

From the President *Stuart Krawitz*

Change. It can be a noun or a verb.

It is what both the republicans and democrats have promised as the main thrust of their campaign agendas, it is what continues to make our world interesting and exciting and it is what we at the JCC have promised as well. We will have to wait until after the election to see, regardless of which party wins, whether they will deliver on their promise or if it was purely campaign rhetoric!

Since being duly elected by the Board of Directors as your president of our beloved JCC, I can stand tall on our promise of change. Together with my Board, our tireless executive director and our wonderful staff, that has worked hard to listen to your thoughts and ideas, we are meeting your needs in an ever changing world and delivering to you CHANGE. Our members don't have to look hard to notice some of the many physical changes in our building starting with the exterior. The old orange panels of yesteryear have changed to a fresh coat of royal blue. They are symbolic of all the changes that have occurred inside our building from our renovated gymnasium and auditorium, our state of the art boutique fitness center, the freshly painted administrative offices and hallways to the new classrooms on our second floor. Lots of CHANGES!!!

Along with the physical changes have come significant changes in our approach to you the member starting from providing you with our executive director who thinks outside the box, hiring a first rate staff, offering friendly and attentive customer service, and bringing you program choices that reflect your needs and wants. Together with a revamped financial department making us financially more responsible and allowing us to offer you more options for membership and payment terms, we are positioning ourselves for the future.

I am proud of all of these accomplishments but they are only part of the equation. As we continue to work toward financial stability we need to continue to increase our membership and our revenues. Each month I am amazed we are still here with dedicated staff and limited resources. I am now asking for your help and for you to change with us. Change your opinion from apathetic to committed. Volunteer and be part of the change. Stand up and recognize that the Allentown JCC is a priceless asset in our community that we must nurture. It is a neutral zone welcoming every faction of Judaism without judgment and with acceptance. We need you to go out into the community and spread the word. Tell your friends....about us and invite them to join us as part of the visionary team and as part of the continuing Jewish effort here in the Allentown...

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Let's be the verb!