

## 2013-2015 Torch Awards - Application

### Section 1: Title

Club Name: Congregation Beth Shalom Men's Club

Current Contact: Larry Grossman

Program Name: Club Administration

### Section 2: Contact information

Person completing form

First Name: Larry

Last Name: Grossman

E-Mail: larrydgrossman@gmail.com

Club President at time of Convention

First Name: Scott

Last Name: Rogoff

E-Mail: rogofflaw@gmail.com

Current Club Co-Presidents

First Name: Larry/Raymond

Last Name: Grossman/Rokni

E-Mail: larrydgrossman@gmail.com

### Section 3: Category

**Club Administration**

### Section 4: Program overview

Congregation Beth Shalom was faced with a gap in leadership due to the death of our Executive VP as well as stagnant to declining membership. We developed and executed strategies and tactics to address both issues and succeeded. As part of the strategy we developed a succession plan, a membership strategy and a branding protocol for all of our communications to build Men's Club as a brand within the synagogue so that our activities were easily recognized.

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### Detailed Summary -

**Succession:** the past 2 years Co-Presidents Larry Grossman and Raymond Rokni led the Club. Our co-presidency was the first ever co-presidency in the nearly 45 years of the Beth Shalom Men's Club. It was necessitated by the tragic death of our esteemed Executive VP Alan Medansky, z"l less than a year before he would have become President. To deal with the situation a committee of three Past presidents was formed and they interviewed every Men's Club Board member to understand their level of interest, commitment, and long and short term goals and aspirations. Within this process it was clear that there was nobody quite ready to step up to the presidency immediately, but a number of men were identified for the future and we have our probable next three Presidents identified and on a planned position path towards this office. Both Larry and Raymond served on the Men's Club Board for many years and held a variety of Executive Board positions, but had never been President. Both also had active responsibilities in their business and personal lives and felt individually it might be difficult to do a good job, but as a team they could succeed.

We have expanded and enhanced our succession efforts by both creating programs that appeal to our younger members and actively recruiting and engaging young members to join and become active on our Board.

We created new programs and augmented existing ones to specifically engage younger members. Many of these programs were done in association with other auxiliaries of the congregation:

- Men's Softball League co-founder with 6 other congregations in the area
- Casino Night in association with Sisterhood
- Erev Thanksgiving featuring Jesse White Tumblers
- Daddies & Darlings
- Family Bingo Night

Our Nominating Committee identified six interested and potentially active members in their 30's and 40's who were nominated to the Board for the coming year. We also added 2 members in their 30's and 40's to the Executive Board for the coming year and the next three projected presidents are in their 40's. Last year we recruited a similar number of younger members.

**Membership** was a critical issue. We finished 2012-13 with approximately 230 members, which was down from the 250-300 levels we had experienced over the past decades. As a large congregation of over 1,200 family units and over 850 men we felt this was poor penetration and we found through casual surveys that we had an awareness issue. Men were not averse to joining; many simply did not really know who we were and what we did. This was particularly evident among our younger members, many of whom viewed us as a bunch of old-timers. We also suffered

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greatly due to a historical need for recruitment and opt-in via a process marginally connected to the synagogue membership process.

Rather than launch an intense marketing and awareness plan that might have taken years to show change, we lobbied our Executive Director to include Men’s Club membership dues in the annual synagogue dues statement and allow members opt-out if they so chose. We updated our Men’s Club marketing brochure and had a very visible presence during our High Holiday ticket pick-up days so we could interact with as many men as possible on a personal basis. The results for 2013-2014 were astounding: **416** paid members plus **40** non-paid/first year synagogue members for a total of **456** members, a **98% increase!**

We were concerned that we might lose men the following year who might have unwittingly joined, but we were wrong: in 2014-15 we grew to **446** paid members plus **60** non-paid/first year synagogue members for a total of **506** members, an **11%** increase over the prior year’s amazing growth!

It should be noted that our Membership VP called new complimentary members to introduce them to the club personally and invite them to get involved.

**Through all of these efforts, we now have a membership penetration of over 60% of the male congregants of Congregation Beth Shalom.**

**Branding:** For many years individual VP’s had created flyers and enrollment forms for our various events without rhyme or reason. Some would simply use prior year versions and change dates and times as needed. Others got creative and used graphics and clip art based upon their own personal skill sets, or at times, the graphic skills of their kids. The result was a hodge-podge of looks and feels and there was no brand consistency to our communications. We think that contributed in part to the awareness and membership issues.

To address this issue we centralized control with our Men’s Club Webmaster. One of our members recently retired from a distinguished career at Intel Corporation and he has been designated both Webmaster and brand steward. Nothing gets published without his approval. Additionally he established templates for each VP that include our congregation’s signature iconic stained glass windows with the words Congregation Beth Shalom Men’s Club in our chosen font. This header adorns everything we communicate to our community and beyond so that it is easily identified. Here is the official header:



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We have attached several flyers as documentation as well as our membership brochure.

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: **LDG**

Section 6: Pictures

In this case we are providing exhibits of our branding flyers and a redacted version of our succession-planning document

To: Harvey Redfern  
From: Succession Planning Committee  
Re: Men's Club Succession planning

Background - In 2012 our current Executive Vice President, Alan Medansky passed away leaving a gap in leadership. At the request of President Harvey Redfern a committee of 3 past presidents was formed to establish a long range succession plan that identified individuals who potential Executive Board members for the next 6-10 years as well as new members for the Board of Directors. Brad Shaps, Glen Roter and Kevin Braude met with most of the members of the current Men's Club Executive Board and several additional Members of the Board. The purpose of the meetings were to identify future leaders of the club, identify positions current Executive Board members might be interested in, obtain feedback and assessments from current Board members about the performance of current Executive Board members and develop a list of names of potential future nominees for the Board.

We recognize that the Nominating Committee is responsible for selecting the officers of the Club and the members of the Board. It is our intention to provide information and in some cases recommendations to assist the Nominating Committee as it makes its selections for the 2013 Board. In addition we believe the information provided in this document will serve as a useful tool to help develop the skills and provide the necessary experiences to develop the future leaders of the Club.

Below is a summary of the findings of the Committee.

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**President** - We specifically asked a number of individuals if they were interested in one day serving as president. While several current Executive Board members expressed interest in the role in the future, none of them felt they were ready to serve as President for the term beginning July 2013. After much discussion we identified two past Executive Board members who were willing to serve as Co-Presidents for the July 2013-June 2015 term – Larry Grossman and Ray Rokni. We believe this is an ideal solution, allowing current Executive Board members to gain additional experience and setting up a succession plan for the next 6-8 years. The one downside to this arrangement is the potential of establishing a precedent for co-presidents and the possibility that others will want to serve as co-presidents in the future. We want to stress that we are recommending this only because of the extraordinary situation the club is in due to the death of the current Executive Vice President, and would discourage having co-presidents in the future. The following individuals expressed interest in serving as president at some point in the future:

- Scott Rogoff - Scott is interested in serving as president. Daughter's Bat Mitzvah is spring of 2015. Would be interested in serving after that, potentially beginning July 2015.
- [REDACTED] is definitely interested in serving as President at some point in the future probably the 2017-2019 term. His Son's Bar Mitzvah is in 2015 and he would like to wait until after then to serve.
- [REDACTED] could be interested in serving as President in 5-6 years
- [REDACTED] - potentially interested sometime in the future but recognized that he is not ready for position in the short term.
- [REDACTED] was recognized as a future leader who could potentially serve as President in the future and should be given opportunities on the Executive Board to develop broader experience.

**Executive Vice President** - We think [REDACTED] and [REDACTED] will both be ready to serve as President in 2015. Given that [REDACTED] indicated he would be interesting in serving as President beginning in 2015, and [REDACTED] preferred waiting until 2017, we recommend appointing [REDACTED] as Executive Vice President in 2013 with the intent of him becoming President in 2015.

**Vice President Ways & Means** -The following individuals expressed interest in serving as Vice President Ways & Means in the future:

[REDACTED]  
[REDACTED]  
[REDACTED]

We believe that both individuals are capable of serving in the role but would recommend that [REDACTED] fill that role for the term beginning in 2013. We think [REDACTED] has more experience on the Board and is better positioned to be successful in this role. This will give [REDACTED] additional experience necessary to become Executive Vice President in 2015 and President in 2017.

XXX expressed interest but might need more experience as a committee member



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We recommend these positions be given to newer Board Members. Potential candidates include: [REDACTED]

**Future Executive Board Members** - Member of the current Executive Board identified the following individuals as potential new Executive Board Members [REDACTED]

**Future Board members** - Members of the Board identified the following individuals as potential members of the Board:

- [REDACTED] - recommended by [REDACTED]
- [REDACTED] - recommended by [REDACTED]
- [REDACTED] - On CBS Board recommended by [REDACTED]
- [REDACTED] - recommended by [REDACTED]
- [REDACTED] - Young member and nephew of [REDACTED]
- [REDACTED] (member of Northbrook Park District) Recommended by [REDACTED]
- [REDACTED] - recommended by [REDACTED]
- [REDACTED] - Recommended by [REDACTED] has declined in the past due to travel issues
- [REDACTED] - former NW Suburban member. Recommended by [REDACTED]
- [REDACTED] - [REDACTED] brother in law and new member of synagogue
- [REDACTED] - friend of [REDACTED] and Kevin also knows him
- [REDACTED] - joining synagogue friend of [REDACTED] and [REDACTED]
- [REDACTED] - Friend of [REDACTED] also [REDACTED] knows him
- [REDACTED] - [REDACTED] son-in-law recommended by [REDACTED]
- [REDACTED] - friend of [REDACTED]
- [REDACTED] - Friend of [REDACTED]

### Other notes

[REDACTED] expressed interest in continuing to serve in a minor Exec Board position but not something that would take a lot of time. Not interested in ever serving as president. Not currently interested in House.

[REDACTED] expressed interest in continuing on Exec Board and specifically mentioned treasurer

[REDACTED] - Always interested in helping out. Not sure he wants responsibility of being in charge. Looking to get more involved in professional association

[REDACTED] - Open to any position

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- ██████████ - question of time but interested in taking on another position.
- ██████████ - interested in continuing on Board in some capacity.
- ██████████ - Not interested in leadership role at this point in time. May be willing to step back in somewhere down the line
- ██████████ - Not interested in serving on Exec Board at this point
- ██████████ - interested in helping with needed. Once he retires or if his travel gets cut he might be interested in doing more. Abe would be interested in helping with membership.
- ██████████ willing to continue to help with House but not interested in VP
- ██████████ - expressed interest in helping with getting the web site up to date and helping with maintenance of the web site. Also might be interested in coming back on to exec but probably not this year, maybe in a year or 2. Potentially could do financial secretary but would need to know more. Also might be interested in membership.
- ██████████ - Not interested in exec in the short term (probably at least 4 years) and was not willing to commit to any sort of time frame when he would be interested. He suggested getting list of Hebrew school parents to identify future members of the club and potential new board members
- ██████████ - ████████ travels a good deal for business and is hesitant to take on a leadership role. He would be more interested in roles with a limited number of events. As we talked he got excited about membership and ways and means. Make sure he is part of membership committee next year. He had lots of good ideas.
- ██████████ - active in a professional organization so has limited time. Interested in helping as needed with Men's Club but not on exec for at least 2 years. After that depending on involvement with professional organization may be willing to get more involved

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2014 Men's Club Softball Team



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congregation

Beth shalom men's club and sisterhood

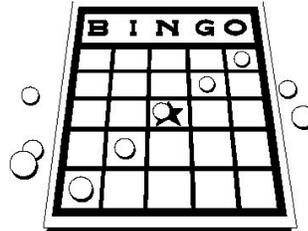


# Family Bingo Night

Come and have a great time with your children & Grandchildren!

*Sunday, January 18, 2015*

The 16th Annual Bingo Night will begin at  
 5:00 P.M. Sunday, January 18<sup>th</sup>  
 Chances to win prizes  
 (No school next day – Martin Luther King's Birthday)



Children under 3	Children 3-9	Children 10-13	Ages 14+
Free	\$5.00	\$7.00	\$9.00

**Price includes dinner, dessert and one Bingo card per person!!!**

For questions, contact Larry Dechter at (312-782-5100) or [Larry@AddAPearl.com](mailto:Larry@AddAPearl.com)

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**Reservation Form for January 18, 2015 Men's Club/Sisterhood Bingo Night**

Name(s): \_\_\_\_\_ Phone # \_\_\_\_\_

# age 14+ at \$9.00 \_\_\_\_\_ # age 10-13 at \$7.00 \_\_\_\_\_

# age 3-9 at \$5.00 \_\_\_\_\_ # under 3 are free \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Return to Congregation Beth Shalom 3433 Walters Ave, Northbrook, IL 60062  
 Please make check payable to "Congregation Beth Shalom Men's Club" or

Return no later than Wednesday, January 14<sup>th</sup>, 2015

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### Erev Thanksgiving Program

Featuring

### The Jesse White Tumblers

Wednesday November 26, 2014

6:00pm Dinner, 7:00pm Entertainment



The internationally known Jesse White Tumbling Team has been thrilling audiences since 1959. Their acrobatic performances can frequently be seen during half-time shows for the National Basketball Association, the National Football League and Major League Baseball games. Their amazing performance is guaranteed to thrill and entertain all ages!

***An Incredible Evening for the Entire Family!***

**\$10 per person, \$25 for a family of three or more if reserved in advance**

*Reservation form and payment must be received by November 23, 2014*

**\$15 per person, \$30 for a family of three at the door**

Please complete the form below and return with your payment no later than November 23<sup>rd</sup> to Congregation Beth Shalom Men's Club, 3433 Walters, Northbrook, Illinois 60062

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Please Reserve \_\_\_ people @ \$10 each **OR** 1 Family @ \$25 each. Total remitted: \$ \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Visa\_ MC \_ # \_\_\_\_\_ Exp \_\_\_/\_\_\_ Sec Code \_\_\_\_\_

Signature \_\_\_\_\_ **OR** Check Number \_\_\_\_\_

If you have any questions about this program, please contact  
Larry Dechter at 312-782-5100 or Larry@addapearl.com

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**Beth shalom men's club and sisterhood**



### Men's Club and Sisterhood Present: An Evening of Fun

**Saturday, November 15, 2014 at 7 pm**



Join us for an evening out and have some fun. Demonstrate your table skills at the casino night, singing skills at karaoke, or your food skills, but whatever it is, join us and have some fun. There will be something for everyone.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Packages available:	Amount Total
I'm coming just to hang out (this does not include drink tickets or casino shekels)	-\$36pp - \$ _____
Casino Beginner (this includes one drink ticket and \$500 shekels)	-\$54pp - \$ _____
Card Shark (this includes two drink tickets and \$1,000 shekels)	-\$72pp - \$ _____
<b>DEADLINE IS NOVEMBER 6 – Prices will be an additional \$18 at the door</b>	<b>- TOTAL - \$ _____</b>

Please make your check out to Congregation Beth Shalom Men's Club  
Any questions, contact Robyn Rosengard at rgard4@gmail.com or Dan Sher at dan@sher.com