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Work Above the Bull: Ending the Crisis

Brenda Gevertz, JCSA Executive Director

We are fortunate to have careers in organizations with compelling missions. While compensation is important and necessary—and it is a valuable form of recognition—it is not the only factor that creates job satisfaction. Our friend, consultant Deborah Grayson Riegel, recently addressed this in her *NY Jewish Week* column “Should Our Work Give Us Money or Give Us Meaning? Yes.” (<http://tinyurl.com/19vzv2f>)

Appropriate compensation can go a long way, yet there are many other factors—and perhaps more compelling ones—that contribute to job satisfaction.

We need to be valued and to grow in our jobs, learning and exploring new challenges. We want to advance and be recognized for our contributions. We want to be in the loop on what’s happening and to feel we have autonomy and can have impact. We want flexibility when needed and healthy relationships with colleagues and supervisors. Is this too much to ask?

Apparently so. We have reached a crisis situation in Jewish leadership: Upwards of 70% of Baby Boomer CEOs will retire in the next several years and the Jewish community is finding “empty benches.” With a gap in talent in the pipeline, the Jewish community is debating the appropriateness of hiring from outside the field. It is time to stop the debate and focus on helping these new leaders integrate and understand the unique aspects of our Jewish community, as well as to enrich our practice with their specialized skills and perspectives. And, it is time to focus on younger- and mid-career professionals—assuring their satisfaction and enrichment, their training and development and, yes, their appropriate compensation, so we will not face a continuing crisis.

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Reimagining Leadership: The Empathic Leader

Dr. Misha Galperin, President & CEO of the Jewish Agency International Development

Dr. Misha Galperin's conversation on leadership with Larry Moses created a buzz when he referred to the need for leaders to be empathic. Do you agree? Misha details his reasoning in this article supplementing his book *Reimagining Leadership in Jewish Organizations*.

As leaders, we tend to do a lot of talking. We are often handed the verbal platform. We walk in the world formulating ideas about vision and strategic directions. Sometimes these conversations take place in our heads, and we are the only audience for them. We broaden the conversation and offer it to others. But somewhere along the line, we may forget to engage followers where *they* are. We give virtually no time for the act of listening, listening empathically.

Read Misha’s full article by visiting www.jcsana.org.

Deadline for news you would like to share in the July-August issue of the JCSA Newsletter is *Thursday, July 25, 2013*. Contact info@jcsana.org.

JCSA 2013 ANNUAL PROGRAM

“Our Value(s) @ Work”

IN THE FIELD . WITH EACH OTHER . FOR OURSELVES

JCSA convened its 2013 Annual Meeting, June 4 & 5, in Whippany, NJ. Hosted by the New Jersey Association of Jewish Communal Service and the Jewish Federation of Greater MetroWest NJ, the two day conference brought together over 250 people to network, learn from each other and recognize colleagues for their service and advocacy of the field. Max Kleinman, CEO of the Jewish Federation of Greater MetroWest, was presented with the JCSA Exemplary Service Award for his leadership and commitment to the field.



Brenda Gevertz, Jessica Mehlman,
Max Kleinman and Amy Cooper.

The theme for this conference was *Our Value(s) @ Work: In the Field, With Each Other, For Ourselves*. It explored the value we bring to our work through our expertise and experience and the Jewish values that inspire and guide

us. We also focused on another aspect--how we value ourselves as professionals. Dozens of professionals provided their expertise and many more offered their skills and knowledge.

Through the theme of this conference, we worked to emphasize that our knowledge, skills and values make us professionally competent to succeed in the holy work we do. We enrich our agencies and fulfill the mission of the Jewish people day in and day out. NJAJCS and the Jewish Federation of Greater MetroWest were honored to partner with JCSA in hosting this important meeting. It was an opportunity for us to be leaders and volunteers in the larger Jewish communal enterprise, gain new ideas and perspectives, and come away energized.

Thank you to all who attended, volunteered, hosted sessions, and presented. We could not have done it without you.

Amy Cooper and Jessica Mehlman, 2013 JCSA Conference Co-Chairs



Keynote Speaker
Alan van Cappelle

Thank you

2013 Annual Program Presenters

**who have volunteered their time and expertise
for the advancement of our profession**

Karen Alexander
Andy Bachman
David Blacksberg
Alan Cohen
Seth Cohen
Lisa Colton
David Edell
David Eisner
Mirele Goldsmith
Maxyne Finkelstein
Nancy Fisher

Hayim Herring
Jonathan Katz
Hal Lewis
Elissa Maier
Jennifer Mamlet
David Pollock
Tzvi Raviv
Joshua Rednik
JR Rich
Deborah Grayson Riegel
Rachel Jacoby Rosenfield
Nigel Savage

Jamie Schiffman
Donna Schwartz
Pam Scott
Ezra Shanken
Jason Shames
Rebecca Sirbu
Michael Soberman
Alan van Capelle
Rebecca Voorwinde
Simkha Weintraub
Mark Young



NOMINATIONS OPEN 2013

JCSA Young Professional Award

IMPACT:

Lisa Colton, 2005

The Young Pro Award introduced me to a supportive and valuable network of Jewish communal professionals and JCSA which pulls us together and pushes us forward. The Award opened doors, led to important and meaningful relationships, and has served as a catalyst for growing my business and career in the Jewish community.

Cara Unowsky, 2008

Being nominated and receiving this award was extremely gratifying and rewarding. It instilled a great sense of pride in me to know that my organization and colleagues recognize, and truly value, the work that I do.

David Cygielman, 2010

Receiving the 2010 JCSA young professional award was not only a tremendous honor, it also gave me the opportunity to meet and connect with Jewish leaders I

Established in 1972, the JCSA Young Professional Award distinguishes young professionals who have demonstrated exemplary service and commitment in their profession. Nominating a young colleague is a valuable means of acknowledging his or her work and contributions to the success of your agency and community.

JCSA 2012 Young Pro Award Winners



Mindy Eklove



Daniel Septimus

Criteria:

- 35 or younger
- 3 - 10 years of working in Jewish Communal Service
- 2 or more years in nominating organization
- Demonstrates a successful impact on his/her work, agency, field of research
- Takes initiative
- Committed to the future vitality and vibrancy of the Jewish Community and People
- Employment must be of benefit to the North American Jewish Community
- Will attend the General Assembly, November 10 - 12, 2013

Nominating materials can be found at www.jcsana.org.

The 2013 JCSA Young Professional Award includes travel to Israel on a special educational seminar and participation in the JFNA General Assembly and awards ceremony in Jerusalem, Israel, where the Award will be presented. Approximate travel dates will be Nov 3-12, 2013.

Nominations are currently being accepted for the 2013 Award. Download a nomination form at www.JCSANA.org. Forms, along with other application materials, are due to the JCSA office by July 12, 2013. All fields of service are encouraged to submit nominees.

THE BERNARD RODKIN PROFESSIONAL DEVELOPMENT ISRAEL FELLOWSHIP

November 3-12, 2013*

The Bernard Rodkin Professional Development Israel Fellowship provides an opportunity to increase one's knowledge and understanding of Israeli society and its social welfare system. The recipient must present a well articulated interest in participating in a 10 day Professional Development Experience in Israel which will enhance his/her Jewish community organization skills and career development.

The Bernard Rodkin Professional Development Israel Fellowship will be granted to a select number of individuals who

- currently work in a JCSA Member Federation or National Jewish Community Organization agency in the United States or Canada
- have worked professionally in the field of Jewish Communal Service for at least 3 years
- demonstrate a long term commitment to a professional career in the Jewish community

OBJECTIVES:

- To study the societal issues confronting Israel
- To explore best-practices in project development, planning and research in regard to implementing model programs
- To explore national social policy and service delivery strategies
- To understand the role of voluntary agencies vis-à-vis the public sector and how specific voluntary agencies function
- To learn about existing philanthropic partnerships with the Diaspora
- To strengthen knowledge of Israel and world Jewry

PROGRAM INCLUDES:

- *Travel to Israel Nov 3-12, 2013 (approximate dates)
- Airfare from New York Metro Airport
- Two meals daily
- Lodging
- Participation in JFNA's General Assembly November Jerusalem, Israel and educational seminar

Information: 212-284-6945 or visit www.jcsana.org

TO QUALIFY:

- Eligible professionals must submit an essay on how the experience may enrich and strengthen their professional competence and knowledge of the Jewish community.
- The applicant must include a letter of nomination by the executive (or the lay president) of his/her agency, as well as a resume.
- Recipients will be required to write a report on their experience.
- Nominating agency must contribute \$750 toward the program.

Submit Applications in single pdf document to info@jcsana.org by **July 12, 2013 at Noon EST.**

MANDELKORN DISTINGUISHED SERVICE AWARD

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

JULY 12, 2013 DEADLINE



Ben Mandelkorn was the founding President and first Executive Director of AJCOP. He served as the first Executive Director of the Columbus Jewish Federation, which established this award to honor his leadership and dedication, which spanned more than 43 years.

The Award Winner will be honored at the General Assembly of JFNA November 10-12, 2013 in Jerusalem, Israel.

The MANDELKORN DISTINGUISHED SERVICE AWARD annually recognizes a full time individual who has made a significant contribution to the field of Jewish community organization practice.

To qualify, one must have a minimum of ten years in the field of Jewish community organizational practice.

Nominations are now being accepted for the 2013 award. Nomination Forms should be emailed to info@jcsana.org by **Friday, July 12, 2013**

Download nomination form at www.jcsana.org

Mazal Tovs

Mazal Tov to **Max L. Kleinman** on receiving the JCSA Exemplary Service Award.

Mazal Tov to **Marc B. Terrill**, JCSA President, for 10 successful years as the President of THE ASSOCIATED: Jewish Community Federation of Baltimore.

Mazal Tov to **Sara Samuels** on her recent engagement to Michael Reiner.

Mazal Tov to **Amy Gross** on her new position as Executive Director of the France-Merrick Foundation.

Mazal Tov to **Dr. Rela Geffern** on being honored with the Association for Scientific Study of Jewry's Berman Service Award for 2013.

Mazal Tov to **Dr. Ernest Kahn** for his Lifetime Achievement Award.

Mazal Tov to the following Tristate JPro Award winners: **Lisa Ney**, Program Manager at JFCS Center for Special Needs & **Donna Freyman**, Director of Human Resources at JFGP as "Community Builders"; **Elana Rivel**, Associate Director at Jewish Learning Venture as "Change Agent" and **Rabbi Isabel De Koninck**, Director and Campus Rabbi at Drexel Hillel as "Innovator."



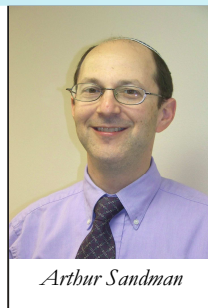
JCSA remembers Jacob "Jack" Weintraub who passed away May 28th, 2013 in Sarasota, FL.

Our heartfelt condolences go out to his family and friends.

Giving Purpose to Our Work

Arthur Sandman, Jewish Agency for Israel, Executive Vice President

If June was the month of a remarkable JCSA conference, it is also the month in which we read a remarkable *parasha*--unique among all of the *parshiyot* that follow the pre-Abraham stories. Stylistically, the *parasha* of Balak reads like a fable, involving the only other talking animal in the Torah, save Eve's snake. It is the only significant story that centers on a non-Israelite and that has no Israelite character. And it is funny--the heathen prophet Balaam fruitlessly whipping his jackass to carry him forward, unable to see the angel of God that the donkey sees so clearly; King Balak becoming more frantic as his every effort to elicit a curse of Israel from Balaam generates increasingly exultant praises of his foe. All in all, a delightful break from the Torah's usual stuff of instructions, sins, retributions, revelations, and exhortations.



Arthur Sandman

I'm guessing most of the discussion post-JCSA conference will focus on the content of the speeches and discussions, the celebration of colleagues' achievements, and the value of the professional networking. But there was value too in the entertainment at the end of the evening program. Late for those who traveled, but a delightful break for those who stayed, Jeff Korbman of Greater MetroWest made us laugh. We need breaks. We need laughs.

Because the same Balaam who makes us laugh also reminds us: *Mah Tov*, "How goodly are your tents, Jacob, your dwellings, Israel." How goodly it was, indeed, to be with colleagues and to share some smiles.

Book Review: *Decisive: How to Make Better Choices in Life and Work* Received by Tzvi Raviv

The last book I read is *Decisive: How to Make Better Choices in Life and Work* by Chip and Dan Heath. Over the last year I became interested in the field of decision making, and the Heath brothers book is a great introduction to the field. *Decisive* presents the following four step process for making better choices:

1. Narrow of focus-- we tell ourselves that we are caught between two options, while more, better options are available
2. Confirmation bias-- we seek for information that reaffirm a choice we already made
3. Short-term emotion-- emotions affect our decisions
4. Overconfidence-- acting under a false assumption that we know to predict the future

The book is relevant to my daily work. For example, students that already have an opinion about Israel seek information to reaffirm that opinion, therefore confirmation bias influences Israel advocacy on campus. Now that I know about confirmation bias I can choose to invest resources to bypass the confirmation bias, to seek out students that didn't made a choice about Israel, or to keep investing resources in pro-Israel students.

We all make choices in life and work. Reading about the process of decision making can bring us to make those decisions in a more educated way.



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...

Local Groups Events & Updates

FUNDRAISER'S FORUM



"Using Social Media to Enhance Your Fundraising and Communications Efforts"

JUNE 20, 2013
THE JEWISH FEDERATION ROOM A
6505 WILSHIRE BLVD., LOS ANGELES, 90048
6:00 PM – 8:30 PM

Geared towards small, medium and large sized organizations, this Fundraising Forum will feature facilitated conversations and case studies with experts in the Social Media field aimed at making the most out of the resources you either have or may need to acquire in order to achieve your own success.



Randy H. Lapin, JVS Chief Philanthropy Officer and his colleague Katherine Moore, JVS VP Communications, will share their experiences having just won a national online giving challenge sponsored by the Skoll Foundation, CrowdRise and The Huffington Post. JVS LA competed with over 200 applicants and 72 finalists and came from behind to win the \$150,000 grand prize!



content, social contests and emphasizing the company's quirky and off-beat brand to drive sales and brand awareness. Formerly a New Media and Design Specialist, she has successfully managed to organically grow multiple brands through the use of social media, including securing grants for staff training and leading workshops to educate the workforce on the effective use of social media tools in non-profit and retail arenas.



Vikram Jadhav is a strategy and branding professional and founder of CRUX Objectives – a full service consulting firm built to enhance its clients operations through strategic planning, project and social media management, operational analysis and innovative marketing and design initiatives. He works within the civic, small business and technology spaces and has most recently taken on a role as tech entrepreneur developing mobile apps that support non-profits and businesses in activating and monetizing their audiences.



Erin Estelle is the Marketing Manager for the 99¢ Only Stores. She has successfully increased their social following by over 30 percent in just one year's time by specializing in the development of compelling

Kosher Dinner available upon request

\$5.00 Dinner charge for JCPSC Members.

\$15.00 Dinner charge for non members.

Space is limited. Please RSVP to jcpscla@yahoo.com by June 17th.

[Click Here To Register](#)

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



JPro St/Louis' end of the year Luau!

www.JCSANA.org

Advancing Jewish Professionals of New York City invites you to



A Night at the (Jewish) Museum!

Thursday, June 20th, 6:00 - 8:00 PM. The Jewish Museum, 1109 5th Avenue - at 92nd Street
Kosher wine and light refreshments will be provided. To register, email advancingjewishprosnyc@gmail.com.

Space is limited!

NJAJCS' final professional development meeting of this program year will take place

June 21, 9.30am to 10.30am

@ Panera Bread

1551 U.S. 1 Edison, NJ 08837

The article for the session is **Leading Change, Why Transformation Efforts Fail 3**

(<http://tinyurl.com/m4dej6z>)

If you are planning on attending please contact

Tzvi Raviv at raviv.zvi@gmail.com.



SAVE THE DATE!

Tristate JPR's next event will be

Monday, October 21, 2013

Contact Ross Berkowitz for more information

ross@tribe12.org



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
- Significant scholarships available through the *Legacy Heritage Midcareer Fellowship*



610 South Michigan Avenue | Chicago
312.322.1700 | spertus.edu

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.



The William Davidson Grad- Davidson Graduate School of Jewish Education

uate School of Jewish Education, offers master's degrees in Jewish education with concentrations in Day School Teaching, Educational Leadership in Synagogues and Other Settings and Jewish Experiential Education. All students study pedagogy, Jewish education and Jewish text and participate in hands-on training in their concentration area. Students are eligible for generous tuition fellowships. In-residence and distance learning 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. **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.

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

www.JCSANA.org

Graduate Programs Continued

MA in Jewish Communal Service

45% tuition awarded

Apply for a Legacy Heritage Midcareer Fellowship! Applications due June 30

Learn More



Contact: Dodi Klimoff, dklimoff@gratz.edu, 215-635-7300 x140. www.LegacyMidcareerFellow.com

CONGRATULATIONS GRADUATES!

From left to right including back row:
Ira Blum, Yana Drozdovski, Dara Freedman-Weiss, Melissa Goraj, Jeffrey Hast Ira Krakhman, Daniel Shulman and Daniel Lange
In the front:
Tslil Shtulsaft and Yana Tolmacheva
Not pictured:



Events & Opportunities

CAUSE-NY is CALLING ALL COMMUNITY LEADERS! Do you want:

- o Expert Training
- o Invaluable Networking
- o Supportive Colleagues
- o Concrete Skills-Building
- o Professional Development and more?



Apply now to become a Fellow! Deadline: **June 28, 2013 - 5:00 pm.** <http://tinyurl.com/ljeqds7>



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.

Repair the World announces a new program launching this fall - The Repair Community Fellowship! Repair is working to assemble a cohort of 50 Fellows, young adults ages 21-26, to recruit, train and mobilize the Jewish community to volunteer in select U.S. Cities.

All housing, food, work transportation costs will be covered by Repair, in addition to a modest monthly stipend.

For more information and to apply visit fellows.werepair.org.



Employment Opportunities

The **Jewish Federation of Greater Pittsburgh** is looking for a **South Hills Initiative Manager** and a **Planning Manger Human Services**. Candidates should be motivated and experienced individuals who are looking to serve the Pittsburgh Jewish community. For more information and full job descriptions, please contact Patricia Calabro, pcalabro@jfedpgh.org.

Areyvut has openings for the **Development and Communications Assistant** and the **Program and Communications Assistant**. Full job description and contact info: http://www.aryvut.org/about_us/staff/employment_opportunities/.

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

June 2013 Volume 11, Issue 9

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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

To subscribe directly to this newsletter simply go to www.jcsana.org, enter your email address in the space provided and click “go”.
Your e-mail will be automatically added to our listserv through Constant Contact. It is free, fast and easy!

www.JCSANA.org