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Work Above the Bull: What's Stopping Us?

Brenda Gevertz, JCSA Executive Director

A robust conversation on the need for outstanding professional leadership for the Jewish community is happening around meeting tables and in the media. Today's conversations are barely different from those of forty years ago when studies and committees voiced concern that we would not have the quantity nor quality of professionals needed to guide our Jewish communities. This is only partly true.

The reality is that many extraordinarily talented and well educated younger professionals are now employed in the Jewish community. Larger communities have particularly benefited from inspired participants of Birthright and MASA programs now eager to be employed in the Jewish polity. An emphasis on social justice and diminished opportunities in the private sector have also contributed to a rich pool of entry and early career level talent.

Where we have failed—and continue to do so—is in retaining and nourishing younger talent and mid-career professionals. The evidence is overwhelming as top executives in federations, Jewish nursing homes, community centers and other Jewish organizations continue to be plucked from the private sector. This isn't necessarily bad—perhaps it is even a healthy sign that the Jewish community is an attractive sector and we will be infused with external ideas and methodologies. However, when search committees look for the next layer of talent, too often we are hearing “they're just not here.”

It's time for us to say that an inspired trip or service program in Israel is simply not enough to qualify one to work in the Jewish community. Real skills and knowledge are needed for the complex issues and challenges that professionals face. Today's employment market is working to the advantage of employers who are inundated with resumes for each open position and yet, remain baffled that so few talented individuals are available with Jewish community experience.

Skills and knowledge can be acquired. Mentoring and supervision support career development. Collegial relationships build connections and collaboration. Appropriate pay scales contribute to job satisfaction. Flexible and realistic work assignments insure loyalty and support retention. Professional development enables individuals to advance. Jewish learning inspires commitment.

We know what to do and why it is needed. The question is “what's stopping us?”

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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



KEYNOTE ADDRESS BY NEWARK MAYOR CORY BOOKER



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

Generating & Enhancing Professional Leadership

WE THANK THE FOLLOWING AFFILIATED ORGANIZATIONS WHO SUPPORT OUR
PROFESSIONAL DEVELOPMENT AND NETWORKING FOR JEWISH COMMUNITY PROFESSIONALS.

Abramson Center for Jewish Life	Jewish Community Federation of San Francisco	Jewish Vocational Services of Toronto
ACHARAI: The Shoshana S. Cardin Leadership Development Institute	Jewish Community Foundation of San Diego	Jewish Women's Foundation of New York
Adas Israel Congregation	Jewish Community of Louisville	Jim Joseph Foundation
Advancing Women Professionals in the Jewish Community	Jewish Community Relations Council of Greater Washington	Joseph and Debra Weinberg Family Foundation Inc.
American Jewish Committee	Jewish Community Relations Council of New York	Joseph and Harvey Meyerhoff Family Charitable Funds
American Jewish University/ MBA in Nonprofit Management Program	Jewish Community Services of Baltimore	Kings Bay YM-YWHA
Anti-Defamation League	Jewish Council for Public Affairs	Los Angeles Jewish Vocational Services
Association of Jewish Aging Services	Jewish Family & Career Services of Kentucky	Marks Jewish Community House of Bensonhurst
Association of Jewish Family & Children's Agencies	Jewish Family & Children Services of Greater Philadelphia	Ma'yan: The Jewish Women's Project of the JCC in Manhattan
Atran Foundation Inc.	Jewish Family & Children's Service of Greater Boston	Met Council on Jewish Poverty
Baltimore Hebrew Institute – Towson University	Jewish Family and Children's Service of Minneapolis	Michael-Ann Russell Jewish Community Center
Bikkurim: An Incubator for New Jewish Ideas	Jewish Family Service of Akron	Milwaukee Jewish Federation
Birthright Israel Foundation	Jewish Family Service of South Palm Beach County	Minneapolis Jewish Federation
B'nai Brith International	Jewish Family Service of Western Mass	Moving Traditions
Charles and Lynn Schusterman Family Foundation	Jewish Family Services of Columbus	NATAN
Combined Jewish Philanthropies	Jewish Family Services of Houston	National Council of Jewish Women
Darim Online	Jewish Family Services of Memphis	North American Association of Synagogue Executives
Darrell Freidman Institute	Jewish Family Services of MetroWest	Repair the World
FEGS	Jewish Family Services of Seattle	River Garden Home for the Aged
Foundation for Jewish Camp, INC.	Jewish Family Services of Tampa	Rosenthal JCC of Northern Westchester
Federation CJA	Jewish Federation of Cincinnati	Spertus Institute of Jewish Studies
Gratz College	Jewish Federation of Collier County	The American Jewish Joint Distribution Committee
Greater Miami Jewish Federation	Jewish Federation of Delaware	The Andrea and Charles Bronfman Philanthropies
Hadassah, the Women's Zionist Organization of America, Inc.	Jewish Federation of Greater Atlanta	THE ASSOCIATED: Jewish Community Federation of Baltimore
Hebrew Free Loan Society - N.Y.	Jewish Federation of Greater Houston	The Educational Alliance
Hebrew Immigrant Aid Society	Jewish Federation of Greater Indianapolis	The Harry and Jeanette Weinberg Foundation
Hebrew Union College - Jewish Institute of Religion	Jewish Federation of Greater Los Angeles	The Hebrew Home at Riverdale
Hillel: The Foundation for Jewish Campus Life	Jewish Federation of Greater MetroWest, NJ	The Jewish Funders Network
Hornstein Jewish Professional Leadership Program at Brandeis University	Jewish Federation of Greater Philadelphia	The Jewish Lens
interfaithfamily.com	Jewish Federation of Greater Pittsburgh	The Partnership for Jewish Learning and Life
International Association of Jewish Vocational Services	Jewish Federation of Greater Portland	The Samuel Bronfman Foundation
JCC of Indianapolis	Jewish Federation of Greater Washington	The Steinhardt Foundation for Jewish Life
JCC on the Palisades	Jewish Federation of Metropolitan Detroit	UJA Federation of Greater Toronto
JEVS Human Services	Jewish Federation of Palm Beach County	UJA Federation of New York
Jewish Agency International Development	Jewish Federation of South Palm Beach	UJA Federation of Northern NJ
Jewish Association for Services for the Aged	Jewish Federation of Southern New Jersey	United Jewish Federation of Tidewater
Jewish Board of Family & Children's Services	Jewish Federation of St. Louis	University of Michigan – Jewish Communal Leadership Program
Jewish Child & Family Services of Chicago	Jewish Federations of North America	Vista Del Mar Child & Family Services
Jewish Child Care Association	Jewish Free Loan Association - L.A.	Westchester Jewish Community Services
Jewish Community Association of Austin	Jewish Home at Rockleigh	World Council of Jewish Communal Service
Jewish Community Center of Memphis	Jewish Home Lifecare	Yeshiva University, Wurzweiler School of Social Work
Jewish Community Centers of Greater Boston	Jewish Jumpstart - L.A.	
Jewish Community Federation of Cleveland	Jewish Orthodox Feminist Alliance	
	Jewish Outreach Institute	
	Jewish Theological Seminary of America	
	Jewish United Fund/Jewish Federation of Metropolitan Chicago	
	Jewish Vocational Service MetroWest	
	Jewish Vocational Service of Chicago	

Mazal Tavs

Mazal Tov to **Julie Unger** and husband Matthew Wallace on the birth of their daughter, Dayla Simone.

Mazal Tov to **Alan Sweifach** on winning the Saul Schwartz Distinguished Service Award.

Mazal Tov to **Inna Kramers**, from the Jewish Vocational Service of MetroWest, for being the 2013 Nachshon Award recipient.

Mazal Tov to AJAS Award Winners recently honored at their National Conference: **Gary Weiss, Sharyn Rubin, Francine Godfrey, Shane Kotok, Laura Snow and Tara Buonocore-Rut.**

Giving Purpose to Our Work

Arthur Sandman, Jewish Agency for Israel, Executive Vice President

March. Or as it is this year, the march toward Pesach. The coming weeks will be filled with inviting, shopping, cleaning, cooking, joyous anticipation, dread, stress, an abundance of food and drink, a scarcity of good food and drink, expenses, liturgies, sermons, exultation and exhaustion.

As we scan the themes of Pesach, of course redemption and freedom rank high. But for those with the energy left after the first seder, the central moment of services on the morning of Pesach is Tefilat Tal, the Prayer of Dew. As the spring festival, Pesach marks the end of the rainy season in the Land of Israel. Anyone who has ever planned a bar mitzvah at the kotel or Masada in the summer knows that there is no need to have a rain contingency plan. After Pesach, it will be dry. And so, a prayer for dew.

Dew is decidedly subtle—a mere moistness at our feet for but a brief interval. Regardless of its botanical significance (which science seems to question), it meant much in ancient Israel. God would, even in the driest months, bathe the dawn with droplets of precious water, bestowing the promise of the next season's rains.

In the Song of Songs, the lover comes knocking at his beloved's door as night ebbs. "Open to me, my sister, my love, my dove, my undefiled; for my head is filled with dew, my locks with the drops of the night." But though the droplets must have glistened in the glint of the moon or the first rays of the sun, she could not awaken herself quickly enough. And he was gone. Like the dew.

Isaiah saw in dew life anew. If dew could sustain life in parched earth, so too must it give life to dry bones. "Your dead shall live, my dead bodies shall arise -- awake and sing, you who dwell in the dust -- for Your dew is as the dew of light, and the earth shall bring to life the shades."

In dew, Proverbs saw the manifestation of God's wisdom. "By His knowledge the depths were broken up, and the skies drop down the dew." The Psalmist saw a youthful vigor. "Your people offer themselves willingly on the day of battle, in adornments of holiness; from the womb of the dawn, the dew of youth is yours."

Dew is ephemeral, appearing as if from nowhere, then gone. And so it beckons the poet to sing its metaphor.

And what of us? We are not poets. But the dew reminds us, in a world that demands the big idea, a still small voice is heard. That sometimes subtle actions and modest efforts sustain and perhaps change lives. That not everything important can be measured and evaluated—or must endure. That perhaps it is enough at times to act on faith. That sometimes we must hasten, for the dew will be gone in a moment. That even a bit of nourishment can give life to a soul. That our grandest designs must attend to the smallest details. That as we rise each day to take on the world, we must be refreshed as the dew.

It's not always easy to awaken in the morning after a long seder—harder still to make it to services. But after recalling the mighty walls of water that towered above the Israelites and deluged their pursuers, *Tefilat Tal* beckons the tiniest droplets,

For blessing, and not for curse. Amen.

For life, and not for death. Amen

For plenty, and not for scarcity. Amen



Arthur Sandman

Local Groups Events & Updates

The **Jewish Communal Professionals of Southern California** are now accepting nominations for the annual JCPSC awards. The nomination form as well as award descriptions can be found by visiting <http://www.jcpsocal.org/JCPSCAwardsDinner.html>. **Nominations due Wednesday, March 13.**

Awards will be given out at the JCPSC Annual Dinner on **Wednesday, June 12, 2013.**

Questions? Contact jcpscla@yahoo.com



JCSA Colleagues gather in LA to honor the “Dean of the Field,” Jerry Bubis and wife, Ruby. Left to right: Mark Meltzer, Sandi Goldstein, Brenda Gevertz, Jerry and Ruby Bubis, and Shoshana Hirsch.

THE DARRELL FRIEDMAN INSTITUTE FOR PROFESSIONAL DEVELOPMENT ANNOUNCES THE FOLLOWING WORKSHOPS.

- What Does the Bible Text Say...or Not Say: Views of Marriage in the Bible with Dr. Susanna Garfein
Monday, March 11, 2013 12:00 - 1:15 PM
- The Perils of Triumphs of Feedback with Dr. Erica Brown
Thursday, March 14, 2013 3:00 - 5:00 PM
- Jewish Values in the Workplace with Rabbi Larry Ziffer
Tuesday, March 19, 2013 9:00 - 11:00 AM

Information and Registration:

www.thedfi.org



New Jersey Association of Jewish Communal Service
Fall Program/Bier Seminar



Breaking the Jewish Marketing Mold:
Marketing Jewish Communal Agencies in Today's Competitive Marketplace

FEATURING
Dan Zimmerman
President + Creative Director, SRZ Partners

Saul Schwarz Distinguished Service Award
To Be Presented to
Alan Sweifach

Friday, March 15th, 2013 9:00am-12:00pm
Jewish Federation of Northern New Jersey
50 Eisenhower Parkway, Paramus

\$30 NJACS Members, \$40 for Non-Members
Register online at www.NJACS.org

Program Chair
Robert Hyman

Dairy Kosher Breakfast will be served.
For more information call 973-929-3003 or jrehlman@jfedgmw.org

JPro St. Louis recently enjoyed a training on Adaptive Leadership with Ellen Kagen Waghelstein.



Lori Goldberg of JF&CS and Ellen Alper of NCJW



Bob Gummings of United Hebrew Congregation with Rabbi Levi Landa of Chabad

Graduate Programs

WURZWEILER SCHOOL OF SOCIAL WORK Announces Launch of Certificate in Jewish Philanthropy Fall 2013

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For more information contact:
Dr. Saul Andron, Associate Professor
Director of Certificate in Jewish Philanthropy
212 960 5400 x 5434 or sandron@yu.edu



Yeshiva University
WURZWEILER SCHOOL OF SOCIAL WORK



The **Hornstein Jewish Professional Leadership Program at Brandeis University** is now accepting applications for its 2-year dual degree masters programs. Students earn an MA in Jewish Professional Leadership paired with an MBA, MPP or MA (Judaic Studies). Generous funding is available for highly qualified applicants. For more information, please visit our website, www.brandeis.edu/hornstein or contact Carol Hengerle 781-736-2997 or hengerle@brandeis.edu



The Graduate School of Nonprofit Management at American Jewish University announces its April Colloquium Series. Sessions are free and open to the public. Contact Edward, 310-440-1260 or visit www.ajula.edu/mba.

- **April 10 - "Executive Search - Diversity and Employment Practice"**
Joe McCormack, McCormack and Associates, Diversity Search Consultants
- **April 17 - "A Question of Green - Environmental Sustainability"**
Matt Petersen, President, Global Green, USA

Events & Opportunities

The **Wiener Educational Center** is offering a number of programs for both experienced and early-career professionals!



- o Building Green: From the Smallest Renovation to a New Facility. **March 18, 2013, 9:00 - 11:30 AM**
- o UJA-Federation of New York: An Inside Look at Our Organization and Community. **March 19, 2013, 9:00 - 11:30 AM.**
- o Brandraise to Fundraise. **March 19, 2013, 1:30 - 4:30 PM.**
- o Strategic Storytelling II: Practice and Refinement. **March 21, 2013, 9:00 - 1:00PM.**

For more information and registration, visit www.ujafedny.org/wiener-educational-center/



Join your colleagues at the
2013 International Association of Jewish Vocational Services Annual Conference
The Race to Recovery-Reinventing & Retooling the Engines of Workforce Development
April 21-23, 2013 at the Detroit Marriott at the Renaissance Center
For more information, contact Karen Rosen at rosenk@iajvs.org.

Deadline for news you would like to share in the April issue of the JCSA Newsletter is **Wednesday, March 20, 2013**. Contact info@jcsana.org.

www.JCSANA.org

JCSA Benefit Plans

WHAT IS THE RIGHT AMOUNT OF LIFE INSURANCE?

You know that it protects your loved ones.

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

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The JCSA Group Term Life Insurance Plan:

Can help you add to your current insurance protection

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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

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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 Blacksborg, Editor

Marc B. Terrill, President Brenda Gevertz, Executive Director

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