

Inside this issue:

Work Above the Bull: What's In a Name?

Brenda Gevertz, JCSA Executive Director

Giving birth—to an idea, an organization, and especially to a baby—provides the awesome opportunity and responsibility of naming this creation. When we adopt a pet, develop a new program or write an article, we search for a name that “fits” by appearance, content or behavior. Selecting the wrong name may convey a confusing or negative image and in this era of branding; may set the course for consequences unforeseen and undesired.

Our sages recognized the importance and value of names and naming. Adam is given dominion over the animals and he then assigns names to them, Avram’s name changes to Abraham, important sites are named to reflect Divine presence and, as a people, we become the Israelites—forever wrestling with God, just as Jacob became Yisrael. A single name can stir an avalanche of associations. Just fill in the blank: the most evil character in history was _____.

For some time, The Jewish Communal Service Association of North America has wrestled with its name. Colleagues told us “Communal” sounded archaic. Younger career professionals challenged “Service.” People weren’t sure what it now means to be part of an Association. Fortunately “Jewish” and “North America” haven’t been questioned, but no one seemed to remember our acronym. We have been eager to make a change.

Changing a name can be done for all sorts of reason—superstitiously, to confuse the angel of death; when a nickname is outgrown; with marriage or maybe when Israelis find your Yiddish name comical... A name change can signal a change in status or direction. Organizations often change their names after mergers, restructuring or taking new direction. So it is with the Jewish Communal Service Association of North America.

We are not who we were and we are changing. We wanted our name to reflect the new reality, to be fresh, memorable and dynamic. In a relatively quick, democratic and collaborative process, we have selected the name JPRO Network. We vetted the name with a spectrum of colleagues, even after its popular field testing. The name “bubbled up” and was already in use by several of our local groups around the country: J Pro Miami (the originator of J Pro), J Pro St. Louis, ...Boston, ...Ann Arbor, ...D.C., ...Austin, ...Oregon, ... Tri-State/Philadelphia and ...New Jersey. PRO stands for **P**rofessional **R**esource **O**rganization, but if that gets lost over time we will be happy to be identified as the Jewish Professionals’ Network...it is, at our core, who we are.

As we adopt the use of our new name we are simultaneously reviewing the findings of our survey of professionals (with more than 4000 responses!) and engaged in a strategic change process. We will have much more to say about this in the months ahead as we rebrand and build our new website. We are clear and purposeful in the selection of JPRO Network. We are the individuals and organizations that link the professional Jewish community. We have the connections and engagement opportunities that inspire us to turn jobs into careers, form meaningful relationships, and give purpose to our work. We are your resource for opportunities as a Jewish community professional. We are your JPRO Network.

JCSA Annual Conference	2
JCSA Local Group Events; Employment Opportunities	3
Employment Opportunities Continued; Events & Updates	4
Giving Purpose to Our Work; Mazal Tovs	5
Graduate Schools; Grant/Award Applications	6
JCSA Benefit Plans	7

Deadline for news you would like to share in the May issue of the eNews is Wednesday, April 30, 2014.

JCSA Newsletter is *Monday, May 1, 2014*. Contact info@jcsana.org.

Direct your Career at the 2014 JCSA/JPRO Network Annual Conference

RECALCULATING: GENERATING PROFESSIONAL SUCCESS

Wednesday, May 28, 2014

AT UJA-FEDERATION OF NEW YORK

THIS FULL DAY OF PROFESSIONAL DEVELOPMENT FEATURES

SOME OF YOUR FAVORITE PRESENTERS INCLUDING

Miriam Brosseau | David Bryfman | Alan Cooperman | William Daroff
Mindy Eklove | Scott Kaufman | Esther Kustanowitz | Deborah Grayson Riegel

WORKSHOPS ON IMPORTANT TOPICS SUCH AS

Conflict Resolution | Career Building Skills | Public Speaking in the Digital Age
Networking and Social Media | Millennial Outreach | Israel Advocacy Campaigns

TAKE ADVANTAGE of special 1:1 interview/resume building sessions. Early Bird Registration through May 9th.

KEYNOTE ADDRESSES

Rabbi David Ellenson, Ph.D.

Chancellor, Hebrew Union College
Jewish Institute of Religion



Rabbi Joy Levitt

Executive Director
The Manhattan JCC

Dr. John Ruskay

The Transition Interview

Executive Vice President & CEO at UJA-Federation of New York



REGISTRATION IS OPEN

Special pricing available for Younger Career Professionals

REGISTER HERE: <http://tinyurl.com/JCSA-JRONetwork2014>

GET IN THE PICTURE AT THE JPRO PHOTOBOOTH!

2014 ANNUAL CONFERENCE PLANNING COMMITTEE

Rachel Litchman Shanken & Ezra Shanken, Co-Chairs

Matthew Ackerman, Ben Brown, Brian Cohen, Amy Cooper, June Fortess, Alisha Goodman, June Gutterman, Esther Kustanowitz, Julia Levy, Andrea Fram Plotkin, Hindy Poupko, Shannon Sarna, Eva Stern, Becky Voorwinde, Naomi Korb Weiss, Emily Welikson & Mark S. Young

Jewish Communal Service Association of North America

JCSA
Connecting & Enhancing Professional Leadership

Questions:
Contact the JCSA/JPRO Network
office info@jcsana.org

JPRO
NETWORK

www.JCSANA.org

JCSA Local Group Events & Updates

The Darrell Friedman Institute
for Professional Development



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

11:30-1:30pm, EST; Weinberg Park Heights JCC sessions are:

Intentional Philanthropy (4/9)
Leadership and Language (5/14)

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

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

Advancing Jewish Professionals of NYC

Presents

Breakfast with the Exec Series
featuring

DANA RAUCHER

Executive Director,
Samuel Bronfman Foundation

Date: Tuesday, April 8, 2014

Time: 8:00 - 9:30 AM, EST

at UJA-Federation of New York

Register today!

www.tinyurl.com/lumm7mx



JPro St. Louis invites you to a Free Program
CREATING CHANGE FROM WITHIN



For board members, volunteers,
professionals and the community.

Date: Wednesday, April 9, 2013

Time: 6:30 - 9:00 PM, CST

For more details visit

www.millstonestl.org or email Marci Mayer Eisen
meisen@jfedstl.org

Jewish Communal Professionals of Southern California

Announces

RECHARGE, REVIEW AND RENEW

Date: Wednesday, May 28, 2014

This full day conference will take place
at American Jewish University

Reserve your spot today! <http://jcsocal.org/programs/>
Mark your calendars!



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!

The Jewish Federation of Greater Indianapolis is significantly expanding its professional staff and seeking a Senior Development Officer, a Director of Community Planning and Engagement, a NEXTGen Director, and a Director of Women's Philanthropy. Successful candidates will be passionate, innovative and dedicated to working with a growing and dynamic Jewish community, with strong lay leaders and be a team player who is an independent thinker. Please send resumes and cover letters to careers@jfgi.org.

The Jewish Federation of Cleveland is seeking a Communications and PR Manager. The candidate will develop dynamic, strategic marketing approaches to write compelling communications materials, build strong relationships with media, and develop and maintain a streamlined editorial calendar. For candidates that are innovative and dynamic with five-seven years of experience, please send resumes and writing samples to careers@jfcleve.org.

American Jewish Committee seeks a Director of Alumni Engagement and an Impact & Performance Analyst. The Director of Alumni engagement candidate will support the expansion of Project Interchange's alumni program. Project Interchange is an educational institute of AJC dedicated to connecting worldwide leaders with Israel. The Impact & Performance Analyst is a one-year contract based position in which they will research and manage data aspects for their programs and donations. For more information, contact Janet Becker, Director, Strategic Implementation & HR at beckerj@ajc.org.

Hillel International is announcing their Engage2Education (E2E) Fellowship supported by the Maimonides Fund. The E2E Fellowship is geared to expand the number of Jewish educators throughout the Hillel network over the next 3-5 years. The goal is to attract 10-15 budding Jewish educators to Hillel each year for the next three years, providing Jewish college students in North America with access to great Jewish knowledge and richer Jewish experiences. For more information about this initiative, please contact E2EFellowship@hillel.org.

Employment Opportunities Continued

The **American Committee for the Weizmann Institute of Science** seeks a Development Executive to join their team. This professional will be based in New York City and focus primarily on Manhattan, Westchester County (NY), and Fairfield County (CT). The Development Executive reports to the Executive Director, New York Tri-State Region, and solicits major gifts, face-to-face, and develops and implements fundraising and leadership development programs. Visit <http://www.mrmhv.com/refresh/templates/careers.php?id=25> for a full job description. Email resume and cover letter to Tom Damewood, President of Management Recruiters – Mid Hudson Valley at tdamewood@mrmhv.com. Learn more about ACWIS by visiting www.weizmann-usa.org.

THIS IS A PAID ADVERTISEMENT

Events & Updates

International Association of Jewish Vocational Services (IAJVS) is joining forces with the **Association of Jewish Family & Children's Agencies (AJFCA)** to provide the **2014 Joint Annual Conference**.

May 4-6, 2014



Location: Fairmont Hotel 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 www.IAJVS.org.



Join **American Jewish World Service** for the AJWS Policy Summit on Capital Hill

May 11-13, 2014

Washington Court Hotel in Washington D.C.

Participants will hone their advocacy skills and meet with congressional representatives to urge them to use their power as policymakers to bring about change.

For more information about the conference, including registration, transportation, lodging, and scholarships, please visit www.ajws.org/summit or contact summit@ajws.org.

Join Or Mars and No'a Gorlin for an in-depth look at successful alumni networks in the Jewish world!

Wednesday, April 9, 2014, 2:00 - 3:00 PM EST

Register by visiting www.schusterman.org/nettalks



The conversation with Or and No'a is part of the **#NetTalks Alumni Engagement Webinar Series** hosted by the **Schusterman Philanthropic Network** and **Jim Joseph Foundation**. It is designed for Jewish professionals who want to learn how to catalyze alumni networks and create best-in-class alumni experiences.

Jewish Home Lifecare invites you to the 2nd Annual Himan Brown Symposium

THE ECONOMICS OF AN AGING SOCIETY

May 12, 2014, 5:30 - 8:30 PM EST

Featuring Jason Furman, Chairman of the Council of Economic Advisors

Questions? Contact Andrea Fram Plotkin, aplotkin@jewishhome.org, 212.870.5053 or visit www.jewishhome.org

Don't miss out on **The Weiner Center at UJA-Federation of New York's** exciting May workshops!

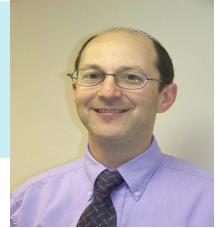
- ◆ MANAGING UP on Wednesday, May 7, 2014 9:00 - 12:30 PM
- ◆ STRENGTH BASED PROBLEM SOLVING FOR TEAMS on Thursday, May 8, 2014 9:00 - 12:30 PM
- ◆ GREENING SEMINAR: HOW TO MAKE LASTING BEHAVIOR CHANGE on Monday, May 12, 2014 9:00 - 12:00 PM
- ◆ WORKING EFFECTIVELY WITH DIFFERENT COMMUNICATION STYLES on Thursday, May 15, 2014 9:00 - 12:30 PM
 - ◆ THE EMOTIONALLY INTELLIGENT LEADER on Monday, May 19, 2014 9:00 - 4:00 PM
- ◆ Visit www.ujafedny.org/workshops/ for full details or contact wienercenter@ujafedny.org



Save the Date for a Community Conversation on LGBTQ Engagement on **Friday, June 20, 2014 9:00 - 2:00 PM, EST** at UJA-Federation of New York. Contact Melanie Schneider, schneiderm@ujafedny.org, for more information

Giving Purpose to Our Work

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



לְכֹן אָמַר לְבְנֵי-יִשְׂרָאֵל, אֲנִי ה', **וְהוֹצֵאתִי אֶתְכֶם מִתַּחַת סְבֻלַת מִצְרַיִם, וְהִצַּלְתִּי אֶתְכֶם מֵעַבְדוֹתָם; וְגִאֲלַתִּי אֶתְכֶם בְּזִרְעוֹת נְטוּיָה, וּבְשִׁפְטִים גְּדֹלִים. וְלִקְחֹתִי אֶתְכֶם לִי לְעַם, וְהִיִּיתִי לְכֶם לֹא-לֵהִים; וַיִּדְעֹתֶם, כִּי אֲנִי ה' אֱלֹהֵיכֶם, הַמוֹצִיא אֶתְכֶם, מִתַּחַת סְבֻלֹת מִצְרַיִם. וְהִבֵּאתִי אֶתְכֶם, אֶל-הָאָרֶץ, אֲשֶׁר נִשְׁאַתִּי אֶת-יָדִי, לָתֵת אֶתְהָ לְאַבְרָהָם לְיִצְחָק וּלְיַעֲקֹב; וְנָתַתִּי אֶתְהָ לְכֶם מוֹרָשָׁה, אֲנִי ה'.**

*And therefore say to the children of Israel, I am the Lord. And **I will take you out** from under the burdens of Egypt, and **I will save you** from your servitude, and **I will redeem you** with an outstretched arm and with great punishments. And **I will take you for myself** as a nation, and I will be your God. And you will know that I am the Lord your God, who took you from under the burdens of Egypt. And **I will bring you to the land** which I swore to give to Abraham, Isaac, and Jacob. And I will give it to them as an inheritance. I am the Lord.*

The four glasses of wine at the Seder are based on the four verbs of redemption—bring out, save, redeem, take for myself—in Exodus 6:6-7. A fifth verb in verse 8—bring in—gives rise to the notion of a fifth cup, the cup of Elijah. On Pesach, we reflect on all God did for us amid the wonders of Exodus, and our tradition calls on us to see ourselves as experiencing this miracle personally. Our tradition also teaches us that we are created in God's image. So if God brings out, saves, redeems, takes for himself, and brings in, what can I bring out, save, redeem, take for myself, and bring in?

V'Hotzeiti / And I can bring out from myself all that I have—my talents and my energy, my love and my dedication—to serve my people.

V'Hitzalti / And I can save Jews from their distress—to nourish, comfort, protect, and rescue—in whatever way I can.

V'Ga'alti / And I can redeem a Jewish future that Pew reports and Mullahs tell us cannot be. As God foretold of redemption even before our servitude in Egypt began, so too can I see the future of my People, beyond today's challenges and threats, secure and strong, fulfilling our promise to be the nation by which all nations are blessed.

V'Lakachti / And I can take for myself my inheritance, my birthright, my tradition, to treasure it, to give meaning to my own life and to fulfill an age-old covenant that binds me to my God, my People, and the land of Israel.

V'Heiveiti / And I can bring in those for whom the four cups are but a wine-tasting, for whom Exodus and Redemption are just the names of movies.

“*Lo alecha hamlachab ligmor.*” I lack the capacity to finish the work myself, but through my efforts and my contributions, and with your efforts and yours, we can. And we do.

Chag Sameach.

Mazel Tovs

Mazel Tov to **Jenna Fields** recently appointed Director, Caring for Jews in Need, for The Jewish Federation of Greater Los Angeles.

Mazel Tov to JCSA Board Member, **Alisha Goodman** on her new position as the Director of Development for the Schecter Day School Network.

Mazel Tov to JCSA Member Organization **FECS** for their recognition of Employment Programs for Unemployed Older Workers by the New York Times. Visit this link to read the full article www.tinyurl.com/lotnvk8.

Mazel Tov to Rodkin Award Winner, **Stephanie Rosenau** on her engagement to Martyn Swift.

Mazel Tov to **Carol Brick Turin**, Director of the Miami JCRC, on her prestigious appointment to the Miami-Dade Community Relations Board as well as being elected President of the Community Relations Council Directors' Association.

Mazel Tov to **Lani Hart** on her recent appointment as Assistant Director at the Mandel Center for Leadership Excellence at the Jewish Federations of North America.

Mazel Tov to **Ezra Shanken**, Co-Chair of JCSA's Annual Conference, on his selection as the new CEO of the Vancouver Jewish Federation.

Graduate Schools

WURZWEILER SCHOOL OF SOCIAL WORK Certificate in Jewish Philanthropy Fall 2014

- o Integrated classroom instruction
- o The Art and Science of Fund Raising
- o The Jewish Philanthropic Tradition
- o Fund raising Internship with one-on-one professional mentoring
- o Exposure to leading Jewish philanthropists and fund raisers

Convenient Times and Locations

- o Classroom Option: After-work evening sessions at easily-accessed midtown Manhattan location
- o Online Option: Hybrid of live interactive presentations, pre-recorded media and other materials

Tuition: \$3,500 per Fellow

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



Yeshiva University
WURZWEILER SCHOOL OF SOCIAL WORK



Obtain your graduate degree at
The Jewish Theological Seminary

New and Expanded MA Programs in

- MA in Jewish Ethics
 - MA Jewish Professional Leadership Program Dual Program with Columbia University
 - MA in Modern Jewish Studies - Israel Track
- Visit www.jtsprograms.com for more information

Davidson Graduate School of Jewish Education

- MA in Jewish Education
Online and In-Residence

Visit www.jtsa.edu/The_Davidson_School.xml for more information

Questions? Contact Abby Eisenberg, Director of Admissions, at abeisenberg@jtsa.edu or (212) 678-8032.



AJU MBA The **Graduate School of Nonprofit Management at American Jewish University (AJU)** is hosting an Executive Leadership Series on **April 30, 2014 from 4:00 – 7:00 p.m.** The six-session series, “Where Passion Meet Progress,” gives participants an inside look into the internal workings of an industry leading organization – including human resources, financial and banking solutions, social media marketing, management, and trends in corporate philanthropy. All seminars will take place on the campus of AJU located at 15600 Mulholland Drive, Los Angeles 90077. For information and registration visit www.wfmb.aju.edu or call 310-440-1279.

Grant/Award Applications

The Ralph I. Goldman Fellowship

Applications are open for the Ralph I. Goldman (RIG) Fellowship in International Jewish Services, JDC’s premier leadership opportunity for the world’s top Jewish young professionals. The award is a leadership award that exposes, confronts, and enriches a talented rising leader through direct exposure and access to multiple communities and key challenges confronting the Jewish people. RIF Fellows receive a stipend and benefits. Applications are due **May 30, 2014**. Please email globalservice@jdcny.org or go to <http://jdcntwine.org/ralph> for more information.

**CHAG PESACH SAMEACH
FROM YOUR FRIENDS AT
JCSA/JPRO NETWORK**



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

April 2014 Volume 12, Issue 7

25 Broadway | Suite 1700 | New York, NY 10004
Phone: 212.284.6945 | Fax: 212.284.6566 | info@jcsana.org

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!