



בינינו

NEWS FROM THE JEA FOR ITS MEMBERS

SEPTEMBER, 2008 / ELUL, 5768

לשנה טובה

תכתבו

*The JEA Officers, Board and Professional Staff wish you
a sweet, happy and healthy
New Year.*

*May you, your families and your loved ones be
inscribed in the Book of Life for a year of blessing and
fulfillment.*



Welcome Back!

It's hard to believe that school is back in session and another Rosh HaShanah is upon us. We hope that you have had time to rest and refresh yourselves (see Hedda Morton's enclosed D'var Torah for some additional thoughts on that subject). Now the challenges of Jewish education begin anew!

The highlight of the JEA summer was our extended Board Retreat at the Pearlstone Conference Center in Baltimore. Twenty-eight educational leaders from across the country gathered for 3 days to explore ways in which we can work more effectively to strengthen our organization and advance Jewish education. Our key speaker and resource was David Bryfman, an expert in the use of social networks, blogs, wikis, etc. and their impact on how we function and communicate in the Jewish community. David started with an enormously entertaining and informative session on the teaching of Israel using clips from YouTube and other media. He then helped us to better understand the concept of social networking and the potential for organizational use of the internet. The implications of the technology age are huge and David prompted us to begin a re-examination of how we serve our members. Developing blogs or wikis on particular issues, establishing virtual regions for affinity groups or those who are more remote geographically, meeting via web conference and establishing a social network for JEA members on Facebook are all items that are being given further thought and consideration.

Prior to David's presentation, Larry Katz led us through an examination of generational boundaries, culture and custom based on a study done by ASCD. We are mindful that even as we move forward with technology, we still have a significant number of members who are not comfortable with technology and don't even use e-mail. Referring to Mark Levin's book "Millennium Membership", we discussed how to bridge those generational divides. Eddie Edelstein also led a discussion on Robert Putnam's book "Bowling Alone" detailing the dramatic changes in organizational affiliations and active participation by Americans over the last 50 years. To stimulate our own social networking, we took a break from our meetings and went bowling... *together!*

At Pearlstone we established a number of task forces and committees to work on:

Membership / Outreach / Regions

Development and Fundraising

Israel Connections

Professional Development

We also conducted a good deal of our regular business including committee reports, acceptance of new members, financial reports and approval of the 2008-09 budget. Of particular significance, we:

- Celebrated the signing of letters for our Direct Mail Campaign. See the Development Report below for more about this new campaign.
- Adopted a new, more contemporary logo for JEA. The new logo will make its first appearance on the 2009 Conference brochure and will then be rolled out progressively throughout the year.
- Finalized and adopted our Vision Statement to accompany our Mission Statement (see below).

The JEA office has been busy throughout the summer updating records and preparing for the new year. We also computerized and affected a major upgrade of our accounting and financial record keeping. While this major change may not be visible to the average member, as we have grown, we will now be able to record, access and provide financial data with much more precision, accuracy and speed. We have been particularly occupied with plans for our 2009 Conference in Scottsdale. Look for a detailed brochure and registration form in a few weeks. We have also proceeded with plans for our 2010 Conference in Jerusalem. We promise to provide more details of cost and itinerary by later this fall. Check out all of the other JEA news contained in this issue of Beineinu.

We wish everyone a good, smooth and successful school year!

MEMBERSHIP DUES

We thank our many members who have already sent in their dues for the 2008-09 school year. JEA counts upon membership dues in order to carry out our important work. Please note that dues are seven tenths of one percent (.7%) of the salary that you are paid. We count upon each member to give an accurate and honest calculation of their dues. *We request that dues be submitted by **November 1, 2008***. Please call the JEA office if you have any questions about your membership category or dues calculation.

We also call to your attention the co-operative dues arrangements we have made for those who may be members of both JEA and the RA or the CA:

Rabbinical Assembly Members:

By Agreement with the RA, those Rabbis who serve primarily in education roles may deduct the full amount of their JEA dues from their RA dues.

Cantors Assembly Members:

By agreement with the CA, those Cantors who also serve in education roles may

- a) Reduce their JEA dues by 20%

AND

- b) Deduct that same 20% of their JEA dues from their CA dues.

i.e. if your JEA dues are \$500, you may deduct 20% and pay the JEA \$400 AND deduct \$100 from your CA dues.

MEMBERSHIP OUTREACH

We count upon all of our members to be part of our "Membership Outreach Committee." If you know of friends or colleagues in neighboring schools who are *not* members of JEA, please invite them to join our organization. You may also forward their names to our office and we will be glad to contact them as well. In particular, we encourage you to reach out to educators who are in new positions and might especially benefit from the help and support of JEA.

ADDRESS UPDATES

Some of you have moved or changed positions over the summer. Please advise us if any of your mailing or contact information has changed. We want to stay in touch with you!

REPORT ON DEVELOPMENT

Your JEA is a completely self-sustaining organization. Our funding comes from your membership dues and from any fundraising activities we undertake. As we have sought to expand the services we provide to you, our members, we have increasingly looked into fundraising and development activities to fund new initiatives. In recent years we have met with great success through our annual journal and through our regional fundraising dinners.

Most recently, we have started a targeted direct mail campaign to solicit donations. Each of our board members provided a list of friends, acquaintances and even family to whom we could appeal for contributions. The letters were personalized and signed by each board member in a celebratory ceremony at our Pearlstone Retreat. More than 500 letters have just been sent prior to Rosh HaShanah and we await the results. Additionally, the Development Committee has just finalized a list of opportunities for major gifts and donations within JEA and we will be sharing it with you shortly.

The work of the Development Committee is open to all JEA members. We welcome everyone's help in identifying potential donors. We need you to help open doors to those who might be willing to support our significant work. If you have names of people to approach, ideas for fundraising projects or would like to work on existing projects, please contact our Executive Director, Eddie Edelstein at the JEA office.

CALLING ALL REGIONS

Many of our regions are also busy planning a full year of local activities. We ask all regions to please include the JEA office on your mailing list. We also ask you to let us know of your new regional officers for the 2008-09 school year. Please forward this information to the JEA office.

BRACHA CARDS

JEA has a beautiful series of Bracha Cards available to mark special occasions or remember loved ones. By purchasing Bracha Cards, you help support the important work of the JEA. Order your Bracha Cards today from the JEA office.

NEW YEAR... NEW POSITIONS

Mazal tov to all of our JEA members who are starting this year in new leadership positions in our schools. This is an exciting time and we wish you well!

Alan Antler	Temple Israel, Great Neck, NY
Rabbi Dan Aronson	Ohev Shalom of Bucks County, Richboro, PA
Shirly Benatar	Tifereth Israel, Columbus, OH
Lita Cohen	Bnai Jeshurun, Pepper Pike, OH
Marc-Philippe De Roca	Temple Israel of Greater Miami, Miami, FL
Rabbi Jennifer Flam	Congregation B'nai Shalom, Walnut Creek, CA
Ziva Giliya	Beth Shalom Congregation, Columbia, MD
Rabbi Paul Gordon	Temple Beth Jacob, Redwood City, CA
Ruth Greenfield	Ahavath Torah Congregation, Stoughton, MA
Rabbi Arielle Hanien	Congregation Beth Shalom, Long Beach, CA
Adam Kahn	Temple Israel Center, White Plains, NY
Rabbi Shelley Kniaz	Temple Emanuel of Pascack Valley, Woodcliff Lake, NJ
Audrey Korelstein	East Midwood Jewish Center, Brooklyn, NY
Eliyahu Krigel	Congregation B'nai Emunah, Tulsa, OK
Rabbi Erica Lebovitz	Congregation Bnai Israel, Basking Ridge, NJ
Jennifer Newfeld	Congregation Bnai Amoona, St. Louis, MO
Michael Raileanu	Shaare Shalom, St Louis, MO
Karen Raizen	North Suburban Synagogue Beth El, Highland Park, IL
Rebecca Rosenthal	Congregation B'nai Zion, El Paso, TX
Janette Silverman	Beth El, Phoenix, AZ
Ewa Tuschman	Temple Beth Sholom, Sarasota, FL
Eran Vaisben	Peninsula Temple Sholom, Burlingame, CA

Mazal tov to our members who are starting new leadership positions in synagogues, day schools and agencies.

Mark Casso	Executive Director, Congregation Sons of Israel, Briarcliff Manor, NY
Rabbi Amy Walk Katz	Rabbi, Temple Beth El, Springfield, MA
Andrew Pepperstone	Rabbi-In-Residence, Gross Schechter Day School, Pepper Pike, OH
Rabbi Elaine S. Schnee	Rabbi, Congregation Or Atid, Richmond, VA
Sue Wyner	National Consultant for Synagogue Education, USCJ

We try very hard to keep up with the movement of all of our members. If we have somehow omitted your name from this list, please notify us at once to be sure that we are aware of your new position and so that we may wish you mazal tov.

JEA FUND FOR EDUCATIONAL RESEARCH AND DEVELOPMENT

The JEA Fund for Educational Research and Development provides grants to JEA members to enable them to implement significant projects in the field of Jewish education. Types of programs that are considered for awards include curriculum projects, evaluation instruments, creative arts programs, enrichment programs, and the development of computer and audio-visual materials as well as research projects.

Recent awards of \$1,000 each were made to Rabbi Stuart Light for the development of a spiraling Parshat HaShavua curriculum for the Day Schools and to Rebecca Starr for a leadership training program, *The ABC's of Ethical Leadership*.

Research grants will be judged chiefly by the following criteria:

1. Projected contribution of project to the field of Jewish education.
2. Replicability or usefulness of project beyond the home community.
3. Likelihood that funding to make this project possible would not be available from other sources.
4. Uniqueness of project.
5. Potential impact of project upon advancing the roles of educators and teachers, and the way in which they are perceived in the Jewish community.
6. The likelihood that the JEA funding will significantly contribute towards the realization of this project.

Applications for funding of projects to be implemented during the 2009-10 school year are now being accepted. They should be sent *in the form of a letter* and should describe in detail the project, suggest its importance to the field of Jewish education, state the amount of funding requested and how these funds will be used. *All letters must be received by **December 1st, 2008** and should be sent to:*

Marshall Kupchan, Chairman
JEA Research & Development Fund Committee
PO Box 413
Cedarhurst, NY 11516

BACK AGAIN IN 2010! JEA RETURNS TO ISRAEL FOR OUR 58TH ANNUAL CONFERENCE

**Depart US: February 7, 2010
Return US: February 12, 2010
(Optional Shabbat Add-on thru February 14)**

Join with the leadership of the Jewish Educators Assembly for another outstanding Israel adventure. Our program will include the latest sites and places of interest, school visits, study at the Fuchsberg Center, involvement with Masorti families and congregations and a series of *chessed* projects. We are actively promoting a program to bring members of your faculty along with you for an experience that can deeply impact your school community.

Save the dates and plan your funding *now!!!*

A Note on Funding: The current economic situation leaves us with uncertainty about airfare and other expenses. We are working hard to secure scholarship and subsidy funding for this Conference. Please note that individual communities often have funds available for educators to study in Israel. We urge you to start inquiring now into these opportunities in your home community.

MISSION AND VISION STATEMENTS

At our recent Pearlstone Board Retreat, we approved the following Vision Statement to supplement our already existing Mission Statement.

OUR MISSION

The mission of the Jewish Educators Assembly is to promote excellence among educators committed to Conservative Jewish education by advancing professionalism, encouraging leadership, pursuing lifelong learning and building community.

OUR VISION

The JEA will serve educators in their efforts to strengthen the Conservative Movement and inspire greater Jewish learning. JEA will be the leading advocate for the welfare of the Jewish educator and for best practices in Jewish education.

NEWS OF INTEREST TO JEWISH EDUCATORS

- Our friends at **CAMERA (Committee for Accuracy in Middle East Reporting in America)** have developed a detailed **Eyes on Israel** curriculum meant to help challenge and overcome the perceptions of Israel that are presented in the general media. We urge you to take a closer look at this curriculum, particularly for your middle school and high school students. Check it out by visiting www.camera.org. Hillel Zaremba, Senior Research Analyst and Director of Special Projects for CAMERA will be both displaying and presenting at our Scottsdale Conference. In the meantime, you can reach him by e-mailing hillelz@camera.org
- The **Legacy Heritage Innovation Project** is a non-denominational initiative supporting synagogues in North America, Israel, France, and Germany which are creating new, systemic paradigms for congregational education. Many USCJ congregations have previously applied for and received grants for their congregations. It prioritizes projects introducing systemic change by embedding and integrating adult, family, and children's learning in the rhythm of Jewish living on Shabbat and holidays, guiding parents towards an independent path of lifelong Jewish engagement, linking diverse aspects of congregational life, integrating the dimensions of Jewish living (*Torah, avodah, gemilut hasadim*), and fostering collaboration and synergy within congregational life.
Guidelines for preparing the Letter of Intent, forms, and more detailed information may be obtained at www.legacyheritage.org, or by contacting **Rabbi Marc Margolius, Project Director**, at 212-578-8190 (ext. 106) or marcm@lhfl.net. The project is sponsored by Legacy Heritage Programming LLC, an affiliate of the Legacy Heritage Fund Limited of New York.

MARK YOUR CALENDARS...

- November 17, 2008 – Kick-off Reception for JEA Honorees, Scottsdale
- December 11, 2008 – Deadline for submissions for JEA Research and Development Awards
- January 25-28, 2009 – JEA Annual Conference, Scottsdale, AZ
- May 14, 2009 – Chicago Region Honoree "Celebration of Jewish Education"
- February 8-11, 2010 – JEA Annual Conference, Jerusalem

SAVE THE DATES...

57th Annual JEA Conference
Sunday – Wednesday, January 25-28, 2009
Chaparral Suites Hotel
Scottsdale, Arizona
“Ruach BaMidbar”

Featured Speakers

Rabbi Bradley Shavit Artson ** Rabbi Elliot Dorff ** Rabbi Jerome Epstein
Rabbi Edward Feinstein ** Dr. Barry Holtz
Bill Kaplan ** Rami Wernik

Tiyulim

Heard Museum ** Desert Botanical Garden ** Olde Towne Scottsdale
Entertainment by Josh Nelson

Plan on joining us for an outstanding program and unique opportunity to learn the latest thinking in Jewish education, network with colleagues, shop our vendors and enjoy the warm Arizona sun. Watch your mail for the full conference brochure and application arriving soon!

IN THE JEA FAMILY

There have been many changes and life cycle events that took place during the summer. Please inform the JEA office so that we may share your news.

Mazal Tov:

Our best wishes for years of health and enjoyment to all of our colleagues who have recently retired.

Our best wishes for *Hatzlacha Rabba* to all of our colleagues who are starting in new positions.

Judy Fox on the marriage of her son

Nancy Galler-Malta on Raquel's Bat Mitzvah

Kay and Rabbi Moshe Pomerantz on the birth of a new grandson and on the Bar Mitzvah of another grandson

Sharon Wasserberg on the birth of a new grandson.

Nachamu, Nachamu Ami – Our condolences to:

Cathy Berkowitz on the passing of her father

Rabbi Paul Resnick on the passing of his mother Pearl Resnick

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