



Doug's Drash from Doug Seserman, President and CEO

Dear Community Members,

Here we are, already partially through February. It's hard to believe this year is moving so fast. Not to mention that our next Jewish holiday is just around the corner... they will all be a bit earlier than usual this year. Purim is February 23rd, a Saturday night. And what a holiday it is! We dress up in costumes and drink adult beverages; we read Megillat Esther (the story of Esther) and eat delicious cookies (my personal favorite Hamentachen flavor is the ever underappreciated poppy seed). This is one of my favorite holidays for so many reasons. We have a strong female leader, Esther, saving the Jewish people and we learn that it just takes one person to speak up or out to really make an impact. Without Mordechai, who knows what might have happened. And ultimately, we see that throughout history, there have always been Hamans, evil people, and yet, the Jewish people always triumph.



But now I want to draw your attention to the whole month of Adar. Instead of just one night of celebration, the entire month of Adar is said to bring increased joy to the Jewish people. But why? All of our other holidays are designed to celebrate the high points of the Jewish people. However, their joy is limited. You can only celebrate the highs for so long. The holiday of Purim, on the other hand, celebrates a time when we were at a low point in our history. When we were broken, exiled from Jerusalem, the Temple destroyed, without a clear leader. And yet, the Jewish people triumphed against evil, again! We celebrate that triumph, that success, despite all odds. Thus we say, when Adar comes we increase in joy. I hope you find small moments of joy this Adar.

The Young Adult Department (YAD) is growing

I am pleased to announce that we will be adding a staff member to the Federation family. Marisa Ellman will be joining us as the Young Adult Department Associate. This new position is reflective of the current growth and momentum in our young adult programming. As the YAD Associate, Marisa will be primarily responsible for outreach and volunteer engagement for Jewish young adults in Colorado. This will include expanding upon existing outreach vehicles such as



GesherCity, the YAD Shabbat Series, and Cocktails with a Macher just to name a few. We are very happy to have Marisa join us and to see the positive growth of YAD.

2013 JCRC Leadership Luncheon – A Celebration ...

The 2013 JCRC Leadership Luncheon will take place on Thursday, March 21st at 11am in the Grand Hyatt Grand Ballroom. We hope you will join us to honor Sue and Harvey Allon with the Community Leadership Award, Former State Senate President Brandon Shaffer with the Legislative Appreciation Award, and Glenda Kaufman with the Volunteer Recognition Award.



The Allons are extensively involved in the Federation and the Jewish community as a whole. Our signature CHOICES event would not be possible without Sue and Harvey has served on many local boards including JCRC, CAJE, Federation, and as the regional chair of AIPAC. Former State Senate President Brandon Shaffer has served the state legislature from 2005-2012. He sponsored many pieces of legislation that support the Jewish community as well as serving as a champion for kids in Colorado. Glenda Kaufman is a familiar face around Federation. She serves as on JCRC as the chair of the Public Officials Committee and has been an active member of the National Council of Jewish Women for the past 42 years.

Please join us on March 21st. For more information, go to www.jewishcolorado.org/jcrluncheon. There is a \$50 couvert for this event.

Israel's 65!

As the community's marketing umbrella, Federation will serve as the clearinghouse to promote all of the Israel 65 community events through JewishColorado.org. If you would like to have your organization's Israel 65 events listed, please email us at Israel65@AJFCOLORADO.ORG with all the details. Also, be sure to check JewishColorado.org as we get closer to Israel's 65th birthday to see what is happening in the Colorado Jewish community!



Walk for Israel and Celebrate Family Festival

Save the date! We will have a community walk for Israel on May 19. Come together with Jews from across the Denver metro area to celebrate Yom Ha'atzmaut (Israel's Independence Day) as well as Israel's 65th birthday, walking together as a community in support our the homeland – Israel. It will be a day of festivities and entertainment for all ages, beginning with the JCC's 10th annual Celebrate Family Festival and culminating with the Walk for Israel.

With joy,

Doug Seserman
President and CEO