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For Immediate Release

**JEWISH COMMUNITY CENTER OF SAN FRANCISCO
ANNOUNCES NEW EXECUTIVE DIRECTOR, CHIEF OPERATING
OFFICER**

SAN FRANCISCO, February 17, 2010—The Board of Directors of the Jewish Community Center of San Francisco (JCCSF) today announced the appointment of Barry Finestone as Executive Director. Finestone, formerly National Associate Director for Hadassah/Young Judaea and Executive Director of the historic Isaac M. Wise Temple in Cincinnati, will assume his post in June 2010. He replaces Judith Edelson, who has served as Interim Executive Director since March 2009.

JCCSF Board President Sue Diamond said, “We have conducted an intensive, nationwide search for the best candidate to lead the JCCSF into the future, and I am delighted that this search led us to Barry. He is an extraordinary talent, recognized in Cincinnati for his tremendous leadership of Jewish community institutions from both the professional and the lay sides as well as for his business acumen. The JCCSF is one of the foremost cultural, intellectual and recreational venues in San Francisco and a national trend-setter, and Barry is the right person to continue building on its success with clear vision and thoughtful leadership.”

Bethany Hornthal, past president of the JCCSF and chair of the search committee, added, “The JCCSF was looking for an inspiring and passionate leader who could lead the JCCSF in thinking strategically and creatively about its future. Barry will bring energy, vitality, passion and leadership to the role.”

Finestone served as Executive Director of the dynamic, two-campus Isaac M. Wise Temple from 1999 through 2005, transforming its information technology systems and earning the Harris K. and Alice F. Weston Award for outstanding leadership, before becoming Executive Vice President of national retailer Jones the Florist/Sweets in Bloom. He was previously the National Associate Director of Hadassah/Young Judaea, a national youth movement with camps, conventions and college study programs throughout the United States and Israel. As a lay leader, he served on the Board of the Mayerson JCC in Cincinnati, as President of the Rockwern Academy Jewish Day School and on the endowment committee of the Jewish Federation of Cincinnati and Jewish Old-Aged Home. He holds a Bachelor of Science in Community Education from Jordanhill College of Education in Glasgow, Scotland, his original home. Barry and his wife, Ellen, have three children.

Finestone said about his new role, “After spending the past five years in business, I knew it would take something extraordinary to bring me back to the Jewish professional field. The opportunity to be the next Executive Director of the JCCSF is undoubtedly that special opportunity, and I am extremely excited to play my part as we continue to enrich and strengthen the body, mind and spirit of this very special community.”

The JCCSF also welcomed its new Chief Operating Officer, Todd Braman, on February 1, 2010. Braman served from 1998 through 2008 in various roles at the Peninsula Jewish Community Center, overseeing the development of significant new and expanded program areas as the PJCC opened its present site in Foster City, and culminating in the post of Associate Executive Director. His work at the PJCC earned him the Helen Diller Family Award for Excellence in Jewish Education. Prior to that, Braman – a long-time resident of San Francisco with a master’s degree in education from Harvard, had worked on a wide variety of community-based education projects with institutions such as the Exploratorium, the San Francisco School and several youth development programs in the Tenderloin district. Most recently, Braman was Program Officer with the Koret Foundation, managing the Jewish Peoplehood and Israel portfolios.

The JCCSF executive team also includes Chief Financial Officer Diane Walters.

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The JCCSF has been serving the Bay Area since 1877 with programs that transform people’s lives. A home away from home for San Franciscans of all faiths and backgrounds, the JCCSF welcomes nearly 5,000 guests each day to world-class cultural events, a state-of-the-art fitness center and hundreds of inspiring educational, recreational and social programs. From three outstanding preschools and a renowned after-school K – 6 enrichment program to hot kosher lunches and daytime activities for older adults, the JCCSF offers singular programming designed to meet the needs of children, teens, parents, interfaith families, Russian émigrés and many other segments of the San Francisco community. Programs are made possible through generous community support, enabling the JCCSF to provide free and low-cost programs as well as generous financial assistance – ensuring that the Center is accessible, welcoming and nurturing to all.

The JCCSF is located at 3200 California Street (at Presidio). For more information, please visit www.jccsf.org.

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