

JPRO Network Annual Conference

28 May 2014

28 Iyar 5774

BREAKOUT SESSION # 1 (11:15 AM – 12:15 PM)

Government of Israel World Jewry Initiative – Room 710/712

The Government of Israel World Jewry Joint Initiative is being readied to launch. Do you want Israeli government funding for your work? What are the programs and who are potential partners in this Initiative?



Rabbi Daniel Allen is the Executive Vice Chairman of the United Israel Appeal and a Senior Vice President of the Jewish Federations of North America. He has served previously at UIA, as Chief Executive Officer of the American Friends of Magen David Adom, at Greater Hartford Jewish Federation, the Association of American Reform Zionists and UJA National Young Leadership Cabinets. He is a Past President of the Association of Jewish Communal Professionals (AJCOP), now part of JPRO, and a member of the JPRO Board. He and his wife have three children and two grandchildren.



Dr. Misha Galperin, joined The Jewish Agency for Israel in 2010 as President and CEO of International Development. He is responsible for external affairs, financial resource development, marketing and communications and many of its strategic initiatives worldwide. From 2001-2010 he served as CEO of the Jewish Federation of Greater Washington. Prior to that he worked as Chief Operating Officer for the UJA-Federation of New York. Dr. Galperin is the co-author of *The Case for Jewish Peoplehood: Can We Be One?* and of *Reimagining Leadership in Jewish Organizations: Ten Practical Lessons to Help You Implement Change and Achieve Your Goals*, both published by Jewish Lights Publishing. He has written and spoken internationally on issues of peoplehood, Jewish identity and community. He is a clinical psychologist who had an extensive practice in psychotherapy and psychological testing.



Mark Gurvis is the Executive Vice President of the Jewish Federations of North America. He served previously as Chief Executive Officer of the Jewish Federation of Greater Vancouver, Associate Executive Director of the Jewish Federation of Cleveland, and Managing Director of the Jewish Education Center of Cleveland. In his current post, he was a member of the Core Content Team of the GOI/World Jewry Initiative. Mark and his wife have three children.

Fundraising Secrets I've Learned Along the Way – Room 706

Learn from three successful professionals as they share lessons they have learned in their development careers. The presenters will discuss strategies relating to individual giving, events, and general best practices. They will also address issues that are particular to different types of institutions.



Melvyn H. Bloom this month was named Executive Vice President Emeritus of the American Technion Society (ATS), which supports the Haifa-based Technion-Israel Institute of Technology, after three decades as Executive Vice President, as it became one of the fastest growing fundraising organizations in the U.S. with its multi-year strategies. Previously, Mel served the United Jewish Appeal for 15 years as Director of Public Relations, Associate Executive Vice Chairman, National Campaign Director, National Vice President, and Chief Operating Officer. Earlier, he was a management consultant, foundation executive and journalist. He has served on the executive boards of the National Conference of Jewish Communal Service

and the Association of Jewish Community Organization Personnel (AJCOP). In 1992, he received the Distinguished Service Award of AJCOP. He serves on several important committees for Brandeis university. His professional honors and awards include the Technion's Albert Einstein Award. He is the author of *Public Relations and Presidential Campaigns: A Crisis in Democracy*, writes and produces documentaries and has written for numerous national publications. He received his bachelor's and master's degrees in journalism from Northwestern University's Medill School of Journalism, and a master's in political science from the Graduate Faculty of The New School University.



Catherine Reed is Director of Development for the 92nd Street Y, overseeing corporate support, government and foundation grants, board development, individual giving and special events. 92Y provides scholarships to summer camp, senior programs -- and arts and science outreach to New York City schools. Previously, Cathy was National Director of Development for Hadassah, overseeing three years of a \$350 million hospital capital campaign and managing 100+ staff and volunteers. Prior to Hadassah, Cathy handled operations and financial management for the Civic Education Project in New Haven, Conn. (affiliated with Yale). She earned an M.B.A. in Marketing and International Business at NYU and a M.A. at Harvard. She and her husband, Yitzhak Brudny, a professor at the Hebrew University, are the parents of eight-year old twins.



Ilene Scholnick Ausubel is Vice President for Development at the Educational Alliance, a social services organization that yearly serves over 50,000 residents of New York's Lower East Side. Previously, she was the Assistant Director of Major Gifts at Hadassah --- and has been a development professional at the American Jewish Committee, the Jewish Federation of Greater Atlanta, and THE ASSOCIATED: The Jewish Community Federation of Baltimore. Ilene earned a Master's degree in Social Work from Columbia University, a Master's in Jewish Studies from the Jewish Theological Seminary of America, and a B.A. in Sociology and Jewish Studies from Indiana University.

New Trends in Jewish Foundation Philanthropy – Room 708

Jewish foundations are playing a prominent role in community life. They are not only funding major initiatives, they are also guiding the communal agenda in critical areas. This workshop will provide an overview of the mega trends in Foundation Philanthropy, as well as provide insights into how these trends are implemented by foundations and their professionals.



Dana Raucher, Executive Director of The Samuel Bronfman Foundation, manages the grants and philanthropic portfolios of Edgar M. Bronfman. She also serves on the boards and committees of various non-profits, including the Bronfman Youth Fellowships in Israel, The Curriculum Initiative, MyJewishLearning.com and Hillel: The Foundation for Jewish Campus Life. Previously, she worked at the Israeli law firm Shibolet, Yisraeli, Roberts, Zisman & Co. in Tel Aviv, and is a member of the Israel Bar Association. Dana is a graduate of Columbia University and of the Buchmann Law School at Tel Aviv University. Born in Israel, she lives in New York with her husband, Yossi and their sons.



Rafi Rone is the Director of Jewish and Israel Initiatives at the Joseph and Harvey Meyerhoff Family Charitable Funds. Rafi was previously at the Baltimore Jewish Council, UJC, Birthright Israel and the JDC. He has more than 20 years of community relations and development experience covering four continents and dozens of communities, and is a teacher and consultant on a wide range of topics. He was stationed in the former USSR, Israel and Eastern Europe for the American Jewish Joint Distribution Committee. He is a graduate of Columbia University's School for International and Public Affairs (MPA), winning its Picker Prize for Public Service, and Brandeis University (B.A., history and political science), and is a Wexner

Graduate Fellow, a Ralph Goldman International Fellow at the AJJDC, and has studied at both the Pardes and Hartman Institutes. Rafi and his wife, Rabbi Dana Rone Saroken, live in Baltimore, and have three children.



Andres Spokoiny is President and Chief Executive Officer of the Jewish Funders Network. He is a long-serving Jewish communal leader who has guided successful organizational transformations. As CEO of Federation CJA in Montreal from 2009-2011, he helped to fundamentally transform the Federation's operations and its relationship with the community. Before that, Andres worked for the American Jewish Joint Distribution Community (JDC) in Paris. Originally from Argentina, Andres has a multidisciplinary academic background, including business, education and rabbinical studies in different institutions around the world.

Pew Survey: Communal Reactions and Implications for Jewish Leadership – Room 653

How is Jewish identity changing in America? Experts Steven Bayme and Alan Cooperman will answer questions about the Pew Research Center's 2013 survey, the largest and most detailed survey of U.S. Jews since the 2000-2001 National Jewish Population Survey.



Steven Bayme is Director of the William Petschek Contemporary Jewish Life Department, American Jewish Committee, and of AJC's Koppelman Institute on American Jewish-Israeli Relations. He has also served as a visiting Professor of History at the Jewish Theological Seminary. His publications include *Understanding Jewish History: Texts and Commentary*, a survey of the Jewish historical experience, and *Jewish Arguments and Counter-Arguments*, a volume of essays on contemporary Jewish life. His most recent book is *American Jewry's Comfort Level, Assessing the Challenges to American Jewry*.



Alan Cooperman is Director of Religion Research at the Pew Research Center. Before joining Pew, he was a national reporter and editor at the Washington Post, foreign editor of U.S. News & World Report, and a foreign correspondent in Moscow and Jerusalem. He is an author of numerous Pew Research reports, including *A Portrait of Jewish Americans*, *Mormons in America*, *Muslim Americans* and the U.S. Religious Knowledge Survey.

The Innovation Imperative: How the World has Changed, and Why Jewish Communal Organizations Must Adapt (or Die) – Room 655

The world is changing at such a rapid rate that we have no choice but to adapt both our approaches and our procedures. This session will present some of the dominant trends in society and how they manifest themselves in the Jewish world. We will also begin to explore some techniques for people to bring about change in their organizations.



Dr. David Bryfman is the Chief Learning Officer at The Jewish Education Project in New York. David completed his Ph.D. in Education and Jewish Studies at New York University, focusing on Jewish adolescent identity development and experiential Jewish Education. He is also a graduate of the Wexner Graduate Fellowship Program. Prior to moving to New York, David worked in formal and informal Jewish educational institutions in Australia, Israel and North America. He lives in Brooklyn with his wife, Mirm, and their two children, Jonah, 5, and Abby, 2.

Chabad: Strategies for Tactical Success – Room 656

Chabad has become a successful force for Jewish identity building around the world. Come learn some of the secrets and methods that bring young Jews to their activities and have helped to make Chabad a well-established presence in Jewish life.

Rabbi Levi Shmotkin is the Director for Chabad for Young Professionals in Manhattan. He has performed Jewish communal activities on six different continents and has traveled extensively to engage and interact with other Jews around the world. He and his wife, Perel, work to explore and cultivate Jewish knowledge and heritage and they are passionate about their work.

Start At Your Destination – Recalculating Our Work, Projects and Career Journey using UBS (Understanding by Design or Backwards Design) – Room 717

Start At Your Destination – Re-Calculating Our Work Projects and Career Journeys using UBD (Understanding by Design or Backwards Design) -- When we use our GPS's, what do we do first? We put in our destination! Why don't we do that with our work projects and career planning? This interactive session will allow you to maximize your work productivity and results, as well as think about your career planning differently by starting with where you want to end up. Incorporating lessons from the educational technique UBD (understanding by design or "backwards design"), we will work to develop an action strategy that will (1) clarify your project or career goals, (2) examine the "why" behind these goals to clarify or strengthen them and (3) identify and follow the action steps that will get you going, as the GPS says, "to your desired destination." Join us as we recalculate our work and career journeys together.



Mark Young, MPA/MA is the Program Coordinator of the Experiential Learning Initiative at The Davidson School of Jewish Education at JTS. Mark has worked in programming, education and human resources for a decade, including positions with the Episcopal Social Services, 92nd Street Y, and Mandel JCC's Camp Wise. Mark serves as board chair of Advancing Jewish Professionals of NYC and Board Program Co-Chair of the JPRO Network. Mark is a graduate of McGill University, and earned an MPA/MA in Non-Profit Management and Judaic Studies from NYU.

Ask the Experts – Resume Reviews and Career Advising Throughout the Day – Rooms 1051 & 1052

Come ask questions, one on one, to expert, certified Career Counselors. This will be an open walk-in opportunity for any topics/questions you want to address. No question is a silly question. Let's talk about resumes, interviews, outreach, marketing yourself, networking, online social media, offer and negotiation and more!



Lisa Futterman manages several professional employment programs for FECS Health and Human Services where she has been employed since 2006. Her program portfolio currently includes employment services for professionals impacted by the economic crisis; job seekers Haredi community in Crown Heights and Boro Park, Brooklyn. These employment programs are funded by UJA-Federation of New York and offer services including career counseling, employment workshops, training and job referral and placement. In addition to Workforce Development Lisa's experience includes Recruitment, Special Education and Child Protection. She holds a B.A. from University of Michigan and an MEd from Hunter College.



Sharon Greenberg is part of FECS' professional employment services team and assists job seekers in re-entering the workforce via the UJA-Federation funded employment programs, Connect-to-Care; Experience 2 Work and Single Stops employment initiative. Her role involves coaching, workshop facilitation and development, recruitment and training. She also manages employer relationships in order to assist hiring managers to fill open positions with candidates that come through FECS. Sharon's expertise in talent acquisition and coaching is enhanced by a

prior career on the business side of media and advertising. She is a PHR Certified Talent Acquisition/HR professional with experience in multiple industries including financial services, consumer goods, business-to-business firms, and not-for-profit organizations.



Karen Hughes is the S.U.C.C.E.S.S. Coordinator for Dislocated Professionals in the Career and Workforce Development Department at Jewish Family Services in Columbus, Ohio. Karen has more than 15 years of Human Resource and Career and Workforce Development experience -- including vocational counseling, employee relations, collective bargaining, recruitment, orientation and training. She is a Certified Professional Resume Writer, and a member of the Professional Association of Resume Writers & Career Coaches and the National Resume Writers' Association.

BREAKOUT SESSION # 2 (2:15 PM – 3:15 PM)

Big Data for Jewish Organizations: How Your Organization Can Increase Participation and Fundraising Using Data – Room 852

Do you wish you had data to help donors understand the impact of their gifts? Do you think data might help your organization stay on mission and hold staff more accountable? Do you read about Big Data and wonder if it could be used to increase participation and fundraising at your organization? Join Sacha Litman, Managing Director of Measuring Success, and hear about the latest trends in Big Data for Nonprofits, based on his work with more than 900 foundations and nonprofits – 50% in the Jewish world, and 50% outside -- over the past decade.



Sacha Litman is Founder and Managing Director of Measuring Success, which combines quantitative tools, advanced analytics and training to help nonprofit organizations make data-driven (instead of anecdotal) decisions. He also founded GrapeVine, a unique service that brings Jewish organizations and individuals into a shared multi-channel social media platform. He is a graduate of the Kellogg School of Management at Northwestern (M.B.A. with highest distinction), the Kennedy School of Government at Harvard (M.P.A), and a Yale (B.S. in applied mathematics, summa cum laude and Phi Beta Kappa). He previously worked for McKinsey & Company and Credit Suisse First Boston, and was the Director of Strategy for Hillel.

Successful Advocacy Campaigns: Examples – Room 653

Nancy Kaufman, CEO of National Council Of Jewish Women and former ED of JCRC of Greater Boston will engage in a conversation with Marjorie Dove Kent, ED of Jews for Racial and Economic Justice, about national and local examples of successful community organizing campaigns and why a "particularly" Jewish voice is important when organizing around "universal" social justice issues.



Marjorie Dove Kent is Executive Director of Jews for Racial & Economic Justice (JFREJ), the NYC-based organization mobilizing the local Jewish community to take action on today's most crucial issues of injustice. Through educational forums, grassroots political campaigns and vibrant cultural work, JFREJ is committed to revitalizing a Jewish ethic of justice. Marjorie comes to JFREJ with 10 years of experience in issue-based, identity-based and neighborhood-based organizing -- inside and outside the Jewish community.



Nancy K. Kaufman is the Chief Executive Officer of the National Council of Jewish Women (NCJW), a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms. In a distinguished career as a public servant, advocate, and non-profit leader, she served as Executive Director of the Jewish Community Relations Council (JCRC) of Boston for 20 years, where she led the social justice, Israel advocacy, and governmental affairs agendas for Boston's Jewish Federation and its agencies. She also served the Commonwealth of Massachusetts as Deputy Director of the Governor's Office of Social Policy, Assistant Secretary of Health and Human Services, and Deputy Commissioner of the Welfare Department. Nancy is a graduate of Brandeis University and the Boston College School of Social Work, with a Masters in Public Administration from the John F. Kennedy School of Government at Harvard University. She is also a recipient of an honorary Doctorate in Public Service from Northeastern University. Among other honors, she received an award for Greatest Contribution to Social Policy from the National Association of Social Workers, an Alumni Achievement Award from Brandeis University, and the Woman of Valor Award in 2007 from Jewish Funds for Justice.

NextGen Engagement: They don't have to change, we do – Room 711

What's the key to creating effective young adult programming? The same core concepts that are utilized in every for profit company. Quality product, knowing your customer and adapting to changing needs is essential every successful business venture. How do we apply these concepts in the Jewish Community? How do we bring young people back to the organized Jewish Community? This session will utilize the Detroit federation as a case study, how one community tripled its engaged base and more than doubled its young donor base in 24 months.



Miryam Rosenzweig is leading an innovative new department at the Jewish Federation of Metropolitan Detroit (JFMD): NEXTGen Detroit. Miryam moved to Detroit six years ago after living in New York City. While the Head of Development Initiatives and in charge of global nextgen strategy at World ORT, Miryam had the opportunity to examine Jewish engagement not only in North America, but philanthropic trends around the world. Previously she was the Associate Director of National Young Leadership at The Jewish Federations of North America, overseeing National Young Leadership Cabinet programming, missions, and national conferences

How to Develop a D'Var Torah – Room 552

The role of the Jewish educator is not simply to impart information, but to invite students into a conversation requiring a dive into the deep waters of Jewish text. Success for a teacher is less about enabling a student to memorize information, and more about the exhilarating experience of confronting Jewish ideas. Enabling that experience — one which should be fun, inspiring, and challenging — will be the topic of our conversation.



Rabbi Michael Paley is the Pearl and Ira Meyer Scholar in Residence at the Jewish Resource Center of UJA-Federation of New York. Earlier posts: professor of Jewish studies and dean at Bard College, and Vice President of the Wexner Heritage; the university chaplain at Columbia University and Jewish chaplain at Dartmouth. He founded the Edgar M. Bronfman Youth Fellowships in Israel, which brings together outstanding students from diverse backgrounds. He has a bachelor's degree at Brandeis University and graduate degrees in Jewish and Islamic philosophy and science from Temple University. He was ordained at Yeshivat B'nai Or and was a student at Yeshivat Hamivtar in Jerusalem.

Lights! Camera! Action! Public Speaking Workshop – Room 708

You have twelve minutes to captivate the world with your talk...a talk that will then live online forever. What makes a great speech for online video? Join Miriam Brosseau, Program Director of ELI Talks, in this interactive workshop that will help you learn to craft, share and engage your community around big ideas in the digital age.



Miriam Brosseau is Director of Engagement at See3 Communications and Program Director of ELI Talks (elitalks.org). She is an experienced social media coach and strategist who devoted to helping organizations engage their communities -- and reflect their voices, visions and values online. Professional by day, rock star by night, Miriam is also half of the "biblegum pop" duo Stereo Sinai. Say hi on Twitter sometime, won'tcha?: @miriamjayne.

Makom, a place, to Track, Build and Plan Your Career – Room 1004

MAKOM (a place) as the home page for your career: Manage your current status and next steps using your resume as a tool for Tracking and Building your career. Take your resume out of the files and into the limelight, using it as an active tool to monitor and manage your career.



Sandra LeShaw is Talent Acquisition Executive at the Jewish Federations of North America's Mandel Center, providing consultation services to its clients. Sandra offers guidance and training to professionals in resume development, interviewing and presentation skills at Federal Employment Guidance Systems. She previously worked at Kraft, Unilever and Dannon – providing training in talent acquisition and performance management to the consumer packaged goods industry. Sandra is a graduate of SUNY Binghamton (B.A., psychology) and Baruch College (M.B.A., industrial/organizational psychology.)

Mastering Difficult Conversations at Work – Room 655

Nobody likes having a difficult conversation, but what's worse is putting it off! In this session, you will learn what makes a conversation tricky, heated or challenging, and some new ways of approaching these exchanges to make both people feel like winners.



Deborah Grayson Riegel, MSW, PCC is a coach, speaker and facilitator who works with organizations and individuals to achieve personal and interpersonal success. Her clients range from American Express to the JCC Association of North America, Toyota and the U.S. Army. Deborah is a contributor to the New York Times, The Huffington Post, Fox Business News, Fast Company, Forbes and the New York Jewish Week. She is the founder of the Jewish Coaching Academy that trains professionals and lay leaders in coaching skills taught through a Jewish lens.

Using Creative Thinking in Visioning, Program Development and Strategic Planning – Room 717

The goal of the workshop is to enable participants to use creative strategies to move out of the box, to color out of the lines, to see the big picture! To learn to use vision in strategic planning, program development, problem solving and even in their career trajectory, with the end goal of creating positive change. Participants will examine an issues (issues) relevant to their work – concentrating on develop a vision, and how to “unpack the vision” and create an action plan to implement it.



Judy Beck is the founder and President of Judy Beck & Associates. She provides strategic planning and organizational change consultations and services to synagogues, communal institutions and organizations. She has consulted with major Jewish national organizations, and is currently focusing on institutional mergers. Prior to starting her own consultancy, Judy developed award-winning programs at the Jewish Education Association of MetroWest, the Memorial Foundation for Jewish Culture, and the Jewish Federation of Northern New Jersey-- where she was the Senior Community Strategist. She has published articles in SHMA Magazine and in Denominationalism in Jewish Life, edited by Rabbi Zachary Heller.

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Karen Hughes is the S.U.C.C.E.S.S. Coordinator for Dislocated Professionals in the Career and Workforce Development Department at Jewish Family Services in Columbus, Ohio. Karen more than 15 years of Human Resource and Career and Workforce Development experience -- including vocational counseling, employee relations, collective bargaining, recruitment, orientation and training. She is a Certified Professional Resume Writer, and a member of the Professional Association of Resume Writers & Career Coaches and the National Resume Writers' Association.

BREAKOUT SESSION # 3 (3:30 PM – 4:30 PM)

Alumni-Driven Networks: How to Effectively Engage Your Board – Room 653

Alumni engagement is a growing priority for many Jewish programs. Who better to advise and drive the agenda than alumni themselves? Through the sharing of case studies, best practices and first-hand experiences of building an alumni-driven network, MASA Israel and The Bronfman Fellowships will offer tips on successfully engaging alumni to share skills and insights. We will focus on volunteer management and building and sustaining an alumni advisory board for maximal impact. Hear from staff and alumni lay leaders about what motivates young people to strengthen the alumni network and how to put these tips into practice at your organization.



Miranda Bogen is the Director of Communications at Masa Israel Journey, where she manages strategic communications and professional development initiatives. Miranda graduated summa cum laude and Phi Beta Kappa from UCLA with a B.A. in Middle Eastern & North African Studies and Political Science, and will be pursuing a Master's degree in International Policy at the Fletcher School of Law and Diplomacy this fall.



David Eckstein originate from West Hempstead, NY, David received his B.S. in Accounting as well as his Rabbinic Ordination from Yeshiva University. He completed his Master of Public Administration at Baruch College. David currently works as Director of Community Engagement at the Manhattan Jewish Experience. He has been actively involved in the Jewish community through staffing five Birthright trips, interning for the Israeli Minister of Welfare, and volunteering at the Israeli-Ethiopian absorption center in Jerusalem.



Terissa Schor is co-chair of the Masa Israel Tri-State Alumni Board. She is an alumna of the Livnot Lehibanot 5-month Masa program and has staffed Birthright Israel with Sachlav/Israel on the House. Terissa graduated from American University in Washington, DC with a degree in Communications and International Studies. When not planning the latest Masa alumni events, she serves as Office Manager of Wolfensohn Fund Management in Manhattan.



Dena Wachtel Stein is Director of Alumni Relations for Masa Israel Journey. She came to Masa Israel after receiving a double Masters from Hebrew Union College and working with Jewish communities throughout the world. Dena is passionate about fostering leadership development and providing Masa Israel alumni opportunities to learn and grow as leaders.



Rebecca Voorwinde (BYFI '97) is the co-Director, Director of Strategy and Community Engagement for the Bronfman Youth Fellowships, in partnership with Rabbi Mishael Zion. Becky oversees the strategic planning for all aspects of the Fellowships in Israel and the U.S., and works closely with the global alumni community of nearly 1,000. Prior to BYFI, Becky worked in the Corporate Responsibility Group at Ernst & Young LLP and at a non-profit human resources consultancy, Diversity @ Work, in Melbourne Australia. Becky graduated summa cum laude from Barnard College with a B.A. in American Studies. She serves on the Advisory Board of InterfaithFamily.com and she is a Task Group member on Interfaith Inclusiveness for UJA Federation of NY.



Naamah Paley (BYFI '02) serves as BYFI's Manager of Alumni Initiatives, overseeing alumni projects including the Alumni Advisory Board, Alumni Venture Fund, collegiate programming, collaborative projects between BYFI's Israeli and North American alumni communities, and more. Prior to joining BYFI, Naamah worked at the New Israel Fund, where she researched how to engage young Jews with Israel. While at NIF, Naamah was also a member of the BYFI

Alumni Advisory Board. Naamah graduated with highest honors in Middle Eastern and North African Studies from the University of Michigan in 2008. After college, she spent a year living in Haifa on a Dorot Fellowship.



Ella Shteingart (BYFI '88) is a consultant to The Wexner Foundation, where she was involved in the development and launch of the 2012 New York Russian-speaking cohort for the Wexner Heritage Program. A child émigré from Minsk, Ella spent many years unaware of the possible impact of her dual identity and has since been inspired to connect, unite, engage and energize this generation of Russian-speaking Jewish Americans. Previously, Ella consulted for The Schusterman Foundation Visiting Israeli Artist Program, worked at the Jewish Foundation for Education of Women (JFEW), and served as an executive recruiter.

The Pros of Content - Social Media Tools – Room 708

The Pros of Content -- Social media tools develop and evolve, but strong content is worth its weight in gold. Our session will talk about story, how that message changes across media platforms, and answer questions about how social media tools and platforms impact our message in this constantly-evolving field.



Esther D. Kustanowitz (@estherk) is a writer and consultant based in Los Angeles. She serves as Director of Digital Content/Story Editor for Pictures on the Fringe, a small television and film production company. She led the NextGen Engagement Initiative at the Jewish Federation of Greater Los Angeles; has consulted for the ROI Community, IKAR, American Jewish University, Slingshot, Limmud, UpStart Bay Area and Jewish Federations of North America; writes for *Haaretz*, *The Forward*, the *Jewish Journal* and eJewishPhilanthropy; blogs at

MyUrbanKvetch.com, and advises individuals and nonprofits on the culture and effective use of social media. She is a JPRO Board Member.

Professional Power of Book Clubs – Room 552

Why are more and more organizations blocking out time in their busy program schedules for a book club? We all know that book clubs are a fun social activity and a nice way to stay up on the latest books, but they also create a comfortable environment where people engage with one another in a way that is often rare in daily life, one in which people incorporate their own views and experience into a shared central theme and contribute to a larger discussion while developing relationships with fellow participants (and possibly while enjoying a snack or some wine too). Book clubs make participants read and think, make them share ideas, respond to the ideas of others, and start new conversations--and they can be on any topic and in any setting, professional or social.



Miri Pomerantz Dauber joined the Jewish Book Council team in 2004. Prior to working with JBC, she interned for the Jewish Publication Society. After eight years as director of the JBC Network program, Miri has shifted her focus to book clubs, working to create a new division of Jewish Book Council and developing resources to better serve book club readers. She lives in Manhattan with her husband and son.

Top 10 Ways to Build Your Legacy Program – Room 717

This session will review and analyze the key components necessary to enhance a legacy program, both internally at your federation/foundation and externally with community constituencies.



Joe Imberman is in his fourteenth year as Associate Vice President for Planned Giving and Endowments of Jewish Federations of North America. Prior to that, he worked at the Miami and Detroit Federations for 18 years, and at other private and general community foundations for a total of 28 years. He was educated at the University of Minnesota and Washington University from which he received advanced degrees. Joe and his wife have two sons. He enjoys reading American History and listening to American jazz.

Community Mapping – Room 1004

How do we tap the wisdom and resources in the room to collectively strengthen our communities? How do we better understand other communal players and move from competition to collaboration?



Naomi Korb Weiss is Chief Executive Officer of the Presentense Group, overseeing programs and operations in North America as well as global organizational strategy. Previously, Naomi worked in experiential Jewish education, managing professional development and training at the Foundation for Jewish Camp and JEXNET, and serving as the Bronfman Fellow to Avraham Infeld at Hillel's International Center. Naomi is a graduate of the Stern School of Business at New York University (MBA); NYU's Wagner School of Public Service (MPA), where she was a Wexner Graduate Fellow and Vice President of Philanthropy for the Jewish Students Association, and the University of Maryland (B.S., marketing and rhetoric). She is also a graduate of Babson College's Symposium on Entrepreneurship Education, and spent a year in Israel studying Jewish texts at Midreshet Lindenbaum. She lives in Manhattan with her husband, Hadar.

Delegate without Drama – Room 655

Wouldn't it be easier just to do it all yourself? Yes...and no. While not delegating allows you to have a (false) sense of control, you deny your team opportunities to learn, grow and develop, and keeps you from doing what ONLY YOU can and should be doing. In this interactive session, learn how to modify your delegation thinking and doing.



Deborah Grayson Riegel, MSW, PCC is a coach, speaker and facilitator who works with organizations and individuals toward achieve personal and interpersonal success. Her clients range from American Express to the JCC Association of North America, Toyota and the U.S. Army. Deborah is a contributor to the New York Times, The Huffington Post, Fox Business News, Fast Company, Forbes and the New York Jewish Week. She is the founder of the Jewish Coaching Academy that trains professionals and lay leaders in coaching skills taught through a Jewish lens.

Creating the Optimal Relationship Between Professionals and Lay Leaders – Room 711

This session will focus on how to develop and implement optimal relationships between professionals and lay leaders, including choosing the right people, managing expectations, and conflict management.



Mindy Eklove, a native of Montreal, moved to Toronto in 2007 to join the Jewish Federations of Canada-UIA as National Director of Young Leadership and later Director of Coast to Coast Israel and Overseas, managing an 11-city conglomerate Partnership in Canada and Israel. Mindy earned a B.F.A. in theater from Concordia University and an M.A. in professional Jewish services

from Spertus Institute, where her thesis focused on developing and implementing optimal relationships between professionals and lay leaders.

Recalculating Strategies for Next Gen Jewish Identity Building – Room 706

Letting Millennials Be Our Guide: Recalculating Strategies for Jewish Identity Building -- We know that with Millennials, concepts of identity are very different than in the recent past. Young people growing up in the information age showcase their individualism in almost every aspect of their lives. But how are Millennials developing and expressing their identities through experiences with Jewish organizations? Learn how three national Jewish organizations, each less than 10 years old, have developed their core strategies to cater to the individualized voices of their young adult participants. By providing engaging, relevant content, they have set the foundation for meaningful lifelong connections with the next Jewish generation.



Sacha Litman is Founder and Managing Director of Measuring Success, which combines quantitative tools, advanced analytics and training to help nonprofit organizations make data-driven (instead of anecdotal) decisions. He also founded GrapeVine, a unique service that brings Jewish organizations and individuals into a shared multi-channel social media platform. He is a graduate of the Kellogg School of Management at Northwestern (M.B.A. with highest distinction), the Kennedy School of Government at Harvard (M.P.A), and a Yale (B.S. in applied mathematics, summa cum laude and Phi Beta Kappa). He previously worked for McKinsey & Company and Credit Suisse First Boston, and was the Director of Strategy for Hillel.



David Cygielman is the founder and CEO of Moishe House, the largest organization in the world serving young Jewish adults after college since 2006, with 60 facilities and tens of thousands of participants each year. He's been a non-profit innovator since high school, when he started Feed the Need, a nationally recognized organization serving the homeless. He was Hillel Student President at the University of California at Santa Barbara and later Executive Director of Forest Foundation in that city. David is a recipient of an Avi Chai Fellowship, the JCSA Young Leadership Award and the Bernard Reisman Award. David graduated with honors in Business/Economics from UCSB. He currently lives in Charlotte, NC, with his wife, Myka.



Morlie Levin is the CEO of NEXT, a Division of the Birthright Israel Foundation that connects Birthright Israel alumni and their peers with meaningful Jewish opportunities nationally, locally and in Israel, and provides thought-leadership and support to those who work with young Jewish adults. Morlie previously was National Executive Director of Hadassah and Vice President of Strategic Planning and Donor Initiatives at the Jewish Federation of Greater Los Angeles, where she launched LA's first Jewish Venture Philanthropy Fund. Prior to entering the Jewish communal field, she was a Senior Analyst at the Rand Corporation and ran her own consulting firm focusing on strategic planning and marketing for Fortune 100 companies. She is a Wexner Heritage Fellow, a Board member of the Jewish People Policy Institute, and provides pro-bono mentoring and consulting to Jewish non-profits.



Hindy Poupko is Managing Director of the Jewish Community Relations Council of New York. Since 2008, Hindy has been Director of Israel and International affairs at JCRC and Executive Director of the Council of Young Jewish Presidents, a network of more than 40 organizations. Previously, Hindy was a Senior Associate at Brand Sphere, a political consulting firm, where she worked on print and radio advertising for the Hillary Clinton for President Campaign. Prior to that, Hindy was a communications intern for Mayor Corey Booker of Newark, N.J. Hindy has a master's degree in Public Policy and Israel Studies from New York University was a Wexner Graduate Fellow. She earned her B.A. at Stern College for Women (Yeshiva University) and was as a Yeshiva University Presidential Fellow. In November 2012, Hindy was named to the *Forward's* list of the 50 most influential Jews in America.

Keys to Effective Networking – Room 852

There are many different strategies to find a job. We will look at a variety of techniques that can help you become a more effective job seeker. The discussion will focus on the most effective methods of finding the 80-85% of jobs that are never advertised.



Sharon Greenberg is part of FECS' professional employment services team and assists job seekers in re-entering the workforce via the UJA-Federation funded employment programs, Connect-to-Care; Experience 2 Work and Single Stops employment initiative. Her role involves coaching, workshop facilitation and development, recruitment and training. She also manages employer relationships in order to assist hiring managers to fill open positions with candidates that come through FECS. Sharon's expertise in talent acquisition and coaching is enhanced by a prior career on the business side of media and advertising. She is a PHR Certified Talent Acquisition/HR professional with experience in multiple industries including financial services, consumer goods, business-to-business firms, and not-for-profit organizations.

Ask the Experts – Resume Reviews and Career Advising Throughout the Day – Rooms 1051 & 1052

Come ask questions, one on one, to expert, certified Career Counselors. This will be an open walk-in opportunity for any topics/questions you want to address. No question is a silly question. Let's talk about resumes, interviews, outreach, marketing yourself, networking, online social media, offer and negotiation and more!



Lisa Futterman manages several professional employment programs for FECS Health and Human Services where she has been employed since 2006. Her program portfolio currently includes employment services for professionals impacted by the economic crisis; job seekers over 50; CUNY Hillel students; émigrés from the former Soviet Union; and members of the Haredi community in Crown Heights and Boro Park, Brooklyn. These employment programs are funded by UJA-Federation of New York and offer services including career counseling, employment workshops, training and job referral and placement. In addition to Workforce Development Lisa's experience includes Recruitment, Special Education and Child Protection. She holds a B.A. from University of Michigan and an MEd from Hunter College.



Karen Hughes is the S.U.C.C.E.S.S. Coordinator for Dislocated Professionals in the Career and Workforce Development Department at Jewish Family Services in Columbus, Ohio. Karen more than 15 years of Human Resource and Career and Workforce Development experience -- including vocational counseling, employee relations, collective bargaining, recruitment, orientation and training. She is a Certified Professional Resume Writer, and a member of the Professional Association of Resume Writers & Career Coaches and the National Resume Writers' Association.