General Assembly 2010

Relevant Readings

Provided by the Berman Jewish Policy Archive at NYU Wagner (www.bjpa.org)

Sunday November 7:

Impossible Choices: Finding Community in Difficult Economic Times

Ellen Rose (Attorney, Katz Barron Squitero Faust), Andres Spokoiny (Chief Executive Officer, Federation CJA), Bret Caller (President, Viking Partners), Susan L. Schor (Managing Member, Asmar Schor & McKenna PLLC), Michael Feinstein (Chief Executive Officer, JCC of Greater Washington)

- **The Jewish Safety Net Responds to the Economic Crisis: A Case Study of Greater Los Angeles** by Jenna Fields
- **The Economic Downturn and the Future of Jewish Communities** by Jonathan Sarna
- **Doing More With Less: Can Jewish and Other Nonprofits Turn Crisis Into Opportunity?** by Jack Ukeles and Barbara J. Cohn Berman

Israel's Economic Gap: How Investing in Social Change in Israel Can Strengthen Your Community

Peter Friedman (Executive Vice President, Chicago), Dan Ben-David (Professor, Taub Center for Social Policy Studies in Israel), Stanley H. Stone (Executive Vice Presient, Jewish Federation of Central New Jersey), Rebecca Caspi (Senior Vice President, Israel & Overseas; Director General, JFNA Israel, Jewish Federations of North America)

- **A Conceptual Map of Poverty in Israel: Good Philanthropy Needs Good Information** by Yael Shalgi
- **The Insidious Threats of Hunger and Poverty to Israel's Future** by Peter Edelman

Confronting Israel's Delegitimizers: The Jewish Community Responds

Ethan Felson (Vice President, Jewish Council for Public Affairs), Dr. Michael Kotzin (Executive Vice President, Jewish Federation of Metropolitan Chicago), Julie Bernstein (Director of Campus and Community Programs, Middle East Project, Jewish Community Relations Council, San Francisco), DJ Schneeweiss (Anti-Boycott Coordinator, Ministry of Foreign Affairs, Israel), Erez Cohen (Israel Fellow, Hillel at the University of Illinois at Urbana-Champaign)

- **Communal Groups Mobilize Against 'Delegitimizers' of Jewish State** by Nathan Guttman
- **Google Earth: A New Platform for Anti-Israel Propaganda and Replacement Geography** by Andre Oboler
- **Divestment from Israel, the Liberal Churches, and Jewish Responses: A Strategic Analysis** by Eugene Korn
- **Hillel on Campus: Israel Engagement, Education and Advocacy** by Ilan Wagner
- **Standing With Israel, but...** by Leonard Fein

Stay at Your Own Risk? Jewish Communities in the Face of Peril

Dr. Jorge Schulman (Associate Director, JDC Latin America), Amir Shaviv (Assistant Executive Vice President, American Jewish Joint Distribution Committee), Jordana Horn (New York Correspondent, The Jerusalem Post), Betty Kane (Board Member, National Women's Philanthropy, South Palm Beach County)

- **Latin American Jewish Communities: Old and New Challenges** by Jorge Schulman et al.
- **Rethinking the Politics of Rescue: Supporting Jewish Renewal Around the Globe** by Joy Sisisky
- **The Miracle of Cuba: 50 Years After the Revolution, Cuba is Experiencing a Real Rebirth of Jewish Life** by Julian Voloj
- **Jewish Elderly Victims in the Former Soviet Union: Ongoing Needs and Comparison to Conditions in Europe, Israel, and the United States** by Leonard Saxe et al.
- **Jewish Life in Independent Ukraine: Fifteen Years After the Collapse** by Betsy Gidwitz

Do Jews Help Non-Jews? Love Thy Neighbor as Thyself (Leviticus 19:18)

Dr. William Recant (Assistant Executive Vice-President, American Jewish Joint Distribution Committee), Shachar Zahavi (Founder-Executive Director, IsraAID: The Israel Forum for International Humanitarian Aid), Rabbi Myrna Matsa (Rabbinic Pastoral Trauma Counselor, Hurricane Katrina Response, New York Board of Rabbis in partnership with JFNA), Carol S. Smokler (Board Member, South Palm Beach County)

- **Non-Zero Sum: Helping Others and Ourselves** by Jill Jacobs
- **The High Cost of Jewish Living** by Jack Wertheimer
- **Jewish Service and Global Citizenship: Transforming Experience into Action** by Ruth Messinger
- **Just the Facts: Pain, Sorrow, and the Darfuris** by Steve Gutow and Martin Raffel
- **No Longer the Stranger: Responding to Sudan's Refugees in Israel** by Yosef-Israel Abramowitz
- **When Do We Speak Out About "Someone Else's" Atrocity?** by Aryeh Cohen
- **The AIDS Pandemic: Jewish Values and Responsibilities** by Lucy Steinitz
- **Action in Crisis and Uncertainty: Houston's Response to Hurricane Katrina** by Lee Wunsch

Changing FRD Culture: A New Model for Major Gift Development

Brian S. Eglash (Senior Vice President, Financial Resource Development, Jewish Federation of Greater Pittsburgh), Carol Kassel (Chief Philanthropy Officer and Senior Vice President, UJA Federation of Greater Toronto), Danielle Minson (Director, Financial Resource Development, Cincinnati), Gail Reiss (Vice President, Philanthropic Leadership Group, New York)

- **New Trends in Fundraising** Contact Magazine
- **Organized Philanthropy's Relationship to Independent Jewish Philanthropy: A Dialogue between John Ruskay and Jeffrey Solomon**
- **The "Gift" as a New Paradigm: A Discussion with Jeffrey Solomon, Sandy Cardin, and Rabbi David Gedzelman**
- **Philanthropic Giving Among American Jews: Contributions to Federations, Jewish and Non-Jewish Causes** by Steven M. Cohen

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**

Partnership 2000 as an International Platform for Strengthening Jewish Identity & Peoplehood

Andrea Arbel (Director, Partnerships Division, Jewish Agency for Israel), Jane Gellman (President, World Confederation of Jewish Community Centers), Raya Strauss-Bendror (Co-owner, Strauss Investment Ltd.), Max L. Kleinman (Executive Vice President, Metro-West)

- **Peoplehood -- Thin and Strong: Rethinking Israel-Diaspora Relations for a New Century** by Yehudah Mirsky
- **Interrogating Jewish Peoplehood: Where do we go from here?** by Clare Hedwat
- **On Jewish Peoplehood** by Steven Bayme and David Harman
- **Partnership 2000: A New Model for Diaspora-Israel Relations** by Raviv Schwartz

Synagogue Federation Relations: What Synagogues Bring - What Synagogues Want

Gail G. Littman (Vice-Chair, Union for Reform Judaism), Rabbi Steven Weil (Chief Executive Officer, Orthodox Union), Stuart G. Weinblatt (Rabbi, Congregation B'nai Tzedek), Debra Barton Grant (Executive Vice President, Southbend/St Joseph Valley), Rabbi Gerald I. Weider (Director of the Rabbinic Cabinet, Jewish Federations of North America)

- **Sacred Communities at the Heart of Jewish Life: 20 Years of Federation/Synagogue Collaboration and Change in Boston** by Barry Shrage (2002)
- **Planning for Jewish Continuity: Synagogue-Federation Collaboration - A Handbook** by JESNA (1996)
- **Federation and Synagogue: A New Partnership for a New Time** by Ted Kanner (1976)
- **The Federation and the Synagogue** by Boris D. Bogen (1916)

Beyond Maimonides' Eight Levels of Charity: How Should We Give?

Rabbi Elie Kaunfer (Executive Director, Mechon Hadar)

- **The Power of Peoplehood: How Commitment to the Jewish People Undergirds Tzedakah for Jewish Causes** by Steven M. Cohen, Misha Galperin, and Yoav Shoham
- **Searching for the Eighth Degree of Tzedakah: Jewish Institutional Investment in Low-Income Community and Economic Development Financial Institutions** by Lawrence Bush and Jeffrey Dekro
- **Tzedakah in a Global Community** by Jeffrey Sachs

The Global Assault on Israel's Legitimacy: How Do We Respond?

Rabbi Steve Gutow (President and CEO, Jewish Council for Public Affairs), Gil Troy (Professor, McGill University), The Rev. Dr. Katherine R. Henderson (President, Auburn Theological Seminary), Barukh Binah (Deputy Director General, Head of North American Division, Ministry of Foreign Affairs, State of Israel)

- **The Intellectual Assault on Israel and Pro-Israel Advocacy: How the American Jewish Community Should React** by Steven Bayme
- **Needed: Real Zionist Education, Not Hasbara** by Gil Troy

Conversion: Untangling the Knot

Rabbi Julie Schonfeld (Rabbi, The Rabbinical Assembly), Natan Sharansky (Chairman, OTHER (please specify below)), Rabbi Gilad Kariv, Esq. (Executive Director, Israel Movement for Progressive Judaism (IMPJ))

- **Civil Marriages in Israel: A First Step** by Naamah Kelman
- **Controversy and Chaos in Israeli Conversion Courts** by Seth Farber

Israel's Light Unto A Broken Nation: Effective Leadership in Haiti's Time of Emergency
Larry Moses (President, The Wexner Foundation), Colonel Dr. Yitshak Kreiss (Head, Planning Department and General Chief of Staff Planning Directorate, Israel Defense Forces)

- **When Do We Speak Out About "Someone Else's" Atrocity?** by Aryeh Cohen
- **A Universe of Obligation** by Ruth Messinger

Visions for the Future of the Jewish Community?
Jack Wertheimer (Professor, Jewish Theological Seminary), Dr. Noam Pianko (Assistant Professor, University of Washington), Joanne Moore (Board of Directors, Washington, DC)

- **2030: Alternative Futures for the Jewish People** by Avi Gil and Einat Wilf
- **A Promising Future** by Eric Yoffie
- **Generation of Change: How Leaders in their Twenties and Thirties are Reshaping American Jewish Life** by Jack Wertheimer

Social or Anti-Social Networking: Does the Rise of the Virtual Community Endanger the Ability to Act in Concert?
Danielle Brigida (Digital Marketing Manager, National Wildlife Federation), Nancy Lublin (CEO and Chief Old Person, DoSomething.org),Andres Glusman (VP - Strategy & Communication, Meetup), Allison Fine (Senior Fellow, Demos: A Network for Change and Action)

- **Real Identity in a Virtual World: The Identities of Jewish Teenagers as Expressed in Social Networking Websites and Virtual Worlds** by David Bryfman
- **Social Networks and Jews** by Charles Kadushin
- **My Second Life Body** by Chava Weissler
- **Online Diaries: Blogging and the Hasidic Life**
- **Judaism 2.0: Identity, Philanthropy and the New Media** by Gail Hyman

Disruptive Philanthropy in the Federation Movement: Opportunities and Challenges
Jacob Solomon (President & CEO, Greater Miami Jewish Federation), Jeffrey Solomon (President, The Andrea and Charles Bronfman Philanthropies), Diana Aviv (President and CEO, Independent Sector), Brian A. Gallagher (President and Chief Executive Officer, United Way Worldwide)

- **Reshaping the Landscape of Philanthropy Through Partnerships** by Mark Charendoff and Jeffrey R. Solomon
- **Organized Philanthropy's Relationship to Independent Jewish Philanthropy: A Dialogue between John Ruskay and Jeffrey Solomon**
- **An Insider's View of Public and Private Philanthropy** by Charles Edelsberg
- **Re-Imagining the Jewish Philanthropic Landscape** by Jacob Berkman
- **The Federation Movement in American Jewish Philanthropy** by Joseph Jacobs and D. Litt (1916)

Monday November 8:

Jewish Futures Conference (Breakfast from 7:15 AM, Program 8:00 AM-10:15 AM)
• **Growing Jewish Education in Challenging Times: A Roundtable on Critical Challenges and Opportunities** • **American Jewry's Future as Seen Fifty Years Ago and Now** by Steven Bayme
Securing the Future: Forging The Jewish Agency for Israel and the Jewish People Dr. Misha Galperin (President & CEO, Jewish Agency International Development), Alan Hoffmann (Director General and CEO, Jewish Agency for Israel), Linda Kislowicz (Chief Executive Officer, UIA Federations of Canada)
• **Securing the Future: The Jewish Agency's New Plan** • **Peoplehood -- Thin and Strong: Rethinking Israel-Diaspora Relations for a New Century** by Yehudah Mirsky
Closing the Gap by Educational and Employment Stimulation - Is This Enough? Leah Golan (Director General of the Israel Department, Jewish Agency for Israel), Raya Strauss- Bendror (Co-owner, Strauss Investment Ltd.) , Giora Baran (Director General, Daroma-Tzafona), Larry Joseph (Member, Board of Governors, Jewish Agency For Israel), Sofi Shomer (IDF Officer and Atidim graduate, Israel Defense Forces)
• **A Conceptual Map of Poverty in Israel: Good Philanthropy Needs Good Information** by Yael Shalgi • **The Insidious Threats of Hunger and Poverty to Israel's Future** by Peter Edelman • **Social Welfare in Israel** by Abraham Doron and Jona M. Rosenfeld
Better Together: A Look at One Way Women are Changing Philanthropy Nancy Schwartz Sternoff (Director, Dobkin Family Foundation) , Patricia L. Siger (Co-Founder, Jewish Women's Foundation of Pittsburgh) ,Barbara Black Goldfarb (Chair of the Board, Miami) , Jan Tuttleman (Board Chair, San Diego)
• **Addressing the Invitations: Are Jewish Women on the List?** by Deborah Skolnick Einhorn and Nancy Schwartz Sternoff • **Mega Does Not Equal Male** by Sally Gottesman • **The Jewish Women's Foundation of Metropolitan Chicago: A New Model Toward a New Paradigm** by Sylvia M. Neil • **Shifting the Fund-Raising Paradigm** by Raquel H. Newman
U.S.-Israel Relations in a Changing World Martin Raffel (Senior Vice President, Jewish Council for Public Affairs), Shoshana Bryen (Senior Director for Security Policy, Jewish Institute for National Security Affairs), Ambassador Michael Oren (Ambassador to the United States, State of Israel), Ambassador Marc Ginsberg (Former U.S. Ambassador to Morocco; Senior Vice President, APCO Worldwide; President, Layalina Productions)

- **A Crisis in U.S.-Israel Relations: Have We Been Here Before?** by Dore Gold
- **Israel and America: A Roundtable on Deepening the Dialogue** by Steven Zipperstein, Hillel Halkin, Yossi Klein-Halevi, Elise Bernhardt, and Gordon Tucker
- **Mass Mobilization to Direct Engagement: American Jews' Changing Relationship to Israel** by Ted Sasson
- **American Jewish Demography: Implications for U.S.-Israel Relations** by Ira Sheskin
- **Ripples From the Matzav: Grassroots Responses of American Jewry to the Situation in Israel** by Steven Bayme, Carl Schrag, and Harold T. Shapiro

The Post-Recessionary Federation: Insights from 2010 Federation Benchmarking Project Analyses

Todd Stettner (Executive Vice-President & CEO, Jewish Federation of Greater Kansas City) , Daniel Blain (Senior Vice President, Jewish Federation of Cleveland) , Andrew Paller (Director, Consulting, Jewish Federations of North America)

- **The Economic Downturn and the Future of Jewish Communities** by Jonathan Sarna

Leading the Jewish Community Response to Poverty and the Recession

Andrew Cushnir (Executive Vice President & Chief Program Officer, Jewish Federation of Greater Los Angeles) , Josh Protas (Vice President and Washington Director, Jewish Council for Public Affairs) , Judith A. Saks (Community Relations Director, Jewish Federation of Nashville and Middle Tennessee) , William E. Rapfogel (Executive Director/CEO, Metropolitan Council on Jewish Poverty)

- **The Jewish Safety Net Responds to the Economic Crisis: A Case Study of Greater Los Angeles** by Jenna Fields
- **Free Loans and Housing** by Shana Novick
- **Understanding the Jewish Near Poor: An Analysis of the Population and How the Jewish Community Can Serve Them** by William Rapfogel et al.

Baby Boomers, the Age Wave and the Federation Movement

Dr. Cheryl Fishbein (Chair, Domestic Affairs Cabinet, Jewish Federations of North America) , Linda Blumberg (Planning Director, Jewish Federation of Metropolitan Detroit) , Dr. David M. Elcott (Taub Professor of Public Service, NYU Wagner School of Public Service) , Jeanette Takamura (Dean, Columbia School of Social Work)

- **Baby Boomers, Public Service, and Minority Communities: A Case Study of the Jewish Community in the United States** by David Elcott
- **Baby Boomers in Retirement: Implications for the Workforce** by Kathy Krepcio
- **Identity and Identification of Jewish Baby Boomers** by Chaim Waxman
- **How Will Baby Boomers Age?** by Daniel Reingold

Elevating Social Justice from Inside the System

Gil Preuss (Executive Vice President, Combined Jewish Philanthropies) , Nancy K. Kaufman (Executive Director, Jewish Community Relations Council of Greater Boston) , Vic Rosenthal (Executive Director, Jewish Community Action) , Rabbi Doug Kahn (Executive Director, Jewish Community Relations Council, San Francisco)

- **The Second Year: Evaluation of the Break New Ground Jewish Service Learning Initiative** by Fern Chertok, Nicole Samuel, Josh Tobias
- **Jewish Service Learning: What Is and What Could Be: A Summary of an Analysis of the Jewish Service Learning Landscape** by Jill Bair, Ellen Irie
- **Visioning Justice and the American Jewish Community** by Shifra Bronznick, Didi Goldenhar

Funding Jewish Social Justice: Perspectives from Donors

Alison McWilliams (Executive Director, Naomi and Nehemiah Cohen Foundation) , Rabbi Steve Gutow (President and CEO, Jewish Council for Public Affairs) , Rabbi Jennie Rosenn (Director of the Jewish Life and Values Program, Nathan Cummings Foundation) , Michael Hill (Executive Vice President, Dorot Foundation)

- **At the Core of Jewish Citizenship: Jewish Social Change and Service** by Jennie Rosenn
- **Tikkun Olam: A Public Policy Focus** by Steve Gutow

Volunteering Through Disaster: How Jewish Volunteerism has changed over the past 5 years

Ruth Messinger (President, American Jewish World Service) , Lisa Eisen (National Director, Charles and Lynn Schusterman Family Foundation) , Elie Lowenfeld (Founder and Director, Jewish Disaster Response Corps) , Rabbi Ari Israel (Executive Director, University of Maryland Hillel)

- **Jewish Service and Global Citizenship: Transforming Experience into Action** by Ruth Messinger
- **Jewish Service Learning: What Is and What Could Be: A Summary of an Analysis of the Jewish Service Learning Landscape** by Jill Bair, Ellen Irie
- **Justice, Justice Shall They Pursue: Young Adult Interest in Long-Term Jewish Service Options** by Fern Chertok, Nicole Samuel
- **Learning To Do Good: Evaluation of UJA-Federation of New York's Break New Ground Jewish Service Learning Initiative** by Fern Chertok, Nicole Samuel

What's Jewish About Jewish Service Learning?

Sarah Eisenman (Director, Next Generation and Service Initiatives, American Jewish Joint Distribution Committee) , Rabbi Will Berkovitz (Vice President of Partnerships & Rabbi in Residence, Repair the World) , Rabbi Danya Ruttenberg (Senior Jewish Educator, Tufts University Hillel) , Rabbi Kenneth Brander (Dean, Yeshiva University Center for the Jewish Future)

- **Jewish Service Learning: What Is and What Could Be: A Summary of an Analysis of the Jewish Service Learning Landscape** by Jill Bair, Ellen Irie
- **Toward a Tikkun Olam Policy for World Jewry and Israel** by Eli Fried, Charles Keidan and Roger Bennett
- **Jewish Service: A New Option for 21st Century American Judaism** by Ruth Messinger

Tuesday November 9:

Successors, Separatists or Stakeholders: Innovators, Federations and the North American Jewish Future

Steven Scheck (Co-Chair, National Young Leadership, Jewish Federations of North America) , Felicia Herman (Executive Director, The Natan Fund) , Robin Gofine (Vice President, Strategic Community Planning & Engagement, UJA Federation of Greater Toronto) , Shawn Landres (Co-founder and CEO, Jumpstart)

- **From People to Purpose: The New Ethos of Innovative Jewish Leaders** by Steven M. Cohen
- **Funding Innovation** by Felicia Herman
- **Innovators and Change Agents** by Larry Moses
- **Philanthropy and Innovation: Moving to the Mezzanine** by Nina Bruder
- **Sustaining Versus Innovative: Debunking A False Dichotomy** by John S. Ruskay

Creativity, Innovation, and Consciousness-Raising: New Approaches to Promoting the Strengths and Addressing the Needs of Individuals with Disabilities and their Families

Dan Guyer, MD (Co-Chairperson, Disabilities Work Group, Jewish Federations of North America) , Isaac Zablocki (Director of Film Programs, The JCC in Manhattan) , Anita Altman (Deputy Managing Director, Government Relations & External Affairs, UJA-Federation of New York) ,Jaret L. Vogel (Director, Special Needs Tax Credit Alliance, Inc.) , Jay Ruderman (President, Ruderman Family Foundation)

- **Long Island Sounds: Findings and Recommendations for People With Developmental Disabilities** by Alan Goldberg, Mindy Richenstein
- **From Invisibility to Visibly In: Community-Program-Ignited Change in Awareness and Attitudes Toward Jews with Disabilities** by Shelly Christensen, Margie Weil
- **Autism: A Call to Further Action** by Marvin Ciporen
- **Inclusion of Children with Special Needs in Day Schools: Parent Experiences** by Annette Koren and Sandra Miller-Jacobs
- **Effects of Mainstreaming Adolescents with Developmental Disabilities in a Residential Summer Camp** by Mitchell S. Parker

Jewish Politics 2010

Ann F. Lewis (President, No Limits Foundation) , Ami Eden (Editor in Chief, JTA) , William Daroff (Vice President for Public Policy and Director of the Washington Office, Jewish Federations of North America) , Larry Greenfield (Fellow in American Studies, The Claremont Institute)

- **2010 Annual Survey of American Jewish Opinion**
- **Revisiting the 2008 Election: Reflections on the Jewish Vote** by Steven F. Windmueller

Why Israeli Arabs are a Jewish Issue and What Federations Can Do to Ensure a Secure, Jewish and Democratic State of Israel

Jeffrey Solomon (President, The Andrea and Charles Bronfman Philanthropies) , Professor Avishay Braverman (Minister in Charge of Minority Affairs, State of Israel)

- **Israel as "Jewish and Democratic" - Revising the Sacred Formula** by Ilan Peleg
- **Not Merely Invisible But Also Poor** by H'ir Aldin-Elbaz, Susann Codish, Eitan Michaeli

Can We Encourage In-Marriage While Welcoming Interfaith Families?

Barry Shrage (President, Combined Jewish Philanthropies) , Jay Sanderson (President, Jewish Federation of Greater Los Angeles) , Alisa Robbins Doctoroff (Chair of the Board, UJA-Federation of New York) , Edmund Case (CEO, InterfaithFamily.com) , Steven Rakitt (President/CEO, Atlanta) , Steven M. Cohen (Professor, New York)

- **It's Not Just Who Stands Under the Chuppah: Intermarriage and Engagement** by Leonard Saxe, Fern Chertok, Benjamin Phillips
- **Seeking a Third Way to Respond to the Challenge of Intermarriage** by Steven M. Cohen
- **Addressing the Needs of Intermarried Families in Cleveland: An Exploration of Decision-Making Among Parents of School-Age Children** by Pearl Beck
- **A Tale of Two Jewries: The "Inconvenient Truth" for American Jews** by Steven M. Cohen
- **Jewish Continuity - Will Our Grandchildren be Jewish? A Communal Response to the Challenges of the 1990 CJF National Jewish Population Survey: Toward a Jewish Life Worth Living** by Barry Shrage

Ten Commandments of Social Media: New Rules of the Game for Federations

Leslie Lichter (Managing Director, UJA Federation of New York) , Miguel Banet (Manager, Interactive Communications, Federation CJA) , Lisa Colton (President, Darim Online) , Liz Polay-Wettengel (Community Manager, Jewish Boston.com, Combined Jewish Philanthropies of Greater Boston)

- **The Future of Jewish Journalism (Or Anything Else)** by Esther Kustanowitz
- **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

Where Have All the Young Men Gone?

Dr. Beryl A. Geber (Senior Vice President, Jewish Federation of Greater Los Angeles) , Deborah S. Meyer (Founding Director, Moving Traditions) , Rabbi Jon Hanish (Rabbi, Kehillat Israel) , Rabbi Judd Kruger Levingston (Director of Jewish Studies, Jack M. Barrack Hebrew Academy)

- **Engaging Jewish Teenage Boys: A Call To Action** by Moving Traditions
- **Offering Boys Lives of Possibility: An Evidence-based framework for the Jewish Community** by Michael Reichert and Sharon Ravitch
- **"Bros" and "Hos" in Jewish Life Today** by David Bryfman
- **Restrictive Masculinities: Programming and Jewish Boys** Peter Kuriloff, Michael Reichert
- **How Gender Shapes the Jewish Experience** by Harriet Hartman
- **In the Company of Men: Outreach's Next Frontier** by Paul Golin

Making Partnership Bloom: How the Negev is Transforming Israel and its Relationship with North American Jewish Communities

Amram Mitzna (Mayor, Yeruham), Bobbie Higer (Co-Chair, Miami Yerucham Partnership, Miami), Debra Weinstein (National Board Member, Colorado), Marilyn Blumer (Chair of the Negev Work Group, Montreal)

- **The Negev: A Community's Failure to Thrive but a Potential Model for Regional Advocacy** by Yehuda Gradus, Richard E. Isralowitz
- **Beer-Sheva, Capital of the Negev: A Profile of Social Welfare Problems** by Richard E. Isralowitz

Iran at a Crossroads: The Jewish Community Responds

Midge Perlman Shafton (Co-Chair, Israel Advocacy Initiative) , Hindy Poupko (Director, Israel and International Affairs, Jewish Community Relations Council of New York) , Bradley Gordon (Director of Policy and Government Affairs, American Israel Public Affairs Committee) ,Ambassador Mark D. Wallace (President & CEO, United Against Nuclear Iran), Dr. Oded Eran (Director, Institute for National Security Studies in Tel Aviv)

- **Stopping Iran's Nuclear Ambitions: the Case for Targeted Sanctions** by Ari Fridman, Maxine Kaye
- **Iran: A Roundtable** by Daniel Levy, David Menashri, Gary Sick, Kenneth Stein

Jewish Perspectives on Leadership in Talmudic Times and Today: An examination of today's daily page of Talmud study

Rabbi Shalom Berger (Director, E-Communities, Lookstein Center for Jewish Education in the Diaspora)

- **Making Inspired Leaders: New Approaches to Jewish Leadership Development** by Erica Brown
- **The Ethics of Leadership** by Bradley Shavit-Artson
- **Democracy, Dissent and Leadership Responsibility** by Steven Bayme

The Adventure of Venture Philanthropy

Dr. Reuben Romirowsky (Executive Director, Affinity Division, UJA-Federation of New York) , Laura Spitzer (Executive Director, Strategic Partnerships - US, American Jewish Joint Distribution Committee) , Shlomo Dushi (Managing Director, Sheatufim) , Stuart Brown (Trustee, Naomi & Nehemiah Cohen Foundation) , Galina Leytes (Co-Founder, Israel Strategic Alternative Energy Foundation (I-SAEF))

- **A Venture Worth Taking? Sustaining 21st-Century Nonprofit Organizations Through Social Venture Philanthropy** by Reuben Romirowsky
- **Philanthropy and Innovation: Moving to the Mezzanine** by Nina Bruder

Promoting Educational Excellence and Engagement through Interactive Learning

Joanna Ballantine (Executive Director, The PJ Library, A Program of the Harold Grinspoon Foundation) , Ted Sokolsky (President & CEO, UJA Federation of Toronto) , Valerie Khaytina (Deputy North American Representative/Head of New York Team, World ORT) , Shira Ackerman Simchovitch (Director of Educational Content and Outreach, Rechov Sumsum - Shalom Sesame/Sesame Workshop) , Mark Horowitz (Director of Early Childhood Education, JCC Association)

- **The Powerful Return on Investing in Individuals** by Joanna Ballantine
- **Engaging Young Children and Their Families** Contact Magazine
- **Do-It-Together Jewish Education** by Saul Kaiserman

Leading the Way: Transformation of the Ethiopian-Israeli Community from Beneficiary to Active Participant

Dr. Nigist Mengesha (Director-General, OTHER (please specify below)) , Mark Tanenbaum (Board of Directors, Greater Miami Jewish Federation) , Nofar Maharat (Representative, The Jewish Federations of North America)

- **Ethiopian immigrants in Israel: experience and prospects** by Steven Kaplan, Hagar Solomon
- **Hazkarah: A Symbolic Day for the Reconstituting of the Jewish-Ethiopian Community** by Emanuela Trevisan Semi

The Innovation Imperative: New Ways to Build Jewish Community to Engage the "Next Generation"

Michael Soberman (Director, National Initiatives for the Next Genera, UIA FEDERATIONS OF CANADA) , Lisa Lepson (Executive Director, Joshua Venture Group) , Bev Shimansky (Director, Jewish Student Life, Hillel Montreal) , David Cygielman (CEO, Moishe House)

- **Slingshot 10-11: A Resource Guide for Jewish Innovation**
- **Parallel Track or Continuous Loop** by Nina Bruder, Lisa Farber Miller, Aharon Horwitz, Elie Kaunfer, Lisa Lepson
- **Tourists, Travelers, and Citizens: Jewish Engagement of Young Adults in Four Centers of North American Jewish Life** by Leonard Saxe, Fern Chertok, Theodore Sasson

Redesigning Jewish Education for the 21st Century: Accelerating the Momentum for Change

Elizabeth Perez (Director, Community Planning and Allocations, Federation CJA) , Jay L. Rubin (Chief Executive Officer, Jewish Community Association of Austin) , Robert Lichtman (Executive Director, The Partnership for Jewish Life and Learning) , Ellen Kagen Waghelstein (Co-Chair, Lippman Kanfer Institute & JESNA) , Rabbi Idit Jacques (Vice President of Jewish Education and Identity, Columbus Jewish Federation)

- **Redesigning Jewish Education for the 21st Century** by Jonathan Woocher, Meredith Woocher, Renee Rubin Ross
- **Jewish Education in the 21st Century** by Paul Flexner
- **The Future of Jewish Education** by Jack Wertheimer
- **When "Good Enough" Isn't: Redesigning Jewish Education for the 21st Century** by Jonathan Woocher

Rethinking Federation's Model of Engagement: Broadening Our Reach to Strengthen Our Communities

Shep Englander (CEO, Jewish Federation of Cincinnati) , Karen Kushner (Chief Education Officer, InterfaithFamily.com) , Martin Greenberg (Executive Vice President, United Jewish Federation of Greater Stamford, New Canaan and Darien) , Karyn Cohen Leviton (Director, Strategy Implementation, Combined Jewish Philanthropies) , Idit Klein (Executive Director, Keshet)

- **UJA-Federation of New York: Strengthening a Global Jewish Identity** by Manfred Gerstenfeld and John S. Ruskay
- **From People to Purpose: The New Ethos of Innovative Jewish Leaders** by Steven M. Cohen

Advocating for Israel Online

Jay Sanderson (President, Jewish Federation of Greater Los Angeles) , Howard English (Vice President, Strategic Communications, UJA Federation of Greater Toronto) , Dr. Frank Luntz (CEO, Luntz Global, LLC) , Margot Stern (Marketing Director, Leadel) , Ido Aharoni (Acting Consul General, Consulate General of Israel in New York)

- **Google Earth: A New Platform for Anti-Israel Propaganda and Replacement Geography** by Andre Oboler

The Other Kind of Green: Jewish Environmental Sustainability's Models for Success

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- **Tikkun Olam and Environmental Restoration: A Jewish Eco-Theology of Redemption** by Lawrence Troster
- **How Going Green will make the world safer for Jews—and everyone else** by Robert S. Greenberger

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- **Toward a Tikkun Olam Policy for World Jewry and Israel** by Roger Bennett, Eli Fried, Charles Keidan
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