

SERVING THE COMMUNITY FOR OVER 150 YEARS

The American Israeli

THE OLDEST ENGLISH JEWISH WEEKLY IN AMERICA EST. JULY 15, 1854

יהי אור *"Let There Be Light"*

 **Cincinnati**
Celebrates 350
Jewish Life in America 1654 ~ 2004

March 3, 2005/22 Adar I, 5765

Shabbat begins at 6:14 p.m. and ends at 7:15 p.m.

Cincinnati, Ohio

Vol. 151 • No. 34

\$1.00 Single Issue Price

Interactive community calendar coming to Cincy

by **Iris Ruth Pastor**
Managing editor

The Jewish Federation of Cincinnati is launching and funding a new service to connect more people to the Cincinnati Jewish community in an effort to advance participation, membership and volunteerism.

"The Jewish Federation is pleased to be able to provide the community with PlanitJewish," said Shep Englander, Jewish Federation of Cincinnati CEO. "It enables the community to have full access to everything going on in Jewish Cincinnati at any given time."

Howard Brown, founder and president, and Brett Cohen, chief

operating officer, of PlanitJewish.com, were in town Thursday, Feb. 24, to teach leaders from more than 40 agencies, organizations and congregations in the Cincinnati area how to use their interactive calendar designed to be a connector and a search engine for local events of Jewish interest.

"Aduth Israel Congregation is extremely excited about the opportunity to increase our presence on the Web by being a part of PlanitJewish.com," said Rob Festenstein, administrator of Aduth Israel Congregation and one of the attendees at the training session.

"We look forward to participating in this very exciting project that will help to increase communications not only with the community, but also within the congregations. We are grateful to the leadership of the Jewish Federation for making this possible for our Jewish community."

All employees in the company are very involved in the local Jewish community in California, Brown said.

"We coupled this with our awareness of the fact that Jewish individuals in the 18-to-35 year-old age group are used to using the Internet not only to buy books and make plane reservations," he said, "but also to find Jewish information. Our service is a natural step to blend the above – a natural step to connect Jewish people with Jewish events that are going on in their own local Jewish community."

Brown noted that his service is also a good way to market the city to prospective residents.

"Most people, after using our site, are surprised about how much is going on of a Jewish nature in a community. This is because their awareness level increases," Brown said.

Another advantage is that a registered user can upload dates for upcoming Jewish events to their Palm Pilots, or other personal digital assistants.

The service PlanitJewish.com provides an interactive web site that lists events in over 45 categories, such as adult Jewish education, volunteer opportunities, young adult events, Shabbat services, minyans, singles events, kids activities. Funding from the Jewish Federation of Cincinnati has enabled individuals and organizations to use the service for free.

Already launched in Baltimore, Houston, the San Francisco Bay area, the Twin Cities (Minnesota), PlanitJewish.com will soon debut in Pittsburgh and Cincinnati. Scheduled launch for Cincinnati is March 14.

"We are trying to go out of our way to be as collaborative a partner in the community as possible," said Federation Marketing Director Kim Morris.

PlanitJewish.com is a Web service/calendar that is continually updated and connects the community in the best way yet, said Morris. Not only can individuals find out if a speaker is coming to town, but one can even sign up to attend the lecture.

For more information, please contact the Jewish Federation of Cincinnati.