



Message To Members

At the October 4th Temple Sholom Board meeting, the Strategic Plan was presented by Fran Rickenbach. This plan was approved by a unanimous vote. Our thanks go to Fran, Margaret Morgan, Gary Zaremsky, Rick Krauss, and all of our Temple members who gave of their time and help over the past six months.

The Board will be reviewing the specific suggestions included in this plan and will begin implementing various items as soon as possible. The results of this plan have been summarized by Fran and are as follows:

Members of Temple Sholom invested significant time and talent to develop a strategic plan for the Temple in 2010, primarily in April thru July. Multiple community sessions engaged Temple members. Planning for these sessions was conducted by the Temple's strategic planning committee, with leadership provided by Fran Rickenbach. In most instances, facilitation was provided by Wright State University. A document that summarizes the work of the past nine months and presents specific recommendations for action in the next couple of years has been submitted to the Board of Trustees.

The proposed Unique Selling Proposition and Goals, Strategies and Action Plans encompass the key recommendations of the Strategic Plan.

Mission and Vision

A mission statement captures the purpose and reason for an organization's existence. A vision statement presents an image of what success will look like, so that an organization's members are inspired to achieve that success. Basically, the vision statement provides strategic direction.

The following statement developed by strategic planning participants essentially combines the mission and vision into one statement. The first part of the sentence is visionary, describing an image of Temple Sholom at some time in the future, while the second part captures the purpose of the Temple.

"Temple Sholom is the thriving regional center for Judaism and Judaic life in the Clark County and surrounding areas, providing religious, cultural and educational Activities, and spiritual guidance."

Unique Selling Proposition

Definition: *The factor or consideration presented as the reason that one service is different from, and better than, that of the competition.* What makes Temple Sholom more **unique**, more **valuable**, and more **visible** in the market?

Because of its size, Temple Sholom offers opportunities that are different from other Reform Jewish congregations in the surrounding communities. These other congregations have many paid staff members, and only limited opportunities for committed involvement by its members. Temple Sholom not only provides opportunities for parents to become deeply involved in their children's religious education; for members to lead services, read from Torah, deliver a D'var Torah, and make their own unique contributions related to their own skills and talents; but without these efforts, Temple Sholom could not survive.

The relatively low overhead of a building that has no mortgage and a significant endowment fund means that our membership dues are the lowest in the area (although we do welcome members who are able to pay more than the minimum suggested). The result is that a new member does not need to be responsible for significant pledges when they join.

Temple Sholom's unique selling proposition is that it provides an affordable, participatory religious experience for its members.

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Goals

The Temple's goals are four-fold, and all four goals point to the desire to create a vibrant worship community. Participants underscored the unique position of Temple Sholom to accomplish the mission of serving and perpetuating the Reform Jewish population in the area. Participants pointed out that:

- The Temple serves as the sole center for Jewish praise, worship, education, and socializing in the area.
- The Temple seeks to stimulate worship and motivate people to practice the Jewish religion, and to make a commitment to greater Jewish involvement.
- The Temple welcomes diversity in religious practice and lifestyle.

Because of the Temple's important mission and position in the community, strategic planning participants articulated the following goals toward Temple Sholom becoming a thriving regional center for Judaism and Judaic life. Our overarching goal is to...

Strengthen the identity of Temple Sholom in the community and renew our image as a contemporary organization with traditional roots, a current perspective, and a promising future.

We can achieve this goal both internally by changing the way we see ourselves from "survival" mode to an exciting, active, and energetic entity, and externally by showing everyone that Reform Judaism and Temple Sholom are part of today as well as tomorrow and yesterday.

Each goal will have *strategies* of how to achieve the goal as well as specific *action plans* that are assignable and have a specific timetable for completion.

Goal 1: Member Engagement

Recruit new members and engage existing members by providing programming that has appeal to specific and general audiences. To increase membership by 10 percent per year for the next three years and 5 percent per year for the following three years to achieve a total membership of 105 families by our 150th anniversary year of 2016.

Goal 2: Effective Communications

Formulate a wide-ranging communications strategy.

Goal 3: Welcoming Environment

Create a welcoming environment by addressing the physical appearance and design of the building, potentially expanding its use to include a wide variety of suitable activities, including the arts, education, fitness, and social events.

Goal 4: Leadership

Establish and secure a religious leader capable of engaging current and potential members in order to create and lead a vibrant congregation. Ensure that the volunteer leadership offers opportunities for member participation.

It is a strong recommendation of the Strategic Planning Advisory Committee that Temple engage a religious leader on at least a part-time basis to provide coordination of activities, religious support, and continuing involvement of members in programs and activities by late summer, 2011.

ANNOUNCEMENTS

Mazal Tov To...

- Rick Krauss who was featured in the national jewelry business magazine, InStore

Todah Rabbah

We offer our thanks to...

- Those members who volunteered their time to help with Rainbow Table in September
- Everyone who donated blankets, sleeping bags and comforters for shelters and the homeless this winter
- Alan and Wanda Goldstein for chairing and the Worship Committee for sponsoring the Simchat Torah sandwich supper
- Annette Becker, Steve Broidy, Nance Parent, and Fran Rickenbach for their leadership at Shabbat services
- Steve Broidy for serving as Temple Sholom's representative with the Interfaith Clergy of Clark County
- Skip Becker for participating in the Community Mercy Health Partners Community Symposium as the lay leader from Temple Sholom

Condolences To...

We note with sorrow and mourn the passing of:

- Irv Strauss, former Temple member, husband of Barbara, brother-in-law of Gary Krauss and uncle of Rick Krauss

May his memory be for a blessing

New In The Library...

- *50 Ways to be Jewish* by David J. Forman (Gefen Publishing House 2002)
- *Fighting the Flight of Men, A Modern Day Crisis for the Reform Movement* by Doug Barden
- *The Power of Light, Eight Stories for Hanukkah* by Isaac Bashevis Singer

*Happy
Thanksgiving
from
Temple Sholom*



2010 United Jewish Communities (UJC) Campaign

It is time, once again, to support our greater Jewish family through the United Jewish Communities (UJC) annual campaign. Funds pledged during this drive benefit Israel, the Anti-Defamation League, Holocaust Education, our Temple, and our community. Please look for your pledge card in the mail...and thank you, in advance, for your support and generosity.

—Skip Becker and Marcie Wiener, UJC Chairpersons

Pearl Joffe Memorial Day Of Jewish Learning

"JEWISH TEACHINGS ON JOY AND SUFFERING"

November 7, 10:30 AM – 3:30 PM and 7:30 PM

This day-long program includes two sessions featuring eight rabbis and Jewish academics and professionals at Beth Abraham Synagogue, 305 Sugar Camp Circle in Oakwood. Rabbi Morey Schwartz will deliver the keynote address during the evening program, which includes a dessert reception, at 7:30 PM at the Center for Jewish Culture and Education, 525 Versailles Drive in Centerville. All events are free and open to the public. Pre-registration is strongly encouraged. You may register online at www.jewishdayton.org. Brochures with additional information and registration forms are available in the foyer at Temple Sholom.



YAHRZEIT LIST



NOV 5: Helen Pines Alper, Ilse B. Sander, Abraham Silberberg, Emilie Turyn (sister of Larry)

NOV 12: Max Beloff, Morris Freed, Jacob LaSalle, Joseph S. Lessner, Phillip Mendelson, Joe Pollens, Percy H. Rosenfield Sr, Maurice Schechter, Henrietta Marks Goldman (mother of Rabbi Lloyd), Frances Pollack, Anna Charlotte Ungerleider

NOV 19: Gertrude Ann Donn, Jeffrey David Ebner (son of Dick), Judy W. Kossoff (wife of Mark), Louis Rich, Aaron Sachs, Stanley Irwin Sachs, Joseph M. Salzer, Norma Thurman, Bernard W. Weiser (husband of Beverly), Ruth K. Marcus (mother of Faye Flack), Stanley Neuman

NOV 26: Shirley Ruth Buchfirer, Joseph Ebner, Joseph Fishbain, Rabbi Marianne Gevirtz, Ida Holzman, Martin A. Levine (husband of Harriett, father of Jeff), Erie Maybruck, Harry Myers, Sarah P. Silberberg, Alexander Degan (husband of Helen Engle), Esther Forastar, Edward Frand, Dorothy Gold, Norman Myron Weiser

November 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2 VOTE! ELECTION DAY	3	4 7 PM – Temple Board meeting	5 6 PM – Shabbat evening service led by Nance Parent	6
7 10:00 AM – Religious School at Temple Sholom	8	9	10	11 VETERANS DAY	12 7 PM – Shabbat eve service led by Fran Rickenbach	13
14 8:45 AM – Religious School at Temple Israel	15	16 ORDER YOUR HANUKKAH CARDS	17	18	19 6 PM – Shabbat evening service led by a Temple Israel Rabbi	20
21 10:00 AM – Religious School at Temple Sholom	22	23 7 PM – Annual Interfaith Thanksgiving Service	24	25 THANKSGIVING DAY	26 6 PM – Shabbat evening service led by Steve Broidy	27
28 NO RELIGIOUS SCHOOL	29	30	HAVE YOU RETURNED YOUR UJC PLEDGE CARD		DEC 3 HANUKKAH PARTY	

Religious School News

RELIGIOUS SCHOOL SCHEDULE

- 10 AM–12:00 at Temple Sholom
Sunday, November 7 and 21
- 8:45 AM–11:45 AM at Temple Israel
Sunday, November 14
- NO RELIGIOUS SCHOOL ON
Sunday, November 28

Temple Sholom's Sunday school has been in session for a month, and students have now made the journey to Dayton's Temple Israel on two occasions. From the varied comments heard, it seems as if both our students and staff have found this new experience to be pleasurable. Temple Israel's staff and students have made our blending of religious schools a seamless experience. Kudos to all who have aided in this transition!

Hanukkah is right around the corner. In preparation for the holiday, on Sunday November 7th, the Sunday school students will be creating the artwork for our annual "Hanukkah Card" fundraiser. These beautifully designed cards may be purchased for \$15 per packet and will be ready for pick up on November 21st. Please pre-order your cards by contacting the Temple office by phone or email. Thanks once again for supporting the students of our Sunday school.

Get out your Dreidels and Menorahs! Temple Sholom will be having our Hanukkah party on Friday, December 3. Further details will be available within the next few weeks.



Contributions

- We have received a donation from Ken and Gwen Scheffel with Greetings to our friends at Temple Sholom and Best wishes for the new year!
- We have received a generous donation to the General Operating Budget from Patricia Mintz
- We have received a donation to the General Operating Budget from Julie Haney

DIAMOND

- In memory of Irv Strauss (former Temple member and brother-in-law of Gary Krauss) from Stan and Phyllis Nedelman

GOLD

- In memory of Larry Heller from Lalie Rich
- In memory of Irv Strauss from Morrey and Renae Shifman

SILVER

- Best wishes for your return to good health to Marj Newman from Paul and Natalie Cornez, Ray and Marilyn Schneider
- Thank you for your services to Dr. Steve Broidy from Ray and Marilyn Schneider
- To Mr. and Mrs. Milton Salk with sorrow about Harriett from Ray and Marilyn Schneider
- Thinking of you to Natalie Cornez from Ray and Marilyn Schneider
- So sorry for your loss to the Holtzer family from Ray and Marilyn Schneider

SHARON LEE BROOCK FLOWER FUND

- To Roe Mosrow in memory of your sister from Pauline Broock
- Best wishes for a speedy recovery to Nance Parent from Eddie and Laurie Leventhal
- Best wishes for a speedy recovery to Erika Garfunkel from Eddie and Laurie Leventhal

MUSIC FUND

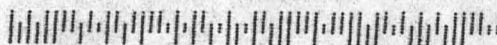
- In honor of the yahrzeit of Arthur Nedelman from Stan and Phyllis Nedelman

Temple Sholom

2424 N. Limestone Street
Springfield, Ohio 45503



Hebrew Union College/JIR
American Jewish Archives
3101 Clifton Avenue
Cincinnati OH 45220



Interfaith Thanksgiving Service

Tuesday, November 23, 7:00 PM

St. Teresa's Church, 1829 N Limestone St

Temple Sholom will be joining with other sponsoring congregations, JAM pastors, and other interested clergy to present this year's interfaith service with a theme of "Thanksgiving for Responsible Freedom."



With God as our source for the "inalienable right" to Liberty included in the Declaration of Independence, we pledge our allegiance as citizens of the United States. This freedom is not unbridled and it must be responsible. So, we give thanks for "responsible freedom."

This theme will be reflected during the service in word and song and in a visual display.

Many thanks to Steve Broidy for being involved in the planning of this service as the Temple Sholom representative. Be sure to mark your calendars for November 23 and plan to attend this annual service.

OFFICERS

President.....Laurie Leventhal
Vice-PresidentSkip Becker
Secretary.....Marj Newman
Treasurer..... Gary Zaremsky/Marcie Wiener

COMMITTEE CHAIRS

CemeteryLarry Schneider
Community Involvement.....Sabrina Jewett
Contributions Marj Newman & Maxine Leventhal
Finance Gary Zaremsky & Marcie Wiener
House..... Adam Leventhal
LegalSanford Flack
ProgrammingMargaret Morgan
Religious SchoolJodi Chaiten & Derek Alvarado
Ways & MeansSanford Flack
Worship/Transition.....Skip Becker

Contact Temple Sholom

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Rabbi Emeritus: Lloyd R. Goldman

Newsletter Deadline: NOVEMBER 19, 2010. Contact the Temple office