

president's message

I recently returned from my third consecutive mission with the Conference of Presidents of Major American Jewish Organizations. Each year has been a different experience, as Israel was going through different periods. Two years ago, it was pre-election time, with Netanyahu in power, but being challenged by some candidates, several of whom were more eager to move the peace process ahead. Last year, Ehud Barak was Prime Minister, and Israel was in the midst of peace negotiations. Most speakers felt that peace was inevitable. This year, we have a newly elected Prime Minister, Ariel Sharon, the peace process is stalled, if not defunct, and the country is in psychological crisis. It is no wonder that most Israelis are tired, cynical, confused, even depressed. It was a difficult time to be in Israel, yet a most important time to be there.

The Conference is exposed to various leaders in Israeli society: politicians, economists, historians, business leaders, military leaders. We spend hours sitting in meetings

FOCUS!

leadership matters

February/March 2001

being addressed by speaker after speaker. I will try to give you a sense of what is going on, but to learn more, and experience the situation first-hand, join the WAO Israel Solidarity Mission being held April 21-26. I encourage all of you to do this. You owe it to yourself and to Israel!

Security. This is the primary concern of Israelis. While they do not believe that Arab armies will invade Israel, the threat of terrorism is very real.

A key question is how much control does Arafat actually have? Most people feel that he still has enough power to control the situation and can certainly speak out against violence, which he has not.

Another problem is Hezbollah in the north. When the Israeli army left southern Lebanon in July, a vacuum existed and Hezbollah filled it. The Lebanese army did nothing. Hezbollah continues to dominate the boarder and threaten Israeli communities in the north.

Arab Israelis. Most whom we spoke to acknowledged that this population has suffered discrimination and has not received the financial support from the government in terms of community infrastructure, roads, job training, etc. They feel alienated from Israeli society and although they have the right to vote, cannot serve in the army, which precludes them from receiving many "perks" that go with military service in Israel. Some Israelis question their loyalty. The Arab mayor of Nazareth put it this way...they are Israeli citizens, loyal

to the state, but are Palestinians just as we Americans are loyal to the U.S., but are Jews and have a special relationship with Israel.

Israel as a Jewish State. Can Israel be a Jewish state and a democratic country as well? The ultra-orthodox would argue that Jewish

It was a difficult

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yet a most important

time to be there.

law must prevail in order to have a genuine Jewish state. This causes conflict with individual rights, both of the secular majority and the Arab/Druze minorities. All of our speakers felt that a solution was possible and that religion should not enter into politics or the private lives of individuals. After security, this is the most pressing issue facing Israel.

Our Responsibility. We all know that tourism in Israel is almost totally ruined. When we visited the Wall, there may have been five people standing before it, and that was in the middle of the day. Hotels are virtually empty. It is so important that as many of you who can, choose to visit Israel sometime within the

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next year. Consider joining the WAO Solidarity Mission. It is reasonably priced (\$1,500), of a reasonable length (6 days) and is filled with exciting experiences. If not, then please try to visit another time. Also, it is very important that we communicate to all we know the reality of the situation in Israel. The media often distorts the truth, focusing on the sensational.

Pepi Dunay

news in brief

PRESIDENT'S SOLIDARITY MISSION TO ISRAEL

CHANGE OF DATE

APRIL 21ST - APRIL 26TH

You are invited to join Vice President **Judy Menikoff**, National Executive Director **Alice Herman** and other ORT leaders on a Solidarity Delegation to Israel, to show our support for the State of Israel and our ORT Israel family. Spend 3 inspirational days in Tel Aviv. Visit ORT schools and see for yourself how vital our programs are to our Israeli students. Attend a special briefing by the IDF and a seminar at Jaffe Center for Strategic Studies on the current political situation. Come to Israel with us and show just how

much you care.

For cost and additional information on the President's Solidarity Delegation, please contact Soretta Rodack at the Women's American ORT National Office, ext. 255, or by e-mail at srodack@waort.org.

Soretta Rodack

Administrative Secretary

WAO dues structure changes to keep pace

WAO is about to take an important step into the future by implementing a dues increase – the first since 1980. In order to continue to support ORT programs worldwide, we must rely more than ever on the generosity of our members. That is why, in place of our \$25 across-the-board membership, we expect to introduce new rates on July 1, 2001, the beginning of our next fiscal year. While Life Membership will remain at \$500, annual dues for members will be \$50, for students and seniors \$36, and for dual members (two individuals in the same household) \$75.

Members who respond to a special early bird mailing, going out shortly, will be offered an opportunity to join for the next fiscal year at current rates. A fact sheet explaining the changes and this option will be distributed to National Advisors and ADCs, who will also be invited to participate in one of a series of conference calls to discuss the proposed changes.

We are counting on our members to keep faith with our mission – and continue their strong history of loyal support for it – by responding generously to this request.

Pat Pollok

Chief Advancement Officer

Small Jewish world depart- ment or Jewish geography

Occasionally students from the Morristown Lubavich Yeshiva stop by the office to drop off their

newsletter and say a few words as they go around the building. On talking we have found some interesting connections.

One of the students was born in Iran. He said his father, Avraham Zakariaee, now 59 years old and living in Los Angeles, studied electrical engineering at an ORT school in Teheran starting when he was 14 years old. About that time they also gave him his first *tefillin*. To this day he still uses this set of *tefillin*. We also found out that my cousin, a rabbi, is one of their teachers at the Yeshiva.

My cousin's sister, living in Australia, is married to a South African who is related by marriage to **Brenda Shulman's** (New Jersey Region Secretary) good friend from South Africa, where she was born.

Judi Dill

Director, N.J. Region

Fun and fashion in Beverly Hills

ORT members and their guests from Greater Los Angeles gathered at the tony St. John's Boutique in Beverly Hills for an evening of fun and fashion. The event, benefiting our WAO programs, was chaired by **Sheila Beller** and **Carolyn Gold**.

Phyllis Friedman

Director, West Coast Major

Gifts & Planned Giving

North Palm furnishes the virtual classroom

The North Palm Beach County Region wants us to know they "are not just the home of hanging chads and glamorous fads," according to region president, **Joan Mazurek**. Using a virtual classroom as a prop, the Chapter's assignment is not just to raise money, but also to furnish this virtual classroom. As the money is raised, another part of the virtual classroom is filled in, reminding members that "there are five students waiting for each seat in every

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ORT classroom." As of January first, the Chapter had paid for the teacher, meals, and school supplies.

Half-century of ORT retrospective opens with centenarian Floridian

A highlight of the Feb. 5 opening reception for *ORTworks: Modernizing Jewish Labor in the Early 20th Century* and its concurrent exhibition, *50 Years of ORT in Florida*, at the Sanford L. Ziff Jewish Museum of Florida in Miami Beach, was the attendance of the oldest-living ORT graduate. **Dan Levenson**, 101, was trained as an engineer in Berlin at the close of World War I, right at the cusp of the period covered in the exhibit.

The retrospective on WAO's Florida presence was culled from photos, plaques, pins and other archival material submitted by the state's members and curated by Museum Director **Marcia Zerivitz**, herself a long-time ORTist.

National President and Floridian **Pepi Dunay** addressed the more than 200 attendees, including a contingent of National Board Members, thanking Florida's membership for its continued support through Chapter activities.

During the exhibit's three-month run, members of more than 30 of the state's nearly 70 Chapters will participate in group tours. To arrange a group visit, contact Roberta at the museum at 305.672.5044.

WAO shop and its keepers in the news

Barbara Nachman and **Candy Familant** of the Hampton-Newport News, Va. Chapter were recently profiled in the *Daily Press* in Hampton Roads, Va., for their volunteer efforts in the Act II consignment shop. Since retiring from nursing, Candy, a 33-year WAO member, and Barbara, a retired social worker who

staff update

♦ **Tim Gleason** has joined the Development Department as the new administrative secretary replacing Cathy Hall. Tim assists Jim Deadwyler in a variety of areas, including life membership, corporate matching gifts, and acknowledgements.

♦ **Sonja Brown** is the newest addition to the Midwest Satellite office. Sonja, who has a strong administrative and customer service background, assists Judy Siegal with daily office operations and member inquiries/con-

cerns. Please feel free to call and introduce yourself.

♦ **Andy Stern**, associate director of grants, will be leaving WAO to become the political director of NARAL (The National Abortion and Reproductive Rights Action League). He will be very much missed in the National Office, but we wish him well in his new position.

*Lauren Glaser,
Associate Director of
Human Resources*

joined in 1975, have had more time to devote to revamping the store into a boutique-like shop.

Daughter recalls mom's devotion

Sorting through her late mother, **Ethel Greenberg's**, belongings, **Susan Weissman** came across several WAO pins. Susan, who lives in Playa Del Rey, Calif., contacted **Phyllis Friedman**, Director, West Coast Major Gifts and Planned Giving, and sent her the pins along with a note describing the dedication of her mom who passed away 34 years ago. "ORT was an important and satisfying part of my mom's life. ...She believed in women helping women. Thanks for the many ways your organization helps people lead fuller lives."

leadership development

Mentors and Protégées meet face-to-face in Florida

This year's Protégées really got a taste of the "big league" when they joined their Mentors in Deerfield Beach, Fla., for the February meeting of the National

Board of Directors. The Protégées spent quality time with their Mentors, engaged in dynamic leadership experiences and established relationships with their peers.

The National Mentoring Program partners visionary women with seasoned members of the Board of Directors to provide an ongoing opportunity for learning and growth. Protégées work with their mentors on specific projects, leadership development within their local area and receive vital one-on-one coaching as well as group training.

Current Protégées in the National Mentoring Program will graduate in July at the Convention in New York City. These dynamic women will use tools learned through this experience to continue developing their leadership skills and programs in their areas and on the National level.

Thank you to all who participated and especially to the Chair of this project, **Rita Torf**.

National Mentoring Program
Class #3 Protégées:

Ann Baum, Barb Goldenberg, Lorraine Kaye, Lynn Levy, Trudy Lythberg, Shari Naman, Fern Oliphant

National Mentoring Program
Class #3 Mentors:

**Terry Azose, Cheryll Engel,
Naomi Finger, Marcia
Friedman, Susan Levine, Roz
Vermut, Rhonda Wolfson**

YOUNG LEADERSHIP

A novel high tea and hangin' at the gallery

Two innovative programs highlight Young Leadership's spring calendar.

The Mid Atlantic Young Leadership Initiative will hold a Literary High Tea at the Four Seasons Hotel in Philadelphia with special guest speaker Elizabeth Strout, author of the highly acclaimed novel *Amy and Isabelle*. The novel was adapted as a television movie, produced by Oprah Winfrey, starring Elizabeth Shue.

This fund-raising and outreach event includes a book sale and signing, special prize drawings and door prizes. Members were also invited to become Event Benefactors at \$120 in honor of ORT's 120th anniversary.

The Event Chair is **Cindy Pitts**, and Associate Chair is **Andrea Miller**, both of the Summit Square Chapter.

For details, see calendar, p. 6.
Come HANG with The Bay Area

assignment update

As of Feb. 28, our year-to-date assignment income is \$4,386,731, which is 59 percent of the 2000-01 annual assignment of \$7,390,500. Last year at this time, our total fulfillment was 4,945,181, which was 64 percent of the 1999-00 annual assignment of \$7,692,500.

*Suzanna Davidson
Controller*

Young Leadership Initiative for an evening of art, wine and hors d'oeuvres at one of San Francisco's hippest art galleries. This outreach event is one component of the Bay Area Young Leadership Initiative's special events campaign.

See calendar on p. 6 for details.

Event Chair is **Julie Ewing**, of the Mt. Diablo Chapter.

For information on these events, contact Rachel Kossoff, Director of Young Leadership at the National Office, ext. 262.

PYLC meeting in Florida

It may have felt more like the North Pole than Deerfield Beach, Fla., but the inclement weather didn't dampen the weekend! On Jan. 20 and 21, PYLC Classes #6

and #7 participated in an inspirational and educational day-and-a-half meeting.

Class members had the opportunity to meet National President **Pepi Dunay** and First Vice President **Carol Linch**. National Board of Directors member **Mary Ellen Peyton** presented her ever-popular slide show highlighting her ORT Mission to Israel and former Soviet Union. In addition to special Shabbat programming, leadership workshops, and a very competitive ORT Jeopardy game, both classes participated in a comprehensive public speaking workshop. Class members prepared 3-to-5-minute ORT-related speeches to present to their classmates, and received feedback. More about this training was covered in the spring issue of *The Reporter*.

chapter FOCUS!

"Chapter Focus!," a new monthly feature saluting our hard-working Chapters, turns the spotlight on Bocaray Chapter and the Bocaray Spotlight, the bulletin for this vital, thriving Chapter in Florida's South Palm Beach County Region.

With more than 240 members, Bocaray puts out a lively bulletin highlighting its many activities, and a full calendar of events, including successful theater parties and museum trips. Members also have the option of participating in stock market sweepstakes, spa days, card parties, Adopt-A-Shelf and PTA programs. The bulletin is financed by advertising from local area businesses.

On every page of the *Bocaray Spotlight* is a reminder of the ORT program, framed as a prayer, a joke, a bit of wisdom, accompanied by lively graphics. WAO salutes Bocaray President **Joanne Barron**, Editor **Shirley Mostov**, Associate Editor **Rena Schack**, and the Bocaray membership for their service, dedication, creativity and hard work on behalf of ORT students everywhere.

Miles Program | Alert! |

Due to the high cost of administering the miles-for-membership renewals program, and the intensive amount of staff time it required, the program has changed.

Effective immediately, miles will only be awarded to encourage NEW MEMBERS, through acquisition mailings.

We asked... You answered!

In the last issue of FOCUS! we asked our members to let us know how they've used *The Visionaries* program in their Chapters. Here are some of the answers:

*Greater Lake Worth at Covered Bridge Chapter
North Palm Beach County Region:*

Our Chapter showed *The Visionaries* at a meeting which honored our new members and was well received by all those who attended. I think that many of the members had not been aware of the programs in the former Soviet Union, though it has been

WAO web wanderings

Web sites of interest to intelligent Jewish women of all ages.

(Check our Web site, www.waort.org/waowandering, to link directly to these addresses.)

<http://www.utoronto.ca/wjudaism/>

WOMEN IN JUDAISM: A MULTIDISCIPLINARY JOURNAL is an academic, refereed journal published exclusively on the Internet, devoted to scholarly debate on gender-related issues in Judaism.

<http://projectgenesis.org/>
ARTICLES OF JEWISH CONTENT: ethics, law, the weekly Torah portion, holidays.

COMING TO CONVENTION IN NEW YORK? Get a head start on

planning by checking out www.nycvisit.com, for your link to what's happening in New York while you're here! You can also find the link with other Convention information on our website at www.waort.org.

DIG THIS FOR A VACATION! Participate in an archeological dig on your vacation. Two Internet sites will tell you more: www.israel.org/mfa/search.asap?results-1 and www.biblicalarcheology.org, and click on **Digs 1001**.

FINE ART OF ISRAEL is showcased at www.artofisrael.com. Israeli art and Judaica can be seen and purchased, or just enjoy shopping!

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Share your Success:

How have you used *The Visionaries* Program?

Other members across the country would like to know how you have used *The Visionaries* program. Please share the details of gatherings, events, and meetings where you've used it, and we will print the results in future issues of Focus! (see above)

Chapter or Region name: _____

Contact person: _____

Phone (day) _____ (eve) _____

E-mail: _____

Type of event (ie., Chapter meeting, donor or honoree event, at-home reception, new member lunch, etc.) _____

Using the space below, please give a general description of what took place, and the results, including how many people attended, funds raised, new members, publicity secured, and any tips you'd like to offer to other Chapters.

Mail to: The Reporter, Women's American ORT, 315 Park Ave. S., New York, NY 10010 or email to mheller@waort.org

well publicized. The faces of our students bring a whole dimension to our members' understanding of the ORT program.

*Northwest Valley Chapter
Phoenix Region*

We had our December meeting around *The Visionaries*. We showed the film and honored one of our charter members as "our Visionary." There were 30 to 35 members and guests present. Publicity was in our monthly bulletin and the synagogue bulletin. There was a small ad in one of the local papers. Refreshments were served. A certificate was presented to the honoree.

*Hollybrook Chapter
South Broward Region*

In January, the Chapter held a "Man of the Year" evening attended by 265 paying guests at \$25 per person. The evening featured an elaborate menu, three piece band, and a singer. It was held in the condo playhouse. The Chapter made a profit of \$1,500.

Thanks to all who shared! If you'd like to tell us how your chapter used the Visionaries, use the coupon on page 5!

good & welfare

Congratulations to...

Kay Freeman, National Assistant Treasurer/Secretary has a new grandson, **Harris David Freeman**, born Feb. 15.

National Advisor and dog breeder **Susan Levine** on Bichon Frisé Faro's Champion Sir Lancelot, winning one of two Awards of Merit at the 125th Westminster Kennel Club Dog Show.

Condolences to...

The family of **Paul Bernick**, Executive Director Emeritus of American ORT who died last month at the age of 85. As a vital member of the worldwide ORT,

community, he helped to shape both American ORT and World ORT through the second half of the twentieth century. The members of WAO are grateful for his guidance and activism in making ORT what it is today.

Norma and Joel Cohen on the death of Joel's mother, **Sylvia Cohen**. Condolences can be sent to the Cohens at 7829 Montecito Place, Delray Beach, FL 33446.

Arnold Loth on the passing of his wife, **Jean Loth**, past member of the National Executive Committee. Messages of condolence may be sent to Mr. Loth at 350 E. Laurel Drive, Margate, FL 33063.

Seymour Philips, on the passing of his wife, **Mary Philips**, a past member of the National Executive Committee. Messages of condolence can be sent to Mr. Philips at 23148 Gainford Street, Woodland Hills, CA 91346-2726.

calendar

March 25

Third Annual

"Reach for the Stars"

Join Chapters across the country in hosting entertainment-themed events. Sponsored by the National Young Leadership Department. \$125 minimum contribution. Call 800.51.WAORT, ext. 238. Note: March 25 is only a suggested date. Events may be scheduled year-round.

April 16

Gulf Coast Planned Giving Committee Meeting.

April 22

Mid-Atlantic Young Leadership

Initiative:

**A Literary High Tea
at the Four Seasons.**

Guest Speaker is Elizabeth Stout, author of *Amy and Isabelle*. The Four Seasons Hotel, Philadelphia, 2 to 5 p.m. Book sale and signing; raffle drawing. For information, call the National Office, ext. 203, or e-mail rcosta@waort.org.

April 28

Bay Area Young Leadership: An evening of art, wine and hors d'oeuvres at Hang, the hip San Francisco gallery; 7 p.m. Contact Rachel Kossoff at the National Office, ext. 262, or e-mail rkossoff@waort.org.

April 29

N.J. Region: High Tea celebrating ORT's 120 anniversary and honoring Joan and Ed Wendroff. Hilton at Short Hills, 2 p.m. Call 888.675.2678.

May 7

Foundation Committee Meeting, National Office.

WOMEN'S AMERICAN ORT

FOCUS!
leadership matters

Distributed to: Board of Directors, ADCs, Resource Teams, Presidents of Chapters and Coordinating Bodies, Chairs of Bulletin, Marketing/PR, ORT Education, Community Action, Major Gifts, PYLC 1-7, Protégée Classes 1-3, Past National Presidents, Honorary Vice Presidents, Past Executive Committee Members, Professional Staff, Region offices, American ORT, ORT Resale Shops.

Deadline for next FOCUS! is April 2.