

Communication Connections Committee

In 2020-2021 our Social Media and Marketing committees joined forces and became the Communication Connections committee chaired by Marilyn Berger and Tammi Belfer. Lyle Pullen and Binny Goldman head up the membership portfolio within this committee and will report separately.

Members of our committee are outstanding contributors, and they include Frances Belzberg, Tamara Frankel, Michael Geller, Tony Dumoulin, Lyle Pullan, Binny Goldman, Serge Haber and our wonderful liaison Rochelle Garfinkel assisted by Liz Azeroual, and Jenn Propp. Thank you all for your participation and support.

There is no escaping JSA ...

The committee agreed to produce a monthly electronic newsletter designed in collaboration with Liz, Rochelle and Jenn. The purpose of this e-newsletter, COMMUNICATION CONNECTIONS, is to educate and inform the community on JSA activities, programs and support opportunities. There is direct input by Tony DuMoulin, Advocacy Chair, Rita Roling, Peer Support Chair, Shanie Levin, Program Chair and many others. Our first monthly communication piece went to more than 1000 MailChimp addresses servicing both the Jewish and Non-Jewish community.

Special thank you to our sponsor, Michael Geller who not only enabled us to run ads regularly in the Jewish Independent but organized the ad template and organized the scheduling. You are a superhero Michael. The focus of this committee is to continue to inform the community that Jewish Senior Alliance (JSA) is a one stop shop for all seniors' issues in British Columbia. We are here for Seniors 55 plus and we service both the Jewish and the non-Jewish community with advocacy, learning opportunities, peer support, empowerment series and of course our excellent Senior Line Magazine under the talented Editor-in-Chief Dolores Luber.

Much thanks to our excellent staff, Elizabeth, Rochelle, Rita and Jenn for all of their assistance in producing a professional looking e-newsletter.

Respectfully submitted

Tammi Belfer & Marilyn Berger