



## 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](mailto: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: **Park Avenue Synagogue Men's Club** \_\_\_\_\_  
Current Contact: **Steven Mandel MD** \_\_\_\_\_  
Program Name: **PAS Health Forum** \_\_\_\_\_

### Section 2: Contact information

Person completing form

First Name: **Steven** \_\_\_\_\_  
Last Name: **Mandel** \_\_\_\_\_  
E-Mail: **drmandel1979@aol.com** \_\_\_\_\_

Club President at time of Convention

First Name: **Craig** \_\_\_\_\_  
Last Name: **Siena** \_\_\_\_\_  
E-Mail: **csiena@sterneagee.com** \_\_\_\_\_

Current Club President

First Name: **Craig** \_\_\_\_\_  
Last Name: **Siena** \_\_\_\_\_  
E-Mail: **csiena@sterneagee.com** \_\_\_\_\_

## 2013-2015 Torch Awards - Application

### 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

#### **X 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 - Please explain your program in 2-3 sentences.

**\*\* See attachments**

**\*\*REPLACE/INSERT YOUR TEXT HERE\*\***

Detailed Summary - Please answer the following questions. Be as detailed as possible.

- What were the goals of your program? Are there specific problems or challenges that it addresses?
- How does your program enhance the image of FJMC, your region, and your club?
- What is its value in building or strengthening your club?
- Who is your target audience? (i.e. congregation at large, chapter, community)?
- How does your program support FJMC's mission, Involving Jewish Men 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)?
- Please attach planning and marketing materials, as well as budgetary planning so the program can be replicated by other clubs.

## 2013-2015 Torch Awards - Application

**\*\*REPLACE/INSERT YOUR TEXT HERE\*\*** **\*\* See Attachments**

Program Planning / Timeline - Please provide a timeline of the key tasks, participants, and responsibilities required in order to make this program work. This may be provided as an inserted table or you may replace and insert as an embedded Excel spreadsheet. Please be as detailed as possible, so that other groups may replicate your success.

**\*\*REPLACE/INSERT YOUR TEXT HERE\*\*** **\*\* See Attachments**

Task	Committee/Assignee	Due Date

### 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:   SM  

### Section 6: Pictures

For all non-Shabbat programs, please attach photographs of your program.

**\*\*REPLACE/INSERT YOUR PHOTOS HERE\*\*** No photos for reasons of confidentiality and security

## 2013-2015 Torch Awards - Application

### Section 7: Video

If possible, we ask that you please create a 3-5 minute video describing your program. Feel free to be creative in your submission, but try to include the following components:

- brief introduction, including name and goal of the program
- how did you encourage participation in the program
- how did you make the program meaningful to participants
- impact of the program to your club, synagogue and community

**DO NOT ATTACH VIDEO TO THIS APPLICATION.** Files are to be uploaded directly to YouTube, named in the following format:

“FJMC Torch Awards 2015\_ChapterName\_ProgramName\_#”

**Please review detailed instructions in the document “2015 Torch Award Overview.”**

**\*\*REPLACE/INSERT YOUR VIDEO URL(S) HERE\*\***

No video for reasons of confidentiality and security



## **2013-2015 Torch Awards - Application**

**Park Avenue Synagogue Application  
Attachments begin on the next page**

**Leadership Innovation Community**

## 2013-2015 Torch Awards - Application

### Section 4: Program Overview

#### The Park Avenue Synagogue (PAS) Men's Club First Annual Health Forum

April 28<sup>th</sup> 6:45 pm – Lower Level at Park Avenue Synagogue

**Theme:** Passages Toward Health

**Model:** Speakers Program.

A panel of distinguished physicians from leading university teaching hospitals and health centers in the New York Metropolitan region will speak on topics related to their expertise. This Forum will enhance the reputation of the Men's Club because of the high caliber of the speakers and their dedication to educate about health issues significant to our members and the wider community. Last year the Health Forum was a phenomenal addition to the Park Avenue Synagogue Men's Club calendar. Our members loved the opportunity to hear from world-renowned medical practitioners speaking on a variety of topics that affect Jewish men and women. The program was so successful, that this year we are partnering with our Women's Network and with our Caring Network to expand the target audience for our Forum – members of the PAS congregation and the wider community. This year we expect over 70 PAS members of all ages to attend.

This Forum promises to be a true example of the multi-generational programming we are committed to develop.

**Mission of Panel:**

To educate and promote wholesome lifestyles among all family members, and to identify those challenges that arise within the family life cycle.

To reinforce the Jewish values of giving back to the community by informing and helping others gain the resources they need for healthful living.

**Specific Goals:**

1. Provide accurate information on prevention of disease and maintenance of a healthy lifestyle, despite disability and chronic illness
2. Address the needs of the young family with children, as well as the needs of adult and senior family members.
3. Invite the clergy to inform the community with the Jewish values of healthy living
4. Provide resources of health information and programs for continued wellness support within the local community
5. Enhance the PAS Men's Club reputation by taking a leadership role in the new wellness

## 2013-2015 Torch Awards - Application

programming initiative

6. Collaborate successfully with the Women's Network and the PAS Partners In Caring Network developed with the Jewish Community Services of New York
7. Establish an ongoing Wellness Committee within the Men's Club composed of men, younger and older, who commit themselves to continue the annual wellness programming initiative.

## 2013-2015 Torch Awards - Application

### Program Planning/Timeline

#### The PAS Men's Club First Annual Health Forum

##### Process:

##### May 2014

Program calendar planning for 2014/2015. Decided by the officers of The Men's Club and planning committee to develop a health panel

##### August 2014

A committee of six was set up to suggest topics to meet the needs of the congregation. Emails were sent to all club members asking for topics of interest. Members of the Men's Club then discussed a list of topics. The Committee decided on the most popular topics that were appropriate for the entire congregation, specifically targeting the needs of the entire family. Topics were chosen to reflect the significant health care issues for families of all ages. The theme was evolved from this process.

##### September 2014

Review of the synagogue calendar for date availability and space within the facility

##### December 2014

A Men's Club member, a physician with access to university teaching hospitals in the New York Metro region, volunteered and took responsibility to invite five speakers with expertise on the topics chosen for the health panel. Letters were sent out asking for verbal and written commitments.

##### January 2015

The Clergy was invited by the Men's Club to participate in the health forum to briefly present the Jewish values of living a healthy life style

##### February 2015

The Women's Network and the PAS Partners In Caring social workers were approached to contribute to the planning of the publicity, reception and resources. They were asked for suggestions on how to address their needs as well. Flyers were designed with the announcement of the Program, the names of the speakers and their topics. A Men's Club member with expertise in marketing and computer skills prepared the flyers for distribution among all the congregants.

## 2013-2015 Torch Awards - Application

### March 2015

Speakers were requested to send brief biographies, the names of their hospital affiliations and programs, as well as a summary of their presentations.

The flyer was distributed to all Men's Club members and placed in the monthly and weekly Shabbat bulletins. Flyers were sent out to all congregants. Congregants were asked to register on-line. A member was designated to count the registrations.

**See next two pages for sample of the flyer.**

## 2013-2015 Torch Awards - Application

Brochure/Mailing Design – Page 1 of 2



### PAS Health Forum

*Please join us to promote healthy lifestyles  
and to recognize health issues pertaining to the entire family.*

**Tuesday, April 28 at 6:45 pm**

**PAS Hall of Worship**

Moderator: Steven Mandel, MD - Lenox Hill Hospital/NSLIJ



## 2013-2015 Torch Awards - Application

### Program Speakers

#### The PAS Men's Club First Annual Health Forum

**Moderator:** Steven Mandel MD – Clinical Professor of Neurology – Lenox Hill Hospital – North Shore-LIJ Health System

Each speaker will give a 12-minute power point presentation followed by a Q and A at the end of the program.

Speakers are participating on a volunteer basis. This is an educational community service activity.

A Speakers List of physicians from multiple specialties has been established by the Men's Club to offer speakers for other synagogues and community events.

**1. Cynthia R. Pfeffer, MD Professor of Psychiatry at Weill Cornell Medical College/New York Presbyterian Hospital**

**Topic:** What is ADHD? What are its manifestations, interventions and new directions in treatment?

**2. Robert E. Graham, MD Director of Integrative Health and Wellness – Office of Community and Public Health – North Shore-LIJ Health System**

**Topic:** What is the secret to healthy living? Who is living to 100?

**3. Ian A. Lentnek, MD Attending Cardiologist Lenox Hill Hospital and NYU Medical Center**

**Topic:** Technology and innovation in health care – smartphone, wearable devices and patient portals

**4. Joshua Zeichner, MD Director of Cosmetic and Clinical Research in Dermatology Mt. Sinai Hospital**

**Topic:** Characteristics of and rejuvenation of the aging face

**5. Melanie Shulman, MD Clinical Associate Professor of Neurology and Psychiatry at NYU-Langone Medical Center**

**Topic:** The healthy aging brain and lifestyle choices. What is “pre-clinical Alzheimer’s disease?”

## 2013-2015 Torch Awards - Application

**Park Avenue Men's Club First Annual Health Forum – April 28, 2015**

### **Logistics:**

#### **April 2015**

A member of the Clergy will be determined to introduce the Program

The PAS Partners in Caring program will be recognized and the social workers Introduced

Thank you to all members of the Women's Network for their generous participation

A sign in table will be placed in an accessible area in the room with resource materials for each presenter and their programs

The speaker platform and podium will be arranged with appropriate power point audio-visual technology

Length of program is 2 hours

Following the Q and A, a reception will be offered with healthy snacks, coffee, tea and juice.  
**Budget is nominal, just for the snacks/drinks.**

No admission fee for PAS members. However, for security reasons, there will be a \$10 registration fee for non-members.

All 29 NYFJMC members in the New York region have been invited

### **Follow-up:**

Thank you letters to speakers

Feedback survey sent to all participants. They will be asked specifically to identify challenges and obstacles to the goals of the program. This data will be evaluated for inclusion in the development of future programs.

Wellness Committee will review feedback, debrief the program and plan future events for 2015/2016

## 2013-2015 Torch Awards - Application

### Wrap-Up and Pictures from the 4/28/15 Event at Park Avenue Synagogue

1. Over 80 people attended the event. It was considered a big success, was highly effective, and definitely achieved its educational/religious objectives.
  2. Several doctors spoke about their field of expertise, and then took questions from the audience at the end. The level of discourse was appropriate to the membership (not too medical-jargon filled, for the most part!). All of the doctors volunteered their time.
  3. There was a great cross-section of synagogue members, and other interested people, who attended.
  4. Rabbi Neil Zuckerman spoke words of Torah and nicely tied together the theme of this forum to Jewish writings.
  5. Cantor Shira Lissek sang a Mi Sheberakh at the beginning of the program. Shira also made valuable comments about healing and music.
  6. Having both the rabbi and the cantor make appearances at the event really helped to set the stage.
  7. We learned much about how to make future medical forums more effective.
  8. Some members expressed interest in staging similar events at other synagogues. Other synagogues' Men's Clubs can certainly replicate this model.
  9. Dr. Steven Mandel, who organized this event, will attend the July 2015 FJMC Convention on behalf of Park Avenue Synagogue.
10. Here are the pictures:



## 2013-2015 Torch Awards - Application



**2013-2015 Torch Awards - Application**



**2013-2015 Torch Awards - Application**

**Leadership Innovation Community**

