא מִן-הָאֲדָם הָאֲדָם הַזֶּה

Two six-word phrases; the assonance between *hatzileini*/*ha'aliteini*, both followed by *na*, followed by *mi-/min* (from), followed by a poetic repetition *mi-yad achi, miyad Esav / min ha'adom, ha'adom bazeh*. Literary construction like this is no accident. The Torah is compelling us to see these moments together; how the tables have turned! In the earlier incident, a starving Esau finds himself at Jacob’s mercy. Now, Jacob searches for mercy as he prepares to encounter the brother he so mistreated. The Torah is telling us that we reap what we sow.

As I contemplated my daughter heading toward the zone of more rockets, I could well relate to Jacob’s plea. “Deliver my daughter, I pray, from the hand of our enemies, from the hand of the terrorists; else, I fear, their rockets may come and strike her down, mothers and children alike.” I was forced to confront the reality that the values my wife and I taught her, the day school we chose for her, the shul we raised her in, the Super Sundays I brought her to, sowed the seeds of an aspiring *olah* and a young woman who would not simply play it safe.

Much is made of Jacob’s dread of the return. Dividing his family into two camps to hopefully protect at least part of the family. Sending gifts ahead to his brother. Struggling in the night with the mysterious stranger. But what we perhaps don’t note is that Jacob did not turn back; at no point did he contemplate anything else but to claim the land that was his inheritance. All that we do—in our personal lives, through our work, and in the intersection of the two—is rife with consequence. And that is why we do what we do.

Deadline for news you would like to share in the January 2013 issue of the
JCSA Newsletter is *Friday, January 21, 2013*. Contact info@jcsana.org.

Events & Opportunities



Join the **Weiner Educational Center** for **Influencing Through Visual Storytelling**, a fun, interactive, and action-packed workshop that will instantly help you more effectively communicate your ideas and inspire your listeners to action! **Tuesday, December 11, 2012 9:00 AM - 12:30 PM**. For more information, please contact Fern Maraminsky at maraminskyf@ujafedny.org.

Pre-registration required.

The application process is now open for the Wiener Educational Center's 2013-2014 scholarships. Students pursuing degrees in clinical psychology, Jewish education, nonprofit business administration, nonprofit management, public administration, rabbinic ordination, and social work are encouraged to apply. Applications must be studying full-time in the New York area and have an interest in working in New York's Jewish communal sector. To apply, visit <http://tinyurl.com/bo28hr4>.

The International Association of Jewish Vocational Services (IAJVS), in partnership with a network of 9 local affiliates operating in 8 states, implemented the Career Gateway Project to increase access to virtual career exploration services by diverse job seekers. Project partners created an online Job Seeker's Guide, which provides step-by-step instruction of career exploration and management, using web-based career exploration resources. The guide is customized to reflect local circumstances in the 9 project communities -- Boston, Chicago, Los Angeles, Louisville, Minneapolis, New Jersey, New York, Philadelphia and San Francisco -- and hosted on the web at www.gatewaytocareers.com. Furthermore, the project functioned as a primary resource to promote the Virtual Career Network, a DOL-sponsored, healthcare-focused online platform found at www.vnc.org/healthcare and is included as one of the primary resources on the VCN's *Choose a Career* resources.



JCSA supporter and friend to the Jewish Community, **Sol Koeningsberg**, has recently published a memoir of his public career, a lively account of the movers and shakers in the Jewish community in the last half of the 20th century, and a guide through Jewish institutional and organizational life in Kansas City. "It is an engaging memoir that will evoke nostalgia in the older generation, be a history lesson for the next generation, and serve as a primer and guidebook for future leaders and community members in Kansas City and elsewhere," said David Katzman.

Purchase *Challenges & Growth, the Jewish Federation of Greater Kansas City, 1968 - 1989* by visiting the JCSA Amazon Store <http://tinyurl.com/c2fk624>. Proceeds benefit the Jewish Federation of Greater Kansas City.

Employment Opportunities

Central Synagogue's Early Childhood Center, a primary enterprise of the congregation, seeks an effective and decisive **Early Childhood Education Director** with a proven track record as an outstanding early childhood educator and administrator, experienced in curriculum development and school management. The Early Childhood programs are designed to instill a fundamental understanding of Jewish values. The Early Childhood Education Director will be responsible for day-to-day operations, managing both the admissions and placement process as well as ensuring the academic excellence of the Early Childhood Center and for promoting a developmental and child-centered approach to learning. An advanced degree in Early Childhood Education or Educational Administration is required. For more information please visit: <http://www.centralsynagogue.org/> For a full position description, please visit: <http://tinyurl.com/a4566ak>.

To apply, please email: central@drgnyc.com

Hillel: The Foundation for Jewish Campus Life has many openings. Positions include Executive Director, Director of Jewish Life, Engagement Associate, Senior Jewish Education, and more. Visit www.hilleljobs.com for a complete list of openings and job descriptions.

www.JCSANA.org

Local Group Events & Updates

'Tis the season to network!



Join **AJP** members and other young professionals for a night of networking, drinks and social action.

The Parlour, 250 West 86th Street (at Broadway)

December 6, 2012 6:30 PM - 8:30 PM

Please bring non-perishable food items or monetary contribution to donate to the Bronx Jewish Community Council's food pantry.

To register, please email Advancingjewishprosny@gmail.com. Cash Bar. Light dinner will be provided.

Join the **Darrell Friedman Institute** for one of these educational opportunities!

- ◆ Budgeting: A Planning and management Tool, **December 6, 2012 11:30 AM - 1:30 PM**
with Joan Roth, Jewish Community Service
- ◆ Energy Solutions: Small Changes, Big Results, **December 13, 2012 8:30 - 10:00 AM**
with Susan Carroll, Baltimore Energy Challenge
- ◆ Turning Data Into Action: Maximizing the Use of Baltimore's Jewish Community Study **December 19, 2012 12:00 - 1:30 PM** with Michael Hoffman, THE ASSOCIATED
- ◆ Lay/Professional Relationships: Partnership or Tug-of-War? **December 20, 2012 3:00 - 5:00 PM**
with Dr. Erica Brown, Jewish Federation of Greater Washington



FOR MORE INFORMATION AND TO REGISTER, CONTACT CINDY GOLDSTEIN AT CGOLDSTEIN@ASSOCIATED.ORG

JPro St. Louis invites you to

EVERYTHING YOU WANTED TO KNOW ABOUT CHANUKAH (AND THIS TIME OF YEAR) IN 90 MINUTES

Wednesday, December 5, 2012

11:45 am - 1:15 PM

Chanukah Lunch & Treats



For more information and to register, contact Marci Mayer Eisen at meisen@jfedstl.org, or 314-442-3810

New Jersey Association of Jewish Communal Service has always had three successful professional development programs each year and is now encouraging smaller groups to get together a bit more informally throughout the year. It is wonderful to network, share ideas and learn from each other. Zvi Raviv, who works at Rutgers Hillel, took on this charge and spear headed the first NJAJCS Book Club. The first book was Blue Ocean Strategy by W. Chan Kim.



A small group met on a Friday morning at the Café in Barnes and Nobel and had a fabulous discussion about innovation in the field of Jewish non-profits. The best part was that the people sitting around the table were from several different generations and we each worked in different areas of Jewish communal service. It was enlightening to learn from each other and as a "more seasoned professional," the best part for me was learning from my younger colleagues. They were SO full of ideas and I am really looking forward to our next meeting!

From Jessica Mehlman, Assistant Director of the Jewish Community Foundation of Greater Metrowest New Jersey and President of NJAJCS.



JCSA Benefit Plans

WHAT IS THE RIGHT AMOUNT OF LIFE INSURANCE?

You know that it protects your loved ones.

You know that it can pay the mortgage and other very important bills.

You know that it can provide for you children's college education.

So.....why are you waiting?

The JCSA Group Term Life Insurance Plan:

Can help you add to your current insurance protection

Can help you start your life insurance program

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- ⇒ Non smoker rates available

Call for further information!

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

Telephone: 1-800-597-9245 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

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.

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