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The Jewish Community Center of the East Bay's Board of Directors is thrilled to announce that Sally Kauffman Flinchbaugh has accepted the position of Executive Director. In her new role, as with her prior role as Acting Executive Director, Sally continues working closely with the JCC East Bay Board, staff and membership, as well as the greater Jewish community and grantors, to showcase the potential of the JCC East Bay. She brings sound financial management and an insider's experience to managing the JCC East Bay during fiscally challenging times. Like most non-profits, the JCC East Bay still faces financial challenges, but under Sally's leadership, the organization is now in a stable position and able to hire a full time Executive Director.

Since Sally assumed the Executive Director position, the JCC East Bay has received grants from the Walter and Elise Haas Sr. Fund, the Richard and Rhoda Goldman Fund, the UC Chancellor's office, as well as several others. While maintaining the organization's focus on its outstanding core Preschool and Afterschool Programs, Sally is overseeing the introduction of group exercise classes at the JCC East Bay. The new BODYPUMP™ classes are offered throughout the week and consist of a 60-minute strengthening class set to music, suitable for all ages and fitness levels. BODYPUMP™ provides an opportunity to build strength with your community!

Sally originally joined the JCC East Bay as a Preschool parent. Her two older children graduated from the Preschool, and now attend the Center Stage Afterschool Program at the JCC East Bay's Berkeley site. Her youngest child is in his last year at the Preschool and will attend the new Bridge-K program, beginning next fall. She wanted to get more involved at the JCC East Bay and took on the role of Board Treasurer in July 2007. She became the Acting Executive Director in October 2008 and is very excited to continue her involvement in the community.

Sally brings a combination of non-profit and for-profit experience to her new position. Sally's experience includes work with development and environmental non-profit organizations, both domestically and internationally. Professionally, she served as the Executive Director of JustAct (formerly the Overseas Development Network); as the Community Development Program Manager for the American Refugee Committee in Uganda; and as the Volunteer Coordinator for Rainforest Action Network in San Francisco. She spent two years working with the World Bank as a poverty analyst where developed ties with many non-profit organizations in Washington, DC. In the private sector, Sally worked with a variety of companies in a marketing capacity, including Clif Bar, Inc., and Sustainable Harvest Coffee. Sally received her MBA from the

Anderson School at UCLA and her MA in Anthropology and BA in Human Biology from Stanford University.

Sally continues to lead the JCC East Bay staff and volunteers in sustaining and expanding community programming. She is particularly interested in education, social action, cultural arts and other programs that unite the community in Jewish celebration. She hopes to build on the JCC East Bay's ability to bring people together and to nurture a center that is the hub of the community.

Since 1978, the JCC East Bay has provided a Jewish gateway and home to a large community. People of all ages, faiths and backgrounds are welcome in the Center's efforts to build community, develop friendships, and learn and celebrate together. The JCC East Bay's outstanding offerings include year-round Preschool and Afterschool Programs, summer and vacation camps, senior programs, exercise classes, plus Jewish communal celebrations, films, lectures, and other cultural arts programs. The JCC East Bay operates on two sites; the main campus is in the heart of Berkeley's "Gourmet Ghetto" and the Oakland site is just east of Highway 13 on Redwood Road.

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