



## Doug's Drash from Doug Seserman, President and CEO

Dear Community Members,

Wow, has our summer flown by. It was a blur of record heat, devastating fires, and summer activities. Our evenings are turning cooler, the children are back in school and we are coming to the time of year when we reflect on the past and look towards our future - the High Holy Days or High Holidays.

I always feel once summer comes to a close the holidays rush upon us and sometimes we forget to take a step back and reflect. But yet, the month of Elul, the month preceding Rosh Hashanah, is set aside in the Jewish calendar for just this purpose. We hold the month of Elul as a time to rediscover our touchstones. It is customary, for some, to blow the shofar every day of Elul (except Shabbat) as a call to remember, to focus. It is during Elul that we are called upon to reflect and then seek out friends and family who we may have wronged to ask for forgiveness. Elul is a time to both forgive and forget, so we can start the year anew. A vital piece of our own healing is that we accept the apology offered by others. It is through this process that we are set free in our own lives.

We all build up some dust on our clothing during our trek through life. It is during this month that we begin to dust it off in preparation for Rosh Hashanah and Yom Kippur, when we emerge with clean clothing, ready for our next year of journeying.

This year, Rosh Hashanah begins on the evening of Sunday, September 16 and as I am sure you are aware, there are many options for your service needs. We are compiling a resource for you at [JewishColorado.org](http://JewishColorado.org) and hope to help you find a place where you feel the most comfortable bringing 5773.

### Annual Meeting on Thursday, August 30th

I hope to see you at Federation's Annual Meeting this Thursday. We will be talking through the outcome of our Reimagining process and the future of our organization!

We will be honoring Marnie Klein with the Charlotte B. Tucker Young

Leadership Award and Ean with the Ruth and Warren Toltz Young Leadership Award. In a change from last year, we will be honoring our local Kipnis-Wilson/Friedland Award winner, Carol Karsh. Carol will be receiving her award that the International Lion of Judah Conference in New York City in September. Additionally, we will be recognizing the GA Volunteer Leadership with our Leadership Award. Without their dedicated work, the GA would not have been such a success. Lastly, we will be honoring the Benenson Group as our partner of the year. The Benenson Group has been instrumental in our Reimagining process.

To RSVP, [click here](#) or call Events at 303.316.6466

### Hineni: Here to Serve

Following the immense success of the Day of Service in conjunction with the GA, YAD Cares, the social action arm of our Young Adult Department will be hosting another day of service on Sunday, August 26. YAD Coloradans, ages 21-45, will be giving back to our community through different service projects.

### PJ Library Re-Launching

Recently, Federation began the process of re-launching the PJ Library program in Colorado. PJ Library provides Jewish themed books and music to children ages six months to eight years. Through Harold Grinspoon's generosity and The Harold Grinspoon Foundation, PJ Library has delivered over 3 million books to children across the country. And the results are noticeable. Nearly 90% of PJ Library families note that this program enhances their family's Jewish life. 95% said PJ Library provides a positive Jewish experience for their family and 76% said the books and music spur Jewish conversations in the home.

To re-launch this program in Colorado, Federation must raise \$300,000 over the course of the next three years. The Harold Grinspoon Foundation subsidizes 60% of the cost for the books and mailings. If you are interested in supporting this program, contact Lisa Shaoul for more information at 303.316.6487 or [lshaoul@ajfcolorado.org](mailto:lshaoul@ajfcolorado.org).

### Upcoming Events:

Mark your calendar for these upcoming events:

- Join the Jewish Community Relations Council (JCRC) and National Council of Jewish Women (NCJW) for a Candidates Forum at Temple Sinai on October 10th. Moderated by freelance journalist Marty Meitus, meet candidates for state and federal offices. Learn about ballot initiatives prior to this year's election. This event is free and open to the public. [Click here](#) for more information.
- CHOICES, our annual women's event drawing over 2000 women together in one room, will take place on November 7, 2012. If you would like to be a table captain, please contact Seren Waldman at 303.316.6456 or [SWaldman@ajfcolorado.org](mailto:SWaldman@ajfcolorado.org). To RSVP for CHOICES, [click here](#).
  - Join us for our CHOICES Table Captain Kickoff event on September 6th at the JW Marriott in Cherry Creek at 6:00 p.m. To RSVP for the CHOICES Kickoff, [click here](#).
- The Men's Event, rumored to be the largest gathering of Jewish men this side of the Mississippi, will take place on November 8, 2012. If you would like to be a table captain, please contact Marilyn Simon-Gersuk at 303.316.6455 or [msimon-gersuk@ajfcolorado.org](mailto:msimon-gersuk@ajfcolorado.org). To RSVP for Men's Event, [click here](#).
  - Join us for our Men's Event Table Captain Kickoff event on September 6th at the JW Marriott in Cherry Creek at 6:00 p.m. To RSVP for the Men's Event Kickoff, [click here](#).

Thank you,

Doug Seserman  
President and CEO

