February 2015 eNews
Volume 13, Issue 6

We are proud to showcase our redesigned and reformatted February eNews. With this new style we are able to showcase our local groups, member agencies, affiliated graduate programs and more. We want this eNewsletter to be useful for you, our readers. All of these great resources are just a click away! We are looking forward to continuing to make it easy for you to connect with resources in the Jewish community.

We recently went through a strategic change process during which we examined many aspects of our organization including changing our name, updating our mission and rebuilding our website. As your professional association for 115 years, we need to refresh as our field and society are constantly evolving. It is vital for an organization to stay up to date with current offerings and adapt itself accordingly. Thus, we have heard what you want in an organization and are here for your needs. We are your Jewish Professional Resource Organization and we hope that you reach out to us with comments, suggestions or questions. We are looking forward to a great year ahead.

Emily Welikson - eNewsletter Editor
Program Coordinator, JPRO Network

WORK ABOVE THE BULL: All in the Family
Brenda Gevertz, JPRO Network Executive Director

We hope you are enjoying reading the latest issue of the Journal of Jewish Communal Service, "All in the Family: Diversity in the Jewish Community." As an outgrowth of conversations with our colleagues at the Wurzweiler School of Social Work at Yeshiva University, following a compelling conference on the Changing Jewish Family, we were excited by the topic and eager to engage expert scholars and
Content in Schools and was the JCSA Young Professional Award winner in 2013. Setting the record straight has always been important to Aliza. What began with writing letters to the editor finds perfect expression at ICS, which dramatically improves the accuracy of K-12 education on Jews, Judaism, and Israel. As the first full-time staff member of ICS, Aliza has enjoyed building a small and mighty team and proven strategy to effect widespread change in education. Aliza and ICS have been recognized nationally for innovation and impact, including... (To view the rest of Aliza’s profile, click HERE.)

Stay updated on JPRO Network offerings...

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practitioners in exploring the many ways Jewish families are changing, why this was happening, the impact of the changes, obstacles to acceptance and related concerns. We could not know, as we began to consider potential subjects and assemble an astute Editorial Committee that so many of these matters would garner the community’s attention and become more readily assimilated in such short time. The rapidity and constancy of change has become a societal norm that impacts the Jewish community as it does society in general. In spring, 2012, there were two states in the U.S. that recognized same-sex marriage. With the overturn of the Defense of Marriage Act in 2013, more than 20 states now recognize same-sex marriages and that number continues to increase. Just a few years ago, many community agencies and institutions found it “impossible” to meet the needs of individuals and families with disabilities. Today, synagogues, camps and numerous major institutions of Jewish life have inclusion policies. And, with the release of the Pew Research Center’s Portrait of Jewish Americans in the fall of 2013, we have real data delineating the diversity of our community. You can obtain a copy of this latest issue of the Journal HERE.

The Journal of Jewish Communal Service has been a significant resource on trends, developments, research and practices within the Jewish community. We are proud of the significant contributions that the Journal has made to our field and community. Yet, we also know that people access knowledge very differently today than when the Journal was founded. As part of JPRO’s renaming and rebranding process we conducted a broad survey of our constituents and we want to be responsive to these changing practices. Just as professionals need time for reflection and renewal, it is now time for this Journal to pause and consider what new directions it may take. Your guidance and recommendations are most welcomed! We would love to hear your suggestions on the knowledge you seek and the formats you use for obtaining it.

In January, I had the privilege of accompanying our 2014 JPRO Award Winners on a specially designed Rodkin Educational Seminar to Budapest and Israel. This dynamic group of young professionals explored issues ranging from Jewish identity to religious pluralism, security and entrepreneurship with some of the leading thinkers, activists and practitioners. Here are just a few of the pictures from the Rodkin Seminar.
Have we forgotten an important step?

As we commence 2015 and continue the debates of today's Jewish world, I wonder if it's finally time we properly defined who WE are - the Jewish professional (formerly Jewish communal worker). This is not a new issue but one that has lingered for generations. Unfortunately, the ambiguity has its consequences. JPRO Network organizes Jewish professionals, provides training, advocates for clearer career paths, stronger compensation, and effective management. It's difficult to nurture a workforce whose definition remains unclear.

Dr. Chip Edelsberg, Executive Director of the Jim Joseph Foundation, has frequently broached this definitional challenge at JPRO Board meetings. He has prompted me to reflect on the definition’s importance. If we are to create standards for what Jewish Professionals need to know and how each should be valued so talent are retained and enriched: we need to know... (To continue reading, click HERE)
members.

There is now a single, easy to navigate resource that will enable you to find the plan that best fits your family's needs and be able to apply for tax credits if eligible under the Affordable Care Act.

General Open Enrollment period for the Affordable Care Act will end on February 15, 2015 unless you have an eligible life qualifying event.

For assistance with comparing and securing Health Insurance or any of the following additional coverages:

- Major Medical
- Short-Term Medical Insurance
- Dental Insurance
- Accident Insurance

CALL TODAY!
Telephone 866-899-0458
E-mail bsilberberg@ceteraadvisors.com
Website www.getinsured.com/jpro

I Understand You May Be Able to Help Me
By Brian Silberberg, JPRO Benefit Plans Administrator

These very words of introduction are being repeated on a consistent and troubling basis today. The extent to which members are living day to day with poor or no healthcare coverage at all due to cost, pre-existing conditions and an overall sense of paralyzing confusion about healthcare today, is very troubling. The very nature of being able to assist someone with reaching their retirement goals and dreams and/or being able to protect themselves and their family always leaves me gratified and enriched.

The recent launch of the JPRO Healthcare Program and the value and impact that this program has had on the lives of some of our members has provided me with a level of fulfillment not previously experienced. To be able to successfully assist a member in need with the navigation of the complexities of healthcare today and secure much needed coverage is profoundly rewarding.

We are proud and pleased to have been able to provide a much needed healthcare resource for our members and their loved ones. The 2015 Open Enrollment Period ends on February 15, 2015 so please take advantage of this opportunity if you need assistance.
LOCAL GROUPS

JCPSC, Los Angeles, CA  
JPro San Diego, San Diego, CA  
JPro DC, Washington, D.C.  
JPro Miami, Miami, FL  
J-Pro Boston, Boston, MA  
DFI, Baltimore, MD  
JPro, Ann Arbor, MI  
JProStl, St. Louis, MO  
JPRO New Jersey, NJ  
AJP, NY  
JPro Portland, Portland, OR  
TriState JPro, Philadelphia, PA  
Pittsburgh Jewish Communal Network, Pittsburgh, PA  
J-Pro Austin, Austin, TX

JCPSC  
Fundraiser's Forum: Fundraising Events, Love them - Hate them. Logistics, Budgeting and Maximizing Donor Opportunities: Before, During and After  
Date & Time: Thursday, February 26, 2015; 6-8 PM PDT  
Location: The Jewish Federation - Room A (6505 Wilshire Blvd, Los Angeles)  
Cost: $5 for JCPSC Members/$15 for Non-Members

Moderators: Randy Lapin, Chief Philanthropy Officer, Jewish Vocational Service of Los Angeles  
Aaron Herman, Assistant Director of Development, Western Region, HUC-JIR

Panelists: Laura Abell, Event Director, The Jewish Federation of Greater Los Angeles  
Yolanda Guerrero, Director of Development, City of Hope

For more information, visit: [http://jcpsocal.org/programs/](http://jcpsocal.org/programs/).

AJP-NYC  
An Introduction to Ideation & Design Thinking  
Date & Time: Tuesday, February 24, 2015; 6:00-8:00 PM EDT  
Location: Foundation for Jewish Camp (253 West 35th Street, 4th Floor)

Join AJP for a workshop on design thinking, a paradigm-breaking tool that can help you and your colleagues find innovative solutions to workplace challenges. Facilitated by PresenTense, this training will introduce you to different ideation techniques including idea generation, empathy, and rapid prototyping. Network with colleagues from across NYC, learn powerful tools to deepen and harness your creativity and
bring back useful information to your work teams!

For more information, go to http://tinyurl.com/p7eh3zz.

**JPro Portland**

In January, the Jewish Federation of Greater Portland and the entire community recognized retiring Jewish professional, Laurie Rogoway for her 37 years of service to the community, 31 of which she spent at the Jewish Federation. In honor of her exemplary leadership, the Federation created the Laurie Rogoway Jewish Communal Professional of the Year Award to be awarded each year to other inspiring Jewish communal professionals.

Pictured above is Portland Federation colleagues with retiree Laurie Rogoway (2nd from the right).

**JPro Miami**

**Network Ninja with PresenTense**

*Date & Time:* Thursday, March 19, 2015; 8:30-10:30 AM, EDT

*Location:* 4200 Biscayne Blvd, Miami

*Cost:* Free for JPro Miami Members, $10-Non-Members

*Presenters:* Sara Weinreb, Director of Programs and Business Development, PresenTense

Naomi Korb Weiss, CEO, PresenTense

For more information, contact Yaris Gonzalez at JPro@GMJF.org or call 786-866-8411.

**JProStl**

On January 29th, JProStl held its 10th Annual Recognition Luncheon at the St. Louis Jewish Community Center, Staenberg Family Complex. More than 340 people attended. Karole Green, President of the Lubin-Green Foundation, a supporting foundation of Jewish Federation of St. Louis, was honored for the Foundation’s long-term commitment to professional excellence and JProStl.

Honorees included Tova Greenblatt (Esther Miller Bais Yaacov) for Career Achievement, H.Lee Rosenberg (United Hebrew Congregation) with the Mentor award, Patty Bloom (Saul Mirowitz Jewish Community School) with the Pillar award, Peggyl Landsbaum (JCC) for Dedication, Jill Grossman (JCC) for Chessed/Kindess, Chanie Winter (H.F. Epstein Acadmey) and Marty Schaeffer (Kol Rinah) for Education, Lee’at Bachar (Jewish Federation of St. Louis) and Amanda Radman.
MAZAL TOV to all the award honorees.

JProStl continues their Innovations series with 2 upcoming programs this spring:

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<tr>
<th>Date/Month</th>
<th>Topic</th>
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<td>Tuesday, February 10, 2015</td>
<td>Power of Dialogue</td>
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<td>March</td>
<td>Power of a Clear Message</td>
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<td>April</td>
<td>Power of Presenting</td>
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<td>Thursday, May 14, 2015</td>
<td>Gefilte Fish Tank</td>
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For more information, contact Marci Mayer Eisen at meisen@jfedstl.org or 314-442-3810.

TriState JPro
JPro at JFGP Super Sunday
Date & Time: Sunday, February 8, 2015; 1PM EDT
Location: Barrack Hebrew Academy
Join other Jewish Communal professionals for lunch and a community conversation with Naomi Adler, Federation's CEO at Super Sunday. After lunch, join the hundreds of volunteers from the community in making phone calls to help raise the vital dollars needed to support the Jewish community.

For more information, and to register, go to: https://www.jewishphilly.org/get-involved/super-sunday-2015

MAZAL TOVS

Mazal tov to KB and Lenny Goodkin on the birth of their second son, Judah Louis, Yehuda Leib.

GRADUATE PROGRAMS

California
Hebrew Union College
American Jewish University

Illinois
Spertus Institute of Jewish Studies

Maryland
Towson University

Massachusetts
Hornstein Program at Brandeis

Michigan
University of Michigan Jewish Communal Leadership Program

New York
The Jewish Theological Seminary of America Jewish Studies & Social Work Program
The Jewish Theological Seminary of America Jewish Studies & Public Administration Program
Wurzweiler School at YU

Pennsylvania
Gratz College

Please go to the JPRO Graduate Programs Page for more details of the above schools and programs.

FEATURED SCHOOL:

The University of Michigan’s Jewish Communal Leadership Program (JCLP) has received an unprecedented number of applications for Fall 2015 entry. JCLP offers a distinctive graduate educational opportunity for emerging leaders committed to helping Jewish communities meet 21st-century challenges while also addressing broader social concerns. For more information and to learn about tuition scholarships, visit their website: [http://ssw.umich.edu/offices/jewish-communal-leadership-program](http://ssw.umich.edu/offices/jewish-communal-leadership-program). For Fall 2015 they will continue to accept applications as space permits; please contact Dr. Andrea Siegel with inquiries.

GIVING PURPOSE TO OUR WORK: D’Var Torah by Arthur Sandman

**Hatikvah bat shnot alpayim lahiot um’veyi b’arzenu**

The hope of two millennia: To be a free people in our land.

These eight words are, I think, the essence of Hatikvah. They essentially mechanize-perhaps secularize-
what our prayers expressed throughout the twenty centuries of dispersion following the Roman razing of Jerusalem in the year 70. Daily in the Amida Jews would say, v’tchezenah eineinu b’shuvecha l’Tzion—may our eyes behold Your return to Jerusalem. But from the first murmurings of political Zionism, the debate was defined. Would the Jewish state be a place where all Jews could go, or would it be the place where all Jews must go?

After all, Diaspora has a long history. Abraham no sooner arrived in the land on his sojurn from Ur than he set off to Egypt for famine. If ever there was a time when all Jews lived in Israel, it was early on in our history. We know that yet in biblical days, only a portion of Babylon’s Jews returned with Ezra and Nehemiah. And when Titus brought Judea's slaves back to Rome, they joined a local Jewish community already centuries old.

Yet, even four years ago, when I joined The Jewish Agency for Israel amid the unfolding of a new strategic plan that presumed that Aliyah was a choice only some diaspora Jews would come to-and...

(To continue reading, click HERE)

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EVENTS AND UPDATES

The Wiener Educational Center at UJA-Federation of NY

Strategic Storytelling to Recruit and Inspire Donors and Volunteers

Facilitator: Deborah Grayson Riegel, Coach, Trainer and Speaker, MyJewishCoach

Date & Time: Thursday, February 12, 2015; 9AM - 2:30PM EDT

Location: UJA-Federation of NY (130 East 59th Street, NY)

Cost: $95—includes a light breakfast

Other Workshop topics include: Leading Green: Creating a Sustainable Future for the Jewish Community and Beyond (2/10/2015), Strategic Storytelling to Recruit and Inspire Donors and Volunteers (2/12/2015), Communicating with Challenging People (2/24/2015), Created Equal: Men, Women and The Ethics of Shared Leadership (3/3/2015), Leader as Facilitator (3/9/2015), Executive Presence for Women in Leadership (3/24/2015), Introduction to Strategic Planning (5/6/2014), and Managing Priorities: Your Time and Your Work (5/14/2015)

For details and registration, go to: http://www.ujafedny.org/workshops/view/131.
AJAS

2015 Annual Conference
Dates: February 22-25, 2015, Location: Hilton La Jolla Torrey Pines, San Diego, CA

The theme of this year’s conference is “Strength in Membership-United in Mission”. The conference will consist of keynotes, breakouts and roundtables. There will also be a new concept introduced, AJAS Speaks. This session will include five-15 minute presentations by selected speakers on inspiring topics. There will also be a Boot Camp series that will focus on Development/Fundraising and Marketing. The conference offers great educational value and numerous networking opportunities.

For more information, go to [http://tinyurl.com/plk8czu](http://tinyurl.com/plk8czu).

EMPLOYMENT OPPORTUNITIES

Below is a list of Job openings in the Jewish communal sector.

Executive Director, Synagogue Council of Massachusetts (SCM)
Administrative Assistant of Programs, Bend the Arc

Director, Empowerment of Families with School-Age Children, THE PARTNERSHIP for Jewish Learning and Life

Women’s Philanthropy Manger, Jewish Federation of Monmouth County

Jewish Programming Director, Jewish Community Center
Overnight Camps

Director of Jewish Learning, JDC Entwine

Director of College Hillels, Hillel International

Young Leadership openings in Denver, Detroit, Louisville, Miami, Richmond and San Antonio, as well as Women’s Philanthropy openings in Kansas City, New Jersey and Richmond, Jewish Federations of North America’s Mandel Center for Leadership Excellence

Please go to the [JPRO Job Board](http://) for other employment opportunities.
professionals to contribute to the vitality of their communities, supporting career growth and serving as the central resource for professional development.