

Knoxville Jewish Alliance Mission

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



**Annual Meeting
January 10, 2010
Teveth 24, 5770**

Minutes of 2008 Annual Meeting	Dr. Renee Hyatt, Secretary
Financial Report	Mr. Adam Brown, Treasurer
Executive Director's Report	Mr. Jeff Gubitza
Election and Installation of New Board Members and Officers	Mr. Scott Hahn, Past President
New Business	

The by-laws of the Knoxville Jewish Alliance shall be amended as follows:

ARTICLE V – Board of Directors, Section 2, part C. Automatic Members shall be amended to include the president of the board of directors of the Knoxville Jewish Day School.

ARTICLE V – Board of Directors, Section 2, part E shall be amended to include the chair of the Israel Partnership Committee.

Good and Welfare

Announcements

President's Report Stephen Rosen

Welcome to the Knoxville Jewish Alliance's 2009 Annual Report. It gives me great pleasure to let you know that the following pages are filled with details about accomplishments in which the entire Knoxville Jewish community can take pride. I invite you to read it thoroughly so that you know what we do, why we do it, and how we can do it better in the future.

This year was a trying year for all non-profits. It is important to understand that an economic downturn affects everyone in some way. Like the business world, the weaker organizations do better when the tide comes in as opposed to the alternative. As you will see from the reports that follow, KJA's program was very strong even if its finances were very weak. In the coming years, it will be up to the members of the Knoxville Jewish community to see that this reverses itself.

As your president, I have focused my efforts in developing community outreach and community collaboration. Community Outreach has been a theme that has been at the front of our minds all year. How do we connect to people that are not affiliated with KJA and how do we communicate our goals to the outside community? I have often said that KJA's goals are to "build Jewish life at home while saving Jewish lives abroad." In this past year, cultural and social programs have been a great way to introduce ourselves to new people. Our media coverage has been extensive and 100% positive. Our website, www.jewishknoxville.org, constantly provides a vehicle for communication with people we have never met. The Jewish Outreach Institute programs have taken us beyond Deane Hill Drive and put our name and faces in the public space. Finally, we took the opportunity of new leadership at the University of Tennessee to reinvigorate our relationship with the institution. Through face-to-face meetings and receptions, we have communicated our needs and opportunities that we see for advancing Jewish life on campus. I can report that we have been well received and the growth of Jewish life at UT is significant.

Community collaboration is easy to discuss and difficult to implement. Throughout 2009, KJA has worked with our local partners to improve programming, reduce redundancy, and foster the betterment of the overall Jewish community. The best example of this is the creation, execution and expansion of *Ha'Kol*. You can now find the monthly record of the KJA, Temple Beth El, Heska Amuna, Knoxville Hadassah, and Knoxville Jewish Day School in one publication. I am happy to report that even though we have not shied away from engaging in difficult conversations, we are working and playing well with all local organizations. KJA will continue to foster all of these relationships and look to find other ways to collaborate.

Our one failing in 2009 is huge and is mission-critical. Due to KJA actually losing money in 2009, we were not able to allocate funds to other local, regional, national and international organizations. This is likely the first time this has happened since the founding days of Knoxville's Daughters of Israel Aid Society in the early 20th century.

In the coming months, KJA leadership will be assessing the results of the 2010 Annual campaign as well as our operating programs. At that time, we will need to make a decision on what services we are capable of delivering. The Knoxville Jewish community will need to vote with its pocket book by pledging early and in significant dollars to get us headed in the right direction.

Being a leader is not hard when you have access to capable and energetic volunteers who partner with a cadre of high quality and devoted professionals. I want to thank each of you as well as Kim, Nathan, Arielle, and Tifannie for making 2009 a fulfilling and enjoyable experience for me.

Executive Director's Report
Jeff Gubitz

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

Personnel:

With the departure of our early Childhood Director, Brooke Seeliger in October, we embarked on a search for a new director. Following advertisements and interviews by both volunteers and me, Melissa Schweitzer was chosen as the new ECP Director. We are very happy to have Melissa who has been a parent of a child in our program as well as a teacher in our early childhood program. Melissa's interest in early childhood literacy will be an additional plus for our program. She began her tenure on January 4, 2010.

We had some turnover in the preschool. Staff members involved with beginning or completing advanced degrees found that educational pursuits required time and attention that precluded work. We were fortunate to find skilled individuals to replace those who left to pursue other employment opportunities such that program continuity was retained. Currently, our programs are staffed by perhaps the most professionally qualified individuals that we have had in years.

Our programs would not happen without the very careful, detailed and caring work of Wilma Weinstein. Wilma's work has been invaluable in all of the new programs we have added over the year. Her work, especially with Mitzvah Day and a whole host of programs has been exemplary. Wilma handles this work along with her duties as Friendship coordinator. She continues to bring new programs to the forefront for the committee to review. Friendship programs were moved in 2008 to Rothschild's. What began as a simple cure for the need for a summer location has turned into a win-win situation for everyone. Program attendees enjoy the variety of the food, the service, and the ability to enter and exit at ground level. Wilma has solicited sponsorships for some Friendship programs, lessening the impact on the KJA budget.

Our front office is capably staffed by Martha Andrus. Priscilla Goins left our organization in February to work for a local bank. 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 and turns them into the finished product that you receive monthly in your mail box and online. Her abilities, especially her willingness to learn new tasks and take on additional responsibilities: Her dedication has taken a load off Wilma, Ed, and me.

Laura Berry joined our staff in 2008 after a rigorous selection process. She 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 many families with loved ones aging, dying or ill has been a joy to watch.

Deborah Oleshansky continues to do outstanding work with our Hillel Students and Youth Philanthropy programs. Her efforts with our Camp Tikkun Olam program have benefited our youth and especially the Hadera region. She is well respected in Hadera and the program's success has been a major keystone of her work. Deborah has also taken on the role of P2K regional coordinator. Although not a part of her KJA work portfolio, she is based here at the KJA. Please read her report to the community and learn about the fine work she does

A remark that I made last year 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. Our detailed and comprehensive budget process 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. Last year though his efforts we installed finger print recognition time clocks for our staff, an improvement that eliminated an entire summer staff position as well as increasing time-keeping efficiency and accuracy. Ed has worked with volunteers and professional staff to refine our camp registration process by beginning a new online program that will save us additional money over what we implemented last year. Ed continually works to make our office more efficient. 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 and projects and programs of mutual interest and concern. We continue to work harder to seek more economical ways that we can operate in our community as partners. The *Ha'Kol* is just one example of a joint project. KJA also hosted a joint calendar meeting with our local organizations, successfully eliminating numerous conflicts. KJA intends to continue these joint meetings.

Volunteers: We've reached the end of what was a difficult year for most of us. It's time to take a hard look at what we will do in 2010. NCAA football coach Lou Holtz said, "When all is said and done, more is said than done." Let's 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 help from our volunteers. With regard to service delivery – 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. We've reached the end of what was a difficult year for most of us.

Financial: The year has been a tumultuous year for both the private and not-for-profit sector. We have sought various ways to tighten our expenditures and seek more efficient ways to do what we do. In 2009, at the suggestion of Treasurer Adam Brown, we hired a firm to retrofit all of our light fixtures with new ballasts and more energy efficient bulbs and tubes. Programmable thermostats were installed; more energy efficient heating and a/c units in the foyer were installed.

We need to significantly grow our Annual Campaign so that we can maintain our level of local support and meet our commitment to our covenant with the Jewish people in Israel and around the world. This, indeed, is a tough year for our community. Our external allocations to Jewish Federation of North America, formerly United Jewish Communities (UJC) 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 requires continued support in that it is an integral part of our camp Tikkun Olam program, and also gives us a more personalized "face" in Israel. Our 2009 bi-lateral teacher exchange and our 2010 Law Enforcement exchange put 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 (KJCFF) in order to secure our financial future.

Being a philanthropist is not just a mega-buck endeavor. Just as Deborah Oleshansky has taught our youth that they can be philanthropists with small funds, all of us can participate in 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 wrote this last year and I wish to repeat it. I want to thank the Knoxville Jewish Alliance 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 working with the volunteers. I enjoy “not always doing the same thing” on a daily basis.

I want to thank Stephen Rosen, Scott Hahn, and the entire Executive Committee for their patience, friendship and leadership these past 35 months as we all learned “to dance together for the first time.” I want to especially thank Wilma Weinstein, who welcomed me from day one and has worked with me as a true partner on so many projects large and small.

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

KJA Financial Report Adam Brown

Unfortunately, the Knoxville Jewish Alliance is catching up with the rest of the nonprofit world as we are beginning to suffer the financial pressures of our economy. For the first time, it is highly likely that KJA will end the 2009 calendar year with a financial loss. This means that we will 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 commitment lightly.

Annual Campaign – The annual campaign closed with \$319,737 on 318 gifts as of 12/31/09. The *good* news is that 127 families increased the amount given over the previous year; we have 47 new family gifts, and on a donor-for-donor basis, we are only down 3.5%. 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 \$400,000.

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 eight consecutive years prior to this summer. The preschool itself has lost participants, and the current enrollment likely has us operating at a breakeven point at best.

Soccer Field Lease – Our tenant’s lease expired last December, and we were unable to rent the fields. 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 \$9500 in revenue in 2009. The one highlight of the situation is that the current group using our fields is mowing and maintaining them at no cost to KJA.

Wage cost increases – KJA was hit this year by the increases in the federal minimum wage and the state unemployment tax. By the end of the year, we will have approximately 85 W-2s with the vast majority being hourly workers at or close to the minimum wage. This is especially important given the current jobs market. As a side note, about 30 employees are members of the Jewish community. Staff did not receive any raises in 2009 and 2010 increases will depend on Campaign progress and fee for services programs' success.

KJA is doing everything we can to cut costs. In preparing the budget for 2010, all staff and volunteers were directed to improve their bottom lines as compared to 2009.

We also want to once again thank Irv Russotto for chairing the 2009 AJCC Golf Tournament. It was a lot of fun, and we appreciate everything that Irv and Myrna do for KJA.

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
November 30, 2009

ASSETS

Cash & Cash Equivalents	\$68,831
Investments	185,636
Accounts Receivable	40,775
Pledges Receivable (Net of \$19,567 Allowance for Doubtful Accounts)	88,619
Interest Receivable	2,492
Prepaid Expenditures	47
Beneficial Interest Held by Others	859,642
Property & Equipment (Net of \$707,786 Accumulated Depreciation)	<u>365,855</u>

TOTAL ASSETS

\$1,611,897

LIABILITIES

Accounts Payable	\$10,896
Allocations Payable	3,225
Payroll Liabilities	32,868
Deferred Revenues	<u>56,625</u>

TOTAL LIABILITIES

\$103,615

NET ASSETS

Unrestricted	\$824,068
Temporarily Restricted	16,819
Permanently Restricted	<u>667,395</u>

TOTAL NET ASSETS

1,508,282

TOTAL LIABILITIES AND ASSETS

\$1,611,897

KNOXVILLE JEWISH ALLIANCE, INC.
Budget Statement of Functional Activities
 Period Ending November 30, 2009

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										1
2	910	24,000	12,804	18,690	319,720	421,950	1,074	1,600	334,508	466,240	2
3	32,000	25,050	590	0	0	0	65,378	79,325	97,968	104,375	3
4	562,313	609,760	11,125	33,635	2,113	3,780	0	0	575,551	647,175	4
5	5,203	22,900	860	5,000	7,044	9,200	0	0	13,107	37,100	5
6	15,797	20,100	14,500	33,372	1,500	1,500	0	0	31,796	54,972	6
7	0	0	0	0	0	0	2,852	12,000	2,852	12,000	7
8	8,626	16,075	6,115	20,671	0	0	1,530	9,650	16,270	46,396	8
9	624,849	717,885	45,993	111,368	330,377	436,430	70,834	102,575	1,072,053	1,368,258	9
10	EXPENSES										10
11	1,570	5,625	312	684	0	30	0	0	1,882	6,339	11
12	0	0	0	0	0	0	2,420	5,000	2,420	5,000	12
13	7,025	5,900	10	50	2,917	4,010	3,401	3,000	13,353	12,960	13
14	9,170	11,608	0	1,370	30	100	43,041	52,592	52,241	65,670	14
15	0	0	0	0	0	0	124	5,000	124	5,000	15
16	17,154	6,990	16,113	25,676	2,540	1,000	327	4,800	36,134	38,466	16
17	4,136	7,030	0	850	0	0	114	2,000	4,250	9,880	17
18	2,001	4,240	2,165	3,905	0	0	11,476	17,383	15,642	25,528	18
19	3,625	22,076	343	1,200	0	0	4,964	8,210	8,933	31,486	19
20	35,681	54,010	15,468	20,635	2,894	3,525	868	800	54,911	78,970	20
21	310	310	0	0	0	0	16,911	13,570	17,221	13,880	21
22	0	3,300	3,240	10,749	0	0	1,010	9,300	4,250	23,349	22
23	0	0	0	174	0	0	0	500	0	674	23
24	457	1,260	0	0	0	0	0	0	457	1,260	24
25	158	395	20	0	0	0	914	3,600	1,093	3,995	25
26	26,771	33,210	7,648	36,221	3,889	4,950	6	0	38,313	74,381	26
27	406,815	410,855	120,410	128,794	0	0	161,886	183,921	689,111	723,570	27
28	2,029	3,093	3,411	8,004	1,168	1,483	338	3,500	6,946	16,080	28
29	3,632	8,050	3,229	20,120	734	764	202	1,500	7,797	30,434	29
30	0	0	0	0	0	0	6,140	5,500	6,140	5,500	30
31	0	0	144	350	250	0	0	0	394	350	31
32	51,007	40,920	2,500	1,060	0	0	0	0	53,507	41,980	32
33	657	700	2,236	1,646	0	0	5,511	5,700	8,404	8,046	33
34	7,764	13,510	12,206	25,006	379	310	67	750	20,416	39,576	34
35	2,463	3,120	0	0	0	0	25,590	33,600	28,054	36,720	35
36	582,425	636,202	189,456	286,494	14,800	16,172	285,311	360,226	1,071,993	1,299,094	36
37	42,424	81,683	(143,463)	(175,126)	315,577	420,258	(214,477)	(257,651)	60	69,164	37

KNOXVILLE JEWISH ALLIANCE, INC.

Statement of Cash Flows

Period Ending November 30, 2009

CHANGE IN NET ASSETS		80,993
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:		
Depreciation		
Bad Debts	2,810	
(Increase) Decrease in Beneficial Interest	(152,281)	
(Increase) Decrease in Assets		
Accounts Receivable	(21,134)	
Pledges Receivable	(18,809)	
Prepaid Expenditures	9,427	
Increase (Decrease) in Liabilities		
Allocations Payable	(31,150)	
Accrued Liabilities	(9,988)	
Payroll Liabilities	4,782	
Deferred Revenue	52,245	
Total Adjustments		<u>(164,098)</u>
NET CASH PROVIDED BY OPERATING ACTIVITIES		<u>(83,105)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of Equipment		0
Sale of Investments		83,056
Purchase of Investments		<u>(185,636)</u>
NET CASH USED BY INVESTING ACTIVITIES		<u>(102,580)</u>
(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS		<u>(185,685)</u>
CASH AND CASH EQUIVALENTS - BEGINNING		<u>254,516</u>
CASH AND CASH EQUIVALENTS - ENDING		<u><u>68,831</u></u>

KNOXVILLE JEWISH ALLIANCE, INC.

Statement of Fund Activities

Period Ending November 30, 2009

FUNDS:	Revenues	Investment Revenue	Expenses	Net Gain (Loss)	FUND EQUITY
Unrestricted					
KJA Opportunity Fund	0	23,548	0	23,548	199,867
General Fund	1,069,200	2,852	1,071,993	60	624,200
Total Unrestricted	1,069,200	26,401	1,071,993	23,609	824,068
Permanent: (as of 09/30/2009)					
B'Nai Tzedek Funds	5,644	3,787	0	9,431	34,057
David M. Blumberg Youth Leadership	0	1,366	1,000	366	10,258
William "Bill" Brody	36	2,289	0	2,325	17,840
Gordon Brown Youth Recreational	0	1,499	0	1,499	11,735
Abe Collins Adult and Cultural	0	2,975	750	2,225	23,245
Milton Collins Cultural	0	3,391	1,550	1,841	25,647
Directors Supplement Fund	0	5,338	(43,843)	49,181	49,181
AJCC Endowment	1,650	40,971	902	41,719	321,874
Millie Gelber Immigrant	0	1,521	500	1,021	11,566
Greenberg Early Childhood Education	0	668	0	668	6,474
Max & Zelda Morrison Cultural	0	5,174	320	4,854	39,746
Allen Rosen Education	0	1,072	0	1,072	8,957
Sam & Esther Rosen Fr'shippers	588	5,046	0	5,634	41,615
Bernard S Rosenblatt	50	981	0	1,031	7,997
Siegel	0	6,046	0	6,046	46,872
Zionists of America	0	531	252	279	3,920
Ben & Pearl Zwick Cultural	0	1,576	0	1,576	12,215
Total Permanent Restricted	7,968	84,230	(38,569)	130,767	667,395
Temporary:					
Capital Reserve	20,038	370	18,069	2,339	11,708
Future Emergency	234	153	700	(313)	4,695
JFS Emergency Fund	25	344	1,051	(682)	15,551
Temporary - Other	(31,363)	480	43,843	(74,726)	(15,134)
Total Temporary Restricted	(11,067)	1,347	63,663	(73,382)	16,819
Totals	(3,099)	85,577	25,094	57,384	1,508,282

2009 Campaign Contributors Alpha Listing by Category

\$10,000 - \$24,999

Jeffrey Becker
Robert and Wendy Goodfriend
Herb and Elise Jacobs
Natalie Robinson
Kim and Stephen Rosen

Bernard and Barbara Bernstein
Jeff and Kaye Goodfriend
Karen and Pace Robinson
Alexandra Rosen
Paul and Sara Steinfeld

\$5,000 - \$9,999

Nancy Becker
Josh Gettinger
Jill and Robert Ivins
Barbara Levin
The Markman Family
Susan and Harold Silber

Jill and Stuart Chasan
Scott Hahn
Judge Mary Beth Leibowitz
Marilyn and Harvey Liberman
Rosen Community Enrichment Fund

\$1,800 - \$4,999

Anne and Bernard Bendriem
Adam Brown
Ivan and Carole Cooper
Allan and Bernice Gerson
Thomas and Susan Hahn
Harvey and Judy Kaufman
Mary Ann and Bryan Merrell
David and Deborah Oleshansky
Howard and Marilyn Pollio
Bernard and Lesley Rosenblatt
Alan Solomon and Andrea Cartwright
Melissa Sturm
Barry and Annette Winston

Ellen and William Berez
Michael Burnett
Dr. Michael Eisenstadt
Ernie and Pam Gross
Jeff and Shelley Hecht
Joe Levitt
Barbara and Anthony Meyers
Bruce Pearl
Barry and Susan Roseman
Jay and Donna Solod
Melvin Sturm
Laura Supman
Geoffrey and Pat Wolpert

\$541 - \$1,799

Rosalind and Jim Andrews
Jack and Judith Benhayon
Abraham and Judy Brietstein
Robert Brody
Bruce Bursten
Arnold and Susan Cohen
Steve and Joan Cohn
Honerlin Del Moro
Harold and Joyce Diftler
Neil and Francie Foster
Arlene Goldstine
Jan Hahn and Heather O'Brien
Gale and Peggy Hedrick
Manuel Herz
David and Sharon Icove

Jeffrey and Sally Baerman
Theodore and Wendy Besmann
Pessa Brody
Sidney and Marilyn Burnett
Marilyn and Edward Carlin
Sheldon and Jane Cohen
Michael and Diane Cole
Susan and Keith Derrington
Allison Fay
Caren and Tom Gallaher
Jeffrey and Charlene Gubitza
Leonard and Barbara Handler
Robert and June Heller
David and Amy Hull
Richard and Jacki Imbrey

Martin and Martha Iroff
Larry and Kay Leibowitz

Stephen and Carol Krauss
Carole and Robert Martin

\$541 - \$1,799 (con't)

Robert and Sarah Milford
Elene Miller
Stephen and Laurie Natelson
Evan and Jenifer Ohriner
Janice and Howard Pollock
Katheryn Rosen
Judith Rosenberg
Rabbi Beth Schwartz and Larry Washington
Ron Sebold and Veronica Myers
Marcie Silverstein
Leslie and Craig Snow
Leona Spritz
Evan Sturm
Mitch and Mary Weiss
Rick and Nancy Zivi

Anita and Jeffrey Miller
Rosalie and Stephen Nagler
Steve and Evelyn Oberman
Ray and Babyling Pais
David and Sheila Popkin
Eugene and Pat Rosenberg
Gilya Schmidt
Arnold and Mary Linda Schwarzbart
Bernard and Eleanor Shorr
Alan and Karen Smuckler
Gary and Marnie Spiegelman
Robert and Lori Stryer
Douglas and Jill Weinstein
Barry and Marilyn Wohl
Rabbi Louis Zivic

\$181 - \$540

Barry and Heidi Allen
Eric and Stephanie Bank
Sanford and Gayle Bloom
Gene and Judy Bocknek
Bart Brody
Sondra Brody
Ricky and Cindy Caplan
Susan Contente and Kurt Piehler
James and Rose Ebel
Janice and Stuart Elston
Liz Gassel and Michael Pardee
Bert and Jeanie Gudis
Mark Hahn
Leon Hasden
Joni and Stephen Hirschhaut
Ed Hunter
Norma and Wesley James
Marilyn Kallet and Louis Gross
Ellen and George Kern
Irving Leeds
Gil Levison
Richard Licht and Shirley McGuire-Licht
Peggy and Mark Littmann
Harold and Ann Manas
Daniel and Karen Messing
Arthur and Mimi Pais
Marilyn Presser
Deborah Roberts
Rose Rosenthal

Sam Balloff
Michelle and Harry Bishop
Howard Blum
Pam and Peter Branton
Zelmore and Jamie Brody
Marla Brody
Melanie and James Colley
Trudy Dreyer
Markus Eisenbach
Ron Feinbaum and Melissa Miller-Feinbaum
Aron and Hayley Goldfeld
Janet and Bert Gurwitch
Mark and Carol Harris
Rob and Beth Heller
Jeffrey and Lorie Hirsh
Renee Hyatt and Paul Erwin
Linda and Gary Johnson
Mark and Shelby Kaye
Dina and Andrew Kramer
Joani and Gary Leeds
Sandra and Norman Licht
Steve and Heather Lipkowitz
Norman and Lou Ann Magden
Nora and Patrick Messing
Chuck and Missy Noon
George and Alice Palmer
Ava and Fred Radoff
Allan and Valerie Rosenbaum
Aaron Rosenthal

Jane Row

Irving and Myrna Russotto

\$181 - \$540 (con't)

David and Heather Sandberg
Allen and Andi Schwartz
Moshe and Marcie Shloush
Terry and Carolyn Silver-Alford
Gerard and Marilyn Solomon
Arnold Tew
Larry and Barbara Winston
Todd and Becky Wolf
Richard Zivi

Ellen Schnoll and Terry Haywood
Robert Shagan
Hilary Shreter
Larry Silverstein
Gary and Tamara Sturm
Murray and Wilma Weinstein
Ethel Ruchlin Wittenberg
Nancy Young and Jeff Talman
Carole Zwick-Mandel

\$1 - \$180

Marion and Monte Abrams
Mark and Irina Abrams
Debbie and Jeff Abrams-Cohen
Jeff Arbital
Leslie Badaines
Larry and Marion Bayer
Arthur and Louise Bell
Gershon (Bud) and Caren Berman
Laura Berry
Bonnie and Van Boring
Dennis Brock and Elizabeth Diamond
Edith Brown
Boris and Bella Budik
Mathis and Bea Bush
Michelle and Stephen Cohen
Todd Diacon and Moema Furtado
Bob Diftler
David and Elaine Dobbs
Sonya Eichler
Mary Evars-Goan and John Goan
Janice Feinman
Shirley Ferron
Frank and Laura Floyd
Marc Garland
Diane Goldberg
Richard and Ann Goldstine
Betty Gubitz
Jerry and Barbara Hammonds
Cheryl and Tom Handler
Kenneth and Phyllis Hirsh
Barbara Holz
Bernard and Stella Iroff
Jerry and Meredith Jaffe
Sybil Joffe
Greg Kaplan and Nuria Cruz-Camara

Isadore and Marilyn Abrams
Sam Abrams
Richard and Jill Adlin
Edward Axelrod
Simon and Yelena Badalov
Justin and Kelli Bell
Bonnie Benhayon
Monica and Marc Berman
Brian and Susan Billinson
Thomas and Nancy Britcher
Jeffrey and Tamra Brown
Annette Brown
Yetta Burnett
Fay Campbell
Martin Davis
Charles Dickey
Gerry Diftler
Anne Ehrenshaft
Mark Eisner
Walter and Alice Farkas
Edward and Carol Feldman
David and Emma Fleischman
Zeke Frumin
Melinda and Tony Gibbons
Kathy and Don Goldstein
Elias and Anne Greenbaum
Terry Hahn
Richard and Beverly Hancock
Joshua Hedrick
Jan and Coleman Hoffman
William and Drucella Hotz
Ronald and Barbara Isenberg
Marian Jay
Richard and Cheryl Kaplan
Judy Kelly

Mari Kohnstamm

Alexander and Ella Kozyr

\$1 - \$180 (con't)

Lesley Krakauer
Virginia and Garth Kupritz
Bella and Edmond Lester
Kenneth Levine
Vladimir Livshits and Luba Morkovnikova
Penny Lukin
Aaron and Imelda Margulies
Heather and Don Marshall
Shulamit and Gabriel Mesa
George and Helene Messing
Joseph and Sylvia Miller
Linda Mongeon
Nelya Ostrovskaya
Marie and Charles Perelman
Barbara and John Phelps
Linda Prosan
Judith Rattner
Hal and Amy Rosenberg
Charles and Lunda Rothstein
Ilya and Bella Safro
Susan and Alan Salmanowitz
Alan and Pamela Schwartz
Jon Shefner and Karen Holst
Mariya Shusterman
Joe Sitver and Anita Kay
Daniel and Abbie Smith
Diana Steinfeld-Hicks
Manny Taras
Alla Vaynshteyn
Gerald and Anne Weinerman
Valerie Widgren
Linda and Phil Zaretski
Jeanne and Anthony Zucker

Alan and Nan Krichinsky
Emily Lebow
Bernard and Shirley Levenson
Monty Lewis
Roy and Carol Loring
Marc and Tamar Margolis
Joan and Lawrence Markel
Anita and Alan Merlin
Michael Messing and Joyce York
Monte Millen
Judy Miller
Mrs. Herbert Nash
Sandy Parsons
Jenny Pfeffer and Carlos Rodriguez
Robert and Cheri Pollack
Alan and Jami Quartararo
Faye Raymon
Miriam Rosenthal
Nicole Russler
Brian Salesky
Allen and Lisa Sayles
Bruce and Irene Seidner
Michael and Laura Shenkman
Mark and Betty Siegel
Tracy and Daniel Slutzker
Greg Stein and Jeanette Kelleher
Shirley Sturm
Melissa Treece
Esther Webster
Zilla Weininger
Rabbi Yossi and Miriam Esther Wilhelm
Howard and Elizabeth Zoldessy

*We received 6 anonymous gifts in 2009.

**Knoxville Jewish Alliance Annual Meeting
December 14, 2008**

The meeting convened in the Joel Caller Auditorium following an 11:30 a.m. lunch, catered by Marilyn Burnett.

President's Report. Scott Hahn began his report by noting that the two years of the KJA were quite different: The first year of his term was notable for many personnel changes, and the second year has seen a focus on issues that will have a lasting impact.

Scott reviewed the collaboration between the KJA and East Tennessee Design Center that produced schematics of an expanded and renovated AJCC. The community newspaper, *Ha'Kol* (inaugural issue January 2009), was another focus, resulting from collaboration between KJA, Heska Amuna, and Temple Beth El. Health insurance for employees has been an additional focus, and Scott hopes this will be available in the coming months. Scott noted Laura Fay Berry, Director of JFS, as a new employee and the monthly Shabbat services at Echo Ridge as a new program this year. He commended Stephen Rosen for his excellent work as Campaign Chair for the past three years and noted the impact of the national economic downturn on his year's Campaign. The 2009 Campaign Chair has yet to be named. Scott congratulated Deborah Oleshansky, B'nai Tzedek Program Director, for enrolling the 50th B'nai Tzedek Teen Philanthropy Fund participant, and noted her success in staffing the UT Hillel program. Scott remarked on the excellent job Brooke Seeliger has done as director of the preschool; the school has maintained its Three-Star rating. Scott then thanked the other members of the KJA staff, Jeff Gubitz, Wilma Weinstein, Ed Hunter, and Joyce York for their hard work and dedication.

Scott recounted the numerous, and successful, community-wide programs including BBYO and B'nai Tzedek's Delivering Justice which focused on Darfur, the showing of *The Grey Zone* for Yom Hashoah, the commemoration of Israel @ 60 with pianist David Syme, diplomat Jonathan Livny, IsraelFest, Jewish Book Month, Jewish Day of Learning, and the second Sundown in the Sukkah.

Scott expressed appreciation of the strengths each member of the Executive Committee brought to his/her positions, and expressed gratitude to Board members, committee members, and volunteers. Scott remarked that he was proud to have been president and that he felt a bit sad as his term came to an end. From the perspective of his sixteen years of service, Scott sees the KJA as a great organization with its best years yet to come.

Executive Director Report. Jeff Gubitz noted that the AJCC will be celebrating its 80th anniversary in 2009, and referred to the text in the Annual Report for details of what was accomplished in 2008. Jeff expressed appreciation for Scott's leadership, insight, and friendship and thanked the Board and other volunteers for their dedication. Jeff expressed confidence in KJA's ability to build on past successes under Stephen Rosen's leadership. Further, Jeff reiterated his aim to involve new volunteers such that KJA remains vibrant. He

noted KJA's assistance to TVUUC this year following their tragedy, mentioned other interfacings with the local and world communities. Jeff thanked his family for their support, especially his wife, Charlene, "the music in my soul."

Presentation of Slate and Election of Officers and Board. Ellen Schnoll thanked the members of the Nominating Committee. A motion was made and seconded to approve the slate and elect the officers and Board members. The motion carried by acclamation.

Installation of Officers and Board. Arnold Schwarzbart said he was flattered to have been asked to install the 2009 KJA officers and Board. Arnold provided a thirty-five year retrospective about the development of the present day KJA. He remarked that he had known Stephen Rosen since his (Stephen's) brit milah and had known Scott for an equal length of time. Arnold was proud to see these men stepping up in leading the Knoxville Jewish community. Arnold then installed the officers and the new member-at-large.

New President's Remarks. After Stephen commended Scott on his tremendous job as KJA President, he presented Scott with a gift in appreciation. Stephen said he had had fun working with Scott and looks forward to Scott being an actively involved Past President. Stephen introduced his three children and his wife, Kim, and remarked that the AJCC had been their home for the past nine years as his children had attended Preschool and camp.

Stephen reported that Campaign 2008 totals \$394,000 having been \$420,000 in past years. Thirty-seven families reduced their gifts representing \$33,000. One hundred twenty families increased their gifts. With the best staff KJA has had, the payroll is the largest it has been. Expenses have continued to rise, as Campaign has remained level. Stephen believes KJA will be fortunate to have \$30,000 available for allocations. Stephen also commended the very active cadre of volunteers.

For his term, Stephen intends to follow in Scott's footsteps by continuing KJA's collaboration with the entire community. He will listen to what people have to say, and feels KJA is committed to the success of Heska Amuna and Temple Beth El. He predicts everyone will be impressed with *Ha'Kol* and that the next collaboration will take less than two years. Stephen will aim to re-educate and re-energize the Knoxville Jewish community's connection to Israel. He named Marilyn Liberman as "KJA Minister to Israel" to support and develop these efforts. The Israel Partnership Committee, formerly the P2K Committee, has arranged for three teachers to participate in a teacher exchange in Israel next week.

Just as Scott worked well with Rachel Carlson, Stephen wants to work aggressively to forge the Knoxville and Oak Ridge communities into a partnership that will lead to mutual growth and benefit each entity. Stephen considers both Rabbi Yossi and Miriam Esther Wilhelm as gifts to Knoxville as they are committed, professional Jews providing services to the community. He would like to see KJA make best use of the opportunities they bring with the Jewish Day School being an example.

Stephen wants to develop outreach to the unaffiliated Jews in Knoxville and those who have interfaith marriages. He believes KJA has "missed the boat" for these groups and announced

the Eight Days of Oil: Hanukkah Olive Oil Tasting program sponsored by the Jewish Outreach Institute and KJA to take place December 17 and 21 at Earth Fare at Turkey Creek shopping center. Stephen is also interested in focusing on “immigrant resettlement,” a term to describe people (e.g., Andy Singer) who have moved from large Jewish communities to Knoxville. Stephen would like to see KJA meet the higher expectations for Jewish community life these folks are seeking.

As Stephen described the wonderful work accomplished by Arnold Cohen and the CRC, Stephen would like to begin once a month conversations with other Knoxville community groups. Stephen called on Scott Hahn, who he has appointed chair of the Building Expansion/Renovation Committee, to provide background on the development of this drive and review the schematics of how a new facility might look. Scott added that active fundraising may need to be delayed in light of the current economy.

Stephen thanked Marilyn Burnett and Wilma Weinstein, for catering today’s lunch and organizing today’s meeting, respectively – contributions that reflect a step-up in elegance and efficiency.

Announcements. Jeff Becker said final decisions for this summer’s mission trip to Israel will need to be made within the next two to three weeks. The trip will coincide with the Maccabbi Games, and he promised an imaginative, new itinerary. Stephen Rosen congratulated Zack Kramer as the new beau of Weinstein BBG.

**Education and Cultural Programs
KJA Adult and Cultural Arts Director
Wilma Weinstein**

Cultural Arts

Yom HaShoah:

The annual Yom HaShoah Observance was April 19 at Sacred Heart Cathedral, 711 S. Northshore Drive. We joined as a community, as we remembered the *Righteous Among the Nations* who risked their lives to save and support the Jews of Europe 1933-45. There was a special lighting of memorial candles. Members of the Knoxville community shared the names of family members who were lost during the Holocaust. This even was made possible by the AJCC Milton Collins Cultural Fund and the Tennessee Commission on Holocaust Education.

COMMITTEE MEMBERS:

Manuel Herz, Chair; Chair, KJA); Rabbi Louis Zivic; Rabbi Beth Schwartz; Jeff Gubit (Executive Director, KJA); Wilma Weinstein (KJA Adult and Cultural Arts Director).

Passover in the Matzah AisleSM

A Public Space JudaismSM program that takes place the week before Passover in the Passover food aisle of a supermarket. Kroger Knox Plaza agreed to work with the KJA to sponsor this event. Volunteers from the KJA engage families shopping for Passover foods and provide them with Passover information and samples of charoset, matzo, gifilte fish, and horseradish.

This program follows the Jewish Outreach Institute's definition of "outreach" by taking the Jewish community out to where people are, rather than waiting for them to come to us. For the unengaged and/or unaffiliated participant, *Passover in the Matzah AisleSM* can serve as a first entry point into the Jewish community.

Sundown in the Sukkah

The Knoxville Jewish Alliance presented Knoxville's third annual "Sundown in the Sukkah," an exciting free event with food and live music by *The Takvoryan Trio*. Thanks to Rebecca Merritt for chairing this event.

Jewish Book Month

Two Jewish Books were featured this year on Sunday, November 8, 2009, at Carpe Librium.

Thomas Cathcart and Daniel Klein, authors of *HEIDEGGER AND A HIPPO WALK THROUGH THOSE PEARLY GATES: Using Philosophy (and Jokes!) to Explore Life, Death, the Afterlife, and Everything in Between*, performed excerpts and provided patrons with autographed copies of this new book, which is a hilarious take on the philosophy, theology, and psychology of mortality and immortality. It was a fun afternoon, and Carpe Librium was very gracious.

Sunday, November 8

Reception catered by Marilyn Burnett and Book Signing

Ruth Andrew Ellenson, editor, offered a new perspective on Jewish guilt. Contemporary Jewish women writers contributed to this collection of essays about guilt in *The Modern Jewish Girl's Guide to Guilt*. This event was sponsored by the Natalie and Mitchell Robinson Community Enrichment Fund.

Eight Days of Oil

Hanukkah Olive Oil TastingSM, a program of the Jewish Outreach Institute partnering with the KJA was held at Earth Fare, Turkey Creek, December 6. Olive oil is increasingly trendy, and by creating an introductory olive oil tasting event, it is an attractive draw and a tie-in to the miracle story of Hanukkah.

Menorah Madness

Knoxville's third annual "Menorah Madness," was an exciting Hanukkah event with food, Knoxville's largest "can" Chanukiah, crafts for kids, songs and candle lighting. The fun-filled party, a joint venture of KJA, Chabad, Heska Amuna Synagogue, Temple Beth El and KJDS was chaired by Rebecca Merritt and was held on Sunday, December 13th at the Arnstein Jewish Community Center. Admission to the event was free with availability

of food to be purchased. Over 1600 cabs were given to Second Harvest to feed the area hungry.

The KJA Lecture Series: In 2009, the community enjoyed the opportunity to gather together in a learning environment thanks to the diligence of chair Joani Leeds. Drs. Marilyn Kallet and Lou Gross; Dr. Rivka Rebak-Gil, Dr. Jon Shefner and Coach Bruce Pearl were feature speakers during the first quarter of the year. The KJA Lecture Series celebrate the talent and diversity of Jewish faculty by offering informative, engaging talks which could be easily understood by the general community.

Jewish Heritage Video Collection: The Jewish Heritage Video Collection (JHVC) explores the heritage of American Jews through the unique resources of film and television. The collection provides courses and a video library that address vital issues of Jewish history, identity and culture. The movies have been shown at the pool and are also available for individuals to check-out.

Russian Dinner Night: We couldn't have been more pleased with the outcome of our Russian Night Dinner at the AJCC, October 18, 2009. It was quite a feast featuring delicious appetizers, soups and many salads, perogies and to-die-for desserts – and of course, vodka tasting! Over 130 guests attended

Great thanks are deserved to all who were involved with the planning and execution of our event. Barbara Bernstein was very helpful and our honored guest, Judy Megibow came all the way from Colorado to attend. Mark and Lucy Barkan, Bella and Ilya Safro were co-chairs of the committee. From my first telephone call to Mark, I knew things were under control. Bella Budik, Maria Shusterman, Zoya Loebel, Nelya Ostrovskaya and Lena Badalov also contributed their culinary skills to the dinner. Thanks also to Maya Greenshpan, Sara Mazeroff, Martha Andrus and Laura Berry who helped. Music was provided by violinist, Ilya Steinschueder and vocalist Justin Moore with Patrick Harvey on piano.

Mitzvah Day: KJA Mitzvah Day was held Sunday, February 8, 2009, at the Arnstein Jewish Community Center. As in the past, the Religious Schools of both Temple Beth El and Heska Amuna Synagogue met at the AJCC. that morning to participate. As in the past, this is a community event, not just for religious school students. Children learn by what we as adults do. The more we model the value of helping others the more real the lesson will be for our children. There were adult opportunities. Two picnic tables were built and a pergola to provide additional shade for our campers. Several bookcases were repainted for the preschool or the preschool. Medic was at the AJCC for our annual blood drive. Michelle Cohen and Hayley Goldfeld are Mitzvah Day chairs.

**Report of
The Fern and Manfred Steinfeld Program in Judaic Studies
Department of Religious Studies, The University of Tennessee
Gilya G. Schmidt, Ph.D.**

2009 was a great and successful year for The Fern and Manfred Steinfeld Program in Judaic Studies while at the same time sending warning signs that the economic downturn has caught up with us. This is visible in many different ways.

We are, as always, grateful to the Knoxville Jewish Alliance, our strong supporter and partner for the past 17 years, for your continuing and reliable support of programming for Judaic Studies at UT. Nevertheless, in 2009 the KJA was able to support our program only with \$1,500 which included an amount of my choice for the 2009-10 Schusterman Visiting Israel Professor. I chose to put \$500 towards the Schusterman and \$1,000 towards our Annual Lecture Fund, traditionally supported wholly by the KJA. Through the generosity of Allen and Lea Orwitz, we received the balance of \$2,000 towards our KJA allocation from them, so that we received our full request of \$3,000. We are very grateful to the Orwitzes for their help. They also significantly helped with the funding for the 2009-10 Schusterman Visiting Israel Professor.

For the programming we undertook in calendar year 2009, we were fortunate to have as our partners in addition to the KJA other funds in the program, such as the Abraham and Rebecca Solomon and Ida Schwartz Distinguished Lecture Fund in Judaic Studies; departments in the College of Arts and Sciences and other colleges, among them Religious Studies, History, English, the Marco Institute for Medieval and Renaissance Studies, College of Arts and Sciences Humanities Initiative, the College of Law, the Baker Center, Emory University, and the Robinson Family Lecture on Modern Israel Fund.

1. On February 8 and 9, 2009, Dr. David Tal, a Visiting Professor in the Department of History at Emory University, presented three lectures in the context of the 8th Annual Robinson Family Lecture on Modern Israel.
 - a) On February 8, Professor Tal spoke on “What President Obama Should Know about Israel and the Peace Process” at the AJCC.
 - b) On February 9, he spoke on “The Making and Development of Israeli-American Relations” on the UT campus.
 - c) Professor Tal also lectured to a group of Baker Center students on the Palestinian-Israeli conflict.
2. On February 17, Dr. Marina Rustow, Assistant Professor in the Department of History at Emory University, was invited by the Marco Institute to speak on the Karaites in a lecture entitled, “Heresy, History and Power in Medieval Judaism.” Judaic Studies co-sponsored the event which was standing room only.
3. On March 30, Professor Ben Lee from the Department of English invited Associate Professor David Caplan from Ohio Wesleyan University to speak on Contemporary Jewish-American Poetry. Judaic Studies co-sponsored this well-attended lecture.
4. A special treat for the University of Tennessee and the Knoxville Jewish community this year is a second Schusterman Visiting Israel Professor. We are one of 20 U.S. universities to be privileged to have such a scholar. AICE, under the leadership of Mitchell Bard, invited us again to host an Israeli scholar, providing 50% of the funds towards the salary. Dean Bruce Bursten and the College of Arts and Sciences provided another 25%, and the Jewish community – individuals as well as institutions – supplied

the remaining 25%. Thank you all very much. We chose Igal Bursztyn, director and filmmaker from Tel Aviv University's Department of Television and Film, as this year's visitor. Professor Bursztyn has produced more than 40 films in Israel, many of them award-winning. While at the University of Tennessee, he teaches two courses per semester, RS/JS 385 Contemporary Jewish Thinkers with the topic of "Israel's Self-Image Through Film," and RS/JS 405 Modern Jewish Thought, with the topic "Film-thinking in Israel." The courses are fully subscribed, and the students are learning about Israel through film.

5. On August 28, Herb and Elise Jacobs were kind enough to host a reception to thank our donors from the University of Tennessee and from the community, including the KJA, catered by Marilyn Burnett. A special thank you to the KJA for co-sponsoring the Schusterman Visiting Israel Professor and to all of our friends in the community who helped to raise the 25% co-share for this prestigious scholar.

6. On October 1, Professor Bursztyn gave a university lecture on "Film and Zionism: Cinema in Jewish Cultural Renewal from 1896 to 2009." A reception followed the lecture.

7. On November 22 and 23, Professor Alvin Rosenfeld, founder of the Borns Jewish Studies Program at Indiana University (more than 30 years ago) and current director of the Institute of Jewish Culture and the Arts and the Center for the Study of Contemporary Anti-Semitism gave two lectures to large audiences.

- a) On Sunday, he spoke at the AJCC on the "Return of Anti-Semitism."
- b) On Monday, he gave the Abraham and Rebecca Solomon and Ida Schwartz Distinguished Lecture to a standing room only crowd at the College of Law on the same topic, entitled, "What is the 'New' Anti-Semitism; and What Can We Do About it?"

8. One more major event this year is the presence of the Diane and Guilford Glazer Teaching Fellow in Modern Hebrew. Many of you have met Maya Greenshpan and Marco Di Giulio and their children Galy and Noam. Galy attends the Day School and Noam goes to the Pre-School. Through the generosity of the Glazers, who are wholly funding this position for year one, Dr. Di Giulio is teaching Modern Hebrew at the Beginning and Intermediate Level for two years. The grant for the second year required a community match, and we are grateful to Allen and Lea Orwitz for matching that challenge.

A very special and heartfelt thank you to KJA President Stephen Rosen, whose moral and material support personally and organizationally is both inspiring and humbling. We are very much in your debt.

For a full report on all activities of the Fern and Manfred Steinfeld Program in Judaic Studies, please visit our website at <http://web.utk.edu/~judaic>, including the latest newsletter.

We are reasonably cautious with our activities for 2010, as we have been told by Professor Ken Stein from Emory that there will not be any funds for a Robinson Family Lecture on Modern Israel for 2010 and have been likewise informed not to expect any funds at all from the KJA for 2010. As we value our association with the KJA, we will continue to credit the Alliance for any programming we do in 2010 and are confident that our funding will be restored when the KJA's financial situation improves.

We have been approved by AICE for a third Schusterman Visiting Israel Professor for 2010-11, again requiring a 50% match by the university and the community, and we are moving ahead with the fundraising. We hope that many of you will be able to participate again this year. We will try to interest someone who is in a different discipline than the past two scholars to maximize the experience as much as possible.

For 2010, we are planning a film festival with some of Igal Bursztyn's films for April 18, 2 – 8 PM, and April 20, from 6 – 10 PM. Details to follow.

We will also bring at least one speaker for fall 2010, and hope to partner with other units of the university as the opportunity presents itself.

Below is an accounting of the part of the programming expenses for 2009 covered by the KJA allocation.

2/17/09	Honorarium for Marina Rustow	\$650.00
2/20/09	Dinner for David Tal and J.P. Dessel	66.49
2/23/09	Schmidt (group dinner with David Tal)	213.78
3/02/09	Tal hotel	190.50
12/01/09	Newsletter printing (estimate)	1,500.00
12/01/09	Rosenfeld hotel (estimate)	250.00
	Total	<u>\$2,870.77</u>

Partner contributions:

2/09/09	Marco Institute	+\$150.00
2/10/09	Better English Fund	+200.00
		<u>+\$350.00</u>

Facilities Management
Karen Robinson, Vice President of Administration
Jeff Gubitz, Facilities Manager

The KJA continues to keep the aging and beloved Arnstein Jewish Community Center in good repair without the expense of a full-time maintenance person. A number of repairs were made throughout the year and 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 have been to make the building clean and inviting while keeping the vision, that the next few years may bring about a complete renovation and/or addition to the Facilities. In addition to my role as executive director, I have assumed the responsibilities for facilities management.

Repairs this year include:

The adult lounge was completely refurbished with a new ceramic floor, cabinets, sink, refrigerator, microwave, the walls and trim were painted and new window treatments were installed. This renovation was a gift of Allen and Lea Orwitz.

- A new accordion door was installed for the Archives; additional shelving was purchased and the board room was painted in brighter colors as part of the Archive upgrade and expansion. This was funded by the KJA Endowment Fund.
- The Executive Committee authorized a contract with Jim Andrews and Energy Consulting and Construction Corp, to upgrade interior and exterior lighting and was improved by replacing all ballasts with more energy-efficient ballasts.
- Broken and inoperative interior lighting were replaced with energy-efficient fixtures on an ongoing basis.
- Ed Feldman has volunteered from time-to-time on small but needed projects.
- Many minor repairs including electrical outlet installations were accomplished in the classrooms, and playground equipment was upgraded to bring our facility up to par for the DHS and 3-Star program.
- A monthly cycle of air filter cleaning and replacement has resulted in more efficient use of our heating and cooling units and cost savings. Since this program began, our repairs on the a/c units have been minimized.
- In compliance with Health Department standards, we have had the flameproof air hood filters over the stove cleaned.
- The gym floor was repaired in several places where the parquet had come loose.
- The carpets were cleaned, and the tile floors were stripped and waxed in the fall.
- 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.

**Report from Aquatics and Pool:
Jeff Gubit**

Last winter, thanks to an anonymous gift, our aging and inefficient pool filter system was replaced. The operating efficiencies and savings have been substantial. Several sections of the pool deck were replaced. Some leaks were also fixed.

We had a very nice summer. We were fully staffed with a well-trained crew, new pool manager and swim coach.

Zach Valenti returned as our snack bar manager; Max Silver-Alford and Andrew Messing 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.

Eric Dadoush was our pool manager, and Krista Hagfors was his assistant until he returned to school in early July. Both handled their roles 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 pool received very high ratings from the Health Department.

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

This summer we had a family pool party that was very successful. We plan to do more of these programs next summer. A gas grill was donated which makes cooking even easier

Smokin' Salmon Swim Team
Lynn Davis, Chair
Sarah Kortebein, Head Coach
Krista Hagfors, Assistant Coach
Erin Phillips, Assistant Coach

We overhauled our camp swim program. MCDC swimmers received individualized instruction, and the older campers were introduced to the workings of the pool and its equipment as part of their camp experience.

Congratulations go out to Sarah Kortebein, Erin Phillips and Krista Hagfors who coached our Smokin' Salmon team to a great year as they put their own "fin print" on the team, worked on rebuilding the team effort and fostering individual successes. Their combined spirit and enthusiasm made for a great summer with the team.

Thanks to Lynn Davis for chairing the Swim team committee. Thanks to all the parents who volunteer to staff our swim meets. It is an incredible scene to stand there and watch everyone assume his/her weekly role at the meets. Last season was a fun and exciting season. Membership was an enthusiastic group of sixty swimmers from the age of six to 16. The reports received have shown that all our swimmers worked hard, competed well, and improved their personal times in the events they swam. As usual, the parent volunteers did a fabulous job supporting the team from hauling their children to practices and meets, to being excellent hosts and volunteers at our home meets. As a result of our season results, we will drop a bracket this year.

Tennis Courts
Jeff Gubit

This summer we again contracted with the Josh Hill and Steve Anacone's Smoky Mountain Tennis Academy to provide instructional tennis to our MCDC campers. We saw the return of adult instructional tennis and a greater usage of our courts. Thanks to the generosity of an anonymous donor in 2007, the AJCC tennis courts were revitalized and are on their way to becoming a destination point for many of us in the community.

The only thing lacking is you! Come and play and use our great facility.

Archives
Barbara W. Bernstein, Chair
Nicki Russler, Archivist

Committee Members: Barbara Bernstein, Pam Branton, Pessa Brody, Michael Burnett, Joani Leeds, Mary Ann Merrell, Lee Miller, Marilyn Presser, Deborah Roberts, Natalie Robinson, 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 Jewish community to preserve them and make 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 the Archives committee continued to make progress in creating an archive which is workable and appropriate for the size of our Jewish community. The archives continued its project of interviewing older members of the community. Thanks to a generous donation from Natalie Robinson, we were able to obtain a video camcorder, digital audio recorder, digital camera, and a software program which assists in converting digitized audio to text, all to enhance our interviewing project and to cut down on transcription time and cost. Committee member Michael Burnett unveiled a project to enhance longtime community members' family profiles. The Archives participated in Mitzvah Day with photos which required identification.

The Archives were made available to the committee planning the BBYO reunion to pull relevant materials for their banners, and opened the Archives to reunion attendees, and received from the reunion planner's large composite photographs and an enlarged photo of the 1957 regional conference held in Knoxville with many local participants identified. The Archives opened to reunion attendees, many of whom found memories of themselves and their families, not just in BBYO materials, but also for some in letters their fathers had written to Milton Collins while they were serving in the armed forces in World War II and the Korean conflict.

At the urging of KJA President Stephen Rosen, Archives committee members met with

Jane Cohen and launched the Archives' web presence on the KJA website. The site provides additional information on the photograph that appears in "The Way We Were" segment of each issue of *Ha'Kol*, includes historical photographs, photographs which require identification (inviting community members to participate in a blog), as well as information on what we collect and how to reach us.

The Archivist found a number of items in the Archives which help document the Knoxville Jewish Federation's work in the Russian Resettlement program of the 1990's and made them available to those preparing the October 18 event. Based on those materials and her recollection, Barbara Bernstein composed a narrative history of the KJF participation in the project which she donated to the Archives.

Although the Archives did not actively seek donations during most of 2009 due to space limitations, we received two notable unexpected gifts: a basketball uniform shirt from the days of the Vine Street JCC, and materials from the breakaway Congregation Beth Israel (which existed from 1929-1938).

The Archivist continued fine-tuning and updating the Classification Ledger, responded to several research requests, continued scanning older and fragile materials, and began scanning the "Scott Hahn KJA Presidential Papers" (Scott's box of materials from his term as KJA president). The archivist, with committee member Michael Burnett's assistance, made progress in creating a database of Knoxville's Old and New Jewish Cemeteries. The archivist developed the beginning of a system for transferring photos from KJA staff to the Archives, so the staff need not keep them on the server or on their own hard drives or flash drives. The Archives provided several persons for Goldring/Woldenberg Institute for Southern Jewish Life oral historian Josh Parshall to interview during his visit to Knoxville.

Most recently, the most urgent issue – lack of storage space – involving the Archives has been resolved. Thanks to the KJA, funds for expanding the Archives allowed us to purchase new shelving and a new accordion door for the north end of board room which have just now been installed. Work can once again begin on systematically filing the backlog of materials, and on encouraging community members to donate materials.

Friendshippers **Wilma Weinstein, Program Director**

Committee Members: Bunny and Allan Gerson, Madeline and Charles Mann, Mimi Pais, Faye Raymon, Eleanor and Bernie Shorr, Marilyn and Jerry Solomon, and Laura Supman. We mourn the loss of Bernie Shorr. He will be missed by the Friendshippers as well as the entire community.

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

educational, and entertaining programs. All of the Friendship program/luncheon meetings were held at Rothchild's Catering on Kingston Pike, a facility with easy access.

Specifically, during 2009: Music - Knoxville Jazz, Wendel Werner, Lucas Richman, Brian Salesky and Diana Skinner, the Smoky Mountain Harmony Show Chorus, Way, Way, Way Off-Broadway; programs on the Great Smoky Mountains, Knox County in the Civil War, the Howard J. Baker Jr. Center for Public Policy, and Purim and Chanukah parties.

There were 11 meetings of the Friendship Book Group in 2009. The group continues to spark interest. Currently there are 13 members who are highly committed and continue to meet monthly at the AJCC.

The Friendship Steering Committee meets bimonthly and continues to be very effective in developing program ideas and addressing issues.

Transportation for those individuals who do not drive is provided by Chariots of Hire, free of charge. This service was underwritten by the Rosen Fund.

The Friendship Program Director as well as the Friendship members, themselves, actively reached out to and welcomed newcomers to the group.

East Tennessee Personal Care Services sponsored one luncheon in 2009 and marketing efforts will continue to get sponsors for 2010.

Jewish Family Services
Pat Rosenberg, Chair
Laura Faye Berry, BSSW, Esq., Director

During 2009, Jewish Family Services continued to average 5-6 new clients each month, in addition to case management and volunteer services to clients living in area long-term care facilities. Client needs are varied, ranging from discussing long-term care options, home care, food assistance, emergency financial assistance, scholarship or other funding assistance, case management, transportation assistance, finding new housing, health insurance issues, to obtaining counseling referrals. This year we were able to put in place a formal financial assistance policy so that we now have clear guidelines on when accessing the JFS Emergency Fund to assist a client is or is not appropriate.

The JFS Committee members and volunteers continue to visit our long-term care residents and arrange programs for them. Programs this year have included holiday celebrations for Purim at Echo Ridge, Passover at Atria Weston Place, and Hanukkah at Elmcroft, *Chai* tea parties at Atria Weston Place, Echo Ridge, and NHC Farragut, and Shabbat services at Echo Ridge on the first Friday of each month. JFS Committee members and volunteers continue to provide Mitzvah Meals as needed. For the sake of client confidentiality, Laura delivers the requested meals. This year, we were able to keep the cost of Mitzvah Meals down significantly thanks to volunteer support and the donation of a freezer for the JFS office.

Laura Berry gave a talk to the camp counselors on recognizing the signs of child abuse or neglect and served as a consultant to the camp and preschool. She also met with the teens from Heart Action and spoke to them about careers in social work. Schedule permitting, she participated in most of the Friendship luncheons. She served on the emergency Food and Shelter Funds Committee for the United Way of Blount County, the Memory Walk Planning Committee, and the Knox County Council on Aging Executive Committee. In October, Laura joined the CAC's 2010 Community Leadership class. Laura supervised a junior from UT's College of Social Work from February through May and is scheduled to do so again in 2010. In May, she attended the annual Association of Jewish Family and Children's Agencies conference held in Chicago. Throughout the year, she continued to network with numerous local agencies and professionals in order to best serve JFS clients.

On behalf of the Knoxville Jewish Alliance, JFS continued to work with Family Promise of Knoxville as the support congregation for Tennessee Valley Unitarian Universalist Church. Family Promise is an interfaith program that provides temporary housing, meals, and assistance to situationally homeless families in order to help them become self-sufficient. We assist TVUUC by hosting dinner four times a year and assisting with children's activities while the families are staying at their congregation. Typically we also volunteer to provide dinner at least one night during the week that the families are at TVUUC, but this year Fountain City United Methodist Church offered to take care of all of the meals for TVUUC while their congregation was being renovated. You can read more about the local Family Promise at <http://www.familypromiseknoxville.org/>

B'nai Tzedek Teen Philanthropy Program
Dr. Jeff Becker, Chair
Deborah Oleshansky, Director

B'nai Tzedek Teen Philanthropy Program continues to grow and we currently have over fifty funds established. One of our first funds has been recently converted to a donor-advised fund. We are looking at ways to help facilitate more funds transitioning that way and simplifying the administrative details of the fund management. B'nai Tzedek funds are created in coordination with the Becker Fund of the Knoxville Jewish Community Family of Funds. We had a grant from the Harold Grinspoon Foundation to begin our B'nai Tzedek program. That grant has now been completed, and our program is completely community supported. We can now make adjustments to our policies to better fit our individual community needs.

One of the most successful parts of the B'nai Tzedek program is the implementation of local J-Serve projects. Panim, the organization that originated the J-Serve concept has recently merged with BBYO. We have a J-Serve grant to underwrite our local project. The J-Serve project this year will be Sunday, April 25, 2010, and will address issues related to hunger and nutrition. The work site will be Beardsley community farm in

Knoxville. Sam Talman, Liza Reineri and Bryna Oleshansky are the J-Serve Project Leaders for this year.

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

- Programs for B'nai Tzedek Fund Holders related to learning about Jewish philanthropy and grant making
- Community service and advocacy programs for all interested local teens
- Programming that benefits both parents and teens involved in the program.
- This fall it was a program related to the college application and financial aid process. Mr. Vern Grainger, UT Director of Undergraduate Admissions, presented on application issues, and Ms. Beth Heller, ETF Scholarship Director, shared an informative power point presentation related to financial aid for college.

ISRAEL PARTNERSHIP COMMITTEE

Bernie Rosenblatt, Chair

Jeff Gubitz, Deborah Oleshansky, Staff

- I. The structure of the Israel Partnership Committee: In addition to the ongoing programs of Camp Tikkun Olam and the Educators' Delegation, the following are included on the Committee: Chair of the Missions' programs, Chair of IsraelFest, Education Directors of Heska Amuna, Temple Beth El and the Knoxville Jewish Day School, the KJA "Prime Minister for Israel Affairs"; the American Israel Chamber of Commerce, and the Chairs of any new Israel related programs and projects. This Committee functions as a catalyst and information sharing group for the community.
- II. The charge of the Committee is to address the following:

What are we doing/thinking about Israel?
How do we add Israel content to all programs?
How can we be a source for educational materials and contacts for the community?
How can we be effective Ambassadors for Israel?
How can we do a better job connecting with the Israel community living in the greater Knoxville area?
- III. **CAMP TIKKUN OLAM:** Leslie Snow, Chairperson, reported that we had a fantastic summer program. The itineraries in Israel and here went very well. The teens (Noah Erwin, Andrew Messing, Stephanie Rodriguez, Zach Snow, (Ariel & Jolie Spiegelman in Knoxville only), Inbar Erez, Matan Firozi, Noa Oren, Inbal Shlush, Tal Yeger bonded remarkably well and they "could not bear to be apart at all!" Teens from Jacksonville, Florida, joined the program in Israel.

The teens are eloquent about the importance and impact of the program. They gained a much larger perspective of the Jewish world yet experienced how similar were the Israeli and Knoxville teens. They believe that the program should be held every summer. Emotional presentations were made at the last meeting before the conclusion of the Camp. The teens presented their individual photography collages and talked about the impact of the experiences on their lives. Significantly, the Israeli teens talked about how the program enhanced THEIR Jewish Identity, and how touched they were when MCDC raised the Israeli flag each morning and sang Hatikvah. All of the teens expressed their new found connectedness and that they were part of “the Jewish People.”

- IV. **EDUCATORS’ DELEGATION:** The delegation (Jenifer Ohriner, Melissa Treece, and Marc Forman) did a presentation at Heska Amuna based on their 2008 experience in Israel, and it was very well received. Melissa’s class has successfully conducted an e-pal project with students in Hadera; received very positive feed back from students, parents and her Principal; they are looking forward to hosting an Israeli teacher; her school recognizes the contribution of this program to their stress on cultural diversity. Marc continued to highlight the program via photo images from his experience and a group of his students is very interested in doing an educational trip to Israel; he is looking into various options with the assistance of Jeff Gubitz.

During Chanukah, 2009, we hosted three Israeli teachers: Michael Wizman, Iris Cnaan, and Marion Moses. They worked with Jenifer Ohriner at KJDS; Melissa Treece at Northwest Middle School and Marc Forman at South Doyle High School. They spent half days working in the schools; were guests at a KJA reception in their honor; attended Chanukah dinners at Heska Amuna and Temple Beth El; attended the Tennessee Schmaltz concert at the Laurel Theatre; attended services; and toured the greater Knoxville area. It was an intense, enjoyable, emotional week of learning, building mutual understandings, and creating professional and personal friendships.

- V. **LAW ENFORCEMENT PROJECT:** Discussions are under way for a group of law enforcement officers from the Hadera-Eiron Region in Israel to be hosted by the Knoxville Police Department in 2010. They will discuss such mutual issues as Professional Growth and Training; Domestic Violence, Homeland Security, Incident Management.
- VI. **ADDITIONAL PROJECTS**
Marilyn Liberman, KJA “Prime Minister for Israel”, organized a series of articles in *Ha’Kol* inviting Knoxvilleans who have recently been to Israel to share their experiences with the community; 2) Peggy Littmann is exploring ideas with Bar/Bat Mitzvah teens as to how their service projects can relate/incorporate Israel programs. Perhaps other teen groups could participate

as well. 3.) IsraelFest will be held next year. 4) Friendshippers are encouraged to include some Israel centric programs.

In 2010, in addition to continuing Camp Tikkun Olam we will 1) explore the idea of an Israel “Mission Day” to be held for a full day at the AJCC. 2) Develop an “Honor Roll” of all Knoxvilleians who have traveled to Israel. 3) Explore how the KJA website could be more Israel oriented and incorporate some interactive links. 4) Organize a panel discussion or series on Israeli current events. **KJA Annual Report 2009**

UT Hillel Advisory Committee
Dr. Greg Kaplan, Chair
Deborah Oleshansky, Director
Rebekah Zeitlin, UT Hillel Student President

Welcome to Dr. Greg Kaplan, our new Hillel Faculty Advisor. He has been a wonderful addition to the program and has been consistently supportive of the students. He is working to reconfigure the committee and hopefully the committee will begin regular meetings in 2010.

2009 Program Highlights:

Student Faculty Event

November 12, 2009

Chairs: Adam Schwartz, Amy Canter and Aly Resh

This event was designed as a way for Jewish Students and Jewish Faculty to connect socially and network. Adam hand delivered the invitations to faculty members and we had a phenomenal response. Over 25 faculty members and 25 students attended the event. It was a huge success and very enjoyable for everyone. It is agreed that this kind of event should be held every year.

Bruce Pearl Matzah Vol Soup and Challah sales

Chairs: Mark Hoffman, Aly Resh, Alexandra Gellis

Students sold hot “Matzah Vol” soup and challah on campus in front of the Hodges Library during the week of study days and finals for fall semester. The soup sales were to benefit Interfaith Health Clinic and also served as great marketing/outreach for the UT Hillel program. Students learned what a matzah ball is, what challah is, and the phrase; “Bruce Pearl is Jewish?” was overheard MANY times!

MANY THANKS to Mark Hoffman for bringing the grill to heat the soup and to Joel Brody for creating the sign!

High Holidays 5770

Thank you to Heska Amuna Synagogue, Temple Beth El, and Chabad of Knoxville for inviting Jewish students for High Holiday services, and to Rabbi Zivic for allowing us to use his home for Rosh Hashanah lunches after services. Students celebrated Sukkot on campus at Vol Hall.

Seth Schweitzer, Vice President

Early Childhood Education 2009

Brooke Seeliger, Early Childhood Director (until October)

Ann Ely, Interim Director

Camp K'tonTon

Camp had a busy and very successful year, with xx children enrolled. Campers participated in daily swim instruction, outdoor water play, and craft projects while learning about various themes. Children enjoyed special programming such as a magic show, a visit from a troupe of capuchin monkeys, balloon tying by Captain Z and weekly science sessions with botanist Virginia Small. Campers participated in weekly Shabbat celebrations. Chaya Silver-Alford often visited on erev Shabbat as well.

AJCC Preschool

Students and staff returned to AJCC Preschool in January 2009, with an enrollment of 67 students. We ended the year in May with 68 students. AJCC Preschool resumed in August 2009 with xx children enrolled. Our current enrollment is 61 students with 48 full-time equivalents. The Preschool core hours are 9:00 A.M. to 3:00 P.M. Monday through Friday, with extended Care programs daily from 7:30 to 9:00 A.M. and from 3:00 to 6:00 P.M.

Vacation day programming is offered during the spring break program.

Three Star Rating

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

Multi-cultural Emphasis

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

Jewish Identity

Our percentage of Jewish families has risen this year from around 49% last year to around 51% this year. This is in part due to the number of new Jewish families moving into the Knoxville area as well as the families attending are spreading the word about the preschool and the positive things it has to offer. We are continuing the preschool family celebrations for Rosh Hashanah, Sukkot and Tu'B'Shevat, as well as continuing our Purim and Chanukah celebrations.

To strengthen the Judaic curriculum within the preschool program, Charlene Gubitz returned as our Judaic teacher. She is doing music two days a week and Judaic Studies three days a week for approximately 30 minutes in each class to work with the children singing songs and doing various activities. Every Shabbat, the children enjoy special songs, fresh baked Challah. We have been pleased to have representatives from Temple Beth El, Heska Amuna Synagogue and Chabad House as Shabbat visitors in our classrooms and for High Holiday programs. The additions of stories, songs, and blessings have made Shabbat observance and recognition of High Holidays even more special for our children. The parents are extremely happy with this new addition to our program.

Children with Special Needs

We currently serve several children with special needs who are mainstreamed in our program.

Parent Participation

Twenty-five families attended our second Parent Committee Meeting/Back to School Night for the 2009-2010 year. Our goal is to increase parent volunteerism in all aspects of the preschool but especially in providing a parent presence in each preschool room on a regular basis to assist teachers and enhance the education of our children.

Extended Care

One of our goals for last year was to increase the quality of our aftercare programming. We have accomplished this through a dedicated Aftercare staff that plan daily art activities for children and provide consistent supervision.

Staff: We have, over the last three years, worked very hard to raise the professional standards of our excellent staff. All of our staff, regardless of their faith creed or backgrounds, teach our students to be polite, pleasant and cooperative young citizens. It is a joy to watch them in action while at play or during instruction. Our special holiday convocations are made even more special by their creativity and enthusiasm.

Looking Ahead to 2010

On January 4, we welcomed Melissa Schweitzer to our staff as the Early Childhood Director. We look forward to Melissa's leadership in the future. It is important that we continue to provide a working environment and compensation that is conducive to teacher retention.

Milton Collins Day Camp

Milton Collins Day Camp continues to show steady growth and improvement. The summer program of 2009 was organized to be one-week sessions during the eleven-week summer break. The program saw an increase in the overall number of camper registrations, as well as consistent enrollment and participation over the eleven themed weeks. Our quality programming and experienced, enthusiastic staff members brought back many returning families while also attracting new participants through positive word of mouth, flier distribution, advertisement posting, and targeted direct mailing. A major thrust of the summer included gearing up and reviewing the requirements for our ACA recertification. We received a perfect score from the team that visited us. They were very impressed with our operation, and we continue to be the oldest ACA accredited camp in Knoxville.

Throughout the course of the summer, Milton Collins 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" offered the campers quality instruction. Again, this summer saw a partnership between Milton Collins and Josh Hill and Steve Anacone's Smoky Mountain Tennis Academy in order to provide the campers superior tennis lessons. MCDC also had weekly instruction in Israeli Dance/Jewish Culture followed by the Shabbat ceremony. In addition, one of the highlights of our program continues to be the 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 Smokies baseball game, a tour of historical sites in downtown Knoxville, caving, and much more. Our extended days included several parents' nights, Color War, Camp Finale, and various other themed activities including scavenger hunts and salsa lessons. Overnight programming included meals prepared on-site and served by staff and volunteers.

Each week also offered a special program and elective opportunities that corresponded to the theme. Examples included a dance party with a DJ, inflatable water slides, a presentation from "the Monkey Lady," and fire safety from the Knoxville Fire Department. We also were visited by a circus troupe that was really entertaining; they presented their circus show and taught the Teen Adventure Program (TAP) how to juggle and perform other circus tricks. The NHL Nashville Predators came to town with roller hockey skating and new hockey equipment for the camp, and MCDC is showcased on their website. TAP programming had a strong focus on community service, with trips to an Assisted Living Home, Children's Hospital, Second Harvest Food Bank, and on-site work. The 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 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.

**Report from KJA Vice President for Public Relations
Mary Linda Schwarzbart**

The Knoxville Jewish Alliance has had a busy and productive year. The committees, committee chairs, and staff whom I work with have worked hard to inform our Jewish community of all that goes on with our many activities in a timely and accurate way. In addition, we maintain an active presence in the larger community – many members of our Jewish community serve on boards and committees for many non-profits. Each of you is a public relations ambassador for our Jewish community.

To report briefly on the committees reporting to the PR VP:

- The **Annual Meeting** Report is coordinated and produced by Wilma Weinstein.
- The **Jewish Community Calendar** is maintained online on our website with staff oversight. Our community-wide calendar is a long held tradition and increases in importance as we continue to grow. Thanks to Jane Cohen, our webmaster, for her support of the technical aspects of our online calendar.
- **Media Relations** are supported by Jeff Gubit. We have had good coverage for many of our events the entire year, both in the *News Sentinel*, *MetroPulse*, and our TV stations. Pictures accompany many of the print articles frequently with Michael Messing's byline.

- Our **Community Relations Committee**, so ably chaired by Arnold Cohen, continues to be concerned with issues affecting our community, especially our children. Arnold was honored in January for his efforts fighting racism and in support of civil rights for all. Committee activities include hosting welcoming receptions for Knox County Schools Superintendent of Schools Dr. James McIntyre and new UT Chancellor Jimmy Cheek. We participate in the East Tennessee Civil Rights Working Group as a founding member. Gene Rosenberg, recognized for this work, continues to present the Travelling Trunk workshop educating students and adults about the impact of hate actions. A special thank you to Marilyn Wohl who always assists with our receptions.
- Jeff and Nancy Becker, by popular demand, once again volunteered to coordinate and lead another Knoxville – **Israel Mission**. Circumstances dictated that the Mission plans for 2009 be cancelled, but only after much effort by the Beckers'. Thank you for your energy and commitment.
- And, then, our publications – *Ha'Kol* and www.jewishknoxville.org, our website. With Eleanor Shorr chairing our print publications committee, we held regular meetings with the staff and leadership of each participating organization, fine tuning this wonderful new community initiative. Please read Joyce York's report on *Ha'Kol*. A special note of appreciation to Joyce York for her most professional oversight of this initiative. We began as a partnership of KJA, Heska Amuna Synagogue, and Temple Beth El. In the fall, Hadassah and the Knoxville Jewish Day School joined us. With all of our mailing lists merged and updated regularly, *Ha'Kol* is read by the entire Jewish community reaching into corners and remote counties of East Tennessee. It is then posted on our website where you will find all issues for 2009, as well as past issues of the *KJA Voice*. Do read Jane Cohen's report – Jane is our volunteer and very professional webmaster who never fails to meet every website challenge immediately. Our newest website initiative is the "New to Knoxville" link, with an inviting welcome by KJA President Stephen Rosen.
- And, you can even locate us on Facebook. Search on Jewish Knoxville and you will find KJA – with friends already signed up. Thanks to Jeff Gubitz for assisting with our move into the world of social media. And thank you to Laura Berry for establishing the Facebook group "Jewish Young Professionals in Knoxville, TN."

The support of the KJA staff for the activities of our Committees is very much appreciated. Jeff, Joyce, Martha, Wilma and Ed each pitch in and help as needed with every event. Their support is invaluable. Yes, it has been a busy and productive 2009 – volunteers, leadership and staff have made it a pleasant one. Thank you to everyone who has helped.



Annual Report

Ensuring the future of our Jewish community

Total KJCFF Assets on September 30, 2009: \$1,854,515.83

KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF DIRECTORS

Dick Jacobstein, *President*

Jeff Gubitz, *ex officio*

Bernard Rosenblatt, *Vice President*

Herb Jacobs

Scott Hahn, *Secretary/Treasurer*

Harold Markman

Jeff Becker

Pace Robinson

Bernard Bernstein

Alexandra Rosen

Arnold Cohen

Mary Linda Schwarzbart

Bobby Goodfriend

Mel Sturm

DID YOU KNOW?

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

KJCFF BOARD: Officers elected at the May 13, 2009 meeting of the Knoxville Jewish Community Family of Funds Board continued to serve the Knoxville Jewish Community Family of Funds.

NEW FUNDS: The KJCFF is pleased to announce the following new funds were created in 2009 (10/1/08-11/25/2009) and thanks the generous donors who have made it possible:

- * EAR Fund
- * Sharon Brietstein Memorial Fund
- * Harry and Mollie Brietstein Memorial Fund
- * KJA Director's Fund
- * Alice Greenberg Fund

GRANTS MADE: The following grants were made in 2009 [January 1 – September 30, 2009]:

FUND NAME	PURPOSE	AMOUNT
Stephen and Kim Rosen Donor Advised Fund	Varied	\$13,000
Sylvia Greenberg Family Fund	To support Grandparents program for Jewish outreach	\$250
Bradley Sturm Memorial Fund	To underwrite the Rick Recht concert working with local BBYO.	\$2,500
KJA Alliance Opportunity Fund	Partially underwrite the UJC allocation for 2008	\$9,180
Bernard E. and Barbara W. Bernstein Charitable Fund	To underwrite the salary of the archivist	\$6,000
Rose Rosenthal Environmental Fund	To underwrite the Tu'Bshvat program at Heska Amuna.	\$700
Sam and Millie Gelber Fund for Jewish Immigrants	To provide assistance on a provisional basis for indigent burials.	\$500
Jeff and Nancy Becker Community Enrichment Fund	To provide financial aid for the religious school For KJA preschool Jewish Enrichment To support Second Harvest Food Bank Matching gifts for B'nai Tzedek Funds	\$5,000 \$2,500 \$1,000 \$3,625
David Blumberg Youth Leadership Fund	To support two students to attend leadership programs in Israel	\$1,000
Milton Collins Fund	To support Mitzvah Day	\$750
Abe Collins Fund	To support Mitzvah Day	\$750
Heska Amuna Educators Supplement Fund	To support Heska Amuna religious school	\$11,524
TOTAL	TO PROVIDE IMPORTANT SERVICES AND PROGRAMS TO OUR COMMUNITY	\$60,679

These funds comprise the Knoxville Jewish Community Family of Funds

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

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

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

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

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