

“What  
Unites Us”



Rabbi Brad Hirschfield  
CLAL

Lisa Colton  
Darim OnLine



Adam Simon  
Schusterman Family  
Foundation



Robyn Faintich  
JewishGPS



Paul Liptz  
World Union for  
Progressive Judaism



Jacob Solomon  
Greater Miami  
Jewish Federation



Deborah Grayson Riegel  
MyJewishCoach.com

**JProStl** is an association dedicated to supporting professionals working at Jewish organizations in St. Louis. Its mission is to provide training, resources, and networking opportunities in order to strengthen staff members, their organizations and the community as a whole.  
[www.jewishinstlouis.org/jpro](http://www.jewishinstlouis.org/jpro)

**JCSA** (Jewish Communal Service Association of North America) shapes, defines and promotes professional leadership in the Jewish community by supporting professional development and the sharing and promoting of educational resources, best practices, recognition, advocacy and networking across the U.S. and Canada.  
[www.jcsana.org](http://www.jcsana.org)

The Professional Leadership Conference and all JProStl initiatives are generously supported by the Lubin-Green Foundation, a supporting foundation of the Jewish Federation of St. Louis. JProStl is affiliated with the new I.E. Millstone Institute for Jewish Leadership, a community-wide endeavor to engage, develop and inspire leadership throughout the St. Louis Jewish community.



JCSA

For information, contact Marci Mayer Eisen  
at 314-442-3810 or [meisen@jfedstl.org](mailto:meisen@jfedstl.org)

**Register by March 1**

**\$75 Includes all speakers, workshops, materials and 3 meals**

**\$60 Monday program only**

**\$30 Choice of sessions:**

- Sunday evening
- Monday morning
- Monday afternoon

**HOTEL ACCOMMODATIONS:** \$89 per night available at the Hilton St. Louis, Frontenac. For room bookings, contact: 314-993-1100.

Meet  
Us in  
St. Louis



Professional  
Leadership  
Conference

Sunday March 6 –  
Monday, March 7, 2011

Sponsored  
by JProStl  
in partnership  
with JCSA

JCC Staenberg Family Complex  
#2 Millstone Campus Drive  
St. Louis, MO 63146

## Sunday, March 6

- 5:00 pm Registration  
5:30 pm Networking  
6:00 pm Dinner  
7:00 pm **Sunday Evening Opening Presentation:**  
**Telling Your Organization's Story: Strategic Storytelling to Recruit, Engage and Inspire**  
*Deborah Grayson Riegel*  
*MyJewishCoach.com*
- 8:00 pm Reception - Wine, Cheese & St. Louis' famous Ted Drewes Frozen Custard

## Monday, March 7

- 7:30 am Registration Available  
8:00 am Breakfast and Networking  
8:45 am Welcoming Remarks  
9:00 am **Keynote Presentation:**  
**"What Unites Us"**  
*Rabbi Brad Hirschfield, President, CLAL*
- 10:15 am **Session I** - Choice of Workshops  
11:30 am Break & Pick up Box Lunches  
11:45 am Lunch - Choice of Facilitated Discussions by Table  
12:45 pm Break  
1:00 pm **Session II** - Choice of Workshops  
2:15 pm Break - Snacks  
2:30 pm **Session III** - Choice of Workshops  
3:45 pm Transition to Closing Gathering  
4:00 pm **Closing Gathering - Unity** -  
*Led by Hazzan Joanna Dulkan*

(The program will conclude by 4:30 pm)

### 10:15 - 11:30 a.m. Session I - Choice of Workshops

1. **Strengthening Boards, Maximizing Leaders** – *Audra Berg*
2. **Joining the Technology Revolution** – *Lisa Colton*
3. **We're All in This Together "World Café Model" for Meaningful Conversations** – *Robyn Faintich*
4. **The Ethics of Diversity** – *Rabbi Brad Hirschfield*
5. **Communication at Work: Creating a Caring Culture** – *Cyndee Levy*
6. **Israel & the Diaspora – Perceptions & Realities** – *Paul Liptz*
7. **Mini-MBA for Busy Jewish Professionals** – *Deborah Grayson Riegel*
8. **Generation NOW: Innovative Strategies for Engaging Young Adults** – *Adam Simon*

### 11:45 - 12:45 p.m. Lunch - Choice of Facilitated Discussions by Table

*Trends in...*

1. **Branding Your Organization** – *Allison Collinger*
2. **Twitter: Let's Tweet** – *Lisa Colton*
3. **Engaging Young Professionals** – *Mindee Fredman*
4. **The Jewish Professional World** – *Brenda Gevertz*
5. **Social Entrepreneurship** – *Barbara Levin*
6. **Volunteerism** – *Rick Skinner*
7. **Fundraising in the Jewish Community** – *Jacob Solomon*
8. **Securing Your Own Personal Financial Future** – *Sherri F. Weintrop*

*Teachings on...*

1. **Change** – *Rabbi Amy Feder*
2. **Money** – *Rabbi Shmuel Greenwald*
3. **Food** – *Rabbi Levi Landa*
4. **Happiness** – *Rabbi Ed Harris*
5. **Parenting** – *Rabbi Brad Horwitz*
6. **Women** – *Rabbi Brigitte Rosenberg*
7. **Love** – *Rabbi Ze'ev Smason*
8. **Baby Boomers** – *Rabbi Lane Steinger*

### 1:00 – 2:15 p.m. Session II - Choice of Workshops

1. **Facebook, Twitter, Videos & Blogging: Case studies in Community Building** – *Lisa Colton*
2. **Making a Difference in the Lives of Pre-Teens, Teens and Their Families** – *Robyn Faintich*
3. **Life's Great Balancing Act** – *Rabbi Andrea Goldstein*
4. **The Jewish World Today: Making Sense of Complexity** – *Paul Liptz*
5. **Responding to Financial and Other Challenges: Successful Strategies for Nonprofits** – *John McClusky*
6. **Managing and Motivating in All Directions** – *Deborah Grayson Riegel*
7. **Connecting to the Mission When You Are of Another Faith** – *Panel includes John Terranova, Lisa Briggs and Mike Sherwin; Facilitated by Ronit Sherwin*
8. **The Evaluation Matrix: How to Best Use Evaluation to Prove and Improve Your Impact** – *Adam Simon*

### 2:30 – 3:45 p.m. Session III - Choice of Workshops

1. **Beyond Mitzvah Days – Our Communal Responsibility to "Repair" the Community** – *Jennifer Bersdale*
2. **Our Diverse Jewish Community: Creating Inclusive Organizations** – *Tabari Coleman*
3. **Increasing Engagement through "Learning 3-D"** – *Robyn Faintich*
4. **"Oh, (BLEEP!) Another Meeting?"** – *Deborah Grayson Riegel*
5. **Moses & Management: Jewish Lenses on Leadership** – *Rabbi Carnie Rose*
6. **Demystifying Strategic Planning** – *Barry Rosenberg*
7. **Humor in the Workplace: A Jewish Approach** – *Rabbi Hyim Shafner*
8. **Building Your Jewish Professional Career** – *Jacob Solomon*

To register and for details on all workshops and speakers go to [www.jewishinstlouis.org/jpro](http://www.jewishinstlouis.org/jpro)