

**Inside this issue:**

## Work Above the Bull: *Lead-in*

*Brenda Gevertz, JCSA Executive Director*

JCSA’s newest issue of the *Journal of Jewish Communal Service*—**Big Ideas, Bold Solutions** is out and if you have not already received your copy, you will soon. We are pleased to offer an array of articles that ponder the pace of change, the impact of technology, the changing nature of Jewish identity and other key issues that impact our work. We do not often take time to reflect on our practice, but pausing to write a *Journal* article creates a space in which the author must do just that. We invite you to enter that space and welcome your comments. If you do not yet subscribe, you can obtain a print or online copy by visiting <http://tinyurl.com/6ntjvhd>.

In an on-going partnership with eJewishPhilanthropy.org, JCSA shares articles of keen interest, which subsequently are archived on the Berman Jewish Policy Archive ([www.bjpa.org](http://www.bjpa.org)). From this newest issue, we began with “Toward Transparency” a full analysis of the 2012 Jewish Communal Professional Compensation Survey. In a follow-up, on-line conversation, JCSA Board Member and Executive Director of the Jim Joseph Foundation, Chip Edelsberg, challenges the authors to consider whether or not we who work in the Jewish communal enterprise actually are Jewish community *professionals*. We invite you to weigh in, as well. Here are Chip’s comments, as well as a link to his full challenge laid out in the *Journal’s* article “Big Ideas, Bold Solutions for JCSA.” <http://tinyurl.com/cma5pdw>

*Chip Edelsberg writes:*

“This article represents a milestone contribution to what I hope leads to long-overdue action taken to clarify whether or not the work we do for Jewish organizations is, indeed, professional. Kudos to the research team.

I do have an abiding concern, however.

The researchers in this project—and their participants—ostensibly assume that their positional responsibilities represent that of a profession.

Of what, I ask:

- specialized, theoretical knowledge?
- a corpus of field-sanctioned literature to be studied?
- a set of skills to be developed and mastered?

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# Reimagining Leadership in Jewish Organizations



**Dr. Misha Galperin** is the President and CEO of the Jewish Agency International Development. He is the immediate past CEO and Executive Vice president of The Jewish Federation of Greater Washington – the sixth largest Jewish community in the U.S. Among his proudest achievements is the Israel Emergency Campaign in Washington that raised the equivalent of the community's Annual Campaign dollars: by far, the best result in the US.



**Larry S. Moses** serves as the Wexner Foundation's Senior Philanthropic Advisor. As advisor, he plays a key role in organizing the family's philanthropic activities, and works closely with Jewish philanthropists and public leaders in Central Ohio, throughout North America, and across the globe. Previously, he served as the Foundation's President for thirteen years. He was also the International Director of Hillel (1984-1987) in Washington, D.C.

## CONFERENCE CALL

with JCSA Board Members:

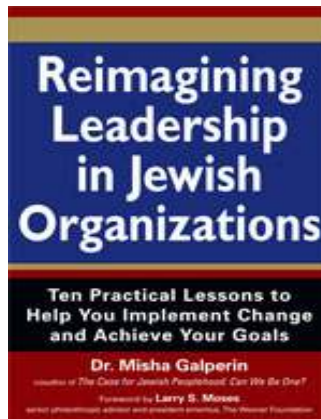
### **DR. MISHA GALPERIN,**

President and CEO of the Jewish Agency  
International Development

&

### **MR. LARRY S. MOSES,**

Senior Philanthropic Advisor of the Wexner Foundation



**APRIL 25TH**  
**12:30 PM EASTERN**  
**9:30 AM PACIFIC**

REGISTER:

<http://tinyurl.com/c2fsapr>

FOR MORE INFORMATION, CONTACT THE JCSA OFFICE

[INFO@JCSANA.ORG](mailto:INFO@JCSANA.ORG)

Jewish Communal Service Association of North America

**JCSA**

Connecting & Enhancing Professional Leadership

## Work Above the Bull: Lead-in Continued

- a body of content that constitutes the basis for degree granting?
- curricula that are taught to practitioners for purposes of credentialing?

As Jewish professionals, do we have:

- a commonly accepted code of conduct to which we subscribe and adhere?
- a system of peer review?
- an evidence base of principles of best practice?
- easy access to learning communities that bring role-alike “professionals” across organizational settings together to problem solve?
- a refereed journal widely regarded as an authoritative source?

I pose these questions because while I believe gender issues relative to glass ceilings and compensation transcend the matter of professionalism, lacking a structure of professionalism creates heightened barriers to enduring change.

The facts gathered in this significant study are in no way obviated by my concern. And yet, without the legitimacy that a recognized professional status confers on us, report findings of this nature have no anchor.

Bona fide professionalism reduces the likelihood of self-interest and advances the cause for standards of practice constructed around transparency and accountability. True professionalism mitigates against idiosyncratic use of findings and promotes systematic response.

Count me in, for one, on any serious, sustained effort to address the over-arching issue of how to finally establish authentic professionalism in the world of some 2000+ Jewish not-for-profit organizations. It is the least my generation of “professionals” can do to support a sterling array of young talent in the field.”

## Mazal Tavs

**Mazal Tov** to **Rabbi Rebecca Sirbu and Rabbi Andy Bachman** on being named one of America’s Most Inspiring Rabbis by the Forward.

**Mazal Tov** to Baltimore’s DFI Recognition Award Winners: **Paul Lurie**, Teen Services and Maccabi Experience Director, at the JCC on winning the Outstanding Jewish Communal Professional Award and **Karen Nettler**, Director of Community Connections at Jewish Community Services, on winning the Daniel Thursz Distinguished Jewish Communal Service Award.



The *Journal of Jewish Communal Service*  
is now available online for JCSA members!  
For more information, contact the JCSA Office.  
[info@jcsana.org](mailto:info@jcsana.org) or call 212-284-6945

*Despite diminishing interest and affiliation, there has been, over the past decade, a simultaneous burst of innovation manifesting itself in creative communities, organizations, and programs that reflect what many consider a renaissance in Jewish life. These initiatives are often driven by young people and characterized by a language that not only entices but also inspires and empowers them...*

## Giving Purpose to Our Work

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

April's Jewish calendar is sprinkled with notable days. It began in the final days of Pesach, followed quickly by Yom HaShoah, Yom HaZikaron, and Yom Ha'atzmaut. Toward the end of the month, the continuing counting of the Omer brings us to Lag B'Omer. In our institutions, we think of how these occasions are observed, how we might use their messages and traditions to enrich the lives of our Jewish community. Undoubtedly, the most notable day you are thinking about in April's Jewish calendar, though, is Pesach Sheni. On April 24<sup>th</sup>, or more specifically, the fourteenth day of Iyar, we observe Pesach Sheni. In our times, this momentous day is observed in traditional synagogues by omitting Tachanun, the supplicatory prayers after the Amida. While daily shul-goers tend to look forward to days on which Tachanun can be omitted, it hardly qualifies as grand ritual. In fact, Pesach Sheni is not relevant today, when we no longer bring the Paschal lamb as a sacrifice. In ancient days, Pesach Sheni was a second chance for those who were unable to offer the sacrifice on the real Pesach festival to observe the ritual.



I love the origins of Pesach Sheni. It is one of several instances in the Torah where common people discover deficiencies in the Law, and appeal it. “There were some men who were unclean by reason of a corpse and could not offer the Passover sacrifice on that day. Appearing that same day before Moses and Aaron, those men said to them, ‘Unclean though we are by reason of a corpse, why must we be debarred from presenting the Lord’s offering at its set time with the rest of the Israelites?’ Moses said to them, ‘Stand by, and let me hear what instructions the Lord gives about you.’” And so God refines the law of the paschal sacrifice to provide Pesach Sheni for those defiled by a corpse or—He takes the opportunity to address another potential problem—those journeying at the time of Pesach. Not only is the law of Pesach Sheni inherently that of a second chance, but its origin is, in itself, a testament to the second chance—the original law of Pesach failed to provide for it.

I worry about the second chance today. Living in New Jersey, March Madness has given way to April Anger—the Rutgers basketball scandal. I confess to not following every detail of the affair, but while I’ve repeatedly watched video of a coach acting aggressively toward his players, seen it parodied on SNL, and heard any number of people germane or not to the issue weigh in with opinions, I haven’t heard tales of traumatized players. After all, these guys have basketballs and taunts thrown at them in every game. From what I understand, management stepped in when it became aware of the situation and took steps to remediate the coach’s behavior. I haven’t heard whether he adjusted his actions. All I heard were calls for his dismissal. Because we cannot tolerate a second chance. And then calls for managements dismissal. Because they provided a second chance.

There are times we don’t give second chances. When we know that where true harm is involved, there cannot be a second chance. Not for someone who physically harms or sexually abuses. And while among my three least favorite words in the English language are the disembodied third person passive “mistakes were made” excuse (as if that excuses), sometimes mistakes are made. No second chance for the embezzler, but what about for the person who photocopies their tax returns on the office copier despite the “no personal use” policy?

See, Pesach Sheni was not a second chance for the person who preferred to watch the NCAA tournament instead of offering a Pesach sacrifice. No. It was a second chance where a second chance was appropriate. There are plenty of people more personally invested in the Rutgers scandal to weigh in on who should or should not be fired in the specific case, and the JCSA eNews is hardly the place to adjudicate the matter. But I worry about what the knee-jerk calls for heads to roll portends for managing our organizations. Wise managers have long known that an otherwise upright and effective individual who is given a second chance after an failing may well become an exemplar of dependability and loyalty. Accountability is essential. But it is useless absent wisdom. We need our leaders to foster strong organizations, exercising good judgment, not reflexive accountability.

The magic of Pesach Sheni is that, since you won’t be saying Tachanun, you may have a moment to think about the importance of second chances.

# Local Groups Events & Updates

## SAVE THE DATE



"END OF YEAR" LUAU  
THURSDAY, MAY 9  
3:30 PM. - 5 PM.  
FREE OF CHARGE

**NETWORK** with colleagues  
**RECOGNIZE** JPro Board Members  
**ENJOY** tropical desserts and 'mock'tails  
**ACTIVITIES** and **PRIZES**



Jewish Federation Kopolow Building  
**RSVP** by May 3<sup>rd</sup> to Emille Docter at  
edocter@jfedstl.org or (314)442-3868

Alan Sweifach accepts the Saul Schwartz Distinguished Service Award at the

**New Jersey Association of Jewish Communal Service's** Bier Seminar. March 15, 2013.

Nominations are now being accepted for the Leo Brody Jewish Communal Service Award.

Visit [www.njancs.org](http://www.njancs.org) for more information and nomination requirements.



## Advancing Jewish Professionals of New York City

presents

Breakfast with the Exec: An Intimate Conversation with **Cindy Chazan**, Vice President, The Wexner Foundation

**Thursday, April 18, 2013, 8:00 - 9:30 AM**

UJA-Federation of New York

130 E. 59th Street, Room 706

To register, please visit <http://theajpnyc.org/>



## The Darrell D. Friedman Institute for Professional Development announces Spring Workshops

- ◆ Appreciative Inquiry - Shifting the Focus from Problems to Possibilities with Deborah Grayson Riegel, Head Coach at MyJewishCoach.com.

**Tuesday, April 9, 3:00 – 4:30 p.m.**

- ◆ Change Rules – Five Strategies for Maximizing the Potential of Change with Rosaria Hawkins, Ph.D., President of Take Charge Consultants, Inc.

**Monday, April 15, 3:30 – 5 p.m.**

- ◆ Nurturing, Inspiring, and Deepening Your Fundraising Expertise. Keynote: Dr. Jeffrey Solomon, President Andrea and Charles Bronfman Philanthropies. Workshop breakout sessions.

**Wednesday, April 24, 8:30 a.m. – 1:30 p.m.**

- ◆ Building Motivation and Morale at Work with Denia Kramer, Business Health Services.

**Friday, April 26, 9 - 10:30 a.m.**

- ◆ Managing Millennials with Elliot D. Lasson, Ph.D.

**Wednesday, May 1, 12:00 - 1:30 p.m.**

For more info contact Cindy Goldstein, Executive Director or [www.thedfi.org](http://www.thedfi.org)



Deadline for news you would like to share in the May issue of the JCSA Newsletter is **Wednesday, April 24, 2013**. Contact [info@jcsana.org](mailto:info@jcsana.org).

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

# Events & Opportunities



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](mailto:rosenk@iajvs.org).

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



- o Supervision for the First-Time Supervisor. **April 18, 2013, 9:00 AM - 3:00 PM.**
- o Synagogue Seminar: Visual Thinking for Increased Effectiveness and Fun. **April 24, 2013, 10:15 - 12:45 PM.**
- o Action Business Writing. **April 30, 2013, 9:00 AM - 4:30 PM.**
- o Presentation Skills. **May 2, 2013 9:00 AM - 4:30 PM.**

For more information and registration, visit [www.ujafedny.org/wiener-educational-center/](http://www.ujafedny.org/wiener-educational-center/)

# Local Groups Events & Updates Continued

**Tristate JPRO** Presents

Professionals of Excellence Awards Breakfast Recognizing Dr. Ernie Kahn

**Wednesday, May 8, 2013 8:00 AM**

National Museum of American Jewish History

Cost \$20

Contact Ross Berkowitz, Tristate JPRO President, for more information. [ross@tribe12.org](mailto:ross@tribe12.org)



Save the date for the **Jewish Community Professionals of Southern California** Awards Dinner **Wednesday JUNE 12, 2013** at Sephardic Temple Tifereth Israel, 10500 Wilshire Boulevard in Westwood

More information available on the JCPSC website: <http://www.jcpsocal.org/JCPSCAwardsDinner.html>



Maxyne Meyer, Lauren Friedman, and Michelle Gubbay at the JCPSC Pre-Pesach Event.

JCPSC asked its members How is being a Jewish Communal Professional different from all other professions?

Being a Jewish Communal Professional means that by the time you attend the first night Seder, you have already had more Seders the week before, that you never want to see another Seder. Being a Jewish Communal Professional means you have eaten so many apples & honey at various meetings and events that on Rosh Hashanah you cannot look at it again. Being a Jewish communal professional means you work on most Jewish holidays and very rarely have a family Shabbat. But also, being a Jewish professional you realize and do these duties because you see the importance in creating these traditions and connections for others. It is not a job, but a way to lead your own life with added meaning. *Response by Judy Alban, JCPSC Member at large*

# Graduate Programs

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

- o Integrated classroom instruction
- o The Art and Science of Fund Raising
- o The Jewish Philanthropic Tradition
- o Internship with top-level professional
- o Mentoring in fund raising

### Convenient Evening Sessions and Midtown Manhattan Location Limited Scholarships available

For more information contact:  
Dr. Saul Andron, Associate Professor  
Director of Certificate in Jewish Philanthropy  
212 960 5400 x 5434 or [sandron@yu.edu](mailto: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](http://www.brandeis.edu/hornstein) or contact Carol Hengerle 781-736-2997 or [hengerle@brandeis.edu](mailto: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](http://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



The Master of Arts in Jewish Professional Studies (MAJPS) at **Spertus Institute for Jewish Learning and Leadership** in Chicago offers core courses in the areas of classical and contemporary Jewish knowledge combined with essential professional training. Designed to meet the needs of professionals working full-time, students attend class one night per week, one course at a time, for core courses and courses within each of the 4 new concentrations: Nonprofit Management, Jewish Education, Camping and Experiential Education, and Jewish Studies. With the generous support of the Legacy Heritage Fund, the Legacy Heritage Midcareer Fellowship provides scholarships to qualified students who begin the MAJPS program in Fall, 2013. When combined with the Spertus tuition assistance available to MAJPS students, the student's share of the remaining tuition for the entire program is \$4,500. Interested applicants should apply now for both the MAJPS and the Fellowship at [www.spertus.edu/MAJPS](http://www.spertus.edu/MAJPS). Fellowships will be provided to qualified admitted students on a first-come first-serve basis. In addition to Chicago, there are currently cohorts in Pittsburgh and Montreal. Contact Ann Luban at [aluban@spertus.edu](mailto:aluban@spertus.edu) for more information.

# Employment Opportunities

Learn about exciting employment opportunities in the Federation system by visiting the **Jewish Federations of North America's Mandel Center for Leadership Excellence**. <http://www.jewishfederations.org/Section.aspx?id=22>.



**Hillel: The Foundation for Jewish Campus Life** has many openings. Positions include Executive Director, Director of Jewish Life, Director of Israel Engagement, and more. Visit [www.hilleljobs.com](http://www.hilleljobs.com) and apply today!

# 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@ceteraadvisors.com](mailto:bsilberberg@ceteraadvisors.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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