



World Council of Jewish Communal Service  
המועצה העולמית של שירות קהילתי יהודי

## Communities in Transition

Challenges & Opportunities for the Communal Professional  
קהילות בהשתנות: אתגרים והזדמנויות לאיש המקצוע



## Conference Program

Maiersdorf Faculty Club  
The Hebrew University of Jerusalem  
19-20 November 2008 • Cheshvan 5769



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## **Conference Goals**

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Provide a professional development opportunity for colleagues attending the conference to:

- Share ideas and learn from professionals facing similar and/or different challenges in communities world wide
- Network and interchange to foster on-going interaction between professionals after the event
- Lay the ground work for future seminars as well as the WCJCS 12<sup>th</sup> Quadrennial conference in 2011

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## Greetings

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Dear Colleagues,

It is a pleasure to welcome you to our 2008 WCJCS Conference “**Communities in Transition: Challenges & Opportunities for the Communal Professional**” We look forward to the opportunity to meet, connect and interchange with colleagues from Israel, North America, Europe, South Africa, and the FSU. The large registration reflects the strong desire among our professional colleagues to come together to share and develop responses to the major issues facing our Jewish communities.

Holding this Conference in Jerusalem demonstrates the central role of Israel, this year especially within the 60th anniversary of the establishment of the State.

So much has happened in these six decades both in Israel and in the Diaspora. Our communities have been in transition, demographically and in numerous other ways, in a multiplicity of locations. In addition, we have witnessed and even been a part of significant changes in the Israel Diaspora relationship.

As Jewish communal professionals, each of us faces challenges and opportunities that our predecessors six decades ago could not have imagined. We are confronting issues of outreach to the unaffiliated, the clash between individualism and community, between integration and assimilation, finite resources and growing needs; the impact of globalization, and the concomitant requirements of leadership in addressing these areas and more.

The magic of a WCJCS Conference is the cross-fertilization that ensues when diverse individuals with shared values deliberate together. We are here to learn from one another and create professional networks that can endure and enhance our ongoing efforts as we seek to deepen the partnership that exists between Israel and the worldwide Jewish community.

We encourage you to reach out and connect with new colleagues in order to ignite sparks of reflection and dialogue in one-on-one conversations and in group discussions. Our gathering unquestionably is a forum for exploration and inspiration, particularly with the presence of professionals from multiple countries. We are indebted to our WCJCS Board members, planning chairs, facilitators, presenters and professional staff who have made this gathering possible. We wish you all a productive and rewarding experience that will produce long term residuals for months to come – until we meet again and beyond.

With best wishes,

**Max Kleinman**  
President

**Howard Weisband**  
Associate President

Conference Chairs: **Erica Brown, Ted Sokolsky, Naomi Stuchiner**

Executive Vice Presidents: **Ted Comet and Dorit Rom**

Conference Coordinator: **Assaf Astrinsky**

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## **Conference Planning Committees**

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### **CONFERENCE CHAIRS**

**Dr. Erica Brown** - Director, Adult Education, Partnership for Jewish Life and Learning and Scholar-in-Residence, Jewish Federation of Greater Washington, USA

**Ted Sokolsky** - President & CEO, UJA Federation of Greater Toronto, Canada

**Naomi Stuchiner** - President – CEO International, Beit Issie Shapiro, Israel

### **PROGRAM COMMITTEE**

**Sara Bogen** - Program Committee Chair

**Dr. Dvora Blum** - Organizational Counseling & Strategic Planning Consultant

**William Daroff** - V.P. for Public Policy & Director of the Washington Office, UJC

**Rina Edelstein** - Director, Donor Relations, JDC-FSU

**Dalia Gaon** - Board member, Israel Association of Community Centers

**Brenda Gevertz** - Executive Director, Jewish Communal Service Association of NA

**Leah Golan** - Director General, Israel Department, Jewish Agency for Israel

**Laurie Heller** - President, Laurie Heller & Associates

**Dr. Meir Hovav** - Program Evaluation and Research, Shekel

**Emily Levy-Shochat** - Organization and Community Development Consultant

**Barbara Promislow** - Director, United Israel Appeal Israel Office

**Jean-Charles Zerbib** - Israel Representative, Fonds Social Juif Unifié

### **TRACK FACILITATORS**

#### **Promoting Jewish Peoplehood**

**Smadar Bar-Akiva** - Executive Director, World Confederation of Jewish Community Centers (WCJCC)

**Dr. Eric Levine** - Senior Vice President, Development and Center for Jewish Philanthropy, UJC

#### **Coping with External Threats**

**Talia Levanon** - Director, Israel Trauma Coalition

#### **Stepping Across the Generational Divide**

**Dr. Dvora Blum** - Organizational Counseling & Strategic Planning Consultant

**Dr. Erica Brown** - Director, Adult Education, Partnership for Jewish Life and Learning and Scholar-in-Residence, Jewish Federation of Greater Washington

**Doug Krikler** - Chief Executive, UJIA

**Conference Coordinator:**

**Assistant Conference Coordinator:**

**Assaf Astrinsky**

**Liat Hankin**

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# WCJCS Officers and Leadership 2003-2008

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**President**

Max Kleinman, USA

**Associate Presidents**

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**11<sup>th</sup> Quadrennial Program Chairs**

Jacob Solomon, USA

Alan Hoffmann, Israel

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**Immediate Past Presidents**

Howard Charish, USA

Jack Habib, Israel

**Past Presidents**

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Irving Kessler, USA

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Herbert Millman, USA\*

Zvi Feine, Israel

Stephen D. Solender, USA

Howard Charish, USA

Jack Habib, Israel

\* Deceased

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## **In Appreciation**

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**This conference was made possible through the financial and other assistance generously provided by the following organizations.**

**The World Council of Jewish Communal Service expresses its special appreciation to them.**

### **Conference Sponsors**

**American Jewish Joint Distribution Committee  
Jewish Federation of Greater Washington  
UJA Federation of Greater Toronto  
UJC of MetroWest NJ**

### **In cooperation with**

**Israel Association of Community Centers  
Israel Federation of Community Centers  
Jewish Agency for Israel  
Jewish Communal Service Association of North America  
United Jewish Communities**

### **Special thanks to**

**Beit Issie Shapiro  
Blue & White Information  
Caesarea Development Corporation  
Interguest Ltd.  
International School of Jewish Peoplehood Studies –  
Beth Hatefutsoth  
Myers-JDC-Brookdale Institute  
Taub Center for Social Policy Studies in Israel**

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## In Appreciation

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**The World Council of Jewish Communal Service  
expresses its deep appreciation to the following  
organizations whose financial assistance have made  
its ongoing activities possible**

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### Patrons (\$20,000 and over since 2003 Quadrennial)

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- American Jewish Joint Distribution Committee
- The CRB Foundation
- Israel Association of Community Centers
- JDC-Israel
- Jewish Agency for Israel
- MetroWest NJ: United Jewish Communities
- Miami: Jewish Federation
- New York: UJA-Federation
- San Francisco: Jewish Community Federation - Jewish Family & Children's Services
- United Jewish Communities
- Washington DC: Jewish Federation
- World Confederation of Jewish Community Centers

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### Benefactors (\$10,000 and over since 2003 Quadrennial)

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- Boston: Combined Jewish Philanthropies
- Cleveland: Jewish Community Federation
- Detroit: Jewish Federation
- F•E•G•S Health and Human Services System
- Fonds Social Juif Unifié
- Israel Ministry of Social Affairs & Social Services
- Northern New Jersey: UJA Federation
- Robert Russell Memorial Foundation
- The Charles and Lynn Schusterman Family Foundation
- The Judy and Michael Steinhardt Foundation
- Toronto: UJA Federation
- Wurzweiler School of Social Work of Yeshiva University

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### Supporters

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- Ashalim
- Association of Directors of Central Agencies
- Association of Jewish Family & Children's Agencies
- Atlanta: Jewish Federation
- Baltimore: Associated Jewish Community Federation
- Chicago: Jewish United Fund
- Eshel
- Israel Federation of Community Centers
- Israeli Civic Leadership Association
- Los Angeles: Jewish Federation
- Maccabi World Union
- Myers-JDC-Brookdale Institute
- Philadelphia: Jewish Federation
- Pittsburgh: United Jewish Federation
- Palm Beach County: Jewish Federation
- TEVET Employment Initiative

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# Conference Program

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## Wednesday, November 19, 2008

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**16:30-18:00 Plenary I – Conference Opening 2<sup>nd</sup> Fl. Hall**

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***Communities in Transition: Challenges and Opportunities  
Israeli and Diaspora Perspectives***

An exploration of innovative ways Jewish communities worldwide can move from transition to permanence. The place of Peoplehood and Jewish values as binding cement. The role of institutions in Israel and the Diaspora in adapting to new realities -- and the implications for Jewish communal professionals.

Welcome: **Howard Weisband** - Associate President, WCJCS

Greetings from UJC: **Howard Rieger** - President and CEO, United Jewish Communities

Chairs:

- **Ted Sokolsky** - President & CEO, UJA Federation of Greater Toronto
- **Jon Benjamin** - Chief Executive, Board of Deputies of British Jews

Keynote speakers:

- **MK Amira Dotan** - Chairperson, Subcommittee for Foreign Affairs & Publicity, Knesset of Israel
- **Dr. Misha Galperin** - Executive Vice President, Jewish Federation of Greater Washington

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**18:00-19:30 Discussion Groups I – 3 concurrent track sessions**

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**A. Promoting Jewish Peoplehood**

**Hall 405**

***Peoplehood: How Do We Define It? How Can We Achieve It?***

The session will open with a conceptual framework presented by Dr. Eric Levine followed by a personal examination of participants' attitudes towards the values of Peoplehood. Participants will be encouraged to raise challenges and obstacles that will serve as the basis for a consultation session on the following day.

Chair: **Sara Bogen** - Conference Program Chair

Facilitators:

- **Smadar Bar-Akiva** - Executive Director, World Confederation of Jewish Community Centers (WCJCC)
- **Dr. Eric Levine** - Senior Vice President, Development and Center for Jewish Philanthropy, UJC

**B. Coping with External Threats****Hall 501**

**Talia Levanon** - Director, Israel Trauma Coalition - Overall introduction and framework of track

***Turning Disaster into Opportunity: Creative Responses to Natural Disasters***

Chair: **Elisheva Flamm-Oren** - Planning Director, Caring Commission, UJA Federation of New York, Israel Office.

Presenters:

- **Michael Weil** - Executive Director, Jewish Federation of Greater New Orleans - Turning Disaster into Opportunity - the story of how the New Orleans Jewish community recovered and rebuilt itself
- **Ruvie Rogel** - Deputy CEO, Community Stress Prevention Centre, Tel-Hai College – provide Israel Trauma Coalition's perspective on addressing a natural disaster such as hurricane Katrina

**C. Stepping Across the Generational Divide****Hall 502*****What are the Burning Generational Issues Today?***

Interactive session that presents an overview of the issues to be explored during the track session. Description of the characteristics of the different "young generation" designations and discussion on what professionals should know in order to properly target each group.

Chair: **Emily Levy-Shochat** - Organization and Community Development Consultant

Presenter:

**Dr. Erica Brown** - Director of Adult Education, Partnership for Jewish Life and Learning and Scholar-in-Residence, Jewish Federation of Greater Washington

***Institutions in Transition***

The voluntary sector is facing challenges of growth (and survival) in an environment in which governments are withdrawing support from social and community services, resulting in greater dependence of NGOs on resource development. We shall discuss this reality in the light of a global economic crisis and address the challenges and opportunities the Third Sector faces.

Chair:

**Steven Schwager** - Chief Executive Officer, American Jewish Joint Distribution Committee

Keynote speaker:

**Avinoam Armoni** - Chair, Israel Association of Community Centers

# Thursday, November 20, 2008

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**09:00-10:30 Plenary II**

**2<sup>nd</sup> Floor Hall**

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## ***Coalition Building: A More Effective Method for Addressing Needs***

This plenary will explore how to develop an effective model of working together within the Jewish community through coalition building and inter agency cooperation -- issues and options. Two innovative case studies of how to leverage interest and resources on an issue of shared concern will be presented.

Chair: **Prof. Jack Habib** - Director, Meyers-JDC-Brookdale Institute

Keynote speaker: **Dr. Jeffrey R. Solomon** - President, Andrea and Charles Bronfman Foundation

### Case presentations:

- Inter-Agency Task Force on Israeli Arab Issues  
**Brian Lurie** - President, The Alfred and Hanna Fromm Fund and Co-Chair, Inter-Agency Task Force on Israeli Arab Issues
- Conversion Recognition in Israel: The Neeman Commission and Realities of Implementation  
**Prof. Benjamin Ish-Shalom** - Founder and President, Beit Morasha of Jerusalem and Chairman, Institute for Jewish Studies

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**10:30-11:00 Coffee Break**

**2<sup>nd</sup> Floor Lobby**

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**11:00-12:30 Discussion Groups II – 3 concurrent track sessions**

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## **A. Promoting Jewish Peoplehood**

**Hall 405**

### ***Best Practices in Peoplehood: Halacha L'Maaseh***

Model projects that successfully implement the concept of Jewish Peoplehood will be presented.

Chair: **Simon Morris** - Chief Executive, Jewish Care (UK)

### Presenters:

- **Kol Dor and Sviva Israel - Tamar Wisemon** - Israel Co-Chair JSAM 2008 and Co-Founder Sviva Israel – Israel Diaspora partnership focusing on ecology
- **WCJCC Tri Center Project - Yochanan Bechler** - Executive Director, French Hill Community Center - A project connecting JCCs around the world in order to develop global Jewish leadership
- **JDC Jewish Service Learning Programs - Naomi Sage** - Associate Director for JDC Short-Term Service Programs - connecting young people with overseas communities and needs

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**11:00-12:30 Discussion Groups II** (continued)

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**A. Promoting Jewish Peoplehood** (continued)

Questions and Answers

- **Dr. Shlomi Ravid** - Director, International School of Jewish Peoplehood Studies, Beth Hatefutsoth – presentation of educational tools and distribution of resource materials

**B. Coping with External Threats** **Hall 501**  
***Coping with Terrorism***

Chair: **Baruch Sugarman** - Director of Community Work Service, Ministry of Social Affairs & Social Services

Presenters:

- **9/11 Terror attacks – Rabbi Bob Kaplan** - Director, CAUSE-NY/JCRC-NY - coalition building, conflict resolution, and community building efforts post the 9/11 terror attacks
- **Sderot – Dalia Yosef** – Director, Resilience Center in Sderot – example of a community facing ongoing terror and pressure; what keeps a community together and how does it cope and remain resilient as it experiences years of shelling

**C. Stepping Across the Generational Divide** **Hall 502**  
***Exploring Local Generational Divide Issues***

Chair: **Dr. Dvora Blum** - Organizational Counseling & Strategic Planning Consultant

Facilitated regional group discussion led by the following facilitators:

- **North America – Cara Unowsky** - Senior Manager, Strategic Planning, Jewish Home Lifecare
- **Israel – Alon Galron** - Director, Partnership Connection Development, Israel Department of the Jewish Agency for Israel
- **Europe/Other Parts of the World – Doug Krikler** - Chief Executive, UJIA

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**12:30-13:30 Lunch** **2<sup>nd</sup> Floor Hall**

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**13:30-15:00 Discussion Groups III – 3 concurrent track sessions**

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**A. Promoting Jewish Peoplehood Hall 405*****Bringing Jewish Peoplehood to My Community***

Hands-on session providing consultation to participants and tools for developing projects and programs that promote Jewish Peoplehood.

Chair: **Menachem Revivi** - CEO, Karev for Involvement in Education

**B. Coping with External Threats Hall 501*****The Effect of Political Threats on Jewish Communities***

Chair: **Richard Benson** - Chief Executive, Community Security Trust, UK

Presenters:

- **South Africa - Brenda Solarsh** - Group Social Services Manager, Johannesburg Jewish Helping Hand - The socio-political changes in South Africa: The response of the South African Jewish community
- **France – Jean-Charles Zerbib** - Israel Representative, Fonds Social Juif Unifié – threats facing the French Jewish community and the responses that have proven effective

**C. Stepping Across the Generational Divide Hall 502*****From the Field: Dealing with the Next Generation***

Presentation of examples from the field.

Chair: **Dr. Armand Lauffer** - Prof. Emeritus, The University of Michigan

Presenters:

- **JDC-FSU – Asher Ostrin** - Director, Former Soviet Union Dept., JDC – engaging young Jews in the FSU with their local Jewish communities and strengthening their connection to Israel
- **ROI Community & Taglit – Justin Korda** - Director of Israel Programs, Center for Leadership Initiatives - a global initiative aimed to sustain the Taglit-Birthright Israel experience
- **Masorti Movement in Israel - Yizhar Hess** - Executive Director & CEO, Masorti Movement - changes the Israeli society is facing regarding its Jewish identity and how the Masorti student's movement engages the young generation
- **UJIA - Nicky Goldman** - Leadership Development Director, UJIA – Efforts in leadership development to involve young professionals in lay roles and connect them to their community

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**15:00-15:15 Break****4<sup>th</sup> Floor Lobby**

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**15:15-16:30 Discussion Groups IV – 3 concurrent track sessions**

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**A. Promoting Jewish Peoplehood Hall 405*****Creating the Global Jewish Network***

A presentation on strategic thinking about Jewish Peoplehood will help summarize the track and provide food for thought. It will be followed by various presentations on available resource materials and concrete ideas for follow up.

Chairs:

- **Smadar Bar-Akiva** - Executive Director, World Confederation of Jewish Community Centers (WCJCC)
- **Dr. Eric Levine** - Senior Vice President, Development and Center for Jewish Philanthropy, UJC

Presenters:

- **Dr. Ezra Kopelowitz** - CEO, Research Success Technologies - framework for strategic thinking about Jewish Peoplehood
- **Dov Winer** - Director, Israel Minerva Network for Digitization - present new initiative to map the Jewish Cultural Heritage collections in Europe
- **Galia Albin** - Businesswoman / Founder, Hatikva Initiative – encourage Jews around the world to learn the words and significance of the anthem, thus strengthening their connection with Israel and the Jewish People.

**B. Coping with External Threats Hall 501*****Preparedness & Response***

Chair: **Danny Pins** - Director, Division for Immigrant Integration, JDC-Israel

Presenters:

- **William Daroff** - Vice President for Public Policy & Director of the Washington Office, UJC - creating guiding principles for intervention and prioritization in emergency situations
- **Prof. Mooli Lahad**, PhD - President, *Mashabim* Community Stress Prevention Center, Tel Hai Academic College - the role of coalitions: challenges facing the attempt to develop coalitions in the psycho social field

Conclusion and next steps:

**Talia Levanon** - Director, Israel Trauma Coalition

**C. Stepping Across the Generational Divide Hall 502*****Bringing It All Together***

Applying examples from the field: what's applicable and what needs further development.

Facilitated regional group discussion led by the following facilitators:

- **North America – Cara Unowsky** - Senior Manager, Strategic Planning, Jewish Home Lifecare
- **Israel – Alon Galron** - Director, Partnership Connection Development, The Israel Department of The Jewish Agency for Israel
- **Europe/Other Parts of the World – Doug Krikler** - Chief Executive, UJIA

Conclusion and next steps:

**Doug Krikler** - Chief Executive, UJIA

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**16:30-18:00 Plenary III – Conference Closing 2<sup>nd</sup> Fl. Hall**

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Chairs:

- **Max Kleinman** - President, WCJCS; Executive Vice President, UJC of MetroWest NJ
- **Naomi Stuchiner** - President–CEO International, Beit Issie Shapiro

Recognition of Outgoing Presidents and Conference Chairs:

**Dorit Rom** – Associate Executive Vice President, WCJCS;  
Director, International Relations & Resource Development, IACC

Introduction of Incoming WCJCS Presidents:

- North American Associate President:  
**Dr. Misha Galperin** - Executive Vice President, Jewish Federation of Greater Washington -- Presented by **Max Kleinman** - President, WCJCS
- Israel Associate President:  
**Leah Golan** - Director General, Israel Dept. of the Jewish Agency for Israel -- Presented by **Howard Weisband** - Associate President, WCJCS
- President:  
**Steven Schwager** - Chief Executive Officer, American Jewish Joint Distribution Committee -- Presented by **Ralph Goldman** - Past President, WCJCS

Keynote speaker: **Steven Schwager**

***Impact of Globalization on Israel and Jewish Communities Worldwide***

Conference Summary – Launching the Future:

**Ted Comet** - Executive Vice President, WCJCS