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## Work Above the Bull: What *Really* Matters?

Brenda Gevertz, JCSA Executive Director

I have come to accept the fact that I am a predictions junkie. That may be a new category of addictions, but I find myself frequently gravitating toward articles and programs that forecast trends to watch, people to follow and best practices for success. I am curious to know which websites people visit frequently, what articles they download and what trends are trending. It's not that I give a hoot about the Kardashians, but boy am I am fascinated that so many others find them noteworthy. I love that eJewish Philanthropy now tells me what articles our colleagues are reading and tweeting and that the Berman Jewish Policy Archives rates their most popular downloads. JewishJobs.com can tell me how many others are viewing the same job opening I'm looking at....this is great!!

We have so much information at our fingertips and we really need to remember next to nothing: Not our mom's phone number, how many feet are in a mile, nor what freeway is under construction. So what *is* important? What do you value, what's at the top of your list, what facts do you retain? Without any scientific basis, I am going to make a few predictions and, if you respond, I'll create a new or re-ordered list in our next eNews. So, for 2013, these are the trends for Jewish community professionals:

- We will care about people. No matter what our job, we will be moved and *respond* to stories of compassion, justice, and service.
- We will value what matters and values matter. We may not be able to recite a single line of Jewish text, but in our guts, we understand what repairing the world means. This is why JCSA's 2013 Annual Program will focus on **Our Values @ Work**.
- We will love Israel. No matter how bad the politics nor our discontent with the non-perfect realities, we care passionately and unconditionally about our connected futures. Exasperating, but true love.
- We will expand our horizons. No matter how busy our daily lives become, we will engage on a path of learning and personal growth. We are not interested in being stuck, we want to learn and grow.
- We will work too hard and sometimes complain, but at the end of the day, we are proud of what we do. And yes, recognition and compensation matter, too.

Do you agree? What matters to you? Share your thoughts on JCSA's Facebook page: [www.facebook.com/JewishCommunalServiceAssociation](http://www.facebook.com/JewishCommunalServiceAssociation) or twitter [@JCSA](https://twitter.com/JCSA).

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Save The Date

## OUR VALUES @ WORK

The 2013 JCSA Annual Program will take place June 4 - 5  
Whippany, New Jersey  
at the Jewish Federations of Greater Metro-West.

Deadline for news you would like to share in the February issue of the JCSA Newsletter is *Monday, February 25, 2013*. Contact [info@jcsana.org](mailto:info@jcsana.org).

# LET JUSTICE FLOW DOWN LIKE WATERS

*A webinar in commemoration of Martin Luther King, Jr.*

Join JCSA for a webinar on collective responsibility, social action and emergency planning and response in a crisis situation.

**January 23, 2013**

**2:00 PM EST/ 1:00 PM CST/ 11:00 AM PST**

*FEATURING*



**Rabbi Joy Levitt**, Executive Director  
JCC in Manhattan



**Alex Budnitsky**, Executive Director  
Marks Jewish Community House of Bensonhurst



**Michael Weil**, Executive Director  
Jewish Federation of Greater New Orleans

For more information and registration

[WWW.JCSANA.ORG](http://WWW.JCSANA.ORG)

Jewish Communal Service Association of North America

**JCSA**

Connecting & Enhancing Professional Leadership

## Giving Purpose to Our Work

*Arthur Sandman, Jewish Agency for Israel, Executive Vice President*

Pharaoh's chariots and army He cast into the sea;  
The best of his officers drowned in the Sea of Reeds.  
The deep waters covered them;  
They went down to the depths like a stone.  
Your right hand, Lord, is majestic in power.



*Arthur Sandman*

Somehow, I don't think that such an ode to violence would receive positive reviews in today's literary journals. And yet, they are part of the daily prayers, from Moses' jubilant Song of the Sea, culminating the Exodus story that fills these Shabbatot of January. The glorification of violence is particularly distasteful in these weeks following the massacre in Sandy Hook, as we once again confront the question of why God permits such evil in our world. As the Burt Bachrach's classic reminds (lyrics by Hal David), "What the world needs now is love, sweet love.."

In Your lovingkindness, You led the people You redeemed.  
In your strength, You guided them to your holy abode.

That's better. Well, not really. How does Moses so easily transition in his song from "You stretched out your right hand, the earth swallowed them" to—next phrase—"in Your lovingkindness...?"

Sometimes, as at the Sea, good and evil are flip sides of the same coin—our redemption came at great cost to the Egyptians. Sometimes, as at Sandy Hook, we find no redemption. And yet, aren't there also times—perhaps when a child is born—that we perceive only goodness, and no evil? The Torah is remarkably adept at, even interested in, juxtaposing good with evil. It is remarkably accurate and contemporary in seeing how both so easily coexist. Sometimes our faith brings us answers. Sometimes we maintain our faith despite the lack of answers. As Job so memorably rhymed,

*Adonay natan, v'Adonay lakach;  
Yehi shem Adonay mevorach.*

The Lord gave, And the Lord took,  
May the Lord's name be blessed.

Of course, some lose faith in the face of evil, magnifying despair with meaninglessness, but that's not the Jewish way. Instead, we reconsider our security plans. And, as did Moses, we raise our voices, sometimes in celebration

*Mi komacha nedar bakodesh,  
Norah tehillot, oseh feleb.*

Who is like You, majestic in holiness,  
Awesome in praises, doing wonders.

## Graduate Programs

### SCHOLARSHIPS FOR THE NEXT GENERATION OF JEWISH NONPROFIT LEADERS

**American Jewish University's** Graduate School of Nonprofit Management through its Community Partnership Initiative (CPI) is providing over \$25,000 in scholarship tuition for nonprofit professionals seeking the celebrated MBA in Nonprofit Management. Qualified applicants must hold a minimum bachelor's degree from an accredited college or university; have a recommended 3.0 GPA, provide two letters of recommendation and have a history of nonprofit service preferably involving low-income or underserved populations. Individuals from ethnic minority and Jewish-led organizations are considered. Open House and Information Session scheduled for **February 13, 2013**.

For more information call (310) 440-1260, visit the AJU website [www.ajule.edu/mba](http://www.ajule.edu/mba) or visit the CPI link: <http://mba.ajula.edu/Default.aspx?id=3769>.

## Mazal Tavs

**Mazal Tov** to **Alan Sweifach** on winning the 2013 Saul Schwarz award and on his new position as Senior Director of the Global Planning Table at Jewish Federations of North America.

**Mazal Tov** to **Bryan Anderhub, Dan Brodsky, Susan Perez, Rabbi Levi Landa, Mimi David, Lori Goldberg, Tabari Coleman, and Rabbi Tzvi Freedman** on being the recipients of the 8th Annual JProStl Awards.

FECS diverse and expansive programming recognized several outstanding professionals at it's annual Hanukah Celebration. **Mazel Tov** to **Glenn Stelzer, Ysaura Maracallo, Dara Washington, Lisa Futterman, Steven Armstrong, Bryan Caulfield, Eleanora Babayev, Lucy Bi, Tonya Brown, Duane Carvain, Miguel Jerez, Darryl J. Johnson, Sabeen Pirani, Jonathan Thomas, Samantha Vancooten, David Wallace, Melissa Firmes, Tom Nemeth, and Kerri J. Tamer.**

**Mazal Tov** to **Alan Cohen** on his new position as Assistant Executive Vice President, Global Operations at the Joint Distribution Committee.

**Mazal Tov** to **Sharyn Rubin**, Director of Resident and Community Services at the Jewish Association on Aging, on winning the 2013 AJAS Humanitarian Award.

**Mazal Tov** to **Yehudis Kramer** on her new position as Project Manager at JESNA.

JCSA notes, with sadness, the passing of **Robert Kerbel**, a long time Jewish Community Professional.

## Local Groups Events

The **New Jersey Association of Jewish Communal Service** is accepting nominations for the second NJAJCS NACHSHON Achievement Award. This award will honor a professional who, within the context of a committed career, has taken a leadership role in the development or implementation of creative, innovative programs or services that exemplify Jewish values.

Nominee must be a Jewish communal professional working in the field for over seven years, a NJAJCS member, and must work in New Jersey. Winner will receive a \$500 stipend for professional development and enrichment.

**NOMINATION DEADLINE IS FEBRUARY 1, 2013**

For more information and application form, please contact Rebecca Wantatck at [rwanatick@jfedgmw.org](mailto:rwanatick@jfedgmw.org).



Join the **Darrell Friedman Institute** for Working In a Networked World: Purposeful Social Media Use!

With **Lisa Colton**, Chief Learning Officer for See3 Communications

- **Wednesday, January 23, 2 - 5 PM**

Synagogues as Connected Congregations: Leading and engaging in a networked age  
(For synagogue and organizational staff and lay leaders)

- **Thursday, January 24, 9 - 11 AM**

Putting your Best Foot Forward: How to market your school with authenticity and impact through social media  
(For religious school and day school marketing staff)

- **Thursday, January 24, 12 - 2 PM**

Strengthening and Leveraging Networks to Expand Your Audience  
(For Associated and Agency marketing staff)

FOR MORE INFORMATION AND TO REGISTER,  
CONTACT CINDY GOLDSTEIN AT [CGOLDSTEIN@ASSOCIATED.ORG](mailto:CGOLDSTEIN@ASSOCIATED.ORG).



# Local Groups Events Continued



During the early years of **JPro St Louis** (JProStl), the idea for a staff recognition event was developed. JPro committee members were aware of a number of other communities presenting annual awards for an emerging leader and for career achievement. However, Jody Rubin, JPro Board member and JCC Early Childhood Co-Director, was thinking bigger. With the initial JProStl recognition event planned around Chanukah in 2005, Jody, Shelly Chanitz (Jewish Federation staff), Jennifer Bell (first JPro President), and their planning committee came up with eight different categories with a vision that each honoree would light a candle on the menorah as they were presented with their award.

Over the years the annual JProStl Recognition event has grown five-fold and the date moved to late January (more convenient for staff to avoid Chanukah time), yet the tradition of eight categories remains. Now over 200 staff members and nearly 100 friends, family and community leaders attend each year, representing 40 different organizations including agencies, organizations, schools and congregations. Zelda Sparks, Director of JCC Cultural Arts was awarded the Career Achievement Award in 2009, "You work your whole life and it's nice to know your work matters even when you're not looking for recognition".

What makes the St. Louis awards unique is that honorees come from across the spectrum of the entire St. Louis nonprofit community and reflect the diversity of our professionals and their organizations. In addition to Career Achievement and Emerging Leader, categories include Visionary, Dedication (support staff), Chesed/Kindness (direct service), Jewish Educator, Mentor and Pillar. Door prizes and recognition of all staff by years of service are included in the festivities planned by a committee of 25 professionals. The luncheon is free of charge for staff (guests pay \$25) thanks to the generosity and long time support of the Lubin-Green Foundation, a supporting foundation of the Jewish Federation of St. Louis. JProStl is now an integral part of the community-wide St. Louis Millstone Institute for Jewish Leadership.

## THE 8<sup>TH</sup> ANNUAL JPROSTL AWARDS WILL BE PRESENTED TO 9 STAFF MEMBERS ON JANUARY 31, 2013:

Career Achievement - **Bryan Anderhub** (Director of Building & Grounds, JCC), Chesed/Kindness - **Dan Brodsky** (Executive Director, New Mt. Sinai Cemetery Director and Music Director/Cantorial Soloist, Congregation B'nai El) Dedication - **Susan Perez** (Executive Assistant, JCC) and **Terrell Wooten** (Building Manager, Central Reform Congregation), Emerging Leader - **Rabbi Levi Landa** (Director of Programming, Chabad), Educator - **Mimi David** (Teacher & Special Needs Coordinator, Esther Miller Bais Yaakov), Mentor - **Lori Goldberg** (Director of Senior Services, JF&CS), Pillar - **Tabari Coleman** (Project Director, ADL World of Difference), Visionary - **Rabbi Tzvi Freedman** (Founder & Executive Director, Torah Prep)

For more information, go to [www.jprostl.org](http://www.jprostl.org) or contact Millstone Institute Intern, Emilie Docter at [edocter@jfedstl.org](mailto:edocter@jfedstl.org) or Millstone Institute Director, Marci Mayer Eisen at [meisen@jfedstl.org](mailto:meisen@jfedstl.org) or 314-442-3810.



(Left to Right) Leslie Cohen Kastner, Luncheon Co-Chair/Program (Jewish Federation), Michelle Almengor, JProStl Chair of Special Events (JCC), Phil Ruben, JProStl Co-VP, Nancy Weigley, Luncheon Co-Chair/Awards (NCJW) and Emilie Docter (Jewish Federation Intern) are leading the planning for the 8<sup>th</sup> Annual JProStl Recognition Luncheon.

## Events & Opportunities

The Hebrew Free Loan Society, with the support of UJA-Federation of NY, is proud to offer the Kauffman Foundation FastTrac New Venture Entrepreneurship Program for eligible Baby Boomers. This program will position people for success by helping them hone skills needed to create, manage and grow successful consulting and other businesses. The course will run for 12 consecutive Wednesdays beginning **February 6, 2013**. Applications are being accepted on a rolling basis. This is a competitive program, so please be sure to submit a thoughtful and complete application and your resume. For more information, visit <http://tinyurl.com/ahcd3cg>.

# Events & Opportunities Continued



Join the **Weiner Educational Center** for **Conducting Difficult Performance Management Conversations**. **Tuesday, February 12, 2013 9:00 AM - 4:00 PM**. Increase your skill and ease in managing difficult performance-related conversations. *This workshop is designed for professionals with more than seven years of supervisory experience.* For more information, please contact Fern Maraminsky at [maraminskyf@ujafedny.org](mailto:maraminskyf@ujafedny.org), 212-836-1624.

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>.

**Bikkurim: An Incubator for New Jewish Ideas** is accepting applications for 2013. Bikkurim seeks innovative, NYC-based, Jewish, non-profit projects that are in early stages of formation and organizational growth. We provide free office space, free and subsidized capacity-building consulting, small stipends, access to local and national networks, and a strong peer community with other Jewish start-up initiatives. Bikkurim is a joint project of the Jewish Federations of North America and the Kaminer Family.

**Pre-applications can be downloaded from [www.bikkurim.org](http://www.bikkurim.org) and are due February 1, 2013.** Full applications, by invitation only, will be due April 19, 2013. Finalists will be interviewed and selected by the end of June. Residency begins in July 2013.

For more information, contact Molly Goodwin at [info@bikkurim.org](mailto:info@bikkurim.org) or 212-284-6896.



**The American Jewish Joint Distribution Committee (JDC)** is currently recruiting for the **2013 – 2014 Ralph I. Goldman (RIG) Fellowship in International Jewish Service.**

**What?** JDC's Ralph I. Goldman Fellowship is a one-of-a-kind, paid, professional opportunity to live and work in 2-3 overseas locations where JDC is active and engage global Jewish issues and humanitarian interventions.

**Where?** JDC works in over 70 countries around the world.

**How?** Visit [www.jdcntwine.org/ralph](http://www.jdcntwine.org/ralph)

**Who?** JDC is looking for the best young Jewish thinkers and doers -- writers, artists, policy shapers, business innovators, and community builders -- there is no single profile that fits. We are looking for leaders in their field who have the promise to influence the future of the global Jewish community.

**When?** Fellowship begins in September 2013 and concludes in New York in September 2014.

EMAIL [GLOBALSERVICE@JDCNY.ORG](mailto:GLOBALSERVICE@JDCNY.ORG) FOR MORE INFORMATION. **DEADLINE TO APPLY: JANUARY 15, 2013**

## REPAIR THE WORLD

announces micro-grants to help student groups aid communities affected by Superstorm Sandy!

- Grants range from \$1000-\$5000
- May be used to cover travel, supplies, staffing, and local housing
- Eligible groups should engage teens, college students, and post-college aged young adults to serve at least 200 hours, implement a disaster response service-learning curriculum developed by Repair the World, and report on their experiences.
- Applications accepted on a rolling basis

For more information, visit <http://tinyurl.com/aozpycp> or contact Mordy Walfish at 646-695-2700 X 23.

[www.JCSANA.org](http://www.JCSANA.org)

# 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

The JCSA Group Term Life Insurance Plan features:

- ⇒ Short application
- ⇒ Physical exam is rarely required
- ⇒ Coverage is portable
- ⇒ Accidental Death & Dismemberment option is available
- ⇒ Coverage Available \$10,000 to \$1,000,000 (up to 10 X basic annual earnings)
- ⇒ 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](mailto:bsilberberg@multifin.com) Website: [www.jcsabenefitplans.com](http://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.

Visit our website: [www.jcsana.org](http://www.jcsana.org)

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