



The Center for Jewish Life

Embracing Our Past. Building Our Future.

UPDATE!

ISSUE 1

Issue 1 Editor – Laurie Schwager

OCTOBER 2014

L'Shana Tova!

The Jewish Community Alliance of Northeastern Pennsylvania welcomes the New Year of 5775 with the inaugural edition of our Center for Jewish Life Project Update.

Introducing THE CENTER FOR JEWISH LIFE

Our New Communal Home: Connecting the Community, Affirming our Jewish Future

The Greater Wilkes Barre Jewish Community has a unique opportunity to secure its future and regenerate a new sense of community and purpose. To meet this challenge, the JCA is moving from downtown Wilkes-Barre, across the river to the brand new Center for Jewish Life in Kingston. This move not only represents a major location change, but also a shift to a more creative and forward-thinking way of maximizing the impact of our community's facilities and programs.

The leaders of the JCA recognize that many members of our community have heard little or perhaps nothing about this communal undertaking. As the new Center for Jewish Life Project progresses from dream to reality, we pledge to do a better job of communicating developments and laying out the overarching vision behind the project. We assure you, there is a specific vision which serves as the basis of this project, but this endeavor requires everyone's active involvement and support. Together, we will build a

new dynamic facility that will serve our social, educational, cultural, athletic and other needs and ensure the existence of a vibrant, engaged Jewish community for decades to come.

The building will be located on Third Avenue at the site that was formerly the Price Chopper at the Kingston Plaza and will be completely redesigned and retrofitted into a sleek, contemporary facility. The building and the land were purchased and donated to the community by the Cohen, Lantz, and Friedman families.

Experts estimate that, through increased efficiency, the new campus will immediately save the community approximately \$200,000 a year in overhead expenses.

In this inaugural Project newsletter, we take pride in updating you on the progress of the efforts to date, and introducing you to the committees that have been formed to support the project. Future editions of this newsletter will keep you updated on our progress, announce new developments, and serve as a central information source.



WHAT HAS BEEN ACCOMPLISHED SO FAR:

A number of steps have already been taken to bring this project to fruition. Among the project accomplishments:

- Completed a study of the current JCC building that found it would cost between \$4 - \$6 million to renovate the site.
- Identified an ideal location for the new campus. Three families then purchased the property.
- Focused on \$2.25 million in government and alternative funding, including securing a \$1.25 million grant from the Commonwealth of Pennsylvania.
- Completed an initial concept design of the new campus.
- Merged the Federation, Jewish Family Service and the JCC into a single organization and board called the Jewish Community Alliance of Northeastern Pennsylvania (JCA).
- Retained the Evans Consulting Group as the capital campaign consultant and completed a Pre-Campaign Assessment (PCA).
- The PCA process determined that the community has the capacity to raise a minimum of at least \$5 million to \$7 million.
- Assembled vibrant and diverse Building and Capital Campaign Committees.
- Secured the commitment of Temple Israel to relocate its offices and school to the new campus.
- Hired an experienced construction manager and a respected architect for the project.
- Hired an experienced Jewish communal professional to lead the JCA.

ANNOUNCING THE PROJECT COMMITTEES*

(*In Formation):

BUILDING COMMITTEE:

Chuck Cohen and David Schwager – Co-Chairs

Bruce Lefkowitz and Jennifer Dressler – Design Committee Co-Chairs

Max Bartikowsky
Barbara Bell
Paula Chaiken
Bob Cohn
Steve Davidowitz
Ramah Hackett
Debbie Hollander
Lisa Grossman
Taly Kornfeld

Ryan Kranson
Abbe Kruger
Paul Lantz
Steve Nachlis
Gary Nataupsky
Kelsey Nataupsky
Uri Perlman
Sue Strassman
Larry Taren

Michael Weiss
Mike Yelen
Joel Zitofsky



Chuck Cohen



David Schwager

Professionals: Danny Goldberg, Rick Evans, Bob Becker, Bob Isaacs, Denise Garofalo
Rabbi David Kaplan, Rabbi Larry Kaplan, Rabbi Roger Lerner

HOW TO FIND OUT MORE:

For more information about any aspect of the project or the campaign, or to learn about how you can help with the creation of the Center for Jewish Life, please do not hesitate to contact Danny Goldberg, executive director of the Jewish Community Alliance of Northeastern Pennsylvania: by email at jca.exec@jewishwilkes-barre.org or by phone at 570-824-4646, ext. 235.

CAPTIAL CAMPAIGN COMMITTEE & CABINET*

(*In formation):

Paula Chaiken and Larry Taren – Co-Chairs

Major Gifts Co-Chairs – Jeff Davidowitz, Rob Friedman, Larry Cohen

Special Gifts Chair – Michael Weiss

Community Gifts Chair – Laurie Schwager

Financial Oversight Committee Co-Chairs – Susan Yelen, Leo Gutstein

Communications Co-Chairs – Sue Strassman, Debbie Hollander

Additional Committee Members (assigned to above divisions) –

Max Bartikowsky

Roman Gurevich

Fred Levy

Sue Berger

Aaron Kaufer

Steve Nachlis

Jason Cohen

Mitch Kornfeld

Bob Smith

Sally Connor

Kiera Lantz

Sandy Sternlieb

Naum Gitman

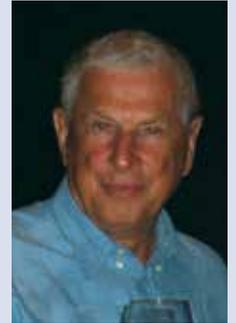
Paul Lantz

Bob Greenwald

Sandie Lefkowitz



Paula Chaiken



Larry Taren

Professionals: Danny Goldberg, Rick Evans, Bob Evans, Bob Isaacs, Denise Garofalo

Meet the Architect – David Sheydwasser

Designs for the new Center for Jewish Life are very much still in the works. Local architect David Sheydwasser and his firm have been selected to move the process forward.

Sheydwasser has more than 25 years of experience. His firm specializes in all aspects of design, including programming, schematic and preliminary studies and interior designs. He has focused on new building projects as well as renovations. The firm utilizes traditional materials in non-traditional ways and adheres to a generalist approach to design.

Regarding the project, Sheydwasser noted that it is very early in the design process and he will be seeking a great deal of input into what the community would like to see embodied in the new building. He stressed that the new Center will not only be about functionality, but the design will also contain Jewish symbolism and reflect the Jewish historical experience.

Mindful of 170 years of Jewish history in the Wyoming Valley, Sheydwasser said he “keeps going back to symbolism and will try to incorporate those thoughts into the design. As you approach the building, it should excite you. It should make you feel part of something bigger.”

Paul Lantz, president of JCA, said “We are pleased to have David Sheydwasser on board for this project. He understands very well that the Center for Jewish Life is ultimately about people and community, not a building. But in order to have a vibrant communal hub, we need a great building.”

Jennifer Dressler, co-chair of the building design committee, said that she and others were won over by Sheydwasser’s enthusiasm for the project.

The selection of an architect, she said, “really gets the ball rolling and starts to give this process an identity. It represents one more step toward making the project a reality. Community members will have ample opportunity to comment on the design and express what they are looking for in the Center for Jewish Life.”



David
Sheydwasser

**MARK YOUR CALENDARS FOR THE UPCOMING COMMUNITY DESIGN FORUMS.
JOIN US AND HAVE INPUT IN THE DESIGN FOR THE CENTER FOR JEWISH LIFE.**

October 14, 2014 – 7pm at the JCC

October 22, 2014 – 7pm in the Council Chambers of the Kingston Municipal Building



The Center for Jewish Life

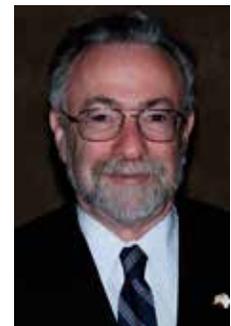
60 South River Street
Wilkes-Barre PA 18702

Non-Profit
Presorted
U.S. Postage
PAID
Wilkes-Barre, PA
Permit No. 51



INSIDE: UPDATES ON OUR NEW COMMUNAL HOME

"I am excited to come on board at this time in the history of the Jewish community in the Wyoming Valley. It is a tremendous honor and a great responsibility to help guide the creation of the new Center for Jewish Life. As a community working together, we will ensure a bright future."



Danny Goldberg