

2011 ANNUAL REPORT



*Knoxville
Jewish
Alliance*
Building Community
Enriching Lives



Building Community
Enriching Lives

Knoxville Jewish Alliance 11th Annual Meeting

January 22, 2012

Teveth 27, 5772

Agenda

Israel Partnership Presentation	Captain Paul Trunpore, Knoxville Fire Department
Minutes of 2011 Annual Meeting	Mr. Bryan Merrell, secretary
Financial Report	Mr. Adam Brown, Treasurer
Executive Director's Report	Mr. Jeff Gubitz
Elections of New Board Members and Officers	Mr. Stephen Rosen, President
Installation of Board and Officers	Mrs. Diana Steinfeld-Hicks President-Elect
Remarks of Dr. Renee' Hyatt	
Good and Welfare	
Announcements	

Slate of Officers

President	Dr. Renee' Hyatt
Treasurer	Mr. Adam Brown
VP Jewish Community Services	Mrs. Marilyn Wohl
VP Education & Culture	Mr. Manny Herz
VP Public Relations	Ms. Judith Rosenberg
VP Administration	Mr. Bryan Merrell
VP Campaign	Mr. Gene Rosenberg
Past President	Mr. Stephen Rosen

Wine and cheese reception sponsored by the Rosen Fund.

Introduction

Welcome to the 2011 annual report of the Knoxville Jewish Alliance. In the following 30 pages, you will find the historical record of the accomplishments of a Jewish community for a year. The participation level, community cooperation, and quality of Jewish life in Knoxville are widely known and respected. Our volunteers are smart, energetic and large in numbers. Our staff is composed of people who are experts in their fields, devoted to Jewish life in Knoxville, and tireless. I think you will agree that we have a great deal to be proud of in the last year and I hope you will enjoy reading about it.

The economic weakness that has enveloped our nation continues to dampen KJA's effectiveness. Our annual campaign continues to attract new participants and large numbers of increased gifts. Our participation rate would be the envy of any community in the country. Unfortunately, the total dollars raised, though increasing, are still significantly below where we were just a few years ago. It is hard to believe that only 38 months ago, we were considering a capital campaign to refurbish the Arnstein Jewish Community Center's 42 year-old Reich Building. In 2012, our goal is to simply get back to the level of giving that will allow KJA to make allocations to other Jewish social service providers in Knoxville, the United States, Europe and Israel.

As our financial situation has been restrictive, we have focused on areas that have high impact and low hard dollar cost. The Archives expanded and showed off its success with the "Bagels and Barbecue" Exhibit at the East Tennessee Historical Society. My personal highlight was giving private tours of the event to Congressman John Duncan and Knox County Mayor Tim Burchett. We have continued to focus on growing community cohesiveness while reducing redundancies. The best examples in this area were KJA's contracting to provide accounting services to Heska Amuna Synagogue and the Jewish Congregation of Oak Ridge's participation in *Ha'Kol*. Our focus on our children is seen in AJCC preschool, Milton Collins Day, Teen Connection, Growing Up Jewish, B'nai Tzedek and our J-Serve programs. Our commitment to each other can be seen in the activity level of Jewish Family Services. The increased needs of community members are reflecting the softness of our economy. Unfortunately, we are seeing opportunities to serve individuals in ways we have not seen in a number of years. Our positive interaction with the University of Tennessee at the student, faculty and administrative levels is the highest in the history of our community. Finally, our Israel Partnership exchanges are growing in quality and quantity. This effort will be celebrated with the Taste of Partnership community trip in March 2012.

Though I can usually complicate my messages with excess information, I can describe what we do with the simplest statement: **KJA's mission is to build Jewish life in Knoxville while saving Jewish lives abroad.** Sometimes it is easy and sometimes we have to rub two sticks together to make it happen. This past year seemed at times like we were working with one stick. This makes us prouder of what we have accomplished together and focuses our attention to make even more happen in 2012.

Thank you very much for giving me the chance to serve you as your president. Finally, thank you for the part you are taking in making our Jewish community so special.

Stephen Rosen



KJA Executive Director's Report

Jeff Gubitz

I am pleased to submit this Annual Report about another outstanding year for the KJA to the community. As you read the staff and committee reports, I hope that you will be, as I was, impressed by the breadth and scope of our programs and impact on our 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 that you too will be educated and become knowledgeable about the workings of the KJA and the AJCC.

Personnel

KJA ends the year with some staff changes. Change in any organization is inevitable. These staff changes will not affect our product and programs.

Our programs from 2007 until the fall of this year would not have happened without the detailed and caring work of former program director, Wilma Weinstein. Wilma's work has been invaluable with all of the new programs we have added during her tenure. Her work, especially with Mitzvah Day and a whole host of programs has been exemplary. She continued to bring new programs to the forefront for the staff and her various committees to review. At Wilma's request, we accepted her resignation and her retirement in order for her to spend as much time as she could to care for her husband and KJA volunteer Murray Weinstein before his death in November.

I am happy to report that Rachel Hale joined our staff this fall to work as Program Manager. Having worked with Wilma on a number of projects as a very willing volunteer until accepting what she calls her "dream job." She hit the carpet running and has been responsible for the Sundown in the Sukkah and Menorah Madness programs to date.

Already planned are the UT Faculty lectures and Mitzvah Day is in the planning stage. She is working with a bevy of volunteers under the direction of Cultural VP Manny Herz.

Melissa Treece will again serve as our Camp Tikkun Olam staff member and chaperone for our youth in Israel and Knoxville.

We had some turnover in the preschool as staff finished or began advanced degrees that required their full-time attention or voluntarily left to pursue other opportunities. Their departures had no relationship to the program or management. We found very skilled replacements and, along with the remaining staff, the program is perhaps the most professionally qualified that we have had in years.

Our front office is capably staffed by Martha Andrus. Martha's skills have made the office more efficient and the myriad of tasks she does with a smile is always appreciated. Martha is our layout manager for the *Ha'Kol*. She takes the raw submissions from KJA, Heska Amuna, Temple Beth El, Hadassah, and the Knoxville Jewish Day School, and, most recently, the Jewish Congregation of Oak Ridge and turns them into the finished product that you receive monthly in your mail box and on line. She learned the Constant Contact software and makes our online communications look great. She is directly responsible for the acquisition of new AJCC members and summer members, as she is often the first person new comers meet. Her abilities, and especially her willingness to learn new tasks and take on additional responsibilities and her dedication, have taken a load off Ed and me.

E.L. Gordon helped in the office on a volunteer basis on Monday afternoons during the first half of the year. Her presence relieved some backups that seem to be waiting for us on Mondays. She very capably handled incoming calls and other tasks.

With our assuming the accounting functions for Heska Amuna, shifts in Ed Hunter's work load were made with some work transferring to Martha and some of Martha's work moving to Joyce York's sphere of responsibility. Joyce is no stranger to our organization, having served as *Ha'Kol* editor. She has been a great help with her publication and layout skills, especially filling in when Martha has other tasks to complete.

Laura Berry joined our staff in 2008 and as been said in prior reports, has seamlessly assumed the responsibilities of the Jewish Family Services program and the various tasks and responsibilities necessary for the job. Working alone and with her committee, she has handled a variety of cases and issues with skill, caring, aplomb, confidentiality and professionalism. Her care and compassion with the families with loved ones aging, dying or ill has been a joy to watch.

With Wilma's reduction in hours, we consolidated senior programs into Laura's portfolio. She continues in her role as the staff person for "Lunch and then Some," the successor to the Friendshipippers. Laura is always a willing hand with programs inside and outside of her focus area.

With Susan Contente's family relocation to Tallahassee, Laura has been hired by the Knoxville Jewish Community Family of Funds. She has worked seamlessly in this transition and continues to provide even more depth in the areas of the KJCF's activities.

Susan Contente worked as our B'nei Tzedek staff person this year until her move to Florida. She did a great job. Her position has not been filled and I am wearing that "hat" for the time being.



New Program Manager Rachel Hale with son Jacob, at a Smokin' Salmon swim meet.

I said this last year and it bears repeating. I often compare Ed Hunter to Carleton the doorman on the old *Mary Tyler Moore Show*. You always knew his voice but never saw him. Ed is indeed the voice on the other end of the phone when you call in to pay your fees, make a gift or have a question about your account. His financial wisdom and acumen is legendary in the community. It is only with his skill that we were able to assume Heska Amuna's accounting on a contract basis. Our budget process is very detailed but educating and is due to the effort that Ed has invested in it. Ed is a faithful and dedicated KJA staffer who labors long and hard for our community. There really is nothing that Ed will not do. He is not afraid to offer counsel when asked and is willing to do the work to get it done. Our new server installation was managed by Ed as the lead in the project. It is a pleasure to have him as a colleague and especially as a friend.

Planning

We continue to work with our congregations on programs, projects and areas of mutual interest and concern. Our community "Shabbat at the Pool" sponsored jointly by KJA, Heska Amuna, and Temple Beth El; "Menorah Madness," jointly sponsored by KJA, Chabad of Knoxville, the KJDS, Hadassah, Temple Beth El and Heska Amuna are great examples of a community positive that bear repeating and should serve as a foundation for future efforts.

We continue to work harder to seek more economical ways that we can operate in our community as partners. The *Ha'Kol* and the contract with Heska Amuna for accounting services are just two examples of joint projects. KJA has hosted or been a party to calendar meetings with our local organizations that helped eliminate a number of conflicts and this will continue in the future.

Volunteers

The proverbial light at the end of the tunnel may have been the last half of 2011 and the coming year. Last year, I remarked and it bears repeating, that it's never too late to take a hard look at what we will do in 2011. We did do that and continue to look forward to the positives of the community and the economy. Legendary college football coach Lou Holtz said, "When all is said and done, more is said than done." I ask you again this year to pledge to say less, and do more. And while you're thinking about what you will do, why not consider taking at least one bold, calculated risk that will advance the mission of our organization.

Just as "No man is an Island..." no not-for-profit is an organization without volunteers. The KJA/AJCC has a history of strong volunteer participation and commitment. The staff cannot do all the programming and fine work we do without the work of our volunteers. Service delivery and 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.

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 go as planned 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 that this community has grown to expect from the KJA and AJCC.

The year has been a tumultuous year for both the private and not-for-profit sector. We have sought ways to tighten our expenditures and seek more efficient ways to do what we do. Things are getting better; slowly but certainly surely. The economic situation has spooked many, yet despite that spookiness we have seen modest growth in the 2011 Campaign.

We still need to significantly grow our KJA 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. This is indeed a tough year for our community. Gene Rosenberg, one of the hardest working campaign Chairs I have worked with since 1992, and his wonderful crew of helpers need our help. With the exception of our support for the Israel partnership in Hadera and the myriad of programs of which we are a part, we have not provided any external allocations to Jewish Federation of North America, which in turn enables the Jewish Agency for Israel (JAFI) and the American Joint Distribution Committee (JDC) to carry out their life-saving and humanitarian missions. Further, the supplemental allocations that we make to beneficiaries locally, regionally, nationally and internationally are very important. Our P2K partnership in Hadera needs to continue to be supported as it is an integral part of our Camp Tikkun Olam program and also gives us a more personalized "face" in Israel. Our 2011 bi-lateral teacher exchange and our 2011 Fire Department exchange puts a face on Israel to our community and vice-a-versa to our Israeli partners. In addition, and very importantly, we need to continue to grow our endowments through the Knoxville Jewish Community Family of Funds (KJFFF) in order to secure our financial future.

Being a philanthropist is not just reserved for people mega-bucks. Just as Deborah Oleshansky and Susan Contente have taught our youth that they can be philanthropists, please be ready to make your commitment this year. Please talk to your friends and tell them what we do on behalf of the community. All of us can be part of the picture of Jewish philanthropy. If you have not made your gift this year, please do so today. If you never made a gift, talk with one of us and see

how you can help to make the world better. It is wonderful to live generously. It does a world of good.

I said this over the past and I wish to repeat it. I want to thank the Knoxville Jewish Alliance board and membership for inviting me to serve as your Director. I am most fortunate to have a job that I truly love. My work here, as has my work in Jewish communal life in other communities, is the center of my being. I love the variety of the work. I enjoy the work with the volunteers. I enjoy “not always doing the same thing” on a daily basis.

I want to thank Stephen Rosen and the entire Executive Committee for their patience, friendship and leadership these past five years as we all learned “to dance together.” Today, Stephen completes his third year of serving as our president. I have enjoyed our work together. I have enjoyed sharing, and in some cases tackling issues of mutual concern. I look forward to working with Renee Hyatt as we move forward in our community work.

Last, but not least, I want to thank my wife Charlene for her incredible support and understanding.



Executive Director Jeff Gubitz with daughter Jennifer at the Friday Night Live Shabbat dinner

KJA Treasurer's Report

By Adam Brown

The Knoxville Jewish Alliance is catching up with the rest of the nonprofit world as we continue to suffer the financial pressures of our economy. For the third time, it is highly likely that KJA will end the 2011 calendar year with a financial loss. This means that we will once again not be able to make allocations to the local, regional, national, and international organizations that we have funded for decades. It is important to understand that the Knoxville Jewish community has sent funds to Israel ever since its founding, and likely before. This is one of the main tenets of our mission, and we do not take our situation lightly.

- **Annual Campaign** – The annual campaign is currently at \$348,710 on 341 gifts as of 12/31/11. The *good* news is that 148 families gave increases over the previous year; we have 54 new family gifts, and on a donor-for-donor basis, we were up a very small amount over 2010. The *bad* news is that we have had a few large losses due to donors passing away or experiencing changes to their personal finances. Our goal was \$350,000.
- **AJCC Preschool** –K'tonTon, the summer preschool program, ran about 70% capacity as many families with children that age opted out of summer camp, and we basically lost money. This program has sold out for probably 8 consecutive years prior to the past two summers. The preschool itself has lost participants, and the current enrollment likely has us operating at breakeven.
- **Soccer Field Lease** – Our tenant's lease expired December 2009 and we were unable to rent the fields at the rate we had received under that contract. The youth sports business is in terrible economic shape and it seems that soccer is the worst hit. We are exploring other opportunities, but we missed \$9,500 in revenue in 2011.
- **Wage cost increases** – KJA was hit in 2009 by the increases in the federal minimum wage and the state unemployment tax. By the end of the year, we will have approximately 95 W-2s with the vast majority being hourly workers at or close to the minimum wage. As a side note, about 30 employees are members of the Jewish community. This is especially important given the current jobs market.

KJA is doing everything we can to cut costs. In preparing the budget for 2012, all staff and volunteers were directed to improve or keep their bottom lines as compared to 2011.

Bottom Line: Since Adam Brown has become treasurer, things have never looked bleaker for the financial state of the KJA. Coincidence??? Only you can decide.

KNOXVILLE JEWISH ALLIANCE, INC.
Statement of Financial Position
December 31, 2011

ASSETS

Cash & Cash Equivalents	\$298,132
Investments	0
Accounts Receivable	22,362
Pledges Receivable (Net of \$18,686 Allowance for Doubtful Accounts)	46,776
Prepaid Expenditures	3,633
Beneficial Interest Held by Others	903,967
Property & Equipment (Net of \$770,893 Accumulated Depreciation)	<u>301,954</u>

TOTAL ASSETS \$1,576,825

LIABILITIES

Accounts Payable	\$12,894
Allocations Payable	500
Payroll Liabilities	3,036
*Deferred Revenues	<u>45,801</u>

TOTAL LIABILITIES \$62,230

NET ASSETS

Unrestricted	\$786,831
Temporarily Restricted	17,929
Permanently Restricted	<u>709,835</u>

TOTAL NET ASSETS 1,514,594

TOTAL LIABILITIES AND ASSETS \$1,576,825

*Deferred Revenues represent future campaign pledges and preschool tuition

This report is for informational purposes only and have not been audited at this time.

KNOXVILLE JEWISH ALLIANCE, INC.
Budget Statement of Functional Activities
 Period Ending December 31, 2011

Line No.	Child & Youth		Other Programs		Fundraising		Administrative		Agency Total		Line No.
	Y-T-D	Budget	Y-T-D	Budget	Y-T-D	Budget	Y-T-D	Budget	Y-T-D	Budget	
1	REVENUES										
2	5,382	1,330	9,050	14,340	349,307	342,300	14,677	1,000	378,416	358,970	2
3	22,198	34,750	30	540	0	0	72,823	75,850	95,050	111,140	3
4	641,110	719,310	11,249	24,612	2,079	2,475	0	0	654,438	746,397	4
5	4,340	5,165	1,452	4,250	7,243	7,425	0	0	13,035	16,840	5
6	14,978	10,000	12,927	13,639	0	0	5,100	2,000	33,005	25,639	6
7	0	0	0	0	0	0	1,977	3,600	1,977	3,600	7
8	8,665	10,350	4,940	11,485	0	0	7,347	2,450	20,951	24,285	8
9	(111,402)	(122,860)	(1,011)	(2,320)	0	0	(6,501)	(6,000)	(118,914)	(131,150)	9
10	585,269	658,045	38,637	66,546	358,629	352,200	95,422	78,900	1,077,957	1,155,691	10
11	EXPENSES										
12	4,312	6,115	570	850	0	30	0	0	4,083	6,995	12
13	0	0	0	(13,000)	0	0	0	0	0	(13,000)	13
14	8,331	11,374	22	118	2,463	3,645	77	3,000	77	3,000	14
15	10,315	12,328	0	505	0	0	48,116	51,354	58,430	64,187	15
16	0	0	0	0	0	0	853	3,000	853	3,000	16
17	4,619	4,240	11,496	14,383	175	0	272	2,400	16,562	21,023	17
18	1,712	6,940	106	120	0	0	345	1,000	2,163	8,060	18
19	2,338	2,507	2,862	2,145	0	0	11,836	11,695	17,036	16,347	19
20	9,453	8,425	496	885	0	0	23,908	6,790	33,837	16,100	20
21	40,683	37,920	14,109	21,158	3,585	5,300	708	800	59,085	65,178	21
22	642	200	814	3,000	0	0	0	0	1,456	3,200	22
23	310	310	0	0	0	0	16,688	17,045	16,998	17,355	23
24	0	0	695	2,025	0	0	3,072	1,750	3,767	3,775	24
25	299	275	245	100	0	0	2,306	2,400	2,850	2,775	25
26	35,464	32,065	17,160	32,056	3,991	4,075	0	0	56,615	68,196	26
27	420,324	449,807	99,190	112,175	0	0	167,867	173,799	687,300	735,781	27
28	451	900	2,112	5,237	528	1,087	2,353	2,400	5,445	9,624	28
29	2,570	3,292	5,797	5,498	422	552	0	300	8,789	9,642	29
30	0	0	0	0	0	0	6,640	6,500	6,640	6,500	30
31	0	0	375	504	0	250	0	0	375	754	31
32	39,646	40,375	200	1,550	0	0	0	0	39,846	41,925	32
33	137	759	961	1,325	0	0	6,570	4,800	7,668	6,884	33
34	758	780	1,184	2,200	0	35	18	120	1,960	3,135	34
35	2,153	2,420	0	0	0	0	30,098	34,800	32,251	37,220	35
36	0	0	0	0	0	0	0	0	0	0	36
37	584,516	621,032	158,396	192,834	11,164	15,174	323,179	323,558	1,077,255	1,154,598	37
38	753	37,013	(119,758)	(126,288)	347,465	337,026	(227,757)	(246,658)	702	1,093	38

Please note that "Other Programs" Budget Allocation Expense Line reflects a negative expense that is our reduced allocations for the Israel Partnership Regional Program Expenses incurred

KNOXVILLE JEWISH ALLIANCE, INC.
Statement of Cash Flows
 Period Ending December 31, 2011

CHANGE IN NET ASSETS		(85,022)
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
Depreciation		
Bad Debts	2,400	
(Increase) Decrease in Beneficial Interest	53,269	
(Increase) Decrease in Assets		
Accounts Receivable	8,310	
Pledges Receivable	14,125	
Prepaid Expenditures	2,195	
Increase (Decrease) in Liabilities		
Allocations Payable	0	
Accrued Liabilities	(11,493)	
Payroll Liabilities	(24,187)	
Deferred Revenue	15,235	
Total Adjustments	59,853	59,853
NET CASH PROVIDED BY OPERATING ACTIVITIES		(25,169)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment		3,096
Sale of Investments		0
Purchase of Investments		0
NET CASH BY INVESTING ACTIVITIES		3,096
(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS		(22,072)
CASH AND CASH EQUIVALENTS - BEGINNING		320,204
CASH AND CASH EQUIVALENTS - ENDING		298,132

KNOXVILLE JEWISH ALLIANCE, INC.

Statement of Fund Activities

Period Ending December 31, 2011

FUNDS:	Revenues	Investment Revenue	Expenses	Net Gain (Loss)	FUND EQUITY
Unrestricted					
KJA Opportunity Fund (as of 06/30/2011)	0	(11,366)	0	(11,366)	194,322
General Fund	1,075,981	1,977	1,077,255	702	592,509
Total Unrestricted	1,075,981	(9,389)	1,077,255	(10,663)	786,831
Permanent: (as of 09/30/2011)					
B'Nai Tzedek Funds	1,180	(1,880)	0	(700)	38,053
David M. Blumberg Youth Leadership	0	(630)	0	(630)	10,750
William "Bill" Brody	136	(1,137)	0	(1,001)	19,494
Gordon Brown Youth Recreational	500	(753)	0	(253)	13,131
Abe Collins Adult and Cultural	0	(1,456)	0	(1,456)	24,961
Milton Collins Cultural	0	(1,609)	0	(1,609)	27,553
Directors Supplement Fund	0	(2,734)	3,000	(5,734)	49,126
AJCC Endowment	0	(19,678)	8,385	(28,063)	332,832
Millie Gelber Immigrant	0	(719)	0	(719)	12,416
Greenberg Early Childhood Education	0	(376)	0	(376)	6,862
Landsberger Preschool Scholarship	10,050	(867)	0	9,183	9,183
Max & Zelda Morrison Cultural	25	(2,438)	500	(2,913)	42,255
Allen Rosen Education	0	(550)	0	(550)	9,555
Sam & Esther Rosen Fr'shippers	0	(2,355)	0	(2,355)	40,982
Bernard S Rosenblatt	0	(455)	0	(455)	7,717
Siegel	0	(2,946)	2,500	(5,446)	47,830
Zionists of America	0	(234)	60	(294)	4,025
Ben & Pearl Zwick Cultural	0	(760)	0	(760)	13,111
Total Permanent Restricted	11,891	(41,576)	14,445	(44,130)	709,835
Temporary:					
Capital Reserve	13,608	124	19,277	(5,545)	16,384
Future Emergency	8,806	33	9,306	(467)	2,553
JFS Emergency Fund	2,500	130	1,446	1,184	16,071
Temporary - Other	(25,400)	0	0	(25,400)	(17,078)
Total Temporary Restricted	(486)	286	30,029	(30,229)	17,929
Totals	1,087,386	(50,679)	1,121,729	(85,022)	1,514,595

KJA Campaign 2011

Gene Rosenberg, Chair

Campaign 2011 closed with \$348,710; this is a 5.3% increase over Campaign 2010. There were 341 community members who made commitments compared to 328 in 2010. We had a 5.9% increase over 2009 when we had 317 donors.

We are optimistic about Campaign 2012 and anticipate continued growth considering an improving economy. Hopefully, in the not so distant future, we will reach the \$400,000 plateau.

I very much thank all the volunteer callers and their loaded cellphones on Mitzvah Day...these few hours are the most critical when we reach the most members of the community in a short period of time.

I thank the KJA Board for its support and confidence.

Finally, but certainly not least, a very special thank you to Jeff Gubitz, Ed, Martha and Joyce in the office for their patience and assistance. Without this incredible staff, our campaign(s) would not function. They never receive enough credit for all they do. I can't thank them enough!

Respectfully submitted,
Gene Rosenberg



Volunteer callers at 2011's Mitzvah Day

Thank You to ALL 2011 Campaign Contributors

This is a full and complete list of all 2011 campaign contributions

\$30,000+

Mr. and Mrs. Robert Goodfriend

\$10,000-\$29,999

Dr. Jeffrey Becker
Mr. and Mrs. Bernard Bernstein
Mr. and Mrs. Herb Jacobs
Mrs. Natalie Robinson
Mrs. Alexandra Rosen
Mr. and Mrs. Stephen Rosen

\$5,000-\$9,999

Mr. & Mrs. Jerrold Becker
Mrs. Nancy Becker
Dr. and Mrs. Stuart Chasan
Dr. Joshua Gettinger
Mr. Scott Hahn
Mr. and Mrs. Robert Ivins
Judge Mary Beth Leibowitz and Dr. Michael Eisenstadt
Dr. Barbara Levin
Mr. and Mrs. Harvey Liberman
The Markman Family
Mr. and Mrs. Pace Robinson
Sam & Esther Rosen Community Enrichment Fund
Dr. and Mrs. Harold Silber

\$1,800 - \$4,999

Mr. and Mrs. Bernard Bendriem
Dr. William and Ellen Berez
Dr. and Mrs. Abraham Brietstein
Mr. Adam Brown
Dr. Michael Burnett
Dr. and Mrs. Ivan Cooper
Dr. Michael Eisenstadt
Mr. and Mrs. Jan Fay
Mr. and Mrs. Allan Gerson
Dr. and Mrs. Jeff Hecht
Mr. and Mrs. Richard Imbrey
Mr. Joe Levitt
Mr. and Mrs. Bryan Merrell
Mr. and Mrs. David Oleshansky
Mr. Bruce Pearl
Drs. Howard and Marilyn Pollio
Mr. and Mrs. Howard Pollock
Dr. and Mrs. Barry Roseman
Ms. Kathryn Rosen
Mr. and Mrs. Eugene Rosenberg
Dr. and Mrs. Bernard Rosenblatt
Mrs. Donna Solod
Dr. Alan Solomon and Ms. Andrea Cartwright
Mrs. Melissa Sturm
Mr. Melvin Sturm
Ms. Laura Supman
Dr. and Mrs. Barry Winston
Mr. and Mrs. Geoffrey Wolpert
Dr. Michael Zemel and Mrs. Siri-Datar Khalsa-Zemel

\$540 - \$1,799

Mr. and Mrs. Jim Andrews
Dr. and Mrs. Jack Benhayon
Dr. and Mrs. Theodore Besmann
Mr. and Mrs. Robert Brody
Mrs. Pessa Brody
Mrs. Marilyn Burnett
Dr. and Mrs. Michael Chavin
Mr. and Mrs. Arnold Cohen
Mr. and Mrs. Steve Cohn
Mr. and Mrs. Michael Cole
Mrs. Honerlin Del Moro
Mr. and Mrs. Keith Derrington
Dr. and Mrs. Harold Diftler
Ms. Allison Fay
Mr. and Mrs. Neil Foster
Dr. and Mrs. Robert Freeman
Drs. Caren & Tom Gallaher
Ms. Arlene Goldstine
Mr. Ernie and Dr. Pam Gross
Mr. and Mrs. Jeffrey Gubitz
Drs. Jan Hahn and Heather O'Brien
Mr. and Mrs. Thomas Hahn
Drs. Leonard and Barbara Handler
Mr. Leon Hasden
Mr. and Mrs. Gale Hedrick
Mr. and Mrs. Robert Heller
Mr. Manuel Herz
Dr. and Mrs. Jeffrey Hirsh
Drs. Renee' Hyatt and Paul Erwin
Mr. and Mrs. David Icove
Mr. and Mrs. Martin Iroff
Drs. Marilyn Kallet and Louis Gross
Dr. and Mrs. Harvey Kaufman
Mr. and Mrs. Mark Kaye
Dr. and Mrs. Stephen Krauss
Mr. and Mrs. Larry Leibowitz
Mr. and Mrs. Norman Licht
Mr. and Mrs. Robert Martin
Mr. and Ms. Patrick Messing
Mr. and Mrs. Robert Milford
Mrs. Elene B. Miller
Mr. and Mrs. Jeffrey Miller
Mr. and Mrs. Stephen Nagler
Dr. and Mrs. Stephen Natelson
Mr. and Mrs. Steve Oberman
Dr. and Mrs. Evan Ohriner
Dr. and Mrs. Ray Pais
Mr. and Mrs. Ric Pasi
Ms. Judith Rosenberg
Drs. David and Heather Sandberg
Dr. Gilya Gerda Schmidt
Dr. Ellen Schnoll and Mr. Terry Haywood
Rabbi Beth Schwartz & Larry Washington
Mr. and Mrs. Arnold Schwarzbart
Dr. Ron Sebold and Ms. Veronica Myers
Mrs. Marcie Silverstein
Dr. and Mrs. Alan Smuckler
Mr. and Mrs. Craig Snow
Dr. and Mrs. Gary Spiegelman

Mrs. Leona Spritz
Mr. and Mrs. Robert Stryer
Mr. Evan Sturm
Mr. and Mrs. Douglas Weinstein
Dr. and Mrs. Mitch Weiss
Mrs. Ethel Ruchlin Wittenberg
Dr. and Mrs. Barry Wohl
Mr. and Mrs. Phil Zaretski
Mr. Richard Zivi
Mr. and Mrs. Rick Zivi

\$180 - \$539

Mr. and Mrs. Martin Abrams
Mr. and Mrs. Barry Allen
Mr. and Mrs. Jeff Arbital
Mr. Edward Axelrod
Dr. and Mrs. Jeffrey Baerman
Mr. Sam Balloff
Dr. and Mrs. Harry Bishop
Dr. and Mrs. Sanford Bloom
Dr. Mark Blumenthal
Dr. and Mrs. Gene Bocknek
Mr. and Mrs. Adam Braude
Mr. and Mrs. Tom Britcher
Mr. Bart Brody
Mrs. Jamie Brody
Ms. Marla Brody
Ms. Pam Brody
Ms. Robin Brown
Dr. Bruce Bursten
Dr. and Mrs. Sheldon Cohen
Ms. Marilyn Cohen-Presser
Mr. and Mrs. James Colley
Mr. Kurt Piehler and Ms. Susan Contente
Mrs. Trudy Dreyer
Ms. Anne Ehrenshaft
Mr. Markus Eisenbach
Dr. and Mrs. Stuart Elston
Dr. and Mrs. Thomas Evans
Mr. and Mrs. Ron Feinbaum
Mr. and Mrs. Edward Feldman
Rabbi and Mrs. Alon Ferency
Mr. and Mrs. Frank Floyd
Dr. & Mrs. Henry Fribourg
Ms. Jennifer Fuson
Ms. Liz Gassel and Mr. Michael Pardee
Mr. and Mrs. Aron Goldfeld
Mr. and Mrs. Don Goldstein
Mr. and Mrs. Elias Greenbaum
Mr. and Mrs. Bert Gurwitch
Mr. and Mrs. Mark Harris
Mr. Joshua Hedrick
Mr. and Mrs. Rob Heller
Mr. and Mrs. Stephen Hirschhaut
Mr. Ed Hunter
Mr. and Mrs. Bernard Iroff
Mr. and Mrs. Wesley James
Mr. and Mrs. Gary Johnson
Mr. and Mrs. George Kern
Mr. and Mrs. Mark Kline

Thank You to ALL 2011 Campaign Contributors

This is a full and complete list of all 2011 campaign contributions

\$180 - \$539, continued

Mr. and Mrs. Andrew Kramer
Mr. and Mrs. Gary Leeds
Mr. Irving Leeds
Mr. Gilbert Levison
Mr. Richard Licht & Ms. Shirley McGuire
Dr. and Mrs. Mark Littmann
Mr. and Mrs. Harold Manas
Mr. and Mrs. Marc Mangold
Mr. and Mrs. Alan Merlin
Mr. and Mrs. Daniel Messing
Ms. Suzanne Mittleman
Dr. and Mrs. Chuck Noon
Mr. and Mrs. Arthur Pais
Dr. and Mrs. Robert Pollack
Mr. and Mrs. David Popkin
Mr. and Mrs. Fred Radoff
Mr. and Mrs. Lucas Richman
Mrs. Deborah Roberts
Mr. and Mrs. Alfred Robinson
Mr. and Mrs. Allan Rosenbaum
Mr. Aaron Rosenthal
Ms. Jane Row
Mr. and Mrs. Irving Russotto
Mr. and Mrs. Ilya Safto
Dr. and Mrs. Ronald Sandberg
Dr. and Mrs. Alan Schwartz
Mr. and Mrs. Allen Schwartz
Mr. and Mrs. Seth Schweitzer
Mr. and Mrs. Robert Shagan
Mr. and Mrs. Moshe Shloush
Mr. and Mrs. Joel Shor
Ms. Hillary Shreter
Mr. Terry Silver-Alford
Mr. Larry Silverstein
Mr. and Mrs. Moshe Siman-Tov
Mr. Andrew Singer and Ms. Rebecca Merritt
Mr. and Mrs. Gerard Solomon
Mr. and Mrs. Gary Sturm
Mrs. Judy Teasley
Mr. and Mrs. Arnold Tew
Mr. and Mrs. Matthew Theriot
Mr. and Mrs. Murray Weinstein
Dr. and Mrs. Harold Winston (z'l)
Mr. and Mrs. Larry Winston
Mr. and Mrs. Todd Wolf
Ms. Nancy Young and Mr. Jeff Talman
(2) Anonymous

\$18 - \$179

Mr. and Mrs. Isadore Abrams
Mr. and Mrs. Mark Abrams
Mr. Sam Abrams
Mrs. Marion Abrams
Mr. and Mrs. Jeff Abrams-Cohen
Mr. and Mrs. Richard Adlin
Ms. Patricia Austin
Ms. Leslie Badaines
Mr. and Mrs. Simon Badalov
Mr. and Mrs. Brad Bain
Mr. and Mrs. Eric Bank
Mr. and Mrs. Larry Bayer
Ms. Laura Berry
Mr. and Mrs. Rich Berube
Family of Noah and Idan Blitt
Mr. and Mrs. Van Boring
Mr. Dennis Brock and Ms. Elizabeth Diamond
Dr. and Mrs. Jeffrey Brown
Mrs. Edith Brown
Mr. and Mrs. Martin Brownstein
Mr. and Mrs. Boris Budik
Mrs. Yetta Burnett
Mrs. Fay Campbell
Drs. Ricky & Cindy Caplan
Ms. Amber Case
Mr. and Mrs. Howard Cohen
Mr. and Mrs. Stephen Cohen
Mr. and Mrs. Phil Dangel
Mr. and Mrs. Alan Danziger
Dr. Martin Davis
Mr. Charles Dickey
Mrs. Gerry Diftler
Dr. and Mrs. David Dobbs
Mr. and Mrs. Bradley Drew
Dr. Mark Eisner
Ms. Mary Evars-Goan and Mr. John Goan
Dr. and Mrs. Walter Farkas
Ms. Janice Feinman
Mr. and Mrs. David Fleischman
Mr. Seth Fleishman
Mr. and Mrs. Marc Forman
Mr. Zeke Frumin
Dr. and Mr. Melinda Gibbons
Mr. and Mrs. Richard Goldstine
Ms. Jennifer Gubitz
Ms. Leslie M Gubitz
Mr. Ron and Mrs. Leslie Brockman Gubitz
Mrs. Agnes Gyemant
Mr. and Mrs. Chris Hale
Ms. Sheir Harman
Dr. Heather Hirschfeld
Mr. and Mrs. Kenneth Hirsh
Ms. Barbara Holz
Mr. and Mrs. Ronald Isenberg
Mr. and Mrs. Jerry Jaffe
Ms. Rhoda Jay
Ms. Marian Jay
Mrs. Sybil Joffe
Greg Kaplan and Nuria Cruz-Camara
Ms. Judy Kelly
Ms. Mari Kohnstamm
Mrs. Lesley Krakauer
Mr. and Mrs. Alan Krichinsky
Dr. Virginia and Mr. Garth Kupritz
Mr. & Mrs. Geoffrey Laing
Ms. Barbara Leeds
Mr. and Mrs. Edmond Lester
Mr. and Mrs. Bernard Levenson
Mr. Kenneth Levine
Mr. Monty Lewis

Mr. Fred Lindheim
Mr. Vladimir Livshits and Ms. Luba Morkovnikova
Dr. and Mrs. Aaron Margulies
Mr. and Mrs. Lawrence Markel
Mr. and Mrs. Leon Maya
Mr. and Mrs. Eulaleo Mesa, III
Mr. and Mrs. George Messing
Mr. Michael Messing and Ms. Joyce York
Mr. Monte Millen
Mr. and Mrs. Joseph Miller (z'l)
Mrs. Nelya Ostrovskaya
Mrs. Sandy Parsons
Mr. and Mrs. Charles Perelman
Mr. and Mrs. John Phelps
Mr. and Mrs. Richard Prosan
Mr. and Mrs. Alan Quartararo
Ms. Patricia Jean Rader
Mr. and Mrs. Richard Raines
Mrs. Judith Rattner
Mrs. Faye Raymon
Ms. Stefanie Rich
Eli & Asher Robinson Donor Advised Fund
Mr. Nathan Rosen
Mr. and Mrs. Hal Rosenberg
Mrs. Miriam Rosenthal
Mr. and Mrs. Charles Rothstein
Dr. and Mrs. Burt Routman
Mr. and Mrs. Adam Rowe
Ms. Nicole Russler
Mr. and Mrs. Alan Salmanowitz
Mr. and Mrs. Allen Sayles
Ms. Emily Schaefer Williams
Ms. Beverly Schultz
Ms. Lillian Schweitzer
Ms. Jessica Scott
Dr. and Mrs. Bruce Seidner
Mr. Jon Shefner and Ms. Karen Holst
Dr. and Mrs. Michael Shenkman
Ms. Phyllis Shey
Mrs. Maria Shusterman
Mr. Joe Sitver and Ms. Anita Kay
Dr. and Mrs. Daniel Slutzker
Mr. and Mrs. Daniel Smith
Mr. and Mrs. John Speed
Mr. Greg Stein and Ms. Jeanette Kelleher
Ms. Diana Steinfeld-Hicks
Mr. & Mrs. Dan Sweeten
Ms. Melissa Treece
Mrs. Esther Webster
Ms. Valerie Widgren
Rabbi and Mrs. Yossi Wilhelm
Ms. Kathy Young
Ms. Rachel Zemel
Mr. and Mrs. Howard Zoldessy
Mr. and Mrs. Anthony Zucker
(1) Anonymous

KJA Education and Cultural Arts Programs

Manny Herz, Chair

KJA Adult and Cultural Arts Director: Wilma Weinstein (January thru August); Jeff Gubitz (August through November); Rachel Hale (assumed the role in November 2011)

Cultural Arts



Holocaust survivors light candles.

Yom Hashoah - Heska Amuna Synagogue Sunday, May 1, 2011

Our community Yom Hashoah event included readings and prayers by clergy from many faiths including Rabbi Alon Ferency, Rabbi Beth Schwartz, Reverend Charles Fels, and Reverend Susan Scarlett. Community participants included Marian Jay, Anna Iroff, Dr. Gilya Schmidt, Dr. Ray Pais, Deborah Roberts, Mayor Daniel Brown, Ilya Safro, Norma James, Charlene Gubitz and shofar blower Ken Brown. Local survivors Arthur Pais, Trudy Dreyer, Manny Herz, George and Helene Messing and children and grandchildren of survivors including Marilyn Solomon, David Fleischmann, Deborah and Rae Oleshansky, Brandon, Zack, Patrick, Jason, Michael, Andrew and Jacob Messing and Dr. Ray and Jacob Pais lit candles and participated in the service. Heska Amuna Religious school students under the direction of their teacher, Dr. Mark Littmann, presented a play created by Dr. Littmann based on the lives of local Holocaust survivors. A poster exhibit from the Jewish War Veterans Museum in Washington, D.C. greeted the attendees in the hall-

way leading to the Sanctuary of Six Million. The event was chaired by Manny Herz and the program was compiled by Jeff Gubitz. Committee members included Manny Herz, chair, Rabbi Beth Schwartz, Rabbi Alon Ferency, Dr. Ray Pais, Dr. Gilya Schmidt, Jeff Gubitz and Wilma Weinstein.

Israeli Celebration - Thursday, July 28, 2011

In cooperation with the Israel Partnership Committee, an Israeli celebration and Israeli-style falafel dinner was held

the week the Israeli Camp Tikkun Olam teens were in Knoxville. The evening included Israeli dancing, presentations and great food. Kitchen volunteers included Camp Tikkun Olam participants from both sides of the ocean, Wilma Weinstein, Renee Hyatt, Peggy Littmann, Rachel Hale, Deborah Oleshansky and Jeff Gubitz.



Ronda Robinson

Jewish Book Month event - Sunday, October 30, 2011

Knoxville native, Ronda Robinson, author of *Beyond Politics: Inspirational People of Israel* was the featured speaker at the event held at Union Book Store in downtown Knoxville. Attendees were treated to music by Tennessee Schmaltz and enjoyed refreshments prepared by Sandy Robinson and Jeff Gubitz. UT Professor, poet, and community member Marilyn Kallet, was originally scheduled to present a poetry reading. She and other members of the community were unable to attend due to a funeral that afternoon. Jewish Book Month 2011 was underwritten by a grant from the Milton Collins Cultural Fund, a fund managed by the Knoxville Jewish Community Family of Funds.

Sundown in the Sukkah - Sunday, October 16, 2011

Under the fall skies, Sundown in the Sukkah attendees enjoyed live music by Tennessee Schmaltz. A wonderful array of appealing refreshments, beer, wine and other beverages were enjoyed by the adults while pizza was a hit with the kids. All made for an enjoyable event. Youth enjoyed craft projects and "Music in Motion" activities. Admission to the event was a donation of non-perishable items for Marty's Mission - our collection for Second Harvest Food Bank! Volunteers included Adam Friedman, Barbara Leeds, Rachel Hale, Charlene Gubitz, Nigel Lay, Karen Ferency, Jennifer Friedman, and Lauren Javors.

The event was supported in part by the Abe Collins Cultural Fund, a fund managed by the Knoxville Jewish Community Family of Funds.

Food, music, and friends marked the KJA's Sundown in the Sukkah celebration.



Israeli and Knoxville teens prepare foods for the KJA's Israeli celebration



Menorah Madness - Sunday, December 26, 2011

Festivities included latkes, jelly donuts, and a giant coin Chanukiah, and was chaired by Miriam Esther Wilhelm and Rachel Hale. Menorah Madness was co-sponsored by KJA, Chabad of Knoxville, Heska Amuna Synagogue, Temple Beth El, Hadassah and the Knoxville Jewish Day School. A great turnout watched Knoxville Mayor Madeline Rogero light the menorah, then celebrated. The huge menorah was stuffed with over \$300 collected for the Interfaith Health Clinic, which provides medical care to the urban poor and those without insurance irrespective of their faith, race, creed or religion.

Thanks to volunteers Pat and Nora Messing, Rabbis Yossi Wilhelm and Alon Ferency, Scott Hahn, Bernard and Anne Bendriem, Marilyn Burnett, Marian Jay, Nigel Lay, Anna Iroff, Pat Rosenberg, Margy and Mitch Goldman, Jeannine Stanley, and Deborah Roberts.



Knoxville Mayor Madeline Rogero lights Chanukah candles at Menorah Madness.

Educational Programs

UT Faculty Lecture Series, Joani Leeds - Chair

The UT Jewish Faculty Lecture Series celebrates the talent and diversity of Jewish faculty by offering informative, engaging talks, which can be easily understood by the general community. They continue because the community enjoys the opportunity to gather together in a learning environment.

Other KJA Community Activities



Mitzvah Day Chair Hayley Goldfeld helps with crafts.

KJA Mitzvah Day - Sunday, February 6, 2011

Hayley Goldfeld and Michelle Cohen, co-chairs

A wide array of activities filled the morning with participants working and creating in the AJCC Caller Auditorium. Activities included 6th-7th—An off-campus trip to the Holocaust Memorial, West Hills, 8th—10th Grade—An off-campus activity at KARM on Broadway, Several on-site repairs and improvements to the AJCC were made by volunteers. The day also included a B'nai Tzedek Fund Holder meeting.

Mitzvah Day also served as a valuable platform to launch the 2011 KJA Annual Campaign. Chair Gene Rosenberg was joined by 20 volunteers who made solicitations by phone and in person. Gene Rosenberg and his team made calls on their cell phones to donors for the 2011 Annual Campaign. Over \$130,000 was committed that day. The event was a complete success. Special thanks to all of the volunteers and Mitzvah Day Co-Chairs Hayley Goldfeld and Michelle Cohen who did an excellent job coordinating this event.

Mini Wellness Program, Susan Cohen - Chair

Fabulous programs brought to the KJA by Susan Cohen, Chair, Dr. Caren Gallaher and Marilyn Wohl. The KJA mini wellness series, chaired by Susan Cohen, returned this summer with programs in June and July.

- June 28: Diana Sarkar, MD, DABM, presented "On Pins and Needles for You"
- July 25: Teresa McCusker, RD,LDN presented "Good for You Foods"

Each program was extremely well attended and the questions and answers flowed freely.

AJCC Annual Golf Tournament, Irv Russotto

The AJCC Golf Tournament was held on Sunday, July 10, at Egwani Golf Course. KJA thanks Irv Russotto for making this happen. The new location and the weather provided a great day on the links. The tournament was a wonderful fundraiser and the winning team was led by Barry Winston. We give all the credit to Irv (*but we really know that Myrna Russotto is the one that keeps him in line*).

Shabbat at the AJCC Pool

Shabbat at the Pool returned to the AJCC on August 19. Heska Amuna Synagogue, Temple Beth El and the KJA gathered to share in this joint annual Shabbat Dinner and service at the AJCC Pool and Shabbat Service on the lawn. Due to the heat and threat of bad weather, the dinner and service was moved indoors to the AJCC's Caller Auditorium. Rabbis Beth Schwartz and Alon Ferency joined student rabbi Jennifer Gubitz in a delightful service in song. Jennifer Gubitz, the daughter of Charlene and Jeff Gubitz. Jennifer, is a rabbinical student at Hebrew Union College -Jewish Institute of Religion.

Facilities Management 2011

Jeff Gubitza, 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 many 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 perhaps the next few years, members may see a complete renovation and/or addition to the facility. In addition to my role as executive director, I assumed



AJCC's second floor gets beautiful new flooring and painting renovations thanks to a generous gift by the Orwitz family.

the facilities management responsibility in 2008.

Repairs and renovations this year include:

Thanks to a very gracious and generous gift from Allen and Lea Orwitz, the entire upstairs hallways were painted and the old carpet was replaced with 18" x 18" ceramic tile. This provided a seamless new look that integrated with the flooring in the Adult Lounge which was renovated by a gift from the Orwitz family in 2009. The Archives/ Board Room floor was replaced by the Rosen Fund. This has made the building cleaner, eliminated most dust and mold and provided a totally refreshed look to the second floor.

Following the hail and wind storms of late April, the AJCC roof was replaced at the expense of the insurance company. The cabanas and the roofs at the pool area were damaged in the same storm and were damaged even more by the storms of late June. These will be replaced in the spring.

We suffered major losses of food in all refrigerators and freezers as a result of the power outages on the

June storm. Our insurance covered the major costs of those losses. Loss of revenue and certain expenses associated with MCDC and Camp K'tonTon were NOT covered by our insurance carrier due to there being a loss of business requirement of three days and we were "out of business" for two days.

Frequent loss of power to the property has been a continual source of irritation for at least five years. KUB, in the aftermath of the April storms and as part of their scheduled line clearing efforts, cleared a great deal of growth from under their lines leading to the transformers and meter located near the pool and tennis courts. Further work by their tree contractor was necessary in September to eradicate a vine issue that continued to short our power lines, causing interruptions to our power supply. We have replaced battery backup units and batteries that have taken major hits during this entire period of episodic power outages.

Many minor repairs including electrical outlet installations were accomplished in the classrooms and throughout the building. The downstairs and classroom carpets and the marble foyer and steps were cleaned in August, and the tile floors were stripped and waxed over winter break. On an as needed basis, door closers have been replaced, locksets replaced and lock catches have been cleaned, repaired or replaced. The ADT alarm system has been worked on numerous times to fix faulty equipment. The front door monitor has been replaced due to failure of the old unit. An additional entry button was added to Ed Hunter's office as a means of admitting people to the building. The parking lot was striped; old signage removed and new signage installed to manage the traffic flow of the property.

AJCC Aquatics and Pool Facilities Report

We had a very nice summer. We were fully staffed with a well-trained crew, new pool manager and a returning swim coach. Zach Valenti returned as our snack bar manager; Sam Bendriem worked part time to support Zach. We brought in some new food items and continued to have competitive pricing. Veggie dogs and Boca burgers continued to be very popular alternatives to kosher hot dogs. Through careful inventory control, we had very little surplus product at the end of the summer.

Jackson Wallace was our pool manager. He handled his very well dividing the days and the week to ensure adequate management coverage. We had several more WSI holders on staff, and they helped a great deal with camp swim instruction.

The extreme heat played havoc on our efforts to keep the water clear. Complicating this effort was the growing use of sunscreen, which when improperly applied, comes off in the water and clouds the water. We worked very hard to get our water chemistry right. The pool received very high ratings from the Health Department.



June storm damage



Pool Manager Jackson Wallace and his staff made the pool a safe and fun place for members.

As the college age staff returned to their respective colleges, several local high school guards stepped up and pulled full schedules to man the guard chairs and other tasks.

Congratulations go out to coaches Megan Yates and Jackson Wallace, who led our young Smokin' Salmon team to a Smoky Mountain Invitational championship as they put their own "fin print" on the team. Their combined spirit and enthusiasm made for a great summer with the team.

Thanks to Heather Kirby for chairing the Swim Team committee as she helped to amp up our efforts. Thanks to all the parents who volunteer to staff our swim meets. It is an incredible scene to be there and watch everyone assume their weekly role at the meets.

This summer we had both a family pool party that was very successful. We plan to do more of these programs next summer.

A number of repairs were made The diving board was resurfaced and a new underwater robot cleaner was purchased to replace the old unit. A new roof is needed for the snack bar and bath house. The deck drains are not working and will need to be excavated and replaced. There is an increasing cracking and spalling of the pool deck and this needs to be addressed when the weather improves.

In 2012, we hope to install a water heater at the showers to make an after swim shower more comfortable. We do have a quote for a small cabana for the north end of the pool. Sponsors are needed to make both of these improvements a reality.



It is an incredible scene to be there and watch everyone assume their weekly role at the meets.



AJCC Tennis Courts

This summer, Jolie Spiegelman, Logan Brown and Zack Kramer provided instructional tennis to our MCDC campers and members desiring lessons. We saw the return of adult instructional tennis and a greater usage of our courts. At the request of campers, youth and adults, a portable basketball net was added to the tennis court area providing some additional playing opportunities.

New windscreens will need to be installed this spring. A drain needs to be installed along the wall of the guard and tennis shack to prevent water from flooding the rooms.

MCDC campers take sweekly tennis lessons . Private lessons are also available.

KJA Children and Youth Programs

Melinda Gibbons, Vice President

Melissa Schweitzer, Early Childhood Director

My second year as VP of Children and Youth has again been busy and fulfilling. I started in the position in March 2010 and immediately became involved with both preschool and camp. I worked to create good relationships with Jeff Gubitz and Melissa Schweitzer, and met with both several times. During the summer, I talked with many parents about their concerns and joys about camp. Mid-summer, I spoke with a camp parent who suggested starting a parent committee, which we then did. The camp parent committee held its first meeting in July, with about a dozen parents attending. We held a second meeting in October to discuss the results of a survey of parents regarding camp. The survey received more than 60 parent responses, most of whom had positive feelings about camp. Since the end of the summer, Jeff and I have been busy planning for summer 2012.

I assumed the role of chair for the Teen Connection program. We had two very well attended programs in August and October. I continued to be involved in the *Growing Up Jewish* program which resulted from discrimination issues at some local schools.

I also worked with Jeff Gubitz to help craft our approach and application for program funding from the United Way. We hope to reap the fruits of that massive endeavor.

A Jewish Youth Activity Fair was held in November 2011. While not well attended, it did provide a forum for all those working on youth issues to meet and exchange ideas and plans to move forward.

Due to an increasing demand of my time by both family and my university work, I will be unable to continue in this role during 2012. I look forward to working in other ways to support our children and youth program.. We have a great preschool director, wonderful summer staff, and excellent leadership from Jeff Gubitz, so I know our kids are in good hands. I am happy to add my help to this talented group.

Early Childhood Education

Melissa Schweitzer, Early Childhood Director

Camp K'tonTon

Camp K'tonTon celebrated *Candiland* with themed weeks like *Rainbow Trail* and *Gum Drop Mountains* that included specialty visitors, props to decorate the hallways, and art activities that reflected the week's current theme. These features were added to our camp's regular daily activities including pool time, outdoor water play, science with Ms. Ginny, and Shabbat celebrations. Theme weeks distinguished Camp K'tonTon from the regular AJCC Preschool program and also seem to attract parents whose children only attend a few weeks in the summer.

Camp K'tonTon enrollment was down about 9% from 2010; however, we ended the summer with a little more than \$4,000 increase in net profit through reductions in food, payroll, and scholarship costs. The drop in enrollment can be attributed to several factors including a continuing increase in competition, slow economic recovery, and parents choosing to keep their children at home during the summer. For families not enrolled in our annual program, the basic program summer camp costs jumps about \$250 per month (before member discounts). These increased costs were cited by several families who either did not enroll for camp or reduced the number of days their children were enrolled as the main reason for a change in attendance. Plans for summer 2012 include continuing theme weeks and referral incentive programs in order to maintain summer enrollment levels. Ways to distinguish our program from competition are also being explored.



Arnstein Jewish Community Center Preschool

Students and staff returned to AJCC Preschool in January 2011 with 57 students and continued in August with 55 students. We have five classrooms – Aleph, ages 14 months to 24 months; Bet, ages 24 months to 36 months; Gimel, ages 36 months (if potty-trained) to 4 years old; Daled, ages 4 years to 5 years old; and Hey, a kindergarten transition class for 5 year olds. Currently our enrollment is 51 students with 43 full-time equivalents down from 59 students and 49.4 full-time equivalents in 2010. Although our enrollment is lower this year, it is still within the 10 year average.

Three Star Rating

Tennessee Department of Human Services awarded the AJCC Preschool a Three Star rating, the highest possible rating, for the tenth consecutive year. The entire staff worked hard to set the standard in each classroom and helped new staff learn the process. Several classrooms conducted major rearrangements of furnishings to give the illusion of more classroom space while meeting all the materials requirements for the Three Star rating scales.



Multi-cultural Emphasis

The diversity of our families continues to attract new families from different religious and ethnic backgrounds. Diversity continues to be a strong emphasis at the preschool and is unique within the Knoxville area.

Jewish Identity

Four regular Jewish teachers work in full-time and part-time positions. Our percentage of Jewish families is about 41% , up about 8% from last December. We are happy to report that several families who had older siblings complete our Preschool program have returned with younger siblings. We also have two Jewish families new to the Knoxville area that have chosen AJCC Preschool. We continue to be the only Jewish preschool in the Knoxville area. We invite all of our families



Charlene Gubitz leads songs during the weekly Friday Shabbat service.

to celebrate holidays with us. We have celebrations for Rosh Hashanah, Sukkot, Tu B'Shevat, Purim and Hanukkah. This year we joined with the KJA community to celebrate Sukkot and Hanukkah in order to be part of the larger Jewish community.

Charlene Gubitz took medical leave for the beginning of the preschool year. During her absence, Nigel Lay acted as our Judaic teacher. Nigel worked with Charlene to continue the traditional holiday programming and added his own flair with wonderful story times and hands-on activities. Charlene returned in November and Nigel continues with us as a floater teacher and after-care supervisor. The Daled and Hey classes collected food and money for their Mitzvah projects. The food and gift cards were given to the Family Promise program which is supported regularly by the KJA Jewish Family Services.

We are pleased that Rabbi Alon Ferency continues to join us for our regular Shabbat celebrations. Every Shabbat, the children enjoy special songs, fresh baked challah, and a short story about the week's parsha. We have enjoyed visits from Rabbi Beth Schwartz and Rabbi Yossi Wilhelm. Everyone with children is invited to join us for our Friday morning Shabbat celebrations.

Children with Special Needs

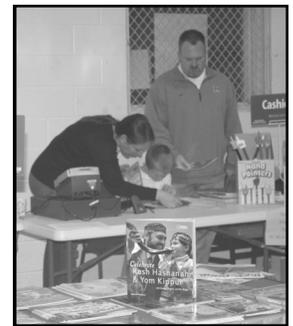
The AJCC Preschool currently has one student with diagnosed special needs who is mainstreamed into our program.

Parent Participation

We encourage family participation through the AJCC Parent Organization. Parent leaders are Emily McCutcheon, Karen Lacey, and Rachel Hale. Bet parent Jennifer Friedman is the parent representative on the KJA board. Participation in Parent Organization meetings was down at the end of the spring and the beginning of the fall but attendance is starting to increase again. We continue to provide childcare and dinner for the once per month evening meetings.

Fundraising

Mitzvah Mart	\$1,067
Art Gala	\$23
Scholastic Book Fair	\$1,244
Hopscotch Consignment Sale	\$426



Book sale shoppers

2010-2011 fundraising activities included Mitzvah Mart (spring), Annual Art Gala (spring), Scholastic Book Fair (fall), Hopscotch (fall), and student birthday parties. Mitzvah Mart was successful in its second year; however, in-kind donations were down. The Parent Organization agreed to hold a Mitzvah Mart sale every second year to assure availability of donated items. The fall Hopscotch Consignment Sale supplemented to Mitzvah Mart revenues. The Art Gala had a break-even year so parents have formed a sub-committee to determine how to increase spring Art Gala revenues.

Extended Care

The AJCC Preschool has dedicated extended care staff that plan activities for the children to choose. When appropriate, extended care takes advantage of our large outdoors. There are also special art projects, games, books time, and music for the children during the afternoons. Extra-curricular activities are offered to parents during this extended time. TOT Basketball is offered on Mondays, Gym Bus is offered on Tuesdays, and Music N Motion is offered on Wednesdays. All extra-curricular activities are from 3:15 – 4:00 p.m.

Staff

Our staff works hard every day to meet the preschools' educational goals through patient repetition, creative guidance, and energetic participation. We continue to exceed the Department of Human Service's guidelines for staff development. Teachers are encouraged to take advantage of subsidized TECTA courses to further their early education learning. Once a month, we do mini-trainings during staff meetings and share ideas. This helps us to be a cohesive professional learning community which is a benefit not only to the staff but to the families that we serve.

In fall 2011, we added four new teachers. Jamie Peabody and Casey Rust are this year's Daled teachers. Maria Landry returned after an extended maternity leave to teach the Hey class. We also added Katie Bellnier-Thomas to our Aleph class as the afternoon teacher. She job shares with the morning teacher and stays until the after-care program ends. This creates continuity for our youngest students.



Preschool students entertain parents at the Family Thanksgiving Feast.

AJCC Preschool: Looking Ahead to 2012

In 2011, we started our vegetable gardens as part of the science curriculum and broader outdoor learning environment. We continue to add more outdoor learning elements to our daily curriculum. We are looking forward to continuing our garden and becoming involved in the KJA community garden as well. We also are earning a solid reputation as a great transition to kindergarten. We will continue to build on this reputation with our Daled class and Hey class.

Our main goal for 2012 is to increase our visibility to the Jewish Community and greater Knoxville community. We plan to host family friendly activities and continue to be involved in the local events. We will look for other community opportunities that align with our philosophy of hands-on learning through a play based curriculum. Visibility will assist with increasing enrollment.

We are asking our current families for referrals to fill enrollment openings. We have developed a referral incentive plan that rewards parents for helping to market the Preschool program. Larger enrollment numbers will assist with fund-raising efforts and parent involvement.

We continue to look for new ways to create a professional educational community among our teachers. We will strive to stay on the forefront of new developments and research in Early Childhood Development. Competitive compensation and a cooperative working environment should continue to be a priority in order to retain experienced staff.

Milton Collins Day Camp

Brian DeBolt and Jeff Gubitz

Milton Collins Day Camp campers enjoyed a great summer. Despite smaller enrollments in both MCDC and Camp K'tonTon, program quality remained constant. The economy's effects resulted in lower attendance. We evaluated our 2012 plans and with the Executive Committee approval, there will be no increase in any fees for the 2012 summer. Summer 2011 saw a reduction in registration fees.

MCDC offered 11 one-week sessions this summer to take advantage of the change in Knox County Schools' new calendar. Our quality programming and experienced, enthusiastic staff members brought back many returning families while attracting new participants through positive word of mouth, flier distribution, advertisements, and targeted direct mailing.

Brian DeBolt returned enthusiastically as our camp director, arriving in mid-June to consolidate the management team. He brought a high level of energy to camp and the staff

Throughout the summer, MCDC continued to offer the quality programming that has established us as "The Most Fun Under the Sun." Our specialists in art, drama, video, sports, and "camp games" provided quality instruction. Jolie

Spiegelman and Logan Brown were tennis instructors and Evan Noon taught kayaking skills. We ran two well-received half-day Lego camps under the direction of Rodney Monroe. Legos were also used as electives during some weeks.

MCDC featured weekly instruction in Israeli Dance/Jewish Culture followed by the Shabbat ceremony. Camp Tikkun Olam participants joined in the fun and added a great deal while in residence. In addition, one of the highlights of our program continued to be the ever-increasing quality of daily swim instruction.

Each session offered either a field trip or late-night/overnight programming. These included such excitement as a rafting trip, tubing, a tour of Knoxville's downtown historical sites, caving, and much more. Extended days included parents' nights, Color Wars, Camp Finale, and activities such as scavenger hunts and salsa lessons. Overnight programming included Mr. Jeff's world-

famous spaghetti, hamburgers, and lasagna prepared and served by staff and volunteers. Thanks to Amy Hull, Heather Kirby and other parent volunteers who helped with meals.

Teen Adventure Program (TAP) programming had a strong focus on community service, with trips to an assisted living home, East Tennessee Children's Hospital, Second Harvest Food Bank, visits to radio stations and other activities and on-site community service work. Counselors worked diligently to plan electives that included traditional camper favorites as well as inventive, fun, and educational programs.

We would like to thank the KJA 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. The camp is looking forward to the coming season and will work with all stakeholders in order to establish improvements to the registration procedures and other aspects of the programming.



MCDC offered specialty Lego camps and as an elective during some sessions.



Campers enjoyed daily swimming lessons and free swim time.



Camp mornings start with songs, flag raising and pledges, announcements, and lots of good cheer.

UT Hillel Advisory Committee

*Dr. Greg Kaplan, Chair
Deborah Oleshansky, Director
Victoria Kisluk, UT Hillel Student President*

Over the past year, UTK Hillel attracted new students for both leadership positions and participation in ongoing activities. We have several new executive board members and increasing participation in business meetings. Shabbat dinner, hosted at least once a month at the on-campus International House, continues to be a favorite and has grown to more than 60 students each time. In spring 2011, Hillel partnered with AEPi for "Shabbat 101" with a goal of reaching 100 students. Rabbi Alon Ferency was invited to share about the origins and traditions associated with Shabbat and over 120 students attended the event.

The Annual Jewish Student/Jewish Faculty event was so successful that last spring we began the Jewish Student/Jewish Professional Event. Both are now permanent programs and continue to build connections and relationships between UTK students the broader Jewish community. During the event this fall we honored Natalie Robinson for her long standing and ongoing support of Jewish life at UTK.

We worked with International House to sponsor a "Soup for the Soul" Competition in which student groups were invited to prepare and share soups based on their cultural background. Students then enjoyed each entry and voted on their favorite. UTK Hillel won second place for "Matzah Vol Soup." International House was also the venue for our Pesach Seder last spring. Cantor Karen Galat led the Seder and more than 80 students and young professionals participated.

The end of fall semester Chanukah Party was hosted by Bruce and Brandy Pearl at their home. Students enjoyed the homemade latkes, Chanukah goodies and a chance to relax before finals.

We have been awarded a UTK Student Activity grant for spring semester and plan to use it to bring musician/songwriter Sam Glaser to campus for a Purim Party at the University Center in early March.

Many thanks to Heska Amuna Synagogue and Temple Beth El for hosting students for High Holiday and Shabbat services, and to the AJCC for inviting students to attend the Shabbat Live dinner and service last August. Thank you to Chabad of Knoxville and all of the off-campus Shabbat dinner hosts.



Monthly Shabbat dinners prove popular with UT's Jewish students.

B'nai Tzedek Teen Philanthropy Program

*Jeff Becker, Committee Chair
Deborah Oleshansky and Susan Contente,
Program Directors*

The B'nai Tzedek Teen Philanthropy Program went through several changes in 2011. Deborah Oleshansky stepped down as director to devote more time to her family. Susan Contente took the position mid-January then left it in June to move her family for her husband's new position out of state. Despite the changes and flux, it was a successful year for B'nai Tzedek.

B'nai Tzedek funds are created in coordination with the Becker Fund of the Knoxville Jewish Community Family of Funds. It is also part of the East Tennessee Foundation and is touted as one of the best programs to bring philanthropy to the next generation.

B'nai Tzedek was formed over four years ago with a grant from the Harold Grinspoon Foundation. This three-year grant provided the seed money to start the program and now is supported solely by the Knoxville Jewish Alliance and the gifts made to the funds. Policies for the funds are guided by the principles of philanthropy as directed by the B'nai Tzedek advisory board, the KJCFF and the KJA.

One of the most significant changes that has been made in the past year is creating a policy for a fund threshold for post-high-school graduation. Some of the program's most important goals are to teach teens about philanthropy through experiential learning, create life-long philanthropists, and engage teens in Jewish philanthropy. To that end, keeping kids connected after they graduate high school takes a strong commitment from the teen and their families. By creating a fund



B'nei Tzedek fundholders discuss possible charity recipients.



Justin Spiegelman helps a student at a J-Serve activity.

threshold it is the hope that BT fundholders will stay engaged. This new policy also encourages families to turn their B'nai Tzedek fund into a family donor-advised fund. It is a great way for a family to work together for their philanthropic goals. It also lowers the program's administrative costs, thus preserving more capital for grants.

An important aspect of the B'nai Tzedek program is hands-on service projects. Through a generous grant from Panim, a program of B'nai Brith, Knoxville Jewish teens participated in a very special J-Serve project. J-serve participants committed to working with underprivileged, at risk elementary school kids at Pond Gap School for a very special after school program. This Full Service school, designed and implemented by Bob Kronick of the University of Tennessee, puts high school and college students together to help the kids with their classwork, build their confidence and improve their behavior.

For J-serve participants, it gave them an opportunity to make a long-term commitment to service and to create bonds with underprivileged children and to actually see the positive impact they can have on their community. Andrew Messing, Sam Talman, Samuel Bendriem, Nathan Bendriem, Justin Spiegelman, Liza Reneiri and Sam Friedlander volunteered every week for several months at Pond Gap. Their leadership and commitment will serve them well. Other participants helped host an end-of-year celebration event at Pump It Up. More than 30 teens participated in some aspect of the program.

Participants' service learning was also used to support volunteer requirements at their schools and will be beneficial to their college applications.

Another important aspect of the B'nai Tzedek program is grant-making. BT fundholders came together to discuss their philanthropic goals, conducted independent research on not-for-profit organizations in their fields of philanthropic interest and then met to discuss and debate their annual grant making. This year, fundholders made grants to three Israeli charities, supporting studying English, water conservation and orphans.

Additionally, B'nai Tzedek with the KJA put together special education programming to educate the Jewish community of the many programs and opportunities available to our children within the Jewish community.

Programs related to B'nai Tzedek fall into three 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
- Programming that benefits both parents and teens involved in the program.

Israel Partnership Committee

Renee' Hyatt, Chair

Jeff Gubitz, Deborah Oleshansky, Staff

In December 2010, Jenifer Ohriner, Melissa Schweitzer, and Melissa Treece participated in the Educators' Exchange from our Southeast region. They traveled to our partnership region, Hadera-Eiron where they worked with Israeli educators in a variety of settings. In October 2011, three Israeli teachers visited Knoxville to continue the ongoing educational partnerships, and to build new relationships and connections. They visited and presented in classrooms at AJCC Preschool, KJDS, Pond Gap Elementary, Bearden High School, Webb School of Knoxville, Northwest Middle School and South Doyle High School.

During a week in March, four Israeli firefighters came to our area and participated in training and drills with crews in Knoxville and Oak Ridge. Elisha Hosman, who has come to Knoxville before, was their guide. The local press coverage of their visit was outstanding. And in November, three local firefighters traveled to Israel with a delegation of other firefighters from Charlotte, NC and Ft. Myers, FL. They had a most memorable experience.

The SouthEast Regional Consortium Steering Committee meeting was held in Chattanooga in April. Dr. Bernie Rosenblatt took over as Regional Chair.

Melissa Treece was the coordinator and chaperone for Camp Tikkun Olam in July. Samantha Hull, Gabe Oleinik, and Ethan Snow from Knoxville were joined here by their new Israeli friends and Hannah Boulware from Chattanooga after traveling in Israel. The group split time between the two cities, and traveled to Charlotte, NC for closing activities with participants from the rest of the region. Israel Night, held here on July 28, was well attended.

To celebrate the 10th anniversary of P2K, now known as P-Together, a delegation of 32 people from our region including 16 from Knoxville, will travel to Hadera-Eiron February 28 - March 4, 2012 for the Taste of Partnership



Israeli and Knoxville firefighter delegations

Celebration. In addition, Nancy Britcher, Renee' Hyatt, and Dina Kramer will arrive a few days early to be part of the first health care delegation to the region.

Another first is the Windows of Identity project. Local artists were invited to create an expression of their Jewish identity on canvas to be part of a regional display during the Celebration. The collaborative art piece will include work from both U.S. and Israeli artists and will be on display in the art exhibit section of the Hadera Mall from February 19-March 19. Those traveling to Israel through the Taste of Partnership trip will view the opening.

Last winter and spring, Marc Forman led high schoolers in a program, YP2K, which provided a link to Israeli high school students studying the same curriculum. Rachel Brown helped KJDS students with the J-Land program during after-school. J-Land has on-line computer games that allow interaction with Israeli students.

KJA Archives

Barbara W. Bernstein, Chair

Nicki Russler, Archivist

Committee Members: *Barbara Bernstein, Pam Brody, Pessa Brody, Michael Burnett, Joani Leeds, Richard Licht, Mary Ann Merrell, Monte Millen, Lee Miller, Marilyn Presser, Deborah Roberts, Natalie Robinson, Kerri Woodruff Rose, Judith Rosenberg, Mel Sturm, Marilyn Wohl*

The Barbara Winick Bernstein Jewish Community Archives of Knoxville and East Tennessee strives to collect materials related to Knoxville and East Tennessee's 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 the past year, the Archivist and Archives committee continued to make progress in creating, maintaining, and expanding an archive which is workable and appropriate for the size of our Jewish community. This includes accessioning, filing, scanning, identifying, organizing materials, seeking relevant items, updating the Classification Ledger, and encouraging donations of relevant materials. The committee found materials mis-filed in some folders and worked on correcting those. With the assistance of committee member Michael Burnett, the archivist worked on the cemetery project.

Committee members and others clipped items regarding individuals and organizations of the community from newspapers and magazines appropriate for the archives collections. The archivist and chair chose, researched, and produced "The Way We Were" photo for each issue of *Ha' Kol* and for its online edition. The archivist and chair wrote articles for inclusion in *Ha' Kol*. Archives committee members continued to record interviews with older community members and videotaped Ben Feldman's March talk at the AJCC.

The year began with the final weeks of the Bagels & Barbeque exhibit at the East Tennessee History Museum. In January, the committee chair led a session of Heska Amuna religious school students on a tour of the exhibit, and the archivist took still photographs of most of the exhibit. After the exhibit closed, the East Tennessee History Museum donated the "caption panels" from the exhibit, as well as some artifacts and photographs, to the Archives.

The archives participated in Mitzvah Day in two ways: (1) invited community members to bring photos to be scanned and/or donated and (2) committee member Michael Burnett gave a well-received demonstration of his project to document early Knoxville Jewish families.

The Archives were open to researchers most Monday afternoons and by appointment, and during the year received several research requests and some visitors. One visitor listened to an audiotaped interview of his mother that an archival committee had made during the 1980s.

Committee member Natalie Robinson and community members Mary Linda and Arnold Schwarzbart outdid themselves when descendants of a Knoxville family announced that they were coming to Knoxville for a "roots visit." The Archivist also provided them with information and helped them research more information about their ancestors. Natalie found old photographs of service members killed during World War II which had hung in the old JCC building on Vine Street in the storage room at Modern Supply. Since one was a member of this family, Natalie brought the photograph, which was scanned, and also shepherded the family around town, including taking them to the cemetery and bringing them to the Archives. The family also discovered during their visit that they are related to Mary Linda Schwarzbart, who welcomed them for a Shabbat dinner.



The KJA Archives assisted with the Bagels & Barbeque exhibit at the East Tennessee History Museum

The archivist spoke to a group of 14-year-olds from the National Council of Young Israel, who came to East Tennessee in August. Their director wanted them to learn something about Jewish life outside New York; the archivist spoke to them about the history of Jews in Knoxville and East Tennessee as well as a bit about the Archives.

Heska Amuna's Prozdor religious school class visited the Archives in the fall. The Archivist and chair met with them, talking about the history and purpose of the Archives, the types of materials here, showed them materials containing information on their families, and explained how they might get involved. After receiving a request from the Institute for Southern Jewish Living regarding the location of Heska Amuna materials, the archivist and chair found a treasure trove of historical materials in the synagogues' boiler room, including some wonderful photographs. This emphasizes the fact that there are many interesting items in the Knoxville and East Tennessee Jewish community waiting to be found and preserved for all.

Lunch and Then Some

Mimi Pais, Chair

Laura Faye Berry, BSSW, Esq., Director

Steering Committee Members: *Mimi Pais (chair), Allan and Bunny Gerson, Faye Raymon, Jerry and Marilyn Solomon, Laura Supman, Zilla Weininger, and Linda Zaretski*

2011 Lunch and Then Some Programs

January 5: Maestro Brian Salesky, General Director and Conductor of the Knoxville Opera. We heard about the Opera's new season and were treated to a special musical performance!

February 23: Wendel Werner and the UT Singers entertained us! Wendel Werner has worked in many capacities. He served as the director for the Knoxville Children's Show Choir, the Athens Area Children's Choir, as well as the Knoxville Showstoppers. Werner has served as director of the UT Singers, the jazz choir at the University of Tennessee, since 2001.

March 23: Anne M. McKinney has over 30 years of legal and tax experience. She practices in the areas of probate, trusts and wills, nonprofit and charitable organizations, taxation, business formation, and planning.

April 13: The Tellico Tappers, an award-winning adult dance group, perform and entertain audiences throughout the greater Knoxville Area. The dancers are in their 40s, 50s, 60s, and 70s! Nothing entertains like live dance and the Tappers dance to all kinds of music. Rocky Top, In the Mood, Rock Around the Clock, 42nd Street, T. T. Percussion, I've Got Rythmn, Singin' in the Rain and many more!

May 18: Bubbe Meises (Bubbe Stories), a one-woman play starring Ellen Gould. Through traditional music, original songs and richly woven tales, a granddaughter brings alive her two very different immigrant grandmothers. As she recalls their stories, she discovers the true meaning of her own life.

June 15: Mimi Pais, History of Yiddish Theater: From the Shtetls to 42nd Street. Mimi Pais spoke about Yiddish theater from its beginnings in the shtetls of Eastern Europe to its glorious Broadway days.

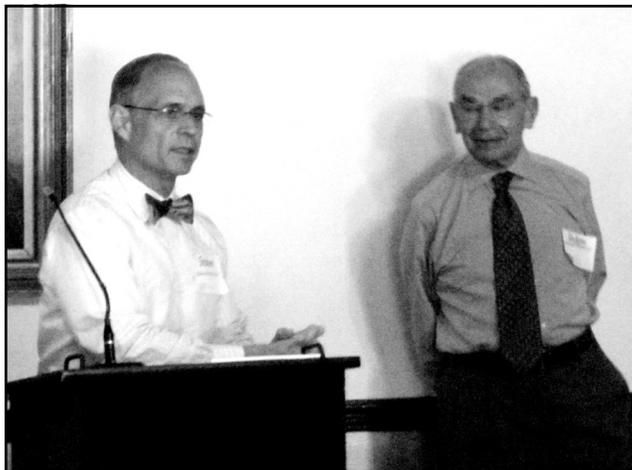
July 13: Old City Buskers. The Old City Buskers began with two friends getting together for weekly jam sessions. They gradually assembled a group of fellow music lovers, and before long were a regular feature in the parks and on the streets of the downtown area. While their roots are in swing-era jazz, they play a little of everything and enjoy giving their own musical interpretations to popular songs.

August 17: Markman's Diamonds and Fine Jewelry. Markman's Jewelers has been a mainstay in Knoxville since Harold and Ida Markman opened their first store here in 1976. Come hear Harold and Steve Markman talk about the background of this family-owned and operated business and learn about the history of the diamond industry.

September 14: Marilyn Kallet. Marilyn Kallet is the author of 15 books and directs the Creative Writing Program at the University of Tennessee, where she is also Professor of English. She teaches poetry workshops in Auvillar, France, for the Virginia Center for the Creative Arts.

November 16: Rabbi Alon Ferency on his Peace Corps experience. After graduating from Harvard University, Rabbi Alon Ferency joined the Peace Corps where he served as a community health volunteer in Cameroon in West Central Africa.

December 14: A Chanukah Sing-a-Long with Charlene Gubitz. Anyone who has heard Charlene Gubitz perform knows the fun and musical talent she brings to an audience.



Steve and Harold Markman spoke about the history of their jewelry business as well as the industry.

Transportation

The arrangement with Chariots of Hire to provide transportation for participants to the Lunch and Then Some luncheon programs continues to run smoothly! We are very thankful that the Rosen Friendship Fund underwrites the cost of providing transportation.

Friendship Book Group

The Friendship Book Group disbanded this year because the members who were attending on a regular basis are also in another (larger) book club, so they decided to retire this one.

Jewish Family Services

Pat Rosenberg, Chair

Honerlin Del Moro, Chair Elect

Laura Faye Berry, BSSW, Esq., Director

Committee Members: *Pat Rosenberg (chair), Honerlin Del Moro (chair elect), Nancy Becker, Elaine Dobbs, Trudy Dreyer, Joani Leeds, Marilyn Presser, Natalie Robinson, Gene Rosenberg, Lesley Rosenblatt, Evan Sturm, Matthew Theriot, Joyce Traugot, and Zilla Weininger.*

In the summer of 2011, Laura Berry supervised Damon Jones, a junior in UT's College of Social Work. Juniors have the option of completing what would usually be their spring semester field placement during a six-week period in the summer. Damon showed a lot of initiative and helped Laura and Melissa Schweitzer develop plans for a community garden on the AJCC grounds. The community garden is still a work in progress, but plans are in motion and it is our intention that we will begin gardening this spring.

In February, JFS held a panel discussion/question and answer session on home care, home health care, hospice, and long-term care. In October, JFS brought in Richard and Jacki Imbrey and Kathy Young for a program on long-term care insurance and Medicare changes. Both programs were well attended. Those in attendance asked a lot of questions and gave us positive feedback.

This year, our holiday programs for long-term care residents included celebrations for Purim, Passover, Sukkot, and Hanukkah. We alternated the programs between Elmcroft and Echo Ridge in order to allow the most people to attend, as some residents are up to attending programs where they live, but prefer not to go out. For the High Holy Days, JFS arranged for Rabbi Yossi Wilhelm, Ken Brown, and Harold Markman to visit all long-term care residents and blow the shofar for them. They also delivered Rosh Hashanah *Chai* bags filled with apples, honey, and challah rolls. The bags were decorated by AJCC Preschoolers and contained cards from the Knoxville Jewish Day School as well as Sisterhood³. Our monthly Shabbat service at Echo Ridge on the first Friday of each month continues to go well. Marilyn Presser is in charge of finding volunteers to lead the service and she does a wonderful job.

Some of the many things that JFS has assisted clients with in the past year include:

- Long-term care options (independent living, assisted living, or nursing homes)
- senior services in the Knoxville area
- navigating the health care arena (hospital stays, rehabilitation facilities, what to do when you are discharged, etc.)
- emergency financial assistance for things such as utility bills, rental assistance, food, or other qualifying expenses
- affordable housing
- transportation options
- counseling referrals
- home care or home health care
- JFS also received a grant this year from the Miles and Zelda Siegel Fund to help low-income seniors pay for non-medical home care.
- job search assistance, including résumé help
- Mitzvah Meals for individuals followings an illness or hospital stay. Gene Rosenberg is our Mitzvah Meals chairperson. He is great at finding volunteers to prepare meals when we are running low.

Laura Berry gave talks to the camp counselors and the preschool staff on recognizing the signs of child abuse or neglect and served as a consultant to the camp and preschool. She also spoke on panels for two social work classes at the University of Tennessee. Laura continues to serve on several committees, including the Council on Aging Executive Committee, the Department of Children's Services Community Advisory Board, Knoxville Alzheimer's Walk planning committee, and the Blount County United Way's Emergency Food and Shelter Funds committee. She also attends several net-

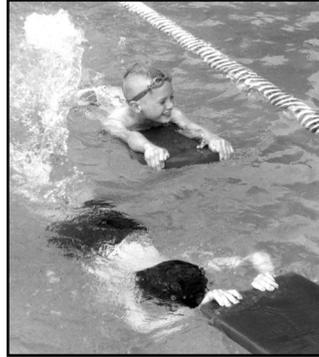
Ha’Kol, Jewish Community Newsletter

Jeff Gubitz, Publisher

Mary Ann Merrell, Publications Chair

Joyce York, Editor; Martha Andrus, Graphic Designer

Ha’Kol welcomed the Jewish Congregation of Oak Ridge to its publication team, added a second page to the Knoxville Jewish Community Family of Funds section, and expanded the publication from 36 pages to a 40-page monthly publication. The partnership now includes KJA, Heska Amuna Synagogue, Temple Beth El, Knoxville Jewish Day School, Knoxville Chapter of Hadassah, KJCFF, and JCOR. Martha Andrus continues to make our community shine through her graphic design efforts and her hard work is both admired and appreciated by all.



Your Annual Contribution to the Knoxville Jewish Alliance Supports These Agencies and Programs

KJA PROGRAMS

- Arnstein JCC Campus
- Archives
- B'nai Tzedek
- Camp Tikkun Olam
- Community Calendar
- Community Relations Council
- Cultural Arts & Events
- Friendshippers
- *Ha’Kol* Community Newsletter
- IsraelFest
- Institute for Jewish Studies
- Israel Partnership Committee
- Jewish Book Month
- Jewish Family Services
- Jewish Heritage Video Collection
- KJA Faculty Lecture Series
- Milton Collins Day Camp
- Pool & Tennis Courts
- Preschool and Camp K'tonTon
- Scholars-In-Residence
- Scholarships
- Smokin' Salmon Swim Team
- UT Hillel
- Website
- Yom HaShoah

LOCAL

- BBYO
- Dr. Martin Luther King, Jr. Commission
- Hadassah, Knoxville Chapter
- Indigent Burial Fund
- Interfaith Health Clinic
- Jewish Community Cooperation Initiative
- KJA Scholarships
- Transient Fund
- UT Chair of Judaic Studies

REGIONAL

- American Israel Chamber of Commerce
- BBYO Cotton States Regional Office
- Goldring/Woldenberg Institute for Southern Jewish Life
- Jewish Children's Regional Services

NATIONAL

- American Jewish Congress
- Anti-Defamation League
- Association of Jewish Family and Children Agencies
- CAJE
- Hillel
- Jewish Braille Institute
- Jewish Council of Public Affairs

INTERNATIONAL

- Birthright Israel®
- New Israel Fund

JEWISH FEDERATIONS OF NORTH AMERICA (JFNA/JAFI/JDC)



K J C F F

Knoxville Jewish Community Family of Funds

Supporting organization of the Knoxville Jewish Alliance and the East Tennessee Foundation.

KJCFF Board of Directors

President: Bernard S. Rosenblatt
Vice President: Scott B. Hahn
Secretary/Treasurer: Dick Jacobstein

Board Members: Jeff Becker, Bernard Bernstein, Arnold Cohen, Bob Goodfriend, Jacki Imbrey, Herb Jacobs, Ellen Markman, Carole Martin, Pace Robinson, Alexandra Rosen, Mel Sturm, Jeff Gubitza (Ex Officio)

KJCFF Administrative Director: Laura Berry

Our Goals

Strengthen and improve the Jewish Community of East Tennessee
Increase Jewish Philanthropy in East Tennessee
Build Endowments for Permanent Gifts to Organizations of the Knoxville Jewish Community
Promote the Infrastructure of the Knoxville Jewish Community Necessary To Develop and Deliver Services and Programs
Provide Funds for Religious, Cultural, and Educational Activities
Support Social Service Needs of Individual and Families
Administer Endowment, Long-term, and Donor - Advised Funds
Support the General Community of East Tennessee

Achievements for 2011

- Total number of grants in 2011: **41**
- Total dollar amount of grants in 2011: **\$144,113.17**
- Total dollar amount of contributions in 2011: **\$89,409.96**
- Total amount contributed to existing funds in 2011: **\$55,566.84**
- Total amount contributed to establish new KJCFF funds in 2011: **\$33,843.12**
- Number of new funds established in 2011: **2 KJCFF Funds and 3 B'nai Tzedek Funds**

In 2011, KJCFF placed more emphasis on Charitable Bequests, the simplest form of planned giving. You do not have "to be rich" to leave this kind of legacy! You can leave a bequest of a specific cash amount, a percentage of your estate or the residue of your estate. To leave this type of gift, you simply direct in your will that you want a specific amount of money or property left to the KJCFF, Inc.

HONORING THE PAST, EMBRACING THE FUTURE

By Bernie Rosenblatt, President, KJCFF

What Kind of Legacy Will YOU Leave? The KJCFF is embracing an all-out effort to make members of our community aware of how they can help secure our Jewish future. We, as Jews, need to help each other; did you know, regardless of your financial situation, you can make a meaningful contribution? There are many ways to leave a legacy, such as a Donor Advised Fund (minimum gift of \$5,000) or a Bequest in your will and there is a tax benefit associated with each type of gift.

I urge you to talk with your financial advisor, attorney, or call me and I can put you in touch with a knowledgeable member of our KJCFF Board who can help you understand what you can do.

What can your Donor Advised Fund or Bequest accomplish?

Demonstrate your values and ideals to your heirs

Pass on the legacy of those who came before you and help build a brighter future

Demonstrate your appreciation for the wonderful Jewish community of East Tennessee in which you have been privileged to live

Provide financial stability and continuity for the organizations that have helped to shape your life

Support and enhance the aims, goals, and objectives of the Jewish community of East Tennessee and the worldwide Jewish community

Demonstrate that a bequest is one of the most beautiful, meaningful, and fulfilling things that you can do to ensure that our Jewish history and values are not forgotten

And, oh yes, there are tax advantages!

Did you know that already there are members of our Jewish community who have taken the initiative and set up KJCFF Funds and Bequests? Here are some facts:

Since 1999, through 44 different KJCFF Funds and 62 B'nai Tzedek Funds, members of the Knoxville Jewish community have made over 166 grants totaling \$675,510!

All grants go to not-for-profit 501(c) 3 organizations.

Grants have gone to such Jewish organizations as: BBYO, Knoxville Jewish Alliance, Heska Amuna Synagogue, Jewish Congregation of Oak Ridge, Anti-Defamation League, Jewish Federations of North America, Joint Distribution Committee (JDC), ORT, Union Council of Soviet Jews, and the World Jewish Congress, and some to needy people in our community through programs these organizations have established.

The KJCFF is a supporting organization of the East Tennessee Foundation and the Knoxville Jewish Alliance. Through the investment efforts of the East Tennessee Foundation, our composite 10 year rate of return has exceeded most investment fund averages.

I hope that I have provided some useful thoughts that can help guide you as you resolve to make 2012 a very meaningful year for you, your family, and your community through charitable giving. I hope to hear from you and thank you very much for reading!

CURRENT FUND LIST

Heska Amuna Synagogue Funds

Bradley Sturm Memorial Fund

For the general benefit of Heska Amuna Synagogue.

Cohen-Presser Designated Fund

For improvements to the physical plant of Heska Amuna Synagogue and may also be made available for procuring and engraving plaques for the donor wall established by Mr. and Mrs. Joslyn Presser

Heska Amuna Cemetery Fund

To maintain and improve the New Jewish Cemetery

Heska Amuna Educators Supplement Fund

To supplement the salary/benefits compensation package of the Heska Amuna educational director and teachers in the religious school

Heska Amuna Educational Enrichment Fund

To enhance and enrich educational programs of Heska Amuna Synagogue

Rosenthal Environment Fund

To provide financial support to activities of Heska Amuna Synagogue relating to environmental preservation and conservation

Sylvia Robinson Memorial Fund

For educational and programmatic musical experiences for Heska Amuna Synagogue

Jewish Congregation of Oak Ridge Funds

Frances Sturm Cultural Fund of the Jewish Congregation of Oak Ridge

For enhancing and furthering Jewish educational and cultural activities

Knoxville Jewish Alliance Funds

Abe Collins Cultural Fund

To provide support to the KJA for cultural programs, which may include musical, singing, or other productions

Allen Rosen Education Fund

For the general benefit of the KJA

Alliance Opportunity Fund

For the general benefit of the KJA

Alice Greenberg Fund

To supplement and/or offset the future expenses of the AJCC preschool program

Arnstein Jewish Community Center Endowment Fund

For capital improvements to the AJCC

Ben & Pearl Zwick Fund

To provide support for quality KJA programs of an entertaining or cultural nature

B'nai Tzedek Legacy Fund

Overall fund for the individual B'nai Tzedek teen philanthropy funds

David Blumberg Youth Leadership Award Fund

To provide support to KJA for its leadership training and award program for KJA members under the age of 35

Dr. Bernard S. Rosenblatt Fund

For the general benefit of the KJA

Gordon Brown Youth Recreation Fund

To support recreational and sports-related activities for children ages 18 months to 18 years

Hannah and Raymond Landsberger Preschool Fund

To provide scholarship support for AJCC preschool families

Jewish Family Service Fund

For the benefit of the Jewish Family Services program of the KJA

KJA Director's Fund

To support the expenses associated with the Executive Director's salary and benefit package

Miles & Zelda Siegel Fund for Knoxville's Jewish Elderly

To provide support to the KJA for its program of services for Jewish elderly members of Knoxville

Milton Collins Cultural Fund

To provide support to KJA for programming, which may include musical, singing, or other productions

Sam & Esther Rosen Friendshippers Fund

To provide support to the KJA for subsidizing the needs, as in the areas of recreation, education, and other generalized services, of the Jewish elderly and infirm in Knoxville

Sam & Millie Gelber Fund for Jewish Immigrants

To enhance the quality of life for Jewish immigrants to the Knoxville Jewish community

William "Bill" Brody Fund

For the general benefit of the KJA

Zelda & Max Morrison Cultural Enrichment Fund

To help the AJCC provide quality cultural programming of Jewish content, such as musical programs, lectures, or similar entertainment

Zionist Organization Fund

To provide support to KJA for its program of planting trees in Israel in honor of newborn births and Bar/Bat Mitzvahs

Knoxville Jewish Community Family of Funds

Bernard E. & Barbara W. Bernstein Charitable Fund

For general charitable purposes

David & Deborah Oleshansky Family Fund

To further causes of peace and justice in the world

EAR Fund

For general charitable purposes

Goldstein/Tygum Family Fund

For the improvement of the quality of life of the aged of the East Tennessee community

Harry & Mollie Brietstein Memorial Fund

To benefit Jewish causes

Jeff & Nancy Becker Community Enrichment Fund

For general charitable purposes

Miriam's Well

For general charitable purposes

Natalie & Mitchell Robinson Community Enrichment Fund

To enhance the development of leadership and education for the Knoxville Jewish Community

Pace & Karen Robinson Philanthropic Fund

For general charitable purposes

Sam & Esther Rosen Community Enrichment AJCC Fund

To benefit the AJCC

Sam & Esther Rosen Community Enrichment Federation Fund

To benefit the KJA

Sam & Esther Rosen Community Enrichment Synagogue Fund

To benefit Heska Amuna Synagogue

Sharon Brietstein Memorial Fund

To benefit mental health causes

Stephen & Kim Rosen Donor Advised Fund

To benefit various organizations and causes including, but not limited to, Jewish and educational organizations

Sylvia Greenberg Family Fund

To build and maintain the Knoxville Jewish community

Ted & Dolly Reback Knoxville Youth Fund

To benefit Knoxville Jewish youth, primarily through the Knoxville BBYO program and activities

**KJCFF will hold a Fundholders Celebration on April 29, 2012
to honor all of our current fundholders.**



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.



Knoxville Jewish Alliance

Building Community
Enriching Lives

6800 Deane Hill Drive
Knoxville, TN 37919
(865) 690-6343
www.jewishknoxville.org

