

## 2013–2015 Torch Awards - Application

### Section 1: Title

Club Name: South Jersey Men's Club  
Current Contact: Michael Perloff  
Program Name: SJMC 25<sup>th</sup> Anniversary Celebration

### Section 2: Contact information

Person completing form  
First Name: Michael  
Last Name: Perloff  
E-Mail: [mikep2@comcast.net](mailto:mikep2@comcast.net)

Club President at time of Convention  
First Name: Don  
Last Name: Weisenstein  
E-Mail: [dweisenstein36@comcast.net](mailto:dweisenstein36@comcast.net)

Current Club President  
First Name: Don  
Last Name: Weisenstein  
E-Mail: [dweisenstein36@comcast.net](mailto:dweisenstein36@comcast.net)



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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
  
- Best Overall Activities** \*\*To apply for this award, please see specific instructions in “2015 Torch Award Overview,” available on FJMC website\*\*



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### Section 4: Program overview

The South Jersey Men's Club (SJMC) held an event to celebrate the 25<sup>th</sup> year since the FJMC executive board voted to permit us to continue the charter held as part of defunct Beth Jacob-Beth Israel Synagogue. Since then we've been described as a synagogue men's club without a synagogue. We held a catered brunch for nearly 150 members, guests, and dignitaries.

Our special situation of no longer being attached to a synagogue presents significant challenges. There is no perceived obligation for potential members to belong as is usually the case with synagogue members. Dozens of our members also maintain dual membership in their synagogue Men's Club. Our membership often includes past and present officers and board members from Jewish Federation agencies and other Men's Clubs who bring back SJMC/FJMC programming concepts to their respective organizations.

Detailed Summary - Please answer the following questions.

- What were the goals of your program? Are there specific problems or challenges that it addresses?
  - ✓ To instill pride in members for our accomplishments
  - ✓ To motivate our members to increase participation in all our activities
  - ✓ To give our members and community leaders a better sense of the size and character of the Federation of Jewish Men's Clubs and its Middle Atlantic Region
  - ✓ To project a positive image to leaders of all the agencies of the Jewish Federation
  - ✓ To increase knowledge about our past and inspire participation in future events
  - ✓ To disseminate information about our activities to members' spouses in the hope that they would encourage their husbands to increase their involvement.
  - ✓ To disseminate information about the potential for personal growth and development through the SJMC/FJMC to non-members and community leaders.
  - ✓ To increase membership through the dissemination of information about the South Jersey Men's Club
- How does your program enhance the image of FJMC, your region, and your club?
  - ✓ FJMC and MAR were prominently featured in the display of SJMC awards spread across the front of the auditorium.
  - ✓ FJMC past president, Larry Alan, was a featured speaker.
  - ✓ Proclamations were presented by the local mayor, county freeholder, and state senator.
  - ✓ Influential leaders of Jewish and non-Jewish civic, political and law enforcement organizations learned of our activities and accomplishments.

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- What is its value in building or strengthening your club?
  - ✓ Public recognition of the contributions the SJMC makes to the Jewish community, synagogues, and the bonds we foster with the law enforcement community
  - ✓ The event gave our members and community leaders a better sense of the size and character of the Federation of Jewish Men's Clubs, its Middle Atlantic Region, and the South Jersey Men's Club
  - ✓ It increased our membership through the dissemination of information about the South Jersey Men's Club. Several guests requested membership information at the event.
  - ✓ Member's spouses mentioned that they would encourage their husbands to participate in more SJMC activities.
  
- Who is your target audience? (i.e. congregation at large, chapter, community)?
  - ✓ Internal marketing to Men's Club members to stimulate pride in the Men's Club and to stimulate participation in activities beyond what they current do with the group.
  - ✓ External marketing to leaders of the Jewish Federation of Southern New Jersey and its five constituent agencies. Also to the Military and Law Enforcement communities for whom we do Tzedakah and maintain a positive relationship.
  
- How does your program support FJMC's mission, Involving Jewish Men in Jewish Life?
  - ✓ For 25 years, the South Jersey Men's Club has often been described as a synagogue Men's Club without a synagogue. The South Jersey Men's Club includes members who represent a full spectrum of commitment to ritual, observance, and connection to the Jewish community and Israel. For instance, our members include everything from rabbis and synagogue board members from various synagogues, to Jews whose wives may go to church on Sunday. For the latter group, the SMC and FJMC are those members' sole connection to Jewish life. The SJMC 25<sup>th</sup> Anniversary Brunch also exposed members and guests to the many ways to become involved in Jewish life.
  
- 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)?
  - ✓ This is an original program that can be modified to celebrate a special event or anniversary for any Men's Club.

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- Planning, marketing, and budgeting exhibits

### **Item #1 of 4- Initial Planning Agenda**

Date – Check site availability, conflicts

Site – JCC (need Mashgiach) auditorium booked by ?

Admission Charge - For members in good standing & 1 guest – Free

For invitees from other organizations (see list) – Free

Accounting –

Reservations

Room Setup –

SJMC

Banners?

Invitees?

Check-in –

Publicity Pre/Post >

Video –

Flier –

Order of Program -

Plaques

Room setup –Banners?

Menu

Master of Ceremonies- Bill Fleisher <CONFIRMED>

Honor Guard –Jewish War Vets?

Flag Salute – All past presidents

Keynote speaker

Other Speeches

Time 9 - 9:30 -10??? / Place

Chaplains-

50-50 split 4 ways

OVERALL (Mike) / PROGRAMMING – Mike / FOOD – Moskowitz / ROOM – Greenberg /

FINANCES -Stein

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### Item #2 of 4- List of SJMC contributions to Jewish community & beyond

#### South Jersey Men's Club / Celebrating 25 Years / 1991 – 2015



Club #503 of the International Federation of Jewish Men's Clubs

Recipient of more FJMC Torch Awards for excellence than any Men's Club in New Jersey

#### PART I- Jewish Federation Related Community Service

- Volunteers for Super Sunday & follow-up fund drives since 1991 + food preparation
- Provided free catering service during Super Sunday

#### JFED Department of Jewish Education

- Annual collection of Hanukkah cards for US and Israeli troops (See Operation Macabbi)
- Supported program in conjunction with the DJE and Jewish War Vets to collect and distribute Passover cards to US troops – 2010-12
- Helped set up exhibits and workshops at the Echelon Mall
  - A Day in Israel – Passover Academy

#### Jewish Community Relations Council

SJMC members have served as officers, board members, and committee chairman

#### Goodwin Holocaust Museum and Education Center

- SJMC members have served as GHEC officers and docents
- Physically moved all museum exhibits from Gratz College to the Cherry Hill site
- Created photo catalog of exhibits
- First organization lifetime member
- Solicited second organization lifetime membership (Jewish War Veterans)
- Donation of portion of 50-50 proceeds from Law Enforcement Appreciation program

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- **Yom Hashoah** annual observance:

- Created, funded, and staffed annual program which distributes thousands of free Yom Hashoah candles with net proceeds donated to the GHMEC
- Administered and/or funded transportation for Yom Hashoah observance
- Volunteers have served as bus chaperones and ushers for the last 10 years

### **MidEast Institute**

- Served as ushers since 2000
- Minimum of 20 attendees
- Donated food service manpower as co-sponsor since 2001

### **Law Enforcement Appreciation Breakfast**

Building relations between the Jewish community and the law enforcement community

- Creator and organizer since 1996
- JCRC co-sponsorship since 2000
- Donated food service manpower for ordering, preparing and setup

### **Jewish Community Center**

- JCC Camp- Installed playground equipment
- Put up the community sukkah multiple years
- Macabbi Games
- Transportation, Security, Traffic, host families, & logistics volunteers
- Formal recognition of Security Coordinators at 2015 Law Enforcement Appreciation Program
- Arts-Books-Culture Festival – Committee members, volunteers, food preparation
- Contribution for Israel flag pole
- Monthly donation of books to JCC library
- Volunteers for Purim Carnival
- Jewish Film Festival – Committee members
- Active Adult Committee – Committee members

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### Jewish Community Foundation

- Financial contributions through the SJMC Mitzvah Funds for humanitarian crisis such as Hurricane Katrina, Chile earthquake , etc.
- Cleaned up Jewish section and painted fence at New Camden Cemetery
- Philanthropic donations via the SJMC Philanthropic Fund

### Federation Housing (Lions Gate)

- Installed mezzuzot throughout Lions Gate
- Manned BBQ & ice cream socials
- Invited residents to attend SJMC meetings when held on site

### Jewish Family and Children's Service

- Passover food distribution - Organized and implemented independently, later through JFCS
- Community Food Drive – Volunteers to help sorting
- Monthly donation of kosher food products

## PART II- Non-Jewish Federation Related Community Service

South Jersey Men's Club members serve and have served as officers, board members, and clergy of many Jewish religious and service organizations.

### Jewish Athletic Group

Created and organized JAG to facilitate closer relations between Jewish organizations in South Jersey through sports. Organized activities have included:

- Softball
- Volleyball
- Basketball
- Tennis
- Racquetball
- Pinochle
- Bowling

### Ongoing Collection and Donation Programs For Local Charities

- Cell Phones
- Toiletries to homeless shelters and Yellow Ribbon
- Eyeglasses collection to Lions Club



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### Matching Grants to Various Small Israeli Charities

- Non-Profit Association For Volunteering & Assisting the Hurt (Victims of terrorism)
- A Package From Home (“Care packages” for combat soldiers, soldiers without family in Israel, and wounded soldiers)
- The LIBI Fund – The Fund for Strengthening Israel’s Defense (Needy soldiers)
- The Sar-El Foundation (National Project for Volunteers for Israel)

### Fugitive Safe Surrender

- Funded and prepared thousands of sandwiches for use during the US Marshall’s office local, state and federal warrant reduction program since its inception in New Jersey. – 3 years

### Video Library of SJMC Programs and Speakers

- Available for loan to community members and organizations.

### US Military & Chaplaincy

- **Operation Macabbi** - Implemented Hanukkah Card program for US troops after first Gulf War with cooperation of Jewish Welfare Board and armed forces chaplaincy.
  - After Israel’s 2nd Lebanon War, Operation Macabbi was expanded to include Israeli troops in cooperation with the JCRC, Department of Jewish Education, Jewish War Vets, and Friends of the IDF.
- Financial contributions plus donations of prayer books, kipahs and shofars for Jewish servicemen and women in Iraq and Afghanistan.
- Provided first full sized Hanukkah Menorah for US troops in Baghdad, Iraq
- Contributions for Community Hanukkah Party at Tri-Service Military base 2006-2010
- Monthly donations of toiletries and other items for troops via the Yellow Ribbon Program

### Volunteered manpower for shul renovations

- Help with interior and exterior renovations to Congregation Ner Tamid (Small Conservative shul)

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### Passover food distribution

- For 5 years we collected and distributed large amounts of Passover food at Sons of Israel for Jewish families in need

### Middle Atlantic Region of Federation of Jewish Men's Clubs

- Supported annual Tour Du Shuls with participants and donations
- Supported Camp Ramah fund raisers

### Item #3 of 4- Budget

**South Jersey Men's Club**  
**25th Anniversary Brunch**  
**Revenue & Expense Summary**  
**Sunday, April 26, 2015**

<b><u>REVENUE</u></b>	
50/50 proceeds	405
<b>TOTAL REVENUE</b>	\$ 405

<b><u>EXPENSES</u></b>	
Catering by Foodarama	\$ 3,693
Tips for servers	160
Hall rental	100
Misc table decorations	168
Promotional pins	123
<b>TOTAL EXPENSES</b>	4,244

<b>NET REVENUE (EXPENSE)</b>	\$ (3,839)
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\*All winners donated their proceeds

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### Item #4 of 4- Event Script for the Master of Ceremonies

#### SJMC 25<sup>th</sup> Year Brunch – Program Details Sunday, April 26, 2015

**Don** - Welcome / Introduce Master of Ceremonies Bill Fleisher (Past President of Shomrim, Co-founder of the world famous Vidocq Society)

**Bill** – Presidents to the front (3 on either side of Podium)

**Bill** – **Announce that Past President Larry Natelson will lead Pledge of Allegiance**

< Past Presidents return to seats >

**Bill** - Introduce Cherry Hill **Mayor Chuck Kahn** to present proclamation

**Bill** - Introduce Camden County Freeholder **Jeff Nash** to present proclamation

**Bill** - Introduce Senator **Jim Beach** to present proclamation

**Introduce Rabbi Lewis Eron** - Hamotze

**Bill** – **Announce that during Breakfast there will be a slide show**

< Breakfast >

**Bill** – Introduce **Past President Mike Perloff** – Program Overview and Torch Awards

**Bill** – Introduce **Larry Allen** (Pres. of FJMC when we got permission to continue)

**Bill** – Announce that there will now be a short video about the prestigious annual Law Enforcement Appreciation Breakfast. (4 ½ minutes)

**Bill** – Acknowledge Police Chief Association Presidents

Chief **Bob Zimmerman** of Gloucester County

Chief **Scott Pearlman** of Burlington County

-> Also mention Deputy Attorney General **Phil Aronow**

- Introduce **Burlington County Prosecutor Bob Bernardi** who will speak on behalf of the Law Enforcement community.

**Bill** – Introduce Director of the NJ Parole Board Len Ward

**Bill** – Introduce **President Elect Ed Silver** to present County & State Proclamations

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### Bill – Introduce **Past President Bob Greenberg**

- Mitzvah Cards (Explain)
- First organization lifetime member of GMHEC
- Shiva Minyans
- Moved GMHEC from Gratz to Cherry Hill
- Set up Community Sukkah
- Distributed thousands of Yom HaShoah Candles

**< All who have ever sent or received a Mitzvah Card, participated in a one of our minyans, or helped build the community Sukkah, please stand >**

**Bill** – Acknowledge Jewish Federation Agency presidents & Executive Directors  
Jewish Community Center – **Donna Bell**, President & **Les Cohen**, Ex. Dir.  
Jewish Community Foundation – **Josh Reisman**, Pres. & **Amy Milgram**, Ex. Dir.  
Jewish Senior Housing & Healthcare Services – **Neil Cuppersmith**, Pres.  
Jewish Family & Children Service - **Ann Miller**, Pres. & **Marla Meyers**, Ex. Dir.  
Jewish Community Relations Council – Jon Korn, Pres. & **David Snyder**, Ex. Dir.

**Bill** – **Introduce** Jewish Federation Executive Director **Jen Weiss** who will speak on behalf of the Federation Agencies. **Jen will call up Marla Meyers from JFCS.**

### Bill – Introduce **Past President Rich Moskowitz**

- Jewish Athletic Group
- Book and CD exchange
- Food for JFCS
- Lions Club
- Yellow Ribbon
- Cell Phones

**< All who have ever participated in JAG, donated eyeglasses or Food, participated in the book exchange, or donated items for the military, please stand >**

**Bill** – Introduce **Chaplain Lt. Col Yaakov Bindell** - to represent the US MILITARY

### Bill – Introduce **Past President Dave Wynne**

- Investment Club
- Fantasy Football
- Trips – Annapolis, Eastern Penitentiary, Ball games, Jewish Museum, Israel trip
- Contributed to the success of the Macabbi games as an organization

**Chaplain Bindell**– Benediction

**Bill** – Call Don to draw winning 50-50 tickets (4 winners =each 25% of the winners’ half)

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### Timeline of the key tasks:

23 Tasks (* See notes below)	Committee/ Assignee	Due Date
Event chairman	Mike Perloff	3 months prior to event
Reserve JCC auditorium *1	Bob Greenberg	3 months prior to event
Engage Caterer *2	Rich Moskowitz	3 months prior to event
Communications *3	Randy Acorcey	Continuous until day of event
Liaison – anything with food	Rich Moskowitz	Continuous until day of event
Invitations outside the club *4	Dave Wynne	2 months prior to event
Invitation to Military Chaplain *5	Nelson Mellitz	2 months prior to event
25 <sup>th</sup> Anniversary Buttons	Ed Silver	2 months prior to event
Programming	Mike Perloff	1 month prior to event
Engage media specialist *6	Dave Neidorf	1 month prior to event
Government Proclamations *7	Don Weisenstein	1 month prior to event
Reservations *8	Ed Stein	3 weeks prior to event
Room Setup	Bob Greenberg	2 weeks prior to event & day of event
Video & PowerPoint shows *9	Dave Neidorf	2 weeks prior to event & day of event
Awards refurbishing *10	Jerry Emdur	1 week prior to event
Awards display	Dennis Satanoff	Day of event
Master of Ceremonies	Bill Fleisher	Day of event
Check-In	Ed Stein	Day of event
Name tags	Dick Knopf	Day of event
Photography	David Schwarz	Day of event
Videography *11	Dave Neidorf	Day of event
50-50 *12	Barry Adler	Day of event
Post event survey	Larry Natelson	Day of event & day after the event

#### \* Timeline Notes:

- \*1 Since the SJMC doesn't have a facility of its own, it reserved the local Jewish Community Center auditorium for the 25<sup>th</sup> Anniversary Celebration.
- \*2 Since the decision was made that our usual volunteer crew in the kitchen would not be used for this one event that the brunch would be prepared by a kosher caterer.
- \*3 Save-the-date and RSVP Fliers and email reminders were sent to all members.
- \*4 Formal invitations to the leadership of other organizations with which we interacted.
- \*5 The invitation for the US military chaplaincy was issued by our member who has be our liaison for special volunteer and philanthropic projects.

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- \*6 A media specialist was engaged to coordinate the slideshow of activities and event specific videos during the event.
- \*7 One member was tasked with requesting official governmental Proclamations about the Men's Club for the event.
- \*8 An email account, [SJMC25@gmail.com](mailto:SJMC25@gmail.com), was created to receive RSVPs.
- \*9 A slideshow containing hundreds of photos showing our members at SJMC functions was shown on a large screen in the front of the auditorium. This served to personalize the event as well as serving to fill in transition time between speakers and presentations.
- \*10 Since we don't have a home base, many of our several dozen awards have been stored in attics, garages, and closets. Only a few at a time are on display at our meetings. Most were nicked, scratched, or otherwise damaged. These were touched up, repaired, or replaced in order to be able to show them all together for the first time in our history.
- \*11 All SJMC programs are videoed for our video library. Members who missed meetings or want to share a particular program take advantage of the library.
- \*12 In recognition of our 25<sup>th</sup> Anniversary, the winners portion of the 50-50 was split four-ways; 25% 25% 25% 25%

There were 23 tasks involving 17 sub-committee chairmen. Most were assisted by members who volunteered to help with the assigned tasks. The SJMC philosophy behind getting things done is to focus on inclusion rather than efficiency to develop stronger bonds between members and the club. Consequently, we have yet to experience burnout by any member.

The initial planning committee met three or four months before the event to decide what tasks needed to be assigned. Responsibilities were assigned as per the table shown above. Subsequent meetings were held as needed, usually after general membership or board meetings. Key decisions made were:

- ✓ We wanted our members to do as little work as necessary on the day of the event.
- ✓ A caterer would be hired. (First time in 25 years our members didn't prepare the food)
- ✓ Attire would be business casual.
- ✓ The total cost should not exceed \$4000.
- ✓ The program format would include testimonials, exhibits which depicted our activities, and a running slideshow and/or video showing as many of our members as possible participating in our programs.
- ✓ A special effort would be made to engage newer members in planning and execution.
- ✓ A SJMC 25<sup>th</sup> Anniversary button would be designed for attendees to wear at the event

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- ✓ Invited guests from outside SJMC families would include representatives of every organization or community group with which we interact through our community outreach activities. This would include the presidents and executive directors of the Jewish Federation of Southern New Jersey and its constituent agencies, the Law Enforcement community, US military chaplaincy, etc.
  - ✓ Members in good standing plus one guest of their choosing would be free.
  - ✓ Members who would not be bringing their wives would be encouraged to bring a potential member to the event.
  - ✓ Speeches would be kept to a minimum by having a single representative from a broad spectrum of activities, such as the Jewish Federation or the Law Enforcement community, speak on behalf of the entire community.
  - ✓ Our relationship to the Federation of Jewish Men's Clubs would be highlighted along with several of the FJMC programs that are part of our programming.
  - ✓ Displayed would be material from FJMC programs such as Yom Hashoah Yellow Candles and Hearing Men's Voices.
  - ✓ All past awards would be refurbished if necessary and prominently displayed
  - ✓ A PowerPoint with representative slides depicting our members in action would be shown.
  - ✓ Every effort would be made to encourage the younger members, who may have joined primarily to participate in Jewish Athletic Group activities, to attend the event and expand their participation in Men's Club events
  - ✓ Success would be measured by an informal poll of our most honest critics, our wives. ☺
- Program Evaluation
    - ✓ One member of the planning committee was tasked with organizing a poll of wives and guests at the event. Without exception, the responses were positive. Not one of the respondents was aware of the scope of activities offered by the SJMC. Most offered that they planned on encouraging their spouses to become more active in Men's Club activities.

That several of the guests asked how they could join the Men's Club is further indication of the program's success.

The dignitaries and representatives of other community organizations were impressed by the programming, opportunities for self-improvement, and community outreach programs that originated from the South Jersey Men's Club, the Federation of Jewish Men's Clubs and its Middle Atlantic Region.

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### 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: mp





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### Section 6: Pictures, Invitations, Flyers, Anniversary Button



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135 Members, Guests and Dignitaries





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Front of the room with slideshow and Awards on Display



Jewish Federation Agencies Presidents & Executive Directors



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**MC Bill Fleisher, Shomrim past president and co-founder of the Vidocq Society**



**Past president Mike Perloff in front of slideshow of SJMC members at programs**



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Past Presidents speaking about SJMC programs & activities



**Bob Greenberg**



Mitzvah Cards  
Shiva Minyans  
Community Sukkah  
Holocaust Museum  
Yom HaShoah candles

**Dave Wynne**



Investment Club  
Fantasy Football  
Macabbi Games  
Field Trips

**Rich Moskowitz**

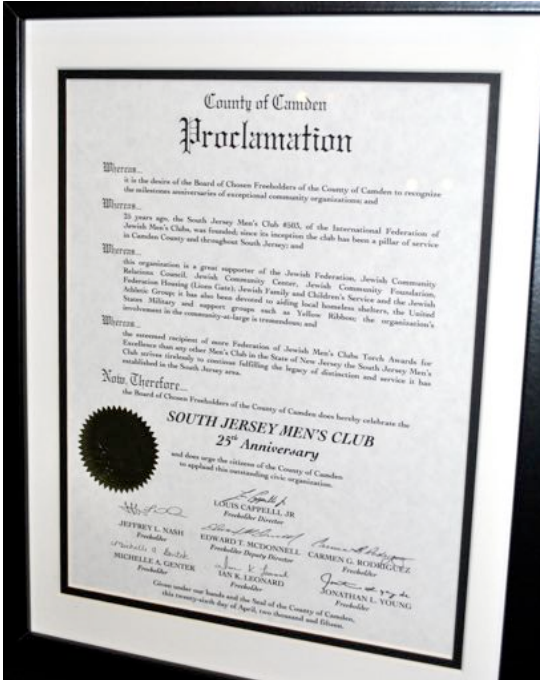


Jewish Athletic Group  
Lions Club  
CD & Book Exchange  
Yellow Ribbon  
Food Donations  
Cell Phone Donations



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President Don Weisenstein & local mayor with proclamations



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**Chaplain Lt. Col. Bindell expressing thanks for SJMC support for troops in Afghanistan and Iraq**



**US Ambassador to Iraq lighting the Hanukkah Menorah in the former Presidential Palace in Baghdad in 2005. The Menorah was returned in 2012.**



**Picture of SJMC officers holding Torch Awards in front of the Menorah donated for use during Hanukkah in Baghdad, Iraq.**



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**Jewish Federation of Southern NJ  
Executive Director Jennifer Weiss  
expressing gratitude to the SJMC  
for all it does for the Federation  
and its agencies.**



**President Don Weisenstein  
accepting an award from NJ  
Parole Board Director Len Ward  
for helping make Operation Safe  
Surrender a success.**





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**County Prosecutor Bernardi, speaking on behalf of the law enforcement community, thanking the SJMC for its building closer ties with the Jewish community**



**Past president Rich Moskowitz helping past president Jerry Mitzner follow the program from his home in Florida using FaceTime on his smartphone.**



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The President and Past Presidents of the South Jersey Men's Club are grateful for the opportunity to share this program



### Section 7: Videos

Video for overall program  
<http://youtu.be/dg9BMgmaq40>

Video shown during Law Enforcement Segment  
<http://youtu.be/Djhupde8JnE>