

General Assembly 2010 Resource Guide

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We've prepared a **Resource Guide** for **Jewish Federations of North America's 2010 General Assembly** in New Orleans. Session by session, we provide interesting and relevant links to BJPA resources. For example:

Brandraising Jewishly

Sarah Durham (Principal and Founder, Big Duck), Rina Goldberg (Former Director of Communications, Foundation for Jewish Camp), Adam J. Smolyar (Chief Marketing Officer, Jewish Federations of North America), Avi Rubel (North American Director, Masa Israel Journey)

- [Informing a Branding Strategy: A Competitive Analysis for the School of Jewish Communal Service](#) by Carly T. Brown
- [Facebook: It's Not Just About Networking Anymore-- Best Practices for Jewish Organizations](#) by David Harris
- [Engaging Jewish Communities through the Web: Survey Study](#) by Joy Livingston
- [Advertising Judaism](#) by David Nelson

Off the Record: How We Talk About Israel

Robert S. Rifkind (Senior Counsel, Cravath, Swaine & Moore), Rabbi Doug Kahn (Executive Director, Jewish Community Relations Council, San Francisco), Rabbi Melissa Weintraub (Co-Executive Director, Encounter), Glenn Frankel (Dean, School of Journalism, University of Texas at Austin), Nadine Epstein (Editor and Publisher, Moment Magazine)

- [Wrestling and Hugging: Alternative paradigms for the Diaspora-Israel Relationship](#) by Robbie Gringras
- [Strengthening the Connection of American Jews to Israel: A case study of one attempt to transform the place of Israel in Four St. Louis Synagogues](#) by Lisa Grant and Ezra Kopelowitz
- [The New Realism: American Jews' Views about Israel](#) by Ted Sasson
- [J Street: National Survey of American Jews](#)

If you're headed there, or even if not, we hope you'll find it useful. Best wishes for a fruitful, productive, and enriching gathering!