

Justin Unell

Why I joined BCLC:

I want to help keep the vibrancy of The J community thriving for years to come. As a parent of young Jewish children, I want to learn more about what it takes to create a Jewish community, to establish meaningful connections between Jewish families of all faith levels and to bring new opportunities to families as they grow. I belong to the J for many reasons – the pool in the summer, great sports programs for my son and of course the awesome clubhouse! I participate in programs that Chabad offers to families and attend programs at B'nai Jehudah (where I was married). I've stayed connected to many friends I met through Young Jewish Professionals more than a decade ago (I even met my wife at Bagel Bash in 2007!).

What I hope to accomplish through BCLC:

I want to help influence the development of new programming for families with young children focused on the arts, Jewish culture and connectivity. I have seen firsthand how diverse the Jewish community is across our country and how comparatively close-knit this Kansas City Jewish community is — and has been for more than 100 years. I want to be a leader in this community to help ensure that all the goodness that exists here continues for another 100 years. That would truly be one of the greatest ways to honor the legacy of my family who has been longtime supporters of the Jewish community in Kansas City and my wife's grandparents and great-grandparents who were all Holocaust survivors.

The J value that resonates most with me:

Treat others as you wish to be treated is The J value that stands out the most to me. It doesn't get any better than that! My parents instilled the Golden Rule value in me growing up, and I am working hard to pass this important value on to my children. If we would treat everyone with respect, dignity and loving kindness, the world would be a better place.