



**Press Release  
FOR IMMEDIATE RELEASE**

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**ALPERT JFS' JEWISH COMMUNITY CAREER SERVICES FOR JOB-SEEKERS INVITES WOMEN FROM  
BOYNTON BEACH TO VERO BEACH TO BE A PART OF "BECOME U," A QUARTERLY PROGRAM OF REINVENTION**

**WEST PALM BEACH, FL – January 4, 2020** – The Jewish Community Career Services (JCCS) program at Ferd & Gladys Alpert Jewish Family Service (Alpert JFS) comes at a most opportune time, as the COVID-19 pandemic has left many in the Greater Palm Beaches unemployed. Whitney Cherner, LCSW, MSW, who leads the initiative, is helping experienced job seekers find their next jobs.

At the heart of the program is "EmpowerU" to assist those in career transition, providing free employment-related workshops. Resume writing and cover letter development, interviewing skills, and one-to-one coaching can help job seekers find their path and, in the process, find themselves. "BecomeU," currently recruiting for its first cohort, was designed to help women discover who they are, and who they want to be. Quarterly classes, beginning January 25, 2021, will include topics like "Ready, Set, Reinvent," and "Hello Work-Life Harmony."

"Job-seekers need to know who they are and what they have to offer. We work with our candidates by taking a three-pronged approach to job search strategy. This includes looking for opportunities aligned with the candidate's work history, a pivot plan, and a side hustle," said Whitney Cherner, LCSW, and Director of Jewish Community Career Services.

The JCCS is funded by a grant from Jewish Federation of Palm Beach County's J-Help Coronavirus Emergency Response Fund, co-chaired by Sandy Baklor and Carole Solomon. "BecomeU" is funded by Federation's Women's Philanthropy division.

"Women's Philanthropy is delighted to help make BecomeU a reality in our community through Lions' Leap, a special fundraising initiative," said Ronda Starr, Women's Philanthropy Campaign Chair. "Lions of Judah are dedicated to helping women provide for themselves and their families in these challenging times."

Call Whitney Cherner at 561-490-5554 or email [Whitney.Cherner@AlpertJFS.org](mailto:Whitney.Cherner@AlpertJFS.org) for more information.

Established in 1974, Ferd & Gladys Alpert Jewish Family Service (Alpert JFS) is a nationally accredited service provider for children, adults, seniors, and Holocaust survivors. The non-profit, non-sectarian organization is a trusted leader, with a team of nearly 200 highly skilled professionals delivering high-quality care to community members. Alpert JFS works to ensure the well-being of children and families, independence of older adults, and quality of life for individuals with disabilities. For more information, visit [www.AlpertJFS.org/](http://www.AlpertJFS.org/) or phone 561-684-1991.

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