



*Recognized as one of the country's most innovative educational initiatives by Jewish Educational Service of North America (JESNA), BJE's Concierge for Jewish Education program is featured in the newest working paper from JESNA's Lippman Kanfer Institute and Berman Center for Research and Evaluation.*

## At Your Service

To help parents navigate Jewish educational options for their children and make their search more effective, BJE was awarded a Cutting Edge grant from the Jewish Community Foundation of Los Angeles to create an interactive website and a companion customer relations program. With the close of the grant period, these services remain available at no charge to consumers thanks to a program grant from the Jewish Federation. "We are blessed to be in a city that has so many options," says Miriam Prum Hess, Director of BJE's Center for Jewish Educational Engagement. "But if you don't know how to begin looking, what to look for, or what would be the right fit for your family, it can be frustrating and off-putting."

BJE launched JKidLA.com, a website that features a comprehensive listing of the vast Jewish educational opportunities and resources in Los Angeles that can be accessed through a sophisticated search engine. BJE Concierges for Jewish Education were added to provide the customer-relations component.

Continued on Page 5

## INSIDE THIS ISSUE

New Alumni  
Opportunities  
Page 2



High School  
Affordability  
Grants  
Awarded  
Page 3



BJE Gala –  
RSVP  
Page 4





# MESSAGE FROM THE PRESIDENT

## What's in a Name?

Opening this newsletter I'm sure you have noticed a new look and, yes, a new name. We are simply BJE. Rest assured, our core mission remains the same. Working with its educational partners, BJE will continue to deploy knowledge and expertise to enhance the quality of Jewish educational experiences while increasing access and encouraging participation in all types of Jewish educational settings. In the face of escalating pressures on schools and parents, the need for BJE services and programs has never been greater.

Identification as a "bureau" no longer reflects who we are and incorrectly suggests that we are a department of a larger organization. At the same time, research indicated positive associations with the BJE name, warranting the preservation of that moniker. After months of work, spearheaded by Susan Brenner, Denny Fisch and Stacey Barrett, we begin the new year with a new name and a new logo.

New names and logos are nice but, standing alone, they certainly do not represent substantive change. BJE's 2007 strategic plan suggested the desirability of updating and contemporizing our organization's brand along with pursuing programmatic initiatives of the sort described in these pages. This newsletter reflects not only a new design, but describes significant strides in addressing compelling community needs.

It is BJE's goal to be viewed by all of its constituents as a full partner in our common commitment to building Jewish education. With the hard work of our lay and professional staff I am gratified to report that BJE is ably responding to changing times and remains the first stop for anyone who wants to address a community-wide Jewish educational issue. As we start the new year, best wishes to each of you for a shanah tovah,

Marc Rohatiner  
President, BJE



## The "March" Goes On

Each spring, BJE March of the Living students make an emotional pilgrimage to Poland and Israel, joining thousands of other Jewish teens from around the world to commemorate Holocaust Memorial Day (Yom HaShoah) in Auschwitz and Israel's Independence Day (Yom HaAtzma'ut) in Jerusalem.

Beyond these powerful moments is the lifelong influence the two week educational experience exerts on the students. BJE plays an active role in keeping in touch with "March" alums to help them apply the lessons of their experience to their life and studies.

### Preserving the Memory

For Hayley Miller, a 2008 participant, the aspect of being a "witness" for the survivors deeply affected her. She volunteers at the U.S. Holocaust Museum in Washington, D.C., where she attends college. "On Yom HaShoah, I just couldn't bring myself to attend class; I explained this to my instructors and spent the day at the Holocaust Museum; later that evening I participated in a candlelight service on campus that I helped organize."

### The Meaning of Homeland

Sheree Asher, whose parents encouraged her to go on the BJE March in 2008, ranks the experience as just as important as college. "If I didn't go

Continued on Page 7



### 2009-2010 BJE Officers

- President**  
Marc Rohatiner
- Vice Presidents**  
Mark S. Berns  
Steve Feder  
Donna Nadel  
David L. Rosenberg
- Associate Director**  
Phil Liff-Grieff
- Recording Secretary**  
Bennett L. Spiegel
- Treasurer**  
Alan Spiwak, Ph.D.

- Corresponding Secretary**  
Susan Jacoby Stern
- Parliamentarian**  
Susan Brenner

**LOS ANGELES OFFICE**  
6505 Wilshire Blvd., Suite 300  
Los Angeles, CA 90048  
phone 323-761-8605  
fax 323-761-8640

**VALLEY OFFICE**  
22622 Vanowen Street  
West Hills, CA 91307  
phone 818-464-3397  
fax 818-464-3378

**SLAVIN FAMILY CHILDREN'S LIBRARY**  
6505 Wilshire Boulevard, Ground Floor  
Los Angeles, CA 90048  
phone 323-761-8648  
fax 323-761-8657

**BJE CONCIERGES FOR JEWISH EDUCATION**  
Debra Markovic 323-761-8616  
dmarkovic@bjela.org  
Rachel Donitz Kaplan 818-464-3391  
rkaplan@bjela.org  
Visit [www.jkidla.com](http://www.jkidla.com) for Jewish educational opportunities

**CONTINUING PROFESSIONAL EDUCATION FOR TEACHERS**  
Visit [www.bjela.org](http://www.bjela.org) to view current courses or call Janice Tytell 818-464-3372

**BJE SULAM JEWISH SERVICE LEARNING FOR TEENS**  
Visit [www.sulamcenter.org](http://www.sulamcenter.org) for community service opportunities

# Jim Joseph Foundation To Fund Day School Scholarships

Approximately 600 students whose parents would not otherwise be able to send them to a Jewish high school will get that chance thanks to a \$12.7 million High School Affordability Initiative. The Jim Joseph Foundation (JJF) grant, administered by BJE, requires the engagement of the community and five participating schools to develop \$21.25 million in endowment resources to fund tuition assistance beyond the six year JJF Grant period.

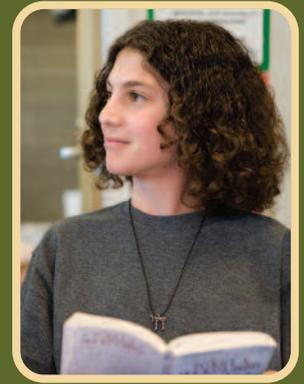
“This grant is visionary and extraordinary on multiple levels,” said Dr. Gil Graff, Executive Director of BJE. “It makes Jewish education immediately accessible to more families, and also creates enduring capacity through the endowment to help future generations.”

## Five Schools Are Targeted

The endowment fund will provide tuition subsidies for new and continuing middle-income students attending five L.A.-area Jewish high schools: Shalhevet School; Milken Community High School; New Community Jewish High School; and the Boys and Girls Schools of Yeshiva High School of Los Angeles.

## Seed Funding with an Aim to Grow

Dr. Chip Edelsberg, Executive Director of the Jim Joseph Foundation, views the Foundation’s investment as self-perpetuating: “Once we’re no longer supporting the program, we expect that each school will have the development capacity to offer tuition support far into the future. And, as a result, the composition of these schools’ student bodies will be dramatically and beneficially changed.”



“BJE has played the key role — under the leadership of Gil Graff and Miriam Prum Hess, in initiating and executing the entire Jim Joseph Foundation grant process. It is this leadership that has truly made a difference.”

– Dr. Bruce Powell



The Jim Joseph grant aims to bring in 180 families who would never have considered a Jewish high school because of the cost, and will fund about 450 continuing students who could not have maintained day high school enrollment without tuition subvention.

Miriam Prum Hess, Director of BJE’s Center for Excellence in Day School Education, notes that for a number of years BJE has been working to create such a scholarship fund and has already secured the \$4.25 million commitment in matching funds toward the endowment.

“The goal is to ultimately create a \$100 million endowment for Los Angeles,” she says, “to make a Jewish day school education more accessible to an increasing number of students.” “We are pleased that the Jewish Federation shares this visionary goal,” added Dr. Gil Graff.

The five high schools are optimistic and energized by the outcome. Says Dr. Bruce Powell, Head of School of the New Community Jewish High School, “BJE has played the key role – under the leadership of Gil Graff and Miriam Prum Hess, in initiating and executing the entire Jim Joseph Foundation grant process. It is this leadership that has truly made a difference.”

# Honoring Joel Stern and Susan Jacoby Stern



*For their contributions to the advancement of Jewish education, Joel Stern and Susan Jacoby Stern, will be honored at BJE's Annual Gala, January 7, 2010, at Sephardic Temple Tifereth Israel.*

## **Making a Difference**

Susan, a public interest attorney now working on community and Jewish educational issues, has been a member of the BJE Board since 1991. "I am excited to be a part of this essential organization that is the unifying force and resource for Jewish education in Los Angeles," she said. Susan currently serves on BJE's Executive Committee, formerly chairing the Youth Programs, Marketing Jewish Education and Board Nominating Committees.

At the Jewish Federation, she chairs the Education Committee of the Los Angeles-Tel Aviv Partnership, which organizes educational and cultural exchanges. A former chair of the Education Committee at Sinai Akiba Academy, Susan also serves on the Board of Trustees of Milken Community High School of Stephen S. Wise Temple, where she works with Metuka Benjamin, Director of Education. "Susan listens carefully to any issues that come up and immediately responds," Metuka said. "Her heart is in Jewish education and Israel. We wish we could clone her."

Joel, a native of Omaha, Nebraska, is Principal Technical Writer at Investment Technology Group, where he also chairs the Social Action Committee. He provides technical support for BJE committees whenever needed and, as a part-time cantor in the community, Joel helped form HaZamir, a citywide youth choir.

Continued on Page 6

**"...I felt BJE was very inclusive of all the constituencies with regard to the Code of Personnel Practices. It was a very serious, deliberative and open process."**

– Bonnie Smigel-Derin

## **BJE Re-Focuses Its School Personnel Services**

Recently, educators and school boards of Jewish schools served by BJE voted to "sunset" a longstanding Code of Personnel Practices. The Code, developed at a time when most Jewish schools were part time "Talmud Torah" programs, regulated aspects of the employment relationship between schools and educators who taught Hebrew and Jewish studies.

### **In Keeping With the Times**

"Increasingly many stakeholder groups expressed concerns about issues that were seen as more appropriately managed between employee and employer," said BJE Executive Director, Dr. Gil Graff. These concerns were a catalyst for creating a BJE Personnel Services Task Force as part of BJE's strategic planning process.

### **A Thoughtful Process**

One of the members of the Task Force, Bonnie Smigel-Derin, notes that the group was extremely thorough in its assessment. "As a lay leader, I felt BJE was very inclusive of all the constituencies with regard to the Code of Personnel Practices," she says. "It was a very serious, deliberative and open process."

After many months of meetings and discussions, the Task Force recommended that the Code be sunsetted. By the terms of the Code, this – as any amendment – required approval of BJE's Board, and a majority of voting educators and school boards.

### **BJE's Commitment: Partnership**

With the close of a 45-day voting period, on June 22 a majority of voting school boards and educators approved

Continued on Page 10

“What we found attractive,” said Marvin Schotland, President and CEO of the Foundation, “was the combination of using the web – the way people get information today that’s different from a decade ago – as well as a cadre of ambassadors to help connect both those already in the system and those not yet in it with comprehensive and reliable resources to meet their needs and interests.”

## Making Connections

“The Concierge service has grown exponentially,” said Prum Hess. “In the two years that we’ve been operating, we’ve had close to a thousand requests, some from clients who have contacted us multiple times.” The service is provided by two part-time Concierges, Debra Markovic and Rachel Donitz Kaplan, who visit education programs to ensure they have a sense of what the right match might be for each family. Additional funding would enable BJE to reach a growing number of parents interested in Jewish educational opportunities for their children.



One of the many satisfied Concierge customers is Cherie McDermott, who contacted the Concierge for the city, Debra Markovic, about complementary school options. “I really appreciated your ideas about maximizing my child’s Hebrew learning through options,” McDermott wrote. “I also appreciate that you have kept in touch, providing the most current information.”

## A Social Media Presence

Maintaining a presence on Twitter and Facebook, Prum Hess said that “both Debra and Rachel have become an incredible presence on ‘mama’ websites, getting ‘shout-outs’ from satisfied moms who tell other moms to call the Concierge service at BJE because it can help them.

“People trust the service because it doesn’t have a vested interest in any program it discusses with clients. We just want to help people consider and sort through the whole range of Jewish educational options, both formal and informal, that are available and suitable for their children.”

# SPOTLIGHT STAFF

## A Creative Force to Strengthen Jewish Education

As Director of BJE’s Center for Excellence in Day School Education, **Miriam Prum Hess** consults with 36 Jewish day schools in the Los Angeles area to strengthen their operational capacity and build overall support for day schools. She focuses on helping them institute best practices, develop joint purchasing initiatives, and acquire increased financial support. Miriam initially came to BJE on loan from the Jewish Federation, where she served as Vice President of Planning and Allocations, in response to BJE’s proposal to create a position to strengthen day school operations. Now formally part of the BJE staff, Miriam continually expands BJE programs and services to the benefit of students throughout the community. She was recently awarded the Alan J. Kassir Award for Outstanding Professional Achievement from

*the Jewish Communal Professionals of Southern California. Miriam holds two master’s degrees, one in Jewish Communal Service from Hebrew Union College and another in Social Work from USC. She and her husband, Mark, have two children, Eliana and Ezra, who are both students in Jewish day schools. Recently, we spoke to her about her work at BJE.*



## What do you consider your greatest accomplishments to date at BJE?

**Miriam:** Through the Concierge services and JKidLA.com, BJE has had a tremendous impact in the

Continued on Page 10

## Honoring the Sterns Continued from Page 4

He has conducted Jewish origami workshops under the auspices of BJE, as well as other organizations.

"I look at Judaism as a big tent with all kinds of entry ways," said Joel, who holds a master's degree in Jewish Literature from the Jewish Theological Seminary. "That, to me, is what BJE is all about. Regardless of your philosophical or theological viewpoint or depth of practice, BJE strives for inclusiveness."

### Models of Jewish Living

"Through their own family, the Sterns are models of committed, educated, and passionate Jews, enabling others to learn about the Jewish tradition and emulate them," said Rabbi David Wolpe of Sinai Temple. "At the same time, BJE is the common thread that ties together the many disparate efforts to educate our community. So in a sense, the Sterns and BJE represent the same thing – an attempt to reach beyond themselves and enable others to be part of a thriving and learned Jewish community."

Helping BJE to recognize the Sterns' contributions to Jewish education are Susan Baum, Donna Nadel, and Julie Platt, Co-Chairs of the upcoming Gala. "I've worked with Susan on many projects," said Susan Baum. "She is smart, hard-working, and selfless. She never says 'no.'" Julie expressed that "My cousins, Susan and Joel, live each and every day embodying the values of our tradition, devoting themselves to family, community, Jewish education and Tikun Olam." For Donna, now a Vice President of BJE, "Joel is an enduring role model for Jewish community leadership. It's not just that he is loved as a teacher but he is also an eager student always striving to learn about his Jewish heritage through the arts."



**Board Profile:**

**Alan M. Spiwak, Ph.D.**

## Committed to Enriching the Lives of Youth

Alan Spiwak was just finishing his term as president of the Jewish Free Loan Association two years ago when he received an offer he couldn't refuse: to join BJE's Board of Directors.

Alan, who manages Southwestern Bag Company, has always been both interested and active in enriching the lives of young people and, in particular, those in the Jewish community.

Alan earned a doctorate in clinical psychology while working with severely retarded children. He worked with the Anti-Defamation League and served as the regional youth commissioner for United Synagogue Youth (USY) as well as youth commissioner at his synagogue, Temple Beth Am. "I love interacting with kids and

relating to them," said Alan, who participated in USY as a teen. "They are the future."

His decision to join the Board was reinforced by the fact that his wife, Sheila, who currently serves as Vice President of the Board, has been very active with BJE. Alan, newly elected BJE Treasurer, serves on the Executive Committee, chairs the Planning and Budget Committee and is Co-Chair of the Strategic Planning Committee. At the Jewish Federation, Alan serves on the Education Pillar and previously chaired a committee that funds Israel programming for youth.

*Continued on Page 9*

# Educating the Educators

## Partners with BJE

Two families have recently demonstrated their belief in the value of training professionals to enhance Jewish education and the ability of BJE to provide that training.

In memory of his late wife, Bebe, a very active member of BJE Board for many years, Ken Simon established an endowment to help support BJE's Bebe Feuerstein Simon Early Childhood Education Institute. Each year, the Institute presents dozens of professional workshops at an annual continuing education conference for more than 750 early childhood education teachers.

"Bebe had strong feelings that if you educate kids about the joys and functions, ethics, holidays, and responsibilities of Judaism, that they will continue on in the tradition as adults," Ken said. His son, Harlan, added, "In the latter part of her life, my mother decided to focus on early childhood education, recognizing its importance."

For Mark Lainer, a former Chair of BJE's Board of Directors, attending Jewish day school as a child in Mexico has been a key motivation in supporting Jewish education. Recognizing the importance of professional development for teachers to enhance the educational experience for students, Mark and his wife Ellie have pledged to establish a fund at BJE to develop essential continuing education programs that would be very costly and difficult for any individual school to mount on its own. "I know what a good day

Continued on Page 9



## The "March" Goes On Continued from Page 2

on the March I wouldn't have been so involved in Israel," she says. "On my college campus, I've encountered a lot of negative attitudes about Israel, and I'm now very vocal as an advocate for Israel."

### A Tailored Curriculum

The program's overarching goals may seem ambitious – to engender tolerance, denounce racism and injustice, encourage participants to become better human beings, fight anti-Semitism as well as to strengthen Jewish identity and forge a connection to Israel.

But it's not a tall order, thanks to the curriculum that BJE provides for the students, says BJE March of the Living Director, Monise Neumann. "The curriculum of BJE March of the Living is very clearly defined: it's about the Holocaust and Israel, but it's also about the kids themselves. We're not just interested in their understanding of the Holocaust but the impact it has on them."

To ensure that the BJE March does not end literally with the flight home, Pam Ganz, BJE March of the Living Alumni Engagement Coordinator, stays in touch with alums, helping them find appropriate ways to channel the energy and excitement they gained from the trip into action. Many report back on how their experience changed and inspired them to make a commitment, whether to Israel advocacy, tolerance, human rights, or Jewish education.

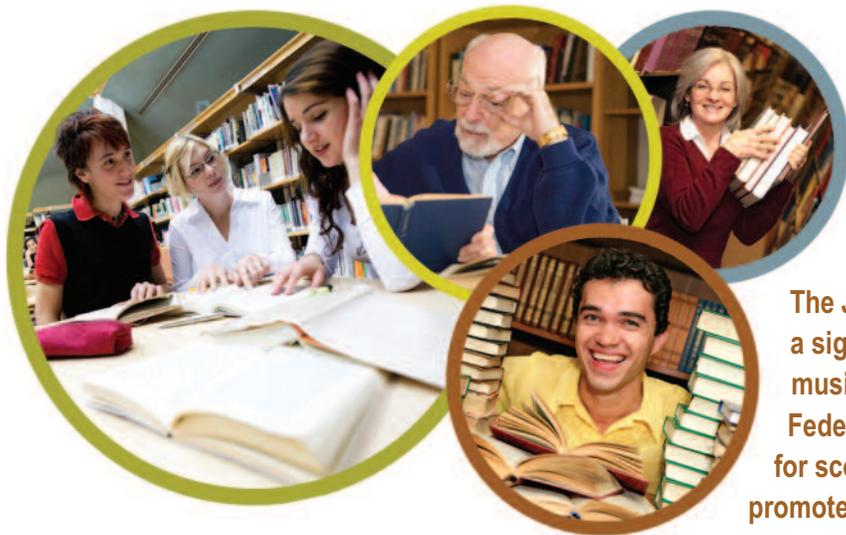
Dr. Chip Edelsberg, Executive Director of the Jim Joseph Foundation, which, along with the Jewish Federation, is a major benefactor of the program, notes that "BJE March of the Living meets the Foundation's criteria for creating a compelling educational experience involving immersive learning with high-quality education. It shows great promise as a catalyst to motivate participants in their life's journey."

And if students' assessments are any indication with regard to their own life's journey, the "March" does indeed go on.

THE MARCH

"On Yom HaShoah, I just couldn't bring myself to attend class; I explained this to my instructors and spent the day at the Holocaust Museum; later that evening I participated in a candlelight service on campus that I helped organize..."

– Hayley Miller



# A New Home for Jewish Community Library

The Jewish Community Library of Los Angeles has been a significant source for Jewish books as well as films, music, and archives. Established in 1947 by the Jewish Federation, the Library has also served as a focal point for scores of family programs offered year-round that promote Jewish learning and culture.

## Strategic Direction

At the request of the Jewish Federation, BJE assumed responsibility for the Library in 1990 with the Federation continuing to fund Library operations. In the face of pressing needs for educational services and the ever-widening gap between financial support of the Library and the cost of its operation, BJE formed a task force with a broad constituency of stakeholders to focus on BJE's role in the Library's management.

## Synchronicity

Concurrently the Los Angeles-based American Jewish University (AJU) was in the midst of plans to expand the Jack M. and Bel Ostrow Library on its campus in the Sepulveda Pass. According to AJU's president, Dr. Robert Wexler, the University had been planning for quite some time to enhance its focus on two main constituencies: Full-time students/faculty and the broader community of Jewish adults in Los Angeles. "Our aim has always been two-fold: To serve our students and to reach

out to the community at large," Dr. Wexler says. He notes that the AJU will increase the Ostrow Library's capacity from 9,000 square feet to 20,000 square feet.

## Meeting Community Needs

The Federation approached BJE regarding a merged, expanded Library at the University's campus and Dr. Wexler presented the University's plan for library expansion to the BJE Task Force. After conversations involving representatives of the Federation, BJE and AJU, BJE's Board endorsed a proposal recommended by the Federation that provided for the transfer of the Jewish Community Library to the AJU and the closing of its current site as of June 30, 2009. The Federation has committed grant funding for at least three years, in support of AJU taking on the responsibility of operating a community library, with September 1, 2009 as the launch date. Commenting on the impending move, John Fishel, President of the Jewish Federation, observed that, "While one never likes to see a library leave a particular locale, the Jewish Community Library function will now be positioned to serve a broader

population with greatly expanded holdings."

Reflecting on the history of the Jewish Community Library, Dr. Gil Graff, Executive Director of BJE, noted a poetic elegance in the evolution of the Library, initially named for Peter M. Kahn, a Jewish community activist who served as Chairman of BJE and was, as well, an early leader of the University of Judaism.

"We are deeply appreciative of the opportunity of having shepherded this important community resource for nearly two decades, and thank the Federation and the many, many individuals – including members of the family of the late Peter M. Kahn – who enabled the Library to flourish at its Wilshire Blvd. site.

"Special thanks as well to Librarians Hava Ben-Zvi and Abigail Yasgur and Library Assistant Sally Hyam for their dedicated service over these years. I am confident that the public will be well served as AJU expands the scope of its Library to meet community needs," said Graff.



## Board Profile: Alan M. Spiwak, Ph.D. Continued from Page 7

For their longtime support of Jewish education, the Spiwaks were honored at BJE's Annual Gala in 2009. Together they initiated "The Spiwak Match," a special campaign to help BJE increase educational opportunities for children with diverse learning needs in complementary schools.

"I've always been interested in seeing that kids with special needs have opportunities equal to those of other Jewish kids," said Alan, who devoted time to working with autistic kids when he was a therapist years ago.

To enable more children to attend Jewish day schools

and other Jewish educational programs, the Spiwaks contribute funds to help students who require need-based tuition assistance. They've helped sponsor BJE Continuing Professional Education programs for teachers. Alan and Sheila have been enthusiastic participants in three BJE March of the Living trips, two for adults and one for teens, which they staffed.

"BJE is the glue that can further Jewish education and make sure that it has consistency and quality," said Alan.

## Educating the Educators

Continued from Page 7

school can be," said Lainer. "I strongly believe that professional development is something BJE should do and can do well, because often individual schools are not in a position to create such programs for their educators."

### BJE is Committed to Strengthening Jewish Education in Every Setting

In striving to meet BJE's mission of enhancing the quality of Jewish education, professional development efforts take many forms, according to Phil Liff-Grieff, BJE Associate Director, who oversees the agency's work with early education and complementary schools. They include conferences, workshops, and seminars to expand the skills of Jewish educators. He noted that BJE also has established professional learning networks to help professional groups, including principals, teachers, and specialists to grow and learn together.

"Besides providing information, we strive to help educators define their goals and know when they've reached them," Liff-Grieff said.

### BJE Builds Partnerships & Delivers

Continuing education for educators as well as seminars in operational matters is a large part of the work led by Miriam Prum Hess, Director of BJE's Center for Excellence in Day School Education. "For example," she said, "any one school would find it prohibitive to obtain the expertise of a leading authority on brain theory and its connection to learning. But BJE can pool resources and offer it to schools that are part of a consortium, with the faculty of many schools benefiting."

To expand continuing education opportunities in general studies instruction, Prum Hess is working to obtain federal "No Child Left Behind" funds so that BJE can present experts on such topics as how to teach to different learning styles, brain theory, and Hebrew language assessment.

"It's critically important for educators to be exposed to new skills, ideas, and content so that they can constantly improve their practice," said Liff-Grieff. "In supporting professional development, donors have a real opportunity to enhance student learning by enhancing instruction."



## STAFF: Miriam Prum Hess

Continued from Page 5

Jewish community, helping families to find the best Jewish educational program that meets their needs. (See story page 1) A grant from the Jewish Community Foundation enabled us to start these valuable programs.

BJE is also strengthening our community's day schools by bringing in substantial dollar resources. Recent examples are the \$12.7 million matching challenge grant from the Jim Joseph Foundation to make Jewish high school more affordable, over \$3 million in Homeland Security funding for school security needs, and, prospectively, more than \$400,000 in federal "No Child Left Behind" funds in the coming year for both assistance to kids who are not at grade-level and for professional development.

### What is your next big goal?

We're undertaking a marketing initiative to encourage more parents to explore Jewish educational programs for their children and to appreciate the value that quality Jewish education provides.

### What do you appreciate most about working at BJE?

I've loved everything I've done because it's all so new and very exciting. I appreciate the openness of BJE in letting me be really creative. I also enjoy the relationships with the schools, identifying their needs, and receiving incredible appreciation that BJE is addressing those needs.



## Personnel Services

Continued from Page 4

the amendment to sunset the Code, effective July 1, 2009. Those educators holding BJE credentials prior to that date are "grandfathered" in the tenure and severance provisions of the Code.

BJE's Office of School Personnel Services remains committed to service to schools and educators. It will continue to refer personnel for available positions and will publish and disseminate standards of "best practices" in school-based employment relationships. As Graff and BJE President Marc Rohatiner noted in a letter to educators and school board Presidents, BJE looks forward to continued partnerships as schools and educators prepare for a new cycle in the important work of advancing Jewish education.



## A Perfect Way to Show You Care

What better way to celebrate a special occasion or honor the memory of a loved one, while at the same time showing that you value Jewish education and the important work of BJE.

Send a **BJE Tribute Card** and support the essential programs and services described throughout this newsletter.

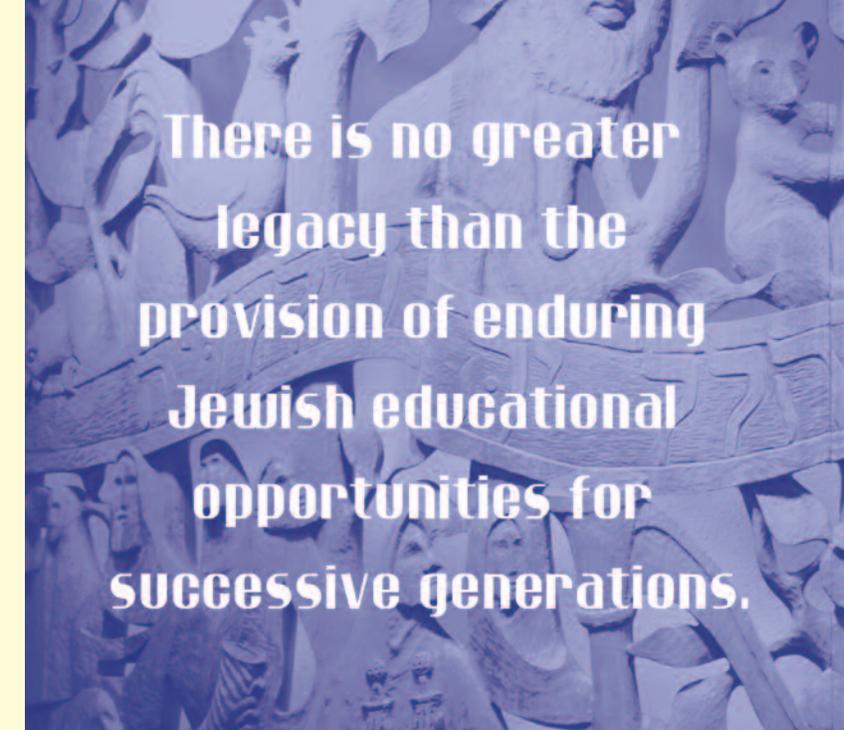
Whether it's a

- **Birthday**
- **Bar/Bat Mitzvah**
- **Anniversary**
- **Birth of a new baby**, or to
- **Perpetuate the memory of a loved one**

Fill out the attached tribute envelope or visit [www.bjela.org](http://www.bjela.org) – and we'll do the rest.

Your thoughtfulness will be acknowledged to the party you designate with a lovely tribute card. The amount of the gift will not be disclosed.

Thank you for being a partner in building Jewish education. Your investment today builds the foundation for tomorrow.



There is no greater legacy than the provision of enduring Jewish educational opportunities for successive generations.



## Providing the Opportunity of a Lifetime for Generations

In 1967, Rabbi Baruch Cohon and his wife Claire wanted to send their oldest child to Israel on BJE's LA Ulpan – a pioneer, BJE-operated summer program that took thousands of L.A. teens to Israel, from 1964-2000, for an intensive educational experience – but they needed financial assistance. Fortunately for them, Claire's parents, Louis and Dora, were in a position to help and they provided the necessary assistance.

Years later, with their children grown, the Cohons wanted to show their appreciation to Louis and Dora and make sure that, in the future, financial need would not be a deterrent for other families that wanted their children to participate in similar, life-changing, Jewish educational experiences (particularly in Israel). In appreciation and love, the Cohons established a fund in memory of Louis and Dora Stollman that provides need-based assistance to qualifying teens each year, enabling them to participate in BJE March of the Living – an educational program that culminates with a week in Poland to commemorate Yom HaShoah and one week in Israel to celebrate Yom HaAtzma'ut (see page 2).

Halina Wachtel participated in the BJE March of the Living in 2008 but not as a teen – Halina went with seven of her peers as a survivor of the Holocaust. A significant aspect of BJE March of the Living is the opportunity for teen participants to get to know and hear first-hand stories of Jewish life, pre-war and during the Shoah, from survivors who now live in Los Angeles. For Halina and the group of

survivors that joined her, the BJE March is vivid testimony to the vitality of Jewish life two generations after the Holocaust.

After Halina participated in the BJE March again in 2009, her children, Arthur and Suzette, created the "Halina Wachtel March of the Living Scholarship Endowment Fund" to celebrate their mother's 80th birthday. Family and friends joined Halina at a special BJE reception to recognize Arthur and Suzette's generous gift, not only to their mother but to teens that will benefit from their generosity, in perpetuity.

There is no greater legacy than the provision of enduring Jewish educational opportunities for successive generations. Endowing a BJE program or scholarship establishes a named legacy in perpetuity. To discuss BJE endowment opportunities, contact Stacey Barrett, (323) 761-8612 or sbarrett@bjela.org.

**BJE's mission** is to enhance quality, increase access, and encourage participation in Jewish education throughout Greater Los Angeles. BJE, independently and in collaboration with schools and other community institutions is an advocate, planner, catalyst, and creative leader for strengthening and advancing Jewish learning, with emphasis on children, early childhood through high school, their educators and parents.

CREATE A LEGACY



**LOS ANGELES OFFICE**

6505 Wilshire Blvd., Suite 300, Los Angeles, CA 90048  
phone 323-761-8605  
fax 323-761-8640

**VALLEY OFFICE**

22622 Vanowen Street, West Hills, CA 91307  
phone 818-464-3397  
fax 818-464-3378

**SLAVIN FAMILY CHILDREN'S LIBRARY**

6505 Wilshire Boulevard, Ground Floor  
Los Angeles, CA 90048  
phone 323-761-8648  
fax 323-761-8657

**BJE CONCIERGES FOR JEWISH EDUCATION**

Debra Markovic 323-761-8616 / dmarkovic@bjela.org  
Rachel Donitz Kaplan 818-464-3391 / rkaplan@bjela.org  
Visit www.jkidla.com for Jewish educational opportunities

**CONTINUING PROFESSIONAL EDUCATION  
FOR TEACHERS**

Visit www.bjela.org to view current courses or call  
Janice Tytell 818-464-3372

**BJE SULAM – Jewish Service Learning for Teens**

Visit www.sulamcenter.org for community service  
opportunities

The BJE is a beneficiary of The Jewish Federation



**December 10, 2009**

Milken Family Foundation Jewish Educator Awards  
Honoring distinguished Jewish educators in BJE-accredited day schools

**December 11, 2009**

BJE March of the Living registration deadline  
For information, contact Monise Neumann (323) 761-8613  
mneumann@bjela.org

**January 7, 2010**

BJE Gala Dinner Honoring Joel Stern & Susan Jacoby Stern  
For information, contact Stacey Barrett (323) 761-8612 sbarrett@bjela.org

**January 17, 2010**

BJE Continuing Education Conference for Complementary Schools  
For information, contact Janice Tytell, (818) 464-3372 jtytell@bjela.org

**March 8, 2010**

BJE's Bebe Feuerstein Simon Early Childhood Education Institute  
For information, contact Esther Elfenbaum (323) 761-8617  
eelfenbaum@bjela.org



6505 Wilshire Boulevard, Suite 300 Los Angeles, CA 90048

Non-Profit Org.  
U.S. POSTAGE  
PAID  
Mercury Mailing  
Systems, Inc.