



June 8, 2018

FJMC Western Region
15840 Ventura Blvd, Suite #200
Encino, CA 91436

Submitted via e-mail

Re: Congregation Beth Shalom Men's Club Quality Club Award Application

Gentlemen:

Please consider Congregation Beth Shalom Men's Club application for the 2017/2018 Quality Club Award. I'll use your 2017-18 QC Award Criteria as a guide.

Mandatory Requirements

1. Online registration for the 2018 World Wide Wrap, and conducting the 2018 Wrap.
 - a. CBS Men's Club did not enroll its program on line in 2018, but did so in 2017.
 - b. We conducted a ceremony in both years using "The Ties That Bind" DVD as a centerpiece.
 - i. Various experienced men of the congregation assisted in wrapping Tefillin to those first-time wrappers, many of which were children of almost-B'Nai Mitzvah age.
 - ii. We worked with our Religious School to publicize the event and had about 25-30 people participate in both 2017 and 2018.
 - iii. We also publicized our event on both my personal and CBS Facebook pages, as well as on our congregational website "engage" page, and in our weekly & monthly congregational e-mail "blasts".
2. Purchasing and distributing FJMC Shoah Yellow Candles
 - a. CBS Men's Club views this as an extremely important event on our annual calendar.
 - b. We ordered our candles well in advance (so early, in fact, that we have to wait for FJMC to receive it's order from the manufacturer before we receive our shipment!)
 - c. We sent out an "advance" letter this year soliciting contributions and advising congregants of our efforts to design, build, and install a permanent Holocaust memorial on CBS' campus.
 - d. We included a similar letter in each candle with a short prayer of remembrance.
 - e. We set out the candles in our lobby well in advance of Yom Hashoah for congregants to pick up while at the shul.
 - f. All unclaimed candles were hand-delivered by various members of the Men's Club to people in their neighborhoods.

- i. Results: We're very proud that 29% of our congregants contributed (up from 17% last year); our net revenues increased from \$765 last year to \$3541 this year; and the average contribution increased from \$31 last year to \$58 this year.
 - g. We conduct an annual Yom Hashoah program. Recently we have redirected our target audience to the youth of the congregation.
 - i. CBS Men's Club is proud to have been awarded the **2017 Yom Hashoah Gold Award!**
 - ii. Our 2018 program was every bit as successful as well with over 120 people (many children) in attendance for the ceremony (entitled "Heroes of the Holocaust").
 - iii. Additionally, CBS Men's Club has recently embarked on a mission to design, install, and dedicate a Holocaust Memorial on our campus in honor of all those who perished.
 - 1. A fund-raising campaign is currently underway.
 - 2. We strive to have the memorial dedicated on – or near – the International Holocaust Remembrance Day (January 27, 2019).
 - a. Additional details are available to FJMC leadership if necessary.
- 3. Dues paid in full by May 31, 2018
 - a. Our dues were paid in December, 2017 in full based on a submitted roster.
- 4. Current membership roster.
 - a. Again, submitted in December 2017.
- 5. Active Club Participation.
 - a. No formal programs regarding wellness programs or group discussions during 2018.
 - b. Our Men's Club members routinely assist with setting up, administering, and ushering our annual High Holy Day services, Open House events, and our community Purim Carnival.
 - c. We also hold an annual Sukkah building/dismantling event at the shul. Many fathers and their child(ren) participate. We generally have too many people on the job!
 - d. Under Hal Dash's leadership, we plan and implement an annual Passover Wine Tasting event as a service to the congregation to obtain fine kosher wines for their Passover Seders. This is very much appreciated by congregants and helps raise funds to give back to the synagogue and/or to provide further services and events to congregants.
- 6. FJMC event attendance.
 - a. Our Joshua Kaplan (incoming MC President) attended the National Leadership Conference in Maryland this past fiscal year.
 - i. Further, he is attending the June 8-10 FJMC/W Weekend Retreat at Camp JCA Malibu.
 - b. Our Hal Dash (this year's CBS MOY awardee) also attended the National Conference last year.
 - c. Dave Simon, current MC President, attends FJMC/W board meetings (either in person and/or by "zoom") periodically.
 - d. Further, CBS Men's Club is hosting the 2018 Man of the Year / Youth of the Year Regional Luncheon on July 29 and is currently working with FJMC personnel to organize and implement the event.

<i>Optional Requirements</i>

1. Minyan of Comfort.
 - a. CBS prides itself in providing comfort to families in need at shiva minyans. As such, MC members are routinely asked to attend minyans on a regular basis. This isn't a Men's Club function, per se, but is a congregational activity.
 - b. Once a year, our Men's Club hosts a Men's Club Shabbat where MC members conduct the service and we honor our Man of the Year and Youth of the Year.
 - i. PLEASE NOTE: The Men's Club, in conjunction with other synagogue leaders, developed criteria for a Youth of the Year Program. Further, we continue to promote it with our Religious School youth leadership (as well as USY). We have also received an annual grant in perpetuity to fund a \$500 college scholarship to the selectee each year. Our first such awardee was recognized in 2018.
 - c. This past year, Men's Club also helped design and implement a very well received and attended youth-oriented Passover performance with a "Star Wars" theme.
2. Holding a joint program with Sisterhood.
 - a. Several years ago, our Men's Club and Sisterhood teamed up to host what has become an annual Latkes & Vodka event during Channukah.
 - i. In that Sisterhood has since taken it over as "their" event, Men's Club still continues to provide input and assistance.
 - b. We also assist Sisterhood with their annual Passover seder. Meal preparation, room set up, etc.
3. Jewish Observance Program
 - a. Many of the examples noted on the criteria are done at CBS, however not as Men's Club events.
 - b. We are currently in the final stages of hosting a "CBS Jewish New York" trip in October 2018 for many interested congregants.
 - i. This effort includes "training" classes on various aspects of the city, both from an historical and Jewish perspective.
 - ii. As part of the classes, we presented 4 NYC/Jewish related movies to class attendees and others in the synagogue and community. All were promoted in our blasts, CBS and personal Facebook pages, and in conjunction with our CBS Film Series via a Jewish Meet Up.com website and all were very well received!
 - iii. Our Rabbi Hauss is the mastermind of the effort. Administrative details, travel, hotel, itinerary, etc. are being handled by Dave Simon, current MC President.
4. Community Services Project
 - a. None suggested in the criteria page.
 - b. Please note the CBS NYC Trip above, as well as our Holocaust Memorial efforts.
 - c. CBS has a year-round sofa can in our lobby and regularly contributes to that organization.
 - d. CBS also hosts Family Promise 4 times a year at our shul housing and providing food and comfort to several needy families.

- i. This is championed by one of our Men's Club members, Ken Greenberg.
5. Synagogue service project.
 - a. As mentioned, High Holy Day ushering. This includes a thorough "spruce up" of the campus, the main sanctuary, social hall, and other community areas.
 - b. Dave Simon was instrumental several years ago designing, implementing, and printing an annual Membership Roster, complete with fund-raising advertisements. This has since been turned over to our Membership VP for annual implementation.
6. Men's Club Shabbat
 - a. CBS Men's Club hosted its event on Friday, February 16, 2018. It was very well attended and we received many "yasher koach" comments!
 - b. We also hold an annual Veteran's Shabbat which not only has been very well attended but very much appreciated by our veteran congregants. Men are encouraged to wear something from their service days (even if it's simply a hat from their branch of service) and many take part in the service. All branch anthems were played while members of that branch saluted the Colors.
7. Keruv program.
 - a. See Veteran's Shabbat above.
8. Shomrei Haaretz project.
 - a. During a comprehensive campus remodel about 3 years ago, including the building of our new sanctuary, we paid particular attention to using energy saving lighting and water-saving irrigation throughout the campus.
 - i. That project was managed by Dave Simon, our current Men's Club president.
 - b. There are, however, no on-going Men's Club projects associated with this initiative.
9. Father-Child Program.
 - a. None for 2018 other than our annual Sukkah building project where dads and their child(ren) are encouraged to participate.
10. Joint program with other Men's Clubs.
 - a. Despite numerous reach-outs to Temple Beth Ami (reform) and Chabbad (orthodox) to plan and hold joint events, we're sad to report that we've been unsuccessful in making this happen.

<i>Club Administration</i>

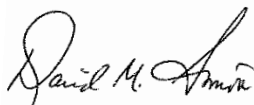
1. Incoming President:
 - a. Joshua Kaplan will take over the reigns of CBS Men's Club President on July 1, 2018.
 - b. He was duly elected in April, 2018.
2. Valid e-mail address for 90% of members.
 - a. We're currently at about 98% and will do so also for the 2018/19 roster.
3. Regular communications to members.
 - a. This has been – and will continue to be - a main function of our Men's Club to keep all members of the congregation informed about Men's Club activities and initiatives.

- b. As mentioned, we're currently in a fund-raising effort for our Holocaust Memorial where mailings are done, a professional pamphlet distributed, and tax donation letters provided for all program contributors.
 - c. We currently provide input to our synagogue's weekly and monthly "blasts" where all congregants are informed of all activities, noteworthy news, and upcoming events.
 - d. Men's Club also provides periodic input to our VP Communications for placement on our synagogue's webpage "engage" tab.
4. Adopted budget.
- a. Done early in fiscal year 2017/2018 and is currently under development for 2018/19.
5. Published calendar of events.
- a. A calendar of events is developed and published to all Men's Club members and all congregants at the beginning of the year. This started in FY 2017/18.

Regional and International Participation

1. FJMC elected officer.
- a. CBS Men's Club has no members on the FJMC board at this time.
 - i. Dave Simon is assisting on the MOY/YOY committee.
2. Member serving on an international committee.
- a. CBS Men's Club has no members serving on an international committee at this time.
3. Attendance at an honoree program.
- a. CBS has for the past several years had a contingent of Men's Club and synagogue members attend various Man of the Year / Youth of the Year luncheons.
 - i. We did so again in 2017 and will host the event at Congregation Beth Shalom on July 29, 2018.
 - b. Dave Simon, current Men's Club President, participates in various FJMC/W board meetings either in person or by "zoom".
4. International Masorti Judaism efforts.
- a. None at this time as suggested in the Quality Club Award criteria.

Thank you for your consideration.



David M. Simon
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