

New era for Jewish Columbus: Marcovitch set to lead

A look inside the ongoing integration of two major organizations

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Years ago, when the Jewish Federation of Columbus and the Columbus Jewish Foundation sought feedback from the community on the perception of their organizations and impact, they noticed a couple of surprising things.

First, there was confusion about which agency did what, and second, there was an opportunity for improvement in reaching the growing under-40 population of Jewish Columbus.

Both agencies' leaders stepped down within the past year, which gave the organizations a unique opportunity to integrate, following the lead of many federations and foundations that have combined around the country. A joint board is forming and one CEO was sought to lead the entity with the working title of Jewish Partnership of Columbus.

Enter Joel Marcovitch – the 40-year-old London, England native with five years under his belt as CEO of the Jewish Federation of Greater Toledo.

Marcovitch, who will start as CEO of Jewish Partnership of Columbus Aug. 20, said he's looking to create a "one-stop-shop community convener" that will attract and be helpful to a younger Jewish population.

"What attracted me was not only that philosophy, but also that it's a blank canvas," he said. "This is a new, exciting time in the Jewish Columbus timeline, and building something with solid leadership and great support behind this initiative was very, very exciting."

THE INTEGRATION PROCESS

Foundation board president Jim Bowman said years ago, the Foundation undertook a strategic planning process that included two years of interviews with a broad swath of the Jewish community.

"There was confusion about which organization is doing what, and it got into one of these things where you had people who were Federation fans or Foundation fans, but not a lot of us in between that recognized the value of both," Bowman said. "The



Marcovitch

"We are making the case of relevancy in the Jewish community here, and I think that Columbus has a wonderful opportunity... to make a huge impact not only in Columbus, but I believe from coast to coast in America and around the Jewish world as well."

Joel Marcovitch, incoming CEO
 Jewish Partnership of Columbus

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Adelstein

An open letter to the community

Shalom, Columbus! Welcome to the Columbus Jewish News! We are excited to be a part of the growing Columbus Jewish community. Since we announced this newspaper on May 23, the reception we have received has been overwhelming.

But that is not surprising.

There is great demand for information about the Jewish communities in Columbus, Central Ohio, surrounding areas, the United States and Israel. It is our goal, and our commitment, to meet that demand with integrity, energy and accuracy.

When you read stories in your

community newspaper, click through your website (columbusjewishnews.com) or follow along on Facebook (facebook.com/columbusjewishnews) or Twitter (@ColumbusJNews), you're accessing information culled from online and social media sources, as well as our best local reporting.

As stewards of this new publication, we want you to know what our commitment means.

Perhaps the most important thing to know is that the Columbus Jewish News – like its sister publication the Cleveland Jewish News – is

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'An Evening with Sheryl Sandberg'



Facebook COO Sheryl Sandberg visits New Albany for a Columbus Jewish Day School event. | Photo / Lorn Spolter | **More on Page 21**

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