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Work Above the Bull: A Bucket List for Success

Brenda Gevertz, JCSA Executive Director

Jewish media has been filled with an active conversation on the state of Jewish community leadership, and for good reason. Debates aside, we need to understand what search committees are seeking in their ideal candidates and what long-term professionals rank as the most important attributes for their jobs. Where is there agreement and is there dissonance on these lists? **Can we articulate what success is?** Do we measure success by the ability to fundraise, engage lay leadership, inspire colleagues, adhere to Jewish values?

When we bemoan the retirement of talented leaders, what are we losing as they pass the baton of leadership? Can these attributes, skills and knowledge be taught? Are they best acquired through years of community leadership? Is the role of Jewish community leader so nuanced that we can only define success when we see it?

We want to hear what you consider success to be and what is required to be a Jewish community leader. Tweet your responses to post on FB @JCSA or comment at eJewishPhilanthropy.com. We promise to compile the list and share it in this space. Be part of the solution...

This article is run collaboratively with eJewish Philanthropy.

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JCSA's 2014 Annual Program

SAVE THE DATE

May 28, 2014 NYC

We are proud to announce the co-chairs for this year's Annual Program:
Rachel and Ezra Shanken

It is a great privilege to serve as the co-chairs of this year's JCSA annual program in the Big Apple. For two people who have committed our lives to Jewish communal service, there is no greater pleasure than to preside over this transformative day. So much has happened since the last time we were together, not the least of which being the release of the Pew Study on the Jewish Community and the retirements of true titans in our world. We look forward to this year's conference and its theme of "Recalculating", where we will create space to celebrate our past and to craft the future we dream of being possible. Come and join us on May 28th at UJA Federation of New York for inspiring keynotes, deep discussion and great networking.

- Rachel and Ezra Shanken



Upcoming JCSA Webinar in Celebration of Professional Development



SAVE THE DATE: March 26th

Dr. Erica Brown

Scholar-in-residence for Jewish Federation of Greater Washington



Wednesday, March 26th 2:00pm
EST / 11:00am PST

Register here at: <http://tinyurl.com/m8o47oj>

For more information, contact the JCSA office: info@JCSANA.org
or go to our website: jcsana.org.

Events and Program Updates

Jim Joseph Foundation is hosting Webinar: **Mobilizing the Network: The Power of Friends**
with James Fowler, Professor of Medical Genetics and Political Science at UC San Diego
Wednesday, February 19, 2014 at 12:00-1:00PM EST.

For more information and to register, visit www.schusterman.org/nettalks.

Greater Miami Jewish Federation hosted a valuable event on **January 14th** with 30 attendees from various organizations. **Dov Ben Shimon, JDC Executive Director of Strategic Partnerships** provided great insights.



J Pro-St. Louis: Carol Rubin and Patty Bloom present Mirowitz Jewish Community School Head of School, **Cheryl Maayan**, the Visionary Award on behalf of J Pro-St. Louis.

Maayan was recognized for the successful merger two schools two years ago. J Pro St. Louis presented 9 awards in eight categories.



Book Review: The Lean Startup, by Eric Ries

Reviewed by **Lisa Colton**, Chief Learning Officer, See3 Communications, and President, Darim Online

Whether you're starting a new enterprise, or steering a historic one, you're working in a fast moving, experimental and competitive landscape like we've never seen before. It's stressful, and risky. So how are you going to succeed?

The Lean Start Up, by Eric Ries, draws from principles that successful tech start ups have learned and applies them to big business, as well as start ups, and yes, nonprofits too.

The "Lean" insight boils down to this: Most people come up with an idea, and invest time, money and resources (and perhaps a little ego if we're honest), and then present it to the world. If the audience doesn't love it (and chances are you haven't hit the nail on the head the first time), then you've lost a lot. It's all or nothing.

The Lean approach is based on a BUILD-MEASURE-LEARN feedback loop. Build a minimum viable product, test it, measure, get feedback, and iterate the design. Sometimes that's fine-tuning, and sometimes it's more radical change. Either way, you're improving efficacy while wasting as little as possible.

Why is this so important for Jewish communal professionals?

We cannot afford to waste time or resources.

We need to design for our target audiences, not for ourselves.

We need to be agile and nimble in a rapidly changing marketplace.

The next big idea may be under your nose. Lean feedback loops can help you discover it.

The Lean Startup is a business strategy book, with big idea, illuminating case studies, and practical how-to's for executives and program staff alike. Are you already tired of your "go to the gym" new years resolution? Try a different kind of *lean* resolution!

Employment Opportunities

Hillel is looking for top executives, educators and engagers that want to make an impact on the future of the Jewish people. Positions are available around the county. Please check out www.jobs.hillel.org or contact **Aviva Zucker Snyder**, Talent Recruiter at asnyder@hillel.org, to find out more!

Jewish Free Loan Association seeks an Executive Director/CEO for overseeing fundraising efforts and management of JFLA. The CEO works in partnership with JFLA's Board and Executive committee. The individual will be responsible for development, fundraising, management, strategic planning, and community outreach. For more information and to see qualifications, visit www.jfla.org. Please submit the following application materials to abloom@ggfirm.com: resume, references and cover letter. Applications due March 30th.

Greater Miami Jewish Federation seeks a Senior Planning Associate that understands trends in the field related to human services and Jewish identity initiatives; will manage committee processes related to local agency relations; gather and analyze data to assess impact of Federation investments; oversee financial reports; and ensure ongoing communication. For more information, contact mlabgold@gmjf.org.

The Jewish Federation of Portland is seeking a Campaign Director. The candidate will provide professional leadership to the Campaign department. S/he will develop, cultivate and manage donors and create, organize and implement creative fundraising strategies and tactics in support of the annual campaign. For candidates that are innovative and dynamic with five years of experience, please contact Sandra.Leshaw@jewishfederations.org.

The Jewish Federation of Las Vegas is looking for a Planned Giving/Major Gifts Officer. The candidate will promote long-term giving and manage a portfolio of prospects and donors. In addition, s/he will staff the Federation's Planned Giving Committee. Requirements: Bachelor's Degree with minimum five years experience in a fundraising role. Strong sales skills and management abilities preferred. Contact Sandra.Leshaw@jewishfederations.org for more information.

Natan Fund Book Proposals

Call for Proposals: 2014 Natan Book Award

The **Natan Fund**, a giving circle of young philanthropists supporting Jewish and Israeli social innovation, is now accepting applications for the 2014 Natan Book Award. The Natan Book Award catalyzes new conversations about Jewish life. This groundbreaking new literary award supports the writing and distribution of a new nonfiction book on Jewish themes, with a total of \$50,000 split between a cash award to the author and funds dedicated to a customized publicity and distribution strategy that leverages Natan's networks across the Jewish, nonprofit, and philanthropic communities. The aim of the award is to support a writer as he or she is creating an important new work, while also ensuring that broad and diverse audiences engage with the finished book in a substantive way. The 2013 winner of the Natan Book Award was Ari Shavit's instant New York Times bestseller, [My Promised Land: The Triumph and Tragedy of Israel](#). For more information, go to www.natan.org.

Giving Purpose to Our Work

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



The confluence of February and the first Adar is nearly perfect this year. They begin the same day. Sadly, this non-leap February runs out two days before the 30-day First Adar, and we are denied the pleasure of celebrating a secular leap day in a Hebrew leap month.

But take this leap with me: Benji is born on the last day of the first Adar in a leap year—the 30th of the month. The next day, Sammy is born on the first day of the Second Adar. Thirteen years later, a non-leap year, the younger Sammy will become a bar mitzvah on the first of Adar, exactly a month before the older Benji, who will become a bar mitzvah on the first of the following month, Nisan, because regular Adar has only 29 days. It's the Jewish leap year analogue to Sue, who can't celebrate her Sweet 16 until she is 64 years old, because she was born on February 29. Raising the intriguing possibility that intercalary (the fancy word for "leap") time doesn't count. And if the time doesn't count, perhaps what we do in that time doesn't count. How liberating a thought: a crime in intercalary time is no crime.

In Amish culture, we hear that teenagers are given a year to run wild before they commit to their faith as adults. It is an intriguing idea that seems somehow very emotionally satisfying—it's hard to be good all the time. How wise, it would seem, for a faith to give a nod to human nature and to provide a "get out of jail free" card. Alas, my deep research on Wikipedia suggests that the Amish *Rumspringa* is not a period in which disobedience is countenanced—just a time when the realities of adolescence sometimes prevail. Goodness may, at times, seem a burden. But it remains at all times a virtue. And so, too, Judaism gives no free pass in intercalary time.

I wonder if our sages anticipated the issue. You see, the additional *Musaf* prayer recited at the beginning of each new month (*Rosh Hodesh*) asks God to renew the month for "good and blessing, joy and gladness, deliverance and consolation, sustenance and support, life and peace, pardon of sin and forgiveness of iniquity." But in a leap year, an addition is made to this prescription each month through both Adars. The neat parallelism of "pardon of sin and forgiveness of iniquity" is asymmetrically amplified with the addition of "and atonement of transgression." Could it be the rabbis feared that, rather than taking a leap of faith, we might use the leap month to leap into sin—that an extra entreaty for clemency might be in order?

In our American calendar, February's messages veer from Valentine's Day (that once seemed a virtuous celebration of love and now seems simply a celebration of sex-regardless-of-love) to Presidents Day (the amalgam of the birthdays of George "I cannot tell a lie" Washington and "Honest Abe" Lincoln, now morphed into a tribute to the integrity of car salesmen).

But First Adar is time found—a break from Judaism's unrelenting cycle of festivals. An extra month to bake hamantaschen. An extra month to wait before sending out Seder invitations. But to misuse intercalary time, our rabbis remind, is a crime.

Mazel Tovs

Mazel Tov to **Adam Kolett** on his new position as Director of North Dade Branch of the Greater Miami Jewish Federation.

Mazel Tov to **Matt and Lisa Goldberg** on the birth of their baby girl, Rachel Erica Goldberg.

Mazel Tov to **Myra Giberovitch** on the release of her new book, [Recovering from Genocidal Trauma: An Information and Practice Guide for Working with Holocaust Survivors](#). For more information about her book, please visit: www.myragiberovitch.com.

Deadline for news you would like to share in the March issue of the JCSA Newsletter is **Monday, March 3, 2014**. Contact info@jcsana.org.

Local Group Events & Updates

Association of Jewish Aging Services (AJAS) will host their Annual Conference **March 30-April 2** at the Riverfront Hyatt Regency in Jacksonville, FL. Go to their website at AJAS.org for more information.

International Association of Jewish Vocational Services (IAJVS) will join forces with the **Association of Jewish Family & Children's Agencies (AJFCA)** to plan and the **2014 joint Annual Conference**.

Dates: May 4th-6th

Location: Fairmont The Queen Elizabeth in Montreal, Canada

The theme for this year's conference is Inspiring Creativity in a Changing World.

Special guest speaker includes **Ofer Sharone**, Assistant Professor from MIT Sloan School of Management's Institute for Work and Employment Research.

For more information, please contact IAJVS at 215-854-0233 or go to IAJVS.org.

J - Pro Austin Lunch with **Rabbi Sid Schwarz, Senior Fellow at CLAL:**

The National Jewish Center for Learning and Leadership and Author of Jewish Megatrends: Charting the Course of the American Jewish Future

Topic: **Ways to Stay Motivated as a Jewish Professional and Deal with Everyday Challenges**

Monday, February 10th, Temple Beth Shalom Social Hall, TX 12:00-1:30PM

RSVP to Dana Epstein at dana.epstein@shalomaustin.org by February 7th

The Darrell Friedman Institute for Professional Development

at the Weinberg Center (DFI) presents the following workshops facilitated by: **Sarah Gershman**, Executive Speech Coach, GreenroomSpeakers.com:

How to Speak with Presence

(part of 3-part series on communication)

Date: **February 6, 2014**

Time: **12:00-2:00pm EST**

&

Difficult Conversations and Giving Feedback

(part of 3-part series on supervision)

Date: **February 6, 2014**

Time: **3:00-5:00pm EST**



L'Chaim: Exploring the Foundations of Jewish Life Today with **Dr. Erica Brown**

11:30-1:30pm; Weinberg Park Heights JCC sessions are as follows:

Building Relationships (2/12)

Community (3/19)

Intentional Philanthropy (4/9)

Leadership and Language (5/14)

Please go to www.thedfi.org to register and for more information on any of the above workshops.

All workshops are located in the Weinberg Park Heights JCC, in Baltimore, Maryland.

Join Tri State J Pro and Jewish Federation of Greater Philadelphia

Super Sunday Program on February 9th.

Join for networking, reconnecting, and exploring new collaborative opportunities with fellow Jewish professionals and a free lunch.

JPro Lunch from 1-2pm

Discussion led by: Dr. Carl A. Sheingold.

Featured Topic: Managing the Complexity of Communal Relationships

RSVP ASAP to Beth at brazin@jfgp.org

Please visit tristatejpro.org for more information.



J - Pro Oregon and the Jewish Federation of Greater Portland are offering a six-session exploration of Jewish leadership for Jewish communal professionals. Join as they experience the journey of six leaders who paved the road to Jewish destiny.

They are delighted that Rabbi Motti Wilhelm will lead the course and will work to have guest presenters (leaders from the community) share their experiences at each session.

For more information email

marc@jewishportland.org.

The course dates are as follows:

* **Tuesday -- March 4, 2014** *

• **Friday -- April 4, 2014** *

Please visit JewishPortland.org for more information

Graduate Programs and Information

The Graduate School of Nonprofit Management at **American Jewish University** will host its annual

Open House and Information Session

Date: Wednesday, February 12, 2014

Time: 5:00 p.m.

Location: Los Angeles, CA

The guest speaker will be **Nike Irvin**, VP Programs, California Community Foundation “**Cracking the Funding Puzzle: Five Myths about Charitable Foundations.**”

For more information visit www.mba.aju.edu, call 310-440-1279, or RSVP at mbaoffice@aju.edu. Meet students and faculty or visit a class. Free for nonprofits and the public.

Are you interested in completing your graduate education and becoming a top-notch professional in the Jewish communal world? Or do you know a motivated and talented person who would be interested in pursuing a career in the Federation system? The application is now open for the **FEREP (Federation Executive Recruitment & Education Program) Graduate Scholarship Program**. Funded by the **Jewish Federations of North America Mandel Center for Leadership Excellence**, the program recruits, supports and develops future professional leaders for the North American Jewish Federation System. The FEREP program awards up to \$40,000 over two years for specified areas of graduate study in return for a minimum two-year paid work commitment in a North American Jewish Federation. FEREP also provides supplemental professional and cohort development opportunities, and assists students with the placement process leading to a Federation position. The application deadline is Friday, February 14, 2014. To learn more and apply, visit www.ferep.org or email FEREPscholarship@jewishfederations.org.



Spertus Institute for Jewish Learning and Leadership is pleased to announce the **Midcareer Fellowships**. With the generous support of an outside donor, Spertus is able to provide scholarships to qualified students who begin the **Master of Arts in Jewish Professional Studies (MAJPS)** program in spring and fall 2014. The full cost of the two year program is \$15,000. Midcareer Fellows will receive a tuition reduction of \$6,750, equal to 45% of the total tuition. When combined with the Spertus scholarship available to MAJPS students, the student's share of the remaining tuition for the entire program is \$4,500.



To apply, visit the <http://tinyurl.com/kevzkwd>.

For more information contact: Stacey Flint, Director of Enrollment Management,



The Jewish Professional Leadership Program (JPL) 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. In addition to JPL, there are many areas of specialization, including Jewish Art and Visual Culture, Modern Jewish Studies and the new Israel Studies Track, as well as the new Jewish Ethics MA program. **The Graduate School's priority application is March 1st.**



The William Davidson Graduate School of Jewish Education, the largest pluralistic school of Jewish education in North America, offers **Master's Degrees in Jewish Education** with concentrations in Day School Teaching, Educational Leadership in Synagogues and Communal Settings. All students study pedagogy, experiential Jewish education and Jewish text and participate in hands-on training in their concentration area. Students are eligible for generous tuition fellowships of up to 100%. In-residence and online 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. **The priority deadline for MA and Keshet Hadash application is March 1st.**

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.

JCSA Benefit Plans

FUTURE FUNDING OF YOUR RETIREMENT PLANS MAY BE AT RISK!

Have **YOU** insured future deposits to your retirement accounts as many of your colleagues have?

You insure your car and home but has the protection of future deposits to your retirement accounts fallen through the cracks, subjecting you and your loved ones to a potentially devastating exposure due to the inability to work as a result of an unexpected disability?

Hopefully you have secured Long Term Disability Insurance in order to protect your income from unexpectedly being unable to work but this **DOES NOT** cover and protect your ongoing deposits to your Tax Sheltered Annuity or IRA to continue if you are unable to work.

JCSA Benefit Plans has developed a most unique program which will continue your annual deposits into your retirement plan if you should suddenly be unable to work due to an accident or illness.

If you have never thought of what shape your retirement plans would be in if you became disabled, that time is **NOW!**

Please contact our Administrators for further information and details on our upcoming open enrollment period so you too can comfortably insure that your retirement will stay on course in the face of the unexpected.

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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