

Chaverim,

I begin my second year as President with tremendous excitement and optimism. As a community, we were able to accomplish great things last year with dedicated teamwork and focus, laying the groundwork for a long and bright future for our congregation. With the completion of our Strategic Plan and arrival of Rabbi Jeremy Gerber as our next spiritual leader, two huge elements are now in place for our long-term growth and revitalization.

Our agenda for the coming year is clear, and Ohev's Strategic Plan will serve as the blueprint for our vision and goals.

This year two committees will undoubtedly be playing significant and transformational roles in our synagogue life, namely **Transition** and **Membership**.

Led by Amy Pollack, our Transition Team is already in place to guide our new Rabbi (as well as possible Cantor/Educator), creating the best possible path for the success of our entire professional staff. In addition based upon the most resounding recommendation of the Strategic Plan, our focus for virtually every activity on our calendar must include **marketing** and membership, **promotion** and **outreach**, if we hope to thrive in the years ahead.

Spearheaded by VP Bonnie Breit, a **Communications** Task Force has also been established to develop a consistent message and appearance for all internal and external media, as we work collaboratively to "rebrand" our community. If there will be a theme for us in 5770, an agenda to mark my second year as President, it must be one of **welcoming**, both within our own membership as well as far reaching into our surrounding communities.

Our annual summer picnic has been this year's first chance to accomplish both. In addition to inviting Kehillah families to join us for the event, I have asked each of you to invite another Jewish family as your guest, one which may be either unaffiliated or perhaps even a member at another local congregation. Hopefully this will be your focus for programming throughout the upcoming year.

At every opportunity please look for unfamiliar faces, introduce yourself, welcome them to our synagogue, and consider yourself an ambassador for the wonderful people and programs, spirit and spirituality, excitement and optimism which characterize our Ohev community. I am very hopeful that the picnic will represent the first very successful example of this organizational mindset, the strategy for the growth and development of our congregation for many years to come.

Here's to a healthy, relaxing, and sunny summer for all of us. I look forward to seeing you throughout the year at services, simchas, programs, meals, all chances to share our warmth and camaraderie among our familiar Ohev family and friends, as well as the many new ones on our bright horizon.

With great fondness and appreciation,

David