

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 Men's Club

Current Contact: Bruce Gordon

Program Name: EZ Home Sukkah and S'chach

Section 2: Contact information

Person completing form

First Name: Bruce

Last Name: Gordon

E-Mail: brucegordon@seaboardfjmc.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

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
- 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

Our club built and/or roofed 19 sukkahs for our congregants. We delivered and installed PVC tube sukkahs and bamboo s’chach, and arranged for the transfer and construction of a wooden sukkah. We raised \$1,183 for our efforts.

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

- Goals of the Program:
 - We wanted to make the mitzvah of using a sukkah available to as many congregants as possible, with as little time, effort and expense required. The “EZ” part and low cost attracted the interest of several younger families, and thus had the side effect of connecting several younger men with the club.

2013–2015 Torch Awards - Application

- It was important as the first program of the Men’s Club year, and the first program under the new Club President Bob Watts, that the club get off to a good start, especially since the club had planned several new activities for the year. Bruce Gordon, former Club President and Seaboard 1st VP put a lot of effort into organizing and implementing the program to make it a huge success that would ripple through in support for the future programs.
- To create an esprit du corps within the club ranks
 - To induce men to join the club
 - To provide an activity in which families could participate, including interfaith families
 - To build relationships with the customers through personal contact and value given at their homes
 - To raise funds for the club treasury
- Challenges included:
 - Limited time of Program Chair Bruce Gordon, who had just changed jobs
 - Gordon also chaired Blue Yarmulke Man of the Year and had other region duties.
 - Time demands of sukkahs and s’chach - an eight hour day on the day of sukkah construction and a 12 hour day the day of s’chach cutting, delivery and installation
 - One contributor to decision to move on program was that synagogue was planning a new structure that did not require the Men’s Club to construct the congregation sukkah as in previous year. However, due to problems with permitting, new structure was not built and Men’s Club still had to put up and take down the congregation sukkah, requiring two additional teams and time not budgeted.
- How does your program enhance the image of FJMC, your region, and your club?
 - We enhanced the image of **our club** by providing an outstanding product and service to help congregants observe Sukkoth more deeply. Our pulpit and synagogue leadership valued our work and expressed it. We both market the program, raised the profile of the club, and enhanced the congregation picnic by giving three sukkahs away through a raffle drawing at the picnic. (Three donors underwrote the cost of the raffled sukkahs.)
 - We enhanced the image of **Seaboard Region FJMC** by buying the sukkah kits from another club in our region, Har Shalom in Potomac, MD. That club earned \$900 from our purchase, which exceeded their own sales by four units. We involved Beth Emeth of Herndon, VA in the planning. That club had its own sukkah program using similar technology. The exchange of methodology not only helped increase effectiveness in execution, but built existing friendships more deeply.

2013–2015 Torch Awards - Application

- **The FJMC's** image received enhancement by virtue of having created the relationships that brought all the creative parties together. Without the FJMC none of this interaction would have occurred.
- What is its value in building or strengthening your club?
 - The successful execution of this program gave our members a sense of efficacy. We set a goal of building and installing no fewer than 10 sukkahs, and we exceeded that. In the process, we deepened friendships within the club.
 - We enhanced the profile and reputation of the club, by taking on an ambitious project that no other organization in the synagogue could have managed.
 - Through creating teams of men to work on the project, we deepened relationships within the teams among men who had not worked together closely in the past.
- Who is your target audience?
 - Our target market was the entire congregation.
- How does your program support FJMC's mission, Involving Jewish Men in Jewish Life?
 - What can be more manly and more Jewish than schlepping PVC piping and other materials to our clientele after Rosh HaShanah and then completing the sukkahs after Yom Kippur with bamboo s'chach that we chopped it down, stuffed into awaiting trucks and SUVs and installed to complete fully kosher sukkahs? Several of the men who purchased helped put the sukkahs together, giving them a feeling of accomplishment and involvement as well. By involving a non-Jewish father in the program, we created a Keruv environment that warmed him and his family more to the synagogue 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)?
 - What made our program original is the personal service we provided. Other clubs provided the kits for patrons to pick up and install, without s'chach. We upped the ante for performance by picking up the sukkah kits from a club 25 miles away, delivering the sukkahs to the customer's homes and then building the sukkah for them. This enabled congregants who were intimidated by the entire sukkah acquisition and construction process to observe the mitzvah of dwelling in their own sukkah, and enabling them to explain this mitzvah to friends and family.
 - We then took it up another notch by returning to complete the sukkahs with the bamboo we had just chopped down to provide the s'chach.

2013–2015 Torch Awards - Application

- Please attach planning and marketing materials, as well as budgetary planning so the program can be replicated by other clubs. (Flyer, other planning materials attached).
- Price of sukkah kit - \$199.00. Retail price for fully delivered and installed sukkah structure - \$229.00.
- Price of delivered and installed bamboo s’chach -\$36.00

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. (I hope either Marvin or Bob saved my timelines).

Date	Milestone	Actions Needed
7/19/2014	Conclude Deal with Club supplying kits	Bruce got \$199 price from CHS. Done.
3-Aug-14	S'chach arrangement.	Approach Beth Emeth
8-Aug-14	Flyers to shul.	Bob prepared flyer that went out with Membership mailing.
13-Aug-14	Weekly service notices.	Bob will handle.
12-Aug-14	Committee meeting	Bob, Bruce, Eric, Carl, Howard, Marvin attend
12-Aug-14	Sales Strategy	Above. Personal sales must start.
12-Aug-14	Implementation Strategy	Carl and Eric lead. Need teams to deliver and build.
24-Aug-14	Have small model at Kiddush with flyers	Bruce gets model from CHS. Bob prints flyers
5-Sep-14	Build Marvin's sukkah at shul.	Marvin and Bob. Bob brings his bamboo mats.
7-Sep-14	Sales push at religious school.	Need sales guys at shul. Sign 'em up.
8-Sep-14	Send orders to Har Shalom	Marvin/Bruce sends list. Marvin uses club money for unpaid orders.
8-Sep-14	Collect payments	Bruce, Marv.
28-Sep-14	Pick up sukkah kits	Bruce and others. Need a big ol' truck.
28-Sep-14	Deliver and install kits	Bruce, Shmerv, Carl, Eric and other teams.
5-Oct-14	Help cut, pick up and deliver s'chach.	Teams
9-Oct-14	Sukkot.	We all observe a special Sukkot, eating in our temporary dwellings.

2013–2015 Torch Awards - Application

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 (President)

Section 6: Pictures

2013-2015 Torch Awards - Application



2013–2015 Torch Awards - Application



Section 7: Video

Time did not allow for creation of a video. If the program receives a Torch Award, Bob Watts (Club President and FJMC Chair of Remote and Online Training) will be happy to produce an appropriate video.

Attachments:

1. EZ Home Sukkah Marketing Plan
2. Flyer and Order Form
3. Sukkah Construction and S'chach Delivery
4. Work Team Planning

EZ Home Sukkah Marketing

1. Flyers. See attached. We would put one on each table and Bruce worked the Kiddush luncheon in August and September;
2. Model sukkah kit. We borrowed Har Shalom's scaled down version and placed that at the head of the stairs leading to the Social Hall the weekend before the cutoff, August 30, 2014. This led to at least one more being ordered;
3. Full scale sukkah. Marvin and Bob placed the Kon sukkah in the courtyard the last Sunday before the deadline of September 8. I stayed there during religious school drop off and pickup. That bagged at least two more;
4. Weekly service announcements. Shout outs from the pulpit and congregation president.



Olam Tikvah Men's Club EZ Home Sukkah Kit No Assembly Required!



Perform the mitzvah of building and dwelling in a Sukkah! We are offering a home Sukkah kit we will deliver and install. Order kits for yourself & as a gift.

- Kit comes with all necessary materials, including PVC tube frame, friction fit joints, wall material, supports for s'chach and instructions
- Add s'chach or roofing material using locally gathered greens or cornstalks available locally. Men's Club will provide s'chach if desired for \$36.
- Large 8 ft X 10 ft layout with wide door opening provides plenty of room
- Men's Club will assemble at your home unless you want to do it yourself (takes no more than 45 minutes).
- Easy to take down and store for reuse year after year
- Low cost of \$229 (plus \$36 for s'chach if needed) compares w/\$300+ for online Sukkahs.

To order (by Sept. 8): Complete form below with a check for \$229 ea (plus \$36 for s'chach if desired) made out to *Olam Tikvah Men's Club*. Mail to Olam Tikvah, 3800 Glenbrook Rd., Fairfax, VA 22031, Attn: Men's Club Sukkah Project.

Sukkah Order Form (*Due at Olam Tikvah by September 8*)

Name: _____ Telephone: _____

Email: _____

_____ Men's Club Home Sukkah Kits at \$229 each (plus \$36 for s'chach if needed).

Check enclosed for \$_____. Home Delivery and Installation **Sunday Sept. 28.**

I will not need Men's Club assistance in assembling the Sukkah(s)_____

Sukkah Construction and S'chach Cutting and Delivery

Chopping: Bruce and Paul starting at 9:00 AM at the Vicki and Simon Fishman home at 2163 Royal Lodge Drive, Falls Church, VA 22043. **This will be our base of operation.** The Fishman home is the last one on the street, all the way down on the left.

Scott Gould (late morning delivery):

Adam Roth – 9480 Virginia Center Blvd., #439, Vienna, VA 22181. Phone: 703-966-3643
Ed Shneckendorf – 2604 Lemontree Lane, Vienna, VA 22181. Phone: 703-470-7415

Mark Roth (before noon delivery):

Bruce Waxman – 3911 Laro Court, Fairfax, VA 22031. Phone: 703-323-0269
Elaine and David Onstott – at Olam Tikvah near the main entrance. They live in Manassas and will be picking up their kids. Put a sign that says Onstott s'chach. I will give you my Outback to use while I am chopping with Paul if necessary.

Bruce and Paul

We will take a break from chopping and deliver s'chach when Mark returns.

Mindi and Robert Teich – 6203 Colmac Drive, Falls Church, VA 22044. Phone: 703-241-4959
Anna and Lenny Gottesman – 2004 Miracle Lane, Falls Church, VA 22043. Phone: 703-237-4849

Bob Watts and Carl Villarruel (after OT Sukkah Raising)

Ava and Howard Sloan – 4022 Kloman Street, Annandale, VA 22003. Phone: 703-272-8930
Julie and Eric Akawie - 4609 Duncan Drive, Annandale, VA 22003. Phone: 703-425-3747

Marvin Kon (afternoon after roller hockey)

Jim Kaplan - 10696 Sessions Court, Fairfax, VA 22030. Phone: 703-246-9392
Jordan Baker – 9125 Hube Court, Burke, VA 22015. Phone: 703-455-6221 (Marvin and Jordan will erect the Baker sukkah).

Note: In the event Marvin cannot access the family van, I will help him with Jordan's order. If Bob and Carl can squeeze a third s'chach into Bob's SUV, and deliver Jim Kaplan's s'chach that may be very helpful.

A word about safety. No injuries are allowed!

1. Wear long pants and boots. You don't want to step on a bamboo shoot that has been cut;
 2. Steer clear of Paul and me;
 3. If you can't see your feet while you walk, be very deliberate and careful. No falling is allowed!
 4. Be very conscious of your surroundings and actions.
 5. Have fun, and enjoy our wonderful community.
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1. Gottesman Family. Bruce and Paul will deliver around 10 AM.
 2. Teich Family. Bruce and Paul will deliver early afternoon.
 3. Bruce and Sarah. Bob Watts and Carl Villarruel will deliver early afternoon.

4. Akawie Family. Bob Watts and Carl Villarruel will deliver early afternoon.
5. Astrow Family. Marvin and Bruce will deliver early to mid afternoon.
6. Kaplan Family. Elliott Dubin will deliver early afternoon.
7. Adam Samuel Roth. Scott Gould will deliver late morning.
8. Shneckendorf Family. Scott Gould will deliver late morning.
9. Onstott Family. Howard Sloan will leave your s'chach by the side of the OT building nearest the parking lot. It will be there by late morning on Sunday. The shul won't remove it if you want to wait until Tuesday to pick it up.
10. Marvin, Bruce, and Steve will make their own arrangement for their s'chach.

SUKKAH 2014

Sukkahs to Assemble

Last Name	First Names	Address	Doing?
Gordon	Bruce	3924 Millcreek Drive, Annandale 22003	bgordon@vhbmortgage.c
Greger	Jeff	5006 Kenerson Drive, Fairfax	jhgreger@ipfirm.com
Ambaruch	Reuben - Sylvia	11445 Norweigan mill Ct., Oakton 22124	Sukkah
Beland	Debra	3150 Colchester Brook Lane 22031	Sukah
Gottesman	Lenny - Anna Bruce - Sarah	2004 Miracle lane, Falls Church 22043	Both
Waxman	Elpern	3911 Laro Ct., Fairfax 22031	S'Chach
Chang	Paul	2605 Roswell Court Falls Church	terri_chng@yahoo.com
Neifeld	Rick	9112 Shearman St., Fairfax 22032	rneifeld@neifeld.com
Roth	Adam -	9480 Virginia Center Blvd., #439 Vienna 22181	Both
Shneckendorf	Ed	2604 Lemontree Lane, Vienna 22181	Both
Kon	Marvin	5104 King David Blvd. 22003	marvinkon24@gmail.com
Roth	Mark	7301 masonville Drive, Annandale 22003	mroth9@cox.net
Chapman	Alex	3335 Q Street NW 20007	Both
Astrow	Paul - Sara	5600 Viceroy Ct., Springfield 22151	Both
Teich	Robert - Mindi	6203 Colmac Drive, Falls Church 22044	Both
Baker	Jordan - Barbara	9126 Hube Ct., Burke	S'Chach- but help erect old sukk
Silberman	Jon - Jacqueline	4990 Swinton Drive, Fairfax 22032	S'Chach
Watts	Bob	8728 Shadow lawn Ct., Anandale 22003	bob@wattes.org
Villarruel	Carl	9998 Hemlock Woods Lane, Burke 22015	cav2004@cox.net
Sloan	Howard - Ava	4022 Kloman St., Annandale 22003	Both
Akawie	Eric - Julie	4609 Duncan Drive, Annandale VA 22003	Both
Kaplan	Jim - Stacie	10696 Sessions Ct., Fairfax 22030	Sukkah
Onstott	David - Elaine	Pickng up	Both

Sukkah Assemblers

Last Name	First Names	Address	Phone	email
Chichinsky	Alan	712 Upham Place, NW Vienna	703-242-3630	achickinsky@cox.net

Chang	Paul	2605 Roswell Court Falls Church	703-849-8449	terri_chng@yahoo.com
Neifeld	Rick	9112 Shearman St., Fairfax 22032	703-521-4667	rneifeld@neifeld.com
Gordon	Bruce	3924 Millcreek Drive, Annandale 22003	703-855-4087	bgordon@vhbmortgage.com
Greger	Jeff	5006 Kenerson Drive, Fairfax	571-331-4949	jhgreger@ipfirm.com
Kaplan	Jim	10696 Sessions Ct., Fairfax 22030	703-246-9392	jkaplan5@masonlive.gmu.edu
Villarruel	Carl	9998 Hemlock Woods Lane, Burke 22015	703-249-1226	cav2004@cox.net
Kon	Marvin	5104 King David Blvd. 22003	703-217-7957	marvinkon24@gmail.com
Roth	Mark	7301 masonville Drive, Annandale 22003	703-560-5440	mroth9@cox.net
Watts	Bob	8728 Shadow lawn Ct., Anandale 22003	703-503-2894	bob@wattes.org
Watts	Zach			