

2013–2015 Torch Awards - Application

Before you submit this application, please print out and review the "2015 Torch Awards Overview," available on the FJMC website.

Please complete the following information. The font for all submissions should be Times New Roman. Please embed photographs of your program into this file. This completed document will be submitted to us as a Word file, named in the format: "FJMC TA 2015_ChapterName_ProgramName.doc"

Please email your completed application to: torchaward.fjmc.2015@gmail.com. If you have difficulty, please contact the Torch Award Co-Chairs for assistance at the above email address.

Clubs participating must be in good standing as of March 31, 2015 (Club dues and Membership list received by FJMC). Programs to be considered for an award must have taken place between April 1, 2013 and April 15, 2015. Entries must be received by April 22, 2015.

Section 1: Title

Club Name: Olam Tikvah
Current Contact: Bob Watts
Program Name: La Fiesta de Ruach Fundraiser

Section 2: Contact information

Person completing form
First Name: Bob
Last Name: Watts
E-Mail: bob@watts.org

Club President at time of Convention
First Name: Bob
Last Name: Watts
E-Mail: bob@watts.org

Current Club President
First Name: Bob
Last Name: Watts
E-Mail: bob@watts.org

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Section 3: Category

Please choose up to two (2) selections. Please note, you can only win in one category. The co-chairs reserve the right to reclassify your program.

- Club Administration
- Community Outreach
- FJMC Other
- Fundraising**
- Health and Wellness
- Hearing Men’s Voices
- Jewish Observance
- Israel / Masorti**
- Keruv
- Men's Club Shabbat
- Programming for Younger Men
- Shomrei Ha’aretz
- Synagogue Service Project
- World Wide Wrap
- Youth Programming
- Shoah Yellow Candle
- I’m not sure, select for our club
- Best Overall Activities** **To apply for this award, please see specific instructions in “2015 Torch Award Overview,” available on FJMC website**

Section 4: Program overview

Brief Summary

The Men’s Club held a Latin-themed dinner in November 2014 to raise awareness of the Latin America Masorti community, benefit the Seminario Rabinico in Buenos Aires, and raise funds to meet a long overdue commitment to the synagogue’s Capital Campaign. The dinner included Latin American food, lessons in salsa and merengue, and a short presentation by a local Conservative Hazzan from Brazil on the history of the Seminario and the Asst. Rabbi of Olam Tikvah on Masorti Olami and the need to support other communities. The program was successful in raising a significant amount of money for the Seminario and the synagogue.

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Detailed Summary

- What were the goals of your program? Are there specific problems or challenges that it addresses?
 - The goals of the program were the following:
 - Re-establish the tradition of the Men’s Club holding a large, fun-filled and community-building annual fundraising event for the Men’s Club (the previous year had been the 50th Anniversary celebration of the synagogue and auxiliary organizations were not able to hold major fundraisers.)
 - Raise enough money to make a substantial effort to retire a remaining \$6000 commitment to the synagogue Capital Campaign for building of the already complete Social Hall addition.
 - Inspired by the ties of the Club President to Latin America, raise awareness of Masorti Judaism in Latin America, and of the work of the Seminario Rabinico Latinoamericano in Buenos Aires, and make a donation to the Seminario.
 - Specific Problems or Challenges it Addresses:
 - Restoring the finances of the club, which has fallen in the Summer of 2014 to very low levels due to the lack of a major fundraiser in the 2013-2014 program year.
 - Restore the credibility of the club in the synagogue community, which had been affected by the delay in meeting the commitment to the Capital Campaign.
 - Interesting younger members of the community in Men’s Club activities
 - Creating a spirit of fun for the club and the community.
- How does your program enhance the image of FJMC, your region, and your club?
 - The program showed the support of the FJMC for Masorti Judaism and enhanced the connection with the Seminario and Latin American community. **Part of the proceeds of the event dedicated to the Seminario (\$1200 total) were used to pay Jewish Lights Publishing for the rights to publish a Spanish language edition of Rabbi Simon’s book “Building a Successful Volunteer Culture” to be distributed to synagogues in Latin America.**
 - The region’s image was also enhanced by the show of support for Masorti Judaism, and several regional officials, including two Past Presidents of the Seaboard region, and the President of the Olam Tivah Men’s Club, attended a luncheon hosted by the Ambassador of Argentina in honor of Rabbi Skorka, the Rector of the Seminario Rabinico.
 - The club’s image was greatly enhanced by holding a successful fundraiser that provided entertainment for the community, provided a lot of value in the silent auction, raised the profile of the synagogue with Masorti Olami, and established ties with the Latin American

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Jewish community. Men are still wearing in services the Guatemalan hand-made kippot that were distributed to sponsors of the event, and people are still talking about how much fun they had several months later.

- Due to the amount of money raised for the synagogue (\$4800) the Board of Olam Tikvah decided to defer accepting the money until the next fiscal year, to help close a projected budget deficit, and for the first time in its history, funds to be provided by the Men's Club because an official line item in the synagogue budget, thereby further enhancing the reputation of the club.
- What is its value in building or strengthening your club?
 - Besides strengthening the reputation of the club, the challenges of the project and the morale boost of its success created a great sense of shared pride and camaraderie among the club leadership, and brought in some additional men who were interested in participating on the board of the club.
- Who is your target audience? (i.e. congregation at large, chapter, community)?
 - The target audience for the event was the adult members of the congregation, as well as those in the local Jewish community interested in attending. By having a lively dance theme and free babysitting, we worked especially hard to bring in younger couples.
- How does your program support FJMC's mission, Involving Jewish Men in Jewish Life?
 - The program forged bonds among the men who worked together to put it on, and also gave them pride in supporting the community. The program also provided resources to the Masorti community, and therefore helped create closer ties and promote involvement of the FJMC in that community.
- Describe the source of your program and its unique aspects. Is this an original program or an adaptation or enhancement of a previous program (if so, which one)?
 - While the idea of holding a dinner-dance was not unique, the idea of giving it an international theme tied to Masorti Judaism was original.
 - The theme was carried through the marketing and event. The menu was planned by a Colombian member of the synagogue, we ordered kippot from a Guatemalan women's collective, the decorations used colors, symbols and flags from the region, the music and dance lessons at the event were Latin, a Brazilian Chazzan spoke about the Seminario, and we worked in advance with the Seminario to get a letter of greeting from the Rector.

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- The “branding” as a “Fiesta” created a buzz in the community that grew and resulted in a very healthy attendance of about 150 people.
- Please attach planning and marketing materials, as well as budgetary planning so the program can be replicated by other clubs.
 - See attached flyer, notional budget, order of march for the evening, and program handed out at event.

Program Planning / Timeline

Event took place on November 22, 2014. Coordination was maintain through the planning and preparation phase mainly through monthly Men’s Club board meetings, e-mail, and conference calls organized by event Chair and Club President Bob Watts. Three conference calls to coordinate responsibilities were held, about 5 weeks, three weeks and 1 ½ weeks before the event.

Types of Tasks and Teams

- E – Entertainment – Bob Watts
- M – Marketing – Bob Watts, Bruce Gordon, Synagogue Webmaster
- T – Ticketing – Bob Watts, Mark Roth (Board member and past President)
- H - Hospitality – David Adler, Dennis Staten, Ronnie Rodriquez, Irv Varkonyi
- D – Decorations – Lori Zobler, Irv Varkonyi
- F - Fundraising - Howard Sloan, Marv Kon
- B - Babysitting - Eric Rothberg

Activity	Team	Task Due Date (weeks in advance)
Confirm date with DJ	E	12
Solicit participation of dance instructor (attends services at synagogue)	E	12
Confirm participation, plan dance Activities	E	4
Confirm Rabbi/Hazzan Participation	E	6
Obtain message from Seminario	E	1

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Posters and flyers	M	4
Constant Contact message	M	6, 4, 2
OT Listserv Message	M	4, 3, 2, 1
Facebook	M	3,2,1
The Schmooze (online publication)	M	3,2,1
JServe Calendar	M	3
Set up Online Payment (PayPal)	T	4
Finalize Menu	H	6
Recruit Volunteers	H	4
Coordinate with Synagogue Admin	H	3
Purchase dry goods	H	4,3
Purchase food, wine	H	2,1
Decide on decorations	D	4
Purchase decorations	D	1-2
Solicit Silent Auction Items	F	2-8
Compile Silent Auction Catalog	F	2
50/50 Raffle	F	Event
Coordinate with Religious School	B	4

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Advertise Babysitting, take Reservations	B	2-4
Recruit Babysitters	B	4

Section 5: Certification

I certify that my club has not won a Gold Torch Award for essentially the same program in a previous year. (Previous silver and bronze winners in this category that submit an enhanced application only qualify to be considered for a Gold Torch award.)

Certification: Initials: RMW

Section 6: Pictures



Section 7: Video

N/A

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La Fiesta de Ruach

Silent Auction



Original Painting by Geri Gordon

Value: \$2400

Estate Planning Package from Fishman Law, PLLC

2 Simple Wills, 2 Medical Directives, 2 Powers of Attorney

Value: \$2250



**Campbell & Ferrara
Landscaping and Nursery**

\$1000 Certificate

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**Signed Print by
Senator Dianne Feinstein**

Value: \$500



Kashmiri Tabriz Carpet, 3 x 5

Value: \$850



Palm Restaurant

\$150 Gift Certificate



**2 Tickets to Caps v.
Vancouver Canucks, Dec. 2**

Value: \$210



**2 Tickets to
Redskins v. Rams, Dec. 7**

Value: \$188



**Tyson's Corner Marriott
1 Free Weekend Night's stay with breakfast for 2
plus complimentary parking**

Value: \$195



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Leadership Innovation Community

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Plus:

**5 Private Dance Lessons from
Elegant Dancing, Vienna**

Value: \$428

**2 Handmade Pottery Plates from
Susan Fox Hirschmann**

Value: \$200 each

**Wireless Speakers & \$100 Best Buy Gift
Certificate from
Goldman Sachs and Howard Sloan**

Value: \$200

**Differences Hair Design (Yorktowne
Shopping Center) Certificate**

Value: \$100

AND

**Trader Joe's Gift Basket (\$25)
Gift Cards and Certificates from UNO's,
Firehouse Subs, Cinema Arts, Hunan West,
Zinga Frozen Yogurt and More**

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The Olam Tikvah Men's Club wishes you Bienvenido, Bemvindo and Shalom
to our Benefit Celebration



Washington Talent
Top Personality
DJ Kaki

Latin American Dinner, Music and Dancing
Saturday Night, November 22, 2014
7:30 – 11 pm, Olam Tikvah Social Hall



Lessons by Alex Jacob
Elegant Dancing Studio

Contribution: \$45 individual/\$80 couple

Sponsorships (in addition to dinner):
Plata (Silver) - \$54 (memento, program listing)
Oro (Gold) - \$108 (memento, program listing, reserved seating)

Silent Auction with great items!

RSVP with your check to OT Men's Club by November 13

Or buy online NOW at www.otmen.org

Free babysitting upon request to fiesta@otmen.org by Nov. 8

Proceeds benefit



*the Seminario Rabinico Latinoamericano
in Buenos Aires in honor of its 50th Anniversary
and Olam Tikvah programs and Capital Fund*
Questions? Contact mensclub@olamtikvah.org



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Fiesta de Ruach
Nov. 22, 2014, 7:30-11 PM

To Benefit OT Capital Campaign and Masorti Community in Latin America

1. Sangria, beer, Cuba Libres half hour with light hor d'oeuvres. DJ playing softer music - Latin, Jewish, Swing, and Rock for dancing.
2. Sell 50/50 raffle tickets (one for \$5, three for \$10, eight for \$20);
3. Buffet dinner service at 8 PM. Latin American food prepared by Men's Club, Congregants – chicken, rice and beans, salad, etc.
4. Program

Alex Jacob and partner doing real salsa and/or merengue dancing, in a short dance exhibition during dinner. This will occur while people are enjoying their meal.

Remarks by Asst. Rabbi Paskind speak about the relationship of Jews here and in Latino countries.

Remarks by Hazzan Ozur Bass about the Seminario

Men's Club President Bob Watts read letter of greeting from Seminario Rector Skorka
5. Short dance lessons - salsa, before dessert.
6. Serve dessert
7. Additional dance lesson, merengue, and then dancing, occasional interruptions for Silent Auction promotion.
8. About 10 pm, announce closing of Silent Auction, recognize major sponsors, ask one to draw 50/50 prize.
9. Continue dancing, 50/50 prize.

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Fiesta de Ruach Planning Budget

Item	Cost pp	Total @75	@100	@150
Food	14.00	1050	1400	2100
Beer, Sangria, soft drinks	7.00	525	700	1050
Music/DJ (including \$162 deposit)		787	787	787
Dance Instruction		0	0	0
Decorations		300	300	300
Publicity - Posters, Copying, Mailing		200	200	200
Other (paper products, extra help)		200	200	200
Program		150	150	150
Total Cost		3212	3737	4787
Revenue from tickets (\$40 per person)		3000	4000	6000
Net revenue from tickets		-212	263	1213
Income from Silent Auction		3000	3000	3000
Income from Sponsorships?		500	500	500
Income from 50/50		500	500	500
Total Net Revenue		3788	4263	5213

Budget assumptions:

Food based on costs of Men's Club Shabbat Dinner, plus extra for more appetizers.

Silent Auction income constant based on value of items

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Fiesta de Ruach

Nov. 22, 2014, 7:30-11 PM

Evening Activities

(times approximate)

7:30 pm – Hors d'Oeuvres and Silent Auction Viewing

8:00 pm – Dinner Buffet - Performances Alex Jacobs, DJ Kaki (Katherine Rose)

8:45 pm – Welcome and remarks

- Rabbi Paskind
- Men's Club President Bob Watts
- Hazzan Henrique Ozur Bass (Congregation Har Shalom)

9:00 pm – Dance Lessons (Salsa, Merengue, Samba) - Alex Jacobs

9:30 – Dessert

10:30 – Silent Auction Closes, drawing for 50/50 Raffle

11:00 – Hasta La Vista!

Setup & Decoration (Irv, Lori Zobler)

Start at 5:30

Who is in charge (Irv?) How many people, when needed for decorations, setup?

Boy Scouts (Zach Watts, Mitchell Akawie, Ben Neifeld) arrive at 6 pm

Special reserved tables (Bob will print out tent cards):

Eisenson (12)

Stryer (12)

Fishman (8)

Gordon (10)

Reserved for Oro Sponsors

Food (Dennis)

Food prep - 5:30 - 8:00 pm

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Hors d'Oeuvres Service - 7:30 - 8

-- Cold appetizers on tall tables, Boy Scouts will serve hot appetizers - empanadas

-- Dinner service at 8

-- Dessert service at 9:30

Bar (?)

Set out drinks, keep clean

How are we going to serve Cuba Libres? Better that someone should mix them, as people might over pour if we just leave out bottles of rum (one is 151). Also, normally I think you put a twist of lime in.

Check-In (Mark and Elliott)

Table in Lobby

Check in people - Bob will have final list formatted for providing numbers for Silent Auction.

May have one or two checks.

Hand out programs at the door.

Entertainment (Bob)

DJ Katharine Rose will arrive at 5:30, needs one 6 foot table, should be shown where to go. She will be playing lighter music during hors d'oeuvres & dinner, and is scheduled to sing a song in Spanish during dinner.

Alex Jacobs & partner Terri Ann Guingab will perform one number during dinner, and then lead dance lessons after the formal portion.

Bob will coordinate with them when this is to be done.

Do we want to have a dance contest or not? Need to agree on prize, perhaps TJ's gift basket.

Babysitting (Eric)

The babysitting will be in the Youth Lounge of the Religious School wing.

11 kids/babysitters:

- **2 Babysitters: Head Babysitter**--Julia Kon (20), and **her assistant**--Eden Neifeld (13).
- **1 "Helper": Mitchell Akawie** (12)
- **8 Kids: Geletos** (Getta 3, Duretti 8, Fayissa 9), **Boyetts** (Katelyn 5, Lauren 7, Jacob 11), Ben Niefeld (10), and Miriam Akawie (10)

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Food: Chicken fingers, fries, some snacks, and drink for late-night eating.

Pajama party theme, kids welcome to come in their pajamas with pillows. Movies and board games and puzzles available. Eric will try to track down a copy of the popular Disney Freeze movie (think he means Frozen).

Boy Scouts (Rick Neifeld)

Rick can direct Scouts who show up, to help out on setup as needed, and also be a “swing” volunteer who can help out when available.

Silent Auction (Howard and Marv)

Arrive at 5:30 - 6:00 for setup

Work crowds, periodic announcements during the evening

Final wrapup and collection at 10:15 - 10:30

50/50 Raffle (Bruce)

Sell at check-in and during the evening

Cleanup (all)

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Elegant Dancing

Grand opening



OUR HUGE NEW STUDIO IS FINALLY OPEN!

Large, floating dance floor by Dance Vision
Private lessons, group classes, workshops
Regular dance parties Wednesdays, Fridays & Saturdays
Plenty of parking

703-281-0395
11230 Waglan Mill Rd. Suite 118
Fairfax, Va. 22030
www.elegantdancing.info

OT Men's Club
CONGREGATION OLAM TIKVAH

La Fiesta de Ruach

**Congregation Olam Tikvah
November 22, 2014**

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Evening Activities

7:30 pm – Hors d'Oeuvres, Silent Auction bidding begins!

8:00 pm – Dinner Buffet. Performances by Alex Jacobs & Terri Ann Guingab & DJ Kaki

8:45 pm – Welcome and remarks

- Rabbi Paskind
- Men's Club President Bob Watts
- Hazzan Henrique Ozur Bass (Congregation Har Shalom)

9:00 pm – Dance Lessons (Salsa, Merengue, Samba) – Alex Jacobs

9:30 – Dessert and more dancing – **don't forget to bid!**

10:30 – Silent Auction Closes, drawing for 50/50 Raffle

11:00 – Hasta La Vista!

Special thanks to Alex Jacobs of Elegant Dancing, who is donating his services for the evening.

DJ Kaki (Katherine Rose) is with Washington Talent Agency.

About the Olam Tikvah Men's Club

The Olam Tikvah Men's Club will observe the 50th Anniversary of its chartering in December, 2014. The club supports men in growing together in Jewish life and building friendships and a stronger community. Many of the Men's Club award-winning education, community service, sports and social programs are open to families and members of the community, and benefit holocaust survivors, the poor, veterans and active duty service members, Olam Tikvah youth, and Cub and Boy Scouts. The Men's Club and the Seaboard Region of the Federation of Jewish Men's Club support the FJMC's effort to build connections between North American clubs and Masorti communities in far-flung parts of the world.

Blue Yarmulke

is for Lovers



SILVER ANNIVERSARY GALA 1964-2014

The Olam Tikvah Men's Club Salutes
Howard Sloan
 Blue Yarmulke Man of the Year
 2015/5775
 7:30 PM, Saturday, February 14, 2015
 At the Seaboard Region FJMC's
 25th Blue Yarmulke Celebration
 Congregation Etzai Tzedek
 *21 Glenbrook Road, Potomac, MD



Special Silver Gala Program Includes

Havdalah
 Meaningful Streamlined Awards Presentation
 Rush-filled Party Honoring Howard and Seaboard SYMOY
 Open Bar, Hors d'Oeuvres, Choice of Entrees,
Live Music, Door Prizes, Big 50/50 Raffle,
 Dancing, and Fun!
Only \$90 per guest!



Choice of Entree
 Salmon / Chicken / Vegetarian

Sing'n on a Star
 DC's top smoke band

Reservations for the dinner are on a "first-come, first served" basis.
Reserve your seats Now! 2014 was a sold out event.
Don't be left out in the cold!

Go to www.seaboardfjmc.org for registrations and tributes

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Our Evening's Sponsors

Oro (Gold) Sponsors

Sue & Ken Cohn
Deborah Swichkow & Raymond Ellis
Patty & Bruce Gordon
Rho & Rich Silbergliitt
Linda & Bob Watts

Plata (Silver) Sponsor

Shari & Steven Davidson
Hemda & Ira Gold
Tracey & Elliott Goldberg
Martha & Paul Hill
Natalie & Julian Levine
Bonnie & David Massarik
Melinda & Mark Roth
Rachel & Eric Rothberg
Eva & Howard Sloan
Leslie & Irv Varkonyi

Part of this evening's proceeds will benefit the **Seminario Rabbinico Latinoamericano** (also known as the **Marshall T. Meyer Latin American Rabbinical Seminary**). The seminary operates under the auspices of the Conservative movement as a religious, cultural, and academic center in Buenos Aires, Argentina, to educate and ordain rabbis from Latin America to strengthen and sustain Jewish communities in the region. Founded in 1962 by Rabbi Marshall T. Meyer, the Seminary is an affiliate of the Jewish Theological Seminary of America.

Almost 100 rabbis have graduated and been ordained by the seminary, including nine female rabbis. These rabbis work in more than 90 Jewish communities in Latin America. Other graduates work in areas outside of Latin America, including Israel and the United States. The seminary also has programs for mohalim, sofrim and hazzanim, as well as Jewish educators.

About our Guest, Hazzan Henrique Ozur Bass

Hazzan Henrique Ozur Bass was born and raised in Rio de Janeiro, Brazil. In 1989, he left Brazil to study at the Cantors Institute of the Jewish Theological Seminary of America, graduating in 1995. Hazzan Ozur Bass went to Congregation Har Shalom in 1996 after serving congregations in Brazil, Israel, and the United States. He is a member of the Cantors Assembly and American Society of Jewish Music. Hazzan Ozur Bass is married to Rabbi Janet Ozur Bass. They have two boys, Avichai and Kalman, and a daughter, Beyla.

Many thanks to Dennis Staten, Ronnie Rodriguez, Irv Varkonyi, Howard Sloan, David Adler, Bruce Gordon, Eric Rothberg, Rick Neifeld, Marv Kon, Mark Roth, Leona Shoon, Mark Weber, Elliott Dubin, Alan Chickinsky, Henry Wulf, Coleman Sachs, Troop 1818, and the rest of our volunteers.

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Silent Auction Donors

Thank you for your generous contributions!

Geri Gordon –Original Painting
 Vicki Fishman – Estate Planning Package
 Campbell & Ferrera Landscaping & Nursery
 Senator Dianne Feinstein – Signed Print
 Elegant Dancing - dance lessons
 Susan Fox Hirschmann –
 Handmade Pottery Plate & Vase
 Palm Restaurant
 Capitals Package
 Rho & Rich Silbergitt – Mezuzah and Bedframe
 Sammy Roth – Redskins Package
 Julian & Natalie Levine – Nationals Package



J & J Oriental Rug Gallery
 Goldman Sachs
 Howard Sloan – Wireless Speakers,
 Best Buy Certificate
 Bob Watts – State Department Tour & Lunch
 Norman Polmar – Books & Rum
 Cinema Arts Theater
 UNO Pizzeria & Grill
 Differences Hair Design
 Howard M. Kaye Photography
 Comfort & Joy Wellness Spa
 Firehouse Subs, Turnpike Plaza
 Trader Joe's
 Hunan West
 Vivian Nails, Turnpike Plaza
 Zinga Frozen Yogurt, King's Park