

Inside this issue:

Work Above the Bull: Love, Vision and Promises

Brenda Gevertz, JCSA Executive Director

I have the privilege of writing this message from Israel, where I am accompanying a group of six JCSA award winners on a 10 day educational seminar in Israel. The seminar is a rare opportunity for professionals to look at the successes and challenges of modern Israel through extensive encounters with Israeli colleagues and their services, participation in cultural programs, discussions with religious and community leaders and programming that unwraps current challenges to historic roots. The focus

is neither on donors nor evaluating Israeli programs. It is on building context and knowledge for the participants to grow personally and professionally, to create opportunities for dialogue, to strengthen an awareness of the ties between our communities and how we can work together to advance Jewish Peoplehood. It is an extraordinary program, and we are especially grateful to the Israel office of JCCA for their meticulous guidance in helping us build the itinerary.

The reality is that this program would not exist without the generous establishment of the Bernard Rodkin Endowment. By all reports, Bernard Rodkin, z"l, led a very private and simple life. As an adult he earned college degrees after serving in WWII and had a deep love for Israel. He had amassed a significant sum of savings and without any beneficiaries, he sought guidance on how he could make a meaningful contribution. Herman Markowitz, then head of the United Israel Appeal and President of the Association of Jewish Community Organization Personnel (now part of JCSA), became a trusted advisor and helper. He explained to Mr. Rodkin that he could further his love of Israel and the Jewish people by establishing this fund. Herman's vision of an Israel seminar for professionals has been a gift of immeasurable value to the many professionals and their communities that have benefitted from it.

Bernard Rodkin left a loving legacy and Herman Markowitz fulfilled a vision. JCSA now keeps the promise with a story kept alive through our Rodkin Fellowships. It is more than a happy ending, it is the beginning of so much more to follow.

2013 Mandelkorn Distinguished Service Award Winners	2
Employment Opportunities; Book Review of <i>Happier Endings: A Meditation on Life and Death</i> By Dr. Erica Brown	3
Giving Purpose to Our Work	4
Local Group Events & Updates	5
Local Group Events & Updates Continued; Mazal Tovs; Graduate Programs	6
Events & Opportunities	7
JCSA Benefit Plans	8



Renew your JCSA membership today!
 Visit <http://tinyurl.com/mfanva9> to renew
 Contact the JCSA office for more information: info@jcsana.org or 212-284-6945

2013 MANDELKORN DISTINGUISHED SERVICE AWARD WINNERS

There is no greater honor then to be recognized by your peers for outstanding contributions to the field of Jewish communal service practice.



Larry Moses has served The Wexner Foundation for 26 years, as Founding Director of its Graduate Fellowship Program and 13 years as President. Now the Foundation's Senior Philanthropic Advisor, he guides the Wexner family's philanthropy, sits on numerous international, national, and regional boards, and writes and speaks about the challenges of leadership in modern Jewish life. In prior posts, he was International Director of Hillel in Washington, D.C., from 1984-87, and Executive Director of the Bureau of Jewish Education in San Francisco (1980-1984). He began his career as the Hillel Director at San Francisco State University while also serving as an instructor in Jewish history (1975-1980). A scholar of the Holocaust – his mother was an Auschwitz survivor – he has taught extensively on its historical, theological, and human dimensions. Moses earned a B.A. in philosophy from Indiana University, an M.A. in modern Jewish history from the Baltimore Hebrew University, an M.S.W. from the University of Maryland School of Social Work and Community Planning, and an honorary Doctor of Humane Letters from Baltimore Hebrew University. He also studied and taught at The Hebrew University of Jerusalem.

Barry Shrage has served as President of CJP, Greater Boston's Jewish Federation, since 1987, focusing on education, strengthening community partnerships with Israel, and caring for the most vulnerable. He has been instrumental in the creation of cutting-edge programs to engage the next generation in meaningful Jewish life and create a welcoming, inclusive Jewish community. Projects include *Me'ab*, an intensive Jewish adult education curriculum, and *Parenting Through a Jewish Lens*, a program for parents of young children. Shrage has spearheaded children's overnight camps, day schools, and synagogue schools. A passionate advocate for Israel, he has helped establish the Boston-Haifa Connection, resulting in mutually beneficial social programs. He was among the first Federation leaders to embrace Taglit Birthright Israel, and has worked to send 11,000 Boston-area college students on free trips to Israel. CJP's Birthright Israel Campus Initiative has become a national model, empowering students to become lifelong advocates for Israel. During the recent recession, Shrage helped to develop CJP's Economic Response, providing additional funding for the most vulnerable, including isolated seniors, immigrants, the unemployed and people with disabilities. After graduating from City College of New York, Barry earned a master's degree in social work from Boston University.



THE JEWISH COMMUNAL SERVICE ASSOCIATION AND THE WORLD COUNCIL OF JEWISH COMMUNAL SERVICE

Awards Presentation and Seminar

Sunday, November 10, 2013

Blaustein Hall, HUC-JIR- Merkaz Shimshon-Beit Shmuel - 6 Shama Street, Jerusalem

11:30 am - 1:15 pm JCSA Professional Leadership Recognition Luncheon

Hosted by The Wexner Foundation

1:30 pm - 3:45 pm JCSA and WCJCS Global Seminar

In cooperation with JFNA, JDC, JAFI & IACC

Program Chairs: Yaacov Kabilou, JDC, Israel and Michael Hoffman, The Associated, Baltimore, MD,

"NEW MODELS FOR ENGAGEMENT -- IMPLICATIONS FOR JEWISH COMMUNAL PROFESSIONALS"

Keynote: Prof. Dov Maimon, Ben Gurion University, Senior Researcher at JPPPI

Response: Nicky Goldman, Executive Director, Lead: Inspiring Jewish Leaders, England, Shauna Ruda, Director, Global Volunteer Programs, JDC Entwine

RSVP REQUIRED. SPACE IS LIMITED. PLEASE CONTACT THE JCSA OFFICE FOR MORE INFORMATION.

www.JCSANA.org

Employment Opportunities

The Jewish Communal Service Association is seeking an Interim Program Coordinator. The candidate will be highly organized, have excellent written and communication skills and be passionate about advancing the work of JCSA. The position will start **December 16, 2013** and last thru at least March 28, 2014. For a full job description and application instructions, please visit www.jcsana.org.

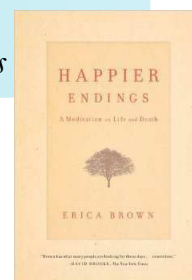


The Jewish Federations
OF NORTH AMERICA
Mandel Center for
Leadership Excellence

The Jewish Federations of North America is looking for talented, energized individuals to fill positions around the country including Assistant Director, Chief Operations Officer, Community Program Coordinator, Program Manager and Senior Director. For a full list of current openings, please visit www.jewishfederations.org/jobs.

Book Review: *Happier Endings: A Meditation on Life and Death* By Dr. Erica Brown

Book Review by Marci Mayer Eisen, Director, Millstone Institute, Jewish Federation of St. Louis



Dr. Erica Brown is my favorite author on the subject of Jewish leadership, so I was intrigued to see a notice for her latest book, *Happier Endings: A Meditation on Life and Death* (Simon & Schuster, 2013). Erica challenges us to think about how our spiritual growth and quality of life might be enriched by speaking more openly about death. It's a theory that makes a lot of sense, even when these conversations touch upon our deepest fears. Quite frankly, what could be more human than thinking about our limited time and what brings us most meaning?

Happier Endings is not an academic book nor a deep theological book. It's a book of stories woven together. Erica takes the reader on a journey for an up close and personal lens on how different religions approach death and death rituals. Her storytelling is extraordinary. Erica shares different families' personal remembrances and reflections, including her own. She also writes about the experiences of those who work in the "death industry" which adds another perspective on the subject. Some of the reflections are sad, some touching and many are simply laugh out loud funny. Let's just say I don't think I'll ever look at a fish tank in a Chinese restaurant or a ski slope the same way ever again.

Erica honors vastly different religions and explores the beliefs behind their rituals. As a Jewish educator, she explores traditions that those of us who are Jewish are usually less familiar with like cremation and embalming. Yet, she repeatedly returns to Judaism as the foundation from which Jews view the world to attempt to understand and honor death ...and life. Her description of *tabara*, the ritual washing to prepare the body for burial, is deeply moving.

There are many lessons in *Happier Endings*, including how it is one of the greatest gifts we can give our loved ones to speak openly and take responsibility to prepare for our own deaths. Our work requires having our wills up-to-date, recording how we desire distribution of our personal items, and even discussing our own funeral. Ten years ago after my father's death, my mother called and asked quite matter-of-factly if I wanted a limo. I had no idea what she was talking about until she shared that she was at the funeral parlor and, although she was in excellent health, she was finalizing the details for her funeral. For me, especially as an adult only child, this was a gift of tremendous kindness.

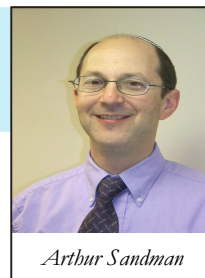
Judaism deeply values the ability to tie up our emotional issues by expressing our love and offering personal apologies individually to our family and friends for whom we have hurt or have fallen short. Erica is clear that while handling logistics can lessen the burdens of planning, the greatest gift is to express the words that others long to hear.

I have encouraged my friends and family to read this book and hope that we can step away from our daily distractions to discuss a subject that can add deep meaning to the choices we make, especially if we're fortunate enough to live a long life. Perhaps this book could be a guide in our congregations and organizations that might lead to deeper reflections and profound decisions.

Thank you, Erica Brown.

Giving Purpose to Our Work

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



The omnipresent character in the *parshiyot* of this November—and a bit beyond—is Jacob. Born in *Toldot*, these November portions tell of his story and of his sons, the progenitors of the Tribes of Israel. Jacob's name (Yaakov) derives from how he was born—grasping Esau's heel. As the heel defines the crook between ankle and foot, the root letters of Ya'akov (Ayin-Quf-Bet) suggest "crooked." And certainly Jacob begins his life behaving crookedly—extorting Esau's birthright for the price of some soup and impersonating Esau to steal his blessing. From dubious beginnings, Jacob grows to become the last of our revered patriarchs.

Jacob ends his life with a new name—Israel—whose root (Yud-Sin-Resh) means straight. And yet, unlike Abraham, whose name-change from Abram was definitive and permanent, Jacob's new name never entirely sticks. Our tradition far more often references "Abraham, Isaac, and Jacob" than "Abraham, Isaac, and Israel." The stigma of crooked beginnings never quite fades, and it defines Jacob's life.

Both of Jacob's early transgressions revolve around sight. Esau is attracted to a soup he calls by its appearance—"this red stuff." And, of course, it is his father's blindness that enables Jacob to assume Esau's persona. And so, for his life ever after, Jacob's life will be tortured by tricks of sight:

Jacob is deceived into marrying his beloved Rachel's older sister, Leah, who is brought to him in the night when he cannot see with whom he is sleeping—a deception that compels him to work for his father-in-law, Laban, an additional seven years;

When Jacob flees Laban's house, Rachel steals her father's idols. Jacob, not seeing the theft or stolen goods, unwittingly condemns his beloved when he assures Laban that whoever may have stolen the idols would die.

Jacob spent many long years in mourning his son, Joseph, deceived by the evidence his sons contrived by bloodying Joseph's many-colored coat.

The Torah leaves no doubt that Jacob's misdeeds engendered severe consequences. And yet, Joseph never repents. At the end of his life, he knowingly gives the blessing due his older grandson, Manasseh, to the younger Ephraim, as if to say that his own deception of his father was righteous. No, Joseph never repents. It is his son Judah, the father of the enduring Tribe of Judah, who is the first to demonstrate true repentance (first with his daughter-in-law Tamar, then by seeking to save his youngest brother Benjamin from slavery, as he had failed to do for Joseph).

But neither does the Torah suggest that Joseph is to be reviled, and never does the historical course of the action suggest that anything that happened should better have happened differently. To the contrary, Jacob is repeatedly assured of God's blessing. It is as if the Torah is telling us that sometimes the straight path is crooked—that the ends justify the means.

Why does the Torah so consciously send mixed messages—both condemning and validating Jacob's deeds? And (to ask the obvious next question:) how does this all relate to the implications for our work of the Pew survey of American Jews?

According to the Pew survey, "working for justice and equality" is considered "essential" to being Jewish by 56% and "important" by 33%—nearly 90%! Only 9% discount it. This finding is among those that suggest that Jews overwhelmingly believe that their behavior is important in defining who we are. But we can well imagine how diverse the answers might be if we asked those people to define what it means to work for justice and equality.

Fewer than 20% of Jews believe that "observing Jewish" law is essential to being Jewish, and another 40% that it is important. 39% think it is *not* important. Jewish law is extraordinarily well-defined. And here, the answers are significantly more ambivalent.

As Jews, we know that we must behave correctly. But in modern America, we are hard-pressed to define or agree on what correct behavior is. The Jacob story comes to teach us that discerning straight from crooked is remarkably complex and nuanced. And it comes to instruct us that we must never be blinded by the complexity into believing that anything goes; there are consequences of choosing wrongly. In our work—particularly outside the Orthodox community—we are constantly challenged to modify our expectations and standards so as to embrace and connect all Jews. But we must never be blinded by the complexity into believing that anything goes; there are consequences of choosing wrongly.

Deadline for news you would like to share in the December issue of the JCSA Newsletter is Friday, November 22, 2013. Contact info@jcsana.org.

Local Groups Events & Updates

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



- In the Beginning - Lay/Pro Contracting with *Donna Schwartz*, myjewishcoach.com
Thursday, November 14, 8:30 - 10:00 am
- Israel Education: An Historical Overview of Israel: Past, Present and Future with *Neil Rubin*, Ph. D.
Monday, November 18, 12:00 - 1:30 pm
- Appreciative Inquiry Boot-Camp Working in teams to address positive change with *Deborah Grayson Riegel*, MSW
Thursday, November 21, 2:00 - 4:30 pm
- L'Chaim - Personal Journeys with *Dr. Erica Brown*
Wednesday, November 20, 11:30 - 1:30 pm

More Info: Cindy Goldstein cgoldstein@thedfi.org or visit www.thedfi.org

Join **Advancing Jewish Professionals of NYC** for the following events:

Volunteer to cook for the B'nai Jeshurun Women's Shelter
Tuesday, November 12, 2013, 6:00 - 7:00 pm RSVP required. www.surveymonkey.com/s/D2TZ5Y3

Breakfast with the Exec:

An Intimate Conversation with Yehuda Kurtzer, President of the Shalom Hartman Institute of North America
Tuesday, November 19, 2013, 8:00 - 9:30 am
UJA-Federation of New York
RSVP required. www.surveymonkey.com/s/VG86QQP

J - Pro Oregon and the Jewish Federation of Greater Portland are offering a six-session exploration of Jewish leadership for Jewish communal professionals. Join as they experience the journey of six leaders who paved the road to Jewish destiny.

They are delighted that Rabbi Motti Wilhelm will lead the course and will work to have guest presenters (leaders from the community) share their experiences at each session.

For more information email
marc@jewishportland.org.

The course dates are as follows:

- * **Friday -- November 15, 2013** *
- * **Tuesday -- December 17, 2013** *
- * **Friday -- January 24, 2014** *
- * **Tuesday -- March 4, 2014** *
- * **Friday -- April 4, 2014** *

JPRO
NEW JERSEY
EDUCATE • CONNECT • INSPIRE

PRESENTS **THE ANNUAL BIER SEMINAR**

THE ART OF STORY-TELLING

MAKING A COMPELLING CASE FOR YOUR NON-PROFIT

Friday, November 22, 2013
9:00 AM
YM-YWHA of Union Copunty
501 Green Lane, Union, NJ 07083

Program Features:
Breakfast & Networking
Presentation of Saul Schwarz Award
2013 Nachshon Award Winner Inna Kramers
2012 Brody Award Winner Sarah Sideman

Covert
JProMembers: \$18
Non-Members: \$25

[CLICK HERE FOR ONLINE REGISTRATION!](#)



Featuring

DOV BEN-SHIMON

EXECUTIVE DIRECTOR
STRATEGIC PARTNERSHIPS
JDC

Dov was born in England and moved to Israel at the age of 18.

He was an Air Force Rescue Medic and Infantry Combat Medic in the Israel Defense Forces, and saw active duty in both the Gaza and Lebanon fronts, with the rank of Staff Sergeant.

Dov has a BA and MA in International Relations from the Hebrew University of Jerusalem. He served as Assistant Spokesman to Foreign Minister Shimon Peres and Chargé D'Affaires (Deputy Ambassador) at the Israeli Embassy in Luanda, Angola.

After several years in Jerusalem as the Director of Resources for the Israeli Reform Movement, Dov served as Major Gifts Officer at the Jewish Federation of Greater Los Angeles.

After serving as the Assistant Executive Vice President of the American Jewish Joint Distribution Committee and its Director of Board Development, Dov was appointed Executive Director for Strategic Partnerships in 2009, in which capacity he serves as a resource to American Jewish leaders on global Jewish needs and JDC's programs and priorities.

www.JCSANA.org

Local Groups Events & Updates Continued

The Jewish Communal Service Association proudly supports the following

JCSA Local Groups:

Ann Arbor, Austin, Baltimore, Boston, Los Angeles, Miami, New Jersey, New York, Oregon, Philadelphia—Tristate, Pittsburgh, St. Louis and Washington, DC.

Interested in starting a Local Group in your area?

Contact

Brenda Gevertz,
JCSA Executive Director
Brenda@jcsana.org

JCPSC PLEASE JOIN US AT THE ALL-NEW 2013/2014 JCPSC OPENING EVENT!

Asking "The Million Dollar Question,"
A Jewish social-entrepreneur-turned-grantmaker's reflections on five years of investing in the Jewish future

Tuesday, November 12, 2013



Josh Miller,
Senior Program Officer,
Jim Joseph Foundation

Josh Miller is a social entrepreneur / do-it-yourself community-builder / relentless weaver of networks who has spent the first fifteen years of his career as a Jewish professional helping build and rebuild organizations with bold visions to reinvent Jewish life.

MASTER CLASSES

Social Media Marketing and Building Social Networks
Jack Cate, CEO of System 32

Career Changes and Career Trajectories
Nina Lieberman, Dean of the Graduate School of Nonprofit Management at American Jewish University

Strategic Philanthropy and Foundation Giving
Josh Miller Senior Program Officer, Jim Joseph Foundation

Human Relations in all Jewish Community Settings
Rabbi Jason Weiner Senior Rabbi and Chaplain, Cedars-Sinai

Event Schedule:

5:30 pm - Dinner Schmoozing & Networking

6:30 pm - Program Begins

7:30 pm - Master Classes

Tickets:

Members - Free

Students - Free

Non-Members - \$25

RSVP Online: jcpsclaunch.eventbrite.com



JEWISH COMMUNAL PROFESSIONALS OF SOUTHERN CALIFORNIA

Co-Chairs
Zalman Kravitz
Rhoda Weisman

Mazal Tovs

Mazal Tov to **Hillel** on being selected as a finalist for the International Coach Federation's Prism Award.

Mazal Tov to **Scott Brown**, Vice President for Talent, on his recent completion of a Certificate in Leadership Coaching from Georgetown University.

Mazal Tov to **June Gutterman** on her recent marriage to Arlene Richman.

Mazal Tov to **Yehudis Kramer** on her recent marriage to Ezra Fass.



Scott Brown, Rae Ringel and Jamie Schiffman accepting the Prism Award

Graduate Programs

GET READY TO LEAD



The Jewish Professional Leadership Program (JPL) at JTS prepares students for careers in the Jewish community by providing them with the essential knowledge, skills, and experience to meet the challenge of building Jewish community in an increasingly complex world. Students may apply to JTS and Columbia University's School of Social Work (CUSSW), or Columbia's School of International and Public Affairs (SIPA). At JTS, students study Jewish history, tradition, and culture with JTS's esteemed faculty. At CUSSW and SIPA, students study non-profit management and leadership. In addition to JPL, there are many areas of specialization, including Jewish Art and Visual Culture, Modern Jewish Studies and the new Israel Studies Track, as well the new Jewish Ethics program. The application deadline for the program is **January 2** of each year.



The William Davidson Graduate School of Jewish Education, the largest pluralistic school of Jewish education in North America, offers master's degrees in Jewish education with concentrations in Day School Teaching, Educational Leadership in Synagogues and Communal Settings. All students study pedagogy, experiential Jewish education and Jewish text and participate in hands-on training in their concentration area. Students are eligible for generous tuition fellowships of up to 100%. In-residence and online options, and full-time and part-time options are available for MA students. MA as well as non-JTS students may also apply for Keshet Hadash, The Davidson School's groundbreaking semester-in-Israel program. **MA and Keshet Hadash applications are considered on a rolling basis.**

For more information on the programs and the application process, please contact Director of Admissions, Abby Eisenberg at abeisenberg@jtsa.edu or (212) 678-8032, or visit our website.

Events & Opportunities

Geriatric Palliative Care Conference

Save the Date - Tuesday, 11/12/2013



Tuesday, November 12th, 8:30 AM - 3:30 PM

At the UJA Federation of New York
130 East 59th Street
New York, NY 10022

Call (212) 870-4709, email palliativecareconfer@jewishhome.org or visit Eleventh Annual Geriatric Palliative Care Conference on the JewishHome.org website.



The General Assembly of the Jewish Federations of North America will take place in Israel **November 10 - 12, 2013**. Visit www.Generalassembly.org for more information and registration.

UJA-Federation of New York's Weiner Educational Center Announces Fall Programming

- ◆ Multiple Stake Holders, Multiple Styles, **Thursday, December 5, 2013**
- ◆ Community Study Conversations: The Changing Nature of Jewish Engagement, **Tuesday, December 10, 2013**
- ◆ Measuring Success in Jewish Identity and Engagement, **Monday, December 16, 2013**

For more information and registration, please visit www.ujafedny.org/workshops/



Join colleagues and friends for the 2013 **AJAS** Regional Forum

Monday, December 9 - Tuesday, December 10, 2013

5467 Cedar Village Drive
Mason, OH 45040

Full Program and Registration available by visiting <http://tinyurl.com/lccbmxm>.

The Forward has just released a new e-book, entitled "Who Are We Now? Interpreting the Pew Study on Jewish Identify in America Today." This ebook is available through Amazon, Barnes & Noble and Apple's iTunes Store. Purchase your copy today!



Missed UJA-Federation of New York's recent leadership forum on the Pew Research Center's "Portrait of Jewish Americans?"

Listen Now! <https://vimeo.com/album/2590413>

The recording begins with the introduction and Alan Cooperman's presentation of the findings and is followed by the panel discussion and Q&A Session moderated by Rabbi Deborah Joselow and featuring Jane Eisner, Rabbi Joanna Samuels, Rabbi Sharon Brous and Alan Cooperman. The accompanying PowerPoint can be downloaded by following this link: <http://tinyurl.com/lrnnfe9>

**Don't Forget: JCSA member organizations receive
10% off your listing on www.JewishJobs.com**

www.JCSANA.org

JCSA Benefit Plans

Will your Retirement Savings (Pension Plans, TSAs, IRAs) stop or slow down if you are disabled?

Will your plans be “Cut Short” if you are not able to work?

YOU CAN BE PROTECTED

Contributions can be made to an annuity for you if you are disabled.
**ACCEPTANCE IS GUARANTEED FOR \$5,000. ANNUAL PROTECTION
DURING THIS OPEN ENROLLMENT PERIOD
JUNE 1 THROUGH JUNE 30, 2013**

**Open Enrollment? Yes.
No Medical Questions? That’s correct.**

The disability benefit has a COLA (Cost of Living Adjustment) of 3%. If the Member is disabled, the 1st annual benefit is \$5,000---increasing by 3% each year to age 65.

Call for further information!

Contact our administrators for JCSA Benefit Plans, Brian and Irving Silberberg at:
Telephone: 1-800-597-9245 E-mail: bsilberberg@ceteraadvisors.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

November 2013 Volume 12, Issue 3

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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

Newsletter Staff — Layah Blackberg, Editor

Marc B. Terrill, President Brenda Gevertz, Executive Director

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