



# ALLIANCE NEWS



VOLUME 33  
#10



**Celebrating  
Educational  
Excellence**

**PAGES 8 - 11**



**ADAM CHASKIN**  
730-2100 ext. 272

Dear Friends,

Summer is here and with that comes excitement for our JCA Summer Camp! Starting June 6, hundreds of children will have the experience of a lifetime at our award-winning, nationally accredited summer camps. Children are not the only people who have a tremendous summer experience with us; our staff does too. Being a camp counselor is one of the best summer jobs; the leaders on our camp staff learn problem-solving, leadership, crisis management, effective communication skills - and many, many more valuable life skills.

The excitement and energy of summer camp permeate our entire campus this time of year. We are thrilled to partner with the Jacksonville Jewish Center once again to offer even more children a fantastic summer experience. As we approach summer camp season, please be aware there will be a lot more families and staff members at the JCA which can make parking and access to the building difficult at times. We ask our members to be mindful of the busy drop-off and pick-up times during summer camp months - and thank you in advance for your patience throughout.

The JCA is an organization that offers a variety of programming and services for the diverse interests of our community. We have hundreds of exceptional programs throughout the year and serve thousands of people in Jacksonville each week. These efforts are possible because of the dedicated leaders on our Board of Trustees led by Chair Rochelle Stoddard. As Rochelle's term comes to an end this summer, we welcome incoming Board Chair Sam Stromberg. Rochelle and Sam's devotion to our JCA makes a tremendous difference in our community. I am extremely thankful for their untiring efforts.

As I walk around the building and talk with people who are here to fulfill their lives, I am reminded several times every day that our staff members are incredible. I am extremely proud of our JCA's unwavering efforts to serve you, our members. We are fortunate to have some of the most creative, dedicated and talented staff in the nation. I am awed by their commitment to our community and honored to call myself part of this JCA family. Please let us know how we can continue to improve the experience we provide for all those we impact.

Wishing you and your family a happy, safe and wonderful summer.

**Adam Chaskin**  
CEO

JCA BUILDING HOURS	
Sun.....	8 am – 6 pm
Mon – Thu.....	5:30 am – 9 pm
Fri.....	5:30 am – 5 pm
Sat.....	1 – 6 pm

The JCA Alliance News and Program Guide are published monthly except July and August by the:

**Jewish Community Alliance**  
8505 San Jose Boulevard  
Jacksonville, FL 32217

For additional program information and to register, please contact the JCA.  
P (904) 730-2100 | F (904) 730-2444  
jcajax.org | info@jcajax.org  
facebook.com/jcajax

Rochelle Stoddard..... Board Chair  
Adam Chaskin..... Chief Executive Officer  
Chelsea Jarrell..... Director of Marketing  
Lee Lemay..... Graphic Designer  
Beth Milograno..... Communications & PR Specialist

**Kid Kare (babysitting)**  
**(904) 730-2100 ext. 325**

- Space limited to 12 kids per shift.
- Sun - Fri operation hours 9 am - 12 pm and Mon - Thu evenings from 5 - 8 pm.
- Snacks are not allowed at open play area, but members of the same household can share the private table at the fenced infant area to snack per request.
- JCA Kid Kare is offered on a first come first serve basis.

**Free for JCA family memberships only**

*In memory of...*

**DR. STEPHEN SHPEEN**  
by The Miller Families

**MICHAEL MACK**  
by Michele and David Steinfeld

**BILL SHEPPARD**  
by Karen and Philip Adler and Family

**KATIE KIGHT'S MOTHER**  
by The Miller Families

**ROSA JARQUIN**  
by Karen and Philip Adler

**CHLOE FLAGLER**  
by The Miller Families

**ANTHONY ACKERMAN**  
by Bunni and Myron Flagler

The Miller Families  
Michele and David Steinfeld  
Adam and Regina Chaskin  
The Board and Staff of the JCA

**JAMES SCHNELLBACHER**  
by Michele and David Steinfeld

**YAIR DEMRI**  
by The Flagler Family  
Adam and Regina Chaskin  
The Board and Staff of the JCA

**NANCY HONIG**  
by Karen and Philip Adler

*In honor of....*

**MR. AND MRS. STEVE SHERMAN'S WEDDING**  
by The Miller Families

**MEGAN WOLF'S GRADUATION FROM UF**  
by The Miller Families

**THE BIRTH OF AUGUSTIN ERNEST TERRILL**  
by Michele Steinfeld

**By Laura Anderson, J Institute Program Associate**

The J Institute, known around our campus as JI, is the place in Jacksonville where adults of all ages come to learn, explore, socialize and grow. Our unique J Institute programming provides people in our community the opportunity to develop new skills, explore our River City, improve personal wellness and enjoy an array of innovative classes. From cultural arts, enrichment experiences, inspirational speakers, exceptional entertainment and exquisite artwork – the J Institute has something for everyone this summer.



### St. Augustine Gilded Age A Playground for the Rich and Famous, Plus Lunch

Discover some of the most beautiful and historically rich parts of St. Augustine on this guided tour. We'll also tour Flagler College during this off-site adventure. Transportation from the JCA is provided. Lunch is at your own expense. Registration is required by Jun 1.

Mon, Jun 6 | 8:30 am

\$65 | Valued member \$43

### WJCT Tour, Plus Lunch

Tour the local WJCT (NPR) studios to see where the magic of radio happens! Tour the radio and television studios and walk around the soundstages at WJCT. Our group will meet at the studios.

Free parking is available. Please plan to join us for lunch at your own expense after the tour. Registration is required by Jun 17.

Tue, Jun 21 | 11 am – 12 pm

\$15 | Valued member \$10

### Hands-On Publix Cooking Class

Learn how to make a summer-inspired meal from a professional chef. Not only will you learn new recipes, but you get to eat your delicious creation! Meet us at Publix, 10490 San Jose Blvd. next to Target in Mandarin. Registration is required by Jul 8.

Wed, Jul 13 | 6 - 8:30 pm

\$90 | Valued member \$60

### Traveling Diner Dinner Club

Delight your taste buds, enjoy great company and experience a world of flavor in Jacksonville's best restaurants. We'll meet seasonally at a local restaurant to explore the food and culture of the cuisine. Registration is required by Aug 7. The restaurant location will be provided after registration. Your meal is at your own expense.

Tue, Aug 9 | 6 pm

\$5 | Free for valued members

### Craft Beer 101 and Pizza at Alewife

We're headed to Alewife in Riverside where the owner and certified cicerone, Kelly Pickard teaches us the fundamentals of beer. Enjoy 5 - 6 samples while learning to understand, experience and appreciate craft beer. Transportation from the JCA is included. Registration is required by Jul 24.

Tue, Jul 26 | 6 - 8:30 pm

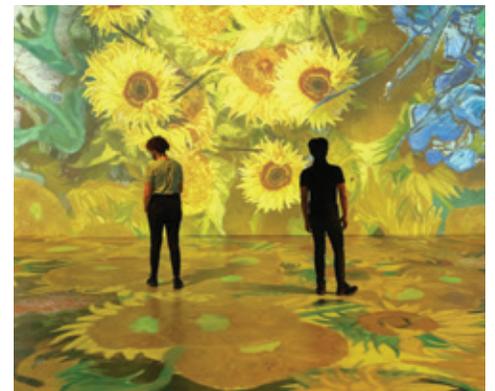
\$53 | Valued member \$35

### Bacon Farm: U-Pick Flowers

Discover this family-owned farm and enjoy a relaxing tour before learning how to cut your own flowers and create a beautiful arrangement. Bring home your own bouquet to show off your skills! Transportation from the JCA is provided. Registration is required by Aug 25.

Tue, Aug 30 | 4:45 - 7:30 pm

\$53 | Valued member \$35



### Beyond Van Gogh: The Immersive Experience, Plus Lunch

Get in quickly before tickets sell out! Join us to see the Beyond Van Gogh exhibit in Jacksonville. This is not a typical art show but a truly immersive experience in Van Gogh's paintings. Transportation from the JCA is provided. Lunch is at your own expense. Please be aware that our JCA's Beyond Van Gogh is a group-ticketed event and is limited to 14. Registration is required. Once registered, there are no refunds available.

Thu, Oct 20 | 9 am

\$75 | Valued member \$50



Meet us at local favorites for our monthly lunch outing. Your meal is at your own expense. Registration is required 48 hours in advance of lunch date.

Thu | 12 pm

Jun 16 – Julington Creek Fish Camp

Jul 21 – bb's Restaurant

Aug 18 – True Food Kitchen

\$5 | Free for valued members

# Shavuot

## The Feast of Weeks

By Rachel Sandler, Jewish Educator

Shavuot literally means “weeks,” referring to the 50 days after the first seder of Passover, or seven weeks of Omer that lead to this festival of agriculture. Where Passover is celebrated as the harvest of barley and spring wheat, Shavuot honors the shift from spring to summer, the ripening of fruits and the beginning of the wheat harvest.

Shavuot is a festival in our Jewish faith prescribed for agricultural reasons, mandating that every family bring their bikkurim (first fruits) to the Temple in Jerusalem as an offering to G-d. This is why the Shavuot holiday is sometimes referred to as chag ha'Bikkurim (the festival of the first fruits) and chag ha-Katzir (festival of the reaping).

Shavuot also celebrates the anniversary of receiving the Torah on Mount Sinai or Z'man Matan Torateinu which means the time of giving our Torah. One custom associated with the giving of the Torah is to stay up all night and study its lessons. It is said that when the Israelites were at Mount Sinai, they overslept and Moses had to wake them up. So, in some Jewish traditions, we stay up all night and not fall asleep while waiting like our ancestors.

In the Book of Exodus, when G-d promises to take the Israelites out of slavery in Egypt to a “good and spacious land, a land flowing with milk and honey,” He is referencing Israel. This takes us to another tradition during Shavuot which is to eat dairy foods like cheesecake or blintzes - foods that represent the sweetness of the Torah.



### Come celebrate!

You are invited to join us at Beth El - The Beaches Synagogue on June 12 at 3:30 pm for an Ice Cream Social for Shavuot. We will share in traditional stories, fun ice cream activities and a delicious ice cream sundae bar!

This event is free for the entire community thanks to our JCA's partnership with the Jewish Federation & Foundation of Northeast Florida, PJ Library, and Beth El – The Beaches Synagogue.

# WHERE DO YOUR DONATIONS GO?

By Beth Milograno, Communications & PR Specialist

We are so proud that our Jewish Community Alliance remains the cornerstone of Jewish life in Jacksonville. Each day hundreds of people walk through the doors of our JCA to enhance mind, body and spirit on our incredibly diverse campus. Our JCA truly is a common meeting ground for people of all faiths and needs.

Through the arts, theatre, cultural programs, fitness and wellness initiatives, our preschool and kindergarten, and our summer camp, our JCA facilitates a remarkable community. We are privileged to meet people from all walks of life who refer to our staff members as family while enjoying countless hours in our beautiful facility.

For many of those members, the support and connections they receive inside our JCA are their lifelines. Thanks to the generosity of so many donors throughout Northeast Florida, we can continue to offer our amazing services, support and financial assistance to families who otherwise could not afford the opportunity to experience our enriching community.

## HERE ARE JUST A FEW WAYS YOUR DONATED DOLLARS HELP US SUPPORT OUR COMMUNITY:

Each year our JCA makes \$400,000 in financial assistance available so that no one is turned away because of an inability to pay for child care, education, summer camp, programming or membership.

Our JCA is proud to engage and enrich the lives of Jewish and non-Jewish members alike; donations allow us to offer Jewish cultural programming at no cost to our entire community.

Families with babies and toddlers partake in our signature Parent & Me classes. These free classes provide a space for new parents' socialization and their children's early learning.

Scholarships are available for our Learn to Swim Programs including Sensory-Safe Swim Lessons designed to help children with Autism learn water safety and gain confidence.

Our Magic Wardrobe Theatre welcomes more than 20,000 elementary school students to our Bessie Setzer Frisch Auditorium each year. Our theatre programs place our JCA among the top field-trip destinations in Northeast Florida. This year, thanks to our incredible partnership with VyStar Credit Union, more than 4,000 students at low-income schools were sponsored to attend our popular theatre programs at no cost.

Because of the generosity of our donors, local businesses, and corporate partnerships, we can continue our mission at the JCA to share this beautiful community and all we offer with our neighbors throughout Northeast Florida.

Your support helps us continue to enhance the quality of life of our entire community. Please consider a donation to our JCA, where families come to learn, grow and improve their lives in so many ways. Together we can ensure the high-quality services at our JCA will persevere for generations to come.

To support our JCA, please visit [jcjax.org/donate](http://jcjax.org/donate). If you have questions please contact Kendall Sisisky Valliere at [kendall.valliere@jcjax.org](mailto:kendall.valliere@jcjax.org) or call (904) 730-2100 ext. 231.

# The **MAGNIFICENT** JCA Youth Services Team

By **Evan McInnis**, Assistant Youth Services Director

We are high-energy, fast-paced and full of fun surprises in the Youth Services department. As we prepare for another summer of fun with your children, we thought it only appropriate to introduce some of the amazing professionals who make our Youth Services Department such a wonderful place to be! It is my absolute pleasure to share more about our staff, the young leaders of the JCA, who create countless memories for your children. Some parents even call our counselors the true lifeblood of our youth programs.



Led by our creatively magnificent Director **Amanda Collins Hall**, our team consists of experienced counselors that are dedicated to serving the children who love to learn, play and grow with us. Amanda, who hired each of our counselors, chose them because they are all truly dynamic individuals who receive raving reviews.



A Jacksonville native and a six-year JCA veteran, **Matthew Cordek** says the best part of his job is supporting children as they grow emotionally and physically. Matt has served our community as a counselor, coach and scorekeeper for our Sports and Recreation Department.



Our Lead After School Counselor, **Julia Breen**, found her passion to work with children when she joined our JCA in 2020. Julia says she loves working with kids at the JCA because each day is an adventure filled with new experiences like STEM projects, cooking classes and crafting.



**Riley Wills** brings his optimistic outlook, positive energy and passion for leadership to our programs every day. Riley loves inspiring and interacting with children - engaging them through games, conversation and projects. According to Riley the best part about the job is knowing that he makes a positive difference in kids' lives.



Returning to the JCA as a counselor this year, **Megan Cusack** has three years experience working with our Youth Services team. Megan says watching children grow and change over time is a rewarding experience.



Then there is me - **Evan McInnis**. I am the Assistant Youth Services Director and started working here as a Summer Camp Counselor back in 2013. I truly love my job and feel so fortunate to work with children every day. When people ask me why I love doing what I do, my answer is always the same - *the kids get me*. I cannot wait for Summer Camp! It is so fun and fulfilling to see your children and how much they have grown and changed during the school year.



## Celebrating Educational Excellence

By Theresa Levy, Alumni Coordinator

Our Michele Block Gan Yeladim Preschool & Kindergarten has a rich history of achieving excellence in early childhood education. The quality of education, the stability of our school and the way we foster bonds with families throughout our community can be attributed to the dedication of our leaders. Since moving to the JCA 33 years ago, our school has had just three directors: Nancy Green 1989 - 1998, Theresa Levy 1998 - 2021, and Natalia Fisher 2021 - present. Established in 1974, we quickly became a leader in our community and field. Now highly accredited and nationally recognized, we are humbled to reflect as our school nears 50 years of achievements!

**1974**

Supporters of Congregation Ahavath Chesed, Beth Shalom and Etz Chaim and private donors gathered in Deanna and Mike Lissner's living room to sign legal papers to establish Gan Yeladim, a Jewish community preschool in Jacksonville. When it opened in 1974, Ina Taffet led the school inside Etz Chaim on University Boulevard.

**1979**

To accommodate increased enrollment, the school was moved to a house on Sunbeam Road.

**1989**

Fifteen years after opening, the Gan Yeladim school relocated to the Jewish Community Alliance campus and included just five classrooms.

**1991**

The Gan Yeladim school becomes the first preschool in Jacksonville to be accredited by the National Association for the Education of Young Children (NAEYC).

**1995**

Hope Haven Children's Clinic partnered with Gan Yeladim to teach speech therapy, computer skills and positive social skills to students at the JCA. This unique partnership (made possible through the generosity of Linda and David Stein), within our community continues and emphasizes classroom behavior support for students and educators as well as family workshops and faculty education programs.

**2008**

Community partnerships are established with the Jacksonville Symphony, The Cummer Museum, The Museum of Science and History (MOSH), the Jacksonville Zoo and Gardens, and the St. Johns Riverkeeper. Michele Block Gan Yeladim Preschool & Kindergarten hosts the first-ever Early Childhood Education Symposium with 175 local educators in attendance.

**2007**

Three new classrooms are constructed, making a total of 15 classrooms on the JCA campus.

**2006**

The Block families endow our school in memory of their daughter Michele Block Wiener. The Gan Yeladim school name becomes the Michele Block Gan Yeladim Preschool & Kindergarten. Additionally, Christine Block designed the current logo for the school's new name, incorporating handprints of Michele's daughter, Madelyn.

**2004**

Our Gan Yeladim Kindergarten program is accredited by the Florida Council of Independent Schools.

**2000**

Gan Yeladim grows to 12 classrooms with the addition of the Kindergarten age group.



# MICHELE BLOCK GAN YELADIM Preschool & Kindergarten

**2024**

Our golden anniversary! Stay tuned...

**2019**

Michele Block Gan Yeladim Preschool & Kindergarten is recognized as the number one preschool in Jacksonville by Folio Weekly's Best of Jax contest.

**2016**

Implemented JCC Sheva curriculum which promotes Jewish values coupled with the Reggio Approach to Learning.

**2011**

Our school received the Guiding Stars of Duval accreditation, achieving five stars – the highest score possible.





# ALUMNI CORNER

By Theresa Levy, Alumni Coordinator

Welcome to our memory lane, where graduates of Michele Block Gan Yeladim Preschool & Kindergarten are featured for mitzvot (a good or praiseworthy deed), simchas (happy occasions) and their many achievements.

Our first spotlight shines on our current Board Chair Rochelle Stoddard and incoming Board Chair Samuel Stromberg – both graduates of our school. We will not share their exact graduation dates, but Rochelle and Sam went to the preschool when Gan Yeladim was located on University Boulevard.

Rochelle, now the president of Jacksonville-based Berman Brothers, has led our agency through two years of the pandemic and worked tirelessly to support our community through every challenge. We are so thankful for her phenomenal support of our JCA.

Later this summer, Rochelle will pass leadership on to Sam, a partner at Ryan, Marks and Stromberg Attorneys. Sam made our school a tradition in his family. His teenage daughters are also Michele Block Gan Yeladim Preschool & Kindergarten graduates.

Congratulations to Rochelle and Sam – we are so grateful and excited for the future of our JCA under your leadership.



Please help; we want to learn more about the graduates from our Michele Block Gan Yeladim Preschool & Kindergarten. If you are a Gan grad, know one, or have rosters from before our school was in the JCA, please email me at [theresa.levy@jcjax.org](mailto:theresa.levy@jcjax.org) or call (904) 730-2100 ext. 237.

  
MICHELE BLOCK  
GAN YELADIM  
Preschool & Kindergarten



### Pilates for Tennis

Join personal trainer, yoga and Pilates instructor Gisela Reis in **Pilates for Tennis** on June 12. With an effective pre and post-match warm-up and cool-down routine, Gisela has designed a workshop to improve your tennis game and help prevent common injuries. Students will use a Pilates mat, props and the reformer equipment during this one-hour workshop.

Sun, Jun 12 | 10:30 – 11:30 am  
\$25 | Valued members only



### Tag You're It

Join our certified cycle instructor Yosefa "Jerri" Reich to engage in a fun cycle mini-game on June 19.

**Tag You're It** features an interactive indoor cycling experience where riders chase one another using RPM.

Sun, Jun 19 | 12 – 1 pm  
Free for valued members



### Walk and Be Rewarded! Join the JCA Walking Club

**By Hollie Arnold, Membership Specialist**

Walk at your own pace, build up your endurance and have fun with new friends! We are excited to invite YOU to join the JCA Walking Club! When you put effort into walking, there is a huge benefit to your health. Walking increases your heart and lung activity, lowers your risk of heart disease and stroke, builds stronger bones, improves muscle strength and decreases body fat.

"I started the Walking Club at the JCA to help me stay out of the hospital," explains our Walking Club founder, Hank Arnold. "I had a heart attack in 2008 that decreased my heart

function. Today after creating a walking regimen of 2 - 3 miles every day, my heart function and blood sugar levels are normal. My goal is to share this information with others and encourage them to walk to prevent and recover from major health issues."

Members of our club walk on the track and treadmills at our JCA as well as when we get together for outdoor excursions. Our members record their steps and mileage throughout the month then email us their totals to keep track. When walkers achieve their personal goals, we reward their progress.

"My favorite part of the walking club is the comradery with our members and going on walks through nature," says Brenda Brunner who was recently named our club's Walker of the Month. "It is fun to get to know the other members of the group while we are out getting exercise and enjoying nature."

Walking with us is not only FUN - it is FREE and educational. Every month, we email health tips from our coaches in the Baptist Health Wellness Connexion. Put your best foot forward and join our 65-member strong walking club.

**For more details and to walk with us, call Hollie Arnold (904) 730-2100 ext. 227 or email [hollie.arnold@jcjax.com](mailto:hollie.arnold@jcjax.com).**

# WHAT IS THE Wellness CONNEXION ?

By Beth Milograno, Communications & PR Specialist



“My passion has always been health and wellness,” explains our Wellness Coach, Lisa Bradford, who has more than 30 years of experience in nursing, wellness coaching and personal training services. “I really enjoy collaborating with the personal trainers, yoga instructors and dietary specialists at the JCA regarding the best possible outcomes for every member’s unique health goals. The JCA has an amazing community of members who I truly enjoy coaching and supporting.”

Since its inception in 2015, the mission of our Wellness Connexion and unique partnership with Baptist Health is to support members of our community, of all ages, as they make lifestyle changes that improve overall health and well-being.

“After years of taking care of sick patients at the bedside, I learned that taking care of oneself is a top priority,” says Lisa. “Thirty years ago, I made changes in my personal life to be the healthiest I could be, and I always wanted to work in a field where I could help others do the same. I am so happy to say that I have found my dream job with the Wellness Connexion. I especially love getting to know each member and building a relationship around trust and respect as they reach their health goals.”

When our valued members visit the Wellness Connexion, they receive a free Personal Wellness Assessment. After completing a personal health survey online, members schedule an in-person biometric screening with one of our wellness coaches, who have years of experience helping people determine areas of health improvement and setting goals toward a healthier lifestyle. After an initial meeting with one of our Wellness Coaches about the survey and biometric screening results, members follow up with their coach biweekly, monthly or as needed for continuous support.

“I treasure my one-on-one coaching sessions with members here and truly enjoy supporting each person toward their health goals,” says Lisa. “I enjoy everything I do in the Wellness Connexion, from leading our Monday Meditation Class to moderating discussions during Baptist Physician Talks and

our Baptist 4her Program. We really get to know the members through these events which allows us to build relationships through trust and respect.”

On Thursday, June 9 at 6 pm, Dr. Subrato Deb, a thoracic surgeon with Baptist MD Anderson will join us for a Physician Chat at the JCA about Lung-evity, designed to help people better understand risk factors for lung cancer and ways to reduce that risk. Our next Women’s Wellness Wednesday, 4her program will be held on Wednesday, June 15 at 6 pm. Centered on helping women learn more about osteoporosis, Dr. Prasuna Jami with Baptist Health will join us at the JCA to discuss how osteoporosis impacts women along with prevention and treatment information.

As valued JCA members, the services in our Wellness Connexion are available at no cost to you. Our coaches can discuss a variety of topics with our members including, sleep issues, stress reduction, increasing physical activity, healthy eating, weight management, eliminating tobacco use and mental health. All information collected during your wellness sessions is kept completely confidential. The JCA has no access to members’ personal health information. Wellness Coaching appointments generally last 30 minutes or less and can be scheduled by visiting [jcjax.org/wellness-connexion](http://jcjax.org/wellness-connexion) or by calling (904) 730-2100 ext. 333.

## Meet our Wellness Coaches



**Lisa Bradford, BSN, RN, CHC, CPT, CWWS**

In addition to all she does to support members at the JCA, Lisa has worked as a registered nurse, health coach and in personal training services. Her areas of specialty are cardiology and neurology.



**Amaris Chrispell, MSN, RN, HWNC-BC**

Amaris was one of our first wellness coaches at the JCA when the Wellness Connexion opened in 2015. With more than a decade of experience in nursing, Amaris felt compelled to serve in 2020, becoming a Covid-19 resource nurse with Baptist Health. Returning this year to serve our members in the Wellness Connexion, Amaris is also working to obtain a Doctor of Nursing Practice, Psychiatric Mental Health Nurse Practitioner (DNP-PMHNP) degree at the University of Florida.

## JCA Wellness Connexion Hours of Operation

**Monday – Friday**  
8 am – 5 pm

**Saturday and Sunday**  
Closed



# MORE THAN A GAME

## By Rio Robinson, Sports & Recreation Director

Among the all-time best male basketball players from our First Coast is our favorite basketball guru at the JCA, Coach Will Holloman. Will first started training basketball players here two years ago and has quickly become a core part of our JCA sports programs. Will works directly with kids and adults in both group and private basketball training programs.

An All-State, All-City, two-time Florida Athletics Coaches Association Basketball Player of the Year and all-star player in both China and Mexico – Will is a baller on the basketball court and our JCA members agree he is an even better human being.

“Yes, basketball is just a game to some, but in my experience, it’s a lot more,” explains Will who shares his philosophy on basketball. “It’s interaction, accountability, hard work, dedication, perseverance and self-discipline. Playing basketball at any age is enriching, rewarding, challenging and revealing. Personally, basketball gave me the choice between 73 Division 1 schools, financial gain after college and an opportunity to see the world.”

Being accountable, working well with others, being coachable, punctual and seeing that hard work can pay off on the court is very rewarding. Plus, Will says those intangibles of the basketball game also translate into workforce skills.

“The art of basketball can be a river that runs very deep – it is more than just a game,” says Will.

Athletes at our JCA work with Will to grow their basketball knowledge and skillsets. In our JCA Youth Summer Basketball Development League, Will works with children ages 5 – 14 in a one-hour basketball skills clinic, followed by a fully officiated game.

Whether you are playing for the first time or looking to improve your game, our Summer Developmental League is a great place for all players to start! For more details about shooting some hoops with Will, please contact Coach Mike May at [mike.may@jcajax.org](mailto:mike.may@jcajax.org) or call (904) 730-2100 ext. 254.

## NEW JCA Youth Summer Basketball: Developmental League (Ages 5 - 14)

### MANDATORY SKILLS ASSESSMENT:

Sun, Jun 26  
 Ages 5 - 6 | 1pm  
 Ages 7 - 9 | 2pm  
 Ages 10 - 12 | 3pm  
 Sun | 12 - 6 pm

### GAMES:

Jun 26 - Jul 31 (No games Jul 3)  
 Sun | 12 - 6 pm

The exact times will vary based on the number of players and skill divisions. Skill divisions will be communicated after the assessments on June 26.

\$135 | Valued member \$90



## Take a Swim with Ari

Red Cross Certified Lifeguard and Swim Instructor

By Josie Martin, Aquatics Manager

When our Red Cross certified Water Safety Instructors receive kudos from our community – we can't help but to kvell! Ariel "Ari" Sauer, teaches swim lessons to kids in our JCA pools every Sunday. Ari works with children of all ages to teach our Learn to Swim programs throughout the year. From his positive disposition to his attentiveness in the water - children, parents and our JCA staff members agree, Ari is someone to brag about!

*"Coach Ari taught my kids to swim over summer camp sessions and through dedicated group swim lessons. He has a great attitude, balancing fun and humor with the need to be safe and to challenge oneself. My kids are very different - one is over-confident in the water and the other is under-confident. Ari treats them both with respect and understands they need separate approaches to their individual comfort levels in the water. Ari is great with little kids - we're lucky to have him as our swim coach."* - Susan and Sean Kelly

Ari says he is fortunate too because teaching kids in the pools at the JCA is one of his favorite places to be.

"I decided to become a lifeguard when I turned 15 and I haven't looked back since," says Ari. "After having so much fun as a guard, I decided to become certified to teach swim lessons. I really enjoy teaching kids and watching them be successful in the water. I am also so thankful for my bosses Josie and Dustin - they always guide me in the right direction when I am teaching and help make work fun."



## JULY 4 FAMILY FUN DAY!

Mark your calendars for another fun-filled Family Fun Day at our JCA! We are celebrating this Independence Day with food on the grill, a DJ, games, prizes and a greased watermelon race!

**Our Family Fun Day is FREE to valued JCA members.**

**Mon, Jul 4 | 11:30 am – 2:30 pm**

## **+** American Red Cross Learn to Swim Programs at the JCA

### Little Makos (Ages 2 - 5)

Sun | 11 am or 1 pm

### Jr Makos (Ages 6 - 13)

Sun | 12 pm or 2 pm

### Little Makos or Jr Makos (Ages 2 – 13)

Mon and Wed, or Tue and Thu | 3:30 pm, 4:30 pm or 5:30 pm

### Adult Group Swim Lessons

Mon and Wed | 6:30 – 7 pm

### Parent & Me (Ages 6 months - 3 yrs)

Sun or Mon | 10 - 10:30 am

### Sensory Safe Swimmers

Sun | 4:30 or 5 pm (ratio 1:1 or 2:1)

Please call Josie at ext. 240 or email [josie.martin@jcajax.org](mailto:josie.martin@jcajax.org) for more details and to schedule private or semi-private lessons.



### Summer Makos Swim Team

Splash into a great summer with our JCA's member-only, co-ed swim team. The JCA Makos Summer Swim Team is a competitive team that competes each summer in the River City Swim League. An inspiring coaching staff motivates swimmers to achieve their goals by building endurance and technique

- all while growing as a team and having lots of fun! The minimum requirement to join the Makos this summer is swimming one length of the pool unassisted. Swimmers who are unable to meet the minimum requirement should consider our Red Cross Learn to Swim Programs at the JCA.

### Summer Makos Swim Team Practice

**Red Group** (Ages 6 and under) | 4:30 - 5:15 pm

**Gray Group** (Ages 7 - 10) | 5:15 - 6:15 pm

**Black Group** (Ages 11 and up) | 6:15 - 7:30 pm

The Makos compete in five more meets this summer: Jun 9, 13, 20, 30 and Jul 5. Mark your calendars Makos fans! The River City Swim League Championships will be held at Bolles High School, Jul 22 - 24.

**\$200 | Valued members only**

**Meets Only**

**\$180 | Valued members \$120**



# A Mindset for Better Sets

**By Aline Berkenbrock, Tennis Professional**

Although we love the game, tennis is considered a losing sport. As in, many players lose a lot more than they win on the tennis court. Believing in yourself and thinking of yourself as a winner can be difficult, especially when learning to play and playing competitive tennis. Tennis matches sometimes last more than three hours - as time goes by, players get tired and more frustrated. As we learn the game, it is only natural for people to have some doubt or make rookie mistakes. However, if we remember that each mistake is an opportunity— we will learn and improve.

No player can control the outcome of a tennis match because there are too many variants at play during the game. That is why whether it be your opponent's skill level, how you feel that day or what the weather is like, it is important to analyze your play after every game. The object of tennis is to always do better next time. With that in mind, consider these points toward achieving a winning mentality.

**Positive thinking is powerful.** If you see every mistake as an opportunity to learn and improve, your tennis game will excel. Do not let bad days on the court bother you. Always try to learn from what you did wrong and reflect on what you did right.

**Develop a healthy competitive spirit.** Playing a tennis match is not just about defeating your opponent. Focus on developing a strategy before a tennis match that will help

you hone in on what you can control during play even if the match does not go your way. A strategy helps us stay focused and persevere if a match becomes overwhelming.

**Respect your opponents.** Always respect and never underestimate your opponents. If your opponent is better than you, take the opportunity to learn from them. If you are the better tennis player, remember to always show respect to others at every match, regardless of the outcome.

A strong and positive mindset can pave the road for a long and successful tennis career – and, in my opinion, makes players unstoppable on the tennis court.

## Private Lessons

Private lessons are the most effective way for our members to learn new strokes for their personal style of play. Schedule a private lesson with our tennis professionals at any time.

30 mins | \$30

60 mins | \$60

Doubles | \$80

Package of five 60-minute or ten 30-minute lessons | \$270

**Valued members who are interested in private lessons should contact Aline Berkenbrock at [aline.berkenbrock@jcjax.org](mailto:aline.berkenbrock@jcjax.org) or call (904) 730-2100 ext. 317.**



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[jcajax.org](http://jcajax.org)



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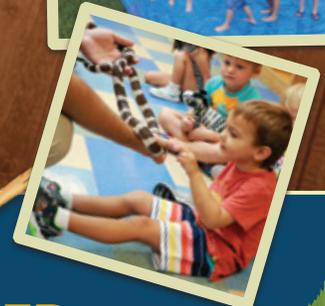


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**MISSION STATEMENT** The Jewish Community Alliance (JCA)  
 strengthens Jewish life, serves as a common meeting ground  
 and enhances the quality of life of the entire community.

**VISION STATEMENT** Our vision is to provide **the** place in the tradition of our  
 heritage where all people come together throughout their lives to enhance  
 body, mind and spirit in an environment of fun, harmony and friendship.

**FABULOUS FACILITIES, ENDLESS ACTIVITIES,  
 SUMMER CAMP AT THE JCA IS  
 BETTER THAN EVER.**



**DISCOVER ALL THAT'S PLANNED  
 FOR YOUR YOUNG CAMPER\* AT THE JCA THIS SUMMER,  
 VISIT [JCAJAX.ORG/CAMP](http://JCAJAX.ORG/CAMP)**

\*AGES 2 - 16