

## Chief Executive Officer's Report

The Chief Executive Officer is a new position identified by the Beth Tzedec Congregation. It was proposed to the Board prior to the last AGM and was implemented in June, 2021. This new title was created to absorb the existing Executive Director position and add more strategic objectives to the roles and responsibility of the CEO.

The Executive and Personnel Committee conducted an extensive search identifying a number of excellent candidates while I acted as interim CEO. As the successful candidate I am both humbled and grateful to the Board of Directors for this opportunity.

The synagogue world is rapidly changing and we must continue to address the challenges ahead.

- Changing membership demographics with an array of different expectations of community, Jewish engagement in the service of religion.
- Major challenges and shifts in program delivery to engagement and relationship building.
- Economic stresses and limited resources to manage facility and initiatives
- Volunteer development to assist in delivery of services
- The need for our technology to keep up with today's world

This fiscal year we saw:

- The completion of the first draft of a strategic plan which we have shared with the congregation following consultation with our Membership. This is the first strategic plan since 2007 which was created for today's congregants.
- Ongoing discussions with our partners at the Calgary Jewish Federation and the Calgary Jewish Academy on a potential relocation to campus lands. While the negotiations are proceeding, it is important to note that these discussions are progressing with a view towards a win-win-win for the entire Jewish Community

The Beth Tzedec must respond to the changing times which inevitably challenges different competencies and technical skills. It is challenging to maintain basic operational and administrative/management business, and continually examine other avenues of forecasting such as strategic planning, leadership engagement, while developing clear roles for growth and change. Like many other synagogues, our reality is that we are faced with both external and internal factors making it necessary for us to think differently about our relationship with the community we serve, how we manage resources, and set direction with realistic goals and objectives. We must adapt and adjust to situational and leadership changes.

Beth Tzedec Congregation is more than just a building. Our main level encompasses over 42,000 square feet and has hosted many functions with attendance varying up to and including 750 individuals for sit down dinners. Our ability to host such functions makes Beth Tzedec a hub for events both within and outside of the community. As you are likely aware we just hosted the JCC sports dinners with over 500 individuals enjoying a kosher dinner in this building. We also welcomed the Calgary Jewish Academy by hosting their 2022 Graduation Ceremony this past week. With future in-person bookings scheduled by

B'nai Brith and Beit Halochem, we are returning to pre-pandemic levels accommodating Jewish organizations in Calgary.

In addition, we also maintain and manage Beth Tzedec Memorial Park Cemetery (which covers a little over seven acres). A special shout out to Max Lipsman, this year's honouree for B'nai Brith, for agreeing to continue to manage the cemetery on an as needed basis.

The Beth Tzedec has hosted many major functions, activities and events by being open approximately 2900 hours a year while providing constant staffing and supervision of the facility. From lifecycle events, dinners, lectures and study groups, we have been able to provide an affordable facility to members and the general community.

We are fortunate to have our operational and administrative staff in place to provide the flow of activities seamlessly every day to support the agendas of the clergy, program staff and lay leadership. Our operations and administrative teams work together to ensure that the quality of programs, safety of our members and guests and a well-functioning facility is achieved on a daily basis. In providing the above-mentioned services we continue to interact with members and guests of Beth Tzedec with respect, dignity and care.

While there has been and will be other staffing announcements, I want to share a number of yasher koachs and a personal thank you to the Beth Tzedec team.

- Mazel Tov to Rabbi Cantor Russell G. Jayne who obtained his smicha this year and is now a fully ordained Rabbi ... with an amazing Cantorial voice. Our spiritual leader has assisted us in the transition of BTZ all the while studying for his smicha
- A special thank you to Jonah Potasznik who took on the role as our Director of Engagement and who has helped build a new community of young adults and young adult families. His leadership has led to enriching our building with Jewish people of all generations. Again, a personal thank you and yasher koach as he travels to Spain with his wife Angy to a welcome an addition to his family. Enjoy your paternity leave!
- Welcome to Ari Cohen! Accepting the role of Director of Education and taking on many of Jonah's activities while he is absent from Calgary. I have already seen what Ari has done at Shavuout and I cannot express how happy we are to have him as part of our team.
- A special thank you to Jennifer Girvitz as she has agreed to take on a number of special roles for Beth Tzedec. She is Executive Assistant to the Rabbi as well as the new position of Events Manager. Yasher Koach!
- Early in July we will be welcoming another Jennifer to the administrative assistant role. I hope you are excited as I am to welcome Jennifer Preece to our team. She will be the new friendly voice answering our phones and take over many of the roles Jennifer Girvitz did so well for the past 11 years. With 5 years experience in previous employment and as a trusted member of our congregation she will seamlessly fit in to Beth Tzedec.
- A special thank you to Teresa Sofocleous our Office Manager. In addition, Teresa is instrumental in producing Beth Tzedec's Shofar, Shalom Byte, all the publicity, posters, etc. informing the Beth Tzedec community of news and events happening in Calgary's Jewish world.

- Yolanda Cea, our accountant, who oversees all the financial activity at Beth Tzedec. Yolanda is the go-to person in managing member's accounts and working with our external auditors. Thank you, Yolanda, for all that you do.
- As you know, Bill Barkaie is our Operations Manager. He looks after all our operational needs from the many leaks in the roof, to set up and take down of events, keeping our kitchens operating, maintaining the hygienic standards, especially during this continuing Covid pandemic, shopping ... you name it. Bill is all this and much more. Thank you, Bill!

Our part-time contractors play a huge role in the continuing successes at Beth Tzedec.

- Rabbi Ilana Krygier Lapidés who has participated in all our B'nai Mitzvah classes throughout the year. We are so blessed to have her as a part of the education program helping our children learn to become Jewish adults.
- Our Hazan Sheni, Elliott Steinberg who conducts our Friday evening and Shabbat services generally on the last weekend of every month. Yasher Koach for all that you do, Elliot.
- Alexis Catzeff and Sam Stevens played a critical role with our Shul School education. We just about doubled our enrollment this year. Mazel Tov to you both.
- Backing up our office in publications is Maxine Fischbein. We count on Maxine's skills and expertise to communicate with our congregation in the professional manner of everything she does for Beth Tzedec. Thank you, Maxine.

**Several events that the Beth Tzedec has provided facility and service to:**

- Calgary Jewish Academy Graduation Ceremonies
- JCC Sports Dinners
- Yom Hashoah Memorial
- Jewish Film Festival
- Scholars in Residence
- Life cycle events ie: B'nai Mitzvahs, funerals, baby namings, brit milahs, and weddings
- Shabbat Dinners
- Children programs (Shul School)
- Interfaith combined community programs
- Holiday and festive programs and services i.e.: Sukkah Building and Pizza in the Hut, the Shavuot Dinner, our annual Purim and Hanukkah parties to name just a few
- Kiddush luncheons

The work on the physical plant is ongoing and we continue to revise our project management calendar to address structural, mechanical and landscape needs.

We are constantly involved with all membership issues ranging from renewals, new memberships, adjustments, seat changes, program registration, publications, distribution of various promotional and informative material, and ***more importantly*** the first point of contact for all concerns or inquiries from the general public and members regarding the Beth Tzedec. Procedures and systems are always being

reviewed and updated so we may better meet all the needs of our membership - this would include internet accessibility and speed as well as software to better serve our needs ie: registration, burial inventory and program registration.

Beth Tzedec is not merely a building providing religious services, but it has grown into a hub that promotes relationships with our Jewish Community as well as the general community in a manner that is accepting of individuals of various abilities and needs. Through my last eight years at Beth Tzedec we have been most successful in serving our community with a professional and personal approach and we look forward to new challenges for the year ahead.

David Inhaber  
Chief Executive Officer  
Beth Tzedec Congregation Society