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Work Above the Bull: *We Can Change*

Brenda Gevertz, JCSA Executive Director

The need to change our workplace and workforce is a common theme in the Jewish community. Indeed, “Toward Transparency” and “The \$54,000 Strategy” were two of the opening articles in our most recent *Journal of Jewish Communal Service*.” Yet, research supports that higher salaries alone do not build employee loyalty and satisfaction. If raising salaries is one of the more difficult “fixes” and perhaps not the game changer we’d like to have, what is?

There are steps that supervisors and employers can take that are enjoyable, cost effective if not inexpensive, and demonstrate positive results---sounds too good to be true? It’s not. Bringing people together, collective learning, networking and collaborating, all build employee satisfaction and loyalty. When employees have the opportunity to learn and grow, share ideas, explore new concepts, discuss challenges---a very wonderful thing happens: they feel validated, trust and collaborate more with colleagues and grow professionally. Who wouldn’t want their workforce to have these positive experiences?

JCSA’s Annual Conference is just a month away and it is brimming with talented professionals who will impart their skills and knowledge, challenge and inspire us. Two of America’s top rabbis will be leading workshops: Andy Bachman and Rebecca Sirbu. Hal Lewis will present workshops on “Leading Change” and “Planning for Success(ion),” David Edell will interview three new CEOs on “Lessons from the Top.” You can explore the implementation of the latest in technology, workforce development and alumni engagement. “Coaching Skills for Managers” and organizational time management workshops are offered, as are opportunities to learn what your organization can do about climate change and supporting colleagues through traumatic experiences. All of these—*and more*—are offered by the very top presenters in our field.

If you are a younger career professional, you will be inspired by the program. If you are a manager or supervisor, you can invest in your staff and recharge your batteries, and as a senior executive, you will connect with your colleagues from across fields and gather innovative ideas to consider. This is an opportunity to change the way we work. What values are working for you?

“our Value(s) @ Work”

IN THE FIELD • WITH EACH OTHER • FOR OURSELVES

June 4–5, 2013
on the campus of
Jewish Federation
of Greater MetroWest, NJ

**REGISTRATION
NOW OPEN** ▶ www.jcsana.org

Expand Your Knowledge and Network with Your Colleagues at the JCSA 2013 Annual Program

“Our Value(s) @ Work”

IN THE FIELD . WITH EACH OTHER . FOR OURSELVES



June 4-5, 2013 on the campus of Jewish Federation of Greater MetroWest NJ

Plenary Address by **Seth Cohen**, Charles & Lynn Schusterman
Family Foundation

Honoring **Max L. Kleinman** with the JCSA Exemplary Service
Award



Registration is now open!

Sign up now at www.jcsana.org or contact us for more
information at info@jcsana.org or 212-284-6945



Featuring noted speakers, including...

Karen Alexander . Alan Bachman . Alan Cohen . Lisa Colton . David
Edell . Maxyne Finkelstein . Mirele Goldsmith . Hayim Herring . Hal
Lewis . David Pollock . Joshua Rednik . Deborah Grayson Riegel .
Miryam Rosenzweig . Nigel Savage . Jamie Schiffman . Jason
Shames . Rebecca Sirbu . Michael Soberman . and more!



Speaking on topics, such as...

Social Responsibility in the Workplace . Preparing for Executive
Leadership Positions . Constructive Feedback vs. Gossip . Time
Management . Finding Work-Life Balance . Coaching Skills for
Managers . Leading Change . Alumni Development . Using Critical
Thinking for Workplace Success . Organizational Succession
Planning . and more!

Hotel Information

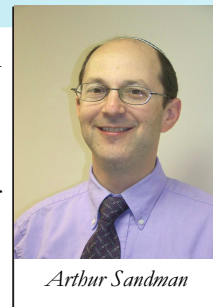
Hilton Parsippany (1 Hilton Court, Parsippany, NJ 07054) .
Call 973-267-7373 and mention the JCSA Annual Conference to
receive the discounted rate.

www.JCSANA.org

Giving Purpose to Our Work

Arthur Sandman, Jewish Agency for Israel, Executive Vice President

“And now, a word from our sponsor.” I was asked to deliver remarks on behalf of The Jewish Agency for Israel at the upcoming finals of the Chidon HaTanach—the US National Bible Contest for Jewish Youth—whose winner will go on to next year’s international competition in Israel. It’s one of those miscellanies that depart from the regular rhythm of the job, and this one is, for me, a kick. Though I have a deep love of the Torah’s text, I have nothing of the mastery of the text that the contestants in this competition have. So I’ve been challenged to think of some remarks that will fulfill my role in delivering greetings from the sponsor that will convey a bit of what The Jewish Agency does, while having some relevance to these young Torah prodigies.



Arthur Sandman

At the risk that this edition of the JCSA newsletter will come out in advance of the event on May 5, I want to share a bit of what I will say:

Why does the Jewish Agency sponsor the Chidon HaTanach? It is because everything we do follows from the narrative of the Tanach—the forging of the Jewish people and their quest for redemption in the Land of Israel. If Avraham left his family in “Lekh Lekha,” Jews today continue to leave their families to make Aliyah. If Moshe rescued Jews from slavery in Egypt, today The Jewish Agency continues to rescue Jews from danger in Islamic lands. If Ezra and Nechemiah responded to a world in which Jews were straying from their heritage and intermarrying by making the rebirth of a Jewish homeland in Israel a clarion call to return, so do we today through programs like Masa. If the Torah exhorted the Israelites to care for their poor and their orphans when they entered the Land, so the Agency must continue today to provide opportunity to youth at risk. And if Yonah went forth to bring redemption to those of another nation, so too we today.

This exercise of writing for the Chidon HaTanach ceremony turns out to be a timely opportunity to reflect how my work, the work of my organization, advances the mission that God set forth for the Jewish people. It is timely because, about ten days after the Chidon HaTanach is Shavuot, the day we commemorate receiving the gift of Torah. And so, I commend the exercise to you; I wish we could do it together. Which of our organizations learn from Ruth’s determination to make our people her people, to embrace the convert? Which of our organizations are prepared, like Devorah the Judge, to confront foes, or like Nathan the prophet, to confront those in our own community who do wrong? Which of our organizations hear the desperation of Rachel or Hannah to have children, and give comfort and solutions to those in our community who face infertility. Which of our organizations are prepared as David to slay giants—to take on issues that seem too large? Which of our organizations, like Jeremiah, give voice to the suffering of our people? Which of our organizations renew Jewish life as Hezekiah? Which of our organizations give leadership to the societies around us as Joseph or Mordecai?

As we prepare for Shavuot—*zman matan Toratein*, the time of the giving of our Torah—I realize that if we did the exercise together—if we stopped to consider all that our diverse organizations do and the precedents and values that represents—we would find that, every day, we write the Torah anew with our deeds, word by word. For us, each day, is *zman matan Torateinu*.

Don’t Forget: JCSA member organizations receive

10% off your listing on www.JewishJobs.com

Deadline for news you would like to share in the June issue of the JCSA Newsletter is *Friday, May24*, 2013. Contact info@jcsana.org.

Local Groups Events & Updates



JCPSC

PROUDLY ANNOUNCES OUR 33RD ANNUAL BANQUET HONOREES

Career Achievement Award
PHIL LIFF-GRIEFF
Builders of Jewish Education

Alan J. Kassin Award for Outstanding Professional Achievement
AHUVA RON
The Jewish Federation of Greater LA.

Dora and Charles Mesnick Award for Achievement in Senior Adult Programming
KRISTEN PRICE
Jewish Family Service of LA.

Mark Meltzer New and Innovative Programming Award
RANDY SCHWAB
Jewish Big Brothers Big Sisters

Award for Professional Excellence in Fundraising
LORI TESSEL **RANDY LAPIN**
The Jewish Federation of Greater LA. *Jewish Vocational Service*

Bobbi Asimow Award for Professional Mentorship
MARK MELTZER
Jewish Free Loan Association

WEDNESDAY, JUNE 12, 2013
Sephardic Temple Tifereth Israel
5:45 p.m. Appetizers • 6:30 p.m. Dinner and Awards
Honor your colleagues with a special tribute in this year's Tribute Book.

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, ross@tribe12.org
Tristate JPRO President, for more information.



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 3rd to Emilie Docter at edocter@jfedstl.org or (314)442-3868

Join **the Darrell D. Friedman Institute for**
The DFI Professional Leadership Summit and Awards Presentation

Playlist Judaism: Responding to the Trends that are Shaping the American Jewish Community

Rabbi Kerry M. Olitzky, Ph.D., Executive Director of the Jewish Outreach Institute

Tuesday, May 21st, 11:30 - 1:30 PM


For more info contact Cindy Goldstein,
DFI Executive Director or visit www.thedfi.org



Advancing Jewish Professionals of New York City invites you to

Dollars and Sense: A Roundtable Discussion on Fundraising Trends in the Jewish Communal World
with **Will Schneider**, Executive Director of Slingshot

Wednesday, May 29th, 6 - 8 PM Hadassah Offices, 5 West 58th Street
Kosher refreshments will be provided. To register, please visit <http://theajpnyc.org/>



Local Groups Events & Updates Continued



JPro St. Louis announces the Summer Series: Creativity in the Workplace

- ◆ **PLAY it Forward. June 25, 1:00 - 2:30 PM.** Explore music as a creative tool for Mindfulness, team work and vibrant organizations. Experience a drumming circle with Robert Fishbone, musician and entrepreneur.
- ◆ **ACT it Out. July 15, 11:00 - 12:30 PM.** Explore an actor's perspective on articulation your work's impact with confidence, effectiveness and style. Experience theater activities with Kathleen Sitzler, Artistic Director of the JCC's New Jewish Theater.
- ◆ **CREATE a Vision. August 21, 9:00 - 10:30 AM.** Explore the artistic process as a means for innovation and relationship building in the workplace. Experience creative placemaking through visual arts exploration with Ilene Berman, artist and activist.

RSVP with Marci Mayer Eisen at 314-442-3810 or meisen@jfedstl.org

Mazal Tavs

Mazal Tov to **June Gutterman**, CEO of Jewish Family Services in Columbus, OH, on being named one the 2013 WoMen of Valor by the Columbus Section of National Council of Jewish Women.

Mazal Tov to IAJVS 2013 award winners **Jay Soloway**, **Dennis S. Bernard**, **Orville Wallace**, **Kevin Hickey**, **Anat Wertheim**, and **ArtWORKS**.

Events & Opportunities



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.

Check out the **Wiener Educational Center's** upcoming programs!

- o New York's Jewish Community Study: Analyzing and Using the Date. May 21, 2013, **9:00 AM - 12:00 PM**.
- o Managing Change Through Influence and Persuasion. **June 11, 2013, 9:00 AM - 4:30 PM**.

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



The *Journal of Jewish Communal Service*
is now available online for JCSA members!
For more information, contact the JCSA Office.
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...

Graduate Programs



Baltimore Hebrew Institute

The **Baltimore Hebrew Institute at Towson University** is now accepting applications for the *Legacy Heritage Midcareer Fellowship*. The fellowships are specifically designed for professionals who already work in the field, and who wish to enhance their management or pedagogic skills, as well as strengthen their Jewish knowledge. Selected fellows will receive generous tuition scholarships toward their Masters degrees at Towson University in either Jewish Education or Jewish Communal Service.

For more information, contact Jill Max, Director of BHI at Towson University at 410-704-7120 or jmax@towson.edu.

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



hornstein
JEWISH PROFESSIONAL LEADERSHIP PROGRAM
Brandeis University

Spertus Institute's
**Master of Arts
in Jewish
Professional
Studies**
(MAJPS)

Visit spertus.edu/MAJPS
for more information.



- Developed to meet the needs of working professionals
- Classes one night per week, one night at a time
- 4 concentrations: Nonprofit Management, Jewish Education Camping and Experiential Education, and Jewish Studies
- With new **Legacy Heritage Midcareer Fellowship**, student's share of tuition is only \$4,500



610 South Michigan Avenue | Chicago
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Spertus Institute is a partner in serving our community, supported by the IJF/Jewish Federation of Metropolitan Chicago.

GET READY TO LEAD



The Graduate School

The Jewish Professional Leadership Program 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.



Davidson Graduate School of Jewish Education

The Jewish Professional Leadership Program 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.

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.

The application deadline for the program is January 2 of each year.

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

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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

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