

### **Knoxville Jewish Alliance Mission**

To serve Jewish life by providing the democratic forum, the organizational structure, the physical home and the financial means to support and promote the cultural, social, intellectual and general welfare of the entire Jewish community of Knoxville and the Jewish community across the world.



*Annual Meeting  
December 16, 2007  
Joel Celler Auditorium  
Arnstein Jewish Community Center  
11:00 am.*

*Welcome – Scott B. Hahn*

*Opening Benediction – Rabbi Louis Zivic*

*Hamotzi – Rabbi Yossi Wilhelm*

*Brunch*

*KJA Meeting*

*President's Report – Scott B. Hahn*

*Treasurers and Campaign Report – Stephen Rosen*

*Presentation of Slate and Election of Officers and Board – Ellen Schnoll*

*Installation of Officers and Board – Scott B. Hahn*

*AJCC Preschool Presentation – Brooke Seeliger*

*Closing Benediction – Rabbi Louis Zivic*

**Slate of Officers**  
**January – December 2008**

**KJA Executive Board**

<b>President</b>	Scott Hahn
<b>President-Elect</b>	Stephen Rosen
<b>Treasurer</b>	
<b>Secretary</b>	Dr. Renee' Hyatt
<b>VP Campaign</b>	Stephen Rosen
<b>VP Administration</b>	
<b>VP Children and Youth</b>	Seth Schweitzer
<b>VP Educational and Cultural Arts</b>	Andy Singer
<b>VP Human Resource Development</b>	Ellen Kern
<b>VP Jewish Community Services</b>	Marilyn Wohl
<b>VP Public Relations</b>	Jane Cohen
<b>Immediate Past President</b>	Dr. Ellen Schnoll

**Members-At-Large One-Year term**  
Matthew Theriot

**Members-At-Large Two-Year term**  
Barbara Bernstein  
Paul Steinfeld  
Dan Smith  
Caren Gallaher

**Nominating Committee:**  
**Ellen Schnoll-Chair**  
Scott Hahn,  
Stephen Rosen  
Diane Cole  
Ellen Kern  
Rebecca Merritt

Members at Large-One year term remaining: Marilyn Liberman,  
Rosalie Nagler, Justin Bell

[www.jewishknoxville.org](http://www.jewishknoxville.org)

The Knoxville Jewish Alliance cares for those in need, rescues those in harm's way and renews and strengthens the Jewish people in Knoxville, in Israel and around the world.

## **President's Report**

### **Scott B. Hahn**

The KJA Annual Report is not only mandated in our constitution, but serves an important function as well. The Annual Report allows us to take a look at the year, review our successes, accomplishments and hopefully lays out a road map to the future. As I reviewed my material for this report, I realized that it has truly been a year of change and accomplishments.

Initially, KJA experienced major staff changes. The first was the hiring of our new Executive Director, Jeff Gubitz. This year's Annual meeting is dedicated to welcoming Jeff and his wife, Charlene, back to Knoxville. We are happy to have them here, and I wish Jeff continued success in his tenure as Executive Director. This summer, our preschool director, Becky Goemaat, left to take a job in Newport News, Virginia. This led to the formation of a committee to hire a new preschool director. I would like to extend thanks to all of those who helped in the process: Seth Schweitzer, Marilyn Liberman, Ellen Schnoll, Tamara Sturm, and Caren Gallaher. The ultimate outcome of the committee's work was the hiring of our current Preschool Director, Brooke Seeliger. Brooke has been a welcome addition to the Preschool. Her positive attitude and can-do spirit have had a huge positive impact on the school.

KJA also lost two long-time staff members to the non-Jewish local labor market. Beth Heller, our Friendship Directors Director, took a job at the East Tennessee Foundation. Nancy Britcher, our Jewish Family Services Director, took a job in Roane County. Together, they put in over twenty-five years of service to our community. We thank them for their commitment to the KJA and wish them much success in their new endeavors. As a result, Wilma Weinstein added the Friendship Directors to her portfolio of responsibilities. We have begun the work required to fill the Jewish Family Services position and hopefully will find a qualified replacement soon.

There were also changes in our summer programs. Dan Schwartz was hired as Director of the JCC Camp, and Kaitlin Wojnar was hired as Swim Team coach, replacing Marshall Goldman. Both of these programs had excellent summers, and we hope that their success continues next summer.

I recently had an opportunity to attend the General Assembly of United Jewish Communities in Nashville, Tennessee. One of the sessions I attended dealt with small city federations and programs. These sessions are interesting because you get a chance to meet your colleagues in similar communities. It also gives you a chance to see what other communities are doing programmatically. I am proud to say that we, in Knoxville, produce as many top-quality programs as any city our size. Let's take a look at what some of these programs are:

Campaign is a very important part of our community, and many of our winter events are Campaign-related programs. Special thanks go out to Stephen Rosen, Campaign Chair, for putting together several successful and informative programs. During this winter, we had an excellent Campaign Pacesetters event, co-hosted by Karen and Pace Robinson, with Jonathan Livni, as guest speaker. That was followed by a UT Faculty event and Mitzvah Day chaired by Deborah Oleshansky. We also had Campaign Shabbat services at Heska Amuna and Temple Beth El. Special thanks go to all of Stephen's volunteers who made this year's Campaign a success. As I write this report, Campaign looks like it will reach this year's goal of \$420,000.

A new program that has had a major impact in a short time has been our B'nai Tzedek Philanthropy Program. Forty of our teens have started their own philanthropic funds. In a small community like ours, that is an extraordinary number. Special thanks go to Deborah Oleshansky for overseeing this remarkable program. Deborah is also the staff person for our KJA sponsored Hillel program on the campus of the University of Tennessee. Deborah has made sure a Jewish voice is heard at UT and provides a myriad of activities to the school's Jewish populace.

Brooke Seeliger has jumped in as our Preschool Director and has done an outstanding job. Our preschool continues to carry a three star DCS rating. The school is also unique in that it is a Jewish preschool with children from a number of different ethnic backgrounds. Our enrollment continues to remain strong with many classes having a waiting list. We are proud of our preschool and hope it continues to have a major impact on our Jewish community and the community at large.

We also had several successful community-wide programs chaired by our Cultural Arts chair, Manny Herz. In the spring, we had a community Holocaust Memorial program with our partners at Heska Amuna and Temple Beth El. The program utilized a Holocaust Haggadah, and a Seder was conducted. I believe all the participants of the program were truly moved. We also had a very successful "Sundown in the Sukkah" program chaired by Rebecca Merritt. This program was very well attended by folks from many different parts of our Jewish community. Jewish Book Month was very successful beginning with numerous programs including authors at two Borders Bookstore locations and ending with a weekend of programs with author, Yitzhak Buxbaum.

Some new KJA projects are in their initial stages and have the potential to have a tremendous impact on our community. I have had official meetings with the Oak Ridge Jewish Community, Chabad, Temple Beth El, and Heska Amuna about our joint future. Several years ago, we tried to project our Jewish communal future with a project known as the Campus Feasibility Study. We will re-visit these issues again in a program named the Community Cooperative Initiative (CCI) in late January with help from our UJC consultant, Howie

Feinberg. It is my hope that a wide spectrum of the community will participate in this initiative, and that we will be able to develop some real synergies and programs leading to a more cohesive Jewish community for all.

The KJA has also enlisted the help of the East Tennessee Design Center (ETDC) to create some long-term and specific plans on how to deal with our aging facility at the AJCC. The ETDC specifically works with non-profits in conjunction with their team of architects and helps plan the future of buildings. Hopefully, this will lead to a comprehensive plan on the future of the AJCC and its grounds. The ETDC toured our building and grounds and presented some initial plans to the KJA on December 5<sup>th</sup>.

In 2008 we hope to address several other important issues. These include: developing a shared community newspaper, providing health insurance for KJA staff, designing and installing a permanent sign out front of the KJA property and planning our local celebration of Israel's 60<sup>th</sup> anniversary. Our plate is definitely full. I am hopeful that we can deal with these issues in a positive manner to provide the greatest benefit for our Jewish community.

Of course, with an operation as large as ours, it takes the hard work and dedication of many people. First, I would like to thank all of the KJA staff. Jeff Gubitz, for the successful completion of his first year at the KJA, and I look forward to many more to come. I want to thank Wilma Weinstein, our Program/Friendshippers Director, and Ed Hunter, our bookkeeper extraordinaire. I have worked closely with both of them, and I cannot begin to express my thanks for their willingness to do what it takes to make the day-to-day operations of the KJA run smoothly. Again, special thanks to Deborah Oleshansky, Director of Young Adult Programs, B'nai Tzedek and Hillel; and Brooke Seeliger, Preschool Director. These are the faces that KJA presents to the broader Knoxville community. They are both excellent ambassadors, and we should very proud of their work. To Joyce York, who continues to be editor of the *Voice*, our KJA newspaper thank you for your efforts. We look forward to more and interesting issues of the *Voice* in 2008.

Finally, special thanks go to the members of my Executive Board who have greatly contributed to the current success of the KJA. Mark Harris filled in as acting Treasurer for the last half of 2007. I appreciate his willingness to step in and guide us through this year's budget process. Seth Schweitzer continued as VP of Children and Youth managing the Milton Collins Day Camp, Swim Team, Preschool and the pool. These programs involve a tremendous amount of time and energy, and I appreciate his hard work. Ellen Kern is our VP of Human Resources and Development. Ellen did a great job introducing newcomers to Knoxville as well as helping to formulate an ad the KJA ran in the City View this October. Stephen Rosen as VP of Campaign did an outstanding job of raising badly needed funds and promoting Campaign awareness. Marilyn Wohl as VP of Community Resources oversaw a diverse group of programs

including Jewish Family Services, Friendshippers, Archives, Hillel and P2K. All of these programs had a successful year, in part, thanks to her efforts. Renee Hyatt continued as Secretary, but her contributions to the Executive Board went far beyond just taking notes. Renee always provides excellent observations and opinions to the Board. Special thanks go to Jane Cohen, VP of Public Relations. Jane handled the time consuming tasks of overseeing the *Voice*, the KJA website, as well as program publicity. Jane's work is often behind the scenes, but she deserves a great deal of credit. I would be remiss if I did not thank immediate Past President, Ellen Schnoll, for her continued sage advice. Ellen and I do not always agree, but I always value her opinion. There are many other volunteers including the members of the Board, the members of committees and those people who just like to help, who are too numerous to mention individually here, that I and to whom I say thank you and extend my gratitude.

I look forward to an exciting and productive 2008. If you have any ideas, comments, or suggestions, please feel free to contact me. Remember, this is not just my KJA; it belongs to each and every member of our organization.

## **Executive Director's Report**

### **Jeff Gubit**

We are pleased to submit this Annual Report to the community about another outstanding year for the KJA. As you read the reports, you will be, as I was, impressed by the breadth and scope of our programs and impact on the community. This is a tribute to the dedication, visions, and energy of our volunteers and staff. Much of what you read is positive, and I hope that in your review you too will be educated and become knowledgeable about the workings of the KJA and the AJCC.

**Personnel:** We bid adieu this year to three talented staff people. Preschool Director Becky Goemaat left to move closer to her family in Virginia. Beth Heller, Friendshippers Director for so many years, took a full-time position with the East Tennessee Foundation. She returned to work in a field that she had been in earlier in her career. Recently, Nancy Britcher, JFS Director for eleven years, took a full-time geriatric-psychology position with an agency in Roane County. In the non-profit world, no one stays forever. We wish all of our former staff the very best in their new endeavors.

Following a thorough search, we welcomed Brooke Seeliger to our preschool program. Brooke began her first day on the run and has never let up with her work and dedication. Brooke has continued to show her outstanding leadership qualities as an educator, an administrator and has never said, "It's five o'clock and time for me to go home."

Wilma Weinstein was selected after consultation with the Friendshipshippers committee, to take over that program. She continues to provide programming in the same vein of her predecessor Beth Heller. Wilma has also solicited sponsorships for some programs lessening their impact on the KJA budget.

Our front office is now capably staffed by Bonnie Van Wicklin and Martha Andrus. Please be sure to say hello next time you call.

**Planning:** Due to calendar issues, we will not be able to resume our Community planning initiative until the end of January, 2008. We have been working with the East Tennessee Design Center, and as this report goes to press, we hope to have some building ideas and concepts to examine very soon. The building is at a critical juncture, and with their report and concepts we will be in a position to make some decisions that will benefit the community in the years to come. We continue to work with our congregations on programs and projects of mutual interest and concern and will work even harder to seek more economical ways that we can operate in our community as partners.

**Volunteers:** Just as “No man is an Island...” no non profit is an organization without volunteers. The KJA and AJCC have a history of strong volunteer participation and commitment. We cannot do all the programming and fine work we do without the work of our volunteers. For service delivery to the community, especially in our JFS program, volunteers carry the load assisted by the professional staff. We need your hearts, minds, and ideas as we move forward in this community. We need you to be a genuine participant. We need your vision and ideas to work with our professional staff as we design and implement programs and strategies for the betterment of our Jewish community. We need you to volunteer and eventually we would like you to assume a leadership role in one of our community organizations. Under the leadership of Ellen Kern, Leadership Jewish Knoxville 2006 was a great success. Many of the “graduates” have gone on to leadership roles in the community or at the very least, have honed their knowledge and skills as community participants. We hope to do this program again this year.

Your role as a volunteer is so important. Your investment in time is as important as your financial contributions to the community.

**Financial:** Our programs have tended to stay on budget from a revenue/expense perspective; we are always looking for ways to enhance these revenues as well as to continue to keep costs down commensurate with maintaining the best possible quality. We need to significantly grow our Annual Campaign so that we can maintain our level of local support and meet our commitment to our covenant with the Jewish people in Israel and around the world. Our external allocations to UJC enable the Jewish Agency for Israel (JAFI) and the Joint Distribution Committee (JDC) to carry out their life saving and humanitarian missions. In addition, and very importantly, we need to grow



our endowments through the Knoxville Jewish Community Family of Funds (KJCFF) in order to secure our financial future.

**General Assembly:** Just like the little city that did it in 1982, Knoxville joined our other sister federations to put on a GA that had many folks walking around in wide-eyed amazement. Never mind that half of them got lost at Opryland! The turnout from our volunteers and delegates, numbering 35 was under the capable leadership of Marilyn Liberman. Marilyn will have more to say in her remarks.

I want to thank the Knoxville Jewish Alliance and the search team for inviting me to serve as your Director. I am most fortunate to have a job that I truly love. My work here, as my work in Jewish communal life in other communities, is the center of my being. I love the variety of the work. I enjoy working with the volunteers. I enjoy “not always doing the same thing” on a daily basis. This community has been especially understanding of me and my family during our transition from Fort Wayne to Knoxville. You welcomed me here at last year’s annual meeting. Many of you have invited me to your homes for meals; several opened their homes to me during my stay in temporary housing until we could buy a home of our own.

I want to thank Scott Hahn, Stephen Rosen, and the entire Executive Committee for their patience, friendship, and leadership these past eleven months as we all learned “to dance together for the first time.” I want to thank the staff for welcoming and working with me since my arrival. I want to thank Deborah Oleshansky for her continuing commitment to excellence with our youth philanthropy programs and her work with the Jewish students and Hillel on the UT campus. Special thanks to Ed Hunter who has never said, “I am too busy” to answer or question or share a joke or smile. I want to especially thank Wilma Weinstein who welcomed me from day one and has worked with me as a true partner on so many projects large and small.

Last, but not least, I want to thank my wife, Charlene, for her incredible support and understanding during our move. If you have not met her, please do. She, too, is here to build our community with her educational and musical talents.

## **SOUTHERN HOSPITALITY HIGHLIGHTED THE GENERAL ASSEMBLY**

**By Marilyn Liberman**

The 76<sup>th</sup> annual General Assembly (GA) was held in Nashville, Tennessee, from November 11-13. The event drew over 3,500 people. Chattanooga, Knoxville, Memphis and Nashville sponsored the first state-wide GA in history. The collaboration between the four cities was praiseworthy. To quote the President and CEO of United Jewish Communities, Howard M. Rieger, “The Tennessee community’s hospitality helped shape the event.”

Knoxville had the largest number of attendees ever to participate at a single GA. There were over 30 Knoxvilleans during the three days. On Monday an additional 30 Knoxville women attended the National Women's Philanthropy luncheon.

Saturday night, before the actual convention started, there was a special program of Country singers and musicians. The performers were either Jewish or were singing songs by Jewish composers. This program contributed to the spirit of the total convention and was sponsored by the federations of Tennessee. Also co-hosted by the TN cities was an event held at the Grand Ole Opry House with bona fide country artists performing as well as Miri Ben Ari, a hip hop violinist from Israel.

The opening Plenary: *One People, One Destiny* focused on the power of our collective federation system and how, together, we can repair the world. The speakers were Rabbi Dr. Jacob J. Schacter, Yeshiva University; Governor Phil Bredesen; Howard Dean, Chair of the Democratic National Committee; Alexandra Orlov, IDF and our own Bruce Pearl.

The second Plenary: *The Next Generation: Social Action, Social Networking and Social Entrepreneurship* introduced us to a group of dynamic young Jewish leaders who are finding bold ways to build communities and fulfill Tikkun Olam through innovative social action, networking and entrepreneurship.

The closing Plenary was led by a roster of distinguished speakers who shared their insights on philanthropy and Jewish peoplehood. Among the speakers were: Condoleezza Rice, US Secretary of State; Jonathan Greenblatt, co-founder, Ethos Water and Pnina Gaday, director Hillel, Tel Aviv University.

Throughout the days, there were many breakout sessions dealing with a vast range of issues that concern the Jewish people. A highlight for all was attending the Women's Luncheon which had as their guest speakers Mrs. Linda Hooper, Principal of the Whitwell Middle School in Whitwell, TN and Jennie Shepard who has raised a huge amount of money in support of the "Paper Clip Project."

Additional details, videos of speakers including Condoleezza Rice's talk, reviews of sessions and photos from the GA are available from [www.ujc.org](http://www.ujc.org). Photos of our local participants are on our own website [www.jewishknoxville.org](http://www.jewishknoxville.org).

Special thanks go to our local chairs that made my job as co-chair of the host community very easy. All of you delivered more than anyone could have expected. My thanks to Bernard Rosenblatt, Pace Robinson, Susan Cohen, Marilyn Wohl, Elise Jacobs, Carl Seeliger, Wilma Weinstein, Jeff Gubitz and all the volunteers who worked so hard hosting during the convention.

## KJA Financial Report—2007

By Ed Hunter

I have had the good fortune to work with several interim volunteers serving as Treasurer this year. KJA volunteers, staff and fiduciaries continue to be good stewards of the Knoxville Jewish Community for 2007. KJA budgeted \$92,000 as external funds for allocations. It appears we will exceed that by approximately \$10,000.

Our fee for service programs, mainly Camp, Early Childhood and Pool, fared well even though they experienced a change of leadership in the programs. Revenues were less than budgeted due some overly optimistic budget income projections by former staff. As in any budget, which is not a perfect science, some costs exceeded budget.

Our facility, while showing its age and still needing concerted attention, has continued to serve us. Thanks to an anonymous donor the KJA was able to make many needed renovations during 2007, including the pool, snack bar and tennis court costing in excess of \$70,000. In addition KJA replaced the failing office network and there were many smaller maintenance projects completed during 2007. These have helped to make the building inviting and attractive. The staff continues to make adjustments on all maintenance contracts and has sought vendors that are more affordable to lessen the impact of their costs on the budget.

As has become the tradition, we again had a successful AJCC Golf Tournament— special thanks to Irv and Myrna Russotto! Additionally, we have received fourteen grants and many donations to many of our programs. We experienced a continued growth in the KJA B'nai Tzedek Legacy Fund and Teen Philanthropy program.

Thank you to all who support the KJA with your time and your gifts.

Please accept my sincere appreciation to each of you who helps make the KJA the “Center” of our Knoxville Jewish Community.

**KNOXVILLE JEWISH ALLIANCE, INC.**  
**Statement of Activities - General Fund**  
 Period Ending October 31, 2007

Line No.	Campaign	Children & Youth	Education & Culture	General & Admin	Human Resources	Jew. Com Services	Public Relations	Treasurer	TOTAL	2007 Budget	Budget Balance	Line No.
1	<b>REVENUES</b>											1
2	<b>Contributions &amp; Pledges</b>											2
3	Pledge Income	416,960	0	0	0	0	0	0	416,960	420,000	3,040	3
4	Contributions	1,125	6,321	0	1,689	0	7,226	18	1,839	18,218	30,730	4
5	<b>Total Contributions &amp; Pledge</b>	<b>418,085</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7,226</b>	<b>18</b>	<b>1,839</b>	<b>435,177</b>	<b>450,730</b>	<b>15,553</b>	5
6	<b>Dues</b>											6
7	Regular Dues	0	0	0	78,250	0	0	0	78,250	77,787	(463)	7
8	Summer Dues	0	23,485	0	0	0	0	0	23,485	27,403	3,918	8
9	<b>Total Dues</b>	<b>0</b>	<b>23,485</b>	<b>0</b>	<b>78,250</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>101,735</b>	<b>105,190</b>	<b>3,455</b>	9
10	<b>Fees (Service &amp; Tuition)</b>	<b>0</b>	<b>498,937</b>	<b>482</b>	<b>0</b>	<b>0</b>	<b>18,093</b>	<b>125</b>	<b>3,816</b>	<b>521,453</b>	<b>618,148</b>	10
11	Fundraising	2,625	7,122	0	0	34	2,305	0	6,026	18,112	25,650	11
12	Grants & Allocations	1,900	14,648	552	0	0	19,890	0	0	36,990	41,423	12
13	Investment Revenue	0	0	0	11,620	0	195	0	0	11,816	13,200	13
14	Other Revenue	0	17,977	71	7,180	181	2,748	3,650	0	31,807	44,714	14
15	<b>TOTAL REVENUES</b>	<b>422,610</b>	<b>568,490</b>	<b>1,106</b>	<b>98,739</b>	<b>215</b>	<b>50,456</b>	<b>3,793</b>	<b>11,681</b>	<b>1,157,089</b>	<b>1,299,055</b>	15
16	<b>EXPENSES</b>											16
17	Advertising	0	3,862	0	0	0	0	0	3,862	6,550	2,688	17
18	Allocations	0	0	0	0	0	0	0	0	0	0	18
19	Bad Debt Expense	0	0	0	934	0	0	0	934	5,000	4,066	19
20	Bank/Card Charges	1,730	5,752	0	1,117	0	1	0	8,600	13,565	4,965	20
21	Building & Grounds Expense	0	13,676	0	50,634	13	153	0	64,475	65,857	1,382	21
22	Contingencies	0	0	0	5,828	0	0	0	5,828	5,000	(828)	22
23	Contract Services/Honorariu	0	7,111	1,640	1,976	250	7,111	1,760	0	19,848	26,080	23
24	Development, Recruiting & T	0	7,226	0	8,210	0	0	0	15,436	14,720	(716)	24
25	Dues/Fees/License/Permits	500	1,948	0	11,844	0	660	750	0	15,702	24,500	25
26	Equipment Expense	0	8,067	0	5,762	0	309	71	0	14,209	19,184	26
27	Food & Snacks	6,759	34,021	198	602	1,143	7,459	0	286	50,467	47,000	27
28	<b>Insurance Expense</b>											28
29	Building & Grounds	0	0	0	10,656	0	0	0	10,656	10,656	0	29
30	Liability Insurance	0	310	0	2,414	0	0	0	2,724	2,672	(52)	30
31	Insurance Expense	0	310	0	13,070	0	0	0	13,380	13,328	(52)	31
32	<b>Meetings/Conf/Conventions</b>											32
33	Conference - Lay	0	0	0	275	600	1,319	859	0	3,053	18,800	33
34	Conference - Staff	0	1,193	0	1,244	0	1,944	0	0	4,381	15,849	34
35	<b>Total Meetings/Conf/Conven</b>	<b>0</b>	<b>1,193</b>	<b>0</b>	<b>1,519</b>	<b>600</b>	<b>3,263</b>	<b>859</b>	<b>0</b>	<b>7,433</b>	<b>34,649</b>	35
36	Miscellaneous Expenses	0	0	0	0	0	0	0	0	674	674	36
37	Misc. Funds Revenue Exp.	0	1,475	0	0	0	0	0	1,475	1,260	(215)	37
38	Office Supplies	0	460	0	4,324	0	0	0	4,783	3,370	(1,413)	38
39	<b>Other Program Costs/Supplies</b>											39
40	Activity Costs	906	2,196	0	0	300	3,152	750	3,757	11,061	19,255	40
41	Program Supplies	1,013	11,522	217	0	665	2,701	11	271	16,400	22,022	41
42	Supplies (Misc.-Fundrai	0	3,134	0	0	0	900	0	0	4,034	12,000	42
43	<b>Total Other Program Costs/S</b>	<b>1,919</b>	<b>16,852</b>	<b>217</b>	<b>0</b>	<b>965</b>	<b>6,753</b>	<b>761</b>	<b>4,029</b>	<b>31,495</b>	<b>53,277</b>	43
44	Payroll Costs	0	339,993	13,381	11,978	0	65,340	4,234	0	434,926	560,340	44
45	Postage & Delivery	1,436	1,452	688	673	130	1,365	1,785	81	7,612	13,786	45
46	Printing & Reproduction	930	6,297	827	1,346	321	1,267	7,509	16	18,514	22,861	46
47	Professional Fees	0	0	0	5,600	0	0	0	0	5,600	(100)	47
48	<b>Scholarship Awards</b>											48
49	Fee Adjustments	0	21,270	0	0	0	1,300	0	0	22,570	12,500	49
50	Staff Discounts	0	12,356	0	0	0	281	0	0	12,636	26,840	50
51	<b>Total Scholarship Awards</b>	<b>0</b>	<b>33,625</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,581</b>	<b>0</b>	<b>0</b>	<b>35,206</b>	<b>39,340</b>	51
52	Telephone/Communications	0	563	0	4,914	0	760	0	0	6,237	7,861	52
53	<b>Travel &amp; Mileage</b>											53
54	Bus/Airfare/Hotel	350	1,430	0	0	0	17,980	0	0	19,760	17,904	54
55	Employee Mileage	0	358	30	249	0	1,005	83	9	1,735	3,745	55
56	Field Trips	0	5,224	0	0	0	0	0	0	5,224	6,665	56
57	OverNights	0	4,272	0	0	0	0	0	0	4,272	5,000	57
58	<b>Total Travel &amp; Mileage</b>	<b>350</b>	<b>11,284</b>	<b>30</b>	<b>249</b>	<b>0</b>	<b>18,985</b>	<b>83</b>	<b>9</b>	<b>30,990</b>	<b>33,314</b>	58
59	Utilities	0	2,621	0	25,878	0	0	0	0	28,499	33,579	59
60	<b>Total Direct Expenses</b>	<b>13,624</b>	<b>497,788</b>	<b>16,980</b>	<b>156,458</b>	<b>3,422</b>	<b>115,007</b>	<b>17,812</b>	<b>4,422</b>	<b>825,513</b>	<b>1,050,595</b>	60
61	<b>Direct Surplus (Deficit)</b>	<b>408,985</b>	<b>70,703</b>	<b>(15,875)</b>	<b>(57,719)</b>	<b>(3,208)</b>	<b>(64,550)</b>	<b>(14,019)</b>	<b>7,259</b>	<b>331,576</b>	<b>248,460</b>	61
62	<b>INDIRECT EXPENSES</b>											62
63	Capital Expenditures/Transf	8,920	113,144	10,946	(47,754)	1,302	18,106	14,168	1,363	120,194	156,093	63
		0	1,250	0	0	0	(1,877)	0	0	(627)	0	63
64	<b>NET SURPLUS (DEFICIT)</b>	<b>400,065</b>	<b>(43,691)</b>	<b>(26,820)</b>	<b>(9,965)</b>	<b>(4,509)</b>	<b>(80,779)</b>	<b>(28,187)</b>	<b>5,896</b>	<b>212,008</b>	<b>92,367</b>	64
65	<b>2007 Net Budget</b>	<b>384,023</b>	<b>(18,923)</b>	<b>(30,505)</b>	<b>(73,608)</b>	<b>(11,482)</b>	<b>(111,469)</b>	<b>(49,956)</b>	<b>4,287</b>	<b>92,367</b>		65
66	<b>Budget Difference</b>	<b>(16,042)</b>	<b>24,768</b>	<b>(3,685)</b>	<b>(63,643)</b>	<b>(6,973)</b>	<b>(30,690)</b>	<b>(21,769)</b>	<b>(1,609)</b>	<b>(119,641)</b>		66

# KNOXVILLE JEWISH ALLIANCE, INC.

## Statement of Fund Activities

Period Ending October 31, 2007

<b>FUNDS:</b>	<b>Revenues</b>	<b>Investment Revenue</b>	<b>Expenses</b>	<b>Net Gain (Loss)</b>	<b>FUND EQUITY</b>
<b>Unrestricted</b>					
KJA Opportunity Fund	0	21,512	10,000	11,512	251,118
General Fund	1,145,274	11,816	945,081	212,008	793,832
<b>Total Unrestricted</b>	<b>1,145,274</b>	<b>33,327</b>	<b>955,081</b>	<b>223,520</b>	<b>1,044,950</b>
<b>Permanent:</b>					
B'Nai Tzedek Funds	5,630	857	0	6,487	13,167.72
David M. Blumberg Youth Leadership	0	1,201	560	641	13,997
William "Bill" Brody	0	1,640	0	1,640	20,047
Gordon Brown Youth Recreational	0	859	0	859	10,530
Abe Collins Adult and Cultural	0	2,361	900	1,461	27,574
Milton Collins Cultural	0	2,603	1,000	1,603	31,231
AJCC Endowment	1,860	25,230	1,858	25,232	358,792
Millie Gelber Immigrant	0	1,146	0	1,146	13,776
Max & Zelda Morrison Cultural	0	4,072	1,000	3,072	48,045
Allen Rosen Education	0	766	0	766	10,089
Sam & Esther Rosen Fr'shippers	0	4,182	0	4,182	50,181
Bernard S Rosenblatt	188	658	0	846	8,436
Siegel	0	4,383	50	4,333	53,294
Zionists of America	0	396	0	396	4,767
Ben & Pearl Zwick Cultural	0	1,295	0	1,295	15,592
<b>Total Permanent Restricted</b>	<b>2,048</b>	<b>51,649</b>	<b>5,368</b>	<b>53,959</b>	<b>686,004</b>
<b>Temporary:</b>					
Capital Reserve	5,817	1,170	31,145	(24,158)	16,199
Future Emergency	1,360	169	1,365	163	5,542
Alice Greenberg Early Childhood	0	188	0	188	5,538
JFS Social Services	2,096	92	959	1,228	4,594
Social Services	0	723	29,376	(28,653)	0
Temporary - Other	25,000	0	71,312	(46,312)	34,676
<b>Total Temporary Restricted</b>	<b>34,272</b>	<b>2,342</b>	<b>134,158</b>	<b>(97,544)</b>	<b>66,548</b>
<b>Totals</b>	<b>1,181,594</b>	<b>87,318</b>	<b>1,094,607</b>	<b>179,935</b>	<b>1,797,502</b>

## **Annual Campaign 2007**

### **Stephen Rosen**

The annual campaign for 2007 had the following goals:

- Increased number of donors
- Target Pacesetters Group
- Increase number of solicitors
- Develop future campaign leadership
- Identify and start another affinity group

We made progress in several of these areas and were less than successful in a few. The number of donors has increased by about 8% as of the end of November. The Pacesetters effort was revived under the leadership of Karen Robinson. A wonderful event was held in January as we “Celebrated Tzedakah” as a community. The program increased the number of pacesetters (\$1800 minimum gift) as well as the total dollars contributed while proving that giving can be enjoyable.

The number of solicitors reached a level not seen in several years. KJA would like to thank the following people for helping us build Jewish life at home while saving Jewish lives abroad:

Jeff Becker, Justin Bell, Jane Cohen, Arnold Cohen, Melissa Feinbaum, Ralph Freeman, Jeff Gubitz, Scott Hahn, Renee Hyatt, Marian Jay, Ellen Kern, Marilyn Liberman, Anita Miller, Lee Miller, David Oleshansky, Deborah Roberts, Pace Robinson, Stephen Rosen, Gene Rosenberg, Ellen Schnoll, Arnold Schwarzbart, Mary Linda Schwarzbart, Seth Schweitzer, Susan Silber, Terry Silver-Alford, Larry Silverstein, Jill Weinstein, and Marilyn Wohl (*if you participated and are left off this list, please tell Stephen Rosen, it's his fault*). A special thank you goes to Deborah Oleshansky for coordinating Mitzvah Day which served as an excellent platform for contacting donors.

We continued to have success in developing the University of Tennessee and Legal Community affinity groups in 2007. The attempts to launch initiatives in the 30 and under age group as well as the rural communities were completely unsuccessful. Our next focus will be the growing Jewish media community in Knoxville.

Finally, we were completely unsuccessful in recruiting the next generation of campaign leadership.

## **Knoxville Jewish Alliance, Inc.**

### **2006 External Allocations**

#### **Israel and Overseas**

(in \$)

United Jewish Communities (formerly UJA)	100,000
birthright israel®	2,500
New Israel Fund	600

#### **Knoxville**

KJA Scholarships	5,000
UT Chair of Judaic Studies	3,000
BBYO Local Board	1,500
Indigent Burial Fund	1,000
Interfaith Health Clinic	1,000
Jewish Community Cooperation Initiative	1,000
Hadassah	600
Dr. M. Luther King Jr. Comm. Commission	310
Transient Fund	150

#### **North America**

Hillel	750
Anti-Defamation League of B'nai B'rith	500
Coalition for Adv. Of Jewish Education (CAJE)	200
American Jewish Congress	100
Jewish Braille Institute	100
National Foundation for Jewish Culture	100

#### **Southeastern United States**

Jewish Children's Regional Services	2,200
Cotton States BBYO Regional Office	2,000
Tennessee Holocaust Commission	1,750
American Israel Chamber of Commerce	1,000

**KJA EXTERNAL ALLOCATIONS TOTAL \$ 125,360**

## Knoxville Jewish Alliance Annual Meeting

### January 7, 2007

The meeting took place in the Joel Caller Auditorium at the Arnstein Jewish Community Center after tapas and other refreshments were enjoyed.

President's Report – In her remarks, Ellen Schnoll emphasized the strength of the KJA. She shared highlights of the past year including the success of B'nai Tzedek, the tireless efforts of the Executive Search Committee, Campaign 2006 reaching its goal, the solidarity displayed through the Israel Emergency Campaign, an increase in summer memberships, an undefeated swim team, an excellent Leadership Jewish Knoxville class, the new KJA website, the new classroom in the 3 Star Preschool, the success of both MCDC, ACA accredited, and Camp K'Ton Ton, the Israel Mission trip, KJA's comprehensive programming, revenues which exceeded expenses, CRC's efforts, and the hiring of an archivist. Ellen then acknowledged the efforts and commitment of the staff to make KJA strong, as well as the work of the committees. She extended special thanks to all the volunteers who stepped up to keep KJA and its programs running smoothly.

Treasurer's Report – David Oleshansky. The latest numbers were current as of November 30 with projected revenues exceeding expenses budgeted. As a financial organization, KJA is strong, and the 2006 financial state is positive. David expected 2006 allocations would exceed 2005 allocations by 50%.

Campaign Report – Stephen Rosen. Stephen deemed the success of Campaign as enhancing Jewish life in Knoxville and to Jewry worldwide. Almost \$460,000 was raised through the 2006 Campaign and the Israel Emergency Campaign. Stephen thanked all who helped solicit pledges and gifts. He noted that the newly developed UT Faculty and Legal Community affinity groups each gave approximately 10% of Campaign's total contributions. 2007 Campaign goals will include a successful Pacesetters' event on January 28, development of Campaign leadership, and filling the gap of lost pledges.

Presentation of Slate and Election of Officers and Board – Marilyn Liberman, as chair of the Nominating Committee, thanked the members of the committee for their work. The proposed slate of officers and board members was approved unanimously.

Installation of Officers and Board – Mary Linda and Arnold Schwarzbart thanked the out-going members of the Board for their service. The officers were de-installed. Committee chairs were then recognized. The 2007 at-large Board members and KJA officers were installed into their positions.

New President Remarks – Scott B. Hahn. Following Arnold Schwarzbart installing Scott as KJA President, Scott thanked all those involved in making the arrangements for



the Annual meeting. He then acknowledged the work of the Executive and Search Committees, as well as the staff, during the past year without a director. Scott remarked about his commitment to Jewish life and to the Jewish world and views the growth of Knoxville and its Jewish community as an opportunity to expand out-reach. KJA also has the opportunity to promote eastern Tennessee at the November GA in Nashville. Scott believes that more diverse programming would attract a greater diversity of participants in KJA. He hopes to revive the Campus Feasibility Project and address concerns about the AJCC building. He views a successful Campaign as vital and critical and sees the future of Jewish giving in supporting the KJCFF and B'nai Tzedek. Scott added his salute to the volunteers honored at the meeting. He will work to attract and retain new leaders to insure a strong KJA in years to come. Scott welcomed Jeff Gubitz as the Executive Director and concluded by thanking Ellen Schnoll for her invaluable service. Ellen received a standing ovation by the attendees. KJCFF Presentation – Mary Linda Schwarzbart reported that KJCFF's asset base was more than 1.8 million dollars. This total represents thirty designated and donor advised funds. She recognized Jeff Becker as a recipient of the UJC Endowment Achievement Award and thanked him for his lay leadership and work to promote endowment programs.

[www.jewishknoxville.org](http://www.jewishknoxville.org) Presentation – Jane Cohen demonstrated a few of the features of the new website which the previous one lacked. She strongly encouraged frequent use of the website by the entire community.

GA Report and Video – Bernie Rosenblatt reported that he, Marilyn Liberman, and Scott Hahn were the KJA representatives serving on Tennessee GA Planning Committee. Bernie and Pace Robinson have been working to find corporate sponsors for the GA which will be held in Nashville November 11-14 at Opryland. This is the first time in the history of UJC that multiple cities in one state were hosting a General Assembly. Upwards of 5,000 Jews from around the world are expected to attend, and Bernie encouraged people from Knoxville to take this opportunity to attend and volunteer. Bernie then provided an introduction for Jeff Gubitz. Jeff said he was looking forward to being in Knoxville and accepting the challenges presented by being the KJA Executive Director.

Closing Benediction – Rabbi Beth Schwartz spoke about K'lal Yisroel and that Knoxville represents a microcosm of the diversity and richness of the greater Jewish community. She asked that we be blessed with a shared vision and the fortitude to make our vision a reality and may it be a happy new year for us all.

Respectfully submitted,

Renee' Hyatt  
Secretary

## **Education and Cultural Programs**

**KJA Adult and Cultural Arts Director**

**Wilma Weinstein**

### **CULTURAL ARTS**

**Yom HaShoah:** The program took place at 2:00 pm on Sunday afternoon, April 24, 2007, at Heska Amuna and began with a candle lighting ceremony. Participants joined together in one large circle, all were encouraged to open their hearts to understand and feel the pain and suffering of the Shoah victims, as well as the comfort and strength we get from living in a warm, caring Jewish community. Everyone used a Haggadah for the Yom HaShoah Seder edited by Rabbi Avraham (Av) Weiss. The program was innovative and meaningful. Candles were lit, including one by Senator Tim Burchett, honoring the six million killed in the Holocaust.

Participants included narrators: Sandra Parsons, Marilyn Liberman, David Linwood, and Tony Zucker; readers: Art Pais, Ernie Gross, Morty Goodfriend, and Marilyn Kallet; and, singers: Carolyn Silver-Alford, Norma James, and Kathy Goodfriend.

Committee members included: Manny Herz, chair, Sandra Parsons, Rabbi Beth Schwartz, Rabbi Louis Zivic, Jeff Baerman, Isadore Sauers, Rabbi Yossi Wilhelm, Gilya Schmidt, Marilyn Kallet, Marilyn Wohl, Jeff Gubitz and Wilma Weinstein.

More than 100 from the two congregations attended a very meaningful program.

### ***Jewish Book Month:***

November 4 through December 4, 2007, is set aside to celebrate Jewish authors and Jewish literature. On Sunday, November 4, 2007, the Jewish Book Month Book Fair was held at two Borders Books, Music, Movies & Café locations. Entertainment included Charlene Gubitz, Dor L'Dor, and Tennessee Schmaltz. Jennifer Anne Moses is a writer and painter who lives in Baton Rouge, Louisiana, and also publishes under the name Jennifer Moses. She is the author of the book, *Bagels and Grits: A Jew on the Bayou*, she talked about her book at a Bagels and Grits breakfast at the AJCC. Marilyn Kallet signed her newest book, *Jack the Healing Cat*. Other participants were Rabbi Beth Schwartz, David Linwood, Shirley Shipman Johnson, Sylvia Skrmetta, Mira Kimmelman and Gilya Schmidt. Flora Rosefsky, spiritual collage artist, displayed her work and gave demonstrations.

Jewish Book Month concluded with a Bagels and Birkat event at 11:00 a.m. December 2 at the AJCC featuring Yitzhak Buxbaum: teacher, storyteller and author. "Yitzhak Buxbaum is an inspired and inspiring teacher and storyteller, one of those reviving the honorable calling of Maggid (preacher), who in times past traveled from community to community to awaken Jews to the beauty of their tradition."

## **THE INSTITUTE FOR JEWISH STUDIES**

***The Day of Learning:*** The Sixth Annual Day of Learning was held on Sunday, August 26, 2007. Why does God take six days to create the world rather than creating it in an instant? That was just one of the questions discussed in the program. The sessions were led by Melissa Simon and Nati Passow, who are staff members of the Teva Learning Center – North America's foremost Jewish Environmental Education Institute.

The 2007 program was excellent; however, the topic did not draw the attendance that we desired. A Day of Learning will be planned for 2008 to see if we can rekindle the interest in the program. The committee will focus on a more global topic and try to pick a more convenient date – traditionally in August – to see how we can maximize interest.

A special thank you to The Day of Learning Committee: Joani Leeds, Nancy Becker, Rabbi Beth Schwartz, Rabbi Louis Zivic, Larry Bayer, and Evan Ohriner.

**Jewish Heritage Video Collection:** *The Jewish Heritage Video Collection (JHVC)* explores the heritage of American Jews through the unique resources of film and television. The collection provides courses and a video library that address vital issues of Jewish history, identity, and culture. The JHVC committee offers these movies of Jewish significance to the community. The movies will be shown on a monthly basis in 2008.

***The KJA Lecture Series:*** During the first quarter of 2007, and thanks to the diligence of chair Peggy Littman, the community enjoyed the opportunity to gather together in a learning environment. The KJA Lecture Series celebrates the talent and diversity of Jewish faculty by offering informative, engaging talks, which could be easily understood by the general community. They continue because the community enjoys the opportunity to gather together in a learning environment.

### **The Fern and Manfred Steinfeld Program**

**Gilya G. Schmidt, Ph.D.  
Professor and Head  
Department of Religious Studies,  
and Chair, The Fern and Manfred Steinfeld**

As always, we are grateful for the Knoxville Jewish Alliance's support of The Fern and Manfred Steinfeld Program in Judaic Studies' activities. For 2007 we received a subvention of \$3,000 from you. Although I was on leave in Spring 2007, Dr. J.P. Dessel as Acting Chair of Judaic Studies organized three Judaic Studies lectures and we cosponsored a fourth with Marco at UT. I am very grateful to Dr. Dessel for his collegiality. Because all of the programs were

**Comment [MSOffice1]:** WHAT IS MARCO?

cosponsored or actually at no cost to Judaic Studies, we were able to do much more than usual with your funds, and we did not spend the entire allocation. Ordinarily, we have to pay airfares and hotels and honoraria. All of these were either waived or drastically reduced because of the co-sponsorships. We are planning to pay for this year's Judaic Studies newsletter out of the remaining funds.

Deleted: ly

1. On February 16, Professor Marie-France Rouart, Professor of Comparative Literature at the Universite de Nancy II gave a talk entitled "Jews, Gypsies and Aborigines: Comparative Myths and Mythologies about Wanderers."
2. On April 23, Dr. Ehud Toledano of the Graduate School of Historical Studies, Tel Aviv University, presented a lecture entitled "As if Silent and Absent: Bonds of Enslavement in the Islamic Middle East."
3. On April 16, our 6<sup>th</sup> annual Robinson Family Lecture Series on Modern Israel speaker was Professor Michael Feige, The Ben-Gurion Research Center, Ben-Gurion University, and Visiting Professor at the Institute for the Study of Modern Israel of Emory University. His lecture was entitled, "Israel's Disengagement from the Gaza Strip: What Has Israel Learned?" Because of the Yom HaShoah commemoration, there was no lecture at the AJCC. This was the only date that worked out for Professor Feige's visit to Knoxville.
4. On March 8, Professor Vivian Mann, Morris and Eva Feld Chair of Judaica at The Jewish Museum and Advisor to the Master's Program in Jewish Art and Visual Culture at the Graduate School of the Jewish Theological Seminary, presented a lecture entitled "Jewish Art/Christian Art/Islamic Art: Symbiosis and Otherness." This lecture was organized by Marco, and we cosponsored.
5. In May 2007 we also contributed \$100.00 to the campus visit of Professor Todd Kontje, who wrote the book, *German Orientalism*. His visit was organized by the German Research Seminar which is funded by the Humanities Initiative of the College of Arts and Sciences. I am a core member of this seminar.
6. On October 30, Head Basketball Coach Bruce Pearl spoke to a university audience on being Jewish and on the team's trip to Europe. The coach donated his time, no expenses were incurred. He was very well received by those in attendance, mostly community and students.

Below is the part of the expenses covered out of the KJA allocation.

2/16/07	Rouart honorarium	\$200.00
4/23/07	Toledano honorarium	500.00
	Cumberland House hotel	70.00
	Dinner with Dr. Dessel	42.94
	Plane ticket	412.00
3/8/07	Professor Vivian Mann dinner	213.26
	Honorarium	150.00
May '07	Kontje contribution	100.00
December	Judaic Studies newsletter	1,200.00 (estimate)
Total		\$2,888.20

### **Facilities Management**

**House Chair: Don Goldstein**

**Jeff Gubitz, Facilities Manager**

The KJA continues to keep the aging and beloved Arnstein Jewish Community Center in good repair without the expense of a full-time maintenance person. A number of repairs were made throughout the year, and are too numerous to list individually but were noted on a month-by-month basis in Board Reports. The goal of all repairs and maintenance has been to make the building clean and inviting while keeping the vision that the next few years may bring about a complete renovation of the facilities. For the first part of the year, Wilma Weinstein was the lead in facility management, and after assuming the role of Friendshippers program manager, the responsibilities shifted to Jeff Gubitz.

Repairs this year include:

- ❑ The front foyer, canopy, entry doors, and rear stairwells were painted to provide a pleasing and inviting environment.
- ❑ Exterior lighting was improved by replacing burned out bulbs with more energy efficient units. New floodlights with electric eyes were installed. Broken and inoperative interior lighting fixtures are being replaced with energy efficient fixtures on an ongoing basis. As conventional bulbs burn out, they are being replaced with energy efficient bulbs. An outdoor floodlight was installed by KUB to provide lighting and additional security to the west side of the building.

- ❑ Peeling paint on the stage ceiling was removed by a contractor.
- ❑ Our repair work has been performed by Don Broderick. He has worked on a variety of projects with Jeff Gubitz
- ❑ All of the trees and bushes were trimmed in May to get the property ready for the summer season.
- ❑ A new yard service was hired providing great service at a more economical cost than the previous firm that went out of business.
- ❑ Many minor repairs including electrical outlet installations were accomplished in the classrooms and playground to bring our facility up to par for the DHS and 3-Star program.
- ❑ A monthly cycle of air filter cleaning and replacement has resulted in more efficient use of our heating and cooling units and cost savings.
- ❑ Non working exhaust fans were replaced in both locker rooms providing a more hospitable and hygienic environment.
- ❑ Roof leaks over the gym have been fixed by the roofing contractor working within our guarantee period.
- ❑ The gym floor was refinished.
- ❑ The carpets were cleaned, and the tile floors were stripped and waxed in the fall.
- ❑ The women's locker room toilet was converted to a toilet stall that would easily accommodate a wheelchair with a door and partition.
- ❑ A ramp was purchased to make access to the rear gym doors for Friendshipper programs.
- ❑ Initial work has begun on developing a concept and planning for the creation and installation of a sign for the front of the AJCC.
- ❑ Lucite sign holders have been installed throughout the building to provide a clean and easy way to post notices on all doors and also to post room usage for the week.

## **Pool**

### **Jeff Gubitz**

When I arrived in late January I was given the task of hiring a pool manager, lifeguard staff, snack bar staff and swim team coaches. I am happy to report that

by the day we opened in May, we were fully staffed. Additional lifeguards were hired during the summer as some came of age or others needed to be off for vacations and other needs.

Despite an unseasonable cold April that delayed some construction work and renovation work, the pool opened on May 20 and closed on Labor Day.

The newly renovated washrooms and snack bar were a great boost for our attendance and membership this summer. The lounges and chairs were all re-strapped with a more comfortable strapping material, color coordinated to the pool awnings and exterior of the pool buildings. The pool fence was repainted. On opening day, the “oohs and aahs!” could be heard from the parking lot as people saw the net results of the efforts that were funded by our anonymous donor.

Amber Case was our snack bar manager. We brought in some new food items and attractive and competitive pricing. Veggie dogs and Boca burgers were added to the menu. New food items were tried, kept or abandoned as the summer progressed. She shopped and priced, and I assisted her as well. Through careful inventory control, we had very little surplus product at the end of the summer.

Lauren Montgomery was our pool manager, and Leigh Anne Poole was her assistant. Both handled their roles very well, dividing the days and the week to ensure adequate management coverage. They kept our staff on their toes which made for a successful summer. Leigh Anne especially handled a pool emergency with very professional skill and prompt response and averted an incident from becoming a tragedy. As the college staff returned to their respective colleges, several of the local high school guards stepped up and pulled full schedules to man the guard chairs and other tasks.

MCDC Swimmers received individualized instruction and the older campers were introduced to the workings of the pool and its equipment as part of their camp experience.

Congratulations go out to Kaitlin Wojnar, Juli Tullos and Sarah Kortebein, who coached our Smokin’ Salmon team to a great year as they put their own “fin print” on the team, rebuilding the team effort and fostering individual successes. Their spirit and enthusiasm made for a great summer with the team.

This summer we had a family pool party that was very successful. Our Pirates of the Caribbean party had to be cancelled due to stormy weather. New this year was a Dive-In Movie. We gathered for the film *Crossing Delancey* and enjoyed kosher dill pickles and fresh popped popcorn in addition to the regular snack bar fare. We plan to do more of these programs next summer.

Thanks to Lynn Davis for chairing the Swim team committee and her hard work with the pool staff to help get the pool ready for opening.

A number of repairs were made this summer including replacing a major pool line leading to the pump. The staff fought a continual battle with the main pump as it frequently lost power and subsequently its prime. This was finally resolved with a series of electrical repairs and a better way to re-prime the pump following a loss of power. A number of pool deck cracks were resurfaced and spalled areas were repaired as well.

### **Tennis Courts** **Jeff Gubitz**

This summer we contracted with the Cedar Bluff Racquet Club to provide instructional tennis to our MCDC campers. Court usage was a bit light, perhaps due to the extreme heat and the condition of the courts.

That was the situation before September. Look behind the pool and concession stand and you will see a bright green fence and a newly refurbished tennis court.

Thanks to the generosity of an anonymous donor, the AJCC tennis courts were revitalized and should become a destination point for many of us in the community. The fences have been fixed, painted and the courts resurfaced. New nets are in place. The only thing lacking is you!

Come and play and use our great facility.

### **Jewish Community Resources**

**Marilyn Wohl, Vice President**

[Archives](#)

**Barbara W Bernstein, Chair**

**Nicki Russler, Archivist**

The Barbara Winick Bernstein Jewish Community Archives committee strives to collect materials related to the Knoxville and East Tennessee Jewish community to preserve them and make them accessible to future researchers (whether casual, academic, or professional), interested in organizations, genealogy, or life of the Jewish community of Knoxville and surrounding areas.

During 2007, the Archivist and her committee continued making progress in creating an archive which is workable and appropriate to our size and finances. The archivist set up a system of routine utilization of Archives committee



members for hands-on activities. We organized a collection of letters sent to Milton Collins from World War II and Korea-era servicemen for proper archival preservation. We provided materials for the BBYO reunion in the spring. We completed conversion of oral history audiotapes to CDs as a means of extending their life. We have received the first transcriptions of the interviews of older community members conducted in the 1980's, and helped organize interviewing of Friendshippers on Mitzvah Day. We are making plans to resume the project of interviewing older members of the community, particularly those who grew up in East Tennessee. The Archivist continued fine-tuning and updating the Finding Aid/Ledger begun in 2005 necessary to make records accessible, and made corrections as necessary.

**Comment [MSOffice2]:** or was it BBG?

We continue to process clippings, photographs, and memorabilia received from members of the community. We regularly contribute photos depicting some aspect of Knoxville Jewish history to the *Voice*, under the title of "The Way We Were." We prepared and contributed materials for the Bagels & Barbeque: The Jewish Experience in Tennessee exhibit at the United Jewish Communities General Assembly held in Nashville November 10-13, which will tour the State over the next three years.

The Archivist has begun scanning fragile materials and photographs, and in the first eight months after receiving the scanner, scanned over 300 items. Committee members discussed with Tennessee Archives of Moving Image and Sound (TAMIS) means, methods and cost of preserving old movies, and the committee is planning an identification event to publicize Archives and provide opportunity for identifying who is on old movies (a picnic at Big Ridge State Park ca 1947, an event at Hillvale Country Club [1950's?], Heska Amuna dedication ceremony 1960).

The Archivist and committee members are working to complete inventories of Oak Ridge, Middlesboro and Knoxville Jewish cemeteries, including digital photographs, to be a permanent collection in the Archives and to be contributed to the Jewish Online Worldwide Burial Registry.

## Friendshippers

**Bernie Shorr, Chair**  
**Wilma Weinstein, Program Director**

Committee Members: Bunny and Allan Gerson, Madeline and Charles Mann, Mimi Pais, Faye Raymon, Eleanor and Bernie Shorr, Marilyn and Jerry Solomon, Laura Supman.

The Friendship program provides regular, on-going opportunities for the active Jewish senior adults in the Knoxville area to socialize and participate in stimulating, cultural, educational, and entertaining programs.

Specifically, during 2007:

- There were 12 Luncheon/Speaker programs. Luncheon program topics covered a broad spectrum of interests including: musical performances; holiday celebrations; three installments of our *Growing Up Jewish Around the World* series; local television and print media celebrities, including Bill Landry of the Heartland Series and TV anchor Gene Patterson; a professional storyteller; a speaker from the Smokey Mountain National Park; UT Men's Basketball Coach Bruce Pearl; UT Faculty members; and a trip and personal tour of the *Living On* Exhibit of Tennessee Holocaust survivors and liberators. Many of the Friendshipper programs were facilitated by the Friendshipppers themselves.
- There were 12 meetings of the Friendshipper Book Group in 2007. The group continues to spark interest and several new members joined in 2007. Currently, there are 12 members who are highly committed and continue to meet monthly at the AJCC.
- The Friendshipper members are continuously challenged by the limited accessibility of our building.
- Birthday greetings which entitle the bearer to a free meal and public recognition at a Friendshipper luncheon during the month of his/her birthday were mailed to each Friendshipper who has signed up on the ongoing "birthday list."
- Established Mah Jong, Bridge and/or Canasta groups met at the AJCC to play immediately following Friendshipper luncheon programs several times during 2007. Members attended the Friendshipper program and then spent the afternoon playing at the AJCC.
- The Friendshipper Steering Committee met monthly and continues to be very effective in developing program ideas and addressing issues.
- A subcommittee of the Friendshipper Steering Committee took responsibility for decorating the gym for programs, making the atmosphere festive and welcoming for all participants and speakers.
- The Friendshipper Steering Committee and the Friendshipppers in general were increasingly involved in generating ideas and helping to facilitate programs. An increase in a sense of personal commitment by the Friendshipppers to the Friendshipper program was evident.
- The Friendshipper Phone Committee continued to provide personal contact by making phone calls about upcoming programs to approximately 10 Friendshipppers before each program. In addition, the Program Director personally contacted 20-25 individuals before each program.

**Comment [MSOffice3]:** I have always wanted to publish list of the books the Book Group discusses for this report and for the web. This could spark interest and increase membership.

- Transportation for those individuals who do not drive was consistently provided by Chariots of Hire, free of charge. This service was underwritten by the Rosen Fund.
- The Friendship Program Director as well as the Friendship Program members, themselves, actively reached out to and welcomed newcomers to the group.
- The Friendship Program Director worked closely with the Director of Jewish Family Services, making referrals and assisting with the transition some Friendship Program members face which leads them to require JFS services as a result of health or other issues.
- The Friendship Program members successfully utilized the resources in the community by using volunteer speakers from within the Friendship Program community and the Jewish and greater Knoxville communities. This not only enables us to offer successful and well received programming, it provides much personal satisfaction for the Friendship Program guest speakers and enhances a sense of community.
- Program speakers from outside the Jewish community were also utilized. This helps to avoid burning out community resources.
- Friendship Program participants constitute a strong peer support network. They consistently offer support, in the form of personal contact, transportation, etc. to other Friendship Program members facing difficulties.

The senior adults have always been and continue to be a vibrant, active and committed part of our Jewish community. This year has been a very successful, meaningful and enriching one for the Friendship Program members; participation continues to increase and the programs have become an important part of the participants' lives.

## Jewish Family Services

**Pat Rosenberg, Chair**  
**Nancy Britcher, MSW, Staff**

Jewish Family Services has had a busy year. With an average of 72 monthly contacts with clients, families and community agencies, the year's total equals 864. There were 44 new requests for service along with 12 individual counseling sessions and two eldercare consultations. Case management and volunteer services were provided for 25 clients living in nine different long-term care facilities.

Programs included a Mitzvah Day program coordinated with the preschool children who visited older adults, and five holiday programs and full luncheons at assisted living facilities for Purim, Passover, Rosh Hashanah, Sukkot and

Chanukah. We also held a Volunteer Recognition program and honored our JFS Volunteer Coordinator, Evan Sturm.

Educational programs included a session on Caring for Aging Parents. An orientation for camp counselors was provided, and Nancy Britcher functioned as a consultant to the AJCC Preschool. She also participated in some of the Friendship programs and worked with Hillel to provide a Shabbat dinner for residents at Elmcroft Assisted Living. JFS supervised a first year MSW social work student for the 2006-2007 academic year and may supervise an undergraduate social work student in spring 2008. Nancy Britcher and Rabbi's Zivic and Schwartz attended a conference at Duke University Divinity School to learn more about Jewish end of life issues and brought back the idea of having a community nurse as part of services offered by JFS.

In the larger community, Nancy Britcher completed a six year term as executive board member of the Knoxville-Knox County Council on Aging.

Jewish Family Services continues to provide Chai bags of treats for volunteers visiting long-term care residents and continues to provide Mitzvah Meals for those returning home after a hospital stay. Evan Sturm continues as Coordinator for Volunteer Services, and this year our number of volunteers increased. We created a new JFS Brochure to highlight our Emergency Fund which won an award from the National Association of Jewish Family and Children's Agencies. Next year, Marilyn Burnett will become the JFS Chair taking over from Pat Rosenberg who has served effectively for the past five years.

Jewish Family Services welcomes all community ideas as we strive to provide the highest quality of services to the entire Knoxville Jewish community.

### **B'nai Tzedek Teen Philanthropy Program**

**Dr. Jeff Becker, Chair**  
**Deborah Oleshansky, Director**

The B'nai Tzedek Teen Philanthropy Program continues to grow with tremendous success. The program is made possible through a grant from the Harold Grinspoon Foundation and is administered in coordination with the Becker Fund of the Knoxville Jewish Community Family of Funds.

There are four primary objectives to the B'nai Tzedek Teen Philanthropy program:

- To help every Jewish teen in our community establish an endowment fund in his/her name

- To provide Jewish teens with skills and knowledge in the area of Jewish sources on giving, financial literacy, and modern philanthropy.
- To help Jewish teens establish relationships with Jewish organizations in our community and abroad
- To offer the opportunity to network with other Jewish teens locally and nationally.

Forty teens have established funds as of December 2007:

Jensine Baerman	Harris Bailey
Nathan Bendriem	Samuel Bendriem
Lilia Brock	Logan Brown
Rachel Brown	Abby Caplan
Clark Derrington	Talia Dessel
Noah Erwin	Jennie Frost
Mara Hahn	Rachel Iroff
Iain Konigsberg	Zach Kramer
Will Kronick	Andrew Messing
Zach Messing	Michael Newman
Evan Noon	Hazak Parsons
Bryna Oleshansky	Stephanie Pfeffer-Rodriquez
Leah Pearl	Ben Pollack
Ethan Pollack	Connor Reis
Asher Robinson	Ethan Roseman
Emma Silver-Alford	Max Silver-Alford
Zach Snow	Elizabeth Spenser
Ariel Spiegelman	Brittany Spiegelman
Jolie Spiegelman	Justin Spiegelman
Britt Sturm	Samuel Talman

Programs related to B'nai Tzedek fall into four primary categories:

- Programs for B'nai Tzedek Fund Holders related to learning about Jewish philanthropy and grant making.
- Community service and advocacy programs for all interested local teens
- HeartAction program for 9<sup>th</sup> graders jointly administer by KJA, Heska Amuna Synagogue and Temple Beth El in which 9<sup>th</sup> graders do text study and visit residents at Elmcroft
- Camp Tikkun Olam summer Israel Exchange Program

This fall, the director received a scholarship to attend the Panim National Educator's Training Seminar held at the University of Maryland. Through the contacts made at the seminar, she learned about grant opportunities for local

teen programming. Working with the leadership of our local B'nai Brith Girls BBYO chapter, she submitted a grant application, and we have been awarded \$1800 for a program to be held in on April 13, 2008. It will be a large scale community social action event led by the teens.

### **UT Hillel Advisory Committee**

**Dr. J.P. Dessel, Chair**

**Deborah Oleshansky, Director**

**Elyse Messing, Student President**

The Hillel program at University of Tennessee, Knoxville, continues to grow and evolve. Many new students have become involved on a regular basis this semester and there is an increased interest in programming and connection for Jewish students on campus. Many more prospective students and parents of students contact the director on a regular basis. Knowing that there is active Jewish life on campus is becoming more important each year for incoming students.

Without a physical location on campus, we continue to use a variety of venues for programming. Our opening program for fall 2007 was held at Copper Cellar on Cumberland, and Coach Bruce Pearl and Steven Pearl joined us to share stories of the team trip to Europe this past summer which included a visit to Holocaust memorials. In early September, we partnered with the International House for Jewish Culture Night. Over 135 people attended the kosher dinner made possible with the help of Marilyn Burnett. Starbucks at Hodges Library continues to be our home for Tuesday morning Coffee Club, and in October we were joined there by Ambassador Reda Mansour, Consul General of Israel to the Southeastern United States. The Chanukah party will be held at the Wesley Foundation and the Pesach Seder last spring was held at Temple Beth El. Weekly Shabbat dinners continue to be hosted by community members and we would like to thank all of the people who hosted dinner over the past year.

A group of UT Hillel students traveled to Nashville for the UJC General Assembly meeting in November. It was a wonderful opportunity for these students to learn more about the work of UJC throughout the world. It was also an opportunity to meet other Hillel students from all over the country.

In December, the director will travel to Washington for the International Hillel Professional conference. She secured a subsidy grant for over 90% of both the conference fee and travel cost.

## **Partnership 2000 (P2K)**

**Leslie Snow, Chair**

**Deborah Oleshansky, Tikkun Olam Director**

Our P2K program is part of a Southeast Consortium with Nashville, Jacksonville (FL), Pinellas County (FL), Lee and Charlotte County (FL), Augusta, GA and Charlotte, NC. We are partners with the Hadera-Eiron Region in Israel. The program is funded through our operating budget and through our allocation to UJC. A consortium governance committee reviews all project ideas and determines what specific projects will be implemented.

The primary P2K program here in Knoxville is Camp Tikkun Olam. Over the past several years, we have hosted Israeli teens and adult leaders for two weeks during the summer, and then our teens return to be hosted by them in Israel. In all, it is a four-week program. During this time the teens participate in a variety of community service projects both here and in Israel. Summer 2007 was our biggest group to date. Nine local teens participated along with eight Israelis. The following local teens traveled to Israel last summer through the program: Harris Bailey, Will Brody, Mara Hahn, Rachel Iroff, Zach Kramer, Bryna Oleshansky, Jacob Pais, Emma Silver-Alford, and Britt Sturm. These teens remain closely connected to the Israeli teens through the magic of a Facebook group!

We have already begun to recruit teens for Tikkun Olam Summer 2008. We have held our first parent/teen information session, and teen participants from summer 2007 shared their experiences and encouraged students to apply for this coming summer. Many teens and parents attended, and there seems to be continued interest in the program for this summer. Interviews for teens and parents will begin on January 27, 2008. We hope to have a delegation of six local teens to host Israelis and then travel to Israel.

There are many other possibilities for programming and projects through P2K including teacher delegations and medical delegations. A restructuring of the committee to consider inclusion of these projects is underway.

## **Children and Youth**

**Seth Schweitzer, Vice President**

## **Early Childhood Education**

**Brooke Seeliger, Early Childhood Director**

## **Camp K'ton Ton**

Camp had a busy and very successful year, with 98 children enrolled, which was up from eighty-nine children in 2006.

Prior to the start of camp, Milton Collins and Camp K'ton ton directors met regularly with Vice President of Children and Youth, Seth Schweitzer. Our goal in these meetings was to assess the quality of our camping program and to provide the safest, most fulfilling experience to our campers and their families. For Camp K'ton ton, these meetings resulted in increasing the ratios of staff and lifeguards supervising our camp swim times, as well as reworking our swim instruction program to provide better quality swim lessons to our youngest campers. Camp K'ton ton also revised its programming to provide fewer transitions for young campers in accordance with research on developmentally appropriate schedules for 1-5 year olds.

Campers participated in daily swim instruction, outdoor water play, and craft projects while learning about various themes such as ocean life, insects and music. Children enjoyed special programming such as a visit from the Knoxville fire department, an introduction to Gandoff the companion dog, a magic show and balloon tying by Captain Z, an "Around the World" music presentation and weekly science sessions with botanist Virginia Small. Campers participated in weekly Shabbat celebrations.

### **AJCC Preschool**

Students and staff returned to AJCC Preschool in January 2007 with an enrollment of 69 students. We ended the year in May with 71 students. AJCC Preschool resumed in August 2007 with 68 children enrolled. Our current enrollment is 69 students with 54 full-time equivalents.

The Preschool core hours are 9:00 A.M. to 3:00 P.M. Monday through Friday, with extended Care programs daily from 7:30 to 9:00 A.M. and from 3:00 to 6:00 P.M. Vacation day programming is offered during the spring break program.

#### ***Three Star Rating***

The preschool continues to retain its Three Star rating, the highest rating given by the Department of Human Services for the State of Tennessee.

#### ***Multi-cultural Emphasis***

We continue to attract a number of families from various ethnic backgrounds. This international and multicultural population is a selling point for our program and gives us a unique profile in the community.

#### ***Jewish Identity***

We currently have two full-time Jewish teachers, two Jewish substitute teachers, and one Jewish Extended Care Worker. Our percentage of Jewish families has



risen this year from around 40% last year to around 49% this year. This is in part due to the number of new Jewish families moving into the Knoxville area. We are continuing the preschool family celebrations for Rosh Hashanah, Sukkot and Tu'B'Shevat, Purim and Chanukah celebrations as well as many Judaic activities in individual classrooms.

To strengthen the Judaic curriculum within the preschool program, Charlene Gubitz has been hired as our Judaic teacher. She comes two days a week for approximately one hour to work with the children, singing songs and doing various Jewish cultural activities. Charlene has an extensive background in education and served as the Director of Education for the Congregation Achduth Vesholom in Fort Wayne, Indiana. She has worked as a teacher, B'nei Mitzvah Tutor, music teacher, Dinner Coordinator, and much more. We have been pleased to have representatives from Temple Beth El, Heska Amuna Synagogue and Chabad as Shabbat visitors in our classrooms and for High Holiday programs. Their contributions of stories, songs, and blessings have made Shabbat observance and recognition of High Holidays even more special for our children.

### ***Children with Special Needs***

We currently serve one child with diagnosed special needs. Our staff has made great strides this past year in understanding the special needs of individual children and modifying classroom approaches to make Jewish education accessible to children with special needs. These strides have benefited our school in many ways - by helping us adjust our teaching methods to the different learning styles of students, with and without special needs, by making us more creative and flexible and by encouraging us as a community to be more accepting of diversity. One of the teachers for the child with special needs had previous experience as a long-term substitute in a special needs classroom. This experience has greatly helped her on a daily basis since joining our preschool staff. The special needs child attends a Special Needs school three times a week. His individual Special Needs Teacher visits our school once a week to give our teachers helpful ideas and is very impressed with his progress. She feels that it is a great idea to continue working in a collaborative effort.

### ***Parent Participation***

Twenty parents attended our second Parent Committee Meeting of the 2007-2008 year. Eight parents have volunteered to be room parents. Room parents will coordinate parent volunteer efforts and donations of snacks and supplies in each classroom. Our goal is to increase parent volunteerism in all aspects of the preschool, and especially in providing a parent presence in each preschool room on a regular basis to assist teachers and enhance the education of our children.

### ***New Room “Hey”***

A new classroom opened to serve those whose children had been through our program but were not “ready” for kindergarten. There are 8 students this year and it will be full next year with ten children already enrolled.

### ***Fundraising***

Everyday Epicurean - \$350 in profits  
Sally Foster- \$900 in profits  
Extracurricular activities - \$1000  
Scholastic book fair - \$388 in cash profits; \$200 used for classroom wish list books, and many other books donated to classrooms  
Ben and Jerry’s Ice Cream Social - \$108.00  
Preschool Greeting Cards - \$300  
Pizza Fridays - \$398  
Challah Sponsorships - \$700  
Teacher Appreciation Donations - \$900  
Mitzvah Tree Donations - Many important items have been donated to classrooms and a system is now in place to track the dollar value of these items.  
Furniture Sponsorships - \$1100

### ***Reggio Emilia Approach***

We have identified the Reggio Emilia approach as the direction of our preschool for philosophy, approach, and curriculum. In the coming year, we will continue our work in implementation in the following ways:

We will continue to train teachers in Reggio approach through attendance at conferences and in-house trainings. A three-year plan will be formulated for implementation with the assistance of parent committee representatives and teachers. In order to accomplish this, we will continue to consult with University of Tennessee professor Mary Jane Moran as well as the new director of the Early Learning Center at UT, Sean Durham. We will also work with the JCC Preschool in Seattle (a Reggio Emilia approach school), with the JCC in Nashville (also investigating the Reggio approach) and with Spring Hollow Community School in Franklin, TN (closest Reggio Emilia approach school in our region). We will plan a step-by-step approach to implementation for the next three years (Reggio Emilia approach can take up to five years to properly implement).

In October 2007, I met with professor Mary Jane Moran at the University of Tennessee. She supplied useful information to help me gain a deeper understanding in the implementation process of the Reggio Emilia Approach within our preschool. She has agreed to come in and work with our teachers individually to help them understand the approach in a broader spectrum. I am also planning to visit either Saint Anne’s Day School in Atlanta, Georgia, or

Spring Hollow Child Care Center in Franklin, Tennessee, during spring 2008 to see the Reggio Emilia Approach in action.

### **Extended Care**

One of our goals for last year was to increase the quality of our Aftercare programming. We have accomplished this through a dedicated Aftercare staff who plan daily art activities for children and provide consistent supervision. In addition, our Aftercare program is enriched by community volunteer Melissa Schweitzer's "Children's Literature for the Very Young" weekly literacy program.

### **Looking Ahead to 2008**

As we continue to improve the quality of our program and to train staff in the Reggio Emilia practices, teacher retention will become an increasing concern. The Reggio Emilia approach takes an estimated five years to implement. It is important that we provide a working environment and adequate compensation, conducive to teacher retention. Our goal is for our preschool to gain the reputation of offering the best working environment and best compensation available in our area to early childhood educators, thus allowing us to attract and retain the highest quality teachers for our children.

## **Milton Collins Day Camp 2007**

**Dan Schwartz, Camp Director**

**Sarah Price, Assistant Camp Director**

Milton Collins Day Camp showed steady growth and improvement throughout the summer building on past years of success. During a transitional period, enrollment was down during the first weeks of the camping season in comparison with last year's numbers. However, a pattern of retention of campers and steady increase throughout the summer revealed a renewed confidence in the traditions and consistency of the Milton Collins Day Camp as staff and leadership continued to strive to improve already well-established programs.

Throughout the course of the 2007 summer, Milton Collins Day Camp staff continued to offer the quality programming that has established us locally as "the most fun under the sun." Special consideration was paid this summer to the highest training available for orientation of camp staff. Camp Leadership coordinated the orientation under the framework of nationally recognized Camp guru, Bob Ditter's, instructional series for camp staff and directors. All staff members received certification in First Aid and CPR from the Red Cross of Knoxville. Further emphasis was paid throughout the summer to staff

development and recognition, rewarding and recognizing our outstanding staff and developing leaders for the future of the Milton Collins Day Camp.

Our campers were offered quality instruction by our specialists in art, drama, dance, and sports. This summer also saw a continued partnership between Milton Collins and the Cedar Bluff Racquet Club in order to provide the campers superior tennis lessons. One of the highlights of our program continues to be the daily swim instruction led by WSI Red Cross Certified instructors in cooperation with the Smokin' Salmon swim team.

Alternating single-week sessions, an improvement to the previous structure of the camp that allowed for consideration of our families flexible summer schedules, offered varied themes and introduced new camping concepts to Milton Collins Day Camp. Alternating sessions offered the choice of field trip and/or late-night/overnight programming. These field trips included such excitement as a rafting trip, tubing, ice-skating, a trip to the Museum of Science and Energy, an overnight Camping Trip for our older campers, and more. Our extended days included a parents' night, the introduction of the "Gitchee Goomie" (an all-campus, all camper relay race) a Karaoke Dance Party, and campfires and social opportunities for our older campers late into the summer nights.

This summer also witnessed the introduction to Milton Collins of a week long Color War Program, as the culminating event of our camping summer. This last week of camp had one of our highest enrollments, thanks to the word-of-mouth marketing of our staff. It included the division of the camp into two themed teams. As a form of recognition, our most outstanding staff and campers were given the honor of leading their teams as camper-captains. The campers followed their spirited counselors throughout the week and late into our Finale overnight program.

Each week also offered a special program and elective opportunities that corresponded to the theme. Examples included a visit from the Zoo Mobile, a giant inflatable obstacle course, an afternoon trip to Pump it Up, and special counselor-driven activities like a Dunk-the-Counselor Tank and wild and messy relay races. The counselors worked diligently to plan electives that included traditional camper favorites as well as inventive, fun, and educational programs.

This summer was distinguished as the camp welcomed the Tikkun Olam program, a four week summer Knoxville-Israel teen age exchange experience of social action, which enriched all of our campers in the experience. We welcomed our Israeli friends to camp and cooperated in service projects and a variety of enjoyable activities together during their stay with us in Knoxville.

We would like to thank the executive committee, parents, and all our supporters for their cooperation. The work of many has enabled Milton Collins Day Camp

to be a continued success as we transitioned under new leadership as we look to the future. The camp is looking forward to implementing improvements in the areas of staff retention and development, scheduling and variety of overnight and field trip events, improved outdoor programming, and more as we move toward the continued improvement and growth of the Milton Collins Day Camp. Working with all stakeholders, we hope to continue our connection with the community and development of our camp as one of the leading, and longest tenured, of the ACA accredited camps in Knoxville.

## **Public Relations**

**Jane Cohen, Vice President**

**KJA Website, [www.jewishknoxville.org](http://www.jewishknoxville.org)**

**Jane Cohen, Chair, and Webmaster**

Our website is currently an underused communication and potential marketing tool. I urge every member of the community to submit articles, opinions, suggestions and to utilize the easily accessible resources, especially the calendar and timely subscriptions world Jewry news resources. In addition, look for up-to-date information about local events, photos from recent events, online copies of the *Voice*, articles about Jewish holidays, commentaries on the weekly Torah Portion, biographical and current information about important Jewish people and more. If you haven't looked at it lately, please take a minute or two to check it out.

Over 1,100 individuals have accessed our website from January through November, 2007 with an average of 100 accesses per day and an average visitor looking at three to four pages per visit. The pages visited most often were the Home Page (containing links to details on current and upcoming local events), the local Jewish Community Calendar, and links to information about all our local Jewish organizations and activities. Some of the other popular pages include the Preschool, local religious organizations, the KJA's Jewish Family Services, Adult Activities, B'nai Tzedek, the AJCC's Summer Camp programs, and our SPONSORS page.

The web calendar was maintained in a timely manner by KJA staff members Robin Vaughan and Wilma Weinstein. In addition to keeping the calendar populated with community events, they utilized the calendar function that allows other local Jewish organizations to submit calendar events for approval and direct posting to our web calendar.

The remainder of the site was maintained by me, Jane Cohen, with occasional help from Bella Budik. This year thanks to KJA, I was able to attend the first

UJCWEB Webmasters' conference and participate in several phone/online conferences and training with the UJCWEB support staff at UJC headquarters in New York. These events introduce UJC marketing concepts and new UJC content resources, demonstrate effective uses of websites for community building and fund raising, and provide training on up-to-date UJC techniques. They serve as a way for webmasters in UJC communities across the USA and Canada to interact and share their experiences and knowledge.

Visitors can easily make pledges and pay by check or securely via credit card by filling out forms on our site. We have only received ten online donations so far. Don't be afraid to try it for any kind of donation you care to make to campaign or any of our KJA funds. It's easy.

My goal for next year is to increase the usefulness of the website for campaign and community communication by starting some community discussion forums via either blogs or other methods and to help the staff and committee chairs to increase our utilization of the powerful Lyris email tool so we can contact and interact with the community more effectively.

Contact us today at [kja@jewishknoxville.org](mailto:kja@jewishknoxville.org) or [cohenjz@comcast.net](mailto:cohenjz@comcast.net) to submit content to the site, set up a personalized ad or sponsorship or just to share ideas.

### **Publications Committee**

Eleanor Shorr, Chair

Joyce York, Editor

Faye Raymon, Committee Member

During 2006-07 eight issues of the *Voice* were produced and mailed to 750 households. In addition, issues were distributed to Heska Amuna Synagogue, Temple Beth El, Oak Ridge Congregation, Chabad, and the Jewish Student Center/Hillel at the University of Tennessee. These issues included current news, important messages from the Center and Alliance officers, as well as publicity concerning life cycle events, community cultural events, fund-raising and meeting information and other articles of general interest. Also the format made accommodations for many photographs which added to the visual appeal of the newsletter. The revenue from Passover Greetings and High Holiday Greetings of \$3,525 has helped with the cost of producing the *Voice*.

As Chair of the Publications Committee, I cannot emphasize enough the efficiency and diligence of the editor, Joyce York. With her expertise and commitment to even the smallest detail, the *Voice* continues to be a newsletter that brings pride and honor to the Knoxville Jewish Community. We also thank Faye Ramon, the newest member of the committee for her contributions to the *Voice*.

It has been a rewarding and fulfilling experience serving as Chair of the Publications Committee and heartfelt thanks are extended to the committee including Fay Ramon, Joyce York, Editor, Jane Cohen, Liaison to the Board and to Jeff Gubitz whose advice and help are so very much appreciated.

We also wish to thank the Executive Board of the Alliance whose cooperation has enabled the *Knoxville Jewish Community Voice* to remain viable and effective in publicizing the events and news of the Knoxville Jewish Community.

## **Community Relations Committee**

### **Arnold Cohen, Chair**

The following individuals served on the CRC in 2007: Dr. Steve Krauss, Shelley Mangold, Rabbi Louis Zivic, Rabbi Beth Schwartz, Mary Linda Schwarzbart, Marilyn Wohl, Larry Washington, Leslie Snow, David Icove, Gene Rosenberg, Ellen Schnoll, Howard Blum, Greg Kaplan, Dr. Bernard Rosenblatt, Raeus Cannon, Ellen Kern, and Scott Hahn.

Early in the year Greg Kaplan joined the committee and spoke about the Hispanic Chamber of Commerce. We also had a film about the Civil Rights Movement and discrimination against various peoples particularly people of color from Gene Rosenberg's well traveled Anti-Discrimination Traveling Trunk Show.

## **Missions**

### **Jeffrey and Nancy Becker, Co Chairs**

A 2008 Knoxville Spring Mission to Israel is currently in the planning stages for March 12-24, 2008 and an itinerary including three nights in Jerusalem, two nights in the Negev, three nights in the North, and three nights in Tel Aviv.

## **VP Human Resource Development**

Ellen Kern, Vice President

The Vice President Human Resource Development is responsible for the areas of Leadership Development, AJCC Membership & Newcomers/New Connections and the KJA Women's Network.

### Leadership: Jewish Knoxville

The Leadership: Jewish Knoxville committee consisting of Barb Levin, Stephen Eisen, Jeff Gubitz and I met several times in late spring/early summer to discuss and plan the next Leadership class. Stephen Eisen agreed to Chair the committee. Nominations were requested from all community Jewish Leaders and rabbis. However, very few names were submitted. Letters went out to about twenty-five nominees and only two responded with interest. As a result, no class was formed this year due to lack of interest.

### KJA Women's Network

Only one Women's Network program was planned last year. It drew a small group of women. There may be too many other women's programs taking place in the community to sustain interest at this time.

### AJCC Membership & New Connections

Tamar Sturm agreed to serve as Chairperson for the Membership and New Connections committee. Along with Tamar, several other committee members planned the following programs:

#### **New Connections:**

In the spring, a welcome program for new members and other "Jewish & Newish to Knoxville" community folks were invited to the AJCC on Sunday, May 20<sup>th</sup> to meet our Jewish Leaders and rabbis and hear about the Knoxville Jewish community. In turn, we met them and got to know each other. This past fall, the New Connections group partnered with the AJCC during 'Sundown in the Sukkah' to greet old and new Jewish community members.

#### **AJCC Membership:**

Membership in 2007 included:

- 15 new AJCC Annual Memberships
- 27 AJCC Annual Membership cancellations
- 221 currently active AJCC Annual Memberships
- Membership fees billed in 2007 = \$78,402
- Membership fees collected in 2007 (to date) = \$73,300





**KJCFF Annual Report**  
*Ensuring the future of our Jewish community*

**Total KJCFF Assets on September 30, 2007: \$2,168,153.86**

**KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF  
DIRECTORS**

Pace Robinson, <i>President</i>	Scott Hahn
Dick Jacobstein, <i>Vice President</i>	Herb Jacobs
Bernard Rosenblatt, , <i>Secretary/Treasurer</i>	Harold Markman
Jeff Becker	Alexandra Rosen
Bernard Bernstein	Mary Linda Schwarzbart
Arnold Cohen	Mel Sturm
Bobby Goodfriend	

**DID YOU KNOW?**

A new fund may be created with a **\$5,000** contribution.

**KJCFF BOARD:** Officers elected at the May 14, 2007 meeting of the Knoxville Jewish Community Family of Funds Board continued to serve the Knoxville Jewish Community Family of Funds. Mary Beth Liebowitz resigned her term. The board and fund holders thank Mary Beth Liebowitz for her participation on the board.

**NEW FUNDS:** The KJCFF is pleased to announce the following new funds were created in 2007 and thanks the generous donors who have made them possible:

- Cohen-Presser Fund
- Goldstein/Tygun Family Fund
- Sylvia Robinson Memorial Fund
- Stephen and Kim Rosen Donor Advised Fund

**GRANTS MADE:** The following grants were made in 2007 [year to date]:

<b>FUND</b>	<b>\$ AMOUNT</b>	<b>FOR</b>
AJCC Endowment Fund	1,858	To hire Tennessee Community Design Center to evaluate AJCC
David Blumberg Youth Leadership Fund	500 560	To assist BBYO member to attend Camp Tikkun Olam  To enable BBYO member to attend International Convention
Abe Collins Fund	900	Assist in covering the costs of 2007 event featuring Jonathan Livni
Milton Collins Fund	1,000	To provide financial support for Mitzvah Day 2007
Heska Amuna Educators Supplement Fund	17,125	Heska Amuna Synagogue Educators
KJA Opportunity Fund	10,000	To fund administrative and donor development support for the KJCFF
Zelda & Max Morrison Cultural Enrichment Fund	1,000	To support documentary project: <i>Living On: Portraits of Tennessee Survivors and Liberators</i>
Sam and Esther Rosen Friendship Fund	2,956	Provide transportation for elderly to attend monthly programs, as well as cover costs for printing, postage and program supplies
Sam and Esther Rosen Community Enrichment Synagogue Fund	1,092	To repair large sliding doors at Rosen Social Hall at Heska Amuna Synagogue
Stephen and Kim Rosen Donor Advised Fund	30,450	To provide support for the following charitable organizations: Anti-Defamation League, KJA, United Way, Duke University, Union Council of Soviet Jews, World Jewish Congress, Webb School, BBYO (National), American ORT, Duke Center for Jewish Life
Miles and Zelda Siegel Fund for Knoxville's Jewish Elderly	50	To provide personal care items for one of Knoxville's Jewish elderly living in a healthcare facility
<b>Total grants – year to date</b>	<b>\$67,491</b>	<b>These funds provide important services and programs for our community.</b>

**These funds comprise the Knoxville Jewish Community Family of Funds**

<b>KNOXVILLE JEWISH ALLIANCE FUNDS</b> <ul style="list-style-type: none"> <li>• Alliance Opportunity Fund</li> <li>• Arnstein Jewish Community Center Endowment Fund</li> </ul>	<b>HESKA AMUNA SYNAGOGUE FUNDS</b> <ul style="list-style-type: none"> <li>• Cohen Presser Fund</li> <li>• Heska Amuna Educators Supplement Fund</li> </ul>
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<ul style="list-style-type: none"> <li>• David Blumberg Youth Leadership Award Fund</li> <li>• B'nai Tzedek Legacy Fund</li> <li>• William "Bill" Brody Fund</li> <li>• Gordon Brown Youth Recreation Fund</li> <li>• Abe Collins Cultural Fund</li> <li>• Milton Collins Knoxville Jewish Alliance Fund</li> <li>• Sam &amp; Millie Gelber Fund for Jewish Immigrants</li> <li>• Jewish Family Service Fund</li> <li>• Zelda &amp; Max Morrison Cultural Enrichment Fund</li> <li>• Allen Rosen Education Fund</li> <li>• Sam &amp; Esther Rosen Community Enrichment AJCC Fund</li> <li>• Sam &amp; Esther Rosen Community Enrichment Federation Fund</li> <li>• Sam &amp; Esther Rosen Friend-Shippers Club Fund</li> <li>• Dr. Bernard S. Rosenblatt Fund</li> <li>• Miles &amp; Zelda Siegel Fund for Knoxville's Jewish Elderly</li> <li>• Zionist Organization Fund</li> <li>• Ben &amp; Pearl Zwick Fund</li> </ul> <p><b>JEWISH CONGREGATION OF OAK RIDGE FUND</b></p> <ul style="list-style-type: none"> <li>• Frances Sturm Cultural Fund of the Jewish Congregation of Oak Ridge</li> </ul>	<ul style="list-style-type: none"> <li>• Sylvia Robinson Memorial Fund</li> <li>• Sam &amp; Esther Rosen Community Enrichment Synagogue Fund</li> <li>• Rosenthal Environment Fund</li> <li>• Bradley Sturm Memorial Fund</li> </ul> <p><b>KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS</b></p> <ul style="list-style-type: none"> <li>• Jeff &amp; Nancy Becker Community Enrichment Fund</li> <li>• Bernard E. &amp; Barbara W. Bernstein Charitable Fund</li> <li>• Goldstein/Tygun Family Fund</li> <li>• Sylvia Greenberg Family Fund</li> <li>• David and Deborah Oleshansky Fund</li> <li>• Ted &amp; Dolly Reback Knoxville Youth Fund</li> <li>• Stephen and Kim Rosen Donor Advised Fund</li> <li>• Natalie &amp; Mitchell Robinson Community Enrichment Fund</li> </ul> <p>Contact <b>Pace Robinson</b>, President, the KJA/KJCFF <b>Jeff Gubitz</b>, Executive Director, <b>Susan Contente</b>, or any member of the <b>KJCFF Board of Directors</b> to learn more about the opportunities available to you as you create your philanthropic legacy to our community.</p>
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**MAJOR GIFTS:** The KJCFF offers permanence and the opportunity to teach younger family members how to give. Donors' wishes can continue far into the future and donors can involve children and grandchildren to help carry on the charitable work.

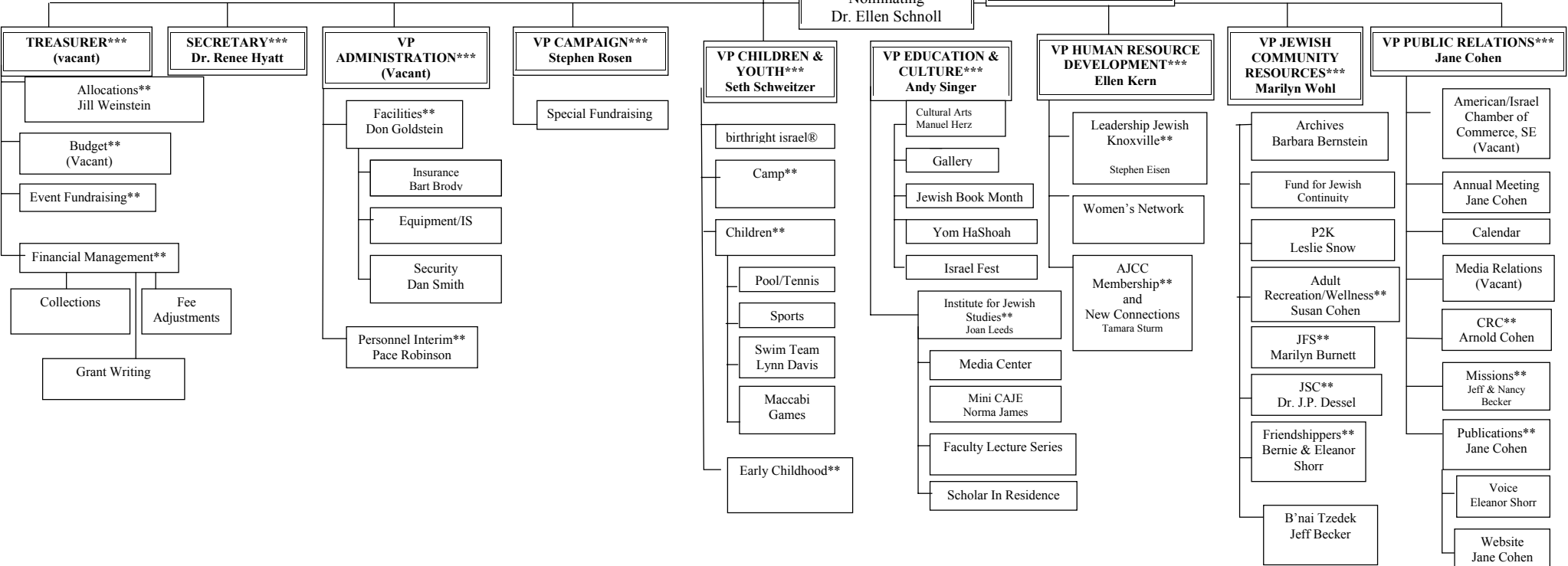
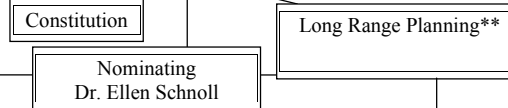
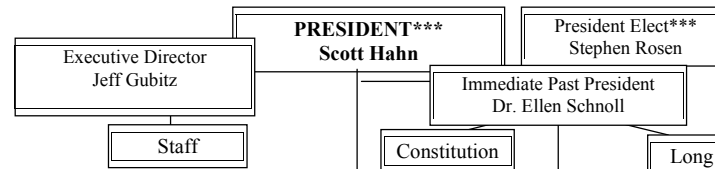
**BEQUESTS:** By remembering the Knoxville Jewish Alliance in your will or naming KJA as a beneficiary of your life insurance, living trust or qualified retirement plan, you reach past your lifetime and create a legacy of safety for future generations.

**THE BOARD OF DIRECTORS OF THE KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS** thanks the Knoxville Jewish Community, the staff of the Knoxville Jewish Alliance and the East Tennessee Foundation (ETF) for their support and encouragement. The KJCFF encourages you to help ensure the healthy future of our Knoxville Jewish community by including a commitment to the KJCFF in your financial and estate planning.

**PROFESSIONAL MANAGEMENT AND ACCOUNTABILITY:** Our assets are managed by professional money managers and monitored by the ETF Investment Committee. An independent audit provides annual accounting of all funds and practices

**PLANT FOR YOUR DESCENDENTS:** One day as Honi was walking along he saw a man planting a carob tree. Honi asked him "How many years until it will bear fruit? The man answered "Not for seventy years." Honi asked, "Do you really believe you'll live another seventy years? The man answered, "I found this world provided with carob trees, and as my ancestors planted them for me, **so I too plant them for my descendants.**"

# KNOXVILLE JEWISH ALLIANCE LEADERSHIP 2008



\*\*\* Executive Committee: President, President Elect, Immediate Past President, Secretary, Treasurer, All Vice President's, Executive Director

\*\* Board Positions

Members At Large (Justin Bell, Marilyn Liberman, Rosalie Nagler, Jill Weinstein, Barbara Bernstein, Dr. Caren Gallaher, Dan Smith, Paul Steinfeld )

Members by virtue of their Community position: Marilyn Burnett, Bernie Shorr, Bella Budik, Mary Evers-Goan, Karen Robinson, Rabbi Beth Schwartz, Stephen Eisen, Rabbi Louis Zivic