

Voices

OF ASSOCIATED WOMEN

Action and Accomplishment:
The First 70 Years



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An Associated Woman knows she is part of the community. She is educated about what The Associated does and how special The Associated is. She takes her responsibility seriously to move our mission forward.

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Annette B. Cooper,
Chair Associated Women
70th Anniversary History Book
June 2015

Dear Friends,

It has been my pleasure to chair this latest history book for Associated Women, which was named previously the Women's Division and the Women's Department.

We are fortunate to have enjoyed 70 years of growth and progress into what we are experiencing today — many diverse and important programs that you will discover as you read this publication. As a lover of history, I could not help but enjoy listening to the stories told by our past campaign chairs and past presidents. These stories were the catalyst for chronicling the past 70 years. Most important are our contributions to The Associated's Campaign. Thanks are due to the many women who endowed their gifts to The Associated.

As we bring history up-to-date, I hope you will enjoy the remarks made by our fabulous women — past and present. May we go from strength to strength.

Annette B. Cooper

Dear Associated Women,

Mazel Tov to Associated Women on its 70th Anniversary. Through the decades, the Jewish community has been made immeasurably stronger because of the actions and accomplishments of Associated Women in Baltimore. It is our honor to recognize and commemorate the remarkable leaders and members of Associated Women — past and present — who have transformed our community with their determination and foresight during these pivotal decades. As we reflect on our past, we also look forward to the future, assured that together, all of us, will continue the essential work of *tikkun olam* for our community in Baltimore, Israel and overseas.

On behalf of The Associated, we congratulate Associated Women on this special occasion.

Mark D. Neumann

Mark D. Neumann
Chair of the Board

Marc B. Terrill

Marc B. Terrill
President



Where History and Memory Meet

We remember our history.

Try as we may to separate the two, memory and history are cousins, forever intertwined to paint a vivid picture of what was.

As today's Associated Women celebrates its 70th year and looks ahead to tomorrow, it sits squarely at this colorful juncture of memory and history. Born at the end of World War II, what was then the Women's Campaign Committee — the precursor to the Women's Department — has become a place where Jewish women can contribute to building a better community. Our history of Associated Women has traveled from the days of glove-clad housewives attending mid-afternoon tea meetings, to women taking leadership positions on Associated boards and in organizations in Baltimore and beyond.

In between, well, that's where the story lives. While this slim volume cannot begin to accommodate every recollection shared, it does offer, by way of a quote or a story, the journey of Associated Women.

To a woman, the overarching concept was and is to involve the next generation and evolve to meet challenges. The most important piece of this story is the shared responsibility of caring for our community in Jewish Baltimore, in Israel and around the world.

As we remember the remarkable, forward-thinking women who have shaped our community, let us learn from them and honor their names and memories.

*We have an incredible community,
with people who are here for one another in times of need.*

—Michele Lax
Associated Women President, 2015-2017

A Salute to Shoshana S. Cardin

Today's generation is indebted to Shoshana S. Cardin, leader, role-model and ground-breaking visionary. The first woman to serve as chair of The Associated, Shoshana was previously president of the Women's Division in 1975-1977. Active in the local, national and international arenas, including serving as the first woman president of the Council of Jewish Federations in New York, a precursor to today's Jewish Federations of North America (JFNA), Shoshana galvanized Baltimore's Jewish community. Many of the women interviewed for this volume recognized Shoshana for her mentorship, leadership and support. As Associated Women celebrates its 70th year, it remains indebted to Shoshana, who helped pave the way for others.



What's in a Name?

The history of Associated Women began before there was a proper name. For the first 12 years, the group functioned as a Women's Campaign Committee. In 1957, the Women's Division, as a formal organization, came into existence. That moniker remained until 1993, when the Women's Division became a full-fledged operating department. Its president, **Brenda Brown Rever**, felt it was time to change the name and its director, **Nancy Schwartz Sternoff**, became a vice-president of The Associated and a member of the executive management team. The Women's Division changed its name to the Women's Department.

In 2009, when **Laura Black** became president of the Women's Department, the times demanded another change. "There is a place for every woman in the federation system," said Black. "While the word 'department' is part of the larger whole, the name 'Associated Women' represents the whole — a broader, open place. Associated Women is all-encompassing for all women." By August 2010, with the name in place, a revised mission, new logo and print pieces were underway.

Black recalls that she was fortunate that the name change went through easily. "Whether one was a long-timer or new, each woman was very accepting."

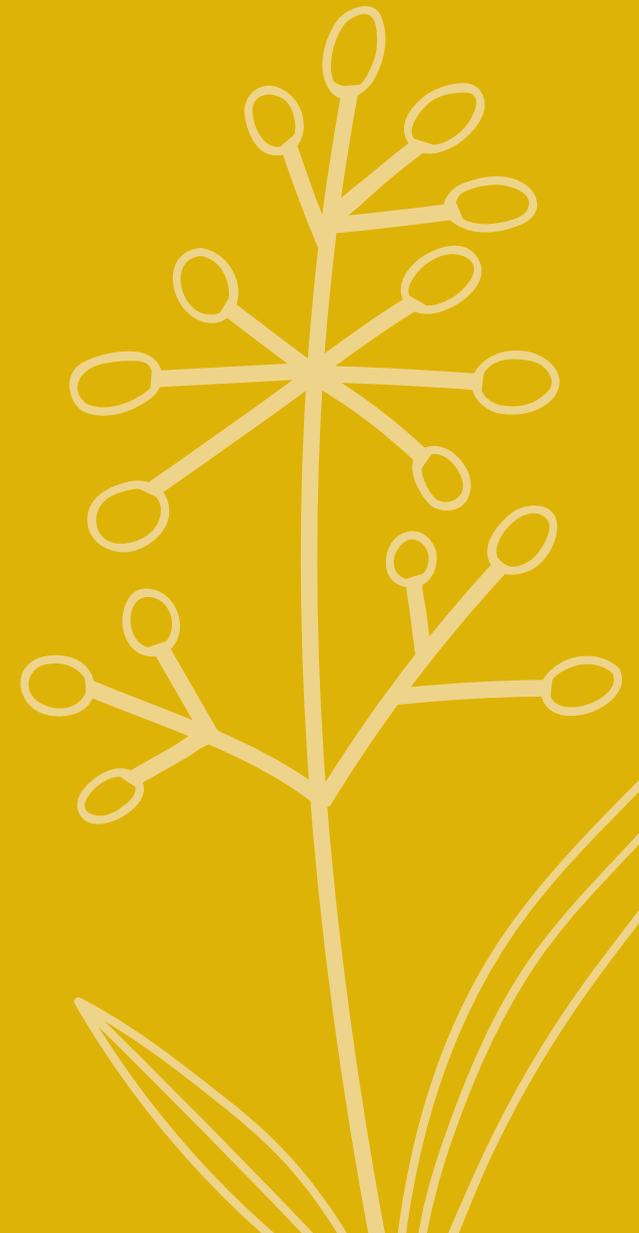
Ellen Macks, who followed Laura's presidency, reflected on the name change for the organization: "I saw solidarity with the name Associated Women. I was given the torch to carry the name on and I happily went and did that."

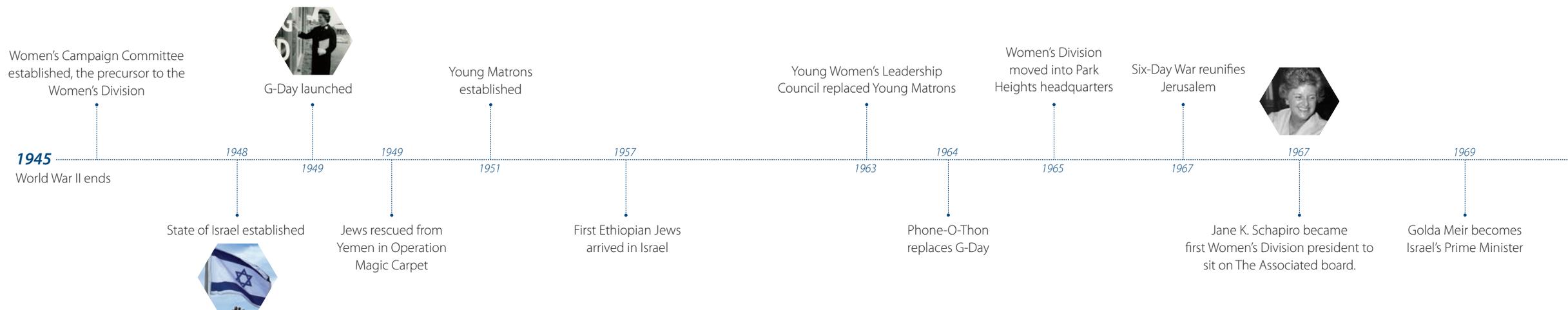
This document uses the following format to refer to the organization: Women's Division, 1945-1992; Women's Department, 1993-2009; and Associated Women, all references after 2009.



*If we don't take care of our own,
who will? We need to do what
we can to make the world a better
place and ensure that the Jewish
people in our community and the
world live with dignity.*

JANET B. LIVINGSTON





THE EVOLUTION OF ASSOCIATED WOMEN

I lived through the period of the Holocaust and vowed to do anything that could help strengthen and support our people.

– Rosalie Rosenzweg, recalling her participation on the first G-Day

Before there was today's The Associated: Jewish Community Federation of Baltimore, there was the Associated Jewish Charities in 1920. While women played a role on committees, it was only in 1945 that women's efforts were recognized formally as the Women's Campaign Committee when Milton Gundersheimer, campaign chair, appointed Helen Dalsheimer as chair. In 1957, during Helene Moses' tenure, the group was renamed the Women's Division.

The world was changing rapidly with the end of World War II and Israel's founding. American Jewish communities, including Baltimore, were becoming more aware of the plight of Jewish refugees from Europe and North Africa.

The Women's campaign committee operated from the basement at 319 W. Monument Street. Of note was the first "G-Day," (Giving Day), established in 1949, when women went door-to-door soliciting donations to care for the flood of Jewish refugees pouring into Israel. Chauffeured by more than 400 men, some 1,200 women left the Emerson Hotel in downtown Baltimore and rang 12,000 doorbells throughout the city. This first effort raised \$45,000. Two years later, the G-Day volunteer base grew to 2,000 and was operating out of Baltimore's 5th Regiment

Grace Heller with children on a Women's Division trip to Israel in 1954.



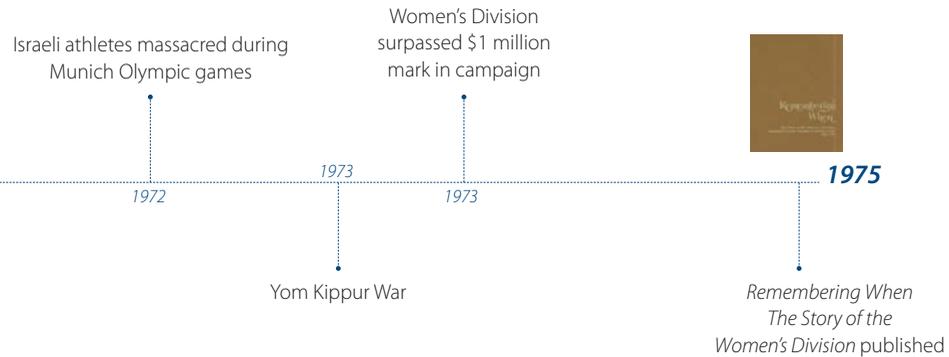
Armory. In the 1950s, G-Day was covered by *Life Magazine*. The annual G-Day would last until 1964.

"I was part of G-Day in my 20s," said **Tammie Plant**. "People would give us \$2 or \$5 and it was a gift. Men were not interested in this, the wives were. Ringing doorbells was a wonderful way to meet people who felt the same way I did about the commitment to the Jewish people."

Gloria S. Harris, who remembered being driven from neighborhood to neighborhood during G-Day, also recalled the 10-cents-a-day campaign, which encouraged donors to pledge \$36.50 as an annual gift. "I remember telling my husband that I committed to 10 cents a day, and he said, 'That's more than I make.' But, we did it."

As the needs continued to grow, so did the scope and impact of the Women's Division. For example, in 1951, the Young Matrons program was established to engage women under 30. Further, in recognition of their achievements, the Women's Division leadership team was invited to participate in the first women's national United Jewish Appeal (a precursor to JFNA), mission to France, Morocco and Israel in 1954.

By 1956, the Women's Division's operation expanded from a seasonal effort to a year-round operation, adopted its first by-laws and elected a slate of officers.



Before computers, women wrote notes on donor cards that were filed into boxes.

The 1960s were a time of societal change and political unrest. Reflecting the changing roles of women in American society, the Women's Division adopted new strategies for engagement and awareness of community needs. "Come See" bus tours, a precursor to Associated mini-missions, enabled women to see firsthand how funds were allocated. A Young Women's Leadership Council replaced Young Matrons. By 1964, a Phone-O-Thon replaced

G-Day, becoming an immediate success for the Women's Division and a national model.

In March 1965, the Women's Division relocated to a larger space in the basement of the new Greenstein Social Services Building on Park Heights Avenue. Two years later, Women's Department president, **Jane K. Schapiro**, was granted a seat on the "big board" of The Associated, validating women's roles in the community. That year, the outbreak of the Six-Day War galvanized the Jewish community. The Women's Division undertook a two-week emergency campaign, led almost entirely by telephone from the Park Heights office, and raised more than \$300,000.

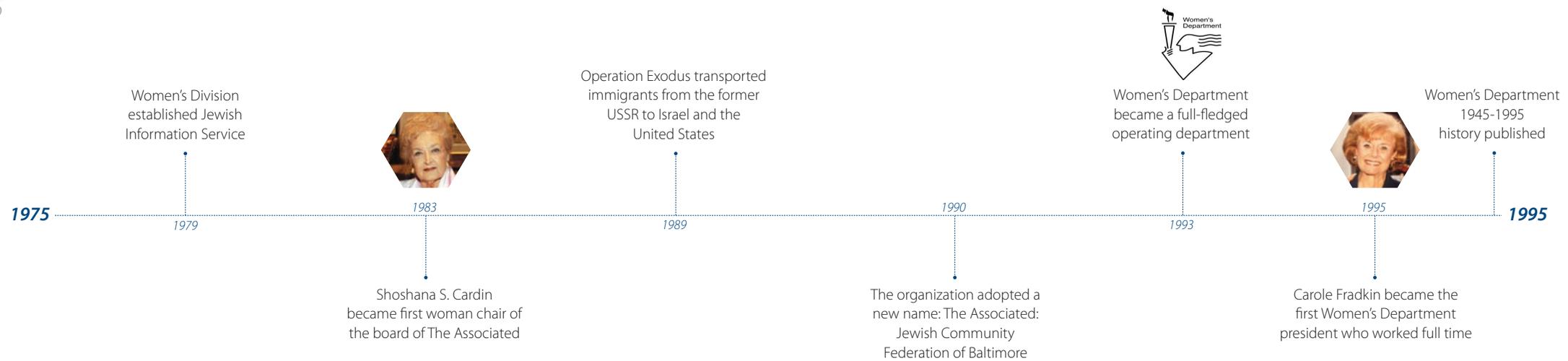
Jane recalled, "The Six-Day War broke out barely a month after I took office. The emotional response was so great that giving more than matched the intensity of the two-week campaign. It was a frightening, exciting and stimulating time to be so involved."

Also a reflection of the era, to accommodate the increasing number of women joining the workforce, the Women's Division created the Business and Professional Council, which met in the evening.

Baltimore has a fabulous Jewish community. If someone is in trouble, people help. There is a place for Associated Women. I grew up during a time when women were told to be a teacher or nurse. Today's girls can grow up to be anything they want to be.

BRENDA BROWN REVER





CHANGING ROLES IN ASSOCIATED WOMEN

I loved being a solicitor. It made me feel good to ask people to help by making a contribution. When I asked people why they didn't give before, so many times I heard: No one asked.

– Marlene B. Kuntz

The next 20 years saw a marked evolution in women's roles within the Associated Jewish Charities and the Women's Division. Two projects included the Mother-Child Center in *Ir Ganim*, Baltimore's Project Renewal neighborhood in Jerusalem, and the Jewish Information Service, a resource for people to access Associated agencies and community services.

"I remember that people would call us looking for information about finding help or answers," recalled **Myra Gold**. "Until we created the Jewish Information Service, there was no resource that had answers about the entire system. Volunteers — all women — would answer questions of all types. We handled everything from jobs and children to eviction and medical needs."

An uptick in community needs in the 1980s led to a new fundraising approach that transformed the only Phone-O-Thon into Super Phone Day, combining the Women's Division and the general campaign. The transition was suggested by **Shoshana S. Cardin**, who was pioneering women's involvement in The Associated. In 1983, she became the first woman to serve as chair of the board of The Associated, and the first in the nation to lead a large federation.

By 1985, the Women's Division emerged from the basement of the Greenstein building and moved to the second floor of Associated headquarters on Mount Royal Avenue, a move signifying a renewed appreciation for the importance and impact of women's roles in The Associated.

Barbara L. Himmelrich recalled the move. "We wanted to be where the action was and where major decisions were being made. While women participated financially, they also



From left: Judy Kolker, Gail Baylin, Tammie Plant, Nancy Gertner and Marlene Kuntz

needed to play a major role in decision-making." For that, she says, women needed to be at the downtown headquarters.

Meetings, too, were moved downtown. "We pushed to meet downtown, anywhere else was second-class," said **Brenda Brown Rever**. "Some people didn't want to go downtown because it was too far from home and we thought that was ridiculous. Being downtown became our mantra."

As women increased their downtown presence, they continued reaching into the community. Mindful of the need to teach children about *tzedakah*, *tikkun olam*, and the community, **Carole Sibel** ^z was instrumental in creating puppet shows that were presented at local Sunday Schools and said, "I remember stepping

on stage every Sunday. Some of my proudest moments are the puppet shows and Associated shows we performed.” **Annette G. Saxon** recalled that puppet show as one of her first experiences in the Women’s Division.

Planning for its future, the Women’s Division developed a strategic plan to create greater parity within The Associated organizational structure. By 1993, the division’s new name, the Women’s Department, new logo, revised by-laws and an expanded professional team were in place.

The Women’s Department created hands-on service projects for the influx of Soviet Jews to Baltimore; programs for new parents; and events for *Rosh Chodesh*, the traditional women’s holiday for the new moon. Women didn’t shy away from controversy. **Rosellen Fleishman** recalled initiating the Jewish Family Services conversation about AIDS and arranging initial meetings about addressing domestic abuse in the community.

By the 1990s, recalled **Gloria S. Harris**, women’s roles were evolving. “So many women went back to school and back to work — something that never happened before. Women had their own

Playwright Wendy Wasserstein, standing, second from left, spoke at a 1994 Women’s Department event with, standing, from left, Rosalee Davison, Myra Gold, Debbie Weinberg and seated, from left, Judy Langenthal, Marcy Kolodny and Genine Macks Fidler



DON'T YOU KNOW I WORK FULL TIME?

Perhaps no one was more surprised than **Carole K. Fradkin** when she was asked to serve as president of the Women’s Department in 1995. “My first response was ‘Don’t you know I work full time?’” said Carole, a realtor.

Carole, a longtime volunteer, was the perfect person to lead the Women’s Department at the end of the 20th century. By the mid-1990s, many women were working full time outside the home, making Carole a role model. “I found that I could show other women that it’s not about choosing one thing or another. Everyone could participate; everyone could be part of our mission. We were no longer an exclusive club; we became an inclusive place.”

income and were not as dependent on their husband’s gift to include their gift. Some women were able to make a gift in their names. That became very important.”

Nina Rosenzweig, a school psychologist, remembered the balance of family, work and volunteerism in the 1990s. “I didn’t make volunteerism optional. If I didn’t take a stand for my children, who would?” she said. “It was time to make a meaningful difference through volunteering at The Associated.”

In 1995, the Women’s Department celebrated its 50th Anniversary with programs and events, which included the creation of a wall in the boardroom with photographs commemorating past presidents and campaign chairs.

*Women are respected within
The Associated and have the ability
to do more and have their voices heard
more appropriately.*

SUZANNE F. COHEN





GROWING FROM STRENGTH TO STRENGTH

My hope is that Associated Women will continue to lead our community to ensure and sustain a vibrant Jewish community.

– Genine Macks Fidler

Carole Fradkin's role as the first Women's Department president to work full time ushered in a renewed sense of possibility and outreach. The next 20 years brought about innovations such as Chapter Two, refreshed programs for emerging young leaders and professionals, and new activities such as Women's seders.



From left: Dor Tikvah members Wendy McChesney, Kim Brandwin, Amanda Levine and Debra Levi attended a 2013 Pomegranate event.

YOUNG MATRONS TO DOR TIKVAH

For **Melissa F. Cordish**, Young Women's Leadership Council (YWLC) was a valuable way to learn about The Associated. "I became involved because I wasn't doing anything Jewish and volunteering with the Jewish community meant a lot to me." As her involvement grew, Melissa envisioned a different model to appeal to younger women looking for leadership development. Melissa, **Stacey Getz** (who is now co-chairing the Dor Tikvah class of 2016 with **Gina Hirschhorn**) and Associated professionals created a leadership program that took the best of YWLC and added more hands-on activities and in-depth curriculum, including board observations. They renamed the program *Dor Tikvah: Women of Hope, Leaders for the Future*. Melissa emphasized the importance of linking the generations. She said, "We invited seasoned leaders to our meetings. It was huge for us to

meet them, for us to have women from earlier generations at our meetings."

Added **Tammy Heyman**, who co-chaired the 2014 class with **Heather Cohen**: "Dor Tikvah represents a way for women to build their leadership skills, continue their personal Jewish journey and learn about opportunities to help our community. It's inspiring to see how far our Dor Tikvah members go as they undertake leadership roles in our community."

Though it may be difficult to imagine what the 1951 Young Matrons would think of today's approach, its founding presence informs the program. "We are in a chain of commitment to the organization and our community," said Melissa. Today, *Dor Tikvah* continues to flourish, meeting during the evening to accommodate the careers of its members.

WHAT'S NEXT? CHAPTER TWO

Laura Black remembered friends looking for something meaningful and community-focused when their children left home. In tandem with **Harriet Berg**, **Allison Magat** and Associated professionals, they imagined what that next chapter — a Chapter Two — would look like. "Our goal was to create a way for women to find their passion by learning about The Associated,"

Baltimore hosted the Jewish Federations of North America General Assembly for the second time



Associated Women celebrates its 70th year

2013

today

2012

2015

CHANA creates the SAFE program to address elder abuse

said Harriet. Their choice for the initiative’s first chair: **Rina Janet**.

Rina saw the possibilities in a program that connected women who were or were soon-to-be empty-nesters. “Women were interested in doing something Jewish with other women sharing similar values and beliefs,” Rina said. The group brought together accomplished, savvy women, eager for a chance to flex their muscles in a new venture.

Added **Clara Klein**, who chaired Chapter Two in 2012: “Chairing Chapter Two gave me the opportunity to excite passion and commitment to women who had little to no involvement within The Associated. Watching these women change their lives through their volunteer involvement has been most rewarding to me.”

From left: Chapter Two members Esther Jacobson, Marlene Kessler, Diane Potts, Clara Klein, Hillary Wohl, Susie Nevins, Jill Weiss and Tamara Samuel participated in the Women’s Mosaic Project.



Today, Chapter Two continues its mission, helping women take their next steps in the Jewish community.

SOMETHING TO REMEMBER

More than a dozen years later, **Nancy B. Gertner** runs into women who tell her about “her” candle. Nancy gave away hundreds of candles as chair, 2001 Women’s Campaign. “I remember going up and down Park Heights, before Rosh Hashanah, passing out candles. My wish was to pass on the warmth of the Women’s Department and the Baltimore Jewish community,” said Nancy. She recalled a Lion event when every participant lit a candle in a darkened room, “passing the spark of light and passion. Candles allow someone to reach out to another.”

For **Michele Lax**, *hamsahs* signified her year as 2014 Women’s Campaign Chair. Decorated by local artist Sandra Magsamen, the *hamsahs* were created to share at Associated Women’s events through the year. “*Hamsahs* signify luck and protection from evil,” said Michele. “A hand, the *hamsah*, reaches out to you and, in turn, we ask you to reach out to others. *Hamsahs* symbolize Associated Women because we extend our hands into the community and each of us has the power to reach out and help others.”



In October 2014, past and present Women’s Campaign chairs and Associated Women presidents gathered. Seated, from left, Freddie Saxon, Gloria Harris, Judy Langenthal, Annette Cooper, Rosalie Rosenzweg, Barbara Himmelrich, Tammie Plant, Linda Hurwitz and standing, from left, Rina Janet, Harriet Berg, Shelly Malis, Carole Fradkin, Carole Sibel, Martha Weiman, Judi Fader, Rosalee Davison, Linda Himmelrich, Myra Gold, Genine Macks Fidler, Brenda Rever, Michele Lax and Alyson Friedman.

ASSOCIATED WOMEN GIVING

From the first campaign led by the Women’s Division, which raised \$100,000 in 1945, to 2014, when Associated Women raised \$7.1 million to support The Associated, giving has always been paramount. Every Associated Woman donor plays a critical role in ensuring that our community remains strong, vibrant and ready to take on today’s and tomorrow’s challenges.

Carole Sibel ^{z”l} perhaps one of The Associated’s most vocal cheerleaders, put the need for giving back to the Jewish community this way: “It’s important to be Jewish. So much of what we do won’t happen unless the money is there. We need money to survive. We get a bigger bang for the buck with The Associated. Our goal is to grow and have new givers.”

Women giving \$6,000 or more to the Annual Campaign are invited to become Lions of Judah, a national giving level. Baltimore embraced the Lion giving level — and the distinguished Lion pin — after much deliberation. **Tammie Plant** and **Barbara Himmelrich** remembered

the initial discussions about the Lion pin in the 1980s. “New York and Chicago were doing it. We thought we would try it and it worked. Women were encouraged to become Lions,” said Tammie. “The pin proved a powerful symbol.” As **Rina Janet** noted, “You are never alone when you wear a Lion pin. I can be in another city and have an immediate connection with a woman who is wearing her Lion pin.”

In Baltimore, 74 Lions, past and present, have endowed their gift to date. Explained **Marcy K. Kolodny**, “When I endowed my gift, it meant so much to me to know that my values would continue for generations to come.”

Jessica Bronfein said that endowing her Lion gift was a way to create a link between generations and ensure that The Associated would continue. In 2012, she endowed her mother-in-law’s Lion gift. “It was a way to keep her memory alive and remember how much she enjoyed attending Lion events.”

Women giving \$1,800 or more to the Annual Campaign are invited to become Pomegranates,

also a national giving program. The Pomegranate, with its 613 seeds representing the 613 *mitzvot*, demonstrates a woman's commitment to *tzedekah*. Women are invited to wear a silver Pomegranate pin.

Lions and Pomegranates continue to be honored at annual signature events, often bringing with them other women who may be interested in Associated Women.

IT'S THE ECONOMY

When the economy crashed in 2008, The Associated responded with services and support for a community that was reeling. Recalled **Genine Macks Fidler**, chair of The Associated board beginning in 2006: "During my term as chair, we undertook the visioning process that combined four separate agencies into a single community services agency, Jewish Community Services. As it turned out, this made our system better prepared to handle the increased number of service recipients in the 2008 downturn."

The pivotal time also challenged Associated Women leadership. "We met the challenges and created strategy to raise funds," said **Annette G. Saxon**, chair of the 2009 campaign. "We saw firsthand how people were losing their jobs. Still, Baltimore was one of the only major cities to meet its goal."

"The recession eliminated the division between us and them," said **Laura Black**. Top companies fell apart. People working at companies for 20 years found themselves unemployed. Said Laura: "Donor. Recipient. Any of us could be in that spectrum at any time. Vulnerable is defined by a moment in time."



Women jumped to their feet and danced during the 2011 Women's seder.

MEANINGFUL PROGRAMS AND ACTIVITIES

How to describe the events, speakers and programs during the past 20-plus years? In a word: diverse.

Women flocked to several Women's seders, featuring interpretative approaches to the traditional seder. During the 2011 Women's seder, women created a *haggadah*, songs and an interpretive story about today's "plagues." Other activities include Chai Teas, Purim events, Girls' Night Out, shows and even a campaign retreat at Camp Louise, to name just a few.

Many women remembered fondly a December 2003 trip to see Tova Feldshuh in *Golda's Balcony* in New York. For **Laurie R. Luskin**, it was her first experience with The Associated, an experience that moved her to become a Pomegranate donor immediately.

Through the decades, some of the world's top speakers have shared their insights through

Associated Women or general Associated programming. These thought-leaders have included Baltimore's **Shoshanna S. Cardin**, Elie Wiesel and Henry Kissinger; authors Deborah Lipstadt, Jennifer Weiner and Erica Brown; opera singer Rosa Ponsell; former White House spokesperson Ari Fleisher; journalists Tim Russert and George Will; community leader Shifra Bronznick; Sixth & I Rabbi Shira Stutman; comedienne Rain Pryor; Holocaust survivor Gerda Klein; matriarch Ethel Kennedy and Russian-born Alina Spaulding.

"I'll never forget attending the GA conference (2012) in Baltimore when Larry Smith, famous for his *Six-Word Memoirs* books spoke," recounted **Alyson L. Friedman**. "A short woman stood up and read her words: 'I wish good sex for everyone.' The woman was Ruth Westheimer. Everyone in the room broke out in laughter."

Aside from speakers, programming also included hands-on activities and experiences, recalled **Ellen Macks**. "We asked and heard that women wanted volunteerism, activities and the chance to reach into the community," she said. For example, hundreds of women attended tiling sessions to create a 10-foot mosaic of a pomegranate tree in partnership with the local arts organization, Art with a Heart. Now a centerpiece at Sinai Hospital, the colorful

From left: Jackie Lessing, Ellie Feinerman and Michele Sussman enjoyed the 2012 GA Luncheon.



tile and mirror mosaic features donated items symbolizing women's commitment to the community.

As the first decade of the new century ended, another program, Jewish Professional Women's Initiative, attracted working women who wanted a blend of networking and Jewish learning. Programs ranged from agency visits to healthy living presentations to financial planning.

In 2014, Associated Women broke with tradition and invited men to its spring event featuring Danny Gordis, continuing Associated Women's role as a community convener.

To a woman, each campaign chair and president brought personal, creative touches to motivate women. **Brenda Brown Rever** recounted stories about creating learning days at the University of Maryland, bringing women to meet with professors. **Marlene Kuntz** recalled outreach to the elderly, arranging visits to the Jewish Museum of Maryland. "Until you introduce people to what you do, people don't know," said Marlene. "Many would say, 'Gee, I never knew The Associated took care of the elderly until I showed them the facilities we had.'"

Recognizing that not every woman wants to ask face-to-face for a gift, **Jessica Bronfein** introduced letterwriting — sending handwritten notes to people who do not want to be asked in person or by phone for a gift — during her tenure. "It was a high-touch way to make a soft ask," she said. "Women truly enjoyed it because they felt they were part of the campaign — and they were! I am blown away by the number of women who have wanted to be part of letterwriting."



Laura Black has fond memories of meeting Ethiopian Jews during a 2008 mission.

MEMORABLE MISSIONS

Missions hold a special place in the hearts of Associated Women. The 2007 Women's Mission brought 40 women to Ashkelon and inspired six new Lion donors.

During a 2008 mission to Ethiopia, **Laura Black** recalled accompanying the *falashas*, Ethiopian Jews, into Israel. As her group pulled up at the airport, she said, "They were holding the Israeli flag and singing *Hatikvah*. It was a life-enhancing experience."

For **Harriet Berg**, seeing Odessa taught her how The Associated touches people miles away. "We went to the *Chesed* Center and saw dots all over a map. One area had one dot — just one woman living there ... and we provided food for her, two or three times a week. We care for every Jewish person." Added **Shelly Malis**: "The wonders of a mission is that you get to see our money in action and be with people who are also passionate about what The Associated does. I've made lifetime friends on missions."

Missions matter to families, too. During the 1973 family mission, **Carole Sibel** ^{z"l} remembered, "Kids on that trip remain friends to this day. The start of my children's Jewishness began on that trip to Israel."

FAMILY TIES

"We were once the women with babies," said **Carole K. Fradkin**. "Now our babies are the ones with babies and our babies are becoming involved." For many Associated Women, volunteerism is in their blood.

Janet B. Livingston commented that she learned initially about volunteerism from her mother. Later, she learned about being a leader from Associated Women mentors and professionals. Her story is that much sweeter: She also met her husband, Richard, through her Associated friends.

Linda A. Hurwitz has traveled across the country in her role as national campaign chair with JFNA. "It's incredible how many women I see who are involved because their mothers were involved. When a mother makes involvement a priority, children watch and learn."

Ann Neumann-Libov ^{z"l} summed up the importance of family in her legacy statement when she endowed her gift. "How do I ever thank my children for giving me a path leading to my Jewish past and an opportunity for my Jewish future? I want my grandchildren to be proud of their family and heritage. The example set by their parents and grandparents will most certainly make a large impact on what they do and how they lead their lives."

I was invited to join the Young Women's Leadership Council of The Associated 37 years ago. Since then, The Associated has provided my education, my inspiration and my motivation. The Associated has helped to perpetuate my dedication to making a difference in our community and globally.

BETH H. GOLDSMITH

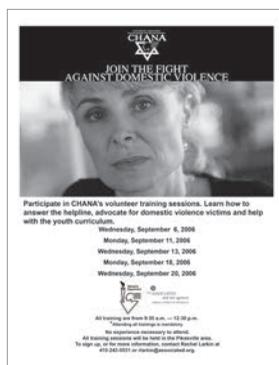


IN FOCUS

Among the many successful initiatives of Associated Women in its different iterations are two efforts, in particular, that embody the passion, conviction and vision of its leadership: CHANA and the Jewish Women’s Giving Foundation.



CHANA reaches out to women and men of all ages in the community. Here is a selection of brochures through the years.



CHANA: A HISTORY

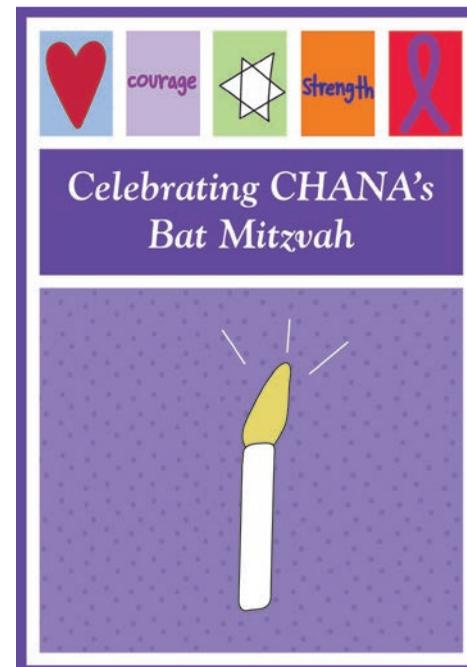
Domestic abuse. Certainly not in the Baltimore Jewish community. Except it was. “Through our network, we learned that one *rebbitzin* had hidden away nine women in one year. These women had nowhere to go,” recalled **Brenda Brown Rever**.

Though The House of Ruth existed in East Baltimore, Jewish women in the community did not use it. Through a strategic plan of the Women’s Department, it was decided that domestic violence needed to be addressed in the community. CHANA (Counseling, Helpline and Aid Network) launched in 1995 with **Shelly Hettleman** as the first executive director. CHANA was named in honor of **Annette S. Lieberman**, a community leader. “CHANA needed to be in the community. We needed to protect women. If we didn’t protect our own, who would?” said Brenda.

Executive Director **Nancy Aiken** began at CHANA in 2001. “The initial vision for CHANA was to serve clients who were so needy and to break the intergenerational cycle of abuse,” she said.

CHANA gave women the opportunity to put action behind the value of *tikkun olam*. “We never thought about how we were saving a life. We thought that Jewish men didn’t kill their wives. Not us,” added Brenda.

Originally, CHANA focused on Jewish women and their children who were victims of domestic abuse. In 2009, CHANA’s mission expanded with The Shofar Coalition, which helped victims of



CHANA commemorated its 13th year with a “Bat Mitzvah.”

abuse, children exposed to domestic violence and adult survivors of trauma, especially sexual abuse.

Recognizing the incidence of elder abuse, in 2013, CHANA initiated SAFE: Stop Abuse of Elders, in partnership with Levindale Hebrew Geriatric Home and Hospital, and Jewish Community Services.

“We use as many community resources within the Jewish community as needed,” said Nancy. We have helped people we have never met, but our impact is there.”

Alyson L. Friedman, CHANA board chair 2013-2015, remembered working as a Helpline volunteer. “We are geared toward Jewish clients, yet offer services to all members of the community and provide the accommodations they need to feel cared for and safe. I am proud of the way CHANA has grown to accommodate changing needs in our Jewish community.”

JEWISH WOMEN'S GIVING FOUNDATION OF BALTIMORE

Motivated by a disparity in funding for issues affecting women and girls, women's giving circles emerged around the country. Jewish women embraced the idea of collaborative funding, creating groups to invest in systemic change, level the playing field for women and girls, nurture women leaders and educate members to become strategic philanthropists – all through both a Jewish and a gender lens.

Several women recognized this trend and convinced Associated leadership that this model was ideal to address needs of women and girls in the Jewish community and Baltimore.

"Twelve years ago, as Jewish women's foundations were springing up all over the country, it was time for us join that movement," remembered **Martha Weiman**, a founding member. "It took about two years to convince the 'powers that be' that Baltimore was ready!"

"We made a convincing case even though we were 'flying by the seat of our pants' but only we knew it! The seed money was provided by The Associated and we were off and running."

The JWGF leadership team in 2011 included front, from left, Harriette Wiener, Julie Sakin, Janice Obuchowski, Anna Davis, Arlynn Brown and back, from left, Melissa Cordish, Jessica Grosman, Randi Hertzberg and Randi Buergenthal.



At first, two distinct giving circles emerged:

The Jewish Women's Foundation and the Jewish Women's Giving Initiative. The former asked women already involved in The Associated to make a one-time gift to create a donor-advised fund to support grants. The latter introduced women new to the Associated, its agencies and the needs of women and girls. It entailed a more modest financial obligation.

After several years of parallel grant-making processes and similar missions, the two groups realized they would be more impactful if they worked together. In 2006, the groups merged to become the Jewish Women's Giving Foundation of Baltimore (JWGF).

Rosalee Davison, founding chair and lifetime member, said JWGF enables women "to use their power and strength collectively to evaluate requests, analyze needs and address problems in a thoughtful and meaningful way." She noted, "We were one of the first groups with the vision to fund both Jewish and non-Jewish organizations. What is essentially Jewish in our giving is not limiting ourselves to just our own, but extending out into the world."

In 2015, JWGF, with nearly 100 members and a funding history of 81 grants totaling nearly \$1 million dollars, continues to pursue its mission of improving the lives of women and girls locally and abroad. JWGF members continue to be strong supporters of The Associated and in 2014 made gifts of nearly \$1 million dollars to the Annual Campaign.

Inset: Miriam Jacobson and Adina Amith

*As Women's Campaign Chair,
I went around the world to Israel and
Odessa. Everywhere I went, I felt like
a rock star when I told people I was from
Baltimore. I learned that Baltimore has
undeniably the most sterling reputation
for care, dedication and love for its Jewish
community. I am so proud to be part of
Associated Women and this fabulous
city that I call home.*

JUDI FADER



LEADING THE WAY

Max: My mother is a teacher. What does your mom do?

Andrew: My mommy saves the whole world.

Max: The whole world?

Andrew: The whole world.

Linda Hurwitz recounting a conversation between her then three-year-old son, Andrew, and his friend, Max, when she was volunteering for the Women's Department.



From left: Alyson Friedman, Linda Hurwitz and Brenda Rever



From left: Carole Fradkin, Judy Langenthal and Myra Gold



From left: Suzanne Levin-Lapides with Ann Neumann Libov^z and Carole Sibel^z at a 2012 campaign event.

Many women leading boards and organizations throughout Jewish Baltimore can credit Associated Women for the start of their leadership journey. As a campaign chair or president, the women built skills and gained experience that transferred to pivotal roles in the community. By no means covering every role Associated Women leaders have held or hold today, the list of boards chaired by an Associated Women embraces Jewish Baltimore.

After **Shoshana S. Cardin**, these women served as chair of the board of The Associated: **Suzanne F. Cohen** (1989-1991), **Barbara L. Himmelrich** (1997-1999), **Carole Sibel^z** (2002-2004) and **Genine Macks Fidler** (2006-2008). Further, **Jill Gansler** (2000-2003) and **Frederica "Freddie" Saxon** (2006-2008) served as president of The Associated Jewish Charities (AJC).

Freddie also served as president of Jewish College Services, a precursor to several Hillels, and was instrumental in bringing the Hillel

movement to Baltimore in the 1980s. "When I applied to Loyola College's executive MBA program, I made the case that running a campaign and managing 500 volunteers was more challenging than running a business." While other students were accepted because their companies were sponsoring them, Freddie was accepted because of her hard-won experience. Clearly, her volunteer efforts also helped her in her role as the first woman president of the Baltimore County Chamber of Commerce.

Suzanne F. Cohen chaired the Baltimore Museum of Art and was a Goucher College trustee and **Barbara L. Himmelrich** chaired MICA. **Marcy K. Kolodny** was president of Jewish Big Brothers and Big Sisters League, one of the founding agencies of Jewish Community Services, and served as chair of the board for the Jewish Community Center. **Brenda Brown Rever** founded the Baltimore Leadership School for Young Women.



From left: Marlene Kuntz, Gloria Harris and Barbara Himmelrich.



From left: Shelly Malis, Judi Fader, Rina Janet and Genine Macks Fidler

The list includes many synagogues, as well. "Associated Women provides the opportunity for women to be philanthropists and become leaders," said **Shelly Malis**, who thanks Associated Women for giving her the leadership tools to serve as president of Chizuk Amuno, the synagogue's fourth woman president in its 140+ years.

For some women, the volunteer experience paved the way for a career. "I knew how to fundraise in the Jewish community because I learned my skills at The Associated," said **Annette G. Saxon**. Despite the challenges of a faltering economy during her tenure, Annette motivated donors and her team by sharing stories of individual recipients — the

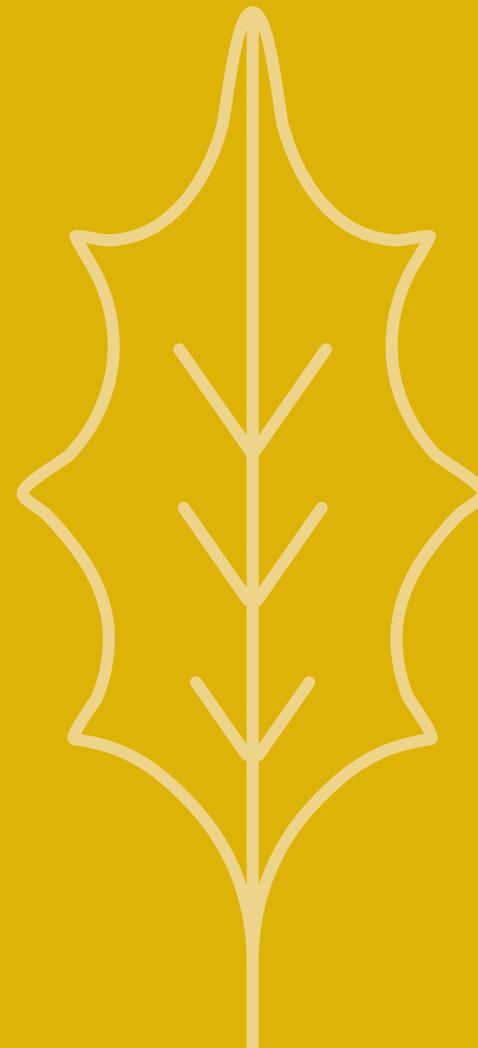
story of one. When she applied for a job as director of development at Baltimore Hebrew Congregation, her fundraising and volunteer experience put her at the top of the field.

Through the decades, Associated agencies and JFNA have benefitted immensely from Associated Women leadership. **Harriet Berg** helped build the Center for Community Engagement and Leadership (CCEL) and later chaired JCS. **Nancy B. Gertner** chaired Goucher Hillel, inspiring the next generation of Jewish leaders. **Martha Weiman** chaired JWGF and the Baltimore Jewish Council and has played an instrumental role in building interfaith and interethnic dialogue. **Michele Lax** chaired the Pearlstone Center. **Janet Livingston** co-chaired the JFNA Services and Public Policy Disability Committee. **Beth Goldsmith** is a current board member for Jewish Agency for Israel.

Linda A. Hurwitz recently completed a term as the national campaign chair of Jewish Federations of North America, a prestigious role that took her around the country to share the federation message. Following the powerful Associated Women leaders who made their mark earlier, Linda will serve as chair of the board of The Associated beginning in spring 2016.

The Midrash tells us "Just as one person lights one candle from another, we are never lessened when we pass our internal flame to another." It is my hope that we will continue to pass our spark from one to another in the Jewish community.

NANCY B. GERTNER



LOOKING TO THE FUTURE



Dear Associated Women,

White gloves. Ladies' hats. Women known as the "Mrs." to their Mr. This is what women looked like 70 years ago when, as an organized group, women began to play a role in The Associated. Life looked different then, but the desire and enthusiasm to help Jews in our community and around the world was firmly planted in women's hearts. It was a post-World War era and a time before the establishment of the State of Israel. There was so much hope. Yet so many challenges ahead.

Throughout the past 70 years, the women of Baltimore have increasingly stepped forward to help our community grow, creatively and efficiently looking for solutions, encouraging participation among their peers, and adding to the philanthropic bottom line. We have become leaders of agencies, programs, task forces and yes, even the "chairwomen" of the Board.

It has been my pleasure to serve as President of Associated Women in this, our 70th Anniversary year. The number "70" is referred to many times in the Torah. When Jacob and his household traveled down to Egypt to be with his son, Joseph, the Bible tells us, "All the offspring of Jacob, seventy soul." Not souls, in the plural form, but the singular word — soul. The commentaries explain that the degree of unity among the family members was such that they were as one, one soul, one drive.

I think that represents Associated Women. We are like a family, each member with her own ideas, strengths, desires and abilities. Yet we are like one in our commitment to the Jews of Baltimore, Israel and throughout the world.

As we look to the future, may we continue to flourish to ensure the strength of our community, locally, nationally and internationally. May our passion to help fellow Jews stay strong. With our dynamic women, I know we will help to bring *Shalom* to the world.

Mazel Tov on reaching this milestone. May we all go from strength to strength.

With admiration and respect,

Rina Janet
President, Associated Women

*We have needs in our community.
Everyone is responsible for addressing
these needs.*

BARBARA HIMMELRICH



THANK YOU

Many people contributed to Voices of Associated Women. Thank you to the women who shared their stories through interviews and written reflections. We also thank Babette Rosenberg, author of *Remembering When: The Story of the Women's Division, Associated Jewish Charities & Welfare Fund 1945-1975*, which documented our early history.

Your voices will guide the next generations.

*My hope is that Associated Women continues to forge paths
for women of all ages.*

– Marcy K. Kolodny

Nancy Aiken

Laura Black

Harriet Berg

Jessica Bronfein

Heather L. Cohen

Suzanne F. Cohen

Melissa F. Cordish

Annette B. Cooper

Rosalee C. Davison

Judi Fader

Genine Macks Fidler

Rosellen J. Fleishman

Carole K. Fradkin

Alyson L. Friedman

Nancy B. Gertner

Myra L. Gold

Beth H. Goldsmith

Gloria S. Harris

Tammy Heyman

Barbara L. Himmelrich

Linda A. Hurwitz

Rina Janet

Clara L. Klein

Marcy K. Kolodny

Marlene B. Kuntz

Michele Lax

Janet B. Livingston

Laurie R. Luskin

Ellen Macks

Shelly Malis

Tamara S. Plant

Brenda Brown Rever

Babette H. Rosenberg

Nina Rosenzwog

Rosalie Rosenzwog

Annette G. Saxon

Frederica K. Saxon

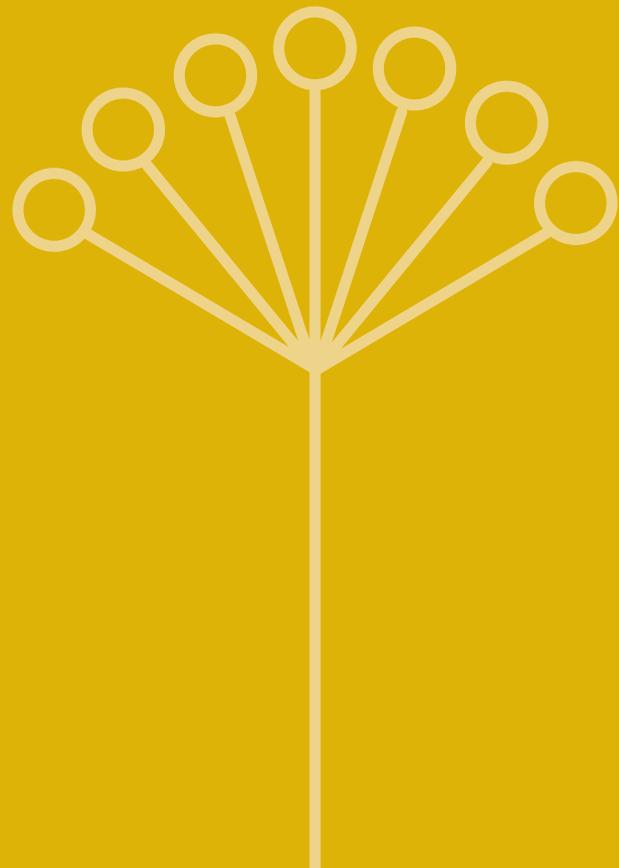
Carole Sibel*

Martha Weiman

* of blessed memory

It's so important that women maintain Jewish life, culture, customs, history and Jewish identity for their families and friends. Women need to serve as the backbone and heart of our Jewish community.

RINA JANET



THANK YOU, ASSOCIATED WOMEN LEADERS

It's important to survive in whatever form we take. As we stood on the shoulders of those who came before, future generations will stand on our shoulders.

– Laurie R. Luskin

WOMEN'S CAMPAIGN CHAIRS

Shelly Malis	2015	Annette B. Cooper	1993
Michele Lax	2014	Marlene B. Kuntz	1992
Judi Fader	2013	Rosalie Rosenzwog	1991
Rina Janet	2012	Rosalee C. Davison	1990
Laurie R. Luskin	2011	Brenda Brown Rever	1989
Alyson L. Friedman	2010	Rosalie Rosenzwog	1988
Annette G. Saxon	2009	Myra L. Gold	1987
Laura Black	2008	Beth H. Goldsmith	1986
Harriet Berg	2007	Linda Himmelrich	1985
Ann Neumann Libov*	2006	Vilma S. Liedman	1984
Jennifer L. Meyerhoff	2005	Carole K. Fradkin	1983
Ellen Macks	2004	Carole Sibel*	1982
Linda A. Hurwitz	2003	Suzanne F. Cohen	1981
Jessica Bronfein	2002	Frederica K. Saxon	1980
Nancy B. Gertner	2001	Frederica K. Saxon	1979
Ronnie Glaser	2000	Millie Greenberg*	1978
Martha Weiman	1999	Myra Schaftel and	
Genine Macks Fidler	1998	Naomi Z. Levin	1977
Janet B. Livingston	1997	Naomi Z. Levin	1976
Tamara S. Plant	1996	Barbara L. Himmelrich	1977
Judith M. Langenthal	1995	Rosellen Fleishman and	
Marcy K. Kolodny	1994	Grace Abramowitz	1974

Shoshana S. Cardin	1973
Shoshana S. Cardin and Louise Z. Barber	1972
Eleanor Rosenberg* and Gloria Harris	1971
Eleanor Rosenberg* and Gloria Harris	1970
Peggy Pearlstone*	1969
Babette H. Rosenberg	1968
Ann K. Pearlstone*	1967
Jane K. Schapiro	1966
Jane K. Schapiro	1965
Clementine L. Kaufman*	1964
Clementine L. Kaufman*	1963
Tammy Granoff*	1962
Tammy Granoff*	1961
Helen Dalsheimer*	1960
Helen Dalsheimer*	1959
Amalie S. Katz	1958

ASSOCIATED WOMEN PRESIDENTS

Rina Janet	2013-2015
Ellen Macks	2011-2013
Laura Black	2009-2011
Ann Neumann Libov*	2007-2009
Nancy B. Gertner	2005-2007
Tamara S. Plant	2003-2005
Judith M. Langenthal	2001-2003
Annette B. Cooper	1999-2001
Marlene B. Kuntz	1997-1999
Carole K. Fradkin	1995-1997
Rosalee C. Davison	1993-1995
Brenda Brown Rever	1991-1993
Myra Lee Gold	1989-1991
Naomi Z. Levin	1987-1989
Carole Sibel*	1985-1987
Barbara L. Himmelrich	1983-1985
Grace Z. Abramowitz	1981-1983
Gloria S. Harris	1979-1981
Eleanor K. Rosenberg*	1977-1979
Shoshana S. Cardin	1975-1977
Ann B. Kolker*	1973-1975
Babette H. Rosenberg	1971-1973
Peggy M. Pearlstone*	1969-1971
Jane K. Schapiro	1967-1968
Clementine L. Kaufman*	1966-1967
Amelie Katz*	1963-1965
Sylvia W. Katzner*	1961-1962
Hilda K. Blaustein*	1959-1960
Helene L. Moses*	1955-1958
Flora Dashew*	1953
Sylvia Katzner*	1952
Hilda Blaustein*	1950-1951
Ruth Frank* and Flora Rosenbloom* and Ann Wolman*	1949
Elsie Kairys*	1947-1948
Helen Dalsheimer*	1945-1946

*Of blessed memory

2015 ASSOCIATED LEADERSHIP

J.M. Schapiro	<i>Chair, 2015 Annual Campaign</i>
Shelly Malis	<i>Chair, 2015 Women's Campaign</i>
Rina Janet	<i>President, Associated Women</i>
Mark D. Neumann	<i>Chair of the Board</i>
Marc B. Terrill	<i>President</i>
Elizabeth A. Schuman	
Elinor Spokes	<i>Writers</i>
Jamie Conway	<i>Designer</i>
Allison R. Baumwald	
Melinda Greenberg	
Esha Janssens	
Pamela M. Martin	
Amanda Nolan	
Emily Zolotorow	
Jewish Museum of Maryland	<i>Contributors</i>

While every effort has been made to ensure the accuracy of these contents, please accept our sincere apologies for any inaccuracies or omissions. Please contact The Associated's Marketing Department at 410-369-9309.

ON BEHALF OF ASSOCIATED WOMEN PROFESSIONALS

As vice president of Women's Philanthropy, one has the privilege to develop deep and meaningful relationships with so many incredible Associated Women leaders. It is an honor to know these women and help them achieve their personal mission to support and enhance the work of The Associated. Their passion, drive and intellect inspire every Associated Women professional to be the best she can be each and every day. On behalf of our professionals, past and present, we thank our Associated Women leaders for their sincere investment in our community.

Allison R. Baumwald

Allison R. Baumwald
Vice President, Associated Women

Knowledge is power. The more women know about the great work we do, the more they will want to jump aboard.

ALYSON L. FRIEDMAN