

Hurwitz takes on role of federation president

■ *Marsha Hurwitz is Columbus Jewish Federation's new president and CEO.*

By **KATHLEEN L. RADCLIFF**

Bexley News Reporter

During the week members of Central Ohio's Jewish Community paused to remember and reflect on the one-year anniversary of the Sept. 11 terrorist attacks, there was a quiet changing of the guard at the Columbus Jewish Federation.

Marsha Hurwitz of Bexley, new president and chief executive officer, began unpacking her boxes and assumed leadership of Central Ohio's 19th largest philanthropic organization Sept. 9.

Hurwitz succeeds Hal Lewis, who served as federation president and CEO from July 1999 through July 2002.

Last month, Lewis left the federation to become associate dean for public programs and assistant professor at the Spertus Institute of Jewish Studies in Chicago, according to Joshua Platt, director of marketing and public relations for the federation.

A native Virginian, Hurwitz previously served as executive director of the Jewish Community Federation in Richmond, Va., where as a consummate fund-raiser, she helped grow Richmond's annual campaign by 25 percent, to \$16.7 million in the capital campaign, according to information from the Columbus Jewish

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Columbus Jewish Federation

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Hurwitz said she has always been impressed by Columbus' reputation and she is excited about her new job.

"Being from Virginia, we hear a lot about southern hospitality," Hurwitz said. "Since I've arrived, I have been very warmly welcomed to Columbus in that tradition and I am most impressed and appreciative of such a warm welcome from members of the community."

Hurwitz said she feels privileged to be asked to serve as president and CEO.

"Central Ohio has a vibrant Jewish community, one that understands its role in the bigger Jewish world," she said. "The community has committed leadership, extremely generous people and outstanding Jewish institutions, agencies and synagogues."

"Columbus has a larger and more diverse Jewish population, and takes a great deal of communal pride in the achievements Jewish individuals have made, from working with our elders to our children."

A self-described consensus builder who lis-

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News photo by Kathleen L. Radcliff

The Columbus Jewish Federation's newly appointed president and chief executive officer, Marsha Hurwitz, works at her computer Sept. 12.

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tens to people, gathers information and seeks solutions that can have broad-based buy in, Hurwitz said a prime objective is enhanced community relations.

"I will be out meeting, greeting and talking to members of our community, to build a more vibrant Jewish community here and to help members of our community understand there is a great big world out there," she said. "We can either sit on the sidelines or get involved."

Robert Schottenstein, chairman of the federation's board of directors and member of the CEO search committee, said he is excited by the skills Hur-

witz brings to Central Ohio.

"Marsha is an experienced, knowledgeable, dedicated and skilled federation leader and has distinguished herself as a proven leader and achiever in virtually all aspects of Jewish community life," Schottenstein stated in a press release.

According to Schottenstein, key among the goals outlined for Hurwitz is improving agency and donor relations and raising more money through the annual campaign.

"I have the responsibility to be fiscally responsible, and to make sure we invest our community's philanthropy in a responsible and efficient manner," Hurwitz said.

Settling into her home in Bexley, Hurwitz said, "Living

in Bexley is great. I'm a runner, and the neighborhood is wonderful for running. The short commute is wonderful, too, because I don't like freeway driving."

Hurwitz is the mother of three. Her son, Ezra, lives in northern Virginia; daughter, Shira, is a freshman at Goucher College in Baltimore; and daughter, Daniele, is a senior at Bexley High School.

"She's happy to be here and she's challenged by Bexley's curriculum," Hurwitz said of Daniele.

In her free time, Hurwitz said she enjoys golf. However, as a caveat to fellow duffers — "I enjoy golf, but I play at golf more than I actually play golf," she said, laughing.