

Business Update

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'Excellence' guidelines for ECE published

Decade of collaboration yields strategies, support

"The Standards of Excellence for Jewish Community Centers and Synagogues with Early Childhood Education Centers (SOE) — a new publication — is designed to help synagogues and JCCs with early childhood education (ECE) centers improve nearly all facets of their work and ultimately welcome more families with young children into Jewish life.

"Standards of Excellence" is a result of a decade of work and millions of dollars invested in multiple initiatives.

"The Standards of Excellence is a landmark publication for all who work in Jewish ECE and who care deeply about the next generation," says Lisa Farber Miller, senior program officer at Rose Community Foundation, which supported the development of the publication.

"It's one thing to talk about exemplary practices, but the 'SOE' paints a clear and rich picture of what high-quality Jewish ECE looks like — and, critically, what needs to be done to create excellence."

The SOE builds on the work of previous efforts in Jewish ECE, most recently the BUILDing Jewish ECE (BUILD) initiative and the recently completed three-year national marketing and family engagement initiative for synagogues and JCCs with ECE centers.

Rose Community Foundation brought together the Union for Reform Judaism (URJ), Jewish Community Center Association (JCCA) and United Synagogue of Conservative Judaism (USCJ) to provide coach-

ing and tools to market for inquiries, increase enrollment and enhance family engagement at nine Denver-Boulder ECE centers.

Cathy Rolland of the URJ and Mark Horowitz of the JCCA served as coaches for Cohort 1; Maxine Handelman of the USCJ and Karen Stokes of Xplor Child Care served as coaches for Cohort 2.

"We learned from BUILDing Jewish ECE that with ongoing coaching and a strong support system, synagogues and JCCs can transform how they market to families with young children and how they engage families in these formative years," says Rolland of the URJ.

"The ECE centers that participated in BUILD changed the ways they offer tours to prospective families, how they stay in touch with prospective and newly enrolled parents, how they collaborate with their lay and professional partners, and so much more."

"Building Jewish ECE led us through an engaging, educational experience that took us on a wonderful journey," says Temple Sinai Preschool Director Debbie Kohn.

"We have become intentional in everything we do — from defining our vision and developing our leadership team, to marketing our center.

"At the same time, we strengthened our relationship with the URJ and are now fully on a path of growth and continued success."

The standards of excellent are comprised of 15 overarching standards such as brand identity and marketing strategies — areas that most educators and directors have not received



Hands on experiential learning at Temple Sinai preschool.

training in — as well as dynamic and developmentally appropriate curriculum and "seamless Judaism," which addresses how to integrate Jewish ideas and learning into the everyday routine.

Jewish ECE offers opportunities to create and sustain Jewish life in many communities.

For children, preschool years are a critical time in the development of cognition, personality and identity — including religious identity.

When children enjoy Jewish learning and rituals at school, they bring them home, often introducing them to the entire family.

For many parents, a preschool is their first educational choice for their child and family, one that can spur a lifelong Jewish journey.

Parents who perceive an ECE program to be of high quality are more likely to attend when an educator invites them to engage in Jewish experiences and learning.

Young parents often choose Jewish preschools primarily to meet other Jewish parents and to form community.

Ben Dezen promoted to CSBT vice president

Ben Dezen has been promoted to vice president, business banking-relationship manager at Colorado State Bank and Trust.

In his new position, Dezen specializes in providing financial advice and cash flow management solutions designed to keep businesses running strong.

Dezen began his career with Colorado State Bank and Trust in 2009 as a retail banking center manager. He says that his eight years of experience developing relationships with business owners has interested him in finding solutions designed to improve cash flow management, maximize an organization's efficiency and strategically grow the business.

As a Denver native, Dezen understands the aspirations of business owners in the community and the challenges they face. He is dedicated to providing customized plans to Colorado businesses that will help



Ben Dezen

them achieve their goals every step of the way.

Dezen is a graduate of Kent Denver and the CU Leeds School of Business.

Argentine businessman heads Latin Jewry

NEW YORK (JTA) — The Latin American Jewish Congress elected Argentine businessman Adrian Werthein as president.

Werthein was elected Sunday, April 23, at the World Jewish Congress' plenary assembly in New York City to succeed Jack Terpins, who has led the organization since 2001 and became its first honorary president.

An adviser to Terpins, Werthein is the first Argentine to head the Latin American Jewish Congress, a branch of the World Jewish Congress, in 20 years.

The Latin American group, which represents 21 Jewish communities, has its headquarters in Buenos Aires. Its last Argentine president was Ruben Beraja in 1998.

President Mauricio Macri of Argentina, which has the largest Jewish population in Latin America, sent Werthein a letter of congratulations, calling his election an "excellent opportunity to strengthen the ties between Argentina and international Jewish organizations."

Werthein, 65, is a member of a large family with a long history of involvement in business and social activities. The family supports Tzedaka and ORT Argentina.

He is a former president of the Israel-Argentina Chamber of Com-



Adrian Werthein

merce and has been a member of the University of Tel Aviv's board of governors since 1977.

He announced his appointment in a Twitter post.

Werthein led the \$4 billion debt restructuring process of Telecom and is a board member of the Buenos Aires Stock Exchange.

The family business started in 1904 by an immigrant that arrived from Bessarabia with a little store in the country called "The Hebrew."

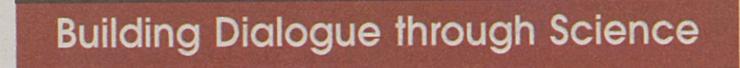
Today, the Werthein Group has interests in agriculture and livestock, mass consumption, telecommunications, real estate, financial services, wineries and energy.

This 'BDS' website celebrates Israel's scientific cooperation

REHOVOT, Israel — Building Dialogue through Science, or BDS, (<http://israelbds.org/>) is the name of a website that features the many and varied scientific studies that rely on close

collaboration between Israeli researchers and those in other countries.

Featured on the website are popular articles that describe the history of Israeli-international scientific cooperation, research that has resulted from that cooperation and the people involved, as well links to



scientific papers.

"Building dialogue through science, rather than building walls, has always been our way of doing things," says Weizmann Institute of Science President, Prof. Daniel Zajfman.

"If we are going to work against the other BDS, we must do so with real information. That is the intent of the site we have created.

When scientists cooperate in their research, he said, they bring back to their countries an understanding of the ways people can work togeth-

er on many levels — over and above the scientific — including cultural and political, in the search for peace.

"That is why we believe that cooperation between Israeli scientists and those in universities and research institutes around the globe must be preserved at all costs."

The hope is that anyone visiting the website will understand what the world stands to lose from cutting off ties to Israel's researchers and preventing students and labs around the globe from enjoying the fruits of Israeli advances.

Valeria Ulisse, an Italian research student studying the nervous system at Weizmann, sums up:

"In Italy I was in a really good lab, but I was missing something internally. I wanted to improve my knowledge, to start a new project, to change my life and I found the place to do it."