

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 17, 2011
Shevat 12, 5771
7:00 pm**

Hatikvah	Knoxville Jewish Day School
Pledge of Allegiance	
Minutes of 2010 Annual Meeting	Mr. Brian Merrell, Secretary
Financial Report	Mr. Adam Brown, Treasurer
Executive Director's Report	Mr. Jeff Gubitz
Election and Installation of New Board Members and Officers	Mr. Scott Hahn, Past President
Israeli Partnership Teacher Exchange	Ms. Melissa Treece

Good and Welfare

Announcements

Introduction

Welcome to the 2010 Annual Report of the Knoxville Jewish Alliance. In the following 49 pages you will find the historical record of the accomplishments of a Jewish community for a year. The participation level, community cooperation, and quality of Jewish life in Knoxville are widely known and respected. Our volunteers are smart, energetic and large in numbers. Our staff is composed of people who are experts in their fields, devoted to Jewish life in Knoxville, and tireless. I think you will agree that we have a great deal to be proud of in the last year and I hope you will enjoy reading about it.

The economic weakness that has enveloped our nation has not passed over the Knoxville Jewish Alliance. Our annual campaign continues to attract new participants and large numbers of increased gifts. Our participation rate would be the envy of any community in the country. Unfortunately, the total dollars raised have dropped dramatically from where we were just a few years ago. It is hard to believe that only 26 months ago, we were considering a capital campaign to refurbish the Arnstein Jewish Community Center's 41 year-old Reich Building. Now, our goal is to simply get back to the level of giving that will allow KJA to make allocations to other Jewish social service providers in Knoxville, the United States, Europe and Israel.

As our financial situation has been restrictive, we have focused on areas that have high impact and low hard dollar cost. The best new example in 2010 was our effort to improve Jewish life in the public schools. Throughout the year, we have been proactive in engaging the Knox County School System through the Community Relations Committee. This effort was in response to feedback from KJA members concerning the environment for Jewish students in Farragut. As a parallel effort, the Children and Youth department launched "Growing Up Jewish," a series of programs designed to build our children's individual Jewish identity and confidence.

KJA has constantly strived to increase openness, transparency, and improved communications. In 2010, we launched "This Week in KJA," a weekly email message to the community. This effort has almost no expense, is completely volunteer driven and provides an opportunity for local news, programming information and two-way dialogue. Our public attention grew dramatically as each major radio, television, and print media company engaged KJA at one time or another in 2010. This effort was highlighted by our partnering with East Tennessee Public Television to bring Masterpiece Theater's "Anne Frank" to the Knoxville community. Finally, the largest public statement we may have ever made was the exhibit of Knoxville's Jewish history at the East Tennessee History

Center. We can thank the KJA Archives committee for gathering, preserving, and displaying our rich cultural tradition.

Paraphrasing the Chinese proverb, we Jews “always live in interesting times.” Boiled down to its simplest statement, KJA’s mission is to build Jewish life in Knoxville while saving Jewish lives abroad. Sometimes it is easy and sometimes we have to rub two sticks together to make it happen. This past year seemed at times like we were working with one stick. This just makes us prouder of all that we have accomplished together and only focuses our attention to make even more happen in 2011.

Thank you for your part in making our community so special.

Stephen Rosen

President

Knoxville Jewish Alliance

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 from committees and staff, you will be, as I was, impressed by the breadth and scope of our programs and impact on the community. This is a tribute to the dedication, visions and energy of our volunteers and staff. Much of what you read is positive, and I hope that in your review, that you too, will be educated and become knowledgeable about the workings of the KJA and the AJCC.

Personnel:

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

Our programs 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 handled this work along with her duties as Friendship coordinator. She continued to bring new programs to the forefront for the committee to review. At Wilma’s request, we have reluctantly accepted her need to reduce her work time to 12-15 hours per week. This reduction in her staff time means we will need to depend more on our volunteers to make and keep our fine level of quality programs.

Deborah Oleshansky continued in 2010 with her portfolios of B'nai Tzedek, Tikkun Olam and Hillel. Deborah also works as the Southeast Region Coordinator for our Partnership 2000 Region. She interfaces with professionals and volunteers in Knoxville, Nashville, Chattanooga, Jacksonville, Charlotte, Daytona, and Ft. Myers. She is paid by the consortium, but is our employee. For 2011 Deborah has decided to reduce her work load at the KJA and concentrate on Hillel and her coordinator position.

I am happy to announce that Melissa Treece will take her role as Tikkun Olam staff member and chaperone for our youth in Israel and Knoxville. Please read Deborah's reports for details on the year.

Melissa Schweitzer was chosen as the new Early Childhood Program Director. We are very happy to have Melissa, who has been a parent of a child in our program, and a teacher in our early childhood program. Melissa's interest in early childhood literacy is an additional plus for our program. She began her tenure January 4, 2010.

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

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

E.L. Gordon began helping in the office on a volunteer basis on Monday afternoons. Her presence has relieved some backups that seem to be waiting for us on Mondays. She very capably handles incoming calls and other tasks and is a wonderful representative of KJA.

Laura Berry joined our staff in 2008 after a very lengthy 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. With Wilma's reduction in hours, we have consolidated the senior program in Laura's portfolio. She has been working with Wilma since 2008 and has made a smooth transition into her role for Friendshippers. Laura is always a willing hand with programs inside and outside of her focus area.

I said this last year and it bears repeating. I often compare Ed Hunter to Carleton the doorman on the old Mary Tyler Moore Show. You always knew his voice but never saw him. Ed is indeed the voice on the other end of the phone when you call in to pay your fees, make a gift or have a question about your account. His financial wisdom and acumen is legendary in the community. Our budget process is very detailed but educating and is due to the effort that Ed has invested in it. Ed is a faithful and dedicated KJA staffer who labors long and hard for our community. There really is nothing that Ed will not do. He is not afraid to offer counsel when asked and is willing to do the work to get it done. He has worked with volunteers and professional staff to refine our camp registration process with a new online web based 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 has hosted a joint calendar meeting with our local organizations that helped eliminate a number of conflicts and this will continue in the future.

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 2011. Legendary college 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 the work of our volunteers. Service delivery and especially in our JFS program, volunteers carry the load assisted by the professional staff. We need your hearts, minds and ideas as we move forward in this community. We need you to be a genuine participant. We need your vision and ideas to work with our professional staff as we design and implement programs and strategies for the betterment of our Jewish community. We need you to volunteer and eventually we would like you to assume a leadership role in one of our community organizations.

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

Financial: Our programs have tended to go as planned from a revenue/expense perspective; we are always looking for ways to enhance these revenues as well as to continue to keep costs down commensurate with maintaining the best possible quality that this community has grown to expect from the KJA and AJCC.

The year has been a tumultuous year for both the private and not-for-profit sector. We have sought various ways to tighten our expenditures and seek more efficient ways to do what we do.

We still need to significantly grow our Annual Campaign so that we can maintain our level of local program support and meet our commitment to our covenant with the Jewish people in Israel and around the world. This has been a tough year for our community. Gene Rosenberg, one of the hardest working Chairs I have worked with since 1992, and his wonderful crew of helpers need our help. 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 needs to continue to be supported as it is an integral part of our Tikkun Olam program and also gives us a more personalized “face” in Israel. Our 2011 bi-lateral teacher exchange and our 2011 Fire Department exchange 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. Without our KJCFF endowment funds, many of the programs that we have had this year would not have occurred without their underwriting.

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 be part of the picture of Jewish philanthropy. Soon you will be asked to make your commitment to the 2011 Annual Campaign. If you have 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 the work with the volunteers. I enjoy “not always doing the same thing” on a daily basis.

I want to thank Stephen Rosen and the entire Executive Committee for their patience, friendship and leadership these past years as we all learned “to dance together for the first time.” I want to especially thank the entire staff who has worked tirelessly for the community, often working hours above and beyond their normal scope and schedule. Last, but not least, I want to thank my wife Charlene for her incredible support and understanding.

KJA Financial Report Adam Brown

Treasurer’s Report

The Knoxville Jewish Alliance is catching up with the rest of the nonprofit world as we continue to suffer the financial pressures of our economy. For the second time, it is highly likely that KJA will end the 2010 calendar year with a financial loss. This means that we will once again not be able to make allocations to the local, regional, national, and international organizations that we have funded for decades. It is important to understand that the Knoxville Jewish community has sent funds to Israel ever since it’s founding, and likely before. This is one of the main tenets of our mission, and we do not take our situation lightly.

Annual Campaign – The annual campaign is currently at \$332,131 on 336 gifts as of 12/31/10. The *good* news is that 153 families gave increases over the previous year; we have 62 new family gifts, and on a donor-for-donor basis, we were up a very small amount over 2009. 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 \$390,000.

AJCC Preschool –K’tonTon, the summer preschool program, ran about 70% capacity as many families with children that age opted out of summer camp, and we basically lost money. This program has sold out for probably 8 consecutive years prior to the past two

summers. The preschool itself has lost participants, and the current enrollment likely has us operating at breakeven.

Soccer Field Lease – Our tenant’s lease expired December 2009 and we were unable to rent the fields at the rate we had received under that contract. The youth sports business is in terrible economic shape and it seems that soccer is the worst hit. We are exploring other opportunities, but we missed \$9500 in revenue in 2010.

Wage cost increases – KJA was hit in 2009 by the increases in the federal minimum wage and the state unemployment tax. By the end of the year, we will have approximately 110 W-2s with the vast majority being hourly workers at or close to the minimum wage. As a side note, about 30 employees are members of the Jewish community. This is especially important given the current jobs market.

KJA is doing everything we can to cut costs. In preparing the budget for 2011, all staff and volunteers were directed to improve or keep their bottom lines as compared to 2010.

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

KNOXVILLE JEWISH ALLIANCE, INC.
Statement of Financial Position
December 31, 2010

ASSETS

Cash & Cash Equivalents	\$318,995
Investments	0
Accounts Receivable	49,861
Pledges Receivable (Net of \$16,336 Allowance for Doubtful Accounts)	39,377
Interest Receivable	0
Prepaid Expenditures	1,779
Beneficial Interest Held by Others	904,181
Property & Equipment (Net of \$707,786 Accumulated Depreciation)	334,924

TOTAL ASSETS **\$1,649,117**

LIABILITIES

Accounts Payable	\$13,163
Allocations Payable	500
Payroll Liabilities	27,223
*Deferred Revenues	30,566

TOTAL LIABILITIES **\$71,451**

NET ASSETS

Unrestricted	\$821,253
Temporarily Restricted	43,976
Permanently Restricted	712,437

TOTAL NET ASSETS **1,577,666**

TOTAL LIABILITIES AND ASSETS **\$1,649,117**

*Deferred Revenues represent future campaign pledges and preschool tuition

KNOXVILLE JEWISH ALLIANCE, INC.
Statement of Cash Flows
Period Ending December 31, 2010

CHANGE IN NET ASSETS	39,410
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH PROVIDED BY OPERATING ACTIVITIES:	
Depreciation	
Bad Debts	(371)
(Increase) Decrease in Beneficial Interest	(29,075)
(Increase) Decrease in Assets	
Accounts Receivable	107
Pledges Receivable	893
Prepaid Expenditures	(765)
Increase (Decrease) in Liabilities	
Allocations Payable	(250)
Accrued Liabilities	(3,513)
Payroll Liabilities	1,735
Deferred Revenue	3,434
Total Adjustments	<u>(27,804)</u>
 NET CASH PROVIDED BY OPERATING ACTIVITIES	 <u>11,606</u>
CASH FLOWS FROM INVESTING ACTIVITIES	
Purchase of Equipment	0
Sale of Investments	190,669
Purchase of Investments	0
	<u>0</u>
 NET CASH BY INVESTING ACTIVITIES	 <u>190,669</u>
(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	202,275
CASH AND CASH EQUIVALENTS - BEGINNING	<u>116,720</u>
CASH AND CASH EQUIVALENTS - ENDING	<u><u>318,995</u></u>

KNOXVILLE JEWISH ALLIANCE, INC.

Statement of Fund Activities

Period Ending December 31, 2010

FUNDS:	Revenu es	Investme nt Revenue	Expens es	Net Gain (Loss)	FUND EQUIT Y
Unrestricted					
KJA Opportunity Fund (as of 9/30/2010)	0	8,414	0	(1,586)	194,471
General Fund	1,126,358	4,104	61	2,436	626,782
Total Unrestricted	1,126,358	12,519	61	850	821,253
Permanent: (as of 09/30/2010)					
B'Nai Tzedek Funds	4,044	1,260	0	2,104	35,669
David M. Blumberg Youth Leadership	0	466	0	216	10,762
William "Bill" Brody	118	824	0	942	19,387
Gordon Brown Youth Recreational	250	541	0	791	12,906
Abe Collins Adult and Cultural	0	1,074	0	1,074	24,978
Milton Collins Cultural	0	1,183	0	1,183	27,575
Directors Supplement Fund	0	2,265	1,000	1,265	51,817
AJCC Endowment	1,200	14,389	0	15,589	341,503
Millie Gelber Immigrant	0	530	0	530	12,422
Greenberg Early Childhood Education	0	257	0	257	6,885
Max & Zelda Morrison Cultural	0	1,831	0	1,831	42,710
Allen Rosen Education	0	388	0	388	9,579
Sam & Esther Rosen Fr'shippers	18	1,827	1,583	262	40,890
Bernard S Rosenblatt	0	316	0	(684)	7,727
Siegel	0	2,162	0	2,162	50,363
Zionists of America	0	182	0	110	4,145
Ben & Pearl Zwick Cultural	0	560	0	560	13,118
Total Permanent Restricted	5,630	30,055	2,583	28,580	712,437
Temporary:					
Capital Reserve	11,024	48	5,234	4,418	17,773
Future Emergency	983	63	0	(1,692)	3,016
JFS Emergency Fund	1,018	277	0	(946)	14,866
Temporary - Other	8,322	0	0	8,322	8,322
Total Temporary Restricted	21,346	388	5,234	10,103	43,976
Totals	1,153,334	42,961	7,878	39,533	1,577,666

Campaign 2010 Gene Rosenberg, Chair

In the *HaKol* of February 2010, I wrote:

“I cannot promise that I will be the best chair ever or this will be the most successful campaign ever (pardon the negativism). What I can assure you is that as your campaign chair, you will receive my best efforts and I will not be outworked.”

A year and one campaign later, it's now up to the community to determine if the campaign was successful. You should judge by the following:

Campaign 2010 generated commitments of \$332,131 compared to \$331,881 in 2009. We had 336 commitments (pledges) in 2010 compared to 332 in 2009. A small increase is still better than no increase.

However, if we compare the above to 2008, when \$383,475 was committed (with 288 pledges), we failed.

In 2010, we lost a “five figure” contributor who is no longer a member of the community. There are a number of members who were forced to extremely cut back, in some instances totally, due to the weakened economy. Many of these were “four figure” contributors.

I have said repeatedly that “nobody can give it all; everybody can give something.” There are still too many members in the Jewish community who don't give anything. Apparently, all the programs and activities provided by the Alliance are not a priority, even though in many cases they participate.

There are still too many who contribute but nowhere near what they should. (No, we don't look into their bank accounts or check their tax returns.)

In 2010, 41% of all commitments (pledges) were \$180 or less...19% were \$50 or less.

I have been asked to chair Campaign 2011 and have agreed to do so. It is not my intention or that of the Alliance to be arm twisters or the bad guys. This organization cannot survive and will not survive, if we depend only on AJCC dues, nursery school fees, camp fees and other activity fees. It needs campaign dollars. We either sink or swim together. It's up to each and every one of us to give the best we can.

Was Campaign 2010 a success? I'm not satisfied, nor should you be. Will Campaign 2011 be an improvement? I assure you again...you will receive my best efforts and I will not be outworked. To be successful takes a community; please be part of that effort.

Whatever success Campaign 2010 achieved, much credit must go to Jeff Gubitz, Wilma Weinstein, Ed Hunter and Martha Andrus for their time and unselfish willingness to assist. Of course, the volunteer callers on Mitzvah Day helped make all this possible. I honestly feel that those few hours on a Sunday morning are the most critical of the entire campaign.

Last but not least...Stephen Rosen for his guidance, patience and confidence. It has been my pleasure working with him and for him.

2010 Campaign Contributors

(L) = Lion of Judah

\$25,000 and above

Robert and Wendy Goodfriend

\$10,000 - \$25,000

Jeffrey Becker

Natalie Robinson (L)

Kim (L) and Stephen Rosen

Bernard and Barbara Bernstein (L)

Herb and Elise Jacobs (L)

Alexandra Rosen (L)

\$5,000 - \$9,999

Nancy Becker (L)

Josh Gettinger

Jill and Robert Ivins

Barbara Levin (L)

The Markman Family

Susan and Harold Silber

Jill and Stuart Chasan

Scott Hahn

Judge Mary Beth Leibowitz (L)

Marilyn and Harvey Liberman

In memory of Esther Rosen

Lion of Judah endowed gift

\$1,800 - \$4,999

Anne and Bernard Bendriem

Abraham and Judy Brietstein

Michael Burnett

Ivan and Carole Cooper

Allan and Bernice Gerson

Richard and Jacki Imbrey

Mary Ann and Bryan Merrell

David and Deborah Oleshansky

Howard and Marilyn Pollio

Katheryn Rosen

Bernard and Lesley Rosenblatt

Alan Solomon and Andrew Cartwright

Melvin Sturm

Barry and Annette Winston

1 – Anonymous donor

Ellen and William Berez

Adam Brown

Bruce Bursten

Dr. Michael Eisenstadt

Jeff and Shelley Hecht

Joe Levitt

Barbara and Anthony Meyers

Bruce Pearl

Karen and Pace Robinson

Eugene and Pat Rosenberg

Jay (Z"L) and Donna Solod

Melissa Sturm

Laura Supman

Geoffrey and Pat Wolpert

\$541 - \$1,799

Barry and Heidi Allen

Jack and Judith Benhayon

Pessa Brody

Marilyn and Edward Carlin

Arnold and Susan Cohen

Steve and Joan Cohn

Honerlin Del Moro

Allison Fay

Arlene Goldstine

Jeffrey and Charlene Gubitz

Thomas and Susan Hahn

Gale and Peggy Hedrick

Manuel Herz

Martin and Martha Iroff

Harvey and Judy Kaufman

Larry and Kay Leibowitz

Carole and Robert Martin

Anita and Jeffrey Miller

Rosalie and Stephen Nagler

Rosalind and Jim Andrews

Theodore and Wendy Besmann

Robert Brody

Michael and Victoria Chavin

Sheldon and Jane Cohen

Michael and Diane Cole

Harold and Joyce Diftler

Caren and Tom Gallaher

Ernie and Pam Gross

Jan Hahn and Heather O'Brien

Leonard and Barbara Handler

Robert and June Heller

David and Amy Hull

Marilyn Kallet and Louis Gross

Stephen and Carol Krauss

Sandra and Norman Licht

Robert and Sarah Milford

Elene (Lee) Miller

Stephen and Laurie Natelson

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

Steve and Evelyn Oberman
Ray and Babyling Pais
Janice and Howard Pollock
Judith Rosenberg
Gilya Gerda Schmidt
Rabbi Beth Schwartz and Larry Washington
Ron Sebold and Veronica Myers
Alan and Karen Smuckler
Gary and Marnie Spiegelman
Robert Stryer
Douglas and Jill Weinstein
Barry and Marilyn Wohl
Richard Zivi

\$180 - \$540

Jeff and Susan Arbital
Edward Axelrod
Sam Balloff
Michelle and Harry Bishop
Gene and Judy Bocknek
Adam and Julie Braude
Marla Brody
Zelmore (Z'L) and Jamie Brody
Sidney and Marilyn Burnett
Melanie and James Colley
Trudy Dreyer
Markus Eisenbach
Thomas and Charolette Evans
Ralph Freeman
Liz Gassel and Michael Pardee
Kathy and Don Goldstein
Betty Gubitz (Z'L)
Janet and Bert Gurwitch
Mark and Carol Harris
Joshua Hedrick
Joni and Stephen Hirschhaut
Ed Hunter
Bernard and Stella Iroff
Linda Johnson
Ellen and George Kern
Joani and Gary Leeds
Peggy and Mark Littmann
Harold and Ann Manas
Daniel and Karen Messing
Chuck and Missy Noon
George and Alice Palmer
Deborah Roberts
Aaron Rosenthal
Irving and Myrna Russotto
Ronald and Ebbie Sandberg
Robert and Allison Shagan
Joel and Susan Shor
Mark and Betty Siegel
Larry Silverstein
Gerard and Marilyn Solomon

Evan and Jenifer Ohriner
Ric and Cynthia Pasi
David and Shelia Popkin
David and Heather Sandberg
Ellen Schnoll and Terry Haywood
Arnold and Mary Linda Schwarzbart
Marcie Silverstein
Leslie and Craig Snow
Leona Spritz
Evan Sturm
Mitch and Mary Weiss
Linda and Phil Zaretski
Rick and Nancy Zivi

Itamar and Ortal Arel
Jeffrey and Sally Baerman
Justin and Kelli Bell
Sanford and Gayle Bloom
Bruce Bogartz
Bart Brody
Sondra Brody
Robin Brown
Marilyn Cohen-Presser
Susan and Keith Derrington
Anne Ehrenshaft
Stuart and Janice Elston
Ron and Melissa Feinbaum
Jennifer Fuson
Aron and Hayley Goldfeld
Elias and Anne Greenbaum
Bert and Jeanie Gudis
Mark Hahn
Leon Hasden
Rob and Beth Heller
Jeffrey and Lorie Hirsh
Renee' Hyatt and Paul Erwin
Norma and Wesley James
Mark and Shelby Kaye
Dina and Andrew Kramer
Gil Levison
Norman and Lou Ann Magden
Marc and Shelley Mangold
Nora and Patrick Messing
Arthur and Mimi Pais
Ava and Fred Radoff
Allan and Valerie Rosenbaum
Jane Row
Ilya and Bella Safro
Allen and Andi Schwartz
Moshe and Marcie Shloush
Hillary Shreter
Terry Silver-Alford
Andrew Singer and Rebecca Merritt
Gary and Tamara Sturm

\$180 - \$540 (con't)

Judy Teasley
Murray and Wilma Weinstein
Larry and Barbara Winston
Todd and Becky Wolf
Michael Zemel and Siri-Datar Khalsa-Zemel
2 – Anonymous

\$18 - \$180

Isadore and Marilyn Abrams
Mark and Irina Abrams
Shelly and Jeffery Abrams
Richard and Jill Adlin
Gary and Fern Aron
Leslie Badaines
Tara and Brad Bain
Lucy and Mark Barkan
Arthur and Louise Bell
Rich and Sharon Berube
John and Gina Boike
Thomas and Nancy Britcher
Jeffrey and Tamra Brown
Yetta Burnett
Ricky and Cindy Caplan
Susan Contente and Kurt Pehler
Phil and Becky Dangel
Martin Davis
Gerry Diftler
Margot and Boe Dunn
Walter and Alice Farkas
Edward and Carol Feldman
David and Emma Fleischman
Marc Forman
Susan and Doug Frant
Zeke Frumin
Melinda and Anthony Gibbons
E L Gordon
Agnes Gyemant
Terry Hahn (Z"L)
Jerry and Barbara Hammonds
Kenneth and Phyllis Hirsh
Jerry and Meredith Jaffe
Rhoda Jay
Bruce Johnson
Judy Kelly
Alexander and Ella Kozyr
Barbara Leeds
Elaine Levin
Robert and Karen Levy
Fred Lindheim
Aaron and Imelda Margulies
Leon and Vera Maya
Shulamit and Gabriel Mesa
Monte Millen
Suzanne Mittleman-Townsend
Sandra Parsons

Arnold Tew
Harold and Becky Winston
Ethel Wittenberg
Nancy Young and Jeff Talman
Carole Zwick-Mandel

Marion and Monte Abrams
Sam Abrams
Debbie and Jeff Abrams-Cohen
Lawrence Anovitz and Deborah Cole
Patricia Austin
Simon and Yelena Badalov
Eric and Stephanie Bank
Larry and Marion Bayer
Laura Berry
Family of Noah and Idan Blitt
Bonnie and Van Boring
Edith Brown
Suzanne Brown
Mathis and Bea Bush
Michelle and Stephen Cohen
Harriet Cooper
Alan and Michelle Danziger
Bob Diftler
David and Elaine Dobbs
Mary Evars-Goan and John Goan
Janice Feinman
Shirley Ferron
Frank and Laura Floyd
Mark and Marcy Frankel
Henry and Claudia Fribourg
Jay and Arline Gershberg
Richard and Ann Goldstine
Robert and Elaine Gorman
Katherine and Ken Habgood
Chris and Rachel Hale
Richard and Beverly Hancock
Barbara Holz
Marian Jay
Sybil Joffe
Greg Kaplan and Nuria Cruz-Camara
Erec Koch
Alan and Nan Krichinsky
Bernard and Shirley Levenson
Kenneth Levine
Monty Lewis
Donald and Karen Mann
Joan and Lawrence Markel
Anita and Alan Merlin
Michael Messing and Joyce York
Joseph and Sylvia Miller
Amy and Brian Neff
Marie and Charles Perelman

\$18 - \$180

Jenny Pfeffer and Carlos Rodriguez
Linda Prosan
Patricia Jean Rader
Judith Rattner
Nina Reineri
Hal and Amy Rosenberg
Charles and Lunda Rothstein
Adam and Naomi Rowe
Brian Salesky
Beverly Schultz
Lillian Schweitzer
Jessica Scott
Joe Sitver and Anita Kay
Daniel and Abbie Smith
John and Rhonda Speed
Greg Stein and Jeanette Kelleher
Dan and Shirley Sweeten
Esther Webster
Kathy Young
Jeanne and Anthony Zucker

Barbara and John Phelps
Alan and Jami Quartararo
Cindy and Richard Raines
Faye Raymon
Stefanie Rich
Miriam Rosenthal
Alesa Rottersman Grant
Nicole Russler
Allen and Lisa Sayles
Alan and Pamela Schwartz
Seth and Melissa Schweitzer
Bruce and Irene Seidner
Tracy and Daniel Slutzker
Karen and Brian Smith
Mrs. Daryl Sponseller
Diana Steinfeld-Hicks
Andrea Vogel-Franklin
Rabbi Yossi and Miriam Esther Wilhelm
Howard and Elizabeth Zoldessy

Knoxville Jewish Alliance Annual Meeting January 10, 2010

The meeting began after Charlene Gubitz led the assembled in the singing of *Hatikvah*.

The minutes of the 2009 Annual Meeting were approved as submitted.

Financial Report Adam Brown said the KJA has experienced the same financial challenges as the rest of the economy. Even as it appeared that the KJA would end 2009 at a loss, revenue and expenditure numbers were reviewed and realigned, and it is more likely KJA will break even for the year. Adam described Ed Hunter's performance as "unbelievable," and none of Adam's work could have been accomplished without Ed. Adam reported the 2009 Campaign will finish at just under \$320,000 with 127 out of 318 gifts representing increases compared to 2008. Camp K'Ton Ton carried 70% of its capacity this summer while the Preschool, also with fewer students, broke even for the year; Adam hopes for a positive change for the coming year. The search continues for a tenant for the soccer fields; KJA is taking care of field maintenance. Wage increases for hourly (minimum wage) employees took effect for 2009; otherwise, staff did not receive wage increases for 2009 nor are any budgeted for 2010.

Investments including funds and CDs are receiving higher interest rates in recent months. In an effort to reduce costs and improve streamlining, families are encouraged to elect direct drafting for paying school tuition and KJA is moving to bill for membership and pledges on-line. Stephen Rosen described Adam as a successful businessman who has used his valuable expertise in his role as KJA Treasurer. Stephen added that KJA's two best salesmen were Gene Rosenberg, Campaign Chair, and Justin Bell, Campaign Co-Chair, because they understand Jewish communal life so well. Stephen would like to see 1000 households participate in Campaign as he noted the 2009 Campaign missed reaching its goal by \$85,000 with 45 families either reducing or not renewing their gifts.

Executive Director's Report Jeff Gubitz began by speaking about the phenomenal working relationships he had working with staff, the KJA Board, and community partners in this 80th year for the AJCC and the 9th year of KJA even as there were challenges as faced by other non-profits throughout the country. His aim for the year was to continue delivering high quality programs while conserving expenses. Jeff was in constant communication with Stephen and thanked the staff and the Board for their dedication. He feels the community must keep moving forward and continue to support our own institutions and programs. Jeff encouraged all to share ideas with him on how to strengthen KJA's efforts. His goals include involving new volunteers to keep KJA vibrant and advocate for Israel especially in the social service area. Jeff celebrated to end of the first year for *HaKol* with a \$22,000 savings for the partner organizations. Jeff concluded by thanking his family, especially Charlene, for their support and reminding all of the tenets of Judaism that guide him: prayer, study of Torah, and acts of loving kindness.

Election and Installation of New Board Members and Officers Scott Hahn placed in nomination Gene Rosenberg as VP Campaign and Manny Herz as VP Education &

Culture. Both were approved by voice vote of the KJA Board. Bernie Rosenblatt has stepped down as chair of the Israel Partnership Committee; Renee' Hyatt will assume this position. Melissa Schweitzer has completed her first month as Preschool Director necessitating her husband, Seth, to step down as VP Children & Youth. Scott commended Seth for the phenomenal job he did for four years in managing the Preschool, camp, and the pool especially during the time without an executive director. Scott reported that the efforts to renovate the AJCC were "in hibernation".

New Business Stephen Rosen presented the proposed two part Amendment to the KJA by-laws. Stephen answered questions and then opened the proposal to discussion. The Amendment, as follows, was approved by voice vote ("by acclamation" per Stephen):
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.

Stephen noted this was the first new business conducted at an annual meeting in nine years.

President's Remarks Stephen referred to his written report for details. He thanked the Board for their work. Stephen said he thinks KJA has the best programs due to the phenomenal job of staff and volunteers. He was "unbelievably proud" of the work by Pat Rosenberg and Laura Berry with JFS and knows that Suzanne Mittleman Townsend will add much as chair. Stephen also commended the work Wilma Weinstein does with Friendshippers. He was very impressed when he attended the Veterans' Day program and said "Friendshippers is a vibrant part of our community." Stephen concluded by saying 2009 had been a fun year for him and that all should take pride in what KJA has accomplished.

Good & Welfare

- 1) As a result of the encouragement of Barbara Bernstein and others, Stephen's weekly e-mail will be circulated to the entire community as well as being posted on the website.
- 2) Stephen Rosen was proud to say our children are reported on in the News Sentinel "for all the right reasons", e.g. the J-serve project.
- 3) Evan Pinion, a 14 year old who is a former member of the Smokin' Salmons Swim Team, broke a record held by Michael Phelps.
- 4) Marilyn Wohl encouraged attendance for events to be held during the upcoming annual MLK Commemorative Week.
- 5) Suzanne Mittleman Townsend acknowledged a gift from her father, "may his memory be a blessing", saying it was the most rewarding work she has done serving as a mentor in the Amachi Group for children whose parents are in prison. There will be a program at the Knoxville Museum of Art on January 14, 6:00-8:00PM.

- 6) Stephen Rosen introduced the KJA staff in attendance- Joyce York, Wilma Weinstein, Laura Berry, and Deborah Oleshansky- as “the highest quantity and quality of staff we have ever had”.
- 7) Stephen asked new members of the community to stand and introduce themselves.
- 8) Pacesetters will take place January 31, and Stephen encouraged everyone to attend.
- 9) Hayley Goldfeld and Michelle Cohen, co-chairs for Mitzvah Day, have lined up adult and children craft activities and service projects including Newborns in Need and the Medic Blood Mobile. Stephen encouraged all to come to participate as well as solicit and make Campaign pledges.

Meeting adjourned at 2:31PM.

Education and Cultural Programs
Manny Herz, Chair
KJA Adult and Cultural Arts Director
Wilma Weinstein

Cultural Arts

Yom Hashoah

Our community Yom Hashoah event included readings and prayers by clergy from many faiths in the community. Local survivors and children and grandchildren of survivors lit candles and participated in the service. The UT Singers, under the direction of Wendel Werner, performed selections from the Holocaust Cantata at Temple Beth El on Sunday, April 11. The music was interspersed by readings from members of the community that remembers the Shoah and genocide through the ages. The event was chaired by Manny Herz and the program was compiled by Jeff Gubitz. Committee members included: Manny Herz, chair, Rabbi Beth Schwartz, Rabbi Alon Ferency, Rabbi Yossi Wilhelm, Dr. Ray Pais, Dr. Gilya Schmidt, Jeff Gubitz and Wilma Weinstein.

Israeli Celebration - Thursday, July 29

In cooperation with the Israel Partnership Committee, an Israeli celebration and Israeli style falafel dinner was held during the week the campers from Israel were in Knoxville. The evening included Israeli dancing, presentations and great food. In the kitchen were Wilma Weinstein, Renee Hyatt, Peggy Littman, Rachel Hale, Deborah Oleshansky and Jeff Gubitz.

Under Vine and Fig Tree: 500 Years of Turkish Jewish History

Jewish life has flourished in Turkish lands for over five hundred years, particularly after the Ottoman Empire’s official invitation to the Jews fleeing the Spanish Inquisition. This lecture and photo exhibit from the Quincentennial Foundation Museum of Turkish Jews illuminate the special relationship between the Jewish

community and the Turkish people. Tracing Turkey's evolution from a refuge for Jews fleeing persecution to a sanctuary and home, this program highlights the Jewish community's contributions to Turkish society and the complementary relationship between Jewish and Turkish cultures.

The exhibit was on display February 25 – March 2, 2010 and featured photos of objects found in the museum in Istanbul (www.muze500.com) accompanied by an opening night reception on February 25, 2010. Local Turkish cooks provided desserts, served with real Turkish coffee and tea.

Co-Sponsors:

Istanbul Center, Atlanta, GA, Knoxville Turkish Center, and the Knoxville Jewish Alliance.

Global Day of Learning, November 7, 2010

The Global Day of Learning was inspired by and celebrated the historic achievements of the world renowned Jewish scholar, Rabbi Adin Steinsaltz. On November 7, 2010, Rabbi Adin Steinsaltz completed his 45 year long project of translating the Talmud. On this day, Jews around the world joined together in a Global Day of Jewish Learning to celebrate our shared identity, history and heritage.

The Knoxville Jewish community participated in this momentous event with a well attended at Temple Beth El.

Jewish Book Month event, Sunday, November 7, 2010

Award-winning journalist and author, David Kushner was the guest author at our Jewish Book Month event. His books include *Levittown: Two Families, One Tycoon*, and *the Fight for Civil Rights in America's Legendary Suburb*, *Jonny Magic and the Card Shark Kids: How a Gang of Geeks Beat the Odds and Stormed Las Vegas*, and *Masters of Doom: How Two Guys Created an Empire and Transformed Pop Culture*.

Kushner, a contributing editor of *Wired*, *Rolling Stone*, and *Spectrum*, has also written for publications including the *New York Times Magazine*, *New York*, *GQ*, and *Details*. A frequent guest on TV and radio, he is the digital culture commentator for National Public Radio Weekend Edition Sunday. Jewish Book Month received a grant from the Jeff and Nancy Becker Community Enrichment Fund.

Sundown in the Sukkah, Sunday, September 26, 2010

Live entertainment under the fall skies by the Takzoryan Trio and a wonderful array of appealing refreshments, beer and wine for the adults and pizza for the

kids. The children designed colorful arts and crafts. As a base for our Sukkah, we used our new pergola, a gift from the Sam and Esther Rosen AJCC Fund.

Menorah Madness, Sunday, December 5, 2010

Festivities included latkes, jelly donuts, and a giant coin menorah Chanukiah, and chaired by Miriam Esther Wilhelm and Rachel Hale. Menorah Madness was co-sponsored by KJA, Chabad of Knoxville, Heska Amuna Synagogue, Temple Beth El, Hadassah and the Knoxville Jewish Day School. A great turnout and lots of fun. The huge menorah was stuffed with over \$500 which was collected for Project Help. KUB Chair, and past KJA President, Pace Robinson, was on hand to accept the money to provide light to those caught in these tight economic times. KJA received a grant for Menorah Madness from the Sylvia Greenberg Fund.

Education

UT Faculty Lecture Series, Joani Leeds - Chair

The UT Jewish Faculty Lecture Series celebrates the talent and diversity of Jewish faculty by offering informative, engaging talks, which could be easily understood by the general community. They continue because the community enjoys the opportunity to gather together in a learning environment. Thanks to the diligence of chair Joani Leeds, Professor Robert Blitt, Dr. Marco diGiulio, Igal Bursztyl and Dr. Daniel Magilow were feature speakers during the first quarter of the year.

Passover in the Matzah Aisle The second annual "Matzah in the Aisles" program was held Sunday, March 14, 2010, at Kroger Knox Plaza. Laura Berry and Sara Mazeroff were gracious volunteer/hosts for the event working with the Program Director, Wilma Weinstein.

The program was based on the Jewish Outreach Institute's model called "A Taste of Judaism." In addition to the raffle for a Kroger provided Passover gift basket and informational booklets, volunteers offered samplings of charoset, matzah and chocolate covered matzah. Congratulations to Melissa Chase for winning the basket.

Passover in the Aisles was valuable, "for putting a face to the community," letting Jewish – and non-Jewish-shoppers – see that the local Jewish community is warm and welcoming.

Transition Towns presented by Mark Homer

Monday, May 24 at 7:00 pm at AJCC Adult Lounge

In an age of unprecedented change, with a number of crises converging, Mark discussed climate control, global economic instability, overpopulation, erosion of community, declining biodiversity, and resource wars, which have all stemmed from the availability of cheap, non-renewable fossil fuels and offered some alternatives.

Bagels and Barbeque, October 18 - January

The Museum of East Tennessee History hosted an exhibit titled "Bagels and Barbeque, The Jewish Experience in Tennessee. The Barbara Winick Bernstein Jewish Archives of East Tennessee was an invaluable source of material, information and inspiration for this exhibit. The Archives committee worked many hours to assist in building a tribute to our community's rich heritage in Knoxville. Chair Barbara Bernstein, Archivist Nikki Russler, Wilma Weinstein, Jeff Gubitz and the archives committee did a fabulous job of gathering archives and raising awareness. Hundreds of people toured the exhibit in groups and individually beginning with an opening reception on October 18. Local leaders outside the Jewish community, including Congressman John Duncan, and County Mayor Tim Burchett, were impressed with what the Jewish community has accomplished in Knoxville in the last 50 years. For more information, please see the Archives report.

Other

Mitzvah Day, Sunday, February 7, 2010

Hayley Goldfeld and Michelle Cohen, co-chairs

The annual Community Mitzvah day aided Newborns in Need Eastern Tennessee Chapter. Newborns in Need, Inc. a 501©3 charity organized to take cares and aids sick and needy babies and their families; and in cases of crisis, to help where is needed. Shoes were collected for *Souls4Souls* and donated to victims of the earthquake in Haiti. Several on-site repairs and improvements to the AJCC were made by volunteers. Refreshments donated by Panera and Krispy Kreme were enjoyed by participants. Gene Rosenberg and his team made calls on their cell phones to donors for the 2010 Annual Campaign. Over \$100,000 was committed that day. Mitzvah Day Co-Chairs Hayley Goldfeld and Michelle Cohen did an excellent job coordinating this event.

Mitzvah Day also served as a valuable platform to launch the 2010 KJA Annual Campaign. Chair Gene Rosenberg was joined by 20 volunteers who made solicitations by phone and in person. The event was a complete success.

Mini Wellness Program, Susan Cohen - Chair

Fabulous programs brought to the KJA by Susan Cohen, Chair, Dr. Caren Gallaher and Marilyn Wohl.

June 28

Dr. Caren Gallaher, Surgeon and Dr. Kristy Newton, OB/GYN

“Health and Wellness for the Modern Jewish Woman”

July 26

Dr. Michael Eisenstadt, Neurologist

“Schlaf gesunt! With Sleep You Get Good Health”

August 16

Dr. Paul Erwin, Professor and Director Center for Public Health

University of Tennessee “Disaster Outbreaks”

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

AJCC Annual Golf Tournament

The AJCC Golf Tournament was held on Sunday, July 18, at Avalon Country Club. KJA thanks Irv Russotto for making this happen for the last 10 years. The tournament was a wonderful fundraiser and the winning team was led by Barry Winston. We give all the credit to Irv but we really know that Myrna Russotto is the one that keeps him in line.

Friday Night Live at the AJCC

August 13, 2010

Friday Night Live returned to the AJCC on August 13, 2010, at 5:30 pm. Heska Amuna Synagogue, Temple Beth El and the Knoxville Jewish Alliance gathered to share in this joint annual Shabbat Dinner at the AJCC pool and Shabbat Service on the lawn. The musical service was led by Cantor Karen Webber Gilat.

Kosher Style Deli Breakfast/Lunch

On Sunday, May 23, KJA held a Deli Day fundraiser at Bruce Bogartz’ restaurant, Roux Barb. After reading in Ha’Kol that KJA wasn’t going to be able to make allocations, Chef Bogartz offered his services and love of good deli food to support the community. The plan was for Bruce and KJA to bring authentic New York deli meals to Knoxville for one day. The reality was that it only lasted a few hours before we completely sold out. Wilma Weinstein coordinated the publicity and a volunteer corps of waiters and table hops. It was a great community experience and a very nice fundraiser.

Zoomers, Kathy Young - Chair

The Zoomers, the fastest growing 50+ Jewish Singles, Friendship Group in Knoxville, started in August 2010. Several functions were held and some fun activities are planned for 2011. This group is for Jewish singles that enjoy

meeting other people so to get out and be active together. Its purpose is not a dating group. The group will meet every other month.

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 facility. In addition to my role as Executive Director, I assumed the facilities management responsibility in 2008.

Repairs this year include:

- A 20 x 20 feet Pergola was purchased and installed. This structure replaced the old art tent and provides shade and a site for summer camp activities and serves as our Sukkah at Sukkot. It was purchased with a grant from the Sam and Esther Rosen AJCC Fund.
- 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.
- Our older preschool classes have been very good at pointing out places where the gym floor has come loose. Through their keen eyes, 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

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; 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.

Patrick Dafferner was our pool manager. He handled his duties 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 age 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.

We overhauled our camp instructional 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 Megan Yates, Annie Freeland, and Jackson Wallace who coached our Smokin' Salmons 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. We had a much better season this year, winning half of our meets. Very narrow margins on two meets kept us out of a perfect season. This summer we had both a family and adult pool party that were very successful. We plan to do more of these programs next summer.

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

A number of repairs were made this summer. A new roof is needed for the snack bar and bath house. In 2011, we hope to install a water heater at the showers to make an after swim shower a bit more comfortable. We do have a quote for a small cabana for the north end of the pool. Sponsors are needed to make these improvements a reality.

Smokin ' Salmon Swim Team
Heather Kirby, Chair
Megan Yates, Head Coach
Jackson Wallace, Assistant Coach
Annie Freeland, Assistant Coach

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. There is plenty of court time available. 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 Brody, Pessa Brody, Michael Burnett, Joani Leeds, Mary Ann Merrell, Monte Millen, Lee Miller, Marilyn Presser, Deborah Roberts, Natalie Robinson, Mel Sturm, Marilyn Wohl.

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

During the past year, the Archivist and Archives committee continued to make progress in creating, maintaining, and expanding an archive which is workable and appropriate for the size of our Jewish community. The archives participated in Mitzvah Day with photos which lack identification; the photographs were displayed in the Board Room with scanned versions available on computers. Archives committee members assisted as many community members came through, examined the photos, and provided names (sometimes conflicting), as well as approximate dates and in some cases identification of events.

Members of the archives committee continued to record interviews with older members of the community, and held a training session on use of the video camera so that more

committee members and volunteers feel capable of acting as videographers for interviews.

With the additional space available due to the new shelving, we moved materials and rearranged the entire archives' collections. The archivist continued the ongoing process of filing and accessioning items throughout the year. Committee members and others clip items from newspapers and magazines appropriate for the archives collections.

The archivist and chair chose, researched, and produced "The Way We Were" photo for each issue of *Ha-Kol* and often added additional content on the website for the online edition.

The Archives held an Open House in May, coordinated by committee members Joani Leeds and Marilyn Wohl, and officially "opened to the public" with regular research hours beginning in June. Prior to the open house the Archivist researched policies of other archives, and, with the committee's approval, created an initial fee schedule of research and copying fees. The archivist revised the website to include these fees, created a visual finding aid in the archives room for the various collections in the archives, and added signs to the collections. The archivist responded to several research requests and received researchers.

Throughout the year, the archivist continued fine tuning and updating the Classification Ledger (the Archives Finding Aid), including beginning to identify placement of specific photographs [unlike a library catalog, a standard archives finding aid does not reach the 'individual item' level]. The archivist continued scanning photographs, newspaper clippings and other documents, and continued work on a system for transferring digitized photos from KJA staff to the Archives, so the staff need not keep them on the KJA server or on their own hard drives or flash drives.

With the assistance of Michael Burnett, Mel Sturm, and Mary Ann Merrell, the archivist made progress towards the completion of the databases of Knoxville's old and new Jewish cemeteries, the Oak Ridge Jewish Cemetery, and the Middlesboro, Kentucky, Jewish cemetery. Mary Ann and the archivist visited the Middlesboro site during the summer.

The archivist participated in a training seminar sponsored by Tennessee State Museum and Tennessee State Library and made the archives available to attendees of the Federation of Genealogical Societies' national conference held this year in Knoxville in August.

One unfortunate occurrence this year was the discovery of mold and mildew in one of the artifact boxes. The archivist has taken measures to mitigate the problem and to try to severely lessen the likelihood of its reoccurrence with research, consultation, segregation, freezing, exposure to sunlight, the loan from Laura Berry of a dehumidifier, the purchase of two humidity sensors, and temperature control (we are trying to keep the room cool when not in use and as cool as possible when in use). This vigilance will

need to continue indefinitely.

The premiere endeavor of the Archives this year has been the participation in the planning and implementation with the East Tennessee Historical Society of the *Bagels & Barbeque: the Jewish Experience in Tennessee* exhibit currently showing at the East Tennessee History Museum (running through January 23). The archivist, as well as committee members and volunteers, worked untold hours on this major accomplishment.

Bagels & Barbeque began as the coordinated effort of the four Tennessee Jewish federations who hosted the 2007 General Assembly (hereafter "GA") in Nashville in November of 2007 under the guidance of Candace Adelson, a curator at the Tennessee State Museum, who obtained a grant from the Tennessee Humanities Commission. After an initial "two-dimensional" showing at the GA of several laminated panels of documents, photos, and text, the grant provided that the exhibit would next go to the Tennessee State Museum, where artifacts would be added. After that the exhibit would travel to several venues across the state over the next three years, with each venue having the opportunity to add items it chose.

The East Tennessee Historical Society (hereafter "ETHS") began meeting with the archival and KJA staff in January of 2010 to plan Knoxville's exhibit, scheduled to open on October 18, 2010. After one meeting ETHS curators decided to include collages of photographs of immigrant families and their descendants entitled "Remembering Knoxville's Jewish Community: European Roots That Flourished" which archival staff had put together as part of the 2001 East Tennessee Holocaust Conference, and to augment them with digital images of descendants of these families who still live in the area. The archivist requested such photos from present-day descendants which became part of the exhibit.

While the initial GA exhibit did not include ritual items, the ETHS curator decided in late July of 2010 that Knoxville's could, so the archivist put out a call to the Knoxville and surrounding area Jewish community for both religious and non-religious artifacts, photographs, memorabilia, and documents of the East Tennessee Jewish community, many of which found their way into the exhibit.

The ETHS curator, who made the final decision on what would (or would not) be included in the exhibit, also determined that while available exhibit space could not house all the items offered, photographs of local Jewish businesses could be included, most to run on a screen as a continuing loop. ETHS and archival staff combined efforts to obtain such photos, which became part of the exhibit.

The community was invited to what turned out to be a standing-room-only reception on October 17. Since the opening, the archivist has continued to work with ETHS staff to fine tune the exhibit.

Friendshippers
Mimi Pais, Chair
Wilma Weinstein, Program Director

Committee members: Mimi Pais, Chair, Bunny and Allan Gerson, Faye Raymon, Marilyn and Jerry Solomon, Laura Supman, Zilla Weininger, Joyce Traugot, and Linda Zaretzki. Laura Berry has added the Friendshippers to her portfolio of senior adult activities in January.

The Friendship program provides regular, on-going opportunities for the active Jewish senior adult in the Knoxville area to socialize and participate in stimulating, cultural, educational and entertaining programs. Our goal is to continue to present these informative, entertaining programs and try to increase participation by the Knoxville Jewish senior community.

Specifically, during 2010: Music – Knoxville Jazz, The Old City Buskers and Cantor Karen Gilat; programs about Market Square, Germs, Tall Fescue Grasses, Genealogy, Cityscapes, Knoxville’s Civilian War and a Chanukah party featuring Joyce Traugot and Charlene Gubitz.

The book group continues to spark interest with 11 members who are highly committed and continue to meet monthly at the AJCC.

The Friendship Steering Committee runs effectively under the chair of Mimi Pais and continues to be very effective in developing program ideas and addressing issues.

Transportation for those individuals who do not drive is underwritten by the Sam and Esther Rosen Friendship Fund.

Jewish Family Services
Suzanne Mittleman-Townsend, Chair
Laura Faye Berry, BSSW, Esq., Director

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

In the fall of 2009, a formal financial assistance policy was put into place so that JFS could better assess when financial assistance is appropriate. We have now been using the policy for a full year; a side benefit that we have realized is that JFS is now better able to determine when clients need help with budgeting.

Other client needs that JFS addresses include long-term care options, home care and home health care, food assistance, scholarship or other funding assistance, case management, transportation options, affordable housing, health insurance issues, and counseling referrals.

JFS continues to provide Mitzvah Meals to individuals following an illness or hospital stay. This year JFS purchased new containers to allow us to better store the meals in our freezer. Gene Rosenberg is the Mitzvah Meals subcommittee chair, and he has been wonderful at getting volunteers to cook meals. During the spring semester, Laura supervised a junior from UT's College of Social Work. Although Laura and her intern, Brook Stakely, worked on many things, one of the most recognizable was a grant from the Miles and Zelda Siegel Fund to expand the Mobile Meals menu. Laura met with Mobile Meals staff and they came up with an alternative menu that is mostly vegetarian (it does include some salmon). It has been in place for several months now and has been benefiting others outside the Jewish community as well. The program has been recognized in the press and in CAC publications.

Programs this year have included holiday celebrations for Purim, Passover, Sukkot, and Hanukkah. These holiday programs alternate between Elmcroft Assisted Living and Echo Ridge Retirement Community. For the High Holy Days, JFS arranged for Rabbi Yossi Wilhelm, Ken Brown, and Harold Markman to visit all of the long-term care residents and blow the shofar for them. They also delivered Rosh Hashanah *Chai* bags filled with apples, honey, and challah rolls. The monthly Shabbat services at Echo Ridge on the first Friday of each month continue to be well received. We have had many new volunteers lead the service this year.

In November, JFS hosted an information meeting led by Kathy Young with a presentation on the upcoming changes to Medicare as well as explain Medicare as well as explain Medicare benefits and supplemental plans in general. With over 30 people in attendance, it was one of the best attended JFS programs in quite some time.

Laura Berry gave talks to the camp counselors and the preschool staff on recognizing the signs of child abuse or neglect and served as a consultant to the camp and preschool. She participated in most of the Friendship luncheons and, towards the end of the year, shadowed Wilma Weinstein in her Friendship duties in preparation for taking over the Friendship program in 2011. From October 2009 to June 2010, Laura took part in the CAC's Community Leadership class. It was a great way to learn more about our community and network with colleagues. Laura also continues to serve on Blount County's Emergency Food and Shelter Funds committee as well as the

Alzheimer's Association's Memory Walk planning committee. Throughout the year, Laura met with many local agencies and professionals in order to exchange ideas and learn more about community resources available to 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. This year Laura and Suzanne brought in several new volunteers and will continue to look for more during the coming year. 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 55 funds established. One of our first funds has been recently converted to a donor advised fund. B'nai Tzedek funds are created in coordination with the Becker Fund of the Knoxville Jewish Community Family of Funds. Originally, we had a grant from the Harold Grinspoon Foundation to begin our local program, but that grant has concluded and our program is now completely community supported. We can now make adjustments to our policies to better fit our individual community needs. One such policy is working with families with multiple B'nai Tzedek funds to consider using those small funds toward creating a family Donor Advised fund through KJCFF. We hope to begin moving some of these small funds into larger donor advised funds as the B'nai Tzedek teens move through high school and onto college and beyond. This will allow families to have more control on how grants are awarded and will also cut down on overall administrative costs.

One of the most successful parts of the B'nai Tzedek program is the implementation of a local J-Serve project. Panim, the organization that originated the J-Serve concept has recently merged with BBYO. Our 2010 J-Serve project was held on Sunday, April 25 at Beardsley Community Farm and over 65 volunteers participated. Yasher Koach to J-Serve 2010 teen leaders: Liza Reineri, Zach Kramer, Sam Talman and Bryna Oleshansky.

We have again applied for and received a grant from Panim for our local 2011 project. J-Serve 2011 will be a more ongoing project which will allow for more service learning opportunities. Teen volunteers will work at Pond Gap Elementary School on a series of Wednesday afternoons in conjunction with the

Full Service Schools Initiative created by Dr. Robert Kronick. Our teens will work alongside UT student volunteers.

College admissions officers are placing more emphasis on service learning experiences of applicants. The B'nai Tzedek director has completed many recommendations for former J-Serve leaders, and many of these leaders have been awarded scholarship monies toward their college education. While service learning is certainly not the only criteria for these scholarships, it continues to become an increasingly important factor.

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

- Programs for B'nai Tzedek Fund Holders related to learning about Jewish philanthropy and grant making
- Community service and advocacy programs for all interested local teens
- Programming that benefits both parents and teens involved in the program.

Israel Partnership Committee
Renee' Hyatt, Chair
Jeff Gubitz, Deborah Oleshansky, Staff

In March, members of the committee provided home hospitality and held a reception for Israeli members of Hadera-Eiron Steering Committee: Judy Yudah, JAFI coordinator, Elisha Hosman, lay chair, Tova Meiner and Esther Roichman, members. From here they went to Atlanta where they were joined by Bernie Rosenblatt, Jeff Gubitz, and Deborah Oleshansky, regional Partnership 2000 staff coordinator, for the annual SE Regional P2K Consortium meeting.

This summer, Camp Tikkun Olam was again successful here in Knoxville as well as the other cities that participated: Charlotte, NC, Chattanooga, and Jacksonville, FL. Our teens, David Floyd, Rae Oleshansky, Hazak Parsons, Connor Reis, Lily Silver-Alford, and Ethan Sturm, joined eleven other teens from the region and nineteen Israeli teens for the four week experience. During the second week of the Knoxville segment, the Tikkun Olam teens helped to organize a delicious and entertaining Israel Night for the community. Our teens related that they not only built close relationships with the Israelis but also with the American teens from our region. We express our gratitude to Deborah Oleshansky who has coordinated and chaperoned the Knoxville Camp Tikkun Olam for the past many years and look ahead to Melissa Treece taking on this role in 2011.

In August, Hila Elhayahu, P2K Education Coordinator from Israel, came to Knoxville to explain and develop education oriented programs between our youth and the youth in Hadera-Eiron. As a result, Marc Forman, who teaches at South Doyle High School and is a past Educators' Exchange delegate, has begun the first year of the YP2K program for high schoolers. The program focuses on social issues developing a community volunteer project in connection with a twin group in Israel. In addition, Miriam Esther Wilhelm, Head of School, KJDS, will be initiating the Jland program involving interactive computer games while on-line and in contact with Israeli students.

Plans are underway for the 10th anniversary celebration of our P2K Consortium in February 2012 with mission trips from our regions' cities traveling to Israel.

Our Israel Partnership Committee continues to look for and develop opportunities to connect the Knoxville community to Israel in addition to what has been established through the regional partnership, for example, providing links on the KJA website, organizing a meaningful Israel Day, and getting local Israelis involved.

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

2010 Program Highlights:

Matisyahu Concert on campus as part of UT Welcome Week Activities
August 21, 2010

Chairs: Aly Resh, Rebekah Zeitlin, Jordan Pearlstein, Jonathan Coplon

After many years of trying to bring Matishayu to campus, we were FINALLY able to partner with the Campus Programming Council to co-sponsor an outdoor concert to celebrate Welcome Week Fall 2010. We had a UT Student Activity Grant for our portion of the sponsorship. Chabad of Knoxville hosted Matisyahu and his family while he was here, and they invited all the UT Hillel leadership and Jewish high school students to join them for Shabbat dinner at Chabad House in the evening prior to the concert. Over 80 Jewish young adults came to the dinner – it was a truly magical evening. Over four thousand students and community members attended the on campus concert the next night. We believe it was the first time a performer wearing a kippah played a main stage event at UTK!

Student Faculty Event

October 20, 2010

Chairs: Hannah Zeitlin, Hannah Schwartz, Spencer Glaser, Rebekah Zeitlin

This event was designed as a way for Jewish Students and Jewish Faculty to connect socially and network. After the success of last year's event, students again hand delivered the invitations to faculty members and we had a phenomenal response. Over 25 faculty members and 30 students attended the event. Miriam Kramer, UT Senior, spoke about her recent trip to Beijing with UT faculty. The trip was made possible in part through her connection with Dr. Mark Littman and Miriam encouraged ALL students to network with faculty members.

Chanukah Party

December 1, 2010

Chairs: Victoria Kisluk, Haley Papel, Sam Thomas, Jonathan Coplon

Mr. and Mrs. Bruce Pearl welcomed students to their home for a Chanukah Party on the first night of Chanukah. It was extremely well attended, and students had a wonderful time. Many thanks to the Pearl family for hosting and to Brandy for her help cooking latkes. Thanks also to Marilyn Wohl, Marla Brody and Marilyn Burnett for help with the holiday meal.

High Holidays 5771

Thank you to Heska Amuna Synagogue, Temple Beth El, and Chabad of Knoxville for inviting Jewish students for High Holiday services.

Torah Study

Coach Bruce Pearl hosted monthly Torah Study sessions at his office. The study is attended by a combination of undergraduate and graduate students, along with faculty members. Thank you to Rabbi Louis Zivic, Rabbi Beth Schwartz, Rabbi Yossi Wilhelm and Rabbi Alon Ferency for leading the study sessions. We TRULY appreciate the hospitality of Coach Pearl and his staff!

Shabbat Dinners

Students have organized on campus Shabbat dinners once a month, and continue to be hosted by local families weekly. Thank you to all the wonderful families who have hosted students!

Pesach 5770

Hillel students organized an on campus Pesach Seder held at the International House on campus. Over 100 students and guests attended the Seder.

Hillel Elections

A complete slate of officers was elected at the end fall semester. They will serve for spring 2011 and fall 2011:

President	Victoria Kisluk
Vice President, Marketing	Hannah Zeitlin
Vice President, Membership	Alexandra Gellis
Treasurer	Aly Resh
Scheduling Secretary	Haley Papel
Press Relations/Marketing	Hannah Schwartz
Webmaster	Lane Casik
AEPi/Fraternity Relations	Sam Thomas
Shabbat Dinner Coordinator	Amy Canter and Rachel Shenkman

Children and Youth

Melinda Gibbons, Vice President

My first year as VP of Children and Youth has been busy and fulfilling. I started in the position in March, 2010, and immediately became involved with both preschool and camp. I worked to create good relationships with Jeff Gubitze and Melissa Schweitzer, and met with both of them several times. During the summer, I talked with many parents about their concerns and joys about camp. Mid-summer, I spoke with a camp parent who suggested starting a parent committee, which we then did. The camp parent committee held its first meeting in July, with about a dozen parents attending. We held a second meeting in October to discuss the results of a survey of parents regarding camp. The survey received over 60 parent responses, most of whom had positive feelings about camp. Since the end of the summer, Jeff and I have been busy planning for summer 2011.

The other big project I assisted with was to start the *Growing Up Jewish* program. This program resulted from discrimination issues this past spring at some local schools. In August, we held our first program, aimed at middle and high school students and their parents. Amber Case, a Jewish Knox County school counselor, led the discussion with over 30 participants in attendance. Everyone felt the program was a success in helping students open up about discrimination in the schools and how it feels to be Jewish in Knoxville. As a result of this success, we held a second program in the series on December 12, 2010. This program was divided into three simultaneous groups, each for different-aged students. A total of 21 students participated in this event, ages ranging from seven through adult.

Again, participant responses were very positive. A third program will be offered in the spring.

I look forward to working to support our children and youth programs over the next year. We have a great preschool director, wonderful summer staff, and excellent leadership from Jeff Gubitza, so I know our kids are in good hands. I am happy to add my help to this talented group.

Early Childhood Education
Early Childhood Director, Melissa Schweitzer

Camp K'TonTon Ton

Camp was tremendous fun with Mother Goose themed weeks such as Rub-a-Dub-Dub, How Does Your Garden Grow, Sally Sells Seashells, and Sing a Song of Sixpence as children explored and experienced summer through bubbles, sand, gardening and stars. We enjoyed visits from Ijam's nature center who shared spiders with us, musicians demonstrating violin and cello, Knoxville Fire Department tours of a fire engine, and weekly experiments with our resident science specialists, Virginia Small. We celebrated the end of each week with Shabbat and had several visits from Nancy Becker to lead us. Daily activities included swim instruction, outdoor water play, gardening, craft projects and music to assist the children in exploring the weekly theme. Each child took home a small treasure to commemorate the week. We had a total of 338 days of camp enrollment which is down approximately 26% from summer 2009. This is due to increased competition and the current economic situation. Marketing efforts are in place to increase enrollment for 2011.

AJCC Preschool

Students and staff returned to AJCC Preschool in January 2010 with 61 students. We continued in August with 61 students. We converted one of our two Bet classrooms to a Hey classroom to fill the need for a transition year into kindergarten for those children whose birthdays are after the public school deadline. Currently our enrollment is 60 students with 49.6 full-time equivalents.

The Preschool core hours are 9:00 AM to 3:00 PM Monday through Friday, with Extended Care programs from 7:30 AM to 9:00 AM Monday through Friday and 3:00 PM to 6:00 PM Monday through Thursday and until 5:00 PM on Friday. Vacation day programming is offered during the spring break.

Three Star Rating

The preschool has been awarded another Three Star rating by the Tennessee Department of Human Services. The entire staff worked hard to set the standard in each classroom and helped new staff learn the process. This is the highest rating that a preschool can receive.

Multi-cultural Emphasis

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

Jewish Identity

We currently have three full-time Jewish teachers and one Jewish substitute teacher on staff. Our percentage of Jewish families is currently about 33% which is down from last December. This trend seems to be based on the large number of Jewish students who aged-out of the preschool last May. Five of these students are currently attending kindergarten at the Stanford Eisenberg Knoxville Jewish Day School (KJDS). We have three more students that will be completing our program in May with plans of attending KJDS. We continue to be the only Jewish preschool in the Knoxville area. We invite all of our families to celebrate holidays with us. We have celebrations for Rosh Hashanah, Sukkot, Tu B'Shevat, Purim and Hanukkah. This year we joined with the KJA community to celebrate Sukkot and Hanukkah in order to be part of the larger Jewish community.

Charlene Gubitz continues to provide new and interesting ways to present our Judaic curriculum. She is in each classroom daily and uses a mixture of music, books and stories to teach the children. She is also available to guide and consult with the teachers to extend Judaic curriculum into the everyday lesson plans. The two oldest classrooms have started a Mitzvah project. Whenever a student does a mitzvah, they earn a chain or a leaf. The children can watch what impact their "good deeds" have in a very visual way. The children have begun to go out of their way to be helpful.

Every Shabbat, the children enjoy special songs and fresh baked challah. Starting in August, Rabbi Alon Ferency has joined Shabbat celebrations to share a few words from the week's parsha with us. We have also enjoyed other Shabbat visits from Rabbi Beth Schwartz and Rabbi Yossi Wilhelm to help us celebrate special occasions and fill-in if Ms. Charlene is absent.

Parent Participation

Parent participation appears to be on the rise. We have requested that each family volunteer four hours during the preschool year. Families have been very open to this request and we have had volunteers for all of our fundraising events, our Read-In day, playground work day, and family holiday celebrations. We also have grandparents and other family members who donate their time to the preschool. Our Parent committee leaders this year are Emily McCutcheon, Karen Lacey and Rachel Hale. One of the first orders of business for the parent leaders was to change the name from Parent Committee to Parent Organization to get more families involved. We have room parents for Gimel, Daled, and Hey that assist the teachers with specific volunteer requests. We will continue to encourage participation in every classroom.

Fundraising

Mitzvah Mart	\$750
Art Gala	\$509
Scholastic Book Fair	\$1009
Knoxville Lifestyle Books	Ongoing

Fundraising activities for 2010 included Mitzvah Mart (spring), Annual Art Gala (spring), Scholastic Book Fair (fall), Knoxville Lifestyle Book sales (fall), and ongoing birthday parties for the students. The Parent Organization decided to discontinue the Sally Foster sale which historically occurred at the beginning of the preschool year due to falling sales and intensive labor required from the chair person. This fundraiser was replaced with Mitzvah Mart, a rummage sale, done in cooperation with Stanford Eisenberg Knoxville Jewish Day School (KJDS). The proceeds from this successful fundraiser benefitted both schools. The Annual Art Gala continues to be a major fundraiser for the preschool. Each year students make individual pieces as well as class pieces that are auctioned to the parents. Scholastic Book Fair is held the week before our Thanksgiving celebration and finishes the day of the celebration. Sales for this book fair are holding steady. We have been working with Scholastic to increase the number of Jewish books available for sale and this year received four boxes of Jewish themed books in addition to our regular stock. Knoxville Lifestyle Books were very late being released this year and were not available until just recently. We will continue to make these available for sale. Birthday parties for our students are a convenient way for parents to plan classroom celebrations. These are very popular and continue to be a small but consistent stream of fundraising income. In planning fundraising activities for 2011, we are looking at ways of opening up our events to the wider Jewish and Knoxville communities. We had one family that sponsored challah for Shabbat celebration this year. We will promote this opportunity more in 2011. The current economic status seems to dictate that we provide ways in which the families can give in smaller amounts. We are using parent volunteers to cover such costs as labor for small odd projects that we are doing.

Extended Care

Our extended care continues to improve. We have dedicated extended care staff that plan activities for the children to choose. When appropriate, extended care takes advantage of our large outdoors. There are also special art projects, games, books time, and music for the children during the afternoons.

Staff

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

Looking Ahead to 2011

We continue to look for new ways to create a professional educational community among our teachers. Competitive compensation and a cooperative working environment should continue to be a priority in order to retain experienced staff.

Our major goals for 2011 are to develop an outdoor classroom including a vegetable garden and related curriculum, create a positive position in the pre-k market, and continue to be a progressive preschool with learning opportunities for every student.

Milton Collins Day Camp

Melinda Gibbons, VP Children and Youth

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

There were 12 one week sessions this summer to take advantage of the change in Knox County Schools' new calendar. Our quality programming and experienced, enthusiastic staff members brought back many returning families while also attracting new participants through positive word of mouth, flier distribution, advertisement posting, and targeted direct mailing.

Sarah Price enthusiastically started the year as our camp director. She felt that her pregnancy and pending birth in August would not detract from her performance of duties. Sarah was forced into bed rest by her doctors and camp opened with Rodney Monroe, Jessica Hill and Jonathan Branton, triple teaming in a leadership role. Brian DeBolt arrived in mid June and consolidated the management team. He was assisted by Evan Chasan. While not the optimal way to run an operation, at no time was the quality of the camp or the care of the children compromised.

Throughout the course of the summer, MCDC continued to offer the quality programming that has established us as "The Most Fun Under the Sun." Our specialists in art, drama, video, sports, and "camp games" 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. Camp Tikkun Olam participants joined in the fun and added a great deal while in residence. In addition, one of the highlights of our program continued to be the ever increasing quality of daily swim instruction.

Each session offered either a field trip or late-night/overnight programming. These included such excitement as a rafting trip, tubing, , a tour of 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 Mr. Jeff's world famous spaghetti, hamburgers and lasagna prepared on-site and served by staff and volunteers. Thanks to Amy Hull and the other parent volunteers who helped with meals.

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.

2010 Report from KJA Vice President for Public Relations Mary Linda Schwarzbart

2010 has been a busy and productive year. The committees, committee chairs, and staff work diligently 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 – 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 on our website with staff oversight. This community-wide calendar is a long held tradition and increases in importance as we continue to grow. We now have separate tabs on our calendar for KJA/AJCC, Heska Amuna Synagogue, Temple Beth EL, and The Knoxville Jewish Day School. Thanks to Jane Cohen, our webmaster, for her support of the technical aspects of our online calendar.
- **Media Relations** are supported by Jeff Gubitz. 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.

Due to renewed reports of harassment of our Jewish students, on April 29, 2010, with the encouragement and support of Montana Jones, Senior Advisor, High Needs Schools on Superintendent McIntyre's Executive team, we held a meeting with a few parents whose children have been the recipients of issues on school campuses relating to their being Jewish. In addition to Ms. Jones, other representatives from the Central Office were Donna Wright, Assistant Superintendent for Curriculum & Instruction, Dr. Elizabeth Alves, Executive Director of Middle Schools, Ed Hedgepeth, Executive Director of Secondary Instruction, and Melissa Massie, Executive Director of Student Support Services. The result was an honest discussion of issues our children encounter in our schools.

The KCS administration followed up with regular staff training to address issues of bullying harassment in the schools. Knox County Schools have the following initiatives in place for the 2010-2011 school year. (1) Rodger Dinwiddie-National Expert on bullying provided professional development for more than 300 educators-July 2010. (2) Principal overview session "Bullying Initiative" was taped and shared with the staff at each building level-July 2010. (3) A five to six month series for principals and schools continued during the school year.

On August 29, CRC partnered with the KJA Children and Youth Department led by VP Dr. Melinda Gibbons to present "Growing up Jewish in a Christian World: Students' Dilemma." The KJA Children and Youth Department will continue to provide programming and resources in this area for our youth and parents. CRC will work with the larger community to reduce the issues confronting our youth.

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 and special events. Marilyn also represents our community on the Martin Luther King, Jr. Commission.

- And, then, our publications – *Ha'Kol* and www.jewishknoxville.org, our website. We welcomed Mary Ann Merrell as new Publications Chair this year. What a capable and effective addition to our team! We held 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 publish a community newspaper that includes KJA, Heska Amuna Synagogue, Temple Beth El. Hadassah, and the Knoxville Jewish Day School. With all 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 of *Ha'Kol*, as well as past issues of the *KJA Voice*. Jane Cohen is our volunteer and very professional webmaster who never fails to meet every website challenge immediately. President Stephen Rosen's weekly email is posted on the website as well.
- 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.”

My thanks to Joyce and Jeff for wonderful staff support; to Jane, Arnold and Mary Ann for being amazing and professional volunteers. 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 2010 – 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, 2010: \$1,832,414.51

KNOXVILLE JEWISH COMMUNITY FAMILY OF FUNDS BOARD OF DIRECTORS

Dick Jacobstein, *President*

Mel Sturm

Bernard Rosenblatt, *Vice President*

Jacki Imbrey

Scott Hahn, *Secretary/Treasurer*

Herb Jacobs

Jeff Becker

Harold Markman

Bernard Bernstein

Pace Robinson

Arnold Cohen

Alexandra Rosen

Robert Goodfriend

Jeff Gubitz, *ex officio*

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 2010 (10/1/08-11/25/2009) and thanks the generous donors who have made it possible:

* Anonymous

GRANTS MADE: The following grants were made in 2010 [January 1 – September 30, 2010]:

Grant Request List for 2010 to KJCFF

FUND NAME	GRANTEE	PURPOSE	AMOUNT
Jeff and Nancy Becker Cultural Enrichment Fund	Heska Amuna Synagogue KJA KJA KJA	Renovating the childcare room For Jewish Book Month For annual support For B'nai Tzedek matches	\$25,525
Rosenthal Environmental Fund	Heska Amuna Synagogue	New lighting as part of the childcare room renovation	\$500
Dr. Bernard S. Rosenblatt Fund	KJA	For Tikun Olam program	\$1,000
B'nai Tzedek Funds	Joint Distribution Committee - Emergency Relief KJA Arava	To provide emergency relief in Haiti To support scholarships To support Israel	\$1600
Zionist Organization Fund	KJA	for Bar and Bat Mitzvah Tree Certificates	\$324
David Blumberg Leadership Fund	KJA	to sponsor one student's attendance at BBYO International Conference	\$250
KJA Opportunity Fund	Jewish Federation of North America	For overseas needs	\$10,000
Zelda and Max Siegel Fund	KJA	To purchase equipment for mobile meals to senior	\$2,000
Bernard E. and Barbara W. and Bernstein Fund	UT - Judaic Studies	Schusterman Israel Fellow	\$2,500
Sam and Esther Rosen Community Enrichment Heska Amuna Fund	HA	To renovate and refurbish the Rosen Social Hall	\$3,442
Sam and Esther Rosen Community Enrichment Federation	KJA	Annual support	\$6,000

Fund			
Sylvia Robinson Memorial Fund	Heska Amuna	For Kol Nidre musical performance	\$500
Sylvia Greenberg Fund	KJA	For Menorah Madness	\$250
Heska Amuna Educators Supplement Fund	HA	To support Heska Amuna Religious School	\$10,000
Anonymous	varied	varied	\$2,820
TOTAL		TO PROVIDE IMPORTANT SERVICES AND PROGRAMS TO OUR COMMUNITY	\$67,311

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"> ▪ Anonymous ▪ 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, KJCFF President, the Jeff Gubitz, KJA 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**"