



hornstein

THE JEWISH PROFESSIONAL LEADERSHIP PROGRAM

Brandeis

September 2006

Dear Friends,

As we gear up for a new and exciting year at Hornstein, I am delighted to be able to report to you on recent developments, and share with you news about the year ahead.

First, I am pleased to announce that we have taken on a bold new name: HORNSTEIN: The Jewish Professional Leadership Program @ Brandeis University. For years, we have focused on training Jewish professional leaders, and now that is our official mission. We have retired the term “communal service,” and will henceforward provide our students with a degree in “Jewish Professional Leadership.” At a moment when so many Jewish communal agencies are looking for new professional leaders, this change could scarcely be more timely.

Alongside our new name, we have also developed an exciting new curriculum. Jewish professional leaders in the twenty-first century require both advanced management training and a higher level of Judaic competence. Thanks to our recent partnership with Brandeis’ renowned Heller School of Social Policy and Management and the International Business School, in addition to our strengthened ties with Brandeis’ world famous Department of Near Eastern and Judaic Studies, we can prepare our students to meet both of these requirements. The new curriculum provides students with access to a much broader range of faculty, and strengthens Hornstein’s ties to the larger university community. Students pursue dual degrees: either a dual Masters in Business Administration and Jewish Professional Leadership, or a dual Masters in Near Eastern & Judaic Studies and Jewish Professional Leadership. Both are rigorous five semester (21 month) programs, including the summer between years one and two. The new curriculum means that students take a more robust and varied group of courses with new features; see http://www.brandeis.edu/jcs/program/options/degree.html_for complete details. We are confident that students will emerge from this program better trained for professional positions in Jewish life than ever before.

A central feature of the revised curriculum is the new Hornstein Jewish Leadership Seminar. Meeting every two weeks, this seminar brings innovative Jewish leaders into an intimate setting with Hornstein students, faculty, and alumni for conversations about what makes a Jewish leader. Leaders speak personally and “off-the-record,” focusing on the life, people, education (formal and informal), and experiences (planned and unexpected) that made and shaped them as Jewish leaders. Leaders share their vision for the coming generation of Jewish leadership, and pose “real-life” scenarios from their experiences, challenging students to think through with the leader and one another

possible responses. Our goal is to enable students to begin to discuss with Jewish leaders what "leadership" really involves, in all its complexity and promise, and to enable today's Jewish leaders and tomorrow's Jewish leaders to meet. The fall list of speakers includes Jehuda Reinharz (President, Brandeis University), Nancy Kaufman (Jewish Community Relations Council of Greater Boston), Roger Bennett (Charles Bronfman Foundation), Miriam May (Susan G. Komen Breast Cancer Foundation), Alan Finkelstein (Jewish Community Center Association), and others! The full list will be available soon on our website.

For almost three decades, the Hornstein curriculum has included a seminar in Israel, known as the Foster Seminar in Israel on Contemporary Jewish Life. We are deeply committed to maintaining this element of our curriculum, which we have proudly kept up even during Israel's most challenging times. In order to fully utilize the summer between the first and second years of the program for classes, we have moved the three-week Foster Seminar to Brandeis' winter intersession. We will continue our partnership with the Jewish Community Center Association (JCCA) to provide our students with varied experiences to explore Israel and examine Israeli society while focusing on Israel-Diaspora relations and the role of Israel in contemporary Jewish life. In preparation for this trip, students will study the history of Israel with Prof. Ilan Troen, who holds the Karl, Harry, and Helen Stoll Family Chair in Israel Studies at Brandeis, and will also have the opportunity to explore their own attitudes toward Israel as budding Jewish professionals. We know that these experiences will enhance students' preparation for their professional careers.

We are thrilled to welcome seven new students into our program this year. Several have won prestigious external awards including a Wexner fellowship and a Professional Leaders Project (PLP) fellowship. Together they form an unusually diverse and accomplished group.

Jordan Fruchtman (B.A, Global Studies, University of California, Santa Barbara) has been serving as Regional Director of the Forest Foundation, an organization he founded with four others. He has also been deeply involved in community building during his undergraduate years where he founded and ran a community organization and served as Social Action Chair and Vice President of the Santa Barbara Hillel.

Joseph Gindi (B.A., Anthropology, Wesleyan University) has been studying at Machon Pardes in Jerusalem. Before that, he served as a Campus Jewish Service Corps Fellow at the Slifka Center for Jewish Life at Yale University and while an undergraduate, he co-founded a Jewish activist collective.

Adam Kancher (B.A., University of Wisconsin) has been an OTZMA volunteer in Israel and has interned for the Goldring-Woldenberg Jewish Community Center in Metairie, LA. He is passionate about the possibilities for "restoring the Kosher Cajun flavor" to his hometown of New Orleans.

Ariel Libhaber (B.A., M.A., University of Witwatersrand, South Africa), a native of Argentina, has been working as a researcher at Brandeis' Cohen Center for Modern Jewish Studies. For his Master's dissertation in Sociology, Ariel focused on the role of religion and its impact on childrearing practices, particularly among Jews in Johannesburg.

Katie Light (B.A. Sociology, Trinity College) has been studying at Machon Pardes in Jerusalem. Prior to that, she worked as a Community Relations Associate for the Jewish Community Relations Council of Greater Hartford and was President of Trinity's Hillel.

Daniel Parmer (B.A., History, California State University, San Bernardino) has been studying in the Department of Near Eastern & Judaic Studies at Brandeis and working at the Cohen Center for Modern Jewish Studies. As an undergraduate student, Daniel served as President and Founder of Cal State's Hillel.

Adrien Uretsky (M.A., Sociology, Clark University) has been serving as the New England Regional Director of the Curriculum Initiative, a program in Jewish Education. She has also worked as a Jewish Campus Service Corp Fellow for MIT's Hillel and as a research assistant at Brandeis' Cohen Center for Modern Jewish Studies and for Brown University's Program in Jewish Studies.

We are particularly grateful for the outstanding generosity of so many benefactors who have made it possible for us to offer scholarships and fellowships to our students. The contributions of our donors help to defray the costs of Brandeis tuition and the high cost of Boston area living. Moreover, these funds ensure that we recruit and support our talented students, including those mentioned above, who go on to make important contributions as Jewish leaders. We wish to make special note of the following generous supporters whose commitment to Hornstein is deeply appreciated: Melvin and Ryna Cohen, William Davidson, Rita Denerstein, Edward Fein, the family of Sidney Fleck, Doreen Hermelin, Frances Hirshenhorn, Edward H. and Irene Kaplan, William Margolis, Florence Melton, Sumner Milender, the Ratner Family, Eugene Ribakoff, the Robert Russell Memorial Foundation, the family of Arthur F. Silbert, Paul '72 and Linda '72 Zlotoff, and the Combined Jewish Philanthropies of Greater Boston.

In other news, Natalie Greene, who has shepherded three decades of students through our program and has maintained ties with our alumni around the world, retired this past summer. Our office is not the same without her! Natalie was feted by students in the spring, prior to a medical leave, and was honored again at graduation. On October 29th, the entire Hornstein community will have the opportunity to honor Natalie at a reception in her honor from 10:30 a.m. -12:00 p.m. at the headquarters of the Jewish Family and Children's Services in Waltham. We hope that you will join us! Rise Singer, our able administrator, has taken on additional office responsibilities since Natalie departed. She is always delighted to hear from you. Please also welcome our brand new office staff member, Carol Hengerle.

Two new faculty members have joined our Hornstein family this year. First, we welcome Leonard Saxe as Professor of Jewish Community Research. Len is Director of the Cohen Center for Modern Jewish Studies and the Steinhardt Social Research Institute at Brandeis, and until recently has been Professor in the Heller School. We are delighted that he is now with us, and know that our students will greatly benefit from his wide-ranging learning and high standards. We also welcome Ellen Smith as Lecturer. Ellen has served in a lay capacity as president of the Jewish Community Center in Boston, and is former curator of the American Jewish Historical Society, as well as principal at MuseumSmith. At Hornstein, she is coordinating the Hornstein Jewish Leadership Seminar and helping to prepare our students for the Foster Seminar in Israel.

Continuing faculty members have been busy as well. Susan Shevitz, who was presented with the Bernard Reisman Award for Professional Leadership at the 2006 graduation and was feted by the Dean of Arts and Sciences, Professor Adam Jaffe, for her contributions to Hornstein, is advancing her important research on pluralism in Jewish education. In the last year, she has delivered two scholarly papers drawn from her research. She also developed an "evaluation tool kit" with Prof. Larry Bailis of the Heller School for the Legacy Heritage Fund's new project on congregational change, and she completed a protocol for assessing the culture of Jewish day schools for the Partnership for Excellence in Jewish Education (PEJE). Joseph Reimer is a lead faculty member of ELI, the Executive Leadership Institute for directors of Jewish residential camps. The Institute for Informal Jewish Education, which he directs, has also received a three year grant from the AVI CHAI Foundation to run an Experiential Jewish Education Program for educators from 26 Jewish high schools in North America. In addition, he oversees a Jewish Experiential Learning Seminar, sponsored by the Covenant Foundation, that investigates how Jewish educators design and implement programs of experiential learning for young people. David Mersky is writing a book tentatively titled *Exceeding Your Fundraising Goals: Establishing a Culture of Giving*. He is also working with Brandeis' Fisher-Bernstein Institute on a project of professional development and continuing education for the fundraising professionals employed by Reform synagogues, and is facilitating a forthcoming meeting of the Friends of the Hebrew University.

Students are the heart of Hornstein and our *raison d'être*. In May, we graduated an impressive class of seven students. These students have taken positions in such organizations as the Jewish federations of Baltimore and Chicago, Jewish Women International, Emory University Hillel, and the Jewish community of South Africa. At a time when so many leadership positions within the Jewish community stand vacant, we are proud to be doing our part in preparing students to fill them!

These recent graduates join the ranks of our 585 distinguished alumni who continue to contribute to the vibrancy of Jewish life in many communities throughout the world. While the largest group of alumni works in the United States (485), with substantial concentrations in the Boston area (125), New York/ New Jersey (99), Washington/Baltimore (31), South Florida (30) and California (34), there are others working in Canada, the UK, Australia, South Africa, Europe and, of course, Israel. Three of our recent graduates have had articles published over the last few months. Caroline Musin's ('05) "The Lay/Professional Partnership: Working Toward a Congregational Model" appeared in the *Journal of Synagogue Administrators*, and Shira Garber ('05) and Cara Unowsky ('03) co-authored an article entitled "Welcoming the Jewish Community: A Strategic Initiative" in the *Journal of Jewish Communal Service*. Both articles began as Hornstein class projects. Recent awards to alumni include the prestigious Israel Prize to David Goldberg ('92) of the UJIA of Great Britain for his leadership on Israel education during the intifada, the 2005 Young Professional of the Year award to Amy Wagner Biloan ('00) by The Jewish Communal Service Association, and a Covenant Award to Stephanie Rotsky ('88) for her groundbreaking work on social justice within the context of Jewish day schools.

We are extremely proud to have been selected as a partner organization to the new Professional Leaders Project (PLP). Rhoda Weisman Uziel, a Hornstein alumna, is the executive director of PLP, and its mission is "to develop and sustain a network of outstanding, entrepreneurial 20- and 30- something talent, cultivating them to assume

executive professional and volunteer leadership positions throughout American Jewish life.” We look forward to a long and productive relationship with this important initiative.

Hornstein is always on the lookout for high quality students, interested in exploring careers in professional Jewish leadership. Students, alumni and friends are our best source of new recruits. If you know someone who might be suitable for our program, please be in touch with me directly: sarna@brandeis.edu. Potential students are always welcome to visit our program, and are warmly invited to join us on Sunday October 29th for an open house. The Hornstein website includes details about this event.

As I write this, the summer is waning and our thoughts turning to the year ahead. We look forward to a good year at Hornstein. May the year ahead likewise be good for Israel and the world at large.

Best wishes for a happy, healthy, fulfilling and peaceful New Year!

Sincerely yours,

A handwritten signature in black ink, appearing to read "Jonathan D. Sarna". The signature is fluid and cursive, with the first name being the most prominent.

Jonathan D. Sarna
Director
Joseph H. & Belle R. Braun Professor of American Jewish History