

executive message

Shocked and saddened by the tragedies of this past year, we are all reminded of what we hold dear and the values we cherish. This year we upheld those values and were true to our Women's American ORT mission.

We achieved our financial goals for 2001-2002, remitting more funds to World ORT than promised and meeting our goal for U.S. Operations. The chapters/regions of Women's American ORT raised \$200,000 more than last year, and on pp. 5-6 we congratulate those areas that achieved significant financial and membership goals. At the same time, the budget cuts began to have a positive impact. We used our limited resources effectively and efficiently.

What made it happen? You did. The lay and staff leadership of this organization, understanding the seriousness of our financial situation, rallied and contributed in a multitude of ways to meet the challenge.

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FOCUS

leadership matters

August/September 2002

Leadership accepted the responsibility to reach out and raise funds again and again in traditional and untraditional ways, with staff integral to effectively initiating and supporting the effort. It was a joint effort – the Zone Advisors, the recommitment campaign, the ORT Israel Hope campaign and all of

How do you measure success? Did we accomplish our basic mission in a difficult year? Yes. Do we continue to have financial hurdles to overcome? Yes. Are the needs of the ORT program in Israel and Argentina overwhelming? Certainly.

However, we start this year with the knowledge that we can move forward, that we need to secure more funding, and that we are finding ways to achieve this goal. We know that every additional dollar creates a better place in this world for others. We move forward, seeing the faces, understanding the satisfaction and sense of worth gained by individuals and their families through the life-changing ORT programs around the world.

L'Shana Tova, a year of health and happiness to each of you and your loved ones.

Carol Linch
National President

***We achieved our
financial goals for
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for U.S. Operations***

our other endeavors came together to create a unity of purpose. You created a dynamic force that gained momentum.

Consider the results of the recommitment campaign, where an army of nearly 100 volunteers and professionals reached 323 individuals who contributed more than \$686,000.

**Recommitment
Campaign
Takes Off!**

See page 7.

Annual Meeting highlights

This year's Annual Meeting, held in Chicago on July 28, was a bit different than in previous years. Chaired by Board Member **Linda Kirschbaum** – who worked closely with Director of Institutional Advancement **Karen Bloom**, Director of Meetings and Convention Planning **Jan Kovacs**, Communications Associate **Amy Fiedel** and Special Projects Coordinator **Tanea Hammond** – the meeting featured a new format, composed of two distinct sessions. The morning Town Meeting – or business portion – was followed by the Annual Meeting Luncheon, which was open to the community.

Prior to the Town Meeting, most of those in attendance participated in an early morning “mini mission” to the Zarem/Golde ORT Technical Institute. The mission was a coordinated effort by Vice President **Randi Brenowitz** and the U.S. Operations Board Committee, **Tanea Hammond**, Midwest Director of Major Gifts and Planned Giving **Judy Siegal**, Zarem/Golde Director **Arthur Eldar** and Director of ORT Operations USA **Dr. Ephraim Buhks**.

The compelling stories of the Zarem/Golde students; the performance by Russian students in their native language, as well as Hebrew and English; and the dedication of donor recognition plaques made for a memorable visit to the school. In the words of **Marica Nikolic**, a current student who is a refugee from Bosnia, “ORT is like a second home to me. My teachers really care about me and want me to succeed.”

Returning from the mini mission, attendees headed for the Town

Meeting, which included reports from Executive Vice President **Alice Herman** and Treasurer **Kay Freeman**, as well as the graduation ceremony for PYLC Class 7.

At the luncheon that followed, which was very well attended by both ORTists and guests from the community, Israel was the primary focus. Immediate Past National President **Pepi Dunay** led a moving memorial tribute to ORT Israel students and graduates killed by terrorism. Keynote speaker **Moshe Ram**, Consul General of Israel to the Midwest, delivered a briefing on the current situation in Israel. And Vice President **Patti Aaron** made an appeal for the ORT Israel Hope campaign.

The highlight of the luncheon was the presentation of the Tikkun Olam Award to **Claire and Bob Mazer** for their commitment to and leadership within the Jewish community. In the words of National President **Carol Linch**, “The Mazers are being honored for their unequalled and outstanding long-term commitment to ORT. We could not have found more deserving recipients.”

Other speakers included Illinois Congressman **Mark Kirk** and **Sonia Gomes**, Head of World ORT International Liaison Department. In her closing statement, First Vice President **Judy Menikoff** reinforced the importance of WAO and the substantial role we play in providing *hope* to our students and their families in Israel and around the world.

*Linda Kirschbaum
Board Member*

**View Annual Meeting
photos on pp. 9-10.**

Music program highlighted on film

Two high school students, immigrants from the CIS, are nurturing their musical abilities and excelling in ORT Guttman's music conservatory. Their stories are related in *Nitzan and Yelena: Students from ORT Guttman, Israel*, a six-minute video (shown at the Annual Meeting) produced by British ORT. Price: \$10 (including shipping & handling). To order, please contact Michele Davis at 800.51.WAORT, ext. 228, or mdavis@waort.org.

St. Petersburg: coming home

Although I had never been there before, walking into the ORT de Gunzburg School in St. Petersburg, Russia, felt like coming home. There was an aura of activity as soon as I entered the hall. One hundred and fifty young people ages 7 to 17 provided the movement and the voices.

The school was opened in 1995 as a collaborative effort of the Israeli Ministry of Education, the local Department of Education and ORT. Located in a busy downtown area, the building, with its lovely high ceilings, is a former gymnasium. The State of Israel is responsible for the security guards while ORT handles the technical aspects of security.

The curriculum is constructed around state requirements, but incorporates technological and Jewish components. Israeli teachers conduct the classes in Hebrew and Jewish history and heritage. In one classroom, students were working on improving their conversational English skills by viewing art slides and describing what they saw.

With 100 computers, there are so many opportunities to develop student projects, such as the production of a school magazine. Last year, the school won first prize in a Jewish heritage multi-media competition with its CD-ROM presentation of "St. Petersburg's Jewish Community: Three Centuries of History." I was most impressed by the use of the school as a training center for teachers in Jewish schools. The program is called JET – Jewish Education through Technology. **Vladimir Dribinsky**, director of the school, said that he hopes to create a virtual Jewish museum. Major buildings house collections such as Torah scrolls that have not been seen, and this would create a vehicle for widespread enjoyment of these treasures.

No school, however, is without its wish list, and ORT de Gunzburg is no exception. That list includes improving the cafeteria and food service capabilities, and providing better transportation for the many students who travel long distances from the outlying areas of St. Petersburg. Number one on the list is the capacity to accept all five applicants for every seat.

It is my wish that the entire list can be granted through our continued support of the exemplary education

that is produced in the classrooms of this school.

*Muriel Hertan
ADC*

Students network at job fair

Like so many other New Yorkers, **Mariana Levshitsky** lost her job after Sept. 11. But after studying secretarial skills at Bramson ORT College this year as a Twin Towers scholar, Mariana has landed a new position with UJA. "I am so grateful to get this job," she told a crowd of job hunters at the Bramson ORT Job Fair, held at the school's Bensonhurst, Brooklyn, campus in June.

At the fair, 150 Bramson students, most of whom were preparing to receive associate's degrees and certificates later that month, had the opportunity to talk and network with 35 employers from the public and private sectors, according to job fair coordinator **Barbara Hirsch**. Among the employers represented were the Metropolitan Transportation Authority, the State Department of Labor, Beth Israel and Maimonides Hospitals, the U.S. Army, Pathmark stores, the New York Association for New Americans (NYANA) and

UJA. At least two students received job offers that day, and many others lined up interviews and made valuable professional contacts.

New York State Senator **Seymour Lachman** and Assemblyman **Dov Hikind** attended the event. And **Sergei Bonder**, a former computer technology student, spoke to the job seekers about his experiences in the business world.

Torah and tech

In response to the needs of Orthodox male students ages 16 and older, Jewish Education Trade School (JETS) is scheduled to open in October. JETS is the brainchild of **Rabbi Mayer Schmukler** and **Rabbi Sholem Perl**. In the morning, the boys will have Judaic studies at their new Los Angeles location, and in the afternoon, they'll attend classes at LAOTI, where all of the technical programs will be available to them. Upon completion of the 720-hour program, the JETS students will receive a LAOTI certificate, giving them an edge over the competition when seeking employment.



Deadline for next *FOCUS!* is Monday, Oct. 7

assignment update

As of August 31, our 2002-03 assignment income was \$709,746, which is approximately 10 percent of the annual assignment of \$6,806,500. Last year at this time, our total fulfillment was \$984,653, which was 14 percent of the 2001-02 annual assignment of \$7,130, 500.

Phyllis Reiss, Controller

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Exploring life of Jewish pioneers

Members from San Diego to the San Fernando Valley gathered in July to view the exhibit "Jewish Life in the American West 1820-1930" at the Autry Museum of Western Heritage in Los Angeles. Participants enjoyed a presentation by the curator, a docent tour and lunch. Proceeds from this program were designated for the ORT Israel Hope campaign.

*Phyllis Friedman
West Coast Director of Major
Gifts and Planned Giving*

Baronesses delight in Afternoon of Arts

Entering the Highland Park, Ill., home of **Abby** and **Larry Block**, members of the Baroness de Gunzburg Society first encountered a larger-than-life-size metal sculpture of a cello. This was an apt symbol for an Afternoon of the Arts, the elegant Aug. 4 event at which the women and men who have generously supported the future of the ORT program through planned giving were honored.

WOMEN'S AMERICAN ORT

FOCUS! leadership matters

Distributed to: Board of Directors; Zone Advisors; ADCs; Planned Giving Resource Team; Major Gifts, Young Leadership & Financial Management Specialists; Presidents of Chapters and Coordinating Bodies; Bulletin Chairs; PYLC 1-8; Protégée Classes 1-4; Past National Presidents; Honorary Vice Presidents; Staff

Abby led guests on an informative and entertaining tour of her home, a glorious space filled with works of art, images and representations of music and music-making, as well as her own work as painter, print maker and, presently, quilter and fabric designer.

Following lunch on the poolside library terrace, guests were greeted by **Roslyn Flegel**, Chair of the Chicago Area Planned Giving Committee. After a moment of silence for the terrorist attack that had taken place in Israel that morning, **Sheryl Solomon**, President of the Suburban Chicago Region, spoke of the challenges facing ORT in these troubled times. She reported on the economic hardships facing our schools in South America, the devastating effects of anti-Semitism in France and terrorist acts in Israel, and announced the Solidarity Mission to Israel being planned for October.

Debbie Hammer, National Director of Planned Giving, identified the benefits of planned giving not only for the future of the ORT program, but for the individual in terms of tax benefits, guaranteed life income for the donor or a loved one and other aspects of estate planning.

New members of the Baroness Society who had received their Baroness pins during the past year were introduced, including **Marcy Diamond**, **Sonny Ellman**, **Ronna Heftman**, **Sylvia Kerpel**, **Jeri Rosauer**, **Eunice Shapiro** and **Sheryl Solomon**. Baroness pins were presented to the newest members of the Baroness Society by the Incoming Chair of the Chicago Area Planned Giving Committee, **Sharon Weiner**. They are **Cheryll Engel**, **Mindy Gordon**, **Gail Lanznar**, **Ruth** and **Milton Kiver**, and **Esther Kogan**.

The afternoon concluded with a performance of the Mendelssohn

Piano Trio in D Minor, performed by **Larry Block**, founder and co-principal cellist of the Highland Park Strings, and two of his colleagues, pianist **Matthew Hagle** and violinist **Elaine Skorodin**. In his introduction, Larry mentioned that composer Felix Mendelssohn was related to the great Jewish philosopher Maimonides. And it is the highest level of Maimonides' "Eight Degrees of Charity" – enabling individuals to become self-sufficient so they no longer have to seek charity – that is often cited as the motivation behind the ORT program.

Able chaired by **Lucille Rosen** and Co-chair **Rhoda Oif**, with assistance from **Sunny Berson** and **Sylvia Kerpel**, the afternoon was a great success. Since the event, two new members, **Elinor Grant** and **Elaine Richman**, have joined the Society.

Information regarding planned giving and confidential individual consultations are available from **Judy Siegal**, Midwest Director of Major Gifts and Planned Giving, at 847.498.8280, or **Debbie Hammer**, National Director of Planned Giving, at (888.802.6088).

*Dorothy Rothenberg
National Planned Giving
Resource Team Member*

Promoting public policy

At Convention 2001, Women's American ORT's updated Public Policy Resolutions were unanimously approved by the delegates. As a national statement of WAO's interests and concerns as an organization, the resolutions are designed to be a springboard for your actions on related policies, advocacy issues, coalition building and local community involvement.

continued on p. 7

Congratulations!

Each year we recognize our standout leaders and the areas that have surpassed their membership and financial goals.

ADCs

The following ADCs have been selected by their Zone Advisors for their outstanding leadership, hard work and dedication to the areas they service.

Zone 1: Audrey Bornstein & Josephine Witt

Zone 2: Abbie Laderberg

Zone 3: Judy Horowitz

Zone 4: Lila Halper & Joan Wendroff

Zone 5: Dorene Berger

Zone 6: Carla Rosen

Zone 7: Sharon Isenstein

Membership

Areas with a Net Gain of Members

Atlanta
Long Island
Michigan
Columbus
Minnesota

Chapters with 50+ New Members

Chapter	New Members
Greater Monroe	78
Valencia Isle	55
Desert Suburban	53

Financial

\$1 Million Award

Suburban Chicago Region

\$500,000+ Award

New Jersey Region

S. Calif. Valley/Ventura Oaks Region

Areas Exceeding Their Assignment By:

\$25,000

Cleveland
Columbus
Eastern Massachusetts
El Camino
Greater Pittsburgh
Hampton-Newport News
Marple
Norfolk
Northwest Valley

San Francisco
Silicon Valley

\$15,000

Albuquerque
Ann Arbor Area
Desert
Oceanview
Parkside
Santa Barbara

Suffern

Tampa City Nites
Vista Nueva

\$10,000

Bay To Breakers
Fairbridge-Merritt
Greater Hartford
Greenspring
Olney

100% Financial Assignment Completion

Beverly West
Brooklyn Region
Coachella Valley
Desert Suburban
Foothill
Greater Harrisburg
Greater Sarasota Area Council
Greater San Diego
Kadima
Memphis
North Broward Region

Northern Virginia Area Council
Park City Laurel
Philadelphia Region
Potomac
Richmond
San Antonio/Alamo
Silver Spring
South Bay
Westchester
Wisconsin

Keep Up the Good Work!

The resolutions – on Education, Human Rights, Democratic Values, and Global Jewish Communities – are available on our web site at www.waort.org/about_top.html.

The new resolutions replace the brochure produced in 1998 and are the only ones that should be used to share the concerns and positions of our organization. Please discard this previous brochure.

You have the option of printing the resolutions in their entirety or by individual subject, depending on how they are being used. If you or other members in your local area do not have access to a computer, we suggest you utilize your local library or a facility with Internet access and business services such as Kinko's. You can also contact the National Office or your ADC to arrange to have the resolutions printed and sent to you, if necessary.

When your area considers taking action on a particular issue, always review the resolutions to first see whether Women's American ORT takes a stand on that issue and specifically what our position is. You can always contact your ADC, Zone Advisor or the National Office for further clarification.

If you need to print the resolutions in a more attractive format for a special presentation, solicitation or handout at an event, consider using parchment, colored or bordered papers. You can also send the web site link via e-mail. Be creative as you spread the word and you will surely reap the benefits.

Cheryll Engel
Board Member and Chair,
National Resolutions Committee
Muriel Herten
ADC and Co-chair,
National Resolutions Committee

Preparing for life changes

The Northern Virginia Area Council co-sponsored a program, Life Changes, with the Aging and Disability Services Division of the Arlington County Department of Human Services in April. The aim of the program, chaired by **Polly Liss**, was to acquaint people with the help and resources available to deal with unexpected and prolonged disabling conditions at any age. A panel of experts discussed referrals for information and services, care options, transportation, ombudsman services, protection from scams, the importance of executing legal documents, and Medicare, Medicaid and long-term care insurance.

The Area Council raised funds through a concurrent vendor fair. Exhibitors were represented on topics including crisis counseling, assisted living, legal services, long-term care, estate planning, personal and business planning, charitable giving, and the online linkage of technology, community resources and volunteers.

Susan Schwartz
ADC

Call for installation speeches

We'd like you to share your installation speeches with us. Please e-mail them to Naomi Zeitman at nzeitman@waort.org.

Focus on ORT Israel

The ORT Rothschild-Hashomron Comprehensive High School in Binyamina was officially recog-

nized by the Ministry of Communications and granted a permit to broadcast a 27-minute community magazine twice a week through a cable television operator servicing an area between Haifa and Netanya. The magazine, ORTV, began experimental broadcasts a few weeks ago. Each segment will document major events at the school and in the community and provide news and information. The local municipal authorities provided the school with advanced video equipment.

ORT Israel students who participate in the Sunflowers Project were honored with the President's Volunteer Award at a July ceremony held at the President's mansion in Jerusalem.

focus on fund raising

Recommitment campaign

Phase one of the 2002-2003 Recommitment Campaign will be kicked off in early November. The purpose of the Recommitment Campaign is to reach via telephone every contributor who gave a minimum of \$1,000 in 2001-2002, by mid-December. This provides an opportunity to personally thank our contributors for their ongoing support and ask each individual for a renewed gift with an upgrade. Last year's effort produced enormous results.

GC / MG prospecting campaign

The Fund Development Department recently launched a pilot Golden Circle/Major Gifts (GC/MG) Prospecting Campaign in an effort to increase the level of giving of our current members and reach out

to new supporters. The primary goal of the Prospecting Campaign is to gather a total of 100 new names from five areas around the country: Long Island, New Jersey, Sarasota, North Palm Beach and South Palm Beach. We are relying on our members to reach out to their friends and contacts who could potentially make a significant contribution (\$1,000+) to WAO. These individuals could be someone brand new, a current WAO member or a lapsed member. It is the function of the GC/MG Committee to determine the best strategy for reaching this group of prospects. All members of the committee are asked to make a minimum annual contribution of \$1,000 or solicit such a gift.

Although we are concentrating on these five areas, we encourage all our members to help identify prospects in their communities. Members of the GC/MG Committee and the Development Staff are happy to provide guidance and solicitation support.

Spearheading this national effort are **Sandy Isenstein**, Past National President and Major Gifts Chair; **Ina Green**, National Director of Development; and **Rachel K. Lobovsky**, Director of Major Gifts and Young Leadership.

Long Island: **Sandy Chumsky**, Major Gifts Specialist, and **Susan Pastreich**, L.I. Region Director.

New Jersey: **Joan Wendroff**, New Jersey Major Gifts Chair; and **Jeff Cohen**, Interim Associate New Jersey Region Director.

Florida: **Alex Rosenberg**, Florida Director of Major Gifts.

*Rachel K. Lobovsky
Director of Major Gifts
and Young Leadership*

good & welfare

Mazel tov to...

National Lead Co-Advisor **Rhonda Wolfson** and her husband, **Roger**, on the marriage of their daughter, **Kimberly**.

ADC **Miriam Levine** and her husband, **Ben**, on the bar mitzvah of their grandson, **Cosmos Sher**.

Michigan Region Director **Michelle Passon** and her husband, **Steve**, on the birth of their first grandchild, **Micah**.

Honorary Vice President **Rosalie Gellman** on receiving a law degree from Marquette University Law School.

Get well to...

Zelda Magid, Planned Giving Resource Team member, who is recuperating from knee surgery.

Gordon Levine, husband of Honorary Vice President **Marla**, who is recovering from surgery.

Sincere condolences to...

The family of **Israel Goralnik**, who served as Director General of ORT Israel from 1982 to 1997. During his tenure, he helped to build the network into what it is today. As a key person in the field of vocational education, Israel was appointed as the Director General of the Ministry of Labor. He will be remembered mostly as a champion of underprivileged students both within ORT Israel and Israeli society as a whole.

Steven Adler on the passing of his wife, **Sheri**, an ADC.

Past National President **Gert White** on the loss of her sister, **Pat Kimmel**.

Judy Henry, former Southeast District Executive Committee member, on the passing of her husband, **Davidd** (yes, two d's).

Ida Passis on the loss of her sister, **Nettie Ruby**.

Doreen Hermelin on the passing of her mother, **Anna Curtis**.

Bernice Stern, former Director of Development, on the loss of her brother, **Leonard Goldblatt**.

staff update

Nancy Lipsey, former Atlanta Region Director, has left WAO to attend an educational program in Israel. We wish her much luck in her future endeavors.

Clemente Luna, former Associate Director of Grants, has pursued a position at another nonprofit agency. We wish him the best of luck in his new job.

Herbert Kaplan has joined us as Director of Business Projects in the Fund Development Department. In addition to handling all aspects of corporate/foundation relations and grant writing, he will assist with strategic planning, business development, marketing, communications, research of new opportunities and project management. Herb, who has an MBA from Harvard Business School, was previously the V.P. of a communications group that managed teleservices programs for clients including AT&T. Prior to that, he managed his own marketing consulting firm for more than 10 years. Herb has served as a member of the Board of Trustees of his synagogue for more than 20 years and was the Chairman of its membership committee. We wish him success in his new position.

*Lauren Glaser
Associate Director of
Human Resources*

Annual Meeting Montage



*ILLINOIS CONGRESSMAN
MARK KIRK WELCOMES
LUNCHEON ATTENDEES TO
THE WINDY CITY.*



*IMMEDIATE PAST NATIONAL PRESIDENT
PEPI DUNAY LEADS AN
IN REMEMBRANCE SERVICE FOR
ORT ISRAEL VICTIMS OF TERROR.*



*BOB AND CLAIRE MAZER ACCEPT
THE TIKKUN OLAM AWARD.*



*(L. TO R.) BOARD MEMBER DEE BASS, PAST
NATIONAL PRESIDENT SANDY ISENSTEIN,
CONSUL GENERAL OF ISRAEL TO THE
MIDWEST MOSHE RAM, CLAIRE MAZER,
NATIONAL PRESIDENT CAROL LINC
AND ANNUAL MEETING CHAIR LINDA KIRSCHBAUM.*

Annual Meeting Montage



*CAROL LINC AND FIRST VICE
PRESIDENT JUDY MENIKOFF PRESENT A
GIFT TO LINDA KIRSCHBAUM.*



*CAROL LINC AND VICE
PRESIDENT PATTI AARON.*



*SUBURBAN CHICAGO REGION
PRESIDENT SHERYL SOLOMON,
LINDA KIRSCHBAUM AND
CLAIRE MAZER.*



*HEAD OF WORLD ORT INTERNATIONAL
LIAISON DEPARTMENT SONIA GOMES
AND EXECUTIVE VICE PRESIDENT
ALICE HERMAN.*

View more Annual Meeting photos at www.waort.org/snapshots.html.