

# *E-Lights: An IAJVS Publication for Executive & Professional Leadership*



## Inside this issue:

JEVS & JF&CS Pgh partner to help elderly	2
Atlanta JF&CS offer ex-offender program	2
JVS Toronto partners with corporate sector	3
JVS Boston tackles New England Patriots	4
JEM Week in Montreal	5
Israel Elwyn awarded grant	6
JVS Chicago aids local entrepreneurs	7
Gulf Coast JFS awarded 2 new grants	9
JVS SF offers Transition Services Project	9
JVS Detroit forms Memory Club	10
JVS LA launches Community Care at Home	10
JF&CS Pittsburgh offers Finance Matters	11
OU & FECS create job search resource	13
JCS S. Florida holds 4th Annual Meeting	13
JFVS Middlesex serves 9-11 victims	16

## IAJVS Submits Financial Services Initiative Proposal to DOL

IAJVS has submitted a national collaborative proposal to the Employment and Training Administration of the U.S. Department of Labor that targets employment and advancement opportunities for American workers within the Financial Services Sector. Designed in response to the President's High Growth Job Training Initiative, the proposal focuses on training unemployed individuals in the skills to excel in a bank teller or other clerical position as well as working with incumbent workers in the financial services sector in developing career goals that fit their attributes and work preferences, identifying the skills they need to develop to attain these goals, and defining ways of obtaining the training and education required.

Nine agencies participated in the

grant application: JVS Los Angeles; JVS San Francisco; JVS Louisville; JSSA Metro Washington; JVS Boston; JVS of MetroWest New Jersey; FECS New York; JEVS Philadelphia and JF&CS Pittsburgh. The three-year program proposes to serve a total of 728 American workers within the first year, including 271 of those looking for new jobs within the Financial Services Sector, and 457 incumbent workers seeking to advance along a career ladder. The Department of Labor is currently reviewing the proposal.

IAJVS would like to take this opportunity to thank everyone who participated in the development of this grant application. It was a tremendous effort on the part of the network. We hope to receive a positive response within the coming months.

## disAbility Employment Initiative Enters Third Year

DEI, the network's disAbility Employment Initiative that provides computer training to individuals with disabilities, entered its third (and likely final) year in July. Funded by the U.S. Department of Labor, 200 individuals with disabilities in Boston, Chicago,

Gulf Coast, Philadelphia, and San Francisco have received computer training over the past two years. To date, more than 50 clients have found employment with many more completing their training or participating in an active job search.

## Partnership Creates a True Win-Win for Frail Elderly in Pittsburgh Area

JEVS Philadelphia has launched an expansion of its successful Supports for Independence (SFI) program to Allegheny County, Pennsylvania (Pittsburgh area) in partnership with Jewish Family and Children's Service (JF&CS) of Pittsburgh. SFI provides quality personal assistance services that allow people who are aging or who have a range of disabilities to maintain their independence in their home and lead productive, more fulfilling lives by helping them to manage and direct the delivery of their own care. This is the first expansion of SFI into western PA and the first beyond JEVS' traditional service area of the Greater Philadelphia Metropolitan region.

In this partnership, JEVS Philadelphia will use its expertise in program administration and payroll processing, and JF&CS will recruit and place in-home aides to support the frail elderly in this community. Services are offered under the auspices of Allegheny County Area Agency on Aging (ACAAA). At its start, the partnership will serve 100 consumers. The program is expected to double in size by the end of the first year given the demand and size of the aging population in this community.

"We are very excited about this partnership and the

opportunity to meet other parts of our state," says Dave Stephens, Executive Director of JEVS Supports for Independence. "By combining our 20 plus years of experience in providing in-home

supports with the successful track record of JF&CS in their local community, we have created a true win-win for the many frail elderly. This program makes it possible for aging adults to remain independent and in their own homes longer, and gives loved ones the peace of mind that comes with knowing that their aging loved one is managing their daily routine safely."

For more information about JEVS Supports for Independence, contact Dave Stephens at 267-298-1332 or via email at [stephd@jevs.org](mailto:stephd@jevs.org).

the unmet needs in

*"The program is expected to double in size by the end of the first year given the demand and size of the aging population in this community."*

## Atlanta JF&CS Enters Unique Ex-Offender Employment Initiative

Jewish Family and Career Services of Atlanta is entering a unique collaboration to help ex-offenders that have served their time reenter the mainstream of society. The Careers@Work (C@W) division of the agency has developed Career Self-Exploration workshops that target 8 to 12 participants at a time. Individual assistance will also be available to help clients explore their interests, abilities and work

values through career counseling.

Participants in the program must be screened and referred by the Georgia Department of Corrections. Upon their recommenda-



*(Continued on page 3)*

## Atlanta JF&CS Enters Unique Ex-Offender Employment Initiative

*(Continued from page 2)*

tion, C@W will partner with the Atlanta Enterprise Center, Inc. (AEC) to provide services. AEC will also provide a continuum of supportive services to the ex-offenders until they have transitioned into stable employment or an appropriate skills training curriculum.

Three employers have agreed to participate in the program. The \$40,000 in funding will assist 30 to 50 ex-offenders in achieving “self-sufficiency” as they transition back to their homes, communities

and workplaces. With an estimated 18,000 persons being released from the Georgia prison system in 2004, C@W is hopeful that this type of collaborative effort between the public/private sectors will be the key to the success of these clients. For more information about C@W, please visit [www.jfcs-atlanta.org/services\\_career.asp](http://www.jfcs-atlanta.org/services_career.asp).

## Partnering with the Corporate Sector: Employees with Disabilities in the Spotlight

When Shiva, a Rehabilitation Services client, arrived at JVS Toronto he lacked the skills and motivation needed to conquer his disability and find meaningful work. He soon learned, however, that dreams could become a reality when large corporations like Canadian Imperial Bank of Commerce (CIBC) financial services division, start “doing business” with not-for-profit organizations like JVS Toronto. CIBC proudly came forward as the event underwriter for JVS Toronto’s Inaugural Strictly Business Awards Luncheon in June 2003. This annual event honors businesses and clients, celebrating their achievements in overcoming barriers to success. This was the beginning of a collaborative working partnership between JVS Toronto and CIBC, which has expanded beyond fundraising initiatives to include the delivery of innovative employment support programs.

The CIBC Career Access Program, as part of their employment equity mandate, approached JVS Toronto having learned about the agency’s mission and activities during attendance at the Strictly Business Awards Luncheon. Joint discussions between CIBC and JVS Toronto resulted in JVS taking the lead to develop **Pre-Employment Training (PET)**, a six-week program that takes into account the needs of businesses where trainees

are hired following successful graduation from the program. The training focuses on developing and enhancing hard skills and reducing anxiety within the context of weekly feedback sessions. The curriculum emphasizes team building, customer service, sales and selling, assertiveness, articulation, personality dimensions and individual learning styles. Job shadowing is integrated into the latter part of the program.

successful graduation

*“This joint collaboration has resulted in a 100% success rate for all seven trainees that entered this pilot initiative in the Fall of 2003.”*

With support from disability counselors, and after completing a financial planning course, Shiva was accepted into a training program with CIBC. The rest is history, and what a positive story to tell. Shiva is now employed in a meaningful job. He is just one of the success stories that have resulted from the partnership between JVS Toronto and forward-thinking corporations that recognize the value of providing training and employment opportunities for people with disabilities.

*(Continued on page 4)*

## Partnering with the Corporate Sector: Employees with Disabilities in the Spotlight

(Continued from page 3)

JVS Toronto works closely with clients to identify individual workplace accommodation needs. The CIBC Career Access Program is equally committed to ensuring that reasonable accommodations are provided. This joint collaboration has resulted in a 100 percent success rate for all seven trainees that entered this pilot initiative in the Fall of 2003. Since then, these indi-

viduals have completed their probationary period and continue to be gainfully employed in meaningful work. With such encouraging results, an additional two training sessions were conducted in the spring of this year.

JVS Toronto is tremendously excited and encouraged by the strengthening of its relationships with the corporate sector. The dreams of people with disabilities

are being realized in a win-win partnership. Shiva and all of the others who have benefited from this special relationship are living proof that when employee programs are developed with input from a potential employer, everyone is a winner.

## 25 Years and Counting

Twenty-five years...a quarter of a century...a remarkable commitment to Jewish communal service and to thousands of customers served by JEVS Philadelphia each year. This year, at the agency's 6<sup>th</sup> annual *Strictly Business* fundraiser, Jay Spector, JEVS President & CEO, will be recognized on his 25<sup>th</sup>

anniversary at JEVS for his leadership and enduring commitment to improving workforce development services for all job seekers. Proceeds from the event fund scholarships to JEVS' vocational assessment, job readiness, skills training, and career management services for



individuals in need. If you will be in the Philadelphia area on October 21<sup>st</sup> and would like to join us for this very special celebration, please call the *Strictly Business* hotline at 215-854-1877 or purchase tickets on line at <http://www.jevs.org/strictlybusiness.asp>.

## Yesodot & JVS Boston Tackle New England Patriots

Yesodot families, who participate in a JVS Boston program for families whose loved ones have disabilities, enjoyed a morning at the New England Patriots Training Camp on Sunday, August 1. After the team's practice, some players came to visit

the families and sign autographs. Then it was on to the Patriot's Experience, carnival-style activities with a football theme. "Sitting on the sidelines and having a chance to talk with the players at the end of practice was a terrific way to get up close

and personal with the Superbowl champs. For our entire family, regardless of disability, it was a chance to share in the excitement," said Yesodot mom Maureen Connelly.

(Continued on page 5)

## Yesodot Tackles New England Patriots

*(Continued from page 4)*

Yesodot offers support programs, family, social and recreational activities, and resources to over 150 Boston area Jewish families. This family-run organization provides a much-needed community for an often-overlooked population. Member families can enjoy hiking and adaptive skiing, participate in parent education workshops and

sibling support groups, and exchange information using an online discussion group and website at [www.yesodot.org](http://www.yesodot.org).

Yesodot is grateful to the New England Patriots for their assistance in coordinating this event.

For more information about Yesodot, please visit [www.yesodot.org](http://www.yesodot.org) or call 617-399-3234.



## JEM Week: Helping People Find the Right Jobs. Helping Employers Find the Right People

From May 17<sup>th</sup> to May 23<sup>rd</sup>, Jewish Employment Montreal (JEM, formerly known as Jewish Vocational Service) reached out to the Montreal Jewish community and the city's business leaders to showcase their programs and services.

The 1<sup>st</sup> Annual JEM Week offered a variety of community-wide outreach programs to involve everyone from students and mature workers to industry leaders on the changing realities of career planning, job market strategies and employment and recruitment alternatives.

This highly successful six-day event included:

- A full day of seminars on writing a résumé, developing job search skills, exploring the Montreal job market and participation in a simulated interview workshop.
- A power breakfast held at the nationally renowned Marcelle Cosmetics' head office that included a presentation on the ins-and-outs of the Canadian cosmetics industry and its employment opportunities.
- An evening which showcased IAJVS award-winning Contact ProMontreal's 'Recruitment Event' followed by the official launch of Jewish Employment Montreal with keynote speaker Roly Morris, President/CEO of KremeKo (dba Krispy Kreme Doughnuts).

*(Continued on page 6)*

## JEM Week: Helping People Find the Right Jobs. Helping Employers Find the Right People

(Continued from page 5)

- An energizing, mid-morning presentation on ‘The New JEM on the Block’ to Montreal’s Jewish communal agencies.

JEM’s dynamic week came to a successful close with agency personnel, clients and employers group-walking at the annual March to Jerusalem. The media coverage for JEM Week reached approximately 85 percent of the Jewish community and attracted record-breaking attendance and participation at each of the events. Will there be a 2<sup>nd</sup> Annual JEM Week in spring 2005? “Without a doubt” confirmed Howard Berger, JEM’s Executive Director, “JEM Week positioned our agency as the Montreal leader in employability and placement.”



*Agency personnel and their family members hosting an information table at the March to Jerusalem.*

## JVS Los Angeles Hosts Conference Call on Job Development

Job development encompasses more than finding employers. It is developing relationships, matching clients and employers, developing a good reputation for supplying qualified candidates to encourage repeat postings, and identifying other services to assist the businesses in the community. On **November 3, 2004 at 10:00AM P.S.T.** JVS LA will host a conference call focusing on the wide range of job development issues, and identifying best practices. Led by Sergio Castaneda, Harriet Cohen and Xavier Martin, this will be the 3rd in a series of IAJS professional development conference calls. We encourage you to participate, share techniques and learn new tools for successful job development and business relations. If you are interested in participating in this informative session, please email or call Harriet Cohen at [hcohen@jvsla.org](mailto:hcohen@jvsla.org) or 323-761-8888 x 8878.

## Israel Elwyn Awarded Grant from Harry and Jeanette Weinberg Foundation

Israel Elwyn is pleased to announce that the Baltimore based Harry and Jeanette Weinberg Foundation has informed it of the awarding of a capital grant in the amount of \$1,279,000. The grant will go to a number of projects including a community residence in Jerusalem for young adults with developmental disabilities, a clustered apartment building to be constructed on Israel Elwyn's Millie Shime Campus in Jerusalem, and the construction of a new kitchen on the same campus.



## JVS Chicago: The Building Blocks of Business Success

The widespread interest in entrepreneurship results from continued corporate downsizing and a strong desire to control one's economic destiny. Fueled by support from diverse financial institutions such as banks, venture capitalists, and closer to home- JVS' Duman Microenterprise Center and Loan Fund and JVS' Refugee Loan Fund (supported by the Office of Refugee Resettlement), more people than ever are approaching JVS Chicago to help realize their American dream. A newly received personal endowment of \$500,000 and a grant from the Fe-Pro Mecklenburger Supporting Fund have enabled the Duman Center, which is funded by the original \$5,000,000 endowment, and the Refugee Fund to meet increased requests for small business loans. Additional support has come from a Jewish Women's Foundation grant, which promotes technical assistance for Jewish women interested in starting a business.

*"As entrepreneurs enter the start-up phase, they come to the inevitable, 'Now what?' This is where the Duman Microenterprise Center's technical training courses become critical to success."*

Once the concept and the passion are combined with start-up funds, they must be put into action. As entrepreneurs enter the start-up phase, they come to the inevitable question of, "Now what?" This is where the Duman Microenterprise Center's technical training courses become critical to success. The business training classes are taught by Board member Michael Kramer, CPA and businessman, with a 20-year involvement in four companies, who volunteered to transmit his business acumen and strategies to loan recipients and aspiring entrepreneurs.

Michael created *Think small/WIN BIG<sup>0</sup>*, a seminar series and text for business professionals that outlines the building blocks and best practices, laying the foundation for successful management. Based upon his *Think small/WIN BIG* concepts, Mike also developed a special introductory seminar for beginners entitled the Thirteen Building Blocks of Business Success, which includes curriculum and materials covering the essential areas of management and leadership. Last year, five classes at both levels were conducted, serving twelve entrepreneurs per class. In addition to the group training, Mike acted as a consultant to individual participants as each of their start-ups is unique in its focus, operations and strategic planning. The *Think small/WIN BIG* seminars have become an integral part of the Duman Center's services. Because of its long term impact and value to entrepreneurs, *Think small/Win Big* and Michael Kramer received the Elaine Schwartz Innovative Program of the Year Award at the JVS Annual Meeting on September 27, 2004.

## Mandell Fellowship Funding Renewed

JEVS and Israel Elwyn are pleased to announce that the Samuel P. Mandell Foundation has informed them of a continuation of the funding of the "Mandell Fellowship," allowing both agencies to provide a week

of professional exchange to two professionals from within and without each agency, spending a week in the corresponding country. The Mandell Fellowship is now completing five



years of successful programming, and with the latest announcement by the Mandell Foundation, five more years of funding have been ensured.

## IAJVS Professional Development Call: Maturity Works!

JVS MetroWest of NJ hosted an IAJVS professional development conference call on August 4 on the topic of older workers. Chaired by Linda Zamer and facilitated by Martin Katz, both of JVS MetroWest, the call focused on Maturity Works, a program designed to assist workers 45 and older find employment, which was funded by a \$120,000 grant from the Healthcare Foundation. There are a number of challenges facing this age group on which the grant aimed to focus, most notably unemployment, loss of medical coverage, stress, loss of self-esteem, and the need for emotional support. During the first year, the program served 250 clients from the ages of 45-82, approximately half of whom were placed into employment. After the success of the first year, JVS MetroWest applied for a renewal and was granted another \$120,000.

The agency utilized the vast network of community support present in the local chambers of commerce and local synagogues. In order to reach out to potential clients, the agency hired a job placement specialist and a part-time development coordinator. The coordinator, in cooperation with local synagogues, created a community wide job bank and plans to develop a job corps to

help older people learn new skills, receive job support and acquire marketing tactics. All services were free to both community members and employers. They also used a website ([www.mwjjobs.org](http://www.mwjjobs.org)), maintained by volunteers, to post available jobs. The website is password protected and JVS clients and synagogues are given the password to access the website.

JVS MetroWest also collaborated with two local chambers of commerce to educate business leaders on the needs and capabilities of this age group, and to acquire job orders from the local business community. A critical goal of the program has been to dispel the myths associated with older workers, namely that they are too old to learn new skills, get sick more frequently, cost more in health benefits or will be difficult to work with. Studies have found these concerns to be baseless. One of the chambers even developed a committee with a central aim of constructing a white paper discussing how and why to hire older workers.

The background of clients ranged from high school graduates to individuals with doctorates. Easiest to place clients were found to be administrative assistants, people with accounting

backgrounds, as well as people willing to take part-time temporary positions such as driving for a car service. Retention has not been a problem for these clients. The biggest pitfalls encountered were biases against hiring older workers and maintaining the continuity and momentum of the project within the synagogues in terms of posting available jobs and reaching out to clients. Synagogues held a community wide "job-a-thon" in which groups of congregants either called or e-mailed fellow congregants to identify job openings, and/or become mentors for clients. Twenty-nine synagogues have participated in this event.

Following Linda Zamer's presentation, some participating agencies briefly shared elements of their programs and inquired about details and outcomes of the program. Many agencies spoke of attempting similar programs in their areas. More than 14 IAJVS member agencies participated in this first IAJVS professional development conference call, and IAJVS is pleased to note that the conference call participants found the session to be very informative.



## News from Gulf Coast Jewish Family Services

Gulf Coast Jewish Family Services (GCJFS) has been awarded two new grants. First, GCJFS has been awarded a \$204,000 contract from the Florida Department of Children and Families to serve 200 present or former welfare recipients who have difficulty securing or maintaining employment due to mental health or substance abuse issues. Program services include screening and assessment, short-term counseling and intervention, linkage with treatment, job development, job search and employability skills training, job placement, mentoring and follow-along.

As part of the privatization of Florida's child welfare system, Gulf Coast Jewish Family Services has also been awarded a \$4.3 million contract for comprehensive case management for 1,600 children under state protective service supervision due to abuse or neglect. Also included are adoptive, out-of-home and foster care services. This brings the agency's total budget for privatized child welfare services to \$7 million with 140 staff members.

In other news, GCJFS' 10th annual Celebrity Celebration fundraising event was a tremendous success, raising about \$500,000. Major corporations, banks, other institutions and individuals helped sponsor the event that was attended by 750 business and community supporters, including Florida's Attorney General. The event honored two couples for their volunteerism and philanthropy. Videotaped greetings were sent by Florida Governor Jeb Bush and U.S. Senator Bill Nelson.

## JVS San Francisco's Transition Services Project

JVS San Francisco was one of three organizations funded by the California Workforce Investment Board to demonstrate an innovative transition services project designed to foster the successful transition of San Francisco students with disabilities from high school to employment, postsecondary education and independent living. This project will utilize individualized transition services and promote partnerships within the community to serve as an agent for youth to achieve their vocational and educational goals. The Transition Services Project will serve a total of 120 youth

with disabilities over four years. Participants will be recruited in 11<sup>th</sup> and 12<sup>th</sup> grade, and followed up to age 24. The project will also serve out-of-school youth.

The Transition Services Project will develop and coordinate the comprehensive transition services including: individual vocational and post secondary educational assessment; intensive case management; job training; job counseling and placement; post secondary education placement and independent living skills training. Students will be able to choose services based on their

*“Students will be able to choose services based on their goals.”*

goals. Over the life of the four-year program, JVS projects that over 60 percent of participants will be employed in meaningful work or enrolled in postsecondary education or training programs. The national average for this population is less than nine percent.

## JVS Detroit Forms Memory Club for People with Mild Memory Problems

JVS Detroit recently introduced a new program, the Memory Club, to help older adults maintain or enhance their memory. The club is designed for people who are experiencing mild, yet frustrating, memory problems, frequently evidenced by misplacing their keys or forgetting people's names. Mild memory impairment in older adults may be due to Alzheimer's disease or related disorders, emotional stressors like depression or personal losses, various medical problems or the aging process in general. The club's goal is to stimulate people's minds and memories so they can maintain their ability to live an active and independent life.

Modeled after a program developed by Melabev in Jerusalem, the Memory Club is the first program of its kind in the metropolitan Detroit area. Participants meet

one or two times per week for four hours, learn memory building strategies, develop new social contacts, and enjoy outings to local attractions and events.

Feedback from the participants, who range in age from 72 to 86, has been extremely positive. "They really enjoy the program and each other's company," said Memory Club Coordinator Shirley Jarcaig. According to her, new research shows that nearly everyone's memory skills can be improved through memory exercises. "Even individuals who already have mild dementia can benefit," she notes.



*Memory Club participants enjoy a competitive, but friendly, game of Scrabble.*

For more information contact Peter Ostrow at 248-233-4390.

*"New research shows that nearly everyone's memory skills can be improved through memory exercises."*

## JVS Los Angeles Launches Community Care at Home

Inspired by the successful programs in San Francisco and Philadelphia, and JVS Los Angeles' own CNA program, JVS is introducing Community Care At Home, our new non-profit division offering quality services for the growing numbers of peo-



ple seeking reliable home-based health care—whether it is for an elderly parent or relative or someone living with a disability, facing post-operative recovery or

in need of pregnancy or newborn care.

Community Care At Home is the product of another highly successful JVS initiative, offering training to become a certified

*(Continued on page 11)*

## JVS Los Angeles Launches Community Care at Home

*(Continued from page 10)*

nursing assistant since 2001. JVS Chief Operating Officer Claudia Finkel and Refugee and Immigrant Services Director Tatyana Kodner first conceived of the CNA training program both as a response to the nationwide shortage of nurses and as a viable career path for JVS clients—job seekers striving for self-sufficiency and advancement.

“At that time, we became aware of the rapidly growing need for quality non-medical home care in the Los Angeles community,” says Finkel, now a board member for Community Care At Home. “We are very pleased to be able to provide this valuable and much needed service, enabling our home health care customers to achieve and maintain the independence they desire.”

Kodner, executive director of the new division, agrees. “The division makes that a reality for its customers by offering services from licensed certified nursing assistants who have undergone rigorous training to provide help with bathing, dressing, walking, dispensing of prescribed medications and companionship,” she says. The program is also tailored to meet the specific needs of each customer, with hours of service that can range from four hours per visit to around-the-clock care.

“One fundamental difference between Community Care At Home and other for-profit type agencies is that our caregivers are actually our employees, versus simply being

referred by us,” says Kodner. “They are fully bonded and covered by workmen’s compensation, and we match them specifically with customers, while carefully monitoring the progress of each case.”

JVS received a generous grant in the form of start-up capital from the Jewish Venture Philanthropy Fund of Los Angeles to launch Community Care At Home. In addition, the members of the newly formed board of directors—James Maslon, Jeffrey Paul, and Rick Powell—have been extremely generous in donating their time and business expertise.

*“One fundamental difference between Community Care at Home and other for-profit type agencies is that our caregivers are actually our employees, versus simply being referred by us.”*

## Jobseekers in Pittsburgh Can Address Financial Matters

Whether it’s trying to meet financial demands after a job loss, wanting to start a business, pay off debt or plan for retirement, the Career Development Center (CDC) of Jewish Family & Children’s Service’s (JF&CS) new financial literacy program, Fi-

nance Matters, is going to help clients gain control of their financial futures. The CDC’s Finance Matters, a training program aimed at providing participants with the skills needed to make informed financial decisions for themselves, their fami-

lies, and their communities, is part of a three-month pilot with the Three Rivers Workforce Investment Board (TRWIB) and the CareerLink System (Pennsylvania’s one-stop system).

*(Continued on page 12)*

## Jobseekers in Pittsburgh Can Address Financial Matters

*(Continued from page 11)*

“We feel there is a desperate need for broad-based financial literacy resources and education in the Pittsburgh region,” said Ron Painter, Executive Director of TRWIB. “We wanted to try a program that would reach different populations with varying financial issues.”

Finance Matters includes a personalized financial health assessment, individualized counseling, web-based training, group workshops and financial information & resources. All components of the program are free and open to the public.

Several useful finance websites will be available to participants, which are designed to assist customers with diverse backgrounds and needs. Individuals just starting out will find infor-

mation on topics like paying college loans, buying a home and combining finances. Seasoned budgeters will be able to hone their skills on everything from dealing with job loss to long-term investing and retirement planning.

“Helping our clients beyond just finding a job is a huge part of our role,” said Sharyn Goodson, Director of the Career Development Center. “Finance Matters is allowing us to do just that. We can help clients with what is often their second biggest concern after finding employment, finances.”

Three workshops were offered in August for a diverse population including Surviving Unemployment, Learning to Manage Financial Health During Difficult Times; Banking Basics for New Americans; and Financial

Consideration During Your Job Search. September workshops included Retirement Planning and Women & Finance. In October, CDC will present Financial Considerations in Preparing for College. Workshops are all presented by experts from the community.

*“We can help clients with what is often their second biggest concern after finding employment, finances.”*

## IAJVS Hosts Women’s Leadership Forum in Philadelphia

IAJVS hosted a Women’s Leadership Forum in conjunction with the Women’s Bureau, U.S. Department of Labor on Friday, October 1 in Philadelphia. The Women’s Bureau is the only federal agency established by Congress to promote policy and develop programs to benefit women in the workforce. The informal, roundtable discussion was led by Shinae Chun, the National Director of the Women’s Bureau and held at the JEVS’ offices in Philadelphia. Director Chun was appointed by President Bush to serve as the agency’s 15<sup>th</sup> National Director in the spring of 2001. She is the highest-ranking Korean-American in this administration. Director Chun has committed to meeting with women all over the country to discuss the issues facing women in the workforce in various regions of the country. The conference was attended by a number of key women leaders who are extremely active in the Philadelphia community.

## **FEGS and the Hillels of New York Hold Annual Collegiate Leadership Program**

For more than 20 years The Hillels of New York and FEGS have provided a Collegiate Leadership Internship Program (CLIP) during the summertime for college students who live or attend school in New York. It is a competitive and paid internship experience for those students who have a minimum of a 3.0 average in college and are completing their freshman year, sophomores, juniors, and seniors. During the course of the summer the students develop effective leadership skills, expand their professional horizons and learn about the dynamic nature of the organized Jewish community on campus in New York and globally.

The nine-week program began on June 1st, with a 2-day orientation program. On Monday June 7th, the CLIP students began their internship at their spe-

cific placements in for-profit or not-for-profit organizations. The students worked four full days per week and met as a group once a week on Wednesdays for workshops and seminars. A mandatory Shabbaton and week-end retreat was held during the summer and group Community Leadership Projects were presented before a panel at the end of the summer.

The 44 interns who were chosen to be part of CLIP 2004 represented a variety of backgrounds: students with little or no Jewish education or ritual background to students who have attended Jewish Day School their entire lives. The group also included 6 interns from the Former Soviet Union.

The Wednesday workshops and seminars were built around a theme and included intensive educational experiences. They

focused on such topics as: International and Local Jewish Needs; You and the World of Work; Israel on Campus; and Our Roots. One day was dedicated as a Mitzvah day to volunteer in three agencies: FEGS; DOROT; and Jewish Braille International.

The summer was a wonderful experience in all ways. The group was cohesive and FEGS believes that CLIP is an invaluable program that could be replicated across the country. These students are our future and it is important to cultivate them, grow the program, keep the students engaged and encourage them to take on leadership positions on their campus and change the world for the better.

## **Jewish Community Services of South Florida Celebrates Fourth Annual Meeting**

More than 140 local community leaders and donors attended the Fourth Annual Meeting of Jewish Community Services of South Florida, Inc. (JCS) on June 10, 2004, at Temple Israel in Miami. The annual meeting provides the agency's supporters and professionals with an opportunity to reflect on the progress of the past year and discuss the vision for the near future. "Because JCS is such a large and diverse organization, our annual meeting has become a critically important event on our calendar," said JCS outgoing chairman of the board Dick Slavin. "It allows us to see where we've been, where we stand, and discuss where we plan to go next. It also gives us an

*(Continued on page 17)*

## **OU & F.E.G.S Create Innovative Job Search Resource for the Community**

The Orthodox Union and F·E·G·S Health and Human Services System have joined forces to address a growing need for a job search resource that acknowledges both the religious and cultural needs within the Jewish community.

*ParnossahWorks.org*™ is a project that will put four Manhattan OU synagogues on the front lines, bringing together job seekers in their congregations with employers and presenting employers with highly qualified applicants. Through state-of-the-art computer and website technology, created by F·E·G·S, the traditional concept of parnossah, which means “earning a living” in Hebrew, now comes to life in the 21st century.

The official website, *ParnossahWorks.org*™ launched on September 20th. Four OU synagogues on Manhattan’s West Side – Congregation Ohab Zedek, Congregation Shearith Israel (The Spanish and Portuguese Synagogue), Lincoln Square Synagogue, and The Jewish Center – will take part in the pilot program.

F·E·G·S, one of the largest health related and human services organizations in the United States, has served the Jewish community for 70 years, offering a wide array of employment and other services, and with access to thousands of employers. OU, because of its organizational priority of strengthening the Jewish family, sought to partner with F·E·G·S because of the special nature of Jewish unemployment within the community.

“There is a new kind of unemployment within the Jewish community,” declared Rabbi Tzvi Hersh Weinreb, OU Executive Vice President. “In the past, it was those who had no training who went without jobs. Today, it is the highly trained who may be unemployed.”

“Our partnership with F·E·G·S utilizes the services of an agency that has an outstanding reputation in training people for the job market and placing them in appropriate positions, as well as special knowledge and sensitivity to the needs of the Jewish community,” said Rabbi Weinreb.

With the well-educated Jewish community as a whole beset by unemployment, the Orthodox segment of the community faces special stresses, according to Eliezer Edelman, OU Director of Operations and Management. “With the demands of yeshiva tuition, tzedakah (charitable giving), Shabbat and holiday observance, there is a special urgency to deal with unemployment in the Orthodox community and its effects on a family. The costs of maintaining a commitment to Orthodox lifestyle are significant, deepening the impact of unemployment,” he said.

*(Continued on page 15)*

## OU and F.E.G.S Create Innovative Job Search Resource for the Community

*(Continued from page 14)*

Alfred P. Miller, F·E·G·S Chief Executive Officer, noted the particular impact that both 9/11 and the dotcom bust have had on the Jewish community. “In addition to unemployment, there is also substantial underemployment,” he said. “Many people are forced to take jobs beneath their skills and experience, and often must hold two or three lower level positions in order to make ends meet.”



Dr. Steven Katz, Chair of OU’s *ParnossahWorks.org*<sup>TM</sup> project, a businessman and professor at the Graduate School of Business of the City University of New York, said the program is a response to a structural change in employment, with increased outsourcing not only of lower level jobs, but also those of higher economic status, such as systems administrators. The synagogues are the key, both Mr. Miller and Dr. Katz agree. Rabbis at the four participating synagogues will alert their congregants about the program, which calls upon the community to identify and list appropriate job openings that meet the professional needs of applicants and employers. For job seekers, all applicant inquiries and employer listings will be channeled to F·E·G·S employment counselors, who will provide appropriate job counseling (if needed) and will act as the interface between applicants and employers, providing both with feedback. Employers will have the ability to select, interview, and hire from a highly skilled and diverse pool of applicants who have been pre-screened by the F·E·G·S employment services team. A major component of the program is confidentiality, said Mr. Miller. “The site is secure and password-protected.”

*The Orthodox Union (OU) and F.E.G.S inaugurate parnossahworks.org. TM (L-R) Rabbi Moshe D. Krupka, Executive Director, Programming, OU; Rabbi Allen Schwartz, Congregation Ohab Zedek; Alfred P. Miller, CEO, F.E.G.S; and Dr. Steven Katz, Vice President, Board of Directors, OU.*

Dr. Katz said that OU looks forward to expanding *ParnossahWorks.org*<sup>TM</sup> and hopes it will serve as a model for the Jewish community at-large. “We would like to see every synagogue become energized to help our community create jobs and find candidates for them. Helping one another is what *ParnossahWorks.org*<sup>TM</sup> is all about, and there is no better home for this effort than the synagogue.”

For more information about *ParnossahWorks.org*<sup>TM</sup> call: 212-366-8586.

## 9/11: The Healing Isn't Over

Jewish Family & Vocational Service of Middlesex County (JF&VS) continues to see the aftermath of 9/11 in many different areas in the agency and in the needs of the clients served. For example, in recent months, JF&VS has received several referrals for clinical services for individuals directly affected by 9/11. Over three years after the incident, this is the first time these individuals are reaching out for help. In listening to their stories, the counselors identified some key issues. The individuals repeated sentiments such as “everyone told me I was lucky to have survived”, while their guilt kept them from seeking help. Another issue that became apparent was that many thought they were too strong to need help or too lucky to request assistance as others were worse off. Also, although they were suffering, many thought that they could endure the strain but when some other traumatic event occurred, the overall impact was unmanageable.

Individuals affected by 9/11 also continue to be referred for employment services. Many people are still unemployed as a result of the tragedy and many more were not ready to begin seeking employment prior to the last six to nine months. Due to the economic downturn they cannot find

gainful employment in their field, their skills are out of date and they are no longer marketable. Many do not have healthcare benefits and any savings are long gone. Several of those who did look for work after 9/11 were unable to focus or cope with the job search due to anxiety and depression. Despite their initial resistance, many people are finally realizing they are not “okay” and that they need to take time for counseling.

While the majority of families who lost a loved one in the attacks in New York City are in the process of receiving compensation for their loss, there are several families that have fallen through the cracks. Children, who were born in the United States and are considered U.S. citizens, are now facing deportation because one parent died in the attacks and the living parent does not have the documentation that allows him or her to remain in the U.S. legally. The spouses and children of workers with H-1 (employment based) visas who were employed at the Trade Center are not eligible for compensation and their immigrant status is at risk. These types of visas are only viable as long as the employee remains at his job and the family does not have permission to stay in the country as soon as employment is terminated. The families of workers who were undocumented are also not eligible to receive any financial assistance and received notice to leave the country. For many of these families, police

and immigration agents represent past suffering they might have experienced in countries where local and government authorities were not to be trusted. There were also language and cultural barriers that prohibited them from accessing the help they needed to remain in the country and receive federal government benefits. To help immigrants feel more comfortable accessing information, organizations and relief groups set up immigrant-information desks and outreach centers at four locations in New Jersey within

non-profit organizations

*“Over three years after the incident, this is the first time these individuals are reaching out for help.”*

that have a history of working with the immigrant community.

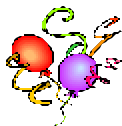
The healing isn't over. JFVS continues to provide services to all those affected by 9/11.



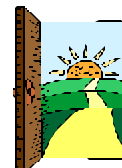
## Announcements from the Network



**Baltimore JVS** is celebrating its 65th Anniversary on October 5 with a cocktail reception and a program on JVS through the decades -- designed and written by the JVS Board! This multimedia event will be held at the Jewish Museum of Maryland, another Federation agency!



**Dr. Ruth Borchiver**, Chief Psychologist (JVS Toronto), is retiring after 40 years of exceptional service to the community. The International Association of Jewish Vocational Services (IAJVS) salutes Dr. Ruth Borchiver, 2003 winner of the Outstanding Professional Award, for her vision, leadership, and exemplary service to the Jewish community.



**Ellen Nathanson Silver** has resigned from JFVS, Middlesex County, New Jersey to move to Park City, Utah with her husband Barry. The agency will miss her.



Mazel Tov to **Karen & Sydney Goldenberg** on the birth of their grandson Eli Zachary to Marnie & Denise on August 26.



Mazel Tov to **Chuck and Ellen Weiden** on the marriage of their son David to Jayme Jaworski on August 28, 2004.

## Jewish Community Services of South Florida Celebrates Fourth Annual Meeting

*(Continued from page 13)*

opportunity to recognize some outstanding people who have helped us grow and accomplish our goals."

Barbara Black Goldfarb, a JCS Executive Committee member and the event's emcee, set the tone for the event by introducing JCS' programs and their importance in our community. David Saltman, President and Chief Executive Officer of JCS, then introduced the annual report and acknowledged the many contributions of staff and community leaders. This was followed by a special recognition of staff members who have produced exemplary achievements during the past 20 years, presented by Shelley Niceley Groff, chair of the JCS Human Resources Committee. The highlight of the evening was the awards presentation, recognizing the special achievements and outstanding commitments of community leaders who have worked closely with JCS programs.

The annual meeting also marked the beginning of Robert Merlin's term as incoming chairman of the board. Looking toward the future of JCS, Merlin said, "Thanks to the dedication of people like tonight's honorees, we are optimistic about expanding our range of services and improving our ability to serve those in need."

## Note from the Executive Director

I hope everyone had a restful and enjoyable summer. I am pleased to present the second edition of E-Lights: An IAJVS Publication for Executive & Professional Leadership. This issue is filled with even more exciting news and information from throughout the network. This time around we received contributions from 14 agencies! We were thrilled with the abundance of submissions as this demonstrates to us the great value our member agencies find in the use of this professional development resource. Thank you to all the agencies that submitted an article.

We've also added a new section highlighting personal announcements from network staff members. Feel free to forward us news on births, marriages, retirements, anniversaries and more in the coming months, to be included in the next issue.

Please enjoy this edition of E-Lights. Happy and healthy New Year to you and your families.

Genie Cohen

## Note from the President

The New Year is a time for renewal, reflection and promise. IAJVS begins this year with a sense of renewed vigor and determination. This summer an ad hoc committee of the Board convened in Philadelphia to reflect on IAJVS' history and frame a strategic plan for IAJVS' future. With appreciation to Claudia Finkel, Karen Goldenberg, Leah Rosenbaum, Barbara Rosenbaum, David Saltman, Vivian Seigel, Abby Snay, Jay Spector, and Janet Unger (Consultant) for your counsel and participation on the ad hoc committee. Our strategic plan, which will be reviewed with the IAJVS Board at our November meeting, more cohesively defines IAJVS' mission, our priorities, and goals for the future.

Genie Cohen has recently submitted an extraordinary financial sector employment proposal to the USDOL. Thank you to the 9 agencies that participated in crafting this proposal that reflects the many unique employment initiatives we conduct with this sector.

Again, as seen in this edition of E-lights, the innovative and far reaching work of our members brings hope, independence and dignity to so many in our communities. Our network is rich with ideas and service. Please contact your colleagues in any city to learn more about initiatives that could make a difference in your community.

Wishing you and yours a New Year of good health and promise.  
Gail A. Magaliff



Contact us at:

1845 Walnut Street, Suite 640  
Philadelphia, PA 19103

Phone: 215-854-0233  
Fax: 215-854-0212  
[www.iajvs.org](http://www.iajvs.org)

Socially Responsible  
Leadership for the 21st  
Century

**Mission:** *The IAJVS network is guided by a common mission set forth by Moses Maimonides: the greatest charity lies in helping people to become self-sufficient. To realize our shared mission, IAJVS provides its member agencies with services that strengthen local capacity. IAJVS serves as the collective voice, representing the network nationally and internationally, and promoting the important work of its local agencies, both here and abroad.*

**Members:** *Our network consists of 29 non-profit health and human service agencies in the United States, Canada, Israel and Argentina. Our member agencies together serve over 350,000 individuals annually. They provide a vast array of critical services in the areas of employment, rehabilitation, skills training, literacy, and health.*