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Work Above the Bull: The Choice is Yours

Brenda Gevertz, JCSA Executive Director

Who is responsible for YOUR professional development? A recent conversation left me saddened and perplexed when a younger colleague told me she couldn't afford a relatively inexpensive professional development program--\$36-- and later in the conversation indicated that she purchased a ticket to an expensive concert with friends. Clearly, she was making a choice and I wondered what this indicated.

I meet many professionals who actively and consistently take advantage of their organization's policy of subsidizing professional development programs. Some are within the organization and occasionally a conference or seminar outside the agency is also possible. However, when the expense requires a personal expenditure, these same individuals skip the opportunity. Is professional development solely an organizational responsibility?

Most of us have shouldered considerable expense to obtain our college degrees. If we were fortunate, family helped and some individuals obtained scholarships and fellowships. Did our learning and desire for personal and professional growth end with that diploma? Jewish community organizations *should* be invested in their employees growth and our research shows (<http://tinyurl.com/bcbsf8m>) that more than three-fourths of colleagues participated in professional development programs within the previous two years of our survey. What are the barriers and what are the incentives for professional development? What motivates you to take a class or participate in a webinar?

March is Professional Development Month! is now a recurring and important aspect of JCSA programming on the national level and through our network of local groups. Inside these pages you'll find several programs, many at no cost, that are geared to support your professional development—social media skills and concepts, interviewing skills and many more. We hope you'll take advantage of these opportunities—the choice is yours.

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SAVE THE DATE FOR THE 2013 JCSA ANNUAL PROGRAM

“our Value(s) @ Work”

IN THE FIELD • WITH EACH OTHER • FOR OURSELVES



June 4-5, 2013 at the Jewish Federation of Greater Metrowest
 For more information: 212-284-6945 • info@jcsana.org
 North American Annual Conference • www.jcsana.org



Tweet Success

With

ESTHER KUSTANOWITZ

Program Coordinator, NextGen Engagement Initiative/Consultant at
Jewish Federation of Greater Los Angeles/ROI Community

&

ANDY NEUSNER

Senior Manager, Web Content at Jewish Federations of North America

Moderated by

WILLIAM DAROFF

Vice President for public Policy & Director of the Washington Office at
Jewish Federations of North America

Thursday, March 14, 2013

2:00 PM EST / 11:00 AM PST

www.tinyurl.com/apaxe4c



Increase your knowledge of this vital social media tool and learn how Twitter can help your organization succeed. Join JCSA for this informative Professional Development Month webinar.

INFORMATION AND REGISTRATION:

@JCSA

WWW.JCSANA.ORG

INFO@JCSANA.ORG

Jewish Community Service Association of North America

JCSA

Supporting & Enhancing Professional Leadership



HOW TO WRITE A MASTERPIECE OF A RÉSUMÉ with Karen Hughes

Wednesday, February 27, 2013

2:00 PM EST/ 11:00 AM PST

Identify the components of a state of the art resume, including creative formatting and online resources to assist the job seeker.



REGISTER FOR THIS WEBINAR BY VISITING

<http://tinyurl.com/bzw8u35>

ACE YOUR INTERVIEW

with Mindy Agin



TUESDAY, MARCH 5, 2013

2 PM EAST / 1 PM CENTRAL / 11 AM PACIFIC

- ◆ Learn the formula for responding to behavioral based interview questions
- ◆ Learn how to answer the “weakness” question
- ◆ Learn what to ask the employer during the “do you have any questions for me?” interview wrap up

REGISTER FOR THIS WEBINAR BY VISITING <http://tinyurl.com/bdm8u4j>

JOIN US FOR THE ANNUAL FLORIDA RETIREES LUNCHEON

March 7, 2013

Coffee hour: 10:30 AM - 11:45 AM ~ Lunch: 12:00 PM - 1:30 PM

Update from the Field by Marc B. Terrill, President, JCSA; President, THE ASSOCIATED: Jewish Community Federation of Baltimore

\$20 for JCSA members/\$25 for non-JCSA members



Giving Purpose to Our Work

Arthur Sandman, Jewish Agency for Israel, Executive Vice President

I find myself writing in a Diaspora moment. Memories of the Presidential Inaugural, which I got to watch for the first time in many as it coincided with Martin Luther King Day, remain fresh in my mind, while my wife and I are already planning Mishloach Manot for an early Purim in February—less than a week after President's Day.

Purim, of course, is the Jewish calendar's Diaspora holiday—the only one we had until the advent of Yom HaShoah. And what a contrast. One a celebration of disaster averted. The other, disaster unimaginable. But both reminding us that Diaspora is, ultimately, exile; it is loss, and pain, and unfulfillment.

And so our calendar, our tradition, and our history argue against watching an Inauguration as a celebration. So what if a Jewish senator presided over the festivities, and that one of the new administration's first acts of business was for the President to nominate a Jew as Secretary of the Treasury? Mordecai and Esther were quintessential court Jews, but their survival was far from assured. And how many "good Germans" found themselves branded as Jewish vermin consigned to the gas chambers? No. Our Jewish heritage comes to tell us that a president's inaugural is not really our celebration.

And more, we have only to listen to a benediction offered in Jesus' name or the triumphant strains of Glory Hallelujah sung in the shadow of the Capitol:

*In the beauty of the lilies Christ was born across the sea,
With a glory in His bosom that transfigures you and me:
As He died to make men holy, let us die to make men free,
While God is marching on.*

No; surely this was not our inauguration to celebrate.

And yet, embedded in our Puritan past and in town names from Salem (i.e., Jerusalem), Massachusetts to Ephrata (i.e., Efrat), Washington is the quintessential American notion this country was the new Zion—where the oppressed could flee the Egypt of Europe and live in the first society since biblical Israel founded on the dignity of individuals and tolerant of their choices. And so we—or at least our great grandparents—did make their exodus to this land. In fact, the very notion that we live in a Diaspora is at best an anachronism—a relic of a past long gone. With the establishment of the State of Israel and the advent of jetliners, none of us live in exile in America. We are home, in our own land, our own Zion. We are Americans-by-Choice, not Wandering Jews. If we thought that living in Israel were the better choice, we would. But we are here, not by compromise, but because America has fostered the greatest Jewish community in the history of the world. Ours is a Golden Age, but unlike Spain's, it rests on the fundamental character of our land, not on the whim of a ruler. And so surely we celebrate with the fullest heart the inauguration of a man as our President who would in earlier circumstances have been but a slave.

I find myself writing in a Diaspora moment, wondering whether in fact this is a post-Diaspora moment, or just an illusion—the best of times, or just not the worst of times. Without the vision of a prophet, I really do not know the end of the story. But Purim does come to tell us how to live in a blessed moment. *For Mordecai the Jew ranked next to King Ahasuerus and was highly regarded by the Jews and popular with the multitude of his brethren; he sought the good of his people and interceded for the welfare of all his kindred.*



Arthur Sandman

Local Groups Events & Updates

Join the **Darrell Friedman Institute** for these upcoming February workshops!

* **SKILLS MAPPING**

with Beth Gansky, Leadership Coach

Tuesday, February 12, 2013 9 - 11 AM

* **GETTING OUT OF WONDERLAND: HOW
PLANNING AND EVALUATION CAN GUIDE
YOU TO SUCCESS**

with Meredith Woocher, Ph. D. Partnership
for Jewish Life and Learning

Wednesday, February 13, 2013 8:30 - 10:00 AM

* **ADVANCING DIVERSITY IN THE WORKPLACE**
with Erica Brown, Ph. D., Scholar and Educator

Thursday, February 21, 2013 11:30 AM - 1:30 PM

* **THE STATE OF JEWISH BALTIMORE**

with Marc B. Terrill, President, THE ASSOCIATED

Tuesday, February 26, 2013 12:00 PM - 1:30 PM

Check out the full listing of DFI events by visiting
www.thedfi.org

INFORMATION AND REGISTRATION, CONTACT CINDY GOLDSTEIN AT CGOLDSTEIN@ASSOCIATED.ORG.

The **New Jersey Association of Jewish Communal Service** Professional Development “Study Group”
announces it’s next meeting.



Friday, February 22, 2013 @ 9:00 AM EST

Panera Bread-1551 U.S. 1 Edison, NJ 08837

The reading, IBM vs. Carnegie Corporation, can be accessed at <http://www.economist.com/node/18802844>

For more information, please contact Jessica Mehlman JMehlman@jfedgmw.org

**CHAG PURIM SAMEACH
FROM YOUR FRIENDS
AT JCSA**



Join **JPRO Tristate** for SUPER SUNDAY
A Day to Shine

For our people. For our Community.

**February 10, 2013 - Activities run
9:00 AM - 5:00 PM**

To more information or to register,
call 215-832-0630 or visit

<http://www.economist.com/node/18802844>



AJP-NYC PRESENTS:

A Dialogue on Compensation for Jewish
Communal Professionals

Do our compensation patterns reflect our values?

February 27, 2013 @ 6:00 PM

Museum of tolerance

A light dinner will be provided

To register, email:

advancingjewishprosny@gmail.com



www.JCSANA.org

Local Groups Events & Updates Continued

JProStl invites you to FUNDRAISING and its central role in Jewish Organizations with Ruther Lederman



Thursday, March 7, 2013 11:45 AM - 1:15 PM CST

Please RSVP for the Young Pros Network sessions to Karen Sher at ksher@jfedstl.org or (314) 442-3824.

The 8th Annual JProStl Recognition Luncheon celebrated community and honored staff who work at over 50 Jewish not-for-profits in St. Louis. The event was attended by 230 staff and 60 guests. Learn more about this year's honorees by visiting <http://tinyurl.com/aok9oyj>.



Employment Opportunities

There are outstanding opportunities in Jewish Federations across the country. We encourage you to view our website at www.jewishfederations.org/jobs and to contact us to discuss your career goals.



The **Jewish Federation of Greater Dallas** is a dynamic, collaborative and fast-paced organization with 35 employees, a strong and visible board of directors and an annual campaign of over \$10 million. As a department of Federation, the Jewish Community Relations Council (JCRC) reflects a unique and inclusive partnership of local member agencies. The Federation seeks a dynamic and strategic leader to build upon the core strength of the current JCRC by increasing innovation, expanding participation, and driving high-impact results. He/She will manage a volunteer led organization and will be a visible member of the community representing the JCRC and the Federation at numerous community events. For more information, please contact personnel@jewishfederations.org.

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 or visit the CPI link: <http://mba.ajula.edu/Default.aspx?id=3769>.



American Jewish University's Colloquium Series welcomes Janice Kamenir-Reznik, Co-Founder and President, Jewish World Watch, presenting "*Tikkun Olam - Theory in Practice.*" Wednesday, **February 20, 2013 5:00 P.M to 7:00 P.M** on the Mulholland campus. For additional information about the series or to RSVP, contact Edward Grice, Associate Dean, at egrice@ajula.edu or 310.440.1260, or visit <http://mba.ajula.edu/Default.aspx?id=3777>.

Deadline for news you would like to share in the March issue of the JCSA Newsletter is Monday, February 25, 2013. Contact info@jcsana.org.

Events & Opportunities

Join the **World Council of Jewish Communal Service, JCSCA**, and Lead: Inspiring Jewish Leaders for a global webinar on making virtual culture and the opportunities it affords while remaining attuned to the historical Jewish values.

JEWISH TRADITION, INNOVATION AND COMMUNITY IN A VIRTUAL ERA

Wednesday, February 20, 2013

10:00 AM EST



To register, visit <http://wcjcs.jewishbuilder.com>. Contact Israel, Israels@wcjcs.org, for more information.



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.

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>.

The Israel Action Network is thrilled to announce exciting new changes to IAN's home on the web. The new and improved portal underwent an expansive transformation and now hosts a wealth of new information and resources for communities to use in their work countering assaults made on Israel's legitimacy. To find out more information about the IAN and the available resources, visit <http://israelactionnetwork.org/>.



Mazal Tavs

Mazal Tov to the following Jewish Federation of Greater Pittsburgh employees: **Emily Richman** on her promotion to Assistant Director of Campaign, **Roi Mezare** on his promotion to Senior Manager, Financial Resource Development, and **Sally Stein** as the new Manager, Corporate and Government Relations.

Mazal Tov to **Elissa Maier** on her promotion to Associate Vice President of the Mandel Center for Leadership Excellence at JFNA.

Mazal Tov to **Laura Rodriguez**, Chair of JPRO Miami, on becoming Director of the Jewish Volunteer Center at the Greater Miami Jewish Federation.

Mazal Tov to **David Eisner** on his new position as President & CEO at Repair the World.

Mazal Tov to **Mark Young** and wife **Rabbi Mara Young** on the birth of their daughter, Noah Sadie Young.

Mazal Tov to **Ellie Aronowitz** and **Michael Witkes** on the birth of their granddaughter, Rochel Ahuvah.

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 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.

Visit our website: www.jcsana.org

Newsletter Staff — Layah Blackberg, Editor

Marc B. Terrill, President Brenda Gevertz, Executive Director

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