



Northern
New
Jersey
Region

Federation
of Jewish
Men's
Clubs

**Man of the Year Dinner
Region Guidebook**
www.nnjr.org

OUR MISSION

The Northern New Jersey Region is the largest of sixteen regions of the Federation of Jewish Men's Clubs, which encompasses all of North America. NNJR is comprised of 33 member clubs which extend from Toms River in the south to Closter at the northern boundary of our state. In addition, Staten Island is included in the NNJR area.

The Federation of Jewish Men's Clubs is an organization of approximately 270 Conservative/Masorti Jewish men's groups consisting of 25,000 individuals across North America and the world. The FJMC involves Jewish men in Jewish life by building and strengthening Men's Clubs in the Conservative/Masorti Movement.

Our objectives are to train and develop leaders to build and strengthen Men's Clubs; to create and implement programs to involve men in Jewish life; and to be an active and influential participant in the Conservative/Masorti Movement.

WHO WE ARE

The Federation of Jewish Men's Clubs is a partnership of over 270 affiliated clubs with 25,000 members across North America, dedicated to involving Jewish Men in Jewish Life. FJMC transforms ordinary club events to the extraordinary through innovative programs that enhance spirituality, increase learning, develop leadership skills, and foster fellowship. The FJMC empowers its members so that their passionate voices are heard in their communities and in the conservative movement in North America and around the world.

*- Norm Kurtz,
International President (and ex-Jersey boy)*

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Northern New Jersey Region

Federation of Jewish Men's Clubs, Inc.
875 Riverside Drive, Suite 832
New York, NY 10115-0022

E-mail: international@fjmc.org
Toll free: (800) 288-FJMC
Phone: (212) 749-8100
Fax: (212) 316-4271
www.fjmc.org
www.nnjr.org

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WHY A MAN OF THE YEAR? MAH ZEH?

The Man of the Year event exists with one purpose. It recognizes and rewards volunteers in the Men's Club and/or synagogue whose efforts have contributed to building Jewish community and invigorating Jewish life. Recognition and reward are keys to making a volunteer organization work.

Many (if not all) synagogues hold comparable events. It is important and pleasant to honor volunteers in their home communities. But why not recognize certain individuals beyond the synagogue walls or town limits? This is especially relevant in the case of Men's Clubs, since it is common for men to work outside the places where they live. A regional celebration gives a chance for others to recognize their friends, by attending a dinner and/or publishing congratulatory wishes in a dinner ad journal.

The Northern New Jersey Region has sponsored a regional dinner for nearly 20 years. At each dinner, crowds of 300 or more, including leaders from statewide Conservative congregations, gather on one night of the year to recognize a small group of distinguished individuals. These Men of the Year go beyond their home communities on this one night and share the spotlight with their peers, the real mensches of New Jersey's Jewish community.

Once an individual becomes a Man of the Year, it becomes a lifetime honor. The memory of being recognized at a large statewide dinner, among your most enthusiastic friends and supporters, in front of a crowd of "big machers", can make a lasting impression. At the dinner, each honoree is presented with a plaque and has his picture taken. Photos of the event are posted on the World Wide Web for a year, until the next event rolls around.

So – NNJR invites all Conservative Men's Clubs to participate in this event. By honoring your mensches, from year to year, your organization and community will move from strength to strength.

WHAT IS THE MAN OF THE YEAR DINNER?

The Man of the Year Dinner (sometimes abbreviated MOY or MOTY) was created by the Northern NJ Region in 1990, as a way to recognize individual men from Conservative Men's Clubs all over the State of New Jersey north of Ocean County. Each congregation which participates names their own Man of the Year, who is then feted, along with his colleagues, at a regional dinner.

The Northern NJ Region, part of the International Federation of Jewish Men's Clubs (FJMC) was formed in 1957 and is now in its 50th "jubilee" year of existence. It is the mission of FJMC to involve Jewish men in Jewish life.

These dinners are generally held in mid-November, after the High Holidays are finished. In 2003, due to increasing attendance, the NNJ Region split one dinner apart and organized two dinners. One dinner is held in the northern part of the region, for congregations above Route 22. Another dinner is held for all clubs at shuls which are south of Route 22. Over the past two years, nearly 1400 people have attended these events. As such, these dinners are the largest gathering of Conservative Jews in the Garden State.



Honorees and Officers from 2007 MOY Dinner
Wilshire Grand Caterers, West Orange NJ

The MOY Dinners are weeknight affairs, scheduled to avoid conflicts with Shabbat and with synagogue dinners which are typically held on Saturday nights. MOY events typically include a cocktail hour with open bar, Ma'ariv (evening) services followed by an awards ceremony, dinner and dessert. The dinners are attended by groups from each congregation who honor their candidate. One of the beauties of the affair is that each congregation does not have to hold a dinner. People just buy tickets and show up.

Dinner prices are held below \$60, so that a large group can afford to attend. The low price of the dinner comes as a surprise to newcomers who find that they are attending an affair on a par with typical B'nai Mitzvah and wedding celebrations. Our caterers go all out to showcase their abilities, since they are marketing to a crowd which holds many individual simchas throughout the year. Sample menus are attached as an appendix with this Guide.

During the evening, honorees are recognized by a floral carnation, and are presented with a framed certificate which is personalized with calligraphy. Each honoree is called up to the awards podium to receive his certificate and have a photo taken. Pictures are made available to the local clubs and are posted on the Region website after the dinner.

The camaraderie and ruach (spirit) which develop over the course of an evening are remarkable. It is not unusual for groups to cheer their honorees in front of the entire crowd. In addition, a Dinner Ad Journal is published which lists each Man's biography along with a picture. Friends, family, Men's Clubs and synagogues take out ads in honor of their Man of the Year. The costs of ads are held low, in comparison to other typical ad journals. The event is not a fundraiser. Its purpose instead is to build community.

When a small group from Shul A shows up and finds other local groups from Shuls B, C and D which share common interests and problems – the unity which results is truly wonderful. The MOY Dinners are a realization of the expression ***Hinei Ma Tov u'Manayim*** (how pleasant it is to dwell together in unity). In fact, UNITY is one of the three catchphrases upon which FJMC rests.



Honorees and Officers from 2007 MOY Dinner
The Grand Marquis, Old Bridge NJ

Perhaps a highlight of each evening is the singing of national anthems. When people from different parts of New Jersey walk in as strangers and sing Hatikvah together, emotions are not far from the surface.

Before the dinner happens, local organizations must pick their candidates and publicize the event to their own congregations and communities. In addition, information must be submitted to the Regional Publications editor on a timely basis (biographies, pictures and advertisements). Dinner reservations are coordinated between the local club, the regional MOY Dinner Committee and the caterer. Dinner choices in the past have included chicken, fish, vegetarian and other special needs diets.

After the MOY dinner, many local organizations host local events so that more of the local congregation can participate. One successful model is a Sunday brunch, at which the honoree is "roasted". At both events, the regional and local programs, the point is to have the community gather for an enjoyable social occasion. These are often excellent ways to draw in new members as well.

To get the most out of a MOY Dinner takes preparation and planning on the local level. This guidebook is designed to outline the steps behind an effective MOY Men's Club program.

WHEN IS THIS EVENT HELD?

This year's dates are Wednesday November 5th, 2008 and one week later on Wednesday November 12th. Our southern dinner will be held on the first date, at the Grand Marquis in Old Bridge. The northern event will happen one week later at the Wilshire Grand Hotel in West Orange. The evening generally starts at 6:00PM and concludes at 9:30PM. A typical program schedule is shown below.

Program for the Evening

6 PM Check-In, Registration, Social Hour (Hors d'Oeuvres & Cocktails)

7 PM Ma'ariv Service

Leader North: Harvey Hershkowitz, Agudath Israel (Caldwell)

Leader South: Jeffrey Schulman, Neve Shalom (Metuchen)

National Anthems

North: Cantor Eric Wasser, Fair Lawn Jewish Center

South: Cantor Mordechai Edry, B'nai Jeshurun (Staten Island)

D'var Torah

North: Rabbi Steven Bayar, B'nai Israel (Millburn)

South: Rabbi Jay Kornsgold, Beth El Synagogue (East Windsor)

Club Man of the Year Presentations

North: Rabbi Charles Simon, FJMC Executive Director

South: Stu Kaplan, Honorary President, Beth Shalom (Teaneck)

Regional Man of the Year Presentation

Lance Adelson, NNJR Past President, Marlboro Jewish Center

Motzi

North: Dan Kramer, Temple Emanuel of Pascack Valley (Woodcliff Lake)

South: Joel Kurtz, Congregation B'nai Israel (Toms River)

8 PM Dinner is Served

Birkat HaMazon

North: Eric Weis, Shomrei Torah (Wayne)

South: Jeremy Saferstein, East Brunswick Jewish Center

We would like to thank our caterer for their help in making these dinners successful!

Thank you all for attending. Please drive carefully and arrive home safely.

WHAT DOES THE LOCAL ORGANIZATION NEED TO DO IN ORDER TO PARTICIPATE?

First and foremost, a local Men's Club needs to have a leadership team in place. It is possible to join the MOY program with limited leadership (a Club President doing all the work himself) but this is not going to be easy and it is not recommended. In fact, the MOY participation process will often bring new potential leaders to the organization, if the club team is new or small.

If a Club has a team (a Board), the next thing is to find or appoint a MOY Dinner Chairman. Once the tradition is established, some clubs make it a policy to require past MOY honorees to help out or even chair the next year effort. The job is not difficult, if tasks are shared.

The next step is to identify and pick an honoree. There are various ways to go about doing this, and they will be discussed in the following section. This choice should be made as soon as possible – either over the summer months, or immediately in September.

Once the candidate has been identified, the Club arranges to publicize the MOY dinner, and recognize its honoree. This can be done in various ways, through the synagogue newsletter, in local commercial press and news media, by word of mouth, email and so forth. Announcements by the Rabbi from the bimah (pulpit) are extremely effective. Some clubs mail formal invitations to the dinner. Not long ago, one such club brought over 100 people to a region dinner...and remember, this was without having to hold the dinner itself! Examples of publicity are given in a section which follows.

The local Club is also responsible for sending a brief biography and picture of its honoree to the region for inclusion in the dinner Ad Journal. The process of soliciting ads is covered in a later section of this guide.

Arrangements for getting to the Dinner also come under the umbrella of the committee. It is common for people to share rides to or from the dinner. Most come by car.

Finances have to be considered. Dinner reservations and payments need to be tracked; all reservations should be paid by the evening of the MOY Dinner. Many clubs come with checks to the dinner and settle up on the spot. This can make check-in for 400 people a bit slow, so payments are preferred in advance.

Picture taking is permitted since there is no problem with Shabbat. Clubs can use their own pictures, or those taken by the region posted on its website following the events.

Dress for the evening is suit and tie. People who come in less formal attire can feel out of place, but it is better to be there than to not come at all.

Finally, the region likes to recognize clergy. Program parts can be assigned to lay leaders or to local clergy. The local Club committee should keep this in mind. Some clubs "comp" their Rabbis. Nearly all clubs "comp" their Man of the Year (and, optionally, his wife).

Oh – we forgot to mention that this is a fully EGALITARIAN affair. Wives, lady friends, female members of the family and daughters are all welcome to attend. Probably 25% of the crowd is women, although this varies from club to club.

THE MAN OF THE YEAR SELECTION COMMITTEE

Organizations which have run successful Man of the Year programs know that honoring people involves group consensus. It is much better to pick a man who is widely respected in the community than to go out and name someone who happens to be the best friend of the current Men's Club President but who is otherwise unknown in the synagogue.

To deal with this problem, a Man of the Year Selection Committee should be formed. Its first job is to pick a candidate. But, if this is a new event and a Men's Club has no experience with the Man of the Year program, how is such a committee formed and who should be on it? For example, you do not want any potential honorees to be on the committee! To do so would limit your choices, or turn the voting into a popularity contest ("What, Sam, you are NOT voting for me? Hey, guess we can't be friends anymore!")

So, there are really two stages to the Committee process. The first stage involves forming a committee. The second relates to maintaining it, without the Committee becoming a stagnant group of the same people from year to year. Growing a committee is actually very easy, as the paragraphs below will show.

FORMING A COMMITTEE:

Involve at a minimum your Rabbi and the *current* Men's Club President. The latter may seem obvious, but the real point is that Past Men's Club Presidents should NOT be invited to participate in this new committee. Why? Because they are normally candidates for this honor and should not have a say in it.

The initial or preliminary committee can also include a representative of Sisterhood. Yes, that's right, since wives often know who does what in the synagogue community, and since women generally are not eligible to become Men of the Year. Even though the synagogue is egalitarian, this is a Men's Club event and as such, it is designed to honor men of the synagogue. You may also choose to have a synagogue administrator participate, as these staff people can be a great source of information. Some groups also include a Synagogue, Hazak or Honorary President. But remember, these are people you may want to honor as a Man of the Year.

The initial committee should be small. It will come up with a beginning list of candidates. The selection committee might only meet once, but the give and take exchange will undoubtedly come up with a better LIST of names (rather than one off the top of the Club President's head). What's more, a committee will create a buzz, about what mysterious event is going on – and who the honoree will be.

MAINTAINING (GROWING) A COMMITTEE:

This one is really simple. The committee includes all past Men of the Year, and the current Men's Club President. The initial committee will grow by one man per year – and eventually the starting members (Rabbi, Sisterhood, staff) won't be necessary. After five years of going to Man of the Year dinners, a "club" of honorees will develop. Often, this club will be the best judge of who qualifies to join its ranks. And it is not unusual for the past Men of the Years to band together, come to the dinner and take out an ad for their new "club" member. In essence, the MOY club gets to be a very elite organization of those men who have contributed greatly to their synagogue and communities.

As a final note, the MOY Selection Committee does not have to be a great secret. However its work should be confidential. Meetings (there do not need to be many, just for the selection process) should ideally be held outside the synagogue, or in a closed room. Don't let the candidate list leak out. You never know who will expect the honor – and if they don't get it – bad feelings can be the result. Like a mushroom farm, the nomination process is best carried out in the dark.

WHEN TO GET STARTED:

The selection process should begin in the spring, and be finished no later than midsummer. Do NOT wait until September and the High Holidays. By then, you are already behind the eight ball.

SELECTING YOUR MAN OF THE YEAR: Some Do's and Don'ts

There are two considerations in selecting an honoree. From what group and for what purpose will the honoree be picked? How will the honoree be "recruited" (approached, asked and won over)?

Often, it is difficult to ask someone to be honored because some people are embarrassed to be singled out, or do not feel worthy. But if the selection process is handled the right way, a local organization can select MOY candidates from year to year with no problem.

The purpose of the MOY selection can be to simply recognize a member of the Men's Club for wonderful service to the Club. Or it can extend beyond the Club to the congregation. Often, many volunteers work for both a Men's Club and the synagogue at different times in their lives.

Another purpose can be to recognize someone outside the Men's Club, or even the synagogue, so as to draw this individual closer to the local organization. If someone has been a Jewish community builder or "mitzvah man" outside the shul, why not recognize him? Some Men's Club members do not belong to their shuls, and yet they find ways to build community through their Men's Clubs.

The advantage with this last category is that the local group will probably draw in the honoree's friends and family, who will attend the dinner and feel a real sense of inclusion. What better way is there to draw in more people into the synagogue or Men's Club community?

Once the purpose is established, a committee makes a list of candidates – from either inside the Club or outside the Club (depending on purpose). The candidates should be rank ordered. As an aside, the nominating committee should be small, in order to keep things "hush-hush". Nominating committees can include current sitting Men's Club Presidents (who are generally NOT accorded this honor, until after they leave office), past MOY honorees and perhaps a member of clergy.

After rank ordering, the committee should designate two people to go and meet with the candidate. Find an excuse to run into the "target", perhaps in shul (if he is a regular shul goer). Invite him out for coffee or a nosh. Why two of you? It is much harder to say no to two people than to one. It is also much harder to say no to a friend than to a stranger.

Here is what NOT to do. The Club President, who does not know the MOY candidate all that well, should NOT approach the candidate in public and ask outright IF he will accept the honor. Too many times, the answer will be no thank you. The solicitation is a process. You need to warm up the prospect.

The question should be brought in the context of the importance of the event, the goodwill that will be generated from it – and the consensus that already exists on the committee (EVERYBODY WILL BE REALLY DISAPPOINTED IF YOU SAY NO). Couch the question in terms of the candidate honoring and respecting his brothers, not letting them down, by accepting the HONOR. Stress that it is an honor and that he deserves the kovod. Pop the question as, "You're our man. You won't let us down, will you?"

The honoree can also be approached over a nosh, or in a home setting. Don't do this in public. And be prepared to accept a response like "Let me think about it." Give the man some time, but not too much. And of course don't ask two candidates at the same time (what will you do if they both say yes?).

One more thing. Sometimes, two men tend to do things together and are co-Chairs for some event. In that case, it is OK to ask them to share the honor and have two Men of the Year. Each one gets a certificate; each one can be honored with ads. The ad journal contributes income to the local Club (yes that too is part of the MOY program); this can be a win-win for the local organization and for both men.

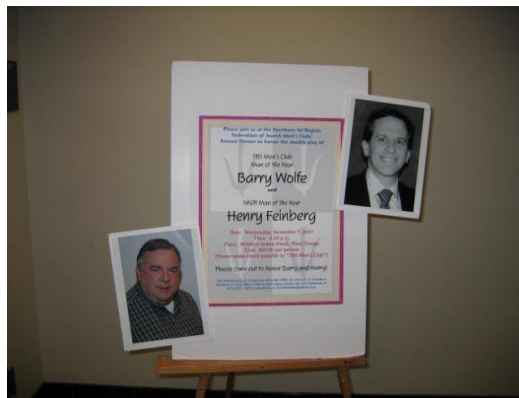
PROMOTING YOUR MOY PARTICIPATION

Promotion can take many forms. From word-of-mouth to publicity releases, there are all sorts of ways to increase awareness of this event. Perhaps the first place to start is with a schedule. It is essential to pick the MOY candidate early, so that promotion (marketing) does not have to be last minute, and only limited to word-of-mouth. If your club waits to select its honoree, promotion may not be possible. If you really want to recognize a volunteer, don't just pick him and keep things secret!

A few common methods to promote and communicate the program are described as follows.

Make sure the synagogue calendar has the Man of Year Dinner date included well in advance. You will generally receive notice from the region at least six months before the dinner date (usually in the spring). This should give you time to make sure the event is on the synagogue calendar. It will also help to avoid schedules with conflicting events.

Once the MOY candidate is picked out, publicize the announcement in the synagogue bulletin, on its website, and with announcements from the bimah. Send out and post flyers announcing the honoree and event. Include a photograph, since congregants may know faces but not names. Here is one sample from a local club:



Send a separate dinner invitation out to the congregation. Also, work with the honoree's family to send invitations to others who are not in the synagogue (co-workers, friends and relatives). The bigger the crowd that attends to honor your Man of the Year, the more fun and memorable the event will be.

As the event date approaches, use email and phones to solicit dinner reservations. Do the same thing with the event ad journal (a portion of those proceeds are rebated to the local club).

Consider mailing formal dinner invitations. Shown below is a sample sent every year by one of the NNJR clubs. This mailing results in a consistently high turnout for this club. The cost of the mailing is offset by what the club can earn on its dinner journal ads.



HOW TO GET THE MOST OUT OF THE DINNER AD JOURNAL

Everybody loves an Ad Journal, with the possible exception of the editors and printers who have to put it together. The NNJR Dinner Ad Journal is a booklet with typically 150 pages. It has three parts.

The journal includes sections with program notes, regional information, and material on programs offered by FJMC. Letters from movement dignitaries are sometimes published as well.

The second part is a presentation of all honorees. Each Man of the Year can have a short biography and picture published. There is no cost for this (although other similar organizations charge for the biography and picture). Some men choose not to submit photos or their bios, mostly due to time pressure. Also, it is important to have someone else in the Club handle this task. The honoree should be “interviewed” by someone else who can write up the biography. Don’t make your Man of the Year work on his own honor!

After the biography section, the journal presents many pages of ads. They come from families, friends, co-workers, clubs, synagogues and others. There are two sizes of ads and the prices are held low, in comparison to other ad journals. A half page costs \$72 and a full page costs \$120. In addition, an honor page is available which lists 12 names for \$120 (\$10 per name). This allows groups of people to combine and place a full page ad.

The reason for the low price is that the region gives each Club an opportunity to do its own fundraising from this event. Clubs can sell the ads at cost +2. The margin depends on what the Club wants to do. Often, ad journal proceeds are used for local MOY events such as Brunch or Kiddush later in the year.

In addition, NNJR rebates **up to 20%** of all ad journal proceeds back to the local club. The first page taken by a club has no rebate. Pages 2 – 5 include a 10% rebate (\$12 per page). Above 6 pages, each full page ad receives a 20% rebate (\$24 per page). So, even if your club does not mark up the NNJR cost, it will still make money on soliciting ads. And, just like the MOY Dinner itself, the Ad Journal requires no local work (to publish a Journal). NNJR handles that for you.

For a successful Ad Journal effort, your club should have a Dinner chairman who collects all the ads. The entire Men’s Club Board should be engaged in soliciting (or placing) ads. It is important to reach out to the MOY honoree’s wife (or children) who will have family contacts and may want to congratulate their father, brother, son, uncle or whatever.

It is important to understand and meet the publication deadlines. In 2008, ads must be emailed to the NNJR Ad Journal editor by October 12th. In general, the region needs 3 - 4 weeks before the event in order to put together an Ad Journal. It is a lot of work.

Strategies for selling ads include:

- Every club should take out a full page. Your MOY deserves no less. Some clubs take two pages or more. Some clubs take multiple honor pages to list the MOY’s many friends and admirers.
- Past honorees can combine to take a full page ad, welcoming the new MOY to their own “club”
- Have a poster in the shul which announces the Ad Journal. Not everyone can attend the dinner but they can take out a half page ad.
- Send a flyer to all synagogue members, with an ad reservation form (provided by the region).
- Work with the honoree to contact groups outside the shul to contact (workers, colleagues).
- Have a “cell phone bank” after a Board meeting. Take an hour to reach shul members, friends and business associates.
- Stress that the funds raised support Jewish life – the Men’s Club, the synagogue and the Conservative movement.
- Offer to recognize those who place ads in your club publicity. Always recognize and thank those who step forward.

HOLDING LOCAL ACTIVITIES FOR YOUR MOY HONOREE

Ongoing local activities will go a long way to rewarding your Man of the Year, after the regional dinner is finished. Here are some ideas for ways to promote the MOY honoree locally

- Have your MOTY mentioned from the bimah. Optionally, organize a special Shabbat service in his honor and present (again, in front of the local congregation) his plaque.
- Have your MOTY represented at other synagogue events. If Sisterhood has a Women's League Shabbat (or at the Men's Club Shabbat), mention his name and recognize him. Return the Sisterhood favor by mentioning their VIP(s) at the Men's Club Shabbat.
- Make sure his name is shown on a plaque mounted with the name of prior MOY honorees. A plaque with years of names should be displayed year round.
- Put a release in the synagogue newsletter, along with a photograph of your MOY. The Men's Club President can include this news in the monthly Men's Club column
- Send out a news release to local media with the photo of your MOY.

One very successful model for Man of the Year celebration has been developed by Temple Israel – Brandeis Men's Club in Ridgewood NJ. The men of Ridgewood create a Men's Club weekend with two core events. On Friday night and Saturday, they host Men's Club Shabbat. The following day, the club holds a Man of the Year Breakfast/Roast.

The breakfast is a nicely catered affair, with several speeches to "roast" the Man of the Year. Photos are taken (last year, the event was videotaped). The highlight is a speech (defense of the title) made by the current MOY. This past year, Temple Israel held their event on April 4 – 6, 2008. The speech made by the MOY candidate was titled "OY TO BE A MOY". It is available for your reading pleasure by contacting NNJRPrez@gmail.com

The bottom line is that naming a Man of the Year does not have to conclude with the regional dinner. By publicizing your honoree locally, you afford greater kovod to the man AND you elevate the image and reputation of the Men's Club at the same time. A synagogue social hall filled with friends who can celebrate locally is a wonderful event.

Even if your synagogue has its own Honoree Dinner Dance (many do), do not think that the Men's Club MOY is competition. It is not. Honor as many people as you can. The reason is simple. Recognition and reward are the most effective ways to draw volunteers in and keep them active. So rather than thank your MOY on one November night, make him aware in his own community that this honor is respected and worthy of continued attention. Your organization will reap rewards down the road, from those that continue to stay active.

MAINTAINING THE MOY PROGRAM FROM YEAR TO YEAR

When the dinner is over, start thinking about next year's committee. Ask the Man of the Year to be the Honorary Chair for next year. His job is just to think about who might be on the list of candidates for next year and to keep the MOY process glued together.

Consider giving the MOY a lapel pin to wear through the year. FJMC lapel pins are available from the region or from the FJMC on-line store at www.fjmc.org.

As the summer approaches, a continuing Club President (who will remain in office) should remind the Honorary Chair to put together a list of candidates. That list ought to be discussed (in confidence) by the MOY Selection Committee described earlier.

One possible deadline is to have your MOY candidate selected by Lag B'Omer, which is quite early, or by the end of Shavuot. In any case, it is a good idea to not let the process slide into the summer doldrums. Most clubs hibernate during July and August. When September rolls around, the competing forces of return to school and the High Holiday periods can rush a selection process.

For new (incoming) Club Presidents who are not familiar with MOY dinner logistics and planning, it is a good idea for the outgoing President to sit down and review this program, hand over materials and so forth. There is often a lot to go over in the transition process. Due to the timing of the dinner (normally held in November), this is one FJMC program that should not be overlooked or postponed.

Finally, don't hesitate to call on the region, or on a neighboring club if you are not familiar with the program at all. Club Presidents, who are reachable on the NNJR Club President List Serv, are often your best resource for answers to questions.

DINNER RULES OF THE ROAD

A brief final comment about dinner reservations is in order. It is quite typical for Clubs to have dinner headcounts which change up to the very last minute. For a local event, a Club can work with its own synagogue or caterer and take account of all changes. But NNJR is dealing with 30+ clubs, and multiple headcounts are an administrative chore. They have been described in the past like "herding worms". It just cannot be done. For that reason, NNJR has a simple rule with regard to dinner payments.

Clubs must pay "NNJR-FJMC" based on advance dinner headcount submitted to the region. The number of registered guests, **NOT ACTUAL HEADCOUNT ON THE EVENING OF THE DINNER**, is the basis for the charge. A headcount number will be frozen at the Monday midday preceding the dinner date and it must be accompanied by a list of attendee names.

Payment for the dinner can be made before, or on the night of the dinner. If your club shows up with additional guests (yes, we understand that it is human for people to change their minds at the very last minute), we will do our best to handle the overflow. But extra seats must be paid at check-in.

On the other hand (here is the hard part that some clubs do not understand), if your Club shows up with fewer than the # of reservations, there are no refunds. The catering bill is based on the frozen headcount before the dinner. NNJR has no choice, since caterers do not grant refunds.

We know that these rules are like medicine. They are the ounce of prevention which will eliminate the possibility of needing a cure down the road. We like to head arguments off at the pass, and this policy achieves that purpose.

We look forward to seeing your Club at our Dinners, where you will undoubtedly have a great and rewarding evening.

Program Overview and Dates

The Northern New Jersey Region of FJMC has held a Man of the Year (“MOTY”) dinner for the past 18 years. This event has gained wide recognition in the Conservative Jewish community of Northern NJ. Attendance at the MOTY dinner now exceeds 600 people each year. The dinner has five main goals:

- It builds Jewish community inside a Men’s Club, by bringing together members who recognize the accomplishments of men in the synagogue who, through their efforts, deserve KOVOD (respect), recognition and thanks.
- It builds Jewish community within the synagogue, highlighting the contribution of Men’s Club and the men who belong to the congregation. Sometimes, the MOTY honoree is a synagogue member but may not be a member of the Men’s Club.
- It builds Jewish community beyond the synagogue, by bringing friends, business associates, family and other acquaintances together under the umbrella of the synagogue and its Men’s Club.
- It builds Jewish community at a regional level, by gathering many local communities in one place, on one night, to honor all their awardees together. There is a palpable feeling of Klal Yisrael at these events.
- Finally, as a by-product, the MOTY dinners afford individual Men’s Clubs the opportunity to raise funds and learn about the latest national Men’s Club initiatives. These in turn allow the clubs to grow in their own communities.

DATE OVERVIEW

The NNJ Region holds two dinners each year in the fall. This is done to accommodate our clubs which extend from Toms River in the south up to Closter in the north. This year, the dinner dates are:

SOUTHERN DINNER:
Wednesday evening, November 5th, 2008
Grand Marquis - Old Bridge, NJ

NORTHERN DINNER:
Wednesday evening, November 12th, 2008
Wilshire Grand Hotel – West Orange, NJ

CLUB PLANNING & ACTIVITY MILESTONES

<u>Date</u>	<u>Time Remaining</u> <i>(to November 1st)</i>	<u>Planning/Activity Milestone</u>
August 15	75 days	Start planning club participation
September 1	60 days	Identify your Man (Men?) of the Year <i>(two co-honorees are not uncommon)</i>
September 7	53 days	Advise NNJR of your choice
September 15	45 days	Make big push for ads to support your honoree(s) and club
September 30	30 days	Bios and photos should already have been sent to the Dinner Journal editor.
October 12	18 days	Last day to submit ads. All ads must be in region's hands by this date.
October 19	11 days	Payment for ads must be RECEIVED by NNJR by this date, to insure ad publication Ads without payments will not be inserted.
October 29	2 days	Last day for reservations for Dinner #1
November 5		Dinner #1 (Grand Marquis, Old Bridge)
November 5		Last day for reservations for Dinner #2
November 12		Dinner #2 (Wilshire Grand, West Orange)

Ad Journal Pricing & Club Rebates

1) Ad Prices for the 2008 Man of the Year Ad Journal:

- a) Full Page - \$120
- b) ½ Page - \$72
- c) Inside Front Cover, Inside Back Cover - \$180
- d) Outside Back Cover - \$360
- e) Name listing \$10 / name minimum \$120 / page

2) Club Rebate Structure

- a) 10% rebate to the clubs **after** the first full page ad submitted for a club's honoree
- b) For full page (FP) ads above first five pages, rebate% is 20%
- c) Rebate will only be paid once all ads for an honoree have been paid to the region
- d) There will be no club rebate for the Regional MOY.

3) Man of the Year Biographies

- a) Each person will be allowed ½ page for their biography and picture at no cost
- b) If the biography & picture is over ½ page, club will be charged the full page rate (\$120)
- c) The Regional Man of the Year will be allowed up to 1 full page for their bio & picture
- d) No biographies will take up more then 1 page
- e) Deadline for submission of bios and pictures is October 12, 2008.

CLUB REBATE TABLE:

Ad #	Price per FP	Total Cost of Ads	Page Rebate	Total Rebate	Rebate % of Cost
1	\$ 120	\$ 120	\$ -	\$ -	0.0%
2	\$ 120	\$ 240	\$ 12	\$ 12	5.0%
3	\$ 120	\$ 360	\$ 12	\$ 24	6.7%
4	\$ 120	\$ 480	\$ 12	\$ 36	7.5%
5	\$ 120	\$ 600	\$ 12	\$ 48	8.0%
6	\$ 120	\$ 720	\$ 24	\$ 72	10.0%
7	\$ 120	\$ 840	\$ 24	\$ 96	11.4%
8	\$ 120	\$ 960	\$ 24	\$ 120	12.5%
9	\$ 120	\$ 1,080	\$ 24	\$ 144	13.3%
10	\$ 120	\$ 1,200	\$ 24	\$ 168	14.0%

I Still Have Questions – Who Can Help?

As clear as this guide is, we know that you might still have some questions. You have several places to go for help. The first place to start is with the NNJR Club liaison system.

Your club is in a district (North, Central or South) and the Districts are headed by a Rosh (“Head”).

- North – Brian Frisch (brian.frisch@cvstarrco.com) (201-797-9524)
- Central – Jeff Schulman (jlschul@verizon.net) (732-494-1518)
- South – Joel Kurtz (joku@hotmail.com) (732-266-7046)

Or you can contact the Dinner Chairmen:

- Northern Dinner – David Millman (millman2@optonline.net) (201-664-8172)
- Southern Dinner – Lance Adelson (lanceadelson@msn.com) (732-577-1040)

Or you can contact Eric Weis, Regional President, or Dave Mandell, Regional Exec VP:

- Eric Weis – emweis@gmail.com (973-633-5864)
- Dave Mandell – DLMcpa@comcast.net (732-723-0232)

Each of these people is committed to helping you get the most out of the NNJR Man of the Year Dinner!

The International Federation of Jewish Men's Clubs



"Working Together We Can Do So Much More"

"Involving Jewish Men in Jewish Life"

Visit us on the web at:
www.fjmc.org
www.nnjr.org