

2005-2007 Torch Award Submission Procedure

8d Torch Submission Procedure

“Entry Document” – Provide the following information:

Part I. Identification Information (press TAB to go from entry line to entry line)

Submission Identifier Code supplied in a response to your first email: 196

Full Title for Entry (80 characters maximum): Steak and Scotch in the Sukkah

Entry Category: Non-FJMC Programs

Contact Person to be listed on Torch Award CD: Barry Wolfe

Email address to be listed on Torch Award CD: BLWolfe@comcast.net

Club name: Temple Beth Shalom Men’s Club

Synagogue name, city and state: Temple Beth Shalom, Livingston NJ

Club number: 941

Club President name (at time of entry): Barry Wolfe

Club President name (at time of convention): to be determined

Person preparing entry: Barry Wolfe

Email address of person preparing entry: BLWolfe@comcast.net

Date of entry submission: April 8, 2007

Part II. Summary

Our first annual Steak and Scotch in the Sukkah event was held on October 20th, 2005, followed by a second in 2006 (this will be an ongoing annual event).

Men's Club sponsored a dinner in our sukkah, followed by Succot comments by our Rabbi, topped off by a Single Malt Scotch lecture and tasting presented by a Scotch expert (who led the group into the tasting wearing a kilt and playing the bagpipes!). The lecture included a discussion of the various types of single malts, how they are made, and the unique tastes of each.

We were eager to develop a new program to attract members that don't ordinarily attend events or dine in a sukkah. As the club has traditionally built the synagogue's sukkah and had recently redesigned, purchased and assembled a new sukkah, it was especially fitting for the club to attempt to draw a significant crowd.

It was envisioned as a combination of religious, social and educational events. It is important for people to know they can just come to the synagogue (and a Men's Club program) for a fun night out. If we can get them out once, they may consider coming out for other events.

First Year (2005)



Second Year (2006)



Contact: Barry Wolfe, Temple Beth Shalom Men's Club, Livingston NJ
BLWolfe@comcast.net 973-650-9240

Part III. Self Assessment of Entry

1. Assess program procedural completeness and achievement of program goals –

The success of the event can be best summed up by the follow comments between two very long-time temple members- “I never saw you at a Men’s Club event before”; answer- “I never had a reason to come to one before”.

We drew a crowd of over 80 attendees (in each year), across the entire age spectrum; many attendees are not “temple regulars”. It met our goals- develop a new, fun event that would draw a diverse, new group together and tie it in with a holiday where the rabbi would have the opportunity to reach out to the group in a relaxed setting.

Since this was the first time trying this type of event, it was difficult to determine how much interest would be generated and what the attendance would be, considering this was held on an October weeknight.

2. Explain presentation and documentation completeness –

3. Achievements of program goals, publicity, marketing and advanced planning –

Program met our goals- we have had large crowds for dinner in the sukkah, followed by a fun event for all and it is now another of our signature events. It is now a selling point when recruiting new members (both to our club and our shul)

4. Does the program enhance the image of the FJMC, region and/or club –

Program demonstrated that clubs can get people active in a synagogue religious event followed by a fun social evening.

5. Did you include information for implementation by other clubs –

Yes, see attached

6. What is its value in club building - number of named club members participating vs. club size and shul size –

Created a “buzz” around our events, increased club membership, and provides another “selling point” for synagogue membership efforts as this is another of many activities that we offer that may appeal to a range of potential members.

Other note: We used nametags for each attendee, which helped with the friendly atmosphere. We received a number of comments that night on how helpful it is to put names with so many new faces.

7. What is the effect on club administration – grooming of new officers for club, shul or region –

Was a great way to get some new members- all attendees had a great time and we now have a new annual event. Event was free to all paid members, modest fee for guests.

8. Identification of source of program or practice and description of unique aspects. Most programs were not invented out of the blue but evolved, help us understand where it came from. –

Inspired by FJMC convention evening activities (going from regional party to regional party with Single Malt tastings) as well as our club's annual "Labor Day Steak and Champagne BBQ". We also wanted to feature the new sukkah our club designed, purchased and constructed.

9. Identification if this program is an adaptation of a previous Torch Award entry or other program. Awards will be given for implementations that are particularly effective. The original sources of the programs will be most pleased to know that their efforts have borne fruit. –

A new event created by our club- several other clubs have since adapted it for their own program.

10. Identification of the part of the programming effort attributable to the men's club if a joint program with another entity. -

Part iv: entry documentation

***Photo from our first Steak and Scotch in the Sukkah event
(October 2005)***

Note our Scotch “ambassador” wearing a kilt and holding bagpipes!



***Photo from our second Steak and Scotch in the Sukkah event
(October 2006)***



In the Sukkah (dinner and Rabbi's comments)



Inside for the Scotch tasting



The grill crew



(SAMPLE ADVERTISEMENT)



Please join us at our new event!

STEAK AND SCOTCH IN THE SUKKAH

*Do you know the difference between a Highland and Lowland single malt
Scotch?*

What is a peaty Scotch?

*Join us for a light dinner followed by an educational (and
fun!) program exploring the world of single malts- the program
will cover single malts from a number of regions and samples
will be provided.*

Thursday, October 20th 2005, 8:00 pm

FREE to all Men's Club members- join at the door! (\$10 for guests)

**For reservations and more information,
please call xxxxxxxx at 973-xxx-xxxx
or e-mail "xxxxxxx@xxxxxxx.com"**