



hornstein

THE JEWISH PROFESSIONAL LEADERSHIP PROGRAM

Brandeis

September 2008/Rosh Hashanah 5769

Dear Friends,

As we begin a new year, marking the 40th anniversary of our program, I am delighted once again to report to you about recent developments at Hornstein, and to share plans for the year ahead.

Eleven new students have joined us this Fall for a total of twenty students in our program. Our students come from eleven different states as well as from Canada and Israel. Three of the new students are enrolled in the University's new double MA in Public Policy and Jewish Professional Leadership, with the Heller School. Five others are in our program that offers a double MA in Business Administration and Jewish Professional Leadership. Three are pursuing a double MA in Near Eastern and Judaic Studies and Jewish Professional Leadership.

For the first time, this year, we have accepted two students in the burgeoning field of Jewish Museum Studies. These students will be pursuing a range of courses in Hornstein, the Department of Near Eastern & Judaic Studies, and Brandeis' Program in Cultural Production. Upon graduation, each will be prepared to assume a position in one of the more than eighty Jewish museums around the country.

Two of our new students came to us with special scholarship awards: Jared Goldlust is the Bildner Fellow in Jewish Camping, sponsored in conjunction with the Foundation for Jewish Camp. Phillip Brodsky was awarded a full scholarship from the Professional Leaders Project (PLP). Other students bring with them significant experience working or volunteering in Hillel on campuses around the country, Jewish camps, museums, educational institutions, and the like. Many also have significant experience in Israeli service and advocacy organizations.

We are delighted to welcome this wonderfully accomplished and diverse class:

Ellen Benz (B.A., History, Wellesley College) has joined Hornstein as a part time student with plans to incorporate her experience in the financial world with her Jewish education. She would like to become involved with Israel advocacy and Jewish

Philanthropy. In addition to a variety of teaching positions, Ellen has been involved in the Jewish Federation of Central Massachusetts and Hadassah.

Phillip Brodsky (B.A., Journalism and Mass Communication, University of North Carolina at Chapel Hill) is this year's Professional Leaders Project Academic Fellow. For the last few years, in addition to his volunteer work with Hillel, he has worked as the Director of Jewish Programming for Alpha Epsilon Pi Fraternity. While at Hornstein, he hopes to gain the Judaic context and business acumen to run a successful non-profit business.

Chloe Brownstein (B.A., Comparative Literature, Smith College), a native of New Jersey, is interested in the area of Jewish museums. Chloe was a theatrical performer while at Smith College as well as a radio broadcaster. She has also worked as a Research Assistant in the Religion and Jewish Studies Departments and as an archival intern at the Leo Baeck Institute.

Mimi Garcia (B.A., Sociology and Feminist Studies, Southwestern University) comes to us from Austin, Texas where she has been working at the Texas State Employees Union. Mimi has been involved with the DC Employment Justice Center and the Texas Association Against Sexual Assault, and hopes to use her MA/MPP degree to organize young adult Jews into champions of social justice.

Noam Gilboord (B.A., History and Prehistoric Archaeology, University of Toronto) has an avid interest in museum studies and hopes to put that to good use as the director or curator of a large museum. He has worked as an intern at the Israel Museum, a gallery assistant at the Royal Ontario Museum in Toronto, and a museum assistant at the Beth Tzedec Reuben and Helene Dennis Museum, also in Toronto.

Jared Goldlust (B.S., Recreation Management, Dalhousie University) from Thornhill, Ontario, Canada is this year's recipient of the Robert and Elisa Spungen Bildner Graduate Fellowship in Jewish camp management. Jared hopes to use his past employment as a camp counselor and camp program director, as well as his other experiences in sports organizations, to become the director of a Jewish camp.

Malka Jampol (B.A., Political Science, Johns Hopkins University), a Newton, Massachusetts native, has recently been working on a community change initiative for the Annie E. Casey Foundation. Malka hopes to combine her social policy interests with her Jewish background to work at an organization that promotes outreach and inter-religious dialogue.

Jessica Levine (B.S., Advertising, Boston University), who is from Boca Raton Florida, came to Hornstein to combine her business experience in the field of print advertising with her Judaic background. She has worked as a copywriter, and editing assistant, and hopes to someday start a Jewish social-action organization.

Nina Robinson (B.A., Religion, Middlebury College) is no stranger to the Brandeis Campus. She has recently been working as a research assistant at the Cohen Center for Modern Jewish Studies located at Brandeis. While there, she learned about Hornstein and hopes to use the combination of business classes and Jewish leadership courses to prepare for a career promoting Jewish values and community.

Shirah Rosin (B.A., History/Government, University of Maryland) has been involved in a variety of social organizations including the Nesiya Institute in Jerusalem, Crossroads Center for At-Risk Teens, and the National Initiative for Children's Healthcare Quality. She has also spent a year at the Pardes Institute in Jerusalem. These experiences, along with her dual MA/MPP, will prepare her for a career working with young adults around the issues of identity and diversity exploration.

Hannah White (B.A. Religious Studies, McGill University) has spent the last year as the JCSC Fellow for Houston Hillel. Hannah has had a lifelong interest in Jewish culture and religion. During college, she was actively involved with Jewish organizations and was a founding member of Keshet at McGill University. She hopes to work within the Jewish communal world to help organizations remain relevant and foster connections to the community.

All of our entering students, joined by returning students and the faculty, came together at Camp Eisner just before classes began for a two-day orientation. There the students received an introduction to our [curriculum](#), shared their views concerning critical issues in Jewish life, learned about setting goals, and began to build the network of relationships among faculty and students that characterizes the Hornstein community. The off-site orientation proved to be a tremendous success, both in providing the practical information our students need and in building our community.

We are delighted to welcome Yehuda Kurtzer to our faculty this year as the inaugural Charles R. Bronfman Visiting Chair in Jewish Communal Innovation. He was selected from a search that yielded an astonishing 239 proposals from individuals who wanted to come to Hornstein to develop their ideas about how to transform Jewish life. Kurtzer's winning proposal was entitled "The Sacred Task of Rebuilding Jewish Memory," and the book he is writing deals with how Jewish memory works, and how it can serve as a bridge among diverse groups of Jews. He also will be teaching several courses, including one entitled "Visionaries and Innovators in Jewish History and Tradition."

Returning faculty members have, as usual, been busy and productive:

Jonathan Sarna published *A Time to Every Purpose: Letters to a Young Jew* (Basic Books/Perseus) as well as diverse articles dealing, among other things, with mysticism among colonial Jews, secularism among contemporary Jews, and the history of intermarriage. He lectured around the country, chaired an American Jewish Committee Task Force on Jewish Peoplehood, and served on important committees for The AVI CHAI Foundation and the Jewish Book Council.

Jody Comins, our Director of Fieldwork and Alumni Relations, has just been selected as a Fellow for the Twenty first Nahum Goldmann Fellowship that will take place in Israel this coming February. She also continues to work with our students and generous on-site supervisors as we experiment with a more individualized approach to field experience. Last year, second-year students worked in such diverse organizations as Hebrew Senior Life, Kavod House, Jewish Community Center of Greater Boston, Jewish Cemetery Association, Cohen Center for Modern Jewish Studies, and Combined Jewish Philanthropies. This year students are working at Mayyim Hayyim Living Waters: Community Mikveh and Education Center, Gann Academy, Brandeis' Development Office, Camp Bauercrest, Hebrew College/Prozdor High School, and JCC Maccabi Camp Kingswood.

David Mersky's book, *Establishing a Culture of Giving: Exceeding Your Fundraising Goals* was published by STAR: Synagogue Transformation and Renewal. He has also presented workshops at the PEJE (Partnership for Excellence in Jewish Education) Conference and, with Amy Sales, at the 45th International Conference of the Association of Fundraising Professionals. Finally, David has been traversing the Atlantic to work on projects in London with the West London Synagogue of British Jews, the United Jewish-Israel Appeal of the United Kingdom, and the Bishop of London, the Church of England and St. Ethelburga's Centre for Reconciliation and Peace.

Joe Reimer's article "Experiential Jewish Education" has just been published as part of the new *What We Now Know About Jewish Education* (Torah Aura Productions). He also edited a new anthology of essays entitled "How Jewish Experiential Learning Works", which will be published in honor of the Covenant Foundation's 18th year anniversary this October. Joe continues his work as Director of Brandeis' Institute for Informal Jewish Education (IJE) which was recently awarded a new grant from the Legacy Heritage Fund Limited to launch a leadership seminar for principals of community Hebrew high schools. He will also serve as lead faculty member for the second round of the Executive Leadership Institute for Jewish camp directors sponsored by The Foundation for Jewish Camp starting this October.

Mark I. Rosen, who teaches the Organizational Behavior course, spent the summer completing a manuscript on fundraising at the American Jewish Joint Distribution Committee. An article he co-authored entitled "Inspiring Jewish Connections: Outreach to Parents with Infants and Toddlers" appeared in the journal *Zero to Three*. Mark continued his role as an advisor to the Harold Grinspoon Foundation's PJ Library program, and gave several talks to Jewish community leaders in Milwaukee under the auspices of the Helen Bader Foundation about a study he recently completed that analyzed Milwaukee's services to parents with young children. Mark was also invited to give presentations to the Jewish Funders Network and the Commission on Jewish Identity and Renewal at the UJA-Federation of New York.

Amy Sales has been working on a number of key projects, including a database and web applications for a catalogue of all organizations in the United States involved in Jewish education for children and youth for the Jim Joseph Foundation; the Fisher-Bernstein

Institute, Creating a Culture of Development, which launches a year-long program of study for Jewish communal organizations and agencies, and, for The AVI CHAI Foundation, Amy is the Principal Investigator on a study of the educational potential of Jewish overnight summer camps. Amy has also had a number of articles published, one of which, *Mapping professional development for Jewish education*, is [available on the web](#).

Len Saxe who, in addition to Hornstein Program responsibilities, directs the Cohen Center for Modern Jewish Studies and the Steinhardt Social Research Institute, has had an extremely productive year. At the beginning of the summer, his book (with Barry Chazan), [*Ten Days of Birthright Israel: A Journey in Young Adult Development*](#), was published by Brandeis University Press. He wrote the book to tell the Birthright Israel story and has been speaking about the program around the United States and Israel (and would welcome additional invitations). He has also published a series of research papers about key issues affecting the Jewish community, including the impact of Birthright Israel, intermarriage, Jewish education, and socio-demography.

Ellen Smith developed an interdisciplinary Jewish museum studies track, attracting present and potential Hornstein students and students from across the University. She led the Foster Seminar to Israel last winter, and is working with student leaders and faculty again this year to plan innovative programs in Israel, the Leadership Forum, and the Milender Seminar. Ellen chairs Hornstein's curriculum committee, is the Hornstein liaison to the Heller MBA program, and has recently been appointed to the Community Leadership Council of the Jewish Community Centers of Greater Boston. Her article on early 20th Jewish New Year Postcards as markers of immigrant identity is being translated into Hebrew and will appear in *Jerusalem Studies in Jewish Folklore*.

In addition to these activities, our faculty has been deeply involved in developing seminars for different sectors of the Jewish community. In January, in collaboration with the Bureau of Jewish Education of Greater Boston and Combined Jewish Philanthropies, we invited Jewish educators from around the community to a day-long seminar on *Israel at 60: History and Pedagogy*. Some 35 joined us, our largest audience in years. This past summer, Amy Sales brought together 18 mid-level Jewish professionals for our Kaplan Seminar, in conjunction with the Fisher-Bernstein Institute. The curriculum was revamped this year and participants described it as extremely valuable and rewarding. We are delighted to be making this kind of impact on Jewish Professional Leadership in North America.

We continue to make improvements to our curriculum. Joe Reimer returned this summer from sabbatical and taught a highly successful new course entitled *Summer Camp: The American Jewish Experience*, and Mark Rosen redesigned the Organizational Behavior course receiving high marks from the students. This was also the second successful year of our new, more compact Israel seminar format. Students now go to Israel twice instead of only once during their tenure. Finally, students were able to interact with a bevy of distinguished Jewish leaders on campus last year. For our Leadership Forum, the list of speakers included: Shlomo Lifschitz, President, Oranim Educational Travel; Rabbi Mark

Sokoll, President, Jewish Community Centers of Greater Boston; Larry Moses, President, Wexner Foundation; Rabbi Yehuda Krinsky, Chabad; Jerry Silverman, President, Foundation for Jewish Camp, and Tahl Raz, President and Editor, Jewcy.com. We were also extremely fortunate to host at Hornstein Gerry Bubis, Founding Director of Hebrew Union College's School of Jewish Communal Service; Jody Myers, Professor, California State University; Ruth Messinger, President, American Jewish World Service, and Lynn Schusterman, Philanthropist, Charles and Lynn Schusterman Family Foundation.

We are particularly pleased by the achievements of our students. Last year, Daniel Parmer and Adam Kollett both received Fein-Pinanski-Shain fellowships established by the Hebrew Free Loan Society and administered by the Combined Jewish Philanthropies Scholarship Committee to recognize excellence among graduate students pursuing Jewish careers. And, in May, our graduating students presented outstanding final projects on such diverse topics as *Jewish Family & Life! - Working Towards Sustainable Funding for the Future* and *Stumbling Blocks: Geopolitics, the Armenian Genocide, and the American Jewish Community*. These same graduates are now working for the Jewish community in such challenging positions as executive director of Orange County Hillel, program officer for PEJE, strategic planning consultant for Combined Jewish Philanthropies, and development associate for the Jewish Federation of Atlanta. We also had three graduates who matriculated into demanding doctoral programs at Boston University, Brandeis and the University of North Carolina.

These graduates join the ranks of our nearly 600 talented alumni who contribute on a daily basis to the betterment of our Jewish community. We are grateful to all of our alumni for their engagement and, in particular, to those who remain active supporters of the Hornstein Program and our recent graduates.

At the graduation ceremony last May, our students were treated to a moving address by Alan Teperow entitled "[Mondays with Bernie](#)". Alan, a 1976 graduate of our program, also received the Bernard Reisman Professional Excellence Award for his years of dedicated service to the Synagogue Council of Massachusetts. Graduation also was marked by the inauguration of the Bernard and Rena J. Olshansky '56 Prize in Jewish Communal Service. The award, coinciding with Bernie's 80th birthday, will be offered annually to a deserving Hornstein student. This year's Olshansky Prize went to Aliza Goodman.

Last week, alumni, friends, and current students joined to mark the new emeritus status of Susan Shevitz, who devoted twenty-five years of service to Hornstein, and preceded me as director. As part of the memorable reception, we announced the creation of the Susan Shevitz Fellowship, established by an anonymous donor in concert with the Hornstein Program. This fellowship honors Susan's teaching, scholarship, and values, and carries with it the opportunity for a Hornstein student to benefit from Susan's ongoing mentoring. The gift is a matching one, and we welcome additional contributions from alumni and friends. Checks made out to Brandeis University (please put *Susan Shevitz Hornstein Program Fellowship* on the memo line) may be sent to: The Hornstein Program, Brandeis University MS 037, Waltham, MA 02454.

Under the leadership of our devoted administrators, Rise Singer and Carol Hengerle, we made major improvements both to our website and to our hallway this past summer. You can view the new website, beginning in October, at <http://www.brandeis.edu/hornstein/> You will have to come to the Lown building to see our new hallway, and I invite you to do so. We are especially proud of the newly mounted photographs of our past Milender fellows, a gallery of the who's who of American Jewry's most distinguished Jewish leaders.

This year's Milender Seminar will feature Deborah Cogan Swartz, Chairman of the Board and Rabbi Joshua Elkin, Executive Director of PEJE (Partnership for Excellence in Jewish Education). The Seminar will coincide with the celebration of our 40th anniversary, with keynote speaker Jeffrey Swartz, President and CEO of The Timberland Company, to take place on Sunday, March 15, 2009. Please mark your calendar and watch for details soon.

For now, all of us at Hornstein wish you a happy and healthy New Year, *shannah tovah umetukah*, a sweet year, filled with peace, prosperity and good fortune.



Jonathan D. Sarna

Director

Joseph H. & Belle R. Braun Professor of American Jewish History