



Your Jewish Professional Resource Organization

[JOIN JPRO](#)

[ABOUT US](#)

[JOURNAL](#)

[LOCAL GROUPS](#)

March 2015 eNews

Volume 13, Issue 7



WORK ABOVE THE BULL: What's Your Personal Brand?

Brenda Gevertz, JPRO Network Executive Director

At a recent program, the speaker made a point of self-introduction, placing his name on the PowerPoint screen surrounded by the logos of the various schools he had attended. It was impressive and conveyed the message that he was well educated and perhaps brilliant. Not long after, a colleague introduced herself with selected logos from places she had worked, certainly an impressive and visual introduction to her career path. A new trend? Not quite, but certainly technology is supporting our self-branding.



It seems that the concept of personal branding has been around for decades and social media has helped to spread the concept. We can all think of personal branding that immediately stands out-Donald Trump's name on all of his buildings and projects, Oprah's "O" or even a colleague's repeated practice of always wearing a bow tie or a special color. I know that certain Facebook friends will always post about the weather or frequently refer to a chocolate addiction. This is building a brand, as well.

References recommend that individuals, as well as organizations, need a vision and mission statement. This is a first step in building a brand. We may not have specifically articulated our "personal brand" but it is likely that we all have values and issues that are important to us. As Jewish community professionals, Jewish values inform and motivate our work. They are the foundation of our collective brand and define our field. While these values are an important part of Jewish community practice, it may be difficult to articulate or integrate them into your personal brand. JPRO works to make Jewish values, skills and knowledge accessible to all of us working in the Jewish community. We believe that the seamless integration of Jewish values into one's personal brand-regardless of religious affiliation-will ensure that we advance the community's work on an ethical and secure foundation.

This is a bold statement, but to turn away from the very foundation of our work is to abandon our core principles. To be a Jewish community professional is to embrace the honored values of Jewish tradition and to be branded in their strength.



Featured Professional: Ira J. Dounn

Inspiring Jewish Teens



Ira J. Dounn is the Director of Jewish Enrichment for BBYO's Eastern Hub and was the JPRO Young Professional Award winner in 2014. From a young age, Ira was interested in the question "why?" After graduating from the University of Chicago (which gave him the tools to ask this question in more sophisticated ways), Ira went to Israel for two years of yeshiva study, received an MA in Jewish Education from Hebrew College, and is currently a rabbinical student at the Academy for Jewish Religion (AJR) in New York. Ira comments, "One of the most meaningful parts of the job is seeing a teen leader, after months of work and ..."

(Continue [HERE](#) .)



Featured Affiliated Agency

JPRO welcomes our newest organizational affiliate:
The Mussar Institute

The mission of the [Mussar Institute](#) is to inspire individuals, organizations and communities to engage in the study and practice of Mussar, a Jewish spiritual path that leads to awareness, wisdom and transformation.

To connect with the Mussar Institute, click [HERE](#) .



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



AJP-NYC

The 90-Minute MBA + Mixer

Date & Time: Tuesday, March 10, 2015; 6:30 to 10:00 PM EDT

Location: JCRC (14 Penn Plaza, 225 West 34th Street, Suite 1607, NY, NY 10122)



[The 90-Minute MBA](#) is a crash course in applying business-world thinking to your organization. Don't miss this interactive seminar with [Yoni Heilman](#), where you'll learn the fundamentals of business strategy, using the organizations in the room as case studies!

Afterward, keep the conversation flowing at a mixer with entrepreneurs, Jewish professionals, and friends. Yoni will also be available after the seminar for a limited number of free consulting slots.

Register [HERE](#) by **March 5th** for the **\$8** early bird rate!

This program is a partnership between the PresentTense Group and Advancing Jewish Professionals of NYC, with support from JCRC-NY.

For more information, click [HERE](#).

JPro Miami

Network Ninja with PresentTense

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, PresentTense

Naomi Korb Weiss, CEO, PresentTense

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



Programs to look forward to:

There will be an end of the year luncheon with comedian Benji Lovitt. The luncheon will honor a JPro Professional with an Award. The winner of the award will receive \$500 toward Professional Development. Information for the award will be available at the end of March.

JProStl

The Next Big Idea Series

JPro St. Louis continues their year-long series on innovation, **The Next Big Idea** with the "Power of a Clear Message" in March and the "Power of Presenting" in April. JProStL is excited about their first Gefilte Fish tank on Thursday, May 14. Based on the show Shark Tank, the program will feature presentations, celebrity judges, audience voting, and prizes.



Date/Month	Topic
March	Power of a Clear Message
April	Power of Presenting
Thursday, May 14, 2015	Gefilte Fish Tank

For information, contact **Marci Mayer Eisen** at meisen@jfedstl.org or call 314-442-3810.

For more information about JPro St Louis, including videos and photos from their 10th Annual

Recognition Luncheon, click [HERE](#) .

The Darrell Friedman Institute (DFI) for Professional Development at the Weinberg Center Baltimore, MD



DFI provides training and leadership development opportunities to professionals and lay leaders serving the Jewish community. Professional staff participation in workshops is covered by supporting organizations annual fee. If your organization does not pay a fee to DFI, the cost is \$36 per workshop, unless otherwise indicated.

A Taste of Melton

Rabbis David Greenspoon and Larry Ziffer

Tuesday, March 10

Listen, learn and select your topic of choice for a series of Jewish learning with your colleagues.

For additional program listings, click [HERE](#) .

JPro NJ

The Present Moment in Jewish History: Challenges and Opportunities

Date & Time: Friday, April 24, 2015 9 AM-12 PM EDT

Location: JCC MetroWest (760 Northfield Avenue, West Orange 07052)

Cost: \$25 members, \$30 non-members

The event will feature keynote speaker, Dr. John Ruskey.



To register, click [HERE](#) .

Yasher Koach to **Jewish Communal Professionals of Southern California (JCPSC)** for their Fundraiser's Forum Event on February 26th.



Pictured (from L to R) are panelists from the event: **Yolanda Guerrero, Lara Abell and Michael Sandler**. The panelists presented on, "Fundraising Events, Love Them - Hate Them: Logistics, Budgeting, and Maximizing Donor Opportunities". The event was organized by Randy Lapin and Aaron Herman. After the event, Randy Lapin commented, "With Fundraiser's Forum, we learn best practices from each other and help each other to meet challenges and avoid pitfalls that can hinder our effectiveness as fundraisers."



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

March Madness. First we read in the Torah of the Golden Calf. Then Purim. And then lots of attention to the establishment of the priestly cult-ending with the investiture of Aaron and his sons. All of these stories deal with leadership-and things going wrong.

And certainly things have gone wrong. The series of agency crises that have rocked the New York Jewish communal world over the last year-and-a-half have become a highly visible manifestation of how vulnerable our Jewish communal enterprise is. But we should not fool ourselves; the vulnerability of Jewish nonprofits is...



(Continue [HERE](#))



It's Just a Family Discussion

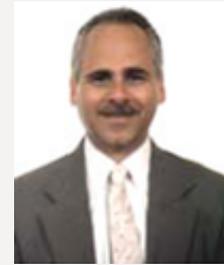
By Brian Silberberg, JPRO Benefit Plans Administrator

Do you have any personal experience with a family member or friend who needed long term care?

- How and where was their care provided?
- How was the cost of care handled?

How would you handle this set of circumstances?

- Where would you want to receive care?
- Could you financially absorb the cost of care?



A wise and prudent planner will take a few minutes to learn about the many valuable benefits and options that Long Term Care Protection provides. Have that discussion today and avoid gambling away the independence and financial future of your family!

CALL TODAY!

Telephone 800-597-9245

E-mail bsilberberg@ceteraadvisors.com

Website <http://www.jcsabenefitplans.com/>



MAZAL TOVS

Mazal tov to **Andrea Applegate**, on her new position as COO at Jewish Family Services in Columbus, Ohio.

Mazal tov to **Scott Solomon**, on his new position as Director of Resource Development at Jewish Family Services in Columbus, Ohio.

Mazal tov to **Alan E. Potash**, on his new position as CEO of The Jewish Federation of Omaha.

Mazal tov to the following individuals for joining the Board of Directors for International Association of Jewish Vocational Services (IAJVS): **Addy Bonet**, Executive Director, Jewish Vocational Service of MetroWest, East Orange, NJ, **Joni Burton**, CEO, JVS Career Services in Cincinnati, OH, **Danielle Hartman**, President & CEO, Ruth & Norman Rales Jewish Family Services in Boca Raton, FL, **Sara Leeper**, Director of Disability & Employment Services, SHALOM Denver/Jewish Family Service of Colorado, Denver, CO, **Leah Rosenbaum**, President & CEO, JVS, Southfield, MI, and **Todd Schenk**, CEO, Jewish Social Service Agency, Rockville, MD.

Mazal tov to the AJAS 2015 Conference Award recipients: **Eli S. Feldman**, MJHA, **Molly Forrest**, Los Angeles Jewish Home, on receiving the 2015 Dr. Herbert Shore Award of Honor.

Mazal tov to **Alon Shalev** on his new appointment as Executive Director of American Jewish World Service.



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 SCHOOLS:

[Wurzweiler School of Social Work](#)

is now accepting candidates to enroll Fellows in its Certificate in Jewish Philanthropy for the 2015-16 academic year. This professional development program, now in its second year, aims to increase the pipeline of skilled, knowledgeable, and committed fund raisers for Jewish non profit organizations, a critical need in the field today. The Wurzweiler program is accredited by the NYS Department of Education as an Advanced Certificate program. The Certificate program includes two classroom-based courses, offered during after-work hours at Yeshiva University's midtown Manhattan campus and a mentored internship component in fund raising, with seasoned mentor coaches assigned to provide close mentoring support to each of the enrolled Fellows. In addition to the classroom-based program, Wurzweiler will introduce next year an online delivery option for the Certificate training, targeting select groups of agency professionals. The online program will also include two courses plus the mentored internship. This professional development program caters to communal professionals with 3-7 years of experience in fund raising and other agency professionals who want to retool with fund raising skills. For more information about the program, click [**HERE**](#) or email Dr. Saul Andron at sandron@yu.edu.



[Hebrew Union College:](#)

On Sunday, February 8th, HUC-JIR dedicated the newly-named Zelikow School of Jewish Nonprofit Management, located on the Jack H. Skirball Campus in Los Angeles. Over 200 Governors, Overseers, senior administration, students, faculty, alumni, and supporters celebrated the naming of the school by Marcie and Howard Zelikow. Marcie has been a leader of the ZSJM Advisory Council for many years and also serves on the HUC-JIR Board of Governors, as well as the LA Overseers. In Richard Siegel's remarks on "The Roots And Reach Of The Zelikow School," he noted that the Zelikow's gift "is so significant because it not only allows us to continue educating the future leaders of the American Jewish community, but it will enable us to reach out beyond the borders of this campus to bring the perspectives and skill-sets taught here to students on all of the HUC-JIR



campuses, as well as to Jewish professionals already working in the field."



Pictured in the back row (L to R): Jack Mayer, Mandi Richardson, Richard Siegel, Marcie Zelikow, Howard Zelikow, and Steven Windmueller. Sitting in front: Jerry Bubis

[Hornstein Jewish Professional Leadership Program at Brandeis](#) is a master's dual-degree (MA+MBA; MA+MPP; or MA+MA) program preparing visionary leaders for the 21st-century Jewish community. Hornstein is unique in its integration of the two degrees, generous with scholarships, and strong as a networked community of alumni, students, faculty, and Jewish organizations. Applications are now being accepted for Fall 2015 admission. To learn more about the program, and apply, click [HERE](#).



[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, click [HERE](#). For Fall 2015 they will continue to accept applications as space permits; please contact [Dr. Andrea Siegel](#) with inquiries.



EMPLOYMENT OPPORTUNITIES

Below is a partial listing of Job openings in the Jewish community.

The [Mussar Institute](#) is seeking an entrepreneurial professional to lead and expand the impact of an organization dedicated to inspiring individuals, organizations and communities to grow spiritually through the study and practice of Mussar. The Executive Director will provide excellent management skills, create and implement marketing and fundraising plans, and develop and implement operational plans in support of a new strategic plan. For more details and to apply, please send an email to searchcommittee@mussarinstitute.org.

Director, Empowerment of Families with School-Age Children, [THE PARTNERSHIP for Jewish Learning and Life](#)

Jewish Programming Director, [Jewish Community Center Overnight Camps](#)

Director of Jewish Learning, [JDC Entwine](#)

Executive Director for Hillel, Brandeis University, [Hillel International](#)

The Jewish Federations of North America Mandel Center for Leadership Excellence is looking for talented professionals who are passionate about having an impact on the Jewish future. To learn more about open positions across North America, visit [Jewish Federations of North America's Mandel Center for Leadership Excellence](#) or email personnel@jewishfederations.org.

Please go to the [JPRO Job Board](#) for other employment opportunities.



EVENTS AND UPDATES

The Wiener Educational Center at UJA-Federation of NY Executive Presence for Women in Leadership

Date & Time: Tuesday, March 24, 2015; 9:00 AM - 4:00 PM EDT

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

Cost: \$110-includes a light breakfast



- Explore and understand the challenges that women leaders face in the workplace
- Define what is "executive presence" for women and what it means for women leaders
- Understand the role of confidence, power, and influence in leading.
- Learn and practice communication strategies for success

Other Workshop topics include: Leader as Facilitator (3/9/2015), Introduction to Strategic Planning (5/6/2014), and Managing Priorities: Your Time and Your Work (5/14/2015)

For details and registration, click [HERE](#).

Big Tent Judaism/Jewish Outreach Institute Seder Survival guide Prep Class

Date & Time: Tuesday, March 10, 2015; 4:00 PM EST

Looking to engage newcomers around Passover? The Seder Survival Guide Prep Class is a one-time free program of The Mothers Circle created with interfaith family members in mind that is also open to anyone interested.

Seder Survival Guide offers participants a comfortable space in which to learn about Passover and how to share the holiday with their families.



To register, click [HERE](#).

Repair the World Interactive Dinner on Gentrification

Date & Time: Friday, March 13, 2015; 6:30-10:30PM

Location: The Allen House (1104 San Antonio Street, Austin, TX 78701)

A Friday night interactive dinner will be hosted and the topic of discussion will be changing neighborhoods with Schusterman @SXSW Interactive.



To RSVP, click [HERE](#).

The Jewish Federation of Greater Washington Negotiation and Conflict Resolution

Date & Time: Wednesday, March 25, 2015; 12:00-2:00 PM EDT

Location: The Jewish Community Center of Greater Washington, Rockville, MD

Facilitator: Debroah Grayson Riegel, MSW, PCC



To register, click [HERE](#).

Temple Beth Am Gala: Save the Date

Date: Sunday, June 14, 2015

This year's Gala will honor Sheryl Goldman, Executive Director of Temple Beth Am for her dedication and service to the community. The Ma'ayan Hamitgaber Legacy Award will also be presented.



Mission

JPRO Network Connects, Educates, Inspires and Empowers professionals working in the Jewish community sector.

March 2015 Volume 13, Issue 7

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

Newsletter Staff - **Emily Welikson**, Editor
Jacob Solomon, President **Brenda Gevertz**, Executive Director

www.JPRO.org

[Forward this email](#)



This email was sent to info@jcsana.org by info@jpro.org |
[Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Jewish Communal Service Association | 25 Broadway | Suite 1700 | New York | NY | 10004