

JCSA MARKS ITS 100TH ANNIVERSARY

JCSA Teleconference—1999 was one of four projects and events that marked JCSA's 100th Anniversary. A survey of JCSA membership, a special edition of the Journal, and a gala reception/dinner to honor JCSA Past Presidents completed the celebration of a century of service to the profession and the Jewish community.

JCSA TELECONFERENCE—1999

"No one of us is smarter than all of us." The best organizational leaders will employ teamwork rather than an autocratic style in the 21st Century, according to Jerry W. Levin, keynote speaker at the *JCSA Teleconference—1999*. The broadcast dealt with professional leadership for the 21st Century.

Mr. Levin is the Chairman & CEO of the Sunbeam Corporation, and former President/CEO of the Revlon and the Coleman Companies. The highly respected, innovative corporate executive told his audience about his "30/70 rule" of self-discipline. "If I'm talking more than 30 percent of the time during a meeting, I know I'm not listening enough."

This and other suggestions for effective leadership are included in his complete remarks, which can be found in this *Journal* edition.

The two-hour seminar/telecast on November 4, 1999 was seen by 1200 professionals in thirty communities throughout North America via the United Jewish Communities (UJC) Satellite Network. The program included

responses to Mr. Levin's remarks by Prof. Gerald B. Bubis, Founding Director of the Irwin Daniels School of Jewish Communal Service of Hebrew Union College-JIR in Los Angeles, and Mark Handelman, Executive Vice President of the New York Association for New Americans (NYANA).

Audience members then participated in a live discussion period by calling in questions and comments to the presenters.

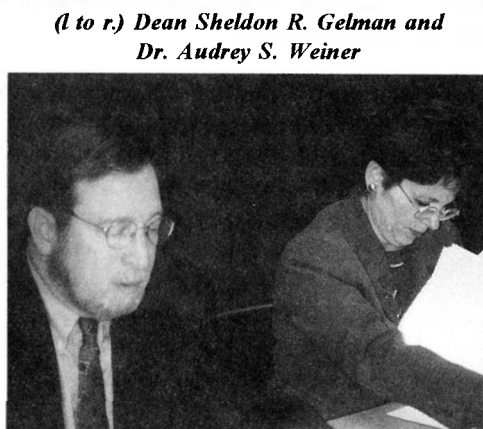
The broadcast also featured a summary of highlights of *JCSA Membership Survey-1999* by Dr. Sheldon R. Gelman, Dean of the Wurzweiler School of Social Work. Dr. Audrey S. Weiner, Executive Vice President/COO of the Jewish Home and Hospital of New York, analyzed a major section of the survey that dealt with gender-related issues.

The program was moderated by Dr. Ron B. Meier, Executive Vice President of the UJA Federation of Bergen County and North Hudson, NJ, and JCSA President-Elect.

Funding for the undertaking was generously provided by the United Jewish Communities and the American Jewish Joint Distribution Committee (JDC).



(l to r.) Dr. Ron B. Meier and Jerry W. Levin



(l to r.) Dean Sheldon R. Gelman and Dr. Audrey S. Weiner



(l to r.) Prof. Gerald B. Bubis and
Mark Handelman

SPECIAL JOURNAL EDITION

A special edition of the *Journal* was created to offer an historical overview of the *Association*, speculate on the future of the field, confront current professional issues and concerns, report on the JCSA membership survey, and pay tribute to JCSA Past Presidents through agency/foundation-sponsored "Pages of Honor."

The thirty-seven pages of honor for past presidents, and the twenty-five messages of congratulations to JCSA garnered \$118,000 in revenue for the *Association*, funding that will enhance future JCSA initiatives and programs for the profession.

The edition was mailed to JCSA/APA members, distributed to participants in the November 1999 UJC General Assembly in Atlanta through a grant from the Andrea & Charles Bronfman Philanthropies, and presented to attendees at the JCSA Gala Reception/Dinner.

The special edition was prepared with great attention to detail by *Journal* Managing Editor Gail Naron Chalew.

JCSA MEMBERSHIP SURVEY—1999

A preliminary overview of the findings from the extensive 1999 membership survey indicates that a large majority of the 565 respondents are satisfied with their careers in Jewish communal service, have achieved high levels of general and Jewish education, and maintain a strong sense of professionalism, Jewish identity, and affiliation. Most believe

that gender equality in the profession remains an important challenge.

The study also notes the advancing age of our membership (average age is 51 years, with 20 years in the field), and their desire for increased opportunities for continuing professional education.

The study was conducted by the Wurzweiler School of Social Work of Yeshiva University in New York, under the direction of the *JCSA Research Advisory Committee*, chaired by Dr. Meier. The Committee is now reviewing the data in greater detail, and is expected to make recommendations for future JCSA programming based on its findings.

The cost of the initial research was \$25,000, funding for which was raised entirely from non-budgetary sources. The survey analysis appeared in the Fall/Winter 1999 *Journal*.

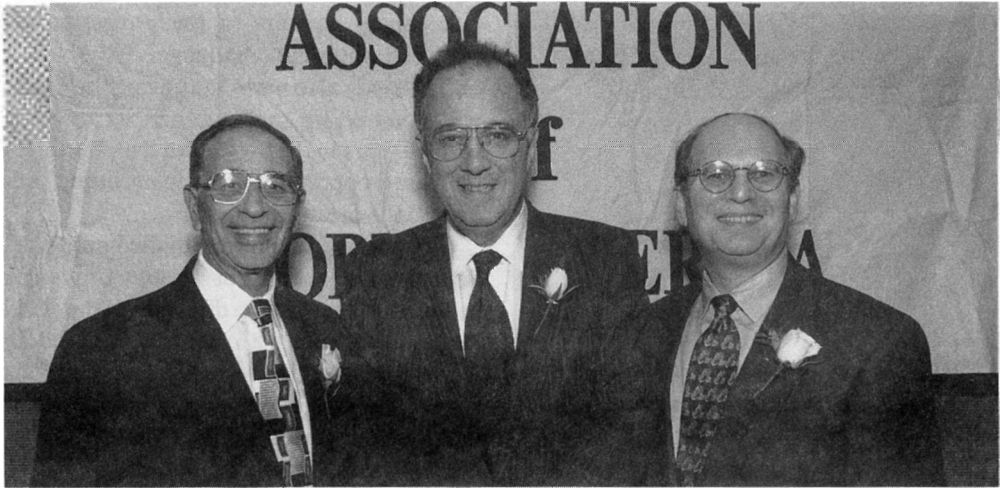
GALA RECEPTION/DINNER

Stephen D. Solender, UJC President, chaired the JCSA Gala Reception/Dinner. Mr. Solender, who referred to JCSA as "the central address for our profession," adroitly led 200 attendees through a joyful—and at times moving—evening of remembrance and tribute.

The November 4th event at Bridgewaters in New York featured a videotape that described the history of JCSA and paid tribute to the 74 men and women who served as JCSA presidents throughout the twentieth century.

A humorous and informative analysis of changes in the Jewish community over the past century was delivered by Rabbi Joseph Telushkin, author, Jewish historian, and humorist.

The excellent food and spirits, the enjoyable music and lovely flowers, and the subtle ambiance of the dining site added to the feeling of friends gathering and conviviality, making the evening a truly memorable celebration. The event was coordinated with style and grace by Ellie Aronowitz, JCSA Assistant Treasurer, and Bert J. Goldberg, JCSA Past President, Co-Chairs of the *JCSA 100th Anniversary Celebration Program Committee*.



(l to r.) Joel Ollander, Stephen D. Solender and Max L. Kleinman

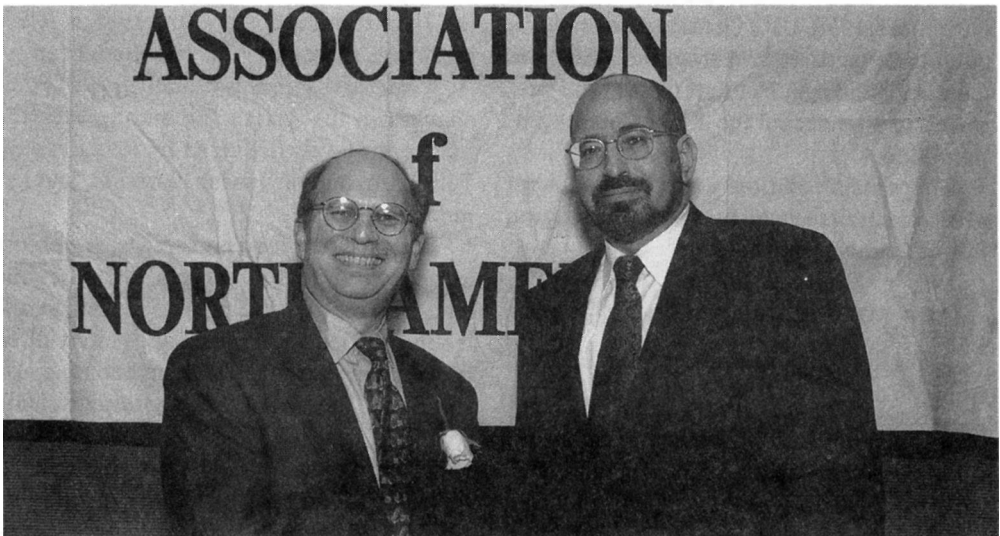
THANKS AND CONGRATULATIONS

These outstanding programs came to successful fruition following months of difficult decision making and concentrated effort by many JCSA leaders, according to Program Committee Co-Chairs Ellie Aronowitz and Bert Goldberg.

"In addition to those leaders cited above, the Committee is also indebted to Minna Nelson, JCSA Executive Assistant, and Joel Ollander, JCSA Executive Director, for over-

seeing, directing, and implementing the projects. And most particularly to Max Kleinman, JCSA President, for his vision, energies, and unswerving devotion to the tasks at hand.

JCSA begins its second hundred years of service well prepared to respond to the challenges and opportunities the new millennium will present to the profession and the Jewish community, thanks in large measure to the many men and women who gave unstintingly of their time and efforts.



(l to r.) Max L. Kleinman and Rabbi Joseph Telushkin