



# IAJVS Executive Quarterly Report

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## 2000 Conference Report

This year's conference, held in St. Pete Beach, Florida reached its highest attendance, with approximately 140 people registered. Participants enjoyed the opportunity to see their colleagues and took advantage of the time together to collaborate on ideas and programs. Program highlights this year included Jonathan Young of the White House Office of Public Liaison, who gave personal accounts, as well as policy analyses of the Americans with Disabilities Act.

A panel on *Equipping for the 21<sup>st</sup> Century: Creating New Service Delivery Systems* was led by Robert Wilhite, Director, Business Liaison of the WAGES State Board in Florida. Al Miller, CEO and Executive Vice President of F.E.G.S. and Leonard Krugel of Lockheed Martin were respondents in this session. Luis Morse, of the Florida Department of Elder Affairs, articulated a session on the well-elderly population. Robin Levenston and Lili Kaufmann gave us a greater understanding of the new United Jewish Communities and elaborated on what it means to JVS'.

According to the evaluations, the most useful part of the conference was the opportunity to network

with and generate ideas from other professionals in the field. Especially popular were the sessions where agencies described programs such as the *Successful Replicable Programs* presentation and the Roundtable. Conference attendees were also very satisfied with the sessions pertaining to the future and the use of technology. These sessions were beneficial to many of the people at the conference who want their agencies to be more technologically advanced.

On the sunny side of the agenda, attendees took great advantage of being at a resort and had a chance to soak up the Florida rays. Participants also had the opportunity to unwind from the busy day at the "Key West" party, hosted by Ellen and Myron Mensh, Board Chairman of Gulf Coast Jewish Family Service. Thanks again to the Menshs' for their hospitality. Buffet dinner was also served at the Tuesday night pool party. Appreciation for JVS programs was shown on Tuesday morning at the Awards Ceremony.

Conference attendees left with greater insight and knowledge on how other agencies in North

America serve their communities and generated ideas on how to implement these programs in their own agencies. In order for you to capture all of the details, we will once again distribute the 2000 Conference Proceedings. We are still in the process of assembling them, but hope to have this completed for distribution by the beginning of the summer.

## **Welcome to the New Officers for IAJVS Board 2000**

President:	Barry Perlis (Rockville)
Vice President:	Howie Brecher (Cincinnati)
Vice President: (Operations)	Lew Chartock (St. Louis)
Secretary:	Vivian Seigel (Los Angeles)
Treasurer:	Howard Scher (Philadelphia)

*We are looking forward to another exciting and productive year as we continue to move IAJVS into the new millennium.*

## **National Consultation on Teen Volunteering**

In February, I participated in a National Consultation on Teen Volunteering, co-sponsored by JESNA, JCC Association, UJC, AJFCA, and the North American Alliance for Jewish Youth. The conference focused on assessing the current state of teen involvement in Jewish communities across the country and framing a strategy for future action. The morning agenda included presentations from various perspectives – community perspectives, youth movement perspectives, and one presentation from a high school student who has been volunteering in a soup kitchen for four years. After lunch, we engaged in a very interactive discussion on where does the Jewish community go from here on teen volunteering. Some observations voiced were that volunteer efforts are successful when they are linked to service learning; service learning can provide a meaningful experience in the Jewish community and gives the teenagers an opportunity to carry out Jewish values; and volunteer efforts need to meet both the needs of the community and the

individual, must be staffed appropriately, and have adequate funding.

### **New Jewish Community Web Site**

*Zipple.com is a free, unaffiliated Jewish Community web site. It is an inclusive site with the goal of having every facet of Judaism represented.*

## **Mentor Program for Immigrant Professionals**

*Special Addition by Guest Columnist, Gloria Blumenthal, NYANA*

NYANA, in partnership with New York UJA-Federation developed the Advisory Committee for Émigrés (ACE), a volunteer mentoring program for high level émigré professionals with post-university education. In the past year, NYANA received a grant from the Baron de Hirsch Foundation for ACE to reach out nationally in partnership with IAJVS. Through the IAJVS network, ACE services could be replicated or used in other communities to provide émigrés with high level backgrounds to learn how to re-establish themselves with the help of someone who has experienced a similar process.

The ACE program consists of mentors who are primarily Russian-speaking émigrés who have established or re-established themselves in high-level professions. The majority of our volunteers currently live in the New York tri-state area, but there are many other states represented. With telephones and e-mail, volunteers can help wherever they live. While this is not an employment program, many of our volunteers have found jobs for their "mentees." ACE's newest source of volunteers are former clients who want to do the same as was done for them. The ACE program has helped many hundreds of high-level professionals from computer programmers to all types of engineers, Phd's in physics, French literature and mathematics to name a few. We also have patent lawyers to help inventors with their inventions.

NYANA and IAJVS are working together to recruit more volunteers in a variety of high-level

professions to help émigrés who need this service. In the next few months we hope to have an ACE website. We are also developing brochures for volunteer recruitment that would be appropriate in other cities. The ACE program is not limited to Russian-speakers. Émigrés from other countries have been helped and volunteers do not have to be Russian speakers.

Many of the ACE volunteers have also become a source of émigré leadership in the Jewish community. They have become a cohesive group learning about how the Jewish community functions and then taken on leadership roles on agency boards and UJA-Federation committees. The ACE program is being replicated in Philadelphia and Jerusalem. The ACE staff also consults with other agencies throughout the USA regarding their high-level clients or recruiting émigrés as leadership. Our help is not limited to émigrés from the FSU, but they must be foreign-born and a high-level professional. If you would like to discuss the ACE program or refer eligible volunteers or clients in your community, please call Genie Cohen at 215-854-0235 or if you want to include NYANA then contact Bella Zelkin at (212) 898-4153 or me, Gloria Blumenthal at (212) 898-4158.

## **JEVS Philadelphia Hosts Public Policy Forum**

On January 13, 2000, Jewish Employment and Vocational Service and the Jewish Federation of Greater Philadelphia joined together with HIAS and Council Migration Services, Jewish Community Relations Council, and the Pennsylvania Jewish Coalition to sponsor a unique public policy forum titled "Work for the Welfare of the City—the Jewish Community and Welfare Reform." Lucy and I attended the one-day conference which provided information not only on current policy and practice, but also on Jewish teachings about approaches to poverty, in order to develop a deeper understanding and initiate appropriate communal responses.

## **Using Word Art in Business Communications**

*Special Addition by Guest Columnist, Hal Allen, JEVS Director of Information Systems (Inspired by an article in PC week)*

JVS's large and small alike use typographic designs for corporate letterheads, conference communications. Oddly enough, most PC users are not aware that if they own Microsoft Office, they already have the ability to create text-based logos using its included WordArt mini-program.

WordArt lets you create text into geometric shapes, align it along arcs or circles, and create unusual fill or shadow effects. Unlike full-featured drawing programs such as Corel Draw or Adobe Illustrator, WordArt does not require you to be an artist. WordArt's effects are achieved through simple drop-down menus and dialog boxes.

### **Creating a WordArt logo is a simple process:**

Step 1: In Word, choose Insert | Picture | Word Art, or in Publisher, choose Insert | Object | Microsoft WordArt. Step 2: When the WordArt toolbar and text-entry box appear, type your copy. Step 3: Use the toolbar to apply special effects to the text. Step 4: Click anywhere outside the WordArt frame to return to the program's normal operating mode. Step 5: Import a clip art symbol. Step 6: The Recolor Picture command.

WordArt does have a few limitations. It relies on TrueType fonts (PostScript fonts are not supported), and the text can only be formatted with a single font and a single effect. Therefore, if you want a logo to contain multiple fonts at different point sizes, you will have to create several different Word Art objects and group them together.

I cannot give you a formula for logo design, because the best logos begin with old-fashioned inspiration. However, I can run through a few design techniques.

### **Align Elements**

When you begin your logo design, you should look for meaningful relationships between individual elements. A company name often contains primary and secondary words that suggest a corresponding visual relationship.

WordArt makes it easy to size, space, and align multiple text elements. You can resize the text elements simply by resizing the WordArt frame. When you apply the Letter Justify alignment option to a word, WordArt automatically adds the appropriate amount of space between each letter to space the phrase evenly across the frame.

### **Reshape Text**

Because WordArt treats type as vector outlines, it can modify the shape of a letter or the shape of the baseline along which text flows. This ability to twist and turn letters lets you match any text phrase to the shape of underlying geometry.

The most common example of this is text running around a circle. WordArt's drop-down menu offers a wide variety of shapes, including, arcs, triangles, convex or concave lenses, wavy banners, and perspective rectangles.

### **Enhance Text with Formatting**

On the simplest level, you can change the color of text. However, the ability to change the fill color separately from the outline color opens up a world of design possibilities.

### **Add Drawn Shapes and Clip Art**

Even logos that consist primarily of text will often need supporting images. Microsoft Office provides an extensive clip art collection, easy mechanisms to import pictures from other sources, and simple drawing tools.

Clip art pictures—especially if they are generic enough to be read as abstract symbols—can greatly enhance a logo.

You will often find that a simple geometric shape is all you need to give structure to a logo.

With some practice and imagination, you can do a great deal of wild and wonderful things with Word Art.

## **Jonathan Young Recognized Nationally**

I know those of you who heard Jonathan's presentation at our annual conference were tremendously impressed – your evaluations gave him the highest ranking. So we thought you would want to know that Jonathan has been named one of the Ten Outstanding Young Americans for 2000 by the U.S. Junior Chamber of Commerce. Jonathan joins other White House notables who have received this honor, including Presidents Kennedy, Nixon, Ford, and Clinton, as well as Vice President Gore. Jonathan is now the highest-ranking individual in the White House who specializes in disability issues. On behalf of our organization, I sent Jonathan an e-mail congratulations.

## **Child Care Aware Hotline**

According to statistics from the Children's Defense Fund, 89 percent of adult Americans say that finding child care is difficult for most American families, and 86 percent of Americans believe that child care should be available to low-income families to seek and maintain jobs. More importantly, a recent Welfare-to-Work Partnership poll found that employees hired off the welfare rolls put child care assistance at the top of the list of job retention services they desired. The National Association of Child Care Resource and Referral Agencies' (NACCRRRA) is a membership organization of 600 community-based child care resource and referral programs from every state in the U.S. NACCRRRA provides a toll-free child care hotline which directs callers to the local child care resource and referral program, which is a reliable and comprehensive source of information about child care and other parenting needs. Call Child Care Aware at 1-800-424-2246.

## **IAJVS Staff on the Move, Part I: Grants Updates**

The annual IAJVS/AJVSP conference in St. Pete Beach, Florida provided an exciting opportunity

for the program managers and staff of the two IAJVS-administered national grants to network and create a synergy around the national programs. The two working sessions focused on creating evaluation tools to ensure that we are providing useful and effective training and supportive services and drafting outlines for best practice publications so that we can share what works and lessons we have learned with the JVS network, program funders, and other service providers.

## **IAJVS Staff on the Move, Part II: Conferences and Site Visits**

Most of the movement of IAJVS staff over the last quarter focused on preparing for the IAJVS/AJVSP annual conference. Now that the conference is behind us, we look forward to a number of exciting trips in the next few months. Lucy and I will be traveling to San Francisco on April 6 & 7<sup>th</sup> to attend JVS' Strictly Business luncheon, which honors JVS Executive Director Abby Snay, and to conduct a monitoring visit for the disAbility Employment Initiative grant. IAJVS' second round of grant monitoring visits will continue on May 2, as we head up to MetroWest to see the RETAIN program in action.

On April 11, 2000, Lucy and I will participate in a National Skills Summit sponsored by the Department of Labor. The event promises to be a thought-provoking day of discussions focusing on innovative, practical, and cost-effective strategies and partnerships to address employers' increased

### **Save the Date:**

**IAJVS/ AJVSP Conference 2001  
June 3 – June 6  
Philadelphia, PA**

demand for workers with rising skills levels. Later that week, Lucy will be speaking at Washington, DC's "Faith-Based Conference on Economic Development and Neighborhood Revitalization". The conference will be another excellent opportunity to showcase the RETAIN welfare-to-work program and other programs offered throughout the JVS network, and to demonstrate the role of faith-based organizations providing services to a non-sectarian population.

## **How to Contact Us**

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**We welcome your comments and suggestions.**

