

New leaders take the reins at JFCS

By ROCKNE ROLL

A pair of new leaders will be taking the helm at Jewish Family and Child Service in the coming months as the agency celebrates its 75th year serving Portland's community.

Bill Treuhaft will take over as the President of JFCS's Board of Directors as Larry Holzman concludes his term, and Deputy Director Susan Greenberg will become the agency's executive director as Ruth Scott steps down at the conclusion of nearly five years in the role.

Greenberg was working in nationwide Covid education in 2020 when she connected with Scott and joined JFCS shortly after. Greenberg has previously served as the head of Holocaust Survivor Services, worked in Disability Support Services and in other budgeting and management roles at the agency. She's spent her career in fundraising and development for social service organizations, including stints at the Leukemia and Lymphoma Society and the Dental Foundation of Oregon, putting together mobile clinics to provide dental care to elementary school children.

"What drew me to JFCS was, and why I still am excited," Greenberg said, "is the fact that JFCS is not only there for the Jewish community, but we're here in multiple ways for the entire community."

One of the areas in which Greenberg sees JFCS as being a leader in the coming years is mental health support. More than a third of Jewish households in the Greater Portland area have mental healthcare needs, according to the recently released community study, and Greenberg is hopeful that JFCS can not only fill the role of providing counselors to meet the clinical needs, but to partner with other groups to take a holistic approach to mental health support.

"My goal would be to collaborate with synagogues and other agencies to fill those needs, because it's going to take the whole community to get there," she said. "And that may be like, working with the MJCC, looking at mental health from the perspec-



Susan Greenberg (Courtesy Jewish Family and Child Service)

tive of exercise and wellness."

Growing the agency's mental healthcare division is also a priority for Treuhaft as he becomes board president.

"We need to be able to develop more mental health professionals and put them in positions where they can be where people can access them," he said.

Treuhaft moved to Portland from Toledo, Ohio about seven years ago. A rheumatologist by trade, Treuhaft had also been active in supporting Jewish Family Service in Ohio, serving on their board for 20 years. He recalls volunteering to pack holiday meals at Congregation Beth Israel with a friend, Les Soltesz z"l, who was serving on the JFCS board. Treuhaft mentioned his experience in Ohio and asked if he could be of service.

"Within two weeks, I was having a meeting with Les and Lee Cordova, who was the previous president, and Larry who was the incoming president," he recalled. "Next thing I knew I was on the board."

Then, as now, Treuhaft is motivated by a deeply held belief in the power of giving back, which goes back to his parents work in social welfare in Ohio.



William Treuhaft (Courtesy)

"I felt that there was an opportunity and a need for us, as Jews, to give back to the community," he said, "and also, for us in some way to represent the Jewish community to the greater non-Jewish community, that we're a part of and say, 'We are part of this community.'"

In addition to growing the agency's mental health division, Treuhaft's goal as president is to build an increased level of financial security for JFCS to enable the agency to grow all of its divisions and identify new needs it can help meet.

"There's an awful lot of work for us to do, and we do it to the best of our resources, but we are constantly scrapping for money," he said. "If there was some way that we could get on really sound financial footing, long term, I would consider myself a huge success."

When asked if, as the new president, he would carry on Holzman's tradition of sequined dinner jackets, Treuhaft was undecided.

"I have been thinking about that," he said. "It's a nice touch. But that was Larry's thing, so I don't know that I'm going to follow in those footsteps."

Chabad's expanded Jewish Festival set for July 13 in Northwest Portland

Chabad NW Portland/Chabad Young Professionals will stage their third annual Portland Jewish Festival at The Fields Park in Portland's Pearl District Thursday, July 13, at 7 pm.

Organizer Sheina Posner explained that, amidst the Covid surges of 2021, the event started as a klezmer music festival in the hopes of bringing "pos-

itivity during a difficult time." In 2022, CYP partnered with Portland Parks and Recreation to stage a movie screening in the park that drew a crowd of 350.

This year's event continues the theme while expanding the pre-film entertainment to include a Kosher deli pop-up, a make-your-own-challah booth, and

other entertainment for all ages. This year's film is "Woman In Gold," which depicts the real-life efforts by Maria Altmann to recover a prized painting that was stolen from her family by the Nazis during the Anschluss. Altmann is played by Helen Mirren, with Ryan Reynolds as Randol Schoenberg, the attorney who successfully litigated

Altmann's case before the U.S. Supreme Court.

"The goal is to have a fun event open and free for all to celebrate Jewish life and culture," Posner said. "We want to bring the Jewish warmth and beauty to the streets of Portland."

For more info or to RSVP, visit tinyurl.com/nhcx8mvm.