PRESIDENT’S ANNUAL REPORT 2018-2019

While our community faced some challenges this year, we have been able to work through them, learn, and plan for the future. Throughout the year, our clergy, led by Rabbi David Wolpe, guided us with confidence and awareness in upholding our mission to create a strong, engaged, lively Jewish community for all members, from cradle to grave. We had a year filled with engaging programs for all walks of life, from Dor Chadash events for families with young children, to Havdalah ceremonies at the homes of our clergy, Shabbat dinners at our synagogue and musical events to lift our spirits. We are able to offer these enriching programs due to the generosity of our members. This year we made tremendous progress in many areas, a short review of which you will find below.

We continue to be guided by our mission to create a welcoming community devoted to Jewish learning. Our organization is blessed with hard-working staff and devoted lay leaders to make this happen. Our primary goals this year were to

1. Enhance our operations and programming
2. Make ritual more meaningful in order to better engage our membership
3. Build on the relationship between the Temple and School communities

This year, we welcomed a new Director of Finance, Eugenia Tello, under whose leadership we took a critical look at the operations of the Finance Department. Ms. Tello has identified many of the department's challenges and is implementing policies and procedures to streamline and fortify operations. The Temple is implementing a new accounting system as of July 1, 2019 in order to facilitate better financial reporting across all departments. We are also in the process of implementing a new payroll system, which will modernize this aspect of our operations. In 2018, we mailed membership renewals earlier than ever in order to ease this department's burden in the summer and bring in funds earlier. I am happy to report that this was a very positive change, streamlining our cash flow. We will do the same in 2019 and beyond. The Finance Department also experienced significant change this year in terms of staff restructuring. As you can see, we had many challenges for which we now have solutions. As a result, we will move into the new administration soundly, well equipped for a sustainable future.

Our community continues to be blessed with members who generously contribute to our growth and development. The May 2018 Gala, honoring Rabbi Wolpe, was highly successful and raised over $1.6 million. This allowed the Temple
to create an endowment for its future, in honor and celebration of The Elaine &
Gerald Wolpe Parenting Center, which is our entry point for many young families.
Under the leadership of VP of Development, Rob Strauss, and Development
Committee Chair, Tom Flesh, we raised over $800,000 through this year's Annual
Appeal (launched on Yom Kippur). This campaign will end in June, and we still
expect to bring in some additional funds. This year’s Gala is already off to a very
impressive start. In the realm of Development, we have also created a new
committee, composed of both Temple and School leaders, to establish gift
acceptance and donation policies. This is a wonderful, forward-moving step, which
will help us plan to fundraise collaboratively in an eventual Capital Campaign, which
will grow our endowment and ensure future stability.

Ensuring our future is one of the fundamental responsibilities of the Board of
Directors. Therefore, supporting Sinai Akiba Academy and its growth is one of our
most pressing objectives. Unfortunately, the loss of the very generous gift from the
Alice and Nahum Lainer Foundation was a setback to the School's endowment
growth process. We are, however, deeply grateful to Anna and Bill Tenenblatt for
their incredibly generous $5 million pledge to the School's endowment for tuition
assistance. In addition, a $2 million commitment by Mount Sinai Memorial Parks
was made, and further gifts are in discussion, in support of the School and its
future. We are committed to raising our School endowment to ensure that financial
aid can be provided to all families in need. We are also committed to integrating
our School families into our large Sinai Temple family, as we are one community
and are stronger for it. Operationally, we have also created a committee to oversee
School/Temple relations, operations and communications. We are also proud to
report that, under the leadership of our Religious School Director, Danielle Kassin,
our Religious School continues to grow exponentially. You will read more about this
in her report. With an at-capacity ECC program and very active Beit Bracha (for
children with special needs) and Parenting Center programs, our schools and,
therefore, our future, is sound.

Under the leadership of our clergy and VP of Ritual, Elie Alyeshmerni, we
made a number of changes in ritual this year. We changed the format of our
Shabbat morning services. We now start with P'sukei de Zimrah and Shaharit at
9am in Kohn Chapel and begin services at 9:30am in the Ziegler Sanctuary. It was
Cantor Feldman’s brainchild to launch our participatory and musical Shir Shabbat
on the first Shabbat of every month, featuring our Meshorerim choir, composed of
students from Sinai Akiba Academy and Religious School. Also initiated by Cantor
Feldman was our online site www.cybermitzvah.org, which is a tool for both B’nai Mitzvah students and adults who would like to prepare Torah portions and become more involved in services.

**Membership** is the heart and soul of a synagogue. Our membership numbers remain strong. In order to ensure that our young professionals remain with us once they age out of Atid, we created a new membership category for those ages 36-39, easing them into full membership dues payments. Outreach to our members continues to be a high priority. Our rabbis and cantor teach in the schools, meet with parent and members, and teach Judaism outside of our building (in hospitals and offices) to bring learning to our members. This year we continued our *Shabbat Reimagined* program, offering alternative, out-of-the-box Shabbat services and programs, which have drawn great crowds. We continue to send college care packages to our members, reminding them that we are here for them whenever they may need us. We want our members to feel fulfilled and embraced. We feel that this goal is being accomplished with support of our clergy, staff and lay leaders.

This year’s schedule of programming was packed. The goals of Temple programming were to bring in prominent authors and cultural leaders, hold a variety of alternative musical Shabbat dinners and be very active in the realm of social action. We held over six Packing with Purpose events, three Spoonful of Hesed nights (Rabbi Guzik in partnership with Sisterhood and Social Action Committee) and led various other events and initiatives promoting our values of tzedakah and mitvot.

In line with Sinai Temple’s commitment to the State of Israel, we once again sent the largest synagogue delegation to the AIPAC conference under the leadership of Rabbis Wolpe, Guzik and Sherman. Many of our programs are made possible because we are able to reach our members and the broader community. In summer 2018, under the leadership of our Director of Communications, Rachel-Ann Levy, we launched our first online Annual Report, providing members and the general public with a synopsis of the year’s accomplishments.

This year, we also took a look at how to improve Board **governance**. We continued our model of board education sessions. We held a special Board meeting, led by Laurie Levenson, which educated Board members on how to treat one another and our staff with respect and Derekh Erezt. We also had further training in Relational Judaism, encouraging Board members to act as ambassadors in
outreach and inclusivity. VP of Administration, Jamie Berman, past president Joseph Gabbaian and Board Development Chair Marci Maniker revised our Nominating Committee guidelines for the coming year. These were accepted and passed by the Board. Under the leadership of Allen Kamrava, we are setting up a system of secure file sharing, streamlining communication among staff and lay leaders and creating a system of technology based institutional history, so that our acquired knowledge and experiences can be transferred to subsequent leaders. By the end of this fiscal year, we hope to bring to the membership a fully revised set of bylaws. This two-year project has been led by past president Joel Weinstein and has been a tremendous task, requiring knowledge, focus, communication and organizational skills. We are grateful to Joel and his devoted committee for completing this task.

This year, we will say goodbye to our Head of School, Dr. Sarah Shulkind, who has accepted the position of Milken Head of School. We wish her all the best in this new endeavor. We welcomed Rabbi Sam Rotenberg, our new Religious School and Atid rabbi and Rabbi Adam Rosenthal, our Ritual Director.

We are preparing to enter the last few months of this administration. Looking back, I see how much we, as a community, have grown and come together. While we had very difficult challenges on many levels, as you can see, we were also able to flourish religiously, financially and as the family I had always envisioned us to be. I truly hope that we continue on this trajectory of building our community to ensure the strength of Jewish life and the continuity of Judaism for generations to come. I am confident that with the help of our amazing clergy, staff and lay leaders, we can accomplish this. It was an honor and a privilege to guide our community throughout these last two years. On a personal level, it has been an incredibly meaningful experience for me. I am grateful to you all and, most importantly, to my husband Jamshid and my entire family, for their support and encouragement.

Humbly Submitted By:
Angela Maddahi, Board President
The Administration portfolio consists of committees that play a supporting role in our efforts to fulfill our mission statement. Herein are committee reports from those committees that fall within the portfolio of Administration.

This Kehillah is so fortunate to have outstanding committee chairs who had dedicated their time and efforts to their respective committees. I am grateful to Eric Mamos, Sharona Nazarian, Paul Herman, Michael Nazarian, Rebecca Kekst, Linda Camras, Frank Melton and Marci Maniker for all they do for the synagogue. A special thank you to Angela Maddahi, President and Howard Lesner Executive Director and COO for their guidance and support.

BOARD DEVELOPMENT:
Chair: Marci Maniker
Members: Jamie Berman, Gail Rollman, Linda Camras, Janet Rosenbloom, Stefanie Lipson, Sheila Kamran
New Members (as of March 2019): Raquel Rosenzweig, Jimmy Taus

The Board Development Committee held 5 meetings so far this year, with 2-3 more planned for the rest of this year.

Accomplishments include:
1. New Board Member Orientation, facilitated June 2018, by Linda Camras
2. Facilitated Board Member off-site retreat on Managing Change and Building Community February 10, 2019
3. Built committee community with a Succah dinner and a Chanukah candle lighting.

Projects in Progress:
1. Sulam Program; working with R. Erez Sherman and a group of “high potential” congregants to prepare a group for Board positions
2. Fundraising for Board Members
3. Code of Conduct for Board Members
ART AND DÉCOR:
Committee members: Sandy Croll, Bart Kogan, Marilyn Stern, and chairman Paul Herman.

The 2018-19 year opened in Merage Gallery with a continuation of the IsraAID exhibit “A Light Unto the Nations,” its photographic images offering dramatic evidence of the remarkable work done by that Israeli organization around the world. Later in summer 2018 Sinai Akiba School students created Holocaust-related artworks that were emotion-packed and displayed on the windows in the foyer opposite the elevators on the ground floor, just outside Merage. Next, in the fall, there was an exhibit in Merage of paintings done by Religious School students that were thematically or artistically inspired by famed Russian-French Jewish artist Marc Chagall. Winter 2019 saw the installation of art by SAA students from pre-K to 5th grade. In May 2019 a display of paintings by Eyal, the late brother of Rabbi Erez Sherman, will begin with an opening reception on Thursday, May 2.

The Board of Governors, which sponsors these exhibits, remains ever-grateful to the many Sinai staffers and educators, without whom none of the above would be possible---including Anna August, Elaine Seltzer, Danielle Kassin, Rachel-Ann Levy, Gabby Medrano, and Kyle Brogdon. They and others do so much to help promote not only the display of art but the maintenance of a high standard of décor throughout the Temple.

TECHNOLOGY:
Committee Chair – Eric Mamos (appointed this school year)
Other committee members – Allen Kamrava, Daniel Delshad & DJ Simhaee (new member)
Former member – Leon Biederman (stepped down at the end of last school year)

This year was the first where I have taken on the responsibility of committee chair. To that end, we held our first committee meeting on February 13, 2019. In preparation, I met separately with Eugenia Tello who replaced Donita Riley, formerly Director of Finance and IT. Eugenia confirmed that she will not be assuming the role of Director of IT on behalf of the Temple. I also met with Jeanne Jacobs-Gaffney and Dyvar Anderson to better understand the existing roles and responsibilities of Sinai Akiba school personnel as it relates to IT. It is was noted that Dyvar would, as of this school year, act as a part-time consultant having moved
to Louisiana. The output from those meetings help set the agenda for this year’s first committee meeting.

Key takeaways from the meeting (full agenda and minutes are embedded in this file for reference).

- Committee charter was reviewed and some updated language suggested.
- Org charts were laid out at a high level. We shall more formally document the current known org structure for the School by the next meeting. The Temple org structure discussion was tabled.
- Temple has decided to move forward with new Financial system software which, per Howard Lesner, is not in purview to be vetted by this Committee.
- Neutrino led segmentation of network project is on hold [as of the time of this meeting]. Temple had yet to give the green light to move forward.
- Existing WiFi supporting both Temple and School is end of life and needs to be replaced. The existing system is at risk of failing.
- Expansion of the emergency/PA system is needed. There are several options to achieve this goal but funding needs to be secured to move forward.
- A new projector is needed for Ziegler Hall but this discussion was tabled pending a possible renovation of Ziegler.

Insights and Conclusion
In preparing for the committee meeting it became apparent that there was a significant lack of awareness to the existence of the Information Technology Policy and Procedures Manual. This Committee has spent a significant amount of time in authoring the manual in collaboration with staff which was unfortunately mostly ignored despite approval from the Executive Committee. The procurement of the new Financial software without input from this Committee is also concerning as it has the appearance of diminishing the intent of why this Committee was formed in the first place. That said, there are many initiatives where the Committee resources can be leveraged including the wireless replacement, emergency/PA system expansion and even the eventual replacement of the in-classroom smartboards which was also mentioned in the meeting.

We will continue to execute our charter and hope to provide value to Sinai Temple & Sinai Akiba School. I personally recognize and thank the Committee members for their dedication and effort in supporting our Temple & children’s School.
SECURITY:
The Security Committee is tasked with evaluating, monitoring and implementation of security throughout Sinai Temple. The committee was very busy this year with major security enhancements. A consultant from Gavin De Becker was hired to review and assess our existing systems and make recommendations for upgrades.

Monies collected from the membership dues earmarked for security will be used for this project.

Thank you to the committee members for all their hard work and dedication. The committee includes: Michael Nazarian, Lily Shafai, Tom Flesh, Ari Eisenberg, Svetlana Meyerzon, Dan Brown, Jeanne Jacobs Gaffney, Sarah Shulkind, Howard Lesner, Angela Maddahi and Jamie Berman, chair.

PERSONNEL:
The Personnel Policy Committee (PPC) is charged with overseeing the policies of the synagogue with regard to the employees in the synagogue and schools. The PPC reviews the organization chart for the synagogue; the addition, recharacterization or elimination of staff positions; the employee manual; employee benefits, including insurance and pension; and reviews proposed salary increases for non contract employees.

The committee is in the portfolio of the Vice President of Administration, Jamie Berman, and meets on an as needed basis. Members include Michael Bordy, Shirley Bilfield, Ira Friedman, Sheldon Kravitz, Tom Lane, David Matloob, Frank Pournazarian, Shervin Rashti, Kurt Smallberg, Pam Weisberg, President Angela Maddahi, and Executive Director and COO Howard Lesner.

This year we created and implemented an updated employee evaluation form, revised and updated job descriptions and held harassment training. In addition, appropriate changes have been made to the Employee Handbook.

Respectfully Submitted,
Frank Melton      Linda Camras
Personnel Policy Co-Chairs
The Sinai Temple Development Committee is responsible for the synagogue’s annual fundraising efforts and events. The two major sources of Temple fundraising are the **Annual Appeal** and **Gala**.

In addition to these two campaigns, Temple members and friends regularly contribute to a wide variety of Temple funds. These donations are commonly made in honor of yahrzeits, to commemorate passings or in honor of simchas. The tribute card that lists the available donation funds was redesigned in January 2019 and now has a cleaner, well-branded look, along with more mission-driven text.

The summary that follows describes the past fiscal year’s fundraising events, July 2018 to present.

**Committee Goals**
The Development Committee continues to work toward its goal of 100% participation by all Temple members in annual fundraising activities, including, but not limited to, the Annual Appeal, Gala, Planet Purim, fund tribute donations, and various other means of program/project specific support.

This year, with regard to the Annual Appeal, our primary focus was to ensure 100% participation by the Temple Board of Directors, which we did accomplish. In addition, we set a goal of matching last year’s $1 million raised during our Annual Campaign. We remain approximately $40,000 short of this goal, but the campaign has not yet concluded and, thus, there is still time for Temple members to participate.

Strategic development efforts governed by policy and procedure remain a focus of the Development Committee. Under Development Committee leadership, a new ad-hoc committee, comprised of Sinai Akiba lay leaders and staff and Temple lay leaders and staff, has been created and is currently working to develop gift acceptance policies, which will be invaluable in ensuring continuity moving forward.

While the Development Committee did not have an opportunity this year to lay the
groundwork for a future Capital campaign, the Development Committee hopes to reengage in this process in the year ahead.
5779 Annual Appeal
This year’s campaign transitioned from taking place on Kol Nidre, to instead taking place on Yom Kippur. We plan to maintain this format in 5780 as well. Unlike in years past, this year all venues had the same speaker, former STRS student Ezra Frech. His unique perspective and youthful energy and exuberance were very well received and inspirational. The Annual Appeal pledge card was also updated to match current synagogue branding guidelines (much like the tribute card mentioned above).

The Annual Appeal contributes significantly to the Temple's overall yearly operating budget. The campaign kicked off in August with a salon, generously hosted by Angela and Jamshid Maddahi, for those who had given $5,000+ the year prior.

Below are a few statistics with regard to the results of the Annual Appeal (to date). We are diligently following up on pledges, and will continue to accept new donations through June.

**Number of Donations Per Venue (2018 v 2017)**
- **Ziegler**
  - 2018- 340
  - 2017- 335
- **Barad**
  - 2018- 47
  - 2017- 71
- **Unreserved (TITR, Shofar Blast, FM)**
  - 2018- 101
  - 2017- 126
- **Total (including non-day of)**
  - 2018 – 555
  - 2017- 532

**Average Gift Amount Per Venue**
- **Ziegler**
  - 2018- $2,075.74
  - 2017- $2,669.04
- **Barad**
  - 2018- $615.11
  - 2017- $659.16
• **Unreserved**
  - 2018- $429.51
  - 2017- $548.35

**Median Gift Amounts**

• **Ziegler**
  - 2018- $500
  - 2017- $550

• **Barad**
  - 2018- $360
  - 2017- $360

• **Unreserved**
  - 2018- $180
  - 2017- $180

**Mode Gift Amounts**

• **Ziegler**
  - 2018- $500
  - 2017- $180

• **Barad**
  - 2018- $180
  - 2017- $180

• **Unreserved**
  - 2018- $180
  - 2017- $180

**Range of Gift Amounts**

• **Ziegler**
  - 2018- $96-$45,000
  - 2017- $36-$40,000

• **Barad**
  - 2018- $100-$10,000
  - 2017- $18-$9,000

• **Unreserved**
  - 2018- $36-$2,000
  - 2017- $18-$10,000
**Average Gift Size Across Venues**
- 2018: $1,594.34
- 2017: $1,898.53

**Total Per Venue (Minus Board)**
- Ziegler 2018- $674,471.70
  - ($705,749.90 with board)
- Barad 2018- $16,060.40
  - ($28,910 with board)
- Unreserved 2018- $39,981
  - ($43,381.40 with board)
- Non Day of 2018- $114,417
  - ($176,748 with board)

- **FULL TOTAL (to date, with board): $954,788.90**

**Number of People Who Gave Amounts on Pledge Card (2018 only)**
- $100- 46 people
- $180- 104 people
- $360- 58 people
- $500- 80 people
- $1,000- 65 people
- $1,800- 43 people
- $3,600- 12 people
- $5,400- 7 people
- $7,500- 2 people
- $10,000- 11 people
- $18,000- 6 people
- $25,000- 3 people

**What is Still Owed (As of 3/27/19)? (Another reminder mailing was sent in March)**
- Non Day of
  - 5 of 76 unpaid
  - $3,561 of $207,820 unpaid
- Ziegler
  - 47 completely unpaid, 2 partially paid, 2 unconfirmed pledges of 339
  - $52,729.40 of $696,524.70 unpaid
- Barad
  - 14 of 47 unpaid
  - $3,863 of $31,230.40 unpaid
- Shofar Blast
  - 5 of 12 unpaid
  - $2,550 of $4,726 unpaid
- TITR
  - 12 unpaid, 2 unconfirmed pledges, of 53
  - $2,040 of $22,121.40 unpaid
- Family Minyan
  - 10 unpaid, 1 unconfirmed pledge, of 35
  - $3,076 of $16,848 unpaid
- Combined Unreserved
  - 27 of 100 unpaid
  - 3 unconfirmed pledges
  - $7,666 of $43,695.40 unpaid
- **Totals**
  - 93 unpaid pledges of 562 total
    - 83.45% of pledges have been collected
  - 2 partially paid pledges
  - 5 unconfirmed pledges
  - $67,819.40 of $979,270.50 uncollected
    - 93.07% of funds have been collected

**Gala**
The 2019 Gala, honoring Angela Maddahi for her two years of service as Temple President, will be held Sunday, June 16, 2019. The theme of the event is *Stronger Together*. The Gala committee is working hard to involve and engage all sub-communities of Sinai Temple, with specific focus on Sinai Akiba and STRS. It should be a beautiful night.

In addition to honoring Angela, we will also acknowledge the hard work and dedication of school parents Cici & David Hallegua (SAA) and Beatrice & Sean Dayani (STRS). Our goal is to net a minimum of $105,000, though we expect to surpass this amount by far. Even prior to our invitation mailing, we have already grossed over $170,000, though this does not take into account the expenses of putting on the event. The Co-Chairs of this year’s Gala are Roz & Abner Goldstine,
Shirin & Sam Parsi, Anna & Bill Tennenblatt and Helen & Richard Weston. This effort is led by staff member Rachel-Ann Levy, who is doing a terrific job.

**Supplemental Donation Reporting (7/1/18-1/31/19)**

To date, we have raised approximately **$221,286** in donations from the following funds:

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>Year to Date Donations</th>
</tr>
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<tbody>
<tr>
<td>Adult Education</td>
<td>$2,700</td>
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<tr>
<td>Atid</td>
<td>$27</td>
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<tr>
<td>Beit Bracha</td>
<td>$16,643.50</td>
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<tr>
<td>Bikkur Cholim</td>
<td>$541</td>
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<tr>
<td>Blumenthal Library</td>
<td>$1,188</td>
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<tr>
<td>Board of Governors</td>
<td>$0</td>
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<tr>
<td>Chevra Kadisha</td>
<td>$414</td>
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<tr>
<td>Dor Chadash</td>
<td>$30</td>
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<tr>
<td>Emergency Community Health</td>
<td>$302</td>
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<tr>
<td>Weisbarth Bereavement</td>
<td>$72</td>
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<tr>
<td>Orden Friday Night Live</td>
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<tr>
<td>Family Minyan</td>
<td>$2,650</td>
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<tr>
<td>STRS Flesh Scholarship</td>
<td>$12,761</td>
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<tr>
<td>General Fund</td>
<td>$23,485</td>
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<td>Israel Center</td>
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<tr>
<td>STRS Hannah Lippert General Memorial</td>
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<tr>
<td>Memorial</td>
<td>$30,275</td>
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<tr>
<td>Cantor Music</td>
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<td>Choir Music</td>
<td>$150</td>
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<td>Organist Music</td>
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<tr>
<td>Ritual Observance</td>
<td>$634</td>
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<td>Feit Family Shabbat Live</td>
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<td>Shiva Committee</td>
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<td>Planet Purim Carnival</td>
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<td>Torah in the Round</td>
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<td>STRS Simhaee Scholarship</td>
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<tr>
<td>Teen Center</td>
<td>$250</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$221,286</strong></td>
</tr>
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</table>
Development Department Structure & Staffing

From mid-2017 through fall 2018, Tom Flesh, Development Committee Chair, worked closely with development consultant Gary Phillips to develop fundraising goals, flesh out methods of recognizing donors and plan for a feasibility study for a future Capital Campaign. The work of this consultant was put on hold in the fall, due to a lack of staff support/manpower. Much work is still to be done in this regard.

Director of Communications, Rachel-Ann Levy, oversaw and managed this year’s Annual Appeal and will do the same for the 2019 Gala. Day to day, Rachel-Ann also works with Emily Shefer, Communications & Development Coordinator, to ensure proper donor acknowledgement, keep track of fund donations, manage online giving, etc. While having Rachel-Ann and Emily has been quite helpful, their involvement constitutes only a short-term remedy, and engaging dedicated and experienced fundraising staff is another vitally important goal of the Development Committee. In time, if the Temple truly desires to build and implement a strategic development plan, a stand-alone, well-prepared development staff will be essential.
Sinai Temple’s Mission Statement reads in part that we are dedicated to “Jewish learning” and “a growing relationship with God from generation to generation.” Our Sinai Akiba Academy, which includes the Elaine & Gerald Wolpe Parenting Center and the Douglas Family Early Childhood Education Center, and our Sinai Temple Religious School strive to accomplish this mission each day with our most precious gift – our children. On virtually any day, we have up to 1,000 kids at Sinai Temple who pray, learn, lead, laugh and soak up our Jewish values. Our prized teachers and administrators do not simply teach, but they instill in the next generation a love of exploration and discovery, of Judaism, and of Israel and respect for one another. Our religious and schools go to the very core of our mission. Rabbi Lord Jonathan Sachs said “To defend a country you need an army, but to defend a civilization you need education.” Education at Sinai Temple equips our children not only to fully embrace the world and the richness of Judaism, our history, our traditions and Israel, but to be armed to defend against the scourge of anti-Semitism and anti-Zionism.

At a time when organized religion is in decline in the Western World, our religious school is literally booming. While other synagogues in our city are unfortunately experiencing a disturbing trend of declining enrollment or no growth, our religious school has been expanding. It has grown from 296 student in 2015-16 to 393 students this year, an increase of almost 50%. Each of the last four years has resulted in ever-increasing numbers of new families coming to Sinai Temple, with 44 new families in 2018-19 because of our religious school. Remarkably, we have expanded our enrollment with an actual annual cost savings to the Temple. How have we done it? First, we have to look at our religious school director, Danielle Kassin. Her philosophy is “one at a time.” She works with each student and family to get to know them and to ensure that their Sinai Temple Religious School experience is an immersion into Jewish life and values and not merely a classroom exercise (although with the finest teachers, we provide one of the best educations in Jewish history, religious observance, Hebrew and connection to Israel anywhere in the United States). The Religious School program includes off-site retreats, Shabbat dinners, sleepovers, Camp Ramah Shabbaton, social events at the home of students, hands-on projects to learn about family backgrounds and Israel. On the rabbinic side, Rabbi Sam Rotenberg has picked up the baton from Rabbi Fruithandler and has added his energy, kindness and direct involvement with families to our already stellar program.
But Danielle and Rabbi Rotenberg do not do it alone. All of our clergy are involved at the school. We can also thank Sara Capland, our Religious School Communications Director, for her dedication in building our community. Susanna Grant serves as Educational Coordinator and Jacob Gowan has continued as Director of Musical Engagement. He brings a love of music and a passion for Judaism both inside our classrooms and outdoors. And Tirza Belkin, who is the coordinator of the mifgash club, makes it a bit easier for families to attend Shabbat morning services through our babysitting program. This year we have been lucky to have Hadar Karasik from Israel to serve as our Shin Shin to give our students a first-hand taste of Israel. And, of course, we continue to benefit immensely from the involvement of Rachelle Marcus, the Board of Director’s liaison to the Religious School. Rachelle, who taught at Beverly Hills schools for 50 years, is now a member of the Board of the Beverly Hills Unified School District. She brings her insights and energy from 50 years of teaching.

For Sinai Akiba Academy, it was a year of blessings and new beginnings. On the blessings side, we have continued to build and improve upon the best overall Jewish Day School in Los Angeles, by adding creative and challenging programs, recruiting the best administrators, educators, and teachers, encouraging a love of secular and Jewish learning and fostering a love of Israel for our nearly 600 students ranging from two-year olds to 8th graders, students who are challenged each day. Project enrollment for 2019-2020 across all our grades is fantastic, and is a testament to the quality of our School, the hard work of our administrators, including Lisa Zide (Admissions Director), and the confidence of our parents. Our financial position is strong and getting stronger, thanks, in part, to a magnificent gift to our endowment by Bill and Anna Tenenblatt, who, through the years, have demonstrated a commitment to Jewish education, and Mount Sinai Memorial Parks, an integral part of the Sinai Temple community. Sinai Akiba Academy has a robust endowment that allows us to expand our programs and make a Jewish education available to many families who otherwise would not be able to send their children to our school. Again, we turn to one our prized staff, Danny Spiegel (Advancement Director) and Alexandra Kadoce (Development Director) to thank them for all hard work.

At the heart of Sinai Akiba Academy are our students. Winston Churchill once said, “Personally I’m always ready to learn, although I do not always like being taught.” At SAA, we strive to instill in our students a life-long yearning to learn and to be taught. I urge everyone to take advantage of a tour of the school and to see first-
hand the miracles that occur each day in our building. It is impossible not to see our teachers and students in action and not feel both pride and a renewed commitment to Jewish education. I recall a meeting at the Temple Board of Directors last year when SAA students made presentations in Hebrew and English. I recall two 8th grade students explaining their innovation product – building a workable drone. They held up a model and explained that they would be installing a computer motherboard shortly and hoped to have it flying by graduation day. I had assumed that they bought a kit and assembled it. Pretty cool, I thought. But then they explained that, no, they had not bought a kit, but they had made the entire drone themselves, using a 3D printer in the innovation lab to make the plastic body of the drone. I was amazed and ready to enroll myself at SAA to learn what they are learning!

It was with regret that we learned that Dr. Sarah Shulkind, Head of Sinai Akiba Academy, had decided to accept the positon of Head of the Milken Community Schools. Our loss is obviously their gain. But, we are in great hands for the future. She leaves behind skilled administrators and a dedicated faculty that is second to none. We can look forward to the continued dynamic and dedicated leadership of so many, including Geoff Agnor (Middle School Director), Shelly Lawrence (ECC-Lower School Director) and Irit Eliyahu (Judaic Studies Director). And Rabbi Andrew Feig will continue to inspire our students as they deepen their connection to Judaism.

I am reminded of the words of Ralph Nader, who said “I start with the premise that the function of leadership is to produce more leaders, not more followers.” SAA has been blessed with two terrific leaders -- Dr. Shulkind and the hard-working, dedicated President of the School, Pam Weisberg, who have done just that. They have nurtured and developed a lay leadership, second to none. I urge parents and Temple members to attend a School Board meeting. You will see in action one of the reasons why our School excels across the board. The Board is filled mainly by School parents, and they are passionate about Jewish education, knowledgeable about a wide range of issues affecting our School and deeply involved in every aspect of School life. We owe them our deep gratitude for their time and commitment.

While the search for a permanent head of our school will be a top priority for next year, we are fortunate that Betty Winn has agreed to serve as interim Head of School for the next year. Ms. Winn has a Master’s Degree in Educational Administration and is a highly recognized and experienced educator. Her list of
awards and recognitions is impressive. For 10 years, Ms. Winn was Head of School at the Abraham Joshua Heschel Day School, and she has extensive experience working with Jewish day schools. She is already very familiar with SAA, having previously served on its board and having a grandchild in the School. We are lucky that Ms. Winn has agreed to lead our school during this transition period. She will ensure that our school continues to prosper and grow and to serve our students and their families without missing a beat.

If you have a child or grandchild in need of an outstanding Jewish education, look no further than Sinai Temple. Whether your student miracle belongs in the Elaine & Gerald Wolpe Parenting Center, the Douglas Family Early Childhood Education Center, Sinai Akiba Academy or our Religious School, we at Sinai Temple are here to welcome you into our community of warmth, caring, learning and love of our Jewish tradition.

Sincerely,

Cary B. Lerman
Vice-President, Education
The following highlights are from the audited financial statements of Sinai Temple as of June 30, 2018 and 2017. All Sinai Temple numbers include the combined results from our three main divisions: Sinai Temple (“ST”), Sinai Akiba Academy (“SAA”) and Mt. Sinai Memorial Parks and Mortuaries (“MSMP”) unless specified otherwise. All dollars are rounded to the nearest thousand.

- The Net Assets of Sinai Temple increased $2,632,000 or 2.7% as of June 30, 2018 from the previous year.
- The Total Revenues of ST, excluding SAA and MSMP, were $10,925,628, as of June 30, 2018, which represented a 2.0% increase over the previous year.
- Membership dues and related charges made up approximately $5,296,000 or 48% of the Total Revenues of ST, excluding SAA and MSMP, as of June 30, 2018.
- Contributions totaled approximately $3,250,000 or 30% of the Total Revenues of ST, excluding SAA and MSMP, as of June 30, 2018. This is up from 32.2% of Total Revenues from the previous year.
- Special Programs, special events and other income, made up approximately $2,380,000 or 22% of the Total Revenues of ST, excluding SAA and MSMP, as of June 30, 2018.
- Salaries, benefits and related expenses comprise approximately $5,614,638 or 46% of the Total Expenses of ST, excluding SAA and MSMP.
- Other significant expenses are: Depreciation (15%) (non-cash expense), programs expenses (11%), and building operations (11%), excluding SAA and MSMP expenses.
- There was a cash shortfall of $900,000 for FY17/18. A $950,000 payment was made on January, 2019 to pay down this shortfall.
- ST has an unsecured revolving line of credit from a commercial bank that has been utilized for $2,476,000 as of December 31, 2018.
- In October, 2013, ST obtained a loan of $1,350,000 to fund the ECC Remodel Project. ST also opened a line of credit to cover the monthly interest expense on this loan. As of December 31, 2018, the loan balance was $306,000, and the line of credit balance was $144,000.
- ST obtained a loan from a private foundation for purchase and installation of the Yahrzeit Boards located in the main sanctuary. The balance owed as of December 31, 2018 was $111,000. Quarterly principal and interest payments are based on the number of plaques sold in each quarter.
Thank you to Howard Lesner, Eugenia Tello, Scott, Kay Maurren and the entire staff of the Finance Department for their outstanding efforts in preparing and maintaining the financial records of Sinai Temple.
This has been an active and productive year at Sinai Temple. I would like to thank all the clergy and staff I have interacted with in my portfolio for all their dedication and hard work.

**Social Action:** Committee Chair Sindy Paikal has been doing an outstanding job of coordinating and overseeing Social Action projects throughout the year. Committee members include: Shimon Ben Porat (men's club), Marilyn Stern (sisterhood), Niki Cohanim (STRS), Michelle Taus (SAA), Laura Reader (ATID), Ariela Weston, Rabbi Sam Rotenberg and Rabbi Andy Feig (SAA). “Packing with Purpose” events benefitting various organizations in the city have been well attended and well coordinated. April has been designated “jump into social action month” at Sinai Temple. Special thanks, as well, to Rachel-Ann Levy and Rachel Polansky for their ongoing support.

**Programming and Adult Education:** Rebeka Small and Rabbi Erez Sherman as well as Peter Rothholz, Adult Ed liaison. This team is working hard on a new model for the department to maximize member involvement from all constituencies. Please see their reports for a full listing of this year's events and activities.

**Music Committee:** Chaired by Jane Z. Cohen, committee members Abbe Barron, Brina Rosenbaum, Carole Greenberg, Richard Greenberg, Caroline Delijani, Harry Green, Irwin Tenenbaum, Jamie Berman, Jina Rezvanpour, Judy Fischer, Linda Camras, Ken Nussen, Malcolm Cosgrove, Mitra Sanadajifar, Rachelle Marcus, Rob Strauss, Rosa Berman Ruder, Sheila Leibovic, Susan Lopez-Giss, Susan Weisbarth and Tom Flesh, have worked closely with Aryell Cohen and Cantor Marcus Feldman to effect some significant changes in the shabbat morning services that have been implemented this year.

**Millenial Department:** Matt Baram has had another outstanding year at the helm of this department serving the Teen Center, Chai School, Angella and David Nazarian Youth Leadership Program, Atid and Orden Family Friday Night Live. Along with the Millennial Department staff, Danny Chasman-Beck and Zoe Nefouse, the department also receives support from the 33 incredible teen leaders who make up the Teen Center Leadership Council and the 10 young professionals who make up
the brand new Atid Construction Crew. We appreciate their enthusiasm and hard work.


**Atid Construction Crew:** Daniel Barkin, Seth Dorfman, Lauren Gabbaian, Raquel Harris, Jessica Meister, David Mendelson, Jessica Miller, Laura Reader, Eden Rousso, Sanaz Shamtoob.

Special thanks as well to Rabbi Guzick for her unfailing energy and support.

Submitted by
Anna Tenenblatt, VP Programming and Social Action
MEMBERSHIP ANNUAL REPORT 2018-2019  
Submitted by Mehrzad Roshan, VP of Membership

The Membership Committee is charged with overseeing all Sinai Temple activities that directly impact our mission to recruit and retain members. The committee also oversees the Ushering and Bimah committees. The committee is in charge of implementing recommendations for the membership component of the Long-Range Plan.

Sinai Temple has an extraordinary array of activities for every demographic and age group – from Atid, Dor Chadash, Sisterhood, Men's Club, and Chai Society, all with vibrant groups of members and programs. We also have highly recognized schools, Sinai Akiba Academy, Douglas Family Early Childhood Center, Sinai Temple Religious School, Chai School, and Beit Bracha, along with programming like Atid's Friday Night Live and many regular and special worship services- offering something for everyone.

Membership Committee Structure
The Membership Committee is composed of 23 members, representing various segments of the congregation. It meets once a month. Member names are listed at the end of this report.

A team composed of Mehrzad Roshan, Membership VP, Rosa Berman Ruder and Mark Urman, Membership Committee Co-Chairs, Rabbi Erez Sherman, Rebeka Small, Membership and Programming Director, Aliya Slepkov, Membership Project Manager, and Rachel-Ann Levy, Director of Communications and Development forms a steering committee and meets every two weeks. In partnership with the members of the committee, we come up with new ideas and implement them over the course of the year.

Membership Committee Goals
The goals of the membership Committee can be divided to 4 components as listed below.

1. Increase our engagement of members
2. Better serve the needs of our members
3. Increase the value of membership
4. Attract and retain new members
Membership Engagement Activities
To achieve these goals, to create a warm and welcoming community, to welcome new members to our community, to foster deeper relationship among clergy and our members, to engage our members in the life of Sinai temple we have hosted, sponsored and organized several events which are quite diverse and shows our efforts to reach out to the entire congregation.

1. In partnership with Men's Club, we hosted a Sinai Temple members-only summer picnic and BBQ in July 2018.
2. We continued with our very successful Breakfast with Clergy program. We organized ten breakfasts for parents of two year olds through 8th graders. So far, we have had one breakfast for Parenting Center families. These Breakfasts have opened our doors to meeting congregants on a very intimate level, as well as to get them to know our rabbis and cantor on an intimate level.
3. We scheduled an all ECC grades breakfast with a guest speaker. We hope to schedule more of them next year.
4. We hosted a Havdalah Service for new members at Rabbis Guzik and Sherman's home in January 2019.
5. As part of our membership engagements, we made contributions to Planet Purim Celebration in March of 2019, Sinai Temple Shabbaton and Religious School Shabbaton at Camp Ramah.
6. We organized three Community Shabbat dinners:
   • Sephardic Themed Shabbat dinner and Board Installation for members in August 2018.
   • Community Shabbat Dinner with Cantor Marcus Feldman in November 2018.
   • Sephardic Themed Shabbat Dinner in March 2019.
7. We continued engagement with the Newlywed group. Raquel Rosensweig Harris is leading the group with 5 programs scheduled for 2019
8. We continued with the successful Learning and Lunch on The Go program for the clergy to meet and engage with our members at their places of work. We have hosted eight of these lunches in Century City, Beverly Hills and Cedars Sinai Hospital.
9. With Cantor Lisa Peicott’s initiative last year a new choir group called Meshorerim, composed of students from both the day school and religious
school, was formed. The group now under Cantor Feldman's leadership sings at services in the Sanctuary on the first Shabbat of the month.

10. Cantors Feldman recruits post-B'nai Mitzvah students to lead the Shacharit prayers on the first Shabbat on the month.

11. Rabbi Sherman is sending emails to members on their birthdays which adds another personal touch in establishing deeper relation among our members and clergy.

12. We sent out sixty college care packages to our college students after HHD and just before Pesach.

13. **New:** Under Rabbi Sherman leadership, we started engaging *Jews by Choice* with two programs this year. We will try to match the members of this group with our other temple members for Passover Seder.

14. The upgrading of membership marketing materials, which will be used for new and prospective members, is delayed due to the school's logo and branding being in process.

15. **New:** With a generous donation from the Anschell family, Rabbis Guzik and Sherman have started an innovative new program called *Shabbat Re-Imagined* for Sinai Akiba families to gather at Rabbis Guzik and Sherman's home for Havdalah service. More 100 people have attended each of these programs.

16. **New:** We started a new program called *Voices of Torah.* We invite Rabbis from other synagogues to share their views on subjects related to Torah. This takes place at a luncheon after Shabbat services several times a year. One of these programs was for parents of SAA graduates over the last four years with Rabbi Wolpe.

17. **New:** We updated membership dues structure for members in ages 36-39, singles or dual members with no kids in our schools. We hope we can reduce the number of resignations in this age category.

18. **New:** *Slice Shabbat,* led by post B'nai Mitzvah students in 7-12 grades for 2nd-6th graders. The service is on the fourth Shabbat of the month. The leaders meet with a Rabbi a week before to plan the service. Attendance is over one hundred people at each service and includes both parents and children.

19. **New:** With Rabbi Guzik's suggestion and leadership, we have started a monthly *D'var Torah* writing for post-B'nai Mitzvah students in Akiba and RS. The D'vrei Torah appear in the pew bulletin on the fourth Shabbat of the month.
20. **New:** We hope to fully implement telephone check-ins by clergy members three months or six months after life cycle events, including conversion, B’nai Mitzvah and weddings.

21. **New:** We hope to launch *Learning and Lunch on The Go* for high school students.

22. **New:** We hope to help to create ways for our senior members who are not driving to be able to get to Sinai Temple for services and programs.

Our rabbis and cantors are doing a phenomenal job engaging, inspiring and teaching our members and students through different programs and strategic initiatives. They are trying to have a larger presence in our schools. Their warm, sincere and approachable personalities have helped tremendously with this outreach. The Sinai Temple community is a better place because of their hard work and dedication.

**Membership Engagement Survey**

We conducted a survey via email consisting of 8 questions in November 2018 with a response rate of 13% or 377 responses over a 2.5 week period. The purpose of the survey was to take the pulse of our congregation and find where we need to improve.

The survey was sent out a few weeks after the Lainer gift was rejected by the board. As a result, a lot of the responses were reflective of the gift and the relationship between school and temple.

These are some of the responses:

- Make it easier for members to access our programs and calendar
- Come up with more initiatives to foster greater connection between clergy and members
- Encourage children’s participation in services
- Organize more members-only events
- Stronger relationship and communication between Akiba and Sinai Temple.
- More transparency

We also received a lot of feedback about HHD and Shabbat services. The data has been shared with the clergy, senior staff and venue leaders and is being taken into consideration in preparation for the HHD and programming.
**Membership Retention**
Our dues paying membership numbers for the 2018-2019 fiscal year, as of March 2019, is at 1,657, an increase of 40 membership units from the year before. Total membership units are at 1803, including honorary and staff, an increase of 40 membership units from last year.

We gained 184 new members this year compare to 204 new members in 2017-2018.

**Membership Resignations**
Sinai Temple’s number of resignations for 2018-2019 was at 174 membership units. For the fiscal year 2017-2018, the resignations were at 201 membership units. We did a better job to retain our members due to our diverse retention and engagements programs.

The reasons for resignations vary from lack of connection to community, moving out of area, financial hardship and children completing their educational program. The reality is we cannot stop these members from leaving Sinai Temple. But by focusing on relationships and individual connections maybe we can slow down that trend which we did this year.

**CONCLUSION**
In conclusion, we had a very successful year in engaging our members in new and creative ways.

We started several new programs and continued building on the success of some of our previous programs.

Among our biggest accomplishments is what happens during these programs: developing closer contacts and personal relationships with clergy and creating a sacred community.

I want to thank our dedicated clergy and our President, Angela Maddahi for their support and guidance and Rabbi Sherman and Rebeka Small for their extraordinary efforts and enthusiasm in connecting with members and building relationships, especially with young families and young professionals. Special thanks to Rosa Berman Ruder for her diligence, dedication and involvement in all our projects,
Mark Urman for his insight, Aliya Slepkov, Rachel-Ann Levy and Rachel Polansky for their tireless efforts and great work. I am proud to be part of this team.

Greeters have a unique opportunity every Shabbat to interact with our congregants and show them what a warm and welcoming community Sinai Temple is. The bimah committee recognizes and honors members and leaders of the temple by inviting them on the bimah on a rotating basis every Shabbat.

A special thanks to Michael Silberstein, chair of the greeting and Bimah committees. Michael welcomes everyone with love and a warm smile and I hope that he comes back soon after his treatments.

During Michael’s absence, David Matloob has done an outstanding job coordinating our members to sit on the bimah and Mehrzad Roshan has been responsible for the greeters.

I would like to recognize and thank Mansoor Eslamboly who is greeting every Shabbat and on HHD. Mansoor has been a member of our temple for over 34 years and has been a dedicated greeter for most of those years.

Special thanks to the members of the committee for their help, guidance and support. The members include: Dr. Abbe Baron, Rosa Berman Ruder, Linda Camras, George Eshaghian, Rob Galperson, Dr. Richard Greenberg, Carol Greenberg, Raquel Rosensweig Harris, Angela Maddahi, Kerry Maller, Marci Maniker, Golda Mendelsohn, Lauren Miller, Frank Navi, Michael Nazarian, Jina Rezvanpour, Mehrzad Roshan, Peter Rothholz, Elvira Schwartz, Lili Shafai, Dr. Mitra Simanian, Dr. Mark Urman and Sherry Weinman.

Clergy: Rabbi Erez Sherman

Staff: Rebeka Small, Aliya Slepkov, Rachel-Ann Levy, Rachel Polansky and Matt Baram
The Ritual Committee chaired by M. Elie Alyeshmerni is comprised of the following members: Leon Biederman, Malcolm Cosgrove, George Eshaghian, Ira Friedman, Judy Galperson, Faith Gershbock, Abner Goldstine, Roz Goldstine, Mark Haloossim, Betty Hamburger, Paul Herman, Angela Maddahi, Rachelle Marcus, David Matloob, Golda Mendelson, Frank Navi, Michael Nazarian, Sharona Nazarian, Norman Pell, Lisa Pompan, Jina Rezvanpour, Brina Rosenbaum, Peter Rothholz, Rosa Berman Ruder, Rica Sabah, Lili Shafai, Michael Silberstein, Ebby Tabariai, Joel Weinstein, Terry Wohlberg, and president Angela Maddahi. Clergy/Staff: Matt Baram, Judy Begin, Rabbi Andrew Feig, Cantor Marcus Feldman, Cantorial intern David Childs, Rabbi Nicole Guzik, Danielle Kassin, Howard Lesner Rabbi Sam Rotenberg, Rabbi Erez Sherman and Rabbi David Wolpe.

Here are the highlights of some of the changes and issues considered.
1. We made sure that all Torahs being read for the next High Holiday will be Kosher. To that end, all Sifrei Torah were examined and a number of them were repaired so that as of the date of this report we have eight Sifrei Torah that are Kosher. The $15,200 cost was borne by Milo Mandel, Tom Flesh, Rabbi Wolpe as well as a $5000 grant from Sinai Temple. We are requesting that a $3,000 per year Torah maintenance expense be added to the budget of the Temple,
2. The Shabbat service time was changed as of February 1, 2019. Psukei D’Zimra begins at Kohn chapel at 8:45 and an abbreviated Psukei D’zimra starts at the Main Sanctuary at 9:30 AM. Services end at about the same time as before at noon.
3. Cantor Feldman continues to grow the offerings on cybermitvah.org, a website where a person can learn cantillations of Torah and Haftorah as well as be able to lead many of our services.
4. Pruning the yahrzeit lists read on Shabbat morning to those who are associated members or who have plaques has been very well received.
5. This year the Torah Gabba'im continued the plan to involve more congregants to hold the Torah on the bimah rather than having it placed in the Torah holders.
6. The issue of whether to allow spouses of a different faith as members was considered. Although there was strong support for such a change, a vote by the Board was postponed in order to provide the community the opportunity to consider this major change thoughtfully through a number of Town Hall Meetings.
7. Live Streaming of the services was considered and rejected by the Ritual Committee.
8. We replaced the term usher with “Greeter” The following hints were shared for greeters:

**GREETING HINTS**

- **Demeanor**: Welcome people with a smile. Some people do not want to shake hands. Let them initiate a handshake. Be present and make eye contact when you greet someone. They should be the most important persons in focus, not who else is behind them. That is why we have more than one greeter. Add words such as welcome back, Shabbat shalom, good to see you, etc. Don’t point to where the bathrooms are; take them in that direction till there is no doubt. All questions must be responded to with respect. If you do not have the answer, tell them that you will find out and get back to them. Introduce people to each other.

- **Kippa**: Make sure each male is wearing a kippa (Take them to where they can pick one).

- **Tallit**: Offer a Tallit – BUT – don’t insist on it.

- **Attire**: This should not be a problem, but we must keep an eye out for anyone carrying packages or a backpack. Call a staff member if you are concerned. DON’T try to solve the problem yourself.

- **Handicapped**: Attend to Handicapped people as a priority. Get them seated and let them enter and exit the most convenient doors. Offer to store and return wheelchairs and walkers.

- **Strollers**: The last row near the entrance to the sanctuary has an extra wide aisle for strollers. Keep that row reserved for those families.

- **Noise**: When babies cause disturbance, courteously ask the parents to take the baby outside the sanctuary

- **Initial experience at Sinai**: We sometimes have over 200 first time visitors. They will wonder where to sit. If they are guests of a Bar or Bat Mitzvah family, accompany them and show them where they are sitting. Please do not point: Take them there
• **Aliyah:** If someone says they are supposed to receive an Aliyah, introduce them to the Honors gabbai Ebby Tabariai.

• **Seating:** At certain times we do not allow entry or walking down the aisles. (We post signs and close entrances at those times). There is no walking during the Amidah, special cantorial presentations, the Rabbi’s sermon, etc.

• **Be prepared for FAQs:** People will ask for page, part of the service, sermon time, the time the Bar or Bat Mitzvah is called up, how long the service lasts, etc.

• **Crowd control:** While waiting to be seated, people are apt to talk not realizing how the sound carries all the way to the bimah. Point out to them that the voice carries and will disturb meditations and prayers. When they may be seated, thank them for their patience and escort them forward.

• **Vacant seats:** Scan the sanctuary to keep track of vacant seats. You will usually find vacant seats in the front and close to the far-left aisle. (The Sanctuary must be full before the wall is opened.

• **Clear Path for Torah:** When the Torah is carried around the Sanctuary; make sure that there is a clear path when they turn from an aisle or into another aisle.

• **Anticipate needs:** Nothing pleases a person more than finding someone who has figured out what they need.

**SINAI TEMPLE CONTINUES TO PROVIDE A VARIETY OF SERVICES**

- Daily morning and evening Minyan.
- Traditional Shabbat morning services in the Sanctuary.
- Friday Night Live and Shabbat Live, held on the 2nd Friday and 2nd Shabbat of every month.
- Weekly Family Minyan Services
- Torah in the Round
- Tot Shabbat
- STARS Shabbat for Religious School students
- Jew Crew initiated by Rabbis Sherman and Feig involves post B’nai mitzvah teens in services

**High Holy Day Services:**
1. Zeigler Sanctuary/Ziegler Hall. Traditional Service-Reserved seating
2. Barad Hall. Traditional Service-Reserved seating and limited unreserved
seating
4. Family Minyan in Gold Hall
5. ATID 20's and 30's Alternative Services in Kohn Chapel

BAR/BAT MITZVAH COMMITTEE
The Bar/Bat Mitzvah Committee, under the leadership of the chair, Dr. Ellie Pourbaba, is comprised of Jamie Berman, Alice Gold, Mersedeh Navi, Dr. Sharona Nazarian and Gail Rollman. Angela Maddahi, President. David Matloob, Vice President of Ritual. Clergy/Staff: Aryell Cohen, Cantor Feldman, Rabbi Sam Rotenberg, Rabbi Guzik, Sarah Buchanan, Danielle Kassin, Howard Lesner, Rabbi Sherman and Rabbi Wolpe.

Ellie Pourbaba reports: For the 2019 year, we have scheduled 102 B'nei mitzvah. For the 2020 year, we have 126 children scheduled. Several are paid in full. Sarah Buchanan is working on the deposits.

BIKKUR CHOLIM COMMITTEE
The Bikkur Cholim Committee, under the leadership of the chair, Fran Stengel is comprised of Siona and M, Elie Alyeshmerni, Rosa Berman Ruder, Beverly Bierer, Linda Camras, Karen Fishel, Roz Goldstine, Carole Greenberg, Judi Hoffman, Charlotte Kamenir, Elaine Lotwin, Temple President Angela Maddahi, Rachelle Marcus, Diane Marder, Golda Mendelson, Edie Nitzberg, Lisa Pompan, Jina Rezvanpour, Mehrzad Roshan, Lori Silfen, Shirley Singer and Eleanor Weintraub. Clergy/Staff: Judy Begin, Rebecca Begin, Cantor Marcus Feldman, Rabbi Rotenberg, Rabbi Guzik, Howard Lesner, Ellen Pierson, Rabbi Sherman and Rabbi Wolpe.

The Sinai Temple Bikkur Cholim Committee under the auspices of Rabbi Nicole Guzik is continuing to reach out of those in the congregation who are sick, recovering from surgery or lonely, by writing notes of cheer, making phone calls, visits and providing food when requested. As long as the Bikkur Cholim Committee was notified of those congregants who needed our service, the efforts of the committee members have been extremely well received and rewarding.

The committee has received many calls and notes of thanks. Many congregants have mentioned the fact that a hand-written note meant so much to them in this day of computers and e-mails. Of course, visits when the patient wants visitors are
also well received as well as phone calls. We try to follow up with notes, calls, and/or visits so the congregant does not feel forgotten.

**SHIVA COMMITTEE**
Under the supervision of Rabbi Nicole Guzik and co-chairs Linda Knobel and Abe Knobel, Sinai Temple’s Shiva Committee assists members with all details of shiva so that the family experiencing a loss need not be bothered with the essential details of preparing for the healing period of mourning. The committee is there to answer questions, prepare the house of Shiva, including covering mirrors and delivering prayer books and shiva chairs. The Sinai Temple clergy takes the utmost care to assist members in mourning by leading shiva minyanim and guiding members through this difficult time. Our committee is made up of members that in turn, help the Sinai community in the time of needs. This committee relies on referrals from the clergy and does not contact bereaved families. There have not been many requests this past year.

**TAHARA COMMITTEE** formerly known as Chevra Kadisha
This program has been divided into 2 committees:
○ The women’s committee, under the supervision of Rabbi Nicole Guzik, with co-chairs Lisa Lainer and Adele Abramson
○ The men’s committee under the leadership of co-chairs Dr. Isaac Schmidt, Rabbi Erez Sherman and Michael Silberstein.

Respectfully submitted,
M. Elie Alyeshmerni
Vice President of the Ritual
The Corporate Secretary is a position mandated by the California Corporations Code tasked with oversight of all corporate activities, corporate documents and required to certify corporate actions.

The General Counsel is the corporation's attorney with responsibility for overseeing all corporate legal matters.

The portfolio includes the Bylaws Committee, the Contracts Committee and the Legal Committee.

The portfolio is ordinarily calm, staid and sedate but this past year it has been a virtual beehive of activity.

The Bylaws Committee, chaired by Joel Weinstein, continuing its review and revision of Sinai’s Bylaws commenced in the previous fiscal year, became enmeshed in previously undefined areas of concern which eventuated in a multiplicity of meetings, proposed drafts and use of outside experts to assure full consideration of all points of view. As this report is being written, initial presentation to the Executive Committee and Board has taken place with their comments being considered before final presentation to the Board and Membership for adoption.

The Contracts Committee is charged with negotiating all clergy and senior staff employment agreements. Chaired by Rick Richman, it is and has been active throughout the fiscal year in carrying out its assigned functions.

I chair the Legal Committee which covers and handles the full panoply of legal matters which touch Sinai including, but not limited to, vendor contracts, potential complaints, litigation and ongoing advice and counsel to lay leadership and our professional staff.

The people listed below have participated in one or more of the committees in this portfolio, all on a pro bono basis irrespective of their profession and all, considering the many meetings which were unanticipated but necessary in order to achieve our goals, in a patient, respectful, creative and bipartisan manner. All of our thanks go
to Joel and Rick as well as David Ascher, Shervin Benham, Jamie Berman, Linda Camras, Eric Diamond, Tom Flesh, Ira Friedman, Joseph Gabbaian, Abner Goldstine, Kam Hekmat, David Kekst, Gary Lainer, Nahum Lainer, Cary Lerman, David Matloob, Ovvie Miller, Julie Platt, Jina Rezvanpour, Mehrzad Roshan, Kurt Smalberg, Rob Strauss, Anna Tenenblatt, Pam Weisberg and Richard Weston.

There are others who are not formally members of these committees who have been and remain available to counsel me. I have taken full advantage of their expertise and generosity of time and spirit throughout the year. They know who they are and I deeply thank them, in part, by keeping their confidentiality.

Angela Maddahi has, by dint of her continuing and rapt attention to the matters which arose during the year, become one of the finer “attorneys” of the group. Her pushing for a clear understanding of matters often obtuse and arcane helped all of us to clarify our own thinking.

April 16, 2019
COMMUNICATIONS COMMITTEE 2018-2019 ANNUAL REPORT

The mission of the Communications Committee is to bring members of a diverse spectrum of Sinai Temple communities together to serve as ambassadors and provide perspective, suggestions and strategic counsel regarding temple communications.

Chair: Sharona R. Nazarian

Committee Members: Jamie Berman- VP of Administration, Monica Brik, Robert Galperson, Rebecca Houriani, Angela Maddahi- President, Ana Marvisi, Joey Miller, Sindy Paikal, Lisa Pompan, Bita Shirazi and Dana Slatkin

Staff: Rachel-Ann Levy- Director of Communications & Development, Emily Shefer- Communications & Development Coordinator, Danielle Kassin- Religious School Director, Stacy Jagodowski- Director of Communications & Marketing, Sinai Akiba Academy and Rabbi Nicole Guzik

2019 was a very productive year in Sinai Temple Communications. We continue to focus on our foundational channels- website, e-mails, Shabbat bulletin and flyers, to communicate with our community. Below is a recap of some of this year’s accomplishments, along with mention of some in-progress projects.

2019 Accomplishments

1. The Shabbat Bulletin was redesigned to give it a more modern look and make it easier to read.

2. Our Cybermitzvah microsite launched in October. The site not only has all of the study tools needed for B’nai Mitzvah students, it also has Shabbat and holiday service melodies and prayers for those looking to familiarize themselves with Sinai Temple services. There are over 250 audio files housed on the site.

3. We launched new “get to know you” e-mails, introducing members to new staff, the security team and the maintenance team.

4. We successfully created and launched the use of a new donation brochure/card, which is well branded and matches the look and feel of our new HHD materials, logo, etc.
5. This spring, we look forward to launching a new e-mail yahrzeit notification program. In preparation for this, in November we launched a new yahrzeit mailing process, which includes a new letter, the new donation card, and an opt-in form for those who would like to continue to receive hard-mailed notifications.

6. We continue to research and explore the possibility of streaming services and programs. A Ritual “Service Streaming” sub-committee was formed, led by Rachel-Ann Levy. At present, the Communications and Ritual committees have voted to forgo Shabbat service streaming. The investigation, however, will continue, to ensure we are as relevant as possible.

7. Website updates and tweaks continue to be made on a weekly/monthly basis, to ensure peak functionality.

8. We launched a new Sinai Temple homepage content section, which changes quarterly. Content has included Scholar in Residence, Purim and the Gala.

9. We have launched a new member “welcome” e-mail program via Constant Contact.

10. We have just digitized our membership application.

**In-Progress**

1. Our updated, printed membership brochure is still in progress. With the day school name change, this project was temporarily postponed. This project initiative was set forth as a suggestion from the Membership Committee. We hope to have a draft of the brochure ready this June.

2. High Holy Day materials are in the process of being updated for 2019.

3. Rebecca Houriani is working on a project to update all bulletin boards on P1 and the Upper Garage, to make them more welcoming, bright, colorful and uniform.

4. This summer, we will create our second online Annual Report, to be used as a marketing/development tool. It is our hope that eventually all Annual Reports will transition online, and the presentation will be more infographic/metrics
5. We are currently in the midst of launching all collateral for the 2019 Gala, including our event microsite. The pieces are beautiful!

6. We will be launching a new HHD guide poster format, to be posted several places around the Sinai campus, several weeks prior to HHDs. We are also looking into creating one marketing piece for the HHDs.

7. We are working on ways to streamline and update the annual High Holy Day Book of Remembrance process.

8. We continue to drive traffic to our online calendar, linking back to the calendar pages on all e-communications (as opposed to linking to flyers, as was done in the past). The calendar has also become more accessible on the website, along with a call to action to visit it in each week's e-news.

9. With the help of clergy and staff, we have heightened our social media engagement and have transitioned affiliate groups to our single, unified Sinai Facebook page. Social media is an area of opportunity for us, and something we can definitely strengthen in the years to come.

**Website Traffic**
The Sinai Temple website is our core means of communications with members and the community at-large. Below are some notes with regard to website stats for 2018. We are very excited to continue to strengthen our following and viewership.

**General Stats 2017 v. 2018**
18% increase in overall website traffic
20% increase in sessions (this means visitors are coming more frequently)

**General Web Traffic Notes**
Organic traffic was up 3%
Direct traffic (links, emails, etc.) was up 43%
Social media traffic was up 134%
Wikipedia traffic was up 31%
Traffic from SAA site was up 265%
54% of our web traffic is via desktop and 39% is via mobile. In 2017, 57% was desktop and 35% was mobile
RDW's Squirrel Hill sermon received over 3,400 unique page views
Sinai Successes (our new blog that ran mid-January-September) received over 2,200 unique page views

**High Holy Day Traffic**
Traffic to HHD info page up 140%
Member login during HHDs up 13%
Membership page up 30% (added link on HHD page)
Traffic definitely spikes during this time of year

**Most Popular Pages**
1. Homepage
2. Sermons
3. Calendar
4. Member site

**Plan an Event Section**
All page up in traffic. Standouts are:
Weddings: Up 270%
Baby Naming/Bris: Up 265%
Book an Event: Up 230%

**Fun Fact**
We were featured in [this article](#), listing the best Conservative synagogue websites, and received 445 unique visits directly from it.

With our long-term goals in mind, we are improving each and every week. We are fortunate to have had the addition of a new staff member, Emily Shefer, who has allowed the department to continue to strengthen and flourish. As always, we welcome your suggestions, thoughts and feedback RE ways to better our communication connections across our Sinai Temple community.
Introduction
As the 2018-2019 School year draws to a close, I have been reflecting on where we were at this time last year. All of the conversation was about the Lainer naming gift, the importance of this gift to our endowment, and the unstoppable momentum of our School. There is no trajectory in history that is completely smooth. Our School works with students, teachers, and parents to build resilience, navigate uncertainty, and find a sense of power and strength in difficult situations. Yet, when we hit a bump as a School, we all felt off kilter, and we have worked throughout the year to regain our balance. As a School we have learned that balance is not about moving forward without looking back; it is about re-centering, refocusing on what makes us who we are --our children, our teachers, and our classrooms. Our children give our community strength, and it is the day in, day out work in our classrooms that will help us regain our footing and help us to be poised to grow and thrive in the future.

Our Self-Assessment
Two years ago, we went through the CAIS/WASC accreditation process. CAIS is the California Association of Independent Schools and WASC is the Western Association of Schools and Colleges. We had an opportunity to do a comprehensive review of the past and set goals from the future, and we received the highest commendations and the longest accreditation term.

As part of this work, we had to revise our mission and our values/philosophy statements. Below is our tweaked mission statement.

Sinai Akiba Academy engages students in the joy and discipline of learning. We nurture a community of ethical, critical thinkers who, shaped by our evolving Jewish tradition, walk through the world with confidence and humility.
Part of CAIS is also developing more robust instruments for self-assessment, so this year for the first time, we created an academic performance dashboard to share with our Board and our parents how we are measuring our progress.

Our Board also engaged in the process of Strategic Financial Planning with ISM consultant Terry Moore. In preparation for drafting this Strategic Financial Plan, we conducted surveys with our parents, faculty, administrators, students and board. We then analyzed these results and compared them to ISM's school stability markers. We imagined the School we wanted to be, and took the stability markers, our wish list, and crafted a draft of a plan. Two major items that emerged from this plan were the continued need for and focus on raising a $50 million dollar endowment to support tuition assistance and the need to work towards functional and fiscal independence from the Temple. We also articulated the continued need to invest in our teachers, our programs and our facilities.

**Programmatic Highlights from the Year:**
Part of who we are day in and day out is how we live our core values. These values come from the names we had and will continue to give meaning to our School's new name. We wrote these values as an extension of our mission and as part of CAIS:

**Core Values**
At Sinai Akiba Academy, our core values serve as a pact with the sacred community we foster; one which continues to energize the present, explore the past, and embrace the future. These five core values shape our students into scholars who have empathy and integrity, who strive to become the best version of themselves and who recognize the divine spark in others.

**Talmud Torah**
**Academic Excellence**
From our teachers to our students to our parents, we embrace learning with intellectual curiosity and unwavering commitment to academic excellence. *Talmud Torah* is a way of deeply investigating the world around us, of asking good questions and of embracing complexity. It is a way of learning to learn that extends beyond the study of Jewish text. This value stresses the importance of challenge, of growth, of success and even of failure, for each individual learner.
Derech Eretz
Kindness and Empathy
Derech Eretz is about conducting ourselves with kindness, empathy, and respect in order to build a caring community at school and beyond. Here, we focus on the important verse from the Torah, V’ahavta L’reacha Kamocha (You Shall Love Your Neighbor As Yourself), the skill and ability to treat others how you would want to be treated.

Tzedek, Tzedek Tirdof
Ethical Responsibility
Tzedek, Tzedek Tirdof means students, teachers, staff and parents work together to pursue justice in our community and the world. This value comes from the recognition that each person is created B’tzelem Elohim (In the Image of God); each person has inestimable value and uncompromising dignity.

Avodat Halev
Soulful Intention
Avodat Halev is the work we do to open and soften our hearts, and to cultivate compassion and caring for others. It puts the focus on the relationship Ben Adam Lamakom (Between self and God). Students, teachers and community members cultivate a meaningful, soulful connection to God, Jewish texts and mitzvot -- honoring a sacred covenant.

Ahavat Yisrael
Love for Israel
Ahavat Yisrael means love of the Jewish people and the land of Israel. We study the relationship to land in ancient Jewish texts, which informs our exploration of the dynamic evolution of the people and land of Israel throughout time. Our students develop a meaningful, soulful and intellectual connection to the Jewish people in Los Angeles, United States, Israel, and throughout the world, and in so doing develop an unwavering Jewish identity that serves as the foundation throughout their lives.

I want to share several programmatic highlights from the year, shaped by our core values. Core values are rooted in our tradition, define our school today, and shape the way our students will live in the world.
Talmud Torah/Academic Excellence

1. Professional Development: The tone of the learning culture is set by our teachers. We have an unparalleled faculty who bring research based, academically rigorous, student-centered teaching practices, day in and day out. Our teachers are tenacious in their pursuit of learning. Below is the impressive list of conferences and trainings our teachers and administrators have attended this year, and this commitment truly sets our School apart.

Professional Development 2018-2019

Workshops and Conferences:
*ATLIS (Association for Technology Leaders in Independent Schools)
CAIS Head of School Annual Conference
CAIS- Leading from the Middle Institute
California School Library Association Annual Conference
CAL-ISBOA Board Meeting
CATDC Art of Leadership Conference
Various Early Childhood Courses through UCLA Extension
Wexner Summer Institute
Center for Education Technology: Bishvil Halvrit
DeLeT Leadership and Mentorship Seminars
Yale Center for Emotional Intelligence Workshop
YouCubed Stanford Math Online Course with Jo Boaler
Challenge Success Summer Institute with Denise Pope
Investigations Online Course
Columbia University Teachers College Advanced Writers Workshop
Columbia University Teachers College Advanced Readers Workshop
Columbia University Teachers College Digital Media Literacy Conference
Columbia University Teachers College Reading Coaching Institute
Responsive Classroom Conference I & II
Ethical Creativity Institute at Brandeis Hillel
*Blackbaud Users Conference
M² The Institute for Experiential Jewish Education Senior Educators Cohort
CATDC Mastering Group Facilitation
CATDC The Art of Leading Educators: Feedback, Performance Management, and Motivation
Learning and the Brain Annual Conference: Educating with Empathy
Design Thinking and Innovation Master Class at Stanford University’s dSchool
ISTE Annual Conference
*Prizmah Annual Conference
CAIS Trustees School Heads Conference
*CASE-NAIS Annual Conference
NAIS Annual Conference
Independent School Management Expo Conference
UCLA Women’s Executive Leadership Committee
Responsive Classroom Leadership Conference
San Francisco Day School Accreditation Committee
Southern California Librarians of Independent Schools
The Heads Network Annual Conference
*Enrollment Management Association’s Annual Conference
Wilson Foundations Phonics Workshop
Jewish Federation JECHEL Fellowship for ECC Leaders
Jewish Federation First 36 Project

Consultants:
Cynthia Garland Dore: Investigations Math Instruction
Paola Trigari: Early Childhood Social Constructivism
Dr. Tal David: Israel Curriculum Development
Dr. Jenni Krogh: Pedagogy and Curriculum for Advanced Learners
Amanda Maddahi: LGBTQ Training
Knowing Technologies: Education Technology
Lindsay Astor-Grant, OT: Small and Gross Motor Development in Early Childhood
Alison Weintraub: Teacher Coach
Bonnie Scharfman: Teacher Coach

*indicates presentation by Sinai Akiba’s Administrators, Staff or Teachers

2. Our Math Olympiad ranked in the top 10% team in the country

3. High School Placement: We consistently have 93% of our students matriculate to their first choice school, this year was no different and we broadened the range of schools our students applied to for high school. Our students were accepted to the following schools:
Tzedek, Tzedek Tirdof/Ethical Responsibility

1. Inspired by the Social Media for Social Justice Project, 8th grader Ayla Kattler led a Middle-School wide Hanukkah program all about learning about important issues in our society and dedicating ourselves to the work of improving these issues.

2. Our 8th graders are doing a homelessness project entitled Hacking Homelessness Design Challenge, an interdisciplinary capstone project which will take place during the months of May and June. First, students will learn about homelessness in each of their classes. For example, in math they will explore the cost of living in Los Angeles and in TaNaCh they will learn about the Biblical imperative to care for the poor. Then during the first week in June --Design Challenge Week --students will spend two hours a day working with a team of peers and teacher coaches. Throughout the week, students will learn about homelessness first hand, through interviewing formerly homeless clients, case-workers, social workers and policy-makers. Using what they learned in their classes as well as from their interviews, students will identify a specific problem, brainstorm and prototype their solutions, revise their prototypes and finally, on June 11, present their projects to their families, the whole middle school as well as experts in the field.
Avodat Halev/Soulful Intention

1. This year, in a joint initiative between the Temple and the School, our students are participating in the Temple’s services including leading Shabbat. Our 4th and 5th graders recently read Torah at the Temple’s Shabbaton, and our Temple clergy are active members of the teaching and learning in the School. We added song leader Jacob Gown to our ECC, which has helped infuse our classrooms with a sense of spirituality and Jewish practice.

2. Right now, our 8th grade is preparing for Kabbalat Shabbat and the 8th grade Israel trip. Both reflective, culminating experiences helps students live our mission and values in their final days in our school.

Admissions

With over 600 students enrolled at Sinai Akiba, the palpable excitement about our school is translating to interest in our school throughout our program.

Two years ago, we backed up our pipeline even further with the renovation and expansion of our Parenting Center. As many of you know, our parenting classes used to take place in Gold or Traub Halls, which are not at all conducive to the youngest members of our community and their parents. We dreamt of a dedicated space, where engagement of parents and children could literally begin at birth. The year before the renovation, there were sixty-seven people total that took parenting center classes. For the third year in a row, there are over 250 people enrolled as of the March count. Half of these enrollees had no connection with Sinai Temple or Sinai Akiba Academy before attending our classes.

The most significant strategic change we made is the merger with the ECC fewer than three years ago. A little over two years ago, we merged with the ECC, and immediately made structural, educational, and procedural changes that have already paid off. For instance, before the merge, the rates of retention between the Pre-K and K program were hovering at 30%. For the third year in a row, over 60% of the Pre-K class is matriculating to kindergarten approaching our goal 75%.

Our retention rate school wide is also very strong, and we consistently outperformed most independent schools, nationwide. The average national attrition rate for schools is nearly 10%, and ours last year was 6%. Moreover, there
is currently a robust wait pool for our ECC, with three applicants for every spot in our two-year-old program.

For the second year in a row, Middle School is also a significant entry point. We have eight new middle schoolers coming into Sinai Akiba who will enrich our program academically and socially, and who come from families committed to the rich Jewish education we provide and whose parents are among the most notable Jewish leaders in our community.

The highlight of the entire admissions season, though, is the amount of our alumni that are returning with their own children. For the 2019-2020 School year, we will have nearly 70 children of alumni in our school. There is no better proof of the success of our mission.

While interest in the School is high, and we have already hit our enrollment goals, the pressure of affordability looms large. In the last three years, we have admitted classes with extremely high percentages of tuition assistance, and the percentage of gross tuition is 23% up from 20% in 18-19 and 18% in 17-18. The trend indicates that there will be more and more families that need substantial assistance, and we will have to start cutting program if we do not increase our endowment dramatically and quickly.

Endowment
There is a large context to the importance of endowment. Jewish Day Schools nationwide are struggling. The majority of non-orthodox day schools are in a vicious cycle of dropping admissions, demand for tuition assistance, and cutting programs and faculty to meet budget. What our peer schools across the country are doing is giving over 50% of the student body tuition assistance, cutting programs and staff to meet budget, and, as the quality of program drops, hemorrhaging families that can pay for better options. If we want to sustain excellence and build our programs such as J-STEAM, our partnership with Emory’s Israel Center, and additional services such as Advanced Learning and we want to maintain our commitment to tuition assistance, we need an endowment that minimally covers the tuition assistance budget and frees up funds to invest in faculty and program.

Additionally, our location in Los Angeles is a mixed blessing. On the one hand, we are one of the wealthiest, most successful Jewish communities in the world. On the other hand, the cost of living and the cost of housing poses a significant challenge.
Six years ago, the BJE said families had to be making $360,000 to afford two kids in
day school. And we think this is a low estimate—we see families come through the
tuition assistance process with two six figure salaries, let's say a doctor and a
lawyer, with student loans and no family money, and they cannot afford the school.

This is why, almost seven years ago, our Board studied the longitudinal data and
realized we need to grow our endowment. We set the goal at $40 million, the
interest from which would almost fully fund the entire tuition assistance budget. In
the most recent Strategic Financial Plan, we updated this goal to $50 million as the
pressure on tuition assistance continues to increase. We are extremely fortunate
that Anna and Bill Tenenblatt pledged $5 million to our endowment, which now
makes our total endowment fund over $20 million.

Interim Head of School
Betty Winn will be Sinai Akiba's Interim Head of School for the 2019-2020 school
year. Betty is the perfect person for this role, and we are so lucky to have
her. Betty comes to us with vast experience in the Jewish Day School world and
CAIS world. She served for over a decade as the Head of School of Heschel, a K-8
community Jewish day school in the valley. Before leading Heschel, she served as
Head of School of Los Encinos, an independent K-6 school. Significantly, she has
previously served as an interim head, last time at the Village School in the
Palisades. Betty currently is a senior consultant at BJE, a coach for Prizmah and
Legacy Heritage, and she has also served on independent school boards and non-
profit boards. I want to add that people who have worked with her have
overwhelmingly said that she was an important mentor. Betty is also familiar with
and vested in our community. She is an alumni parent, and a former Sinai Akiba
board member. Betty is grandma to Brodie who is in our three-year old program
and newborn Lia.
Sinai Temple Religious School has built a strong foundation for quality Jewish education. We are very proud of our professional teachers. We have put a lot of our efforts into building community and have continued to grow our Experiential Education program (Na’aseh) to allow flexibility for families of the 21st century and of course, lifelong Jewish learners! Thanks again to the Simhaee family because for a second year, we were able to continue to develop and enhance our technology curriculum with technology specialists who work specifically to improve tech in our school. We continue to work on improving our program and always look forward to sharing our successes and challenges of each school year.

Our Office Team & Staff: We are very blessed to have a team that is dedicated to making our school the best it could be! This will be Sara Capland's seventh year as an Administrative Director and first year as Communications Director. She does an extraordinary job of communicating our successes on social media, facilitating parent engagement and bringing new ideas and putting them to fruition. Susanna Grant, our Educational Coordinator for the first year, does a great job of keeping our classes organized, coordinating events and bringing her love of teaching to all students. She has helped to fine tune our Na'aseh program and is passionate about creating meaningful Jewish experiences for Na’aseh students. In his first year as Director of Musical Engagement, Jacob Gown has created musical videos to enhance learning and has been instrumental in leading Havdallahs, Shabbat services, High Holiday services and Sunday Tefillah.

NA’ASEH EXPERIENTIAL PROGRAM IN 5TH -7TH GRADE

Na’aseh- The name Na’aseh comes from the Torah (Exodus 24:7), when God gives the Israelites the Torah, they respond "Na'aseh v'nishma," "we will do and we will understand." This idea is the core of our program, as we express in our slogan, "Exodus 24:7, Judaism 24:7."

Knowledge and Skills-Taught in four parts: Small group Hebrew pods, Experiential Learning, chuggim (electives) and weekly Tefillot (services).

Some of our new chuggim this year included: Stop Motion Animation, where art, technology and Torah are combined to create an animated video based on a
favorite story from the Torah, Israeli Cooking where students learn about and prepare national dishes from Israel and Wisdom of Nature where students spend time outdoors exploring nature and the wisdom Judaism offers related to nature.

A few examples of our experiences are:
1. As part of their Tefillah theme, the 6th Grade students had a Tefillin workshop where parents joined to learn about tzitzit, how to wrap tefillin and the history of tefillin through an interactive learning session.
2. The 5th Grade class continued to seek and find holiness, from experiencing the holiness of water as they visited the mikveh at American Jewish University and learned about how water spiritually cleanses us to building mini sukkahs in preparation for Sukkot.
3. 70 of our 5th-7th Grade students had a great time on a weekend retreat and celebrated Shabbat, Havdallah, and community with JCA Shalom at camp Ramah in Ojai. Even though it rained, the students had a great time and wonderful learning experiences. They sang new songs in prayer services (and brought them back to our own Tefillah services), played Maccabiah, went on night hikes, and danced with ruach! The students built stronger friendships and connections with their classmates and teachers.

**Sinai Sleepover at the Temple** - Special programming for 5th-7th graders who are given Shema pillowcases, watch movies, and do learning activities and barely =) sleep. This year, with Shinshinit Hadar from Israel, students participated in a scavenger hunt game where they learned about transportation systems in Israel while searching for a prize.

**7th Grade Curriculum** - In order to encourage leadership and responsibility as our students become B’nai Mitzvah, the 7th Graders rotated through two different teachers focusing on different subjects

- **Witness to Witness Project** - This group met with a number of Holocaust survivors to hear their stories.
- **Israel** – This group studied Israeli history from Independence to current events. They learned about individual Israeli leaders and Israel’s leadership role in the world and created a tech project on Israeli innovations.

**Hebrew Pods** - This year, we continued to use the Hineni Hebrew curriculum in 5th and 6th Grade. This curriculum is both self-paced, for students who want to go faster, or it can be used with the whole class together. Hineni focuses on prayers that are experientially taught on Sundays and are a part of our Na’aseh Tefillah
service. Hineni offers deep learning of the prayers, their meanings, and key Hebrew roots and grammar concepts. Our 7th Grade students spent the year focusing on conversational Hebrew and Judaica. One of the additional programs that we did to reinforce their Hebrew was take them to an Israeli restaurant, where they had to order completely in Hebrew (or else they could not eat) and believe me, they remembered their Hebrew quickly!

**Tefillah** – Tefillah/prayers in Na’aseh every Sunday morning. We gather as a community with our siddurim and instruments to sing, pray and listen together. This special tefillah is led by Rabbi Rotenberg, Cantor David Childs, and Zamir Jacob Gown. It has been very successful in helping the students familiarize with the prayers, music, and siddur. Using prayer charts which connects prayer to an image and a summary of the prayer, students sing their favorite melodies and the song leaders incorporate new melodies, advanced prayers and traditional moments of reflection and silent reading. Shinshinit Hadar introduces Israel Innovations each service by hiding notes, which students find and read aloud for the rest of the group. Zamir Jacob teaches a word in Hebrew using the “Ivrit Daber Ivrit” style – with other teachers, Jacob performs a skit to illustrate how a word in Hebrew is also a word in English with a different meaning, for example: Dag means fish in Hebrew. The skit would illustrate the difference in meaning, though the word is the same. The teachers also give a Dvar Tefillah during service. Teachers choose any prayer they connect to and share a story about the prayer with students before we sing it all together.

**My Family Story** – The My Family Story project had incredible success! This family history research and art project is an international competition where the participants interview their family members and create an artistic display and write up of their family’s story for a chance to win a trip to Israel. There were over 20,000 entries worldwide.

**Some of the New Programs and Kvelling Points About This Year (To Name a Few)**

**Mensch of the Month** - In order to encourage positive behavior this year, we have started “Mensch of the Month” A mensch is a person of integrity and honor. We want to recognize our students who are great examples of what it means to be a mensch. Each month, teachers chose one student per class who is the “Mensch of the Month”. Students were honored during tefillah, listed in our weekly newsletter, and recognized on Facebook and Instagram.
1st Grade Shul Project - Our first graders researched synagogues, learned how their parents and grandparents prayed, and discovered what we can find in a synagogue or shul. Students then built large shul models at home with their families. We had a “shul viewing” and parents and other students got to learn all about our first grade shuls. The projects were extraordinary, and students learned a lot!

2nd Grade Shuk Project - Second graders learned all the Hebrew words they would need to go shopping in a real shuk. Parents came on Sunday morning and shopped the student “Shuk” for coffee, spices, fruits and veggies... All in Hebrew and with real “dollars”! We raised over $250 for the Latet organization in Israel, providing food for families in need.

RESHET PROGRAM TO BUILD COMMUNITY:

Shinshin Program - This year, the Sinai Temple Religious School participated in a pilot program with the Jewish Agency of Israel to bring a young Israeli volunteer to our school. Hadar Karasik, this year’s shinshinit, taught 5th and 7th grades, ran volunteer programs, tutored students, taught specialized lessons for Kindergarten – 4th grades, partnered with Sisterhood and the Israel Center to create special Shabbat programs and overall was tasked with, and successfully, brought more Israel into the Sinai Temple Religious School experience.

Hebrew Reading Rules and Language – The Religious School admin team and teachers identified a few Hebrew rules to help students learn to better read Hebrew. In addition to utilizing special Hebrew rules and Hebrew cheat sheets, in order to earn an Aleph dog tag, students must take a Hebrew assessment. If, and only if, they get a 100% they will receive their Aleph dog tag. Last year, we added the Green Gimmel Gadol, a dog tag that students can earn by showing that they know the meaning of important phrases and texts used in Tefillah and in regular conversation. This year we piloted the Dalet Adom Dogtag. Students earn this dog tag by knowing major cities in Israel and the Hatikva. We are proud that many of our students have received their dog tags! The best part: Students who passed Dalet Adom earned themselves a place on the committee to work on the NEW Hey dog tag.

Student Leadership Class with Susanna Grant - A group of students wrote essays and were chosen to work with Susanna Grant and Matt Baram on leadership skills.
After a five-week introduction to leadership, students wanted to create a project and chose to focus on creating programs for 3rd and 4th graders during recess in order to build community. The leadership class ran team-building games (like Capture the Flag and Dodgeball) and led arts and crafts projects like making kindness cards and creating bracelets to share. The 3rd and 4th graders had a great time, made new friends and created art.

**Parents Social** – We had over 100 parents come to a parent’s social hosted by the Aminpour Family! Highlights included a guacamole contest. Parents voted by putting money into jars next to their favorite guacamole! We raised almost $250 for “Na'aleh-B'Oz-Golani Sheli”, an organization that awards tuition costs and living stipends to soldiers who served in the Golani Reconnaissance Unit. We had an outdoor sound system, a stellar dvar Torah from Rabbi Wolpe and Rabbi Rotenberg, and tunes played by Rabbi Sherman and Zamir Jacob. Danielle even played Shechiyanu on her guitar!

**Parent Wellness Mornings: Yoga, Pilates, Meditation**– Our parent chairs organized a yoga class with yoga instructor Rahda Ruiz. Over 30 moms showed up and a few dads, too! Afterwards, they enjoyed a fruit cart. Way to bring community together! Relaxing with fruit! We also had an amazing morning of Pilates and Meditation run by two of our wonderful moms!

**Hamentashen Bake** - Our parent chairs organized a fabulous Hamentashen bake with over 25 moms in Attendance. Rabbi Guzik shared a beautiful dvar Torah as well.

**Pre-Passover Cooking Class** - We partnered with Sisterhood for a “Women from Generation to Generation” cooking class led by our Shin Shin Hadar. Together with our moms, children and grandchildren we made Mafleta and Bubaleh, and learned about the Israeli/Moroccan tradition of memunah.

**3rd Grade Kabbalat Siddur and Shabbat Dinner**- Parents came to religious school and decorated beautiful siddur covers with their children. They wrote a special blessing in the siddur. The siddurim were presented at the Kabbalat Siddur and will be used during Tefillah in Religious School.

**3rd Grade Jerusalem Café** - Using the Explain Everything app during tech time, Kitah Gimel students made menus in Hebrew for their very own Jerusalem Cafés.
Students then served their parents B’lvrit (in Hebrew) in an all Hebrew café on Sunday morning. Parents enjoyed, but didn’t leave a tip😊

**4th Grade Cities in Israel Project** - 4th grade students research cities in Israel and created reports on the iPad as well as posters explaining their research. This all culminates at a wonderful Shabbat dinner celebrating Israel.

**Technology Program** - Thanks to the generous gift from the Simhaee family we were able to extend our technology program this year. Each grade worked all year and completed an end of the year project based on the theme of their grade. Every class was able to have a tech session twice per month. Tech classes ranged from creating books of Jewish Holiday experiences, Explanation of Bible stories to creating an interactive map of Israel’s Cities. We worked to enhance our technology curriculum with the help of our Tech Rabbi Michael Cohen and added in a 3D aspect as well as a spheros experience. With the theme of extended learning, the 6th graders showed off their digital siddurim during tefillah and grades visited other grades showing off projects.

**Professional Development** – With the generous gift of the Simhaee family, we were able to provide small group teacher tech trainings with a professionally-trained Rabbi the “Tech Rabbi”, who taught new techniques specific to grade levels. The teachers were thrilled to share the techniques they learned back in the classroom with their students!

**Strategic Plan** - With the installment of Rabbi Samuel Rotenberg and Susanna Grant, we began a five-year strategic plan focusing on Hebrew, Technology, Classroom Management, Mensches, Professional Development for Teachers and Parent Engagement. With careful thought and discussion, we were able to implement several ideas that stemmed from the first year of our strategic plan, and are carefully working to map out goals and objectives for the upcoming four years. Some programs which blossomed from these planning sessions: Mensch of the Month, Resource Room and Hall Monitoring and a Hebrew Summer Reading program.

**Online Jewish Learning** - Our N’vonim class was able to learn virtually at home from their personal computer with a program from Online Jewish Learning.
Parent Lead Teacher Appreciation Week - Parents brought in brunch and yummy to go goodies for the teachers all week. It was a great way to raise morale and show appreciation!

Shabbat Dinner and Service in Honor of Israel’s 70th Birthday – Our 4th graders led a Friday night service and honored Israel for her 70th birthday! Sisterhood baked Israeli flag cookies to give out and each child received their own Israeli flag!

Examples of awesome new (this year) Na’aseh (5th-7th grade) chuggim- Slime 101 with Rabbi Rotenberg: The students took a dive deep into some of Rabbi Rotenberg’s favorite Jewish topics using slime as their guide. Each class was split between learning Jewish texts, and making those texts come alive using...SLIME!

Painting Your Jewish Self: This class was about the art of looking at the whole through the sum of the parts. Students painted self-portraits and paintings of how Judaism affects their lives and collage the parts together to create a whole image of each person creating an introspective art project and understanding who each student is through a Jewish lens.

IDF (Israeli Defense Force) Experience: In this seven-part training program, students looked at some of the wars that Israel miraculously won and went through a training program. They began just like the IDF soldiers do, with basic marching formations, and ended with an outdoors obstacle course.

Family weekend retreat at Camp Ramah - Rabbi Guzik, Rabbi Sherman and Rabbi Rotenberg, along with Cantor Feldman, Zamir Jacob, Danielle Kassin and some of the Religious school teachers, took 40 families to Camp Ramah on a learning, spiritual, bonding weekend at Camp Ramah in Ojai, California. This year it rained, but brought the group closer together! We had parents teaching kickboxing and meditation classes. Rabbi Samuel Rotenberg and Rabbi Nicole Guzik taught classes specific to moms and their daughters and fathers and their sons. It was beautiful to witness the growth of our STARS community.

Beit Bracha Program for Students with Special Needs-Our program continues to thrive under the direction of Rabbi Nicole Guzik. We have personal shadows for each of our students in Beit Bracha helping the students to thrive and mainstream.

Shabbat Service at the Beach- June 21st...looking forward to sharing details in next year’s report
SYNAGOGUE PROGRAMS

High Holy Days – We did rotations for the students this year. We did Holidays carnival style but with the kids learning at each booth and prizes awarded if they completed all the booths! Rabbi Feig and Danielle Kassin led services for 4th-6th grades.

Planet Purim – Danielle Kassin and the Religious School team along with a dedicated parent committee organized the synagogue wide Planet Purim carnival. We raised about $25,000 for Sinai Temple! We worked with many parent volunteers and Sinai team members, and entertained almost 1000 parents and children who attended. It was a great community builder!

STBC- Sinai Temple’s first Basketball Camp - open to 2nd - 8th grade students members and non-members...under the passion of Rabbi Sherman’s love for basketball and Danielle Kassin’s love of Judaism + sports was a huge success and we raised funds for Sinai. We merge basketball and Judaism and incorporate many elements of social action; we even do challah baking on Fridays!

Rosh Chodesh Girls Group - Danielle Kassin leads a Rosh Chodesh girls group made up of Sinai Akiba Academy and Religious School girls. This is her seventh year of leading them (and last year because they are all going off to college!)

We continue to..... We continue to do Stars Shabbat led by different grades, followed by a Kiddush Lunch (sponsored by our families and open to the community), family brunches and learning programs for our Kindergarten, 1st and 2nd grade classes, our Holiday Celebrations, making each Jewish holiday memorable and fun for our students, Do Hebrew assessments for students 3rd-7th, Trope classes by the Cantors with 4th-7th graders, offer a choir option for students who love to sing, Special prayer/Hebrew song challenges for our students (Kiddush, mah nistanah and ha tikvah), a fantastic music curriculum run by Rabbi Sherman and Zamir Jacob, Tashlich service and program at the beach, parent brunches, class Tu Bishvat Seder with fruit sponsored by Sisterhood, parent education classes with Rabbis Wolpe and Guzik, STRS Choir, Trope with the cantors, 7th grade community-building field trips, the
Tikkun Olam fair, Simchat Torah Carnival for little kids run by 5th graders, Rosh Chodesh celebrations monthly, as well as Havdallah in the Hoods at different families homes, Derech Eretz Awards, our annual Hebrew Reading Month program, 4th grade trip to the Matzah Factory. Yom Hashoah commemorations with Holocaust survivors, 7th grade Siyum ceremony and dinner, 6th grade Beit Midrash program with Sinai Akiba Academy, 6th grade Seder Bootcamp, 6th grade Mitzvah Projects, 5th grade Shabbat Dinner, Hebrew reading groups. We also continue to maintain personal communication with families. Our weekly newsletter continues to be a helpful tool for families and our early registration helps us get a better idea of how many families are coming to school next year.

**IMPORTANT NUMBERS & A CHANCE TO KVELL FOR SINAI!**

**Enrollment Highlights**
- We have 58 more students than projected
- We had 103 New students this year
- We had more New families than we have had in at least 8 years. We usually average 20-30 new families and we have 44 new families this year
- 44 New families= 44 New Memberships

**Outreach Highlights**
- We have increased our strategic marketing efforts.
- Facebook Followers- 471 since we started our account a year ago and a half ago.
- Instagram Followers - 213 since we started our account 8 months ago
- Promoting our school every single week with sponsored posts, videos, and updated photos of our students and Instagram “stories”.
- Our 7th graders have an opportunity to learn in two different rotations; with Holocaust Survivors and Modern Israel History.
- We are continuing the success of our Hebrew Dog Tag program, which encourages students’ mastery of the Aleph Bet and has students studying Hebrew outside the four walls of Sinai! Each year, we add another dog tag for students to earn. We are up to the Dalet dog tag in which students are tested on their knowledge of cities in Israel and the Hatikvah, Israel's national anthem. This year, a student committee will work to decide was the “n” dog tag will be.
- RS Family Shabbaton was a wonderful success with over 40 families in attendance
• 70 students attended our weekend retreat run by Camp JCA Shalom at Camp Ramah's campus. Students were led through a special Israel-themed weekend where they learned about different places to live in Israel (moshav, kibbutz, city) and had an “El Al” experience. Students were able to explore the camp on night hikes, encountering toads, rivers and stars (which we don't see too often in LA). They sang and danced, made new friends and strengthened bonds with friends they already had. It was wonderful to see them grow together and share the special weekend with them.

We look forward to another great year ahead!
This year, Sinai Temple’s Planet Purim carnival was held on Wednesday, March 13, 2019 and it was an extraordinary event. We had over 1,000 people in attendance. This was an exhilarating community-building event that also brought in great revenue for the Temple. Our synagogue was bursting with positive energy, excitement, and joy. Our Community was represented in its entirety. We had parents and grandparents, along with children ranging in age from adolescents and teenagers to our most important group that represents our future, Dor Chadash, which are young families with kids ages 0-6. The 0-6 year olds enjoyed a safe space with activities, crafts, games and snacks geared specifically toward them. Even Rabbi Guzik showcased her artistic skills by face painting!

All of our clergy, along with countless staff members, teachers and volunteers gave back to the community by sharing their time at the event. Members of the neighborhood were able to come and enjoy our beautiful building, delicious food and fabulous activities. It was a fantastic, feel good event that was relished by all.

Every floor of the building was utilized with various activities ranging from go-karts and petting zoos to inflatables and jumpies, karaoke and carnival games with fabulous prizes. One of the booths was even giving away goldfish just in time for the Persian New Year! A 50 foot red carpet was available for all to take wonderful pictures. Many children were dressed in their fancy Purim attire, and several parents joined them in wearing costumes. As a form of appreciation, gift cards (donated by the Rabbi’s Daughter) were given out to these parents for being great sports!

A fruit cart was provided for a delicious, healthy snack, along with the usual carnival goodies like cotton candy, popcorn, as well as hamentashen. A tasty kosher BBQ meal combos were available to all that included hamburgers, hotdogs, chicken and veggie burgers OR salads, along with fruit, chips and a drink.

A meaningful mitzvah project was presented to the children by the Social Action Committee, which was decorating and packaging photo frames for seniors. Hadar, the Religious School ShinShin, staffed the Israel booth, which created a meaningful opportunity for the children to learn about the state of Israel while having a lot of fun!

Last year, the committee struggled with the carnival company that was hired because they increased their prices to almost double, decreasing our revenue. When summer hit, many companies were diligently priced out and the most cost-efficient and professional company was hired, The Fun Company.
The mitzvah of mishloach manot was fulfilled, and baskets were available for purchase.

Advertisement for the event was created and distributed on our social media outlets, via flyers, e-mails and on our website.

**2019 Income (sales):**

<table>
<thead>
<tr>
<th></th>
<th>Credit Card</th>
<th>Cash</th>
<th>Check</th>
<th>Online / iPad</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$3,052</td>
<td>$76</td>
<td>$0.00</td>
<td>$14,358</td>
<td>$17,486</td>
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<td><strong>This income was from selling the following:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>372 wristbands</td>
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<td></td>
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<tr>
<td></td>
<td>$14,156</td>
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<tr>
<td>222 dinners</td>
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<td></td>
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<tr>
<td></td>
<td>$3,333</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day of Sales – BASED ON FORMS ONLY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit Card Manually</td>
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<td></td>
<td>$17,766</td>
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<tr>
<td>Cash</td>
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<tr>
<td>Checks</td>
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<td></td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
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</tr>
<tr>
<td><strong>This income was from selling the following (567 forms):</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>203 wristbands</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>$9,654 **</td>
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<td>257 dinners</td>
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<td></td>
<td>$3,855</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>4193 snack tickets</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
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<td></td>
<td></td>
<td></td>
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</tr>
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</table>

**GRAND TOTAL – BASED ON FORMS ONLY**

<table>
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<tr>
<th>Credit Card</th>
<th>Cash</th>
<th>Checks</th>
<th>Online + iPads</th>
<th>TOTAL</th>
</tr>
</thead>
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<td>$14,074.00</td>
<td>$6,549.00</td>
<td>$271.00</td>
<td>$14,358.00</td>
<td>$35,252.00</td>
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This income was from selling the following:

<table>
<thead>
<tr>
<th>575 wristbands</th>
<th>479 dinners</th>
<th>4,193 snack tickets</th>
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**2018 Income (for comparison):**

**Presale**

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<th>Chk</th>
<th>Online</th>
<th>Ipad / Unknown (no forms)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,497</td>
<td>$421</td>
<td>$292</td>
<td>$8,517</td>
<td>$509</td>
<td>$12,236</td>
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</table>

This income was from selling the following:

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<th>298 wristbands</th>
<th>$10,340</th>
<th>161 dinners</th>
<th>$1,896</th>
<th>$12,236</th>
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</table>

**Day of Sales**

<table>
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<tr>
<th>Credit Card Manually</th>
<th>Cash</th>
<th>Checks</th>
<th>Credit Card via tablet</th>
<th>Tablet fees</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,154</td>
<td>$5,520</td>
<td>$295</td>
<td>$3,162</td>
<td>-$95.67</td>
<td>$15,035.33</td>
</tr>
</tbody>
</table>

This income was from selling the following (using 465 forms):

- 191 wristbands- $8,535*
- 232 meals- $2,784
- Snack tickets- $3,048
- Unknown- $759
- Fees- -$95.60

TOTAL_ $15,030

*Some people got special arrangement discounts for wristbands
GRAND TOTAL 2018:
Credit Card- $8,651
Cash- $5,941
Checks- $587
Online- $8,517
Credit card via Tablet- $3,162
Tablet Fees- (-$95.67)
Unknown- $509
TOTAL- $27,271.33

This income was from selling the following:
Wristband- 489
Meals- 393
Snacks- 3,048

This year we had the support of numerous generous sponsors that equated to $11,050 in revenue.

Thank you to:
All the Clergy at Sinai Temple
Sinai Temple Holiday Budget
Star Religious School
Sinai Akiba Academy
Dor Chadash
Sinai Membership Committee
Sinai Temple Men’s Club
Sinai Temple Sisterhood
Mt. Sinai Memorial Parks & Mortuaries
Sinai Temple Israel Center
Rabbi’s Daughter
Elat Market

FOR 2019:
Our total income was $46,032
Our total Expenses/ cost was $22,287.99
NET PROFIT: $22,287.99

This is an increase of almost $10,000 over last year.

This was a complex group effort that took months of planning. Every department in the Synagogue was engaged at some point. Multiple vendors and companies were hired. Luckily, the committee was able to have a head start on the year and get ready because a date was set well in advance. The committee worked diligently prior to, during and after the event. A wrap-up meeting helped to guide us not only in areas of success but also in
areas to improve next year. There was a tremendous amount of assistance from our incredible staff at Sinai Temple. Of course, none of this would be possible without the unwavering support and guidance of the Religious School Director, Danielle Kassin. Everyone is encouraged to join the fun for what is sure to be a great time for the entire family next year! Save the date for Wednesday, March 4, 2020.

**Room for Improvement for Next Year:**
We hope to start advertising sooner.
Get SAA involved prior to school starting.
Pre-sale mishloach manot.
Provide more activities for older children/ create a teen room.
Engage the Teen center.
Create better day-of ticketing/pricing signage
Have a committee member and maintenance staff assigned to each room.
*Stronger staff management of budget and tracking
*Wifi to be able to run cards on the day of the event as opposed to manually enter information
The Sinai Temple Millennial Department has had another incredible year. From the Teen Center's growing success with Chai School and commitment to new partnerships, to Atid's Orden Family Friday Night Live and burgeoning holiday festivities, we offered over 70 programs this past fiscal year. We continued to push ourselves to make our staple events better, to add new and innovative programs, and to give our community members opportunities to act as leaders, both at the Teen Center and with Atid. Funded by grants from the Jewish Federation's Teen Initiative and from the Men's Club Millennial initiative, we were able to experiment with exciting, new programming and broaden our reach to meet under-engaged community members. Most importantly, over the course of this year, we continued to help make synagogue life and Jewish community relevant to more young Jews, doing our part to foster a vibrant generation of young adults that will intentionally and actively live Jewishly and promote Jewish values.

**SINAI TEMPLE TEEN CENTER:**
Includes Teen Center, Chai School, and the David & Angella Nazarian Youth Leadership Program

**Accomplishments:**
- 2018-19 marks our second year with the Jewish Federation's Community Accelerator program, through which we've received funding for Chai School. As part of the grant, we have been provided with professional training from Upstart and the Federation. Over the course of our meetings, the Accelerator has inspired us to re-imagine our programming, fine-tuning it to the needs of our constituents. With assistance strengthening our value proposition, we've been able to more strategically recruit and retain participants.
- Chai school enrollment has grown, yet again, with 90 students enrolling in at least one course.
- Our annual Holocaust Survivors Brunch was once again an incredible event. Over 70 survivors attended and shared their stories with the members of our teen community. One of our Teen Center Executive Board members, John Levy, was even featured in the Jewish Journal in an article about the event!
- Over 50 Sinai Temple teens attended our annual Leadership Retreat at Camp Ramah, an incredible weekend filled with learning, leadership training, new friendships, campfires, and more!
• 18 Sinai Temple teens travelled to Washington, D.C. as part of our annual AIPAC Policy Conference Delegation.
• Our “Up All Night” adventure through Los Angeles sold out with 45 teens in attendance.

**New Initiatives:**
• This year we created an Executive Board of six teens from our Leadership Council to help chair events and facilitate our Leadership Council Meetings.
• This year, the Teen Center rekindled its partnership with Moving Traditions. Project Managers, Zoe and Danny, started two new Rosh Hodesh and Shevet groups of 8th grade boys and girls respectively.
• During our Chai School trimesters, we successfully held classes taught by Jewish professionals from three new partnering organizations, BBYO, Culinary Kids Academy, and Jewish World Watch. Their courses, “Inside the Jewish Kitchen,” “BBYO Non-Profit Leadership,” and “Never Again: Youth Activists Against Genocide” are just a few of the many new classes we offered during the 2018-19 Chai School year.

**Number of Programs:**
• Chai School and Leadership Council Meetings aside, the Teen Center held 25+ programs this fiscal year, including our Holocaust Survivor’s Brunch, Up All Night, our Self Confidence Workshop, and the Teen Center Leadership Retreat.
• The Teen Center Leadership Council, consisting of 34 teens, met 8 times.
• The Executive Board of 6 teens met 5 times via video call.
• Chai School had more than 13 courses meet for 5 sessions each.

**ATID: SINAI TEMPLE 20S & 30S**
Includes Atid and the Orden Family Friday Night Live

**Accomplishments:**
• We kicked off the year with a massive Atid pool party at the home of Barak Raviv that brought in over 200 people from all across Los Angeles.
• This year we introduced two new holiday happenings we plan on keeping in our back pockets. Our Stand Up For Purim comedy show, hosted by Atid regular Daniel Storrow, brought in over 140 people on Erev Purim, many of whom had never been to an Atid event before. We also hosted the very first Latke Fest over Hanukkah which was a massive success. We recruited over 20 Atid volunteers to help cook latkes and brought in over 120 people to eat them. We expect both Latke Fest and Stand Up For Purim to make comebacks in future years at Atid.
• We brought back Atid Happy Hour at a local bar that was attended by nearly 200 people, one of our largest events of the year, aside from our monthly Orden Family Friday Night Lives.
• Atid’s athletics department has upped its game this year. Atid member, Tiffany Matloob, has begun leading Zumba exercise classes twice a month, in addition to the yoga classes Becky Blitz has been teaching for us over the last four years now. We’ve also expanded Atid Basketball to include a women’s only basketball session on Sunday afternoons.

New Initiatives:
• In mid-May, over 75 Atid community will travel together to Hawaii on a subsidized trip, sponsored by the Men’s Club Millennial Initiative. They will celebrate Shabbat together on the beach and create long-lasting memories over the course of four days (or more for those who choose to extend their stay). With abundant thanks to the Men’s Club Millennial Initiative, this immersive and unique program deepened its attendees’ commitment to each other, to Judaism, and to the community at large.
• In March, we recruited 10 visionary builders from the Atid community to help us construct a bigger, better, and more meaningful Jewish future as part of our "Atid Construction Company." Starting this year, the Company has been receiving exclusive access to distinguished speakers, leadership training, and learning opportunities in exchange for time spent volunteering at our events and helping to facilitate the growth of our programs.

Number of Programs:
In addition to our weekly yoga, Zumba, and basketball, Atid has offered 40+ programs so far this year.
Fiscal year 2018-19 has been a very active year for Sinai Temple Men's Club. We hosted numerous programs, social action initiatives, celebrations and educational sessions, a summary of which is described below:

**August 2018:** Men's Club presented a showing of the feature film *Humus!* about the central importance of this food in several communities in Israel. The film was followed by a real life taste-test of humus provided by several local vendors. Roughly 90 people were in attendance.

**September 2018:** Men's Club presented Dr. Afshine Emrani's discussion on *How to Heal Depression with Jewish Teachings and Values.* This was a touching and helpful presentation that generated a lot of interest and follow up with Dr. Emrani. About 140 people attended.

**October 2018:** In partnership with the Israel Center, the Men's Club sponsored a thought provoking presentation by Benjamin Anthony, Founder and Director of New State Solution and Brigadier General Amir Avivi, entitled *The New State Solution: A Conflict Ending Solution to the Israeli-Palestinian Conflict.* Nearly a 100 attended.

**November 2018:** Men's Club presented *Never Again is Now*, a hard-hitting documentary which investigates the troubling rise of anti-Semitism in Europe, a story told through the eyes of Evelyn Markus, a woman who fled to America in 2004 to escape it. A panel discussion involving a representative of ADL and Ms. Markus was moderated by Rabbi Sherman and explored the rise of anti-semtism in the US. Attendance exceeded 100.

**December 2018:** Men's Club hosted a fascinating presentation and panel discussion featuring retired military experts LtGen Rich Natonski and Col Marc Warren, researchers at the Jewish Institute of National Security (JINSA). The title of the session was *Israel's Next Northern War: Operational and Legal Challenges,* and it was attended by about 150 people.

**January 2019:** Men's Club presented *A History of Jews of India: From Ancient Times to Today.* This was a presentation by Ariella Wallace. Over 100 people attended and there were many requests for similar programs.
February 2019: Men’s Club presented *Is Tikkun Olam Actually Good for the Jews?* This was a debate between Rabbi Sharon Brous and author Jonathan Neumann, moderated by Rabbi David Wolpe. Over 150 people attended.


April 2019: Men’s Club presented *Preserving Your Legacy: State of the Art Approached to Family Estate Planning*, by noted specialist and Sinai BOD member Rob Strauss. About 80 people attended, with several requests for follow-on presentations on the same topic.

May 2019: In partnership with AIPAC and The Israel Center, Men’s Club will host *RISE AND KILL FIRST: Inside Israel’s Military and Intelligence Operations*, a presentation by author Ronen Bergman and moderated by Rabbi David Wolpe.

June 2019: Men’s Club will present entertainment and media executive Dan Adler who will speak about *Hollywood and the Jews*. Noah Pollack, the driving force and one of the architects of this bill will be the presenter.

Sinai Temple Men’s Club also engaged in several social action events and initiatives. These included:

1. **Annual High Holiday Sova Food Collection**: Men’s Club collected and delivered more than 1,000 pounds of food to Sova Food Pantry. Mr. Simon Ben Poorat, Social Action Vice President, was in charge of this project.

2. **Yom Hashoah Candles**: More than 1,000 Yom Hashoah candles were packaged and distributed to Shabbat service attendes. Mr. James Hatemi was the Chair of this project.

3. **Habitat for Humanity**: Men’s Club with cooperation from Social Action Committee donated $2500 to HFH to restore a house in South Los Angeles. Most of the participants, on the event day, were from Men’s Club but other members joined us. This project was chaired by Mr. Ben-Poorat and co-sponsored by Sinai Temple Social Action Committee.

4. **Millenial Project Fund**: This fund was established following the 2017 Burning Bush Gala. Through this fund, Sinai Temple Men’s Club is contributing $30,000 to Sinai Temple’s Millenial Department, in support of special projects, which connect the demographic to their Judaism and in support of Israel. In addition, two members of the Executive Committee, Harry Zimmerman and Danny Nazarian, have started planning a shark-Tank
Men's Club also held additional special programs and celebrated milestones.

1. **World Wide Wrap** was held on February 3rd, 2019. This program was generously sponsored by Irwin Fields and Selma Daye, in honor and memory of Selma's son and husband. Dr. Jason Kahan chaired this very successful event, with the assistance of Shervin Behnam, and Ebbi Tabariai.

2. This year's **Burning Bush** honored Julie & Michael Silberstein and Danny & Sharona Nazarian and raised approximately $100,000 to support Emergency Volunteers Project (EVP) and Sinai Temple. Faranak Rostamian and Shimon BenPoorat were Co-Chairs of this event. The Dinner Committee members consisted of Eli Alyeshmerni, Cary Lerman, Mark haloosim, Shervin Behnam, Joseph Gabbaian, Frank Pournazarian, Jeff Kichaven, Bijan Bina, David Matloob, and Rick Richman.

3. **Men's Club Shabbaton** will be held on April 27, 2019 under the leadership of Shervin Behnam and active participation of Faranak Rostamian, Dr. Jason Kahan, and Ebbi Tabarai. We express our gratitude to Cantor Feldman, Rabbi Sherman, and Aryell Cohen for their help in organizing this event.

4. **Men's Club Movie Nights**, a Men's Club monthly activity sponsored and managed by Farshad Rafii and Farideh Rafii since 2016, has unfortunately had to be placed on hold because of inadequate availability of high-quality AV capabilities. This activity which had been received enthusiastically and had attracted several new member to the Men's Club will hopefully be restarted once the AV issues will be resolved.
SINAI TEMPLE SISTERHOOD ANNUAL REPORT 2018-2019
Lisa Pompan and Leslie Wachtel, Sisterhood Co-Presidents

We have a vibrant, dedicated and cohesive group of women who work tirelessly for Sisterhood, and we are very grateful for their support. We are also grateful for the support and guidance from our clergy and the assistance and dedication of our synagogue staff.

We are also guided by our recently updated Mission Statement: “Sisterhood empowers a diverse group of women of varying ages to observe and promote Jewish values and traditions, enjoying warmth and friendship in the process. While enriching our lives through our many activities, we support Sinai Temple, Conservative Judaism and the greater community through our social action programs and fundraising efforts. We value the energy, ideas and participation that our members bring.” Featured highlights of this fiscal year are detailed below.

ITEMS OF NOTE:

1. As an affiliate of the Women’s League for Conservative Judaism, we just participated in our region’s 71st Annual Spring Conference. Our Sisterhood is well represented in Women’s League, with several of our members on the Region Board, as well as the International Board. In fact, our own Jina Rezvanpour serves as President of the Pacific Southwest Region of WLCJ and under her leadership; we continue to advance our cause.

2. We continue to use our logo to brand our Sisterhood into the future. The words “Community, Empowerment and Connection” as part of a flame represent what our Sisterhood stands for.

3. We have 375 members as a result of our membership drive, and we hosted a free Jewish Women's Theatre evening in October 2018, chaired by Membership VPs Monica Brik and Nora Rakow, for all paid-up and new Sisterhood members. Additionally we hosted an intimate evening for all new Sisterhood members that same month and are grateful to our generous host family, Mona and Matt Pouratian.

4. As a result of ongoing care for our recently updated Sisterhood Conference Room the result is an increasingly more welcoming space. We take pride in the fact that our Conference Room is used by the entire Temple and we thank Howard Lesner and his team for their guidance and support.

5. We continue to streamline our financial/accounting process and are now in our third year of using the Temple’s Blackbaud system exclusively. Thanks to Joann Rodriguez, Haley Esaki and Art Bryman, who under the leadership of
Eugenia Tello have worked tirelessly with Sisterhood Treasurer Mersedeh Navi to make this happen.

6. Now in its third year, our electronic newsletter, *Sisterhood Scoop*, has been carefully designed to highlight Sisterhood programs and initiatives of interest to all synagogue members, as well as publicize our Dairy Catering and Judaica Shop. Thank you to Rachel-Ann Levy and Emily Shefer for their ongoing support and guidance.

7. We note with sadness that upon the passing of its longtime editor, Dee Dee Quinn, our printed publication, *Sisterhood Review* has been discontinued.

8. Thanks to the support of the Temple staff, we continue to refine our online registration process for paying Membership Dues, making donations to Torah Fund and registering for our programs. Additionally, donations to Sisterhood’s “General Fund,” “Camp Ramah Scholarship Fund” and the “Suzanna Cohen z”l March of the Living Fund” have generated additional interest now that gifts can be made online.

PROGRAMS, EVENTS AND CLASSES:

9. Sisterhood presented Sinai Temple's third annual “March of the Living” mission to Poland. Thanks to the leadership of Rabbi Nicole Guzik, this year’s Adult group includes parents from Sinai Akiba Academy. In early May 2019, the group of 30 will travel to Auschwitz and Birkenau and together with 12,000 others participate in the March from one camp to the other, thus exemplifying our collective commitment to Never Forget. Thank you to Lina Pournazararian for her vision in establishing this program. As it did in 2018, next year’s mission will focus on Young Professionals and this time be led by Rabbi Wolpe.

10. Thanks to the efforts of many, we had a highly successful Torah Fund Campaign and Luncheon this year. Our annual Torah Fund campaign supports the schooling of Conservative rabbis and cantors, and this year we once again exceeded the goal set for us by Women's League. The Torah Fund Luncheon in March, chaired by Deborah Eisen Weinstein, honored dedicated members, Elaine Lotwin and Mehri Rostamian with the Ha'yay Olam award and featured entertainment by Cantor Lisa Peicott and Aryell Cohen. It was a beautiful event with over 150 people in attendance. Rabbi Guzik presented the honorees, with their respective awards and all speeches were personal and heartfelt. Additional funds for Torah Fund were raised in honor of both honorees and for that we are grateful.

11. Over 80 Sisterhood members and their daughters / mothers, spanning four generations, participated in our annual Shabbaton chaired by committee on
February 1-2, 2019. In addition to leading Friday evening and Shabbat morning services, we conducted the Mincha service on Saturday afternoon. Thank you to Rabbi Nicole Guzik and Aryell Cohen for providing guidance and inspiration. Additional thanks to our awesome guest speakers, Chelsea Miller, Rabbi Deborah Schuldenfrei and Dr. Sarah Shulkind.

12. Our second annual “Wellness Day” in May features an all-day get away, including a hike in the local wilderness, yoga, meditation by Rabbi Nicole Guzik and wraps with lunch. Thank you to co-chairs, Kathy Moghimi and Rita Rodef as well as for the guidance and participation of Rabbi Nicole Guzik - it promises to be a day to relax and consider what lies ahead.

13. Our monthly evening Rosh Hodesh meetings with discussions and dinners at different members’ homes are very successful and continue to be well attended. Thank you to our chair, Edie Nitzberg.

14. This year’s Volunteer Appreciation Brunch, held at a private home, proved a wonderful way to honor our volunteers and provided a great opportunity to socialize in a relaxed setting. We also were honored to bestow the rarely given Hannah Lippert Service Award to Judy Fisher for her significant and ongoing support of all things Sisterhood. Thank you to chairs, Michele Gabai and Lili Shafai, as well as our hostess, Jina Rezvanpour.

15. As part of Women’s Interfaith Council, this year we will visit the Malibu Hindu Temple on May 9th. Thank you to Marjorie Grace-Sayers for promoting this opportunity within our community.

16. Our classes continue to be well attended: calligraphy, exercise, balance and watercolor painting. These classes provide a source of funds for our Sisterhood. We also co-sponsored, with the Program Department, a spring class with Rabbi Guzik. Thank you to Rosa Berman Ruder for successfully chairing our Education programs for so many years.

FUND-RAISING ACTIVITIES

17. Sisterhood Catering offers delicious dairy menus at competitive prices, beautifully presented with floral centerpieces on the buffet tables. This year Sisterhood has catered over 20 events for members of Sinai Temple. We also catered luncheons for various Sisterhood events, as well as for other synagogue small communities, including Dor Chadash and ATID.

18. Our Judaica Shop continues to sell beautiful items including tallitot and Kiddush cups. Staffed by a dedicated (and expanding) group of volunteers, all net proceeds support our synagogue.

19. We continue to offer Tribute cards to commemorate life-cycle events in our
Community members’ lives, we well as the opportunity to do the same online with a donation to our General Fund, our Camp Ramah Scholarship Fund or our Suzanna Cohen z”l March of the Living fund.

20. As a not insignificant part of our fund-raising efforts, we offer New Year’s Greetings which are distributed during the High Holy Days, personalized New Year cards, Honey Sales - for Rosh Hashanah, and our annual Mah Jongg Tournament in March 2019 that was once again well attended (sold out!) and quite profitable.

SOCIAL ACTION AND COMMUNITY INVOLVEMENT

21. *A Spoonful of Hesed* offers participants the opportunity to come together and prepare food for those experiencing lifecycle events within the Sinai Temple community. Thank you to Rabbi Nicole Guzik for her vision and leadership in establishing this popular program. Menu items include soup, challah and sweets. Food is delivered to those in need by our clergy.

22. *Project Outreach*, through a group of dedicated volunteers, continues to deliver food to elderly and homebound seniors three times a year, before Rosh Hashanah, Hanukkah and Pesach. We receive names of the recipients from Jewish Family Services. Thank you to longtime chairs, Sandy Croll and Estelle Marco.

23. *Project Caring* volunteers visit a nursing home twice a month, and bring cheer and joy to the residents through music and song. Thank you to Beanie Polsky, Chair.

24. We provide healthy snacks for the athletes in our *KEEN* basketball program that empowers youth with disabilities through sports.

25. We support the *Temple’s Bikkur Cholim Committee*, and our volunteers make calls, send cards, visit the sick in our community and bring them meals.

26. Our volunteers help set out the Congregational Kiddush, very early in the morning, on each Shabbat. Thank you to Pari Shahery for her many years of committed service.

CHARITABLE CONTRIBUTIONS

27. Sinai Temple Sisterhood has either donated or will donate before the end of the Fiscal year to the following:
   a. Sinai Temple Annual Donation - December
   b. Sinai Temple Annual Donation - June
   c. Sinai Temple **Additional** Donation – June
   d. Beit Bracha
e. B’nai Mitzvah Gifts
f. Camp Ramah Scholarships
g. Masorti Foundation
h. Miscellaneous Donations to the Jewish Community
i. Miscellaneous Donations during times of disaster (local fires, Pittsburgh, New Zealand, etc.)
j. Project Outreach
k. School Relations - Contributions to all of our schools for major holiday celebrations
l. Shabbat Flowers on the Bimah each week
m. Sinai Akiba Academy Donation: Dinner Dance Tribute
n. Sinai Akiba Academy Night at the Pier
o. Sinai Temple Annual Dinner honoring Angela Maddahi
p. Sinai Temple Purim Carnival
q. Sinai Temple Religious School
s. Sinai Temple Staff Appreciation
t. Women’s League for Conservative Judaism
u. Ziegler School of Rabbinic Studies Ordination
v. Torah Fund
y. Men’s Club – Annual Burning Bush Dinner

Sinai Temple Sisterhood continues to be a vital part of the Sinai Temple community. We provide an avenue of expression and camaraderie to our members, while extending our efforts and generosity to the Jewish community at large. We are very proud of our accomplishments. We are grateful to our wonderful Board of Directors and all our volunteers for their hard work and dedication.
The mission of the Sinai Temple Board of Governors (BOG) is to independently review and discuss the issues and policies of importance to Sinai Temple, and support our leaders, clergy, staff, our members, programming, our President and the Sinai Board of Directors (BOD) to develop, host and sponsor religious and cultural activities consistent with Sinai’s mission and all special projects as directed by the Sinai Temple President.

The BOG was established in 1973 to provide a forum to discuss synagogue policy and programs; and to advise the Temple president and BOD. It was envisioned to tap the talent and experience of former BOD members and congregational leaders not currently serving on the BOD, to offer time, suggestions and good counsel.

Members are elected by the BOD as recommended by the BOG co-chairs. Members with at least 3 years of Temple membership and past members of the BOD are eligible. All Past Temple presidents also serve on the BOG.

The BOG seeks to complement the BOD’s efforts by supporting and planning projects of religious, educational, social or artistic significance that may be enjoyed by the members of Sinai Temple.

**PAST PROJECTS AND TEMPLE SUPPORT:**

- **Yamim Nora’im**—An 88 page supplementary prayer volume for the High Holy Days.
- **Mitzvah Magnet**—Five core Mitzvot and the hours of Shabbat services and the Daily Minyan.
- **Pocket Calendars**—Handy calendars with Jewish Holidays and Shabbat candle lighting times.
- **Welcome Booklet**—A guide for non-Jews and guests to our Shabbat morning worship.

**4/19 BOARD OF GOVERNORS REPORT**

**Sinai Yellow Pages**—This booklet enabled members to patronize each other if they so chose.

**Sponsor Community Sinai events**—the BOG sponsored and hosted Temple wide parties and other events honoring Sinai Clergy and Lay Leadership in the Temple.
We are the official Shabbat greeters of Sinai Temple, welcoming worshipers and guests twice a month. We currently have a membership of over 55 volunteers. Membership is open to anyone who is 55 years of age or older.

The Chai Society greets the second and fourth Shabbat each month and meets on the Tuesday evening prior to the fourth Shabbat of that month. At our meetings we have enjoyed speakers on various topics such as medical issues, ethical wills, and reports from our members on interesting trips they have taken. During the past year we attended many plays, the Disney Summer Concert series, celebrated Hannukah with our annual lattke dinner party and enjoyed a summer get together at one of our member's homes. We frequently attend museums and exhibits whenever possible.

We are proud to be an integral part of the Sinai community. We welcome new members. Anyone who is interested in joining us please contact Elaine Lotwin at 310-271-5554.
As Chairman of the Sinai Temple Cemetery Management Committee it is my privilege to lead the lay volunteers overseeing operations at both Mount Sinai cemeteries and its mortuary. The Cemetery Management Committee includes: Linda Camras; Malcolm Cosgrove; Jimmy Delshad; Tom Flesh; Ira Friedman; Abner Goldstein; Milton Hyman; Gary Lainer; Tom Lane; Ovvie Miller; Kurt Smalberg; Perry Wallach; Joel Weinstein; Richard Weston; Dan Merritt (Chairman Emeritus); M. Milo Mandel (Chairman Emeritus); and Angela Maddahi (Congregation President & Ex-officio). These lay leaders, together with the additional volunteers who serve on our sub-committees, devote countless hours to the betterment of our operations.

Our professional staff is led by our General Manager, Mr. Howard Kaplan. Mr. Kaplan is only the fourth individual to serve as General Manager, following Ben Dwoskin, Arnold Saltzman and Leonard Lawrence. The Mount Sinai staff provide the entire Jewish Community with the highest level of service and attention at their time of loss. It is this level of service that sets Mount Sinai apart from the other Jewish mortuaries and cemeteries in Southern California.

Sinai Temple has operated Mount Sinai, as a service to the entire Jewish Community, for more than fifty (50) years. Once again this year Mount Sinai conducted more than One Thousand Two Hundred (1,200) funerals. With the addition of services conducted by independent mortuaries, we interned more than One Thousand Four Hundred (1,400) members of our community.

The past year witnessed several additions to the senior staff. Ms. Stephanie Morris-Nelson assumed the position of Human Resource Manager. She joined Mount Sinai after an extensive for-profit career. Ms. Kimber Sax became the Sales Manager and will lead the sales and marketing teams. Prior to this promotion, Ms. Sax spent several years as a successful sales representative at Mount Sinai. Her work at Mount Sinai is the culmination of an extensive career in the Los Angeles not-for-profit community.

Mount Sinai’s active construction program also continued this year. At Simi Valley we completed our “Abraham 7” section adjacent to Mandel Plaza and the Courts of Abraham. We also began planning for the Plains of Abraham project. Phase 1 of this project will result in more than 1,500 interment sites and will supply the community with its most price accessible burial options. At Hollywood Hills we completed the exquisite companion estates at the Garden of Heritage and added more than 250 ground interment spaces in the Kedron Section. We also completed construction in the Proverbs section resulting in over 850 interment space. We’ve begun construction of the Courts of Tanach. When completed next year, this project will provide more than 1,000 interment spaces adjacent to the Tanach Chapel. Completion of the work in the Kedron and Tanach sections will
bring us very close to completing the construction of the last undeveloped sections in the Hollywood Hills site. Both Simi Valley and Hollywood Hills will continue to meet the needs of our community for many years to come.

We continue to work with the Fellowship Program operated by Jewish Family Services of Greater Los Angeles to ensure that every indigent Jew is buried without charge.

We take great pride in the fact that when a family loses a child, Mount Sinai provides all necessary funeral and burial services without charge.

Each year through our grants and allocations program Mount Sinai awards hundreds of thousands of dollars to support organizations in Southern California. We support organizations geographically close to us and organizations philosophically close to us.

The Talmud teaches that all Jews are responsible for one another. We appreciate and embrace this obligation. At Mount Sinai, “serving the entire Jewish community” is more than just a slogan. For us, it is a core value. We are here to serve the Southern California Jewish community just as Jews all over the world have cared for one another for thousands of years.
SINAI TEMPLE & SINAI AKIBA SCHOOL
TECHNOLOGY COMMITTEE ANNUAL REPORT – 2018-2019

Date – April 1, 2019
Committee Chair – Eric Mamos (appointed this school year)
Other committee members – Allen Kamrava, Daniel Delshad & DJ Simhaee (new member)
Former member – Leon Biederman (stepped down at the end of last school year)

This year was the first where I have taken on the responsibility of committee chair. To that end, we held our first committee meeting on February 13, 2019. In preparation, I met separately with Eugenia Tello who replaced Donita Riley, formerly Director of Finance and IT. Eugenia confirmed that she will not be assuming the role of Director of IT on behalf of the Temple. I also met with Jeanne Jacobs-Gaffney and Dyvar Anderson to better understand the existing roles and responsibilities of Sinai Akiba school personnel as it relates to IT. It is was noted that Dyvar would, as of this school year, act as a part-time consultant having moved to Louisiana. The output from those meetings help set the agenda for this year’s first committee meeting.

Key takeaways from the meeting (full agenda and minutes are embedded in this file for reference).

- Committee charter was reviewed and some updated language suggested.
- Org charts were laid out at a high level. We shall more formally document the current known org structure for the School by the next meeting. The Temple org structure discussion was tabled.
- Temple has decided to move forward with new Financial system software which, per Howard Lesner, is not in purview to be vetted by this Committee.
- Neutrino led segmentation of network project is on hold [as of the time of this meeting]. Temple had yet to give the green light to move forward.
- Existing WiFi supporting both Temple and School is end of life and needs to be replaced. The existing system is at risk of failing.
- Expansion of the emergency/PA system is needed. There are several options to achieve this goal but funding needs to be secured to move forward.
- A new projector is needed for Ziegler Hall but this discussion was tabled pending a possible renovation of Ziegler.

2019-02-13 Sinai
Temple and Akiba Tec

Insights and Conclusion
In preparing for the committee meeting it became apparent that there was a significant lack of awareness to the existence of the Information Technology Policy and Procedures Manual. This
Committee has spent a significant amount of time in authoring the manual in collaboration with staff which was unfortunately mostly ignored despite approval from the Executive Committee. The procurement of the new Financial software without input from this Committee is also concerning as it has the appearance of diminishing the intent of why this Committee was formed in the first place. That said, there are many initiatives where the Committee resources can be leveraged including the wireless replacement, emergency/PA system expansion and even the eventual replacement of the in-classroom smartboards which was also mentioned in the meeting.

We will continue to execute our charter and hope to provide value to Sinai Temple & Sinai Akiba School. I personally recognize and thank the Committee members for their dedication and effort in supporting our Temple & children’s School.