

The Temple Shalom Transformational

www.tshalom.org

Volume 1

Issue 1

01-Aug-18

"There are no problems, only opportunities for growth." – Rabbi Dena Weinberg

THE ARGUMENT FOR CHANGE

By way of background, I was President of Temple Shalom 18 (Chai) years ago when we had a full time Rabbi, a full time cantor, an administrator, Rabbi's secretary, 200 children in religious school and a budget over twice as large as it is now.

Today, I am President again and we find ourselves in an unprecedented period of change both in Jewish life and in the world in which we live.

Most everyone remembers Kodak Corporation- the most iconic, well known, internationally branded photographic company. Think back to your memories of The Brownie, Kodachrome, Black and White film, Indoor/High Speed film and a kiosk in every supermarket.

Many may not know that Kodak did make a \$2 billion investment in digital photography.

But Kodak did not completely embrace the changing experience of its customers. They thought everyone would race home and connect their digital cameras to Kodak printers and would then share their photos by handing them to their friends. They completely missed the concept that people would share their photos on their phones, Facebook, Instagram etc.

They were blinded by their success and 96% of their employees lost their jobs due to bankruptcy about 6 years ago.

Now consider NCR Corporation, the old National Cash Register Company-130 years old. In 1911 they sold 1 million cash registers. Then the cash registers became electric, then digital. NCR delved into scanning devices, self checkout technology and soon, no-check-out technology. NCR made ATM's then advanced ATM's and then mobile phone banking applications. NCR is expert not in a product but rather in a concept-which is how the customer interface with business.

Today NCR has 30,000 employees and is present in 180 different countries (out of 196). They found a way to be relevant.

We, too at Temple Shalom must transform to be relevant. Do we want to be like Kodak or NCR? Do we want to be like Borders or Blockbuster Video which are irrelevant? Or, do we want to be like Barnes and Noble or Netflix which are relevant again?



GROWING OUR COMMUNITY

We aim to grow and strengthen our community together as a congregation, and we need your help! To get involved, please contact me at president@tshalom.org to join a team based on your skills and interest.

OUR STRATEGIC VISION

We have a two pronged strategy to achieve our ambitious goals. The first part of our strategy is to achieve unprecedented levels of interaction with our congregants. We are proactive and are experimenting with fresh ways of engagement. You may have already experienced some of these reach outs and there are many more to come. In concert with our efforts to engage, we are also embarking on a campaign called "good to inspirational". Accordingly, all Temple Shalom Trustees and their committees are being challenged to achieve an inspirational level of quality in our offerings. This will not happen overnight but plans are well underway now and you will be hearing much more about them going forward.

The second part of our strategy is to bring our revenues into alignment with our costs and achieve long term financial health. Currently, our expected revenue from regular dues and tuition plus normal fundraising like the High Holiday Appeal is expected to fall short of our operating costs by a substantial margin. In response, we have embarked on a major three year special fundraising campaign which will provide short term relief from our operating deficit. During the next 2-3 years, our Board will be working diligently to attract and retain members, increase our revenues and control/reduce our operating costs.

Cont'd

OUR STRATEGIC VISION cont'd.

Our Board meetings are focused on achieving our strategic vision of both engagement with congregants and Temple Shalom's long term financial health. The early signs are very encouraging but we also know that the challenge is great. It is not "business as usual". We are working with a sense of purpose and a sense of urgency.

In ensuing articles, we will be explaining the work streams in place to specifically achieve our goals.

We are always looking for volunteers to support our transformation. Can we add you to the list of over 30 new faces that are actively engaged in moving us forward?

Please reach out with your questions, ideas and energy at president@tshalom.org!

Sincerely,

Jeffrey Newman

GROWING OUR COMMUNITY

