

BIENNIAL 2008

SCHEDULE

thursday, may 1

2:00 P.M. - 2:30 P.M.	Merrin Teen Professional Fellows Seminar JCC Association Staff: Hy Tabachnick	DuPont, Level 1
2:30 P.M.	Merrin Teen Professional Fellows Visit to Michael-Ann Russell JCC: Moses on Management	Off-site
6:00 P.M.	Merrin Teen Professional Fellows Dinner	Off-site

friday, may 2

8:30 A.M. - 10:00 A.M.	Continental Breakfast - JCC Association Staff and Merrin Teen Professional Fellows	Star/Palm, Level 1
9:00 A.M. - 12:00 P.M.	Merrin Teen Professional Fellows Seminar Eating Disorders: Weighing in on the Issues Learn to recognize the signs and symptoms of eating disorders, and pick up tips to identify those who may be at risk in the teen JCC/Y community. You'll have the opportunity to participate in innovative learning methods that will assist you in understanding issues that underlie eating disorders. You will also learn creative ways to facilitate opportunities for teens to express themselves in meaningful activities that promote healthy relationships. The skills you learn in this session will be helpful in many situations that a teen professional encounters. Presenter: Susan Kleinman, dance/movement therapist, The Renfrew Center of Florida JCC Association Staff: Hy Tabachnick	Godfrey, Level 1
12:15 P.M. - 1:15 P.M.	Merrin Teen Professional Fellows Lunch JCC Association Staff: Hy Tabachnick	Star/Palm, Level 1
1:30 P.M. - 2:30 P.M.	Merrin Teen Professional Fellows Seminar Jewish Programming Presenter: Rabbi Jennifer Tobenstein JCC Association Staff: Hy Tabachnick	Godfrey, Level 1
2:45 P.M. - 3:45 P.M.	Merrin Teen Professional Fellows Seminar Israel Debriefing Presenter: Leah Garber, director, JCC Association Israel Office JCC Association Staff: Hy Tabachnick	Godfrey, Level 1

friday, may 2

5:30 P.M. - 6:30 P.M.	Merrin Teen Professional Fellows and Alumni Seminar Ice Breaker and Meet Alumni JCC Association Staff: Hy Tabachnick and Charlene Wendell	Bayfront A, Level 1
6:30 P.M. - 7:30 P.M.	Candlelighting and Kabbalat Shabbat Led by Rabbis Alvin Mars and Jennifer Tobenstein	Flagler, Level 1
7:45 P.M. - 10:00 P.M.	Shabbat Dinner	Trade Room, Level 1

saturday, may 3

8:00 A.M. - 9:30 A.M.	Continental Breakfast - JCC Association Staff and Merrin Teen Professional Fellows and Alumni	Escorial/Alhambra, Level 2
9:00 A.M. - 10:30 A.M.	Egalitarian Shabbat Services Led by Rabbis Alvin Mars and Jennifer Tobenstein	Trade Room, Level 1
10:30 A.M.	Kiddush	Trade Room, Level 1
11:00 A.M. - 12:00 P.M.	Merrin Teen Professional Fellows and Alumni Seminar: Bringing Israel to Life in Your Programs JCC Association Staff: Leah Garber	Windsor/Sandringham, Level 2
12:15 P.M. - 1:15 P.M.	Shabbat Luncheon-Merrin Teen Professional Fellows, Alumni, and JCC Association staff	Escorial/Alhambra, Level 2
1:30 P.M. - 3:00 P.M.	Merrin Teen Professional Fellows and Alumni Seminar: White Lies JCC Association Staff: Rabbi Jennifer Tobenstein	Windsor/Sandringham, Level 2
6:00 P.M. - 8:30 P.M.	JCC Association Board Dinner <i>(by invitation)</i>	Off-site
7:00 P.M. - 8:30 P.M.	Merrin Teen Professional Fellows and Alumni Dinner	Balmoral, Level 2
8:30 P.M. - 8:45 P.M.	Havdallah Led by Merrin Teen Professional Fellows JCC Association Staff: Hy Tabachnick	Bayfront A, Level 1
9:00 P.M. - 10:30 P.M.	Biennial 2008 Reception and Registration	Bayfront A, Level 1
9:00 P.M. - 10:30 P.M.	Esther Leah Ritz Next Generation JCC Leadership Opening Program	Bayfront B, Level 1

7:00 A.M. - 9:00 A.M.	Continental Breakfast - JCC Association Staff and Merrin Teen Professional Fellows	Balmoral, Level 2
7:30 A.M. - 7:30 P.M.	Biennial Registration Open	Mezzanine
7:30 A.M.	JCC Association Board Breakfast	Bayfront A, Level 1
8:00 A.M. - 9:45 A.M.	JCC Association Board Meeting Chair: Alan P. Solow, Chicago, IL JCC Association Staff: Allan Finkelstein	Bayfront A, Level 1
8:00 A.M.	Esther Leah Ritz Next Generation JCC Leadership Depart for Seminar Chair: Lisa Brill, Atlanta, GA JCC Association Staff: Ann Eisen and Arlene Sorkin	Lobby
9:00 A.M. - 9:45 A.M.	First Time Attendee Orientation Chair: Cheryl Sherman, Staten Island, NY Presenter: Alan Goldberg, vice-president, Mandel Center for Excellence in Leadership and Management, JCC Association, New York, NY	Raphael, Level 1
9:00 A.M. - 9:45 A.M.	Merrin Teen Professional Fellows and Alumni Our Successes and Challenges JCC Association Staff: Hy Tabachnick and Charlene Wendell	Flagler, Level 1
9:00 A.M. - 3:00 P.M.	Esther Leah Ritz Next Generation JCC Leadership Seminar Chair: Lisa Brill, Atlanta, GA JCC Association Staff: Ann Eisen and Arlene Sorkin	Off-site
10:00 A.M. - 12:00 P.M.	SEMINARS I Leadership Beyond the Presidency <i>(for past presidents of JCCs)</i> This interactive session is designed to help participants answer the critical question: "How can I stay actively involved in supporting and leading my JCC, without distracting from the current president's leadership?" Participants will take home new ideas regarding their role as advanced leaders in their Jewish community. Advanced leaders have much to offer their local JCCs! Chair: Don Brodsky, Houston, TX Presenter: Steven J. Rod, vice-president, professional development services, JCC Association, New York, NY JCC Association Staff: David Posner	Trade Room, Level 1
	Merrin Teen Professional Fellows and Alumni Seminar Navigating Your JCC Career JCC Association Staff: Hy Tabachnick and Charlene Wendell	Flagler, Level 1

- 10:00 A.M. - 12:15 P.M. **Presidents and Executives Seminar** Chopin Ballroom, Level 2
The Future Is Already Here. Do You Have A Plan?
(must be a JCC president, incoming president, or executive director to attend)
The constituencies we serve are rapidly changing—in terms of demographics, lifestyle, and expectations. We will look at trends and talk about where we are today to stay relevant and competitive in the marketplace tomorrow. Take home new strategies to connect with the next wave of membership.
Chair: Andrew Shaevel, Buffalo, NY
Presenter: Michael Rowland, marketing strategist, New York, NY
JCC Association Staff: Janet S. Elam
- S1 - UNSETTLED**, a thought-provoking film Escorial/Alhambra, Level 2
Set during the Gaza withdrawal, *UNSETTLED* is a story about religion and democracy, soldiers and civilians, and the kids on the front lines of a battle where there is no enemy. Join the stimulating discussion with producer/director Adam Hootnick and co-producer Tony Felzen following the screening and learn how you can use this film as an effective Israel program.
Chair: Doron Steger, Bridgewater, NJ
Presenters: Tony Felzen, co-producer, Resonance Pictures, New York, NY
Adam Hootnick, producer/director, New York, NY
JCC Association Staff: Leah Garber and Arlene Sorkin
- 10:30 A.M. - 1:00 P.M. **JCC Association Graduate Scholars** Michelangelo, Level 2
Workshop and Lunch
JCC Association Staff: Lonny Friedman
- 10:30 A.M. - 12:00 P.M. **Mandel Center for Jewish Education Committee** Gusman, Level 1
(by invitation)
Chair: Jerome B. Makowsky, Memphis, TN
JCC Association Staff: Rabbi Alvin Mars
- JCC Association Finance Committee** Tuttle, Level 1
Chair: Phil Shatten, New York, NY
JCC Association Staff: Bob Dietz
- S2 - Jewish Music: A Spiritual Thread to Israel** Theater, Level 2
Join contemporary musician Beth Schafer and her band as they share original, modern interpretations of Jewish ideas and liturgy. Experience a blend of her unique expressions of Jewish thought as well as songs written on behalf of a free and safe Israel. Beth is one of the top touring artists on the Jewish music scene today. You can bring her to your JCC.
Chair: Michael Segal, Miami, FL
Presenter: Beth Schafer, singer, songwriter, composer, Orlando, FL
JCC Association Staff: Melissa Shipenberg and Arlene Sorkin
- 12:00 P.M. - 1:15 P.M. **Merrin Teen Professional Fellows and Alumni Lunch** Balmoral, Level 2
- JCC Association Major Donors Luncheon** Sandringham/Windsor, Level 2
(by invitation)

1:30 P.M. - 3:30 P.M.

FORUMS

Forums address some of the most important challenges facing JCCs today.

S6 - Benchmarking: What We've Learned

Chopin Ballroom, Level 2

How do we attract and keep more members? How do we increase the number of children in early childhood and program activities? What does it take for a JCC to break even or share a surplus? These are questions we've all asked but never had the data to support or answer. JCC Excellence: The Benchmarking Project studied JCCs to determine what factors led to their excellence, and what best practices can be replicated. You'll come away with ideas that will help make your JCC a JCC of excellence while increasing income, building participation, and supporting your mission.

Chair: Ann P. Kaufman, Houston, TX

Presenters: Alan Goldberg, vice-president, Mandel Center for Excellence in Leadership and Management

Bob Kimsal, director, JCC Excellence: The Benchmarking Project, Mandel Center for Excellence in Leadership and Management

Mark Lit, executive director, JCC of Metropolitan Detroit

Richard Pizitz, president, Levite JCC, Birmingham, AL

JCC Association Staff: Janet Elam

THE BIENNIAL AUCTION IS LIVE! Log onto <http://jccabiennialauction.cmarket.com/> to bid!

S7-Financial Resource Development Roundtable:

Sevilla, Level 1

Everything You Need to be Successful, and Then Some

Financial resource development is more and more important to a JCC's fiscal health. Learn the six critically important components of successful FRD.

Chair: David Wax, San Diego, CA

Presenters: Susan Bodner Levine, senior consultant, The Ostroff Group, Boca Raton, FL

Fani Magnus Monson, vice-president for development, JCC Association

Garth Moore, managing director, Interactive Services, Changing Our World, Inc., New York, NY

Janet Oppenheimer, president, JOPR Strategy, Coral Springs, FL/
Weaverville, NC

Michael Ostroff, president, The Ostroff Group, Boca Raton, FL

Ellen Safron, director, Jewish Women's Foundation of the Greater Palm Beaches, Palm Beach, FL

David Valinsky, president, David Valinsky Associates, LLP, Columbus, OH

JCC Association Staff: Ziva Davidovich

1:30 P.M. - 3:30 P.M.

S8- Are You an Effective Leader?

Bayfront B, Level 1

This Biennial is open to leaders—you must be a leader to attend our convention! Want to know more about effective volunteer leadership? Hear three JCC leaders speak about key principles of successful leadership. Then listen to the author of “A Leader Among Leaders: Qualities of Effective Presidents of Jewish Community Centers.” This forum gives us a practical, hands-on approach to our responsibilities as JCC leaders. You will come away with tips and ideas on how to enhance your leadership for your JCC.

Chair: Stephen Dorsky, Birmingham AL

Presenters: Prof. Steven M. Cohen, director, Florence G. Heller-JCC Association Research Center

Robin G. Frederick, Stamford, CT

Steven Rubin, St. Paul, MN

JCC Association Staff: Steven Rod

S9 - A Conversation about the Future:

Bayfront A, Level 1

JCCs and Federations

JCCs and federations have had a mutually supportive and evolving relationship for many years. This dialogue will focus on ensuring the vitality and vibrancy of our Jewish communities by strengthening this relationship.

Chair: Alan P. Solow, Chicago, IL

Presenters: William Bernstein, president and CEO, Jewish Federation of South Palm Beach County, FL

Allan Finkelstein, president, JCC Association

Howard Rieger, president and chief executive officer, United Jewish Communities

Martin Schneer, executive director, Adolph & Rose Levis JCC, Boca Raton, FL

JCC Association Staff: Alan Mann

S10 - What Does It Take for a JCC Fitness Center to Be GREAT?

Trade Room, Level 1

Hear about present and future fitness trends and how to benefit from them: What are the “critical numbers” in a JCC fitness operation? How can we compete for the fitness consumer?

Chair: Barry Kantrowitz, New City, NY

Presenter: Michael Scott Scudder, CEO, Cienega Associates, LLC.

JCC Association Staff: Steve Becker

3:45 P.M. - 5:15 P.M.

JCC Association Opening Plenary

Grand Ballroom, Level 2

Welcome

Alan P. Solow, chair, JCC Association

Noreen Gordon Sablotsky, Miami, FL, Biennial chair

Greetings from the city of Miami

D'var Torah

Rabbi Mark Sokoll, executive director, JCCs of Greater Boston

JCCs Looking Forward

Allan Finkelstein, president, JCC Association

- 3:45 P.M. - 5:15 P.M. **Keynote Address** Grand Ballroom, Level 2
Donna Shalala, president, University of Miami
Based on her experiences as our longest serving US Secretary of Health and Human Services and as president of the University of Miami, President Shalala will discuss the importance of leadership in not-for-profit agencies and how Jewish Community Centers and comparable agencies can help address key social issues facing the pluralistic communities of contemporary America.
JCC Association Staff: Arnie Sohinki
- 5:30 P.M. - 6:15 P.M. **First Time Attendee Orientation** Sandringham, Level 2
Chair: Cheryl Sherman, Staten Island, NY
Presenter: Alan Goldberg, vice-president, Mandel Center for Excellence in Leadership and Management, New York, NY
- JWB Jewish Chaplains Council Orientation** Windsor, Level 2
Staff: Rabbi Barry Baron
- 5:30 P.M. - 6:30 P.M. **JCC Chief Volunteer Leaders' Reception** *(by invitation)* Bayfront A, Level 1
Hosted by Andrea Solow and Alan P. Solow, JCC Association Chair
- World Confederation of JCCs Orientation for International Delegates** Balmoral, Level 2
Chair: Jerome B. Makowsky, Memphis, TN
WCJCC Staff: Smadar Bar Akiva

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- The Consultant Is In** *(by advance appointment; please check at the registration desk for availability)* Escorial, Level 2
 Alhambra, Level 2
Did you know that JCC Association has consultants available to help you with issues facing your JCC? Learn more about our services and how we can help your JCC be the best it can be. Targeted consultations can also be planned with your JCC's specific consultant by contacting them directly.
- 6:30 P.M. **Traditional Mincha/Maariv Services** Raphael, Level 2
Led by JWB Jewish Chaplains Council
- Egalitarian Mincha/Maariv Services** Michelangelo, Level 2
Led by JWB Jewish Chaplains Council
- 6:30 P.M. - 7:30 P.M. **Biennial Welcome Reception - Please Visit Our Vendors** Mezzanine
- 7:30 P.M. **Dine Around Miami - On Your Own**

sunday, may 4

8:00 P.M. **JWB Dinner Meeting for Chaplains and Military Lay Leaders** Balmoral, Level 2
(by invitation)
Presenter: Chaplain (MG) Douglas Carver, Chief of Chaplains,
 United States Army, Washington, DC
JCC Association Staff: Rabbi Barry Baron

JCC Association Graduate Scholars Dinner Off-site

monday, may 5

6:30 A.M. - 7:15 A.M. **Traditional Shacharit Services** Raphael, Level 2
 Led by JWB Chaplains Council

Egalitarian Shacharit Services Michelangelo, Level 2
 Led by JWB Chaplains Council

6:30 A.M. - 7:30 A.M. **Morning Fitness - BODYVIVE™ Workout by Les Mills** Sevilla, Level 1
 BODYVIVE™ is a low-impact, 55-minute class, incorporating aerobic exercise for heart
 fitness, resistance work for strength and stability, and stretching and mobility work.
Instructor: Susan Laney, US program coach
JCC Association Staff: Anthony Slayen

Morning Fitness - Run Around Miami Lobby
JCC Association Staff: Steve Becker

7:00 A.M. - 5:30 P.M. **Registration** Mezzanine

Marketplace Open - Visit the Vendors! / Mezzanine
Host Community Hospitality Lounge

7:00 A.M. - 8:45 A.M. **Continental Breakfast** Mezzanine

7:30 A.M. - 8:45 A.M. **When Johnny and Janey Come Marching Home:** Alhambra, Level 2
Jewish Soldiers Returning to Our JCCs
 So many of our communities have sent young men and women off to war in recent years.
 Some of them grew up at our JCCs, worked at our camps, and played ball in our gyms.
 They come back forever changed. We will explore classical Jewish texts and images from
 American art to begin understanding how we can offer support to these returning soldiers.
Chair: Sid Miller, Columbus, OH
Presenter: Rabbi Phil Miller, vice-president, JCC Greater Baltimore, MD
JCC Association Staff: Rabbis Alvin Mars and Jennifer Tobenstein

JCC Association Capital Campaign Committee Escorial, Level 2
Chair: Gary Jacobs, San Diego, CA
JCC Association Staff: Fani Magnus Monson

- 7:30 A.M. - 8:45 A.M. **JCC Association Business Model Task Force** Sandringham/Windsor, Level 2
Chair: Dana Egert, Boca Raton, FL
JCC Association Staff: Arnie Sohinki
- Esther Leah Ritz Next Generation JCC Leaders Breakfast** Trade Room, Level 1
Look at Leadership Styles
Chair: Lisa Brill, Atlanta, GA
JCC Association Staff: Ann Eisen
- Presidents and Executives Breakfast** Bayfront A, Level 1
An opportunity to have a frank conversation with the lay and professional leaders of the JCC Movement on issues that effect local and national agendas.
Chair: Alan P. Solow, chair, JCC Association
JCC Association Staff: Allan Finkelstein, president, JCC Association
- Israel @ 60: The Role of Community Centers** Tuttle, Level 1
Bring your breakfast and hear the top leader of more than five hundred community centers in Israel, who will share his vision and special insights on a society at a crossroads.
Chair: Ronald L. Leibow, Los Angeles, CA
Presenter: Avinoam Armoni, chair, Israel Association of Community Centers and Israel Federation of Community Centers
WCJCC Staff: Smadar Bar Akiva
- 7:45 A.M. - 8:45 A.M. **Award Winners Photo Opportunity** Mezzanine
- JCC Association Graduate Scholars Breakfast** Godfrey, Level 1
JCC Association Staff: Lonny Friedman
- Merrin Teen Fellows and Alumni Breakfast** Dupont, Level 1
JCC Association Staff: Hy Tabachnick
- 9:00 A.M. - 10:30 A.M. **Inspiring Jewish Journeys Plenary** Grand Ballroom, Level 2
Chair: Noreen Gordon Sablotsky, Miami, FL
- JCC Anniversary Awards Recognition**
Presenter: Stephen Seiden, chair, Community Services Committee
- The Morton L. Mandel Jewish Educational Leadership Award**
Presenter: Morton L. Mandel, Cleveland, OH
Recipient: The AVI CHAI Foundation
Accepting: Yossi Prager, president, The AVI CHAI Foundation

9:00 A.M. - 10:30 A.M.

Keynote Address

Introduction: Jerome B. Makowsky, Memphis, TN

Brad Hirschfield, JCC Association Scholar-in-Residence, president, CLAL, The National Jewish Center for Learning and Leadership

Keeping Score: Creating Depth without Dogma

The definitions of Jewishness keep changing and so does our understanding of what counts as a twenty-first century Jewish journey. Is nothing sacred? Are there any limits? Who decides? For leaders, these are more than philosophical debates. They are core issues in making policy for the institutions that they lead. How do we combine that openness in which we believe with the measures of success we feel sure are needed?

10:30 A.M. - 11:00 A.M.

Refreshment Break. Visit the Vendors.

Mezzanine

11:00 A.M. - 12:30 P.M.

SEMINARS II

M1 - The Foundation World: The Inside Story

Sevilla, Level 1

Everyone wants to apply for grants, but working with foundations is about much more than submitting a proposal. Learn what grantmaking looks like from the foundation perspective.

Chair: Gary Jacobs, San Diego, CA

Presenters: Melissa Brown Eisenberg, founding member of the Slingshot Fund, New York, NY

Yossi Prager, president, The AVI CHAI Foundation, New York, NY

Jonathan Raiffe, founding member of the Slingshot Fund, Miami, FL

JCC Association Staff: Fani Magnus Monson

M2 - Seven Steps to Resolving Conflict at Home, at Work, at the JCC, and Beyond

Chopin Ballroom, Level 2

Together we will examine seven steps, drawn from ancient rabbinic wisdom, which helped to create the community that sustained the Jewish people for almost two thousand years and can help us to sustain our own communities and personal lives as well. From tension at work to improving relationships with those we love, these simple steps empower us to address the conflicts we face with greater effectiveness and clarity, while helping us to actually minimize the conflict in our lives.

Chair: J. Victor Samuels, Houston, TX

Presenter: Brad Hirschfield, president, CLAL, The National Jewish Center for Learning and Leadership

JCC Association Staff: Lauren Blitzer

M3 - Journeys: Adult Jews Living and Learning New Initiative from JCC Association's Mandel Center for Jewish Education

Flagler, Level 1

Learn about the newest initiative for adults being developed in the JCC world. Through Journeys: Adult Jews Living and Learning, participants will engage in a series of exciting and interactive Jewish programs. Journeys will examine different subjects through art and film, food and music, as well as modern

- 11:00 A.M. - 12:30 P.M. and traditional texts. The first unit is entitled, "Food: A Loaf of Bread, a Jug of Wine and You," and is presently being piloted at five JCCs across the continent. Join us and see how Journeys can help bring intriguing, inspiring Jewish learning programs to adults in your community.
Chair: Arlene Fickler, Philadelphia, PA
Presenter: Dasee Berkowitz, consultant, Boston MA
Jonathan Fass, director, Department of Jewish Living and Learning, JCC of Houston, TX
Barbara Samuels, chair, Jewish Education Committee, board member, JCC of Houston, TX
JCC Association Staff: Rabbi Jennifer Tobenstein
- M4 - A JCC-Israel Connection for the 21st Century** Escorial, Level 2
Against a backdrop of reports of declining attachment to Israel, particularly among younger Jews, listen to fresh visions of the added value that Israel can bring to a JCC. First will be "Visions of a JCC-Israel Connection for the 21st Century," followed by "A Novel— and Affordable—Shaliach for the JCC " and "Creative, Effective Use of Arts and Culture to Bring Israel to the JCC." Learn how you can bring Israel to your JCC and enrich your program and community.
Chair: Jerry Spitzer, New York, NY
Presenters: Judy Bernstein Bunzl, Arts and Culture Committee chair and board member, JCC in Manhattan
Jay Roth, executive director, Harry & Rose Samson Family JCC, Milwaukee, WI
Toni Weiss, president, New Orleans JCC, New Orleans, LA
JCC Association Staff: Leah Garber
- M5 - The JCC and Its Jewish Leadership Presence** Balmoral, Level 2
What does a JCC do to project its leadership within the Jewish community? This seminar looks at three case studies where JCC activities and presence in the community speak to an unquestioned mission to build Jewish community and inspire Jewish journeys, even when a significant number of JCC members are not Jewish.
Chair: Paula Sidman, Boston, MA
Presenters: Dori Denelle, executive director, JCC of Greater St. Paul Area, MN
Carol Folkerth, executive director, Leo Yassenoff JCC, Columbus, OH
Eric Koehler, executive director, JCC of Northern Virginia
JCC Association Staff: David Posner

11:00 A.M. - 12:30 P.M.

M6 - Moving from Fitness to Wellness

Trade Room, Level 1

Obesity is an epidemic, diabetes and heart disease are steadily rising along with health costs, and 50 million baby boomers will reach Medicare age by 2011. Proactive, preventive healthcare (wellness) IS the present need and future opportunity. Learn why JCCs have a unique opportunity in wellness and how you can leverage those things that JCCs already know and do to help serve the important preventive healthcare needs in your communities...and prosper in the process.

Chair: Enid Rosenberg, Cleveland, OH

Presenter: Kurt Atherton, CEO, Club Management Concepts

JCC Association Staff: Steve Becker

M7 - Abraham, the Host with the Most: Great Customer Service at Your JCC

Windsor, Level 2

Our biblical ancestors, Abraham and Sarah, were the quintessential role models for the fundamental Jewish value of hospitality—*hakhnasat orchim*—welcoming of guests. They treated guests like family, welcoming them with food, drink and warmth. Are we doing everything we can to insure that our guests will want to come back to our JCC? Join us to explore how JCCs utilize this concept to assure members and guests that they'll have a *heimish* experience.

Chair: Betty Melaver, Savannah, GA

Presenters: Gary Bomzer, executive director, Michael-Ann Russell JCC, North Miami Beach, FL

Melissa Shipenberg, consultant on marketing and membership, Mandel Center for Excellence in Leadership and Management at JCC Association
Mark Zalkin, principal trainer and coach, Zalkin Training and Development

JCC Association Staff: Jason Silberfein

M8 - Thinking Big: Making Your JCC a Big Tent JCC

Sandringham, Level 2

All are welcome at our JCCs, but do you know the steps that can get you there? This seminar features the new initiative of the Jewish Outreach Institute called Big Tent Judaism. Learn how to help your JCC reach this ideal and leave with the 10 steps to bring back to your JCC.

Chair: Rose Robinson, Boca Raton, FL

Presenter: Dr. Kerry M. Olitzky, executive director, Jewish Outreach Institute

JCC Association Staff: Charlene Wendell

M9 - Is Playing Basketball Jewish: Can Money and Mission Co-Exist?

Bayfront B, Level 1

We have heard this question hundreds of times and now we may have the answer. JCC Excellence: The Benchmarking Project has identified JCCs where members rated the Jewishness of the recreation and other programs as significantly impacting on the building of Jewish community. We have also found JCCs that are effectively inspiring their members Jewishly through more than just programs. How do they do it? How can your JCC do it? Come to the session to find out.

Chair: Steve Bodzin, Fairfax, VA

Presenters: Alan Goldberg, vice-president, Mandel Center for Excellence in

11:00 A.M. - 12:30 P.M.

Leadership and Management at JCC Association, New York, NY
Mark Merklin, president, Jerry Shaw JCC of Akron, OH
Jeff Meyer, president, Leo Yassenoff JCC, Columbus, OH
JCC Association Staff: Bob Kimsal

M10 - Greening of Your JCC and Community

Alhambra, Level 2

Environmentalism and Judaism can go hand in hand to inspire your community. The Riverdale Y's Green and Healthy Initiative is reaching out to get the entire community involved. Whether your building is old or new, you'll get some great ideas from the plans for the Albert L. Schultz JCC's sustainable campus. And you'll be amazed by the creative things our colleagues in Israel are doing in the green community center network. We'll focus on practical and meaningful ways to put our values into action.

Chair: Dale Filhaber, Boca Raton, FL

Presenters: January Akselrad, chair, board of trustees, Riverdale YM-YWHA, Bronx, NY

Dr. Mirele Goldsmith, consultant, New York, NY

Randolph B. Popp, AIA senior associate, Steinberg Architects, board member, Albert L. Schultz JCC, Palo Alto, CA

JCC Association Staff: Julie Rubin

JWB Jewish Chaplains Council Service Breakouts

Meetings for chaplains and military lay leaders
by service branch. (*by invitation*)

Army

Dupont, Level 1

Presenter: Chaplain (MG) Douglas Carver, Chief of Chaplains,
United States Army, Washington, DC

Navy

Tuttle, Level 1

Presenter: RADM J. David Stinson CHC USN Deputy Chief
of Chaplains for Reserve Matters, Washington, D.C.

Air Force

Gusman, Level 1

Presenter: Chaplain (Brig. Gen.) Cecil Richardson, Deputy Chief of
Chaplains, United States Air Force, Washington, DC

Veteran's Administration

Marti, Level 1

12:45 P.M. - 2:30 P.M.

Biennial All-Conference Plenary and Lunch

Grand Ballroom, Level 2

Chair: Noreen Gordon Sablotsky, Miami, FL

Greetings: Steven J. Kravitz, past president, Greater Miami Jewish Federation

Ha'Motzi: Jason Schwartz and Melissa Warsetsky,
JCC Association Graduate Scholars

Frank L. Weil Award

Presenter: Ronald L. Liebow, Los Angeles, CA, immediate past recipient

Recipient: Edward H. Kaplan, honorary chair, JCC Association

12:45 P.M. - 2:30 P.M.

Florence G. Heller Awards

Grand Ballroom, Level 2

Presenter: Allan Finkelstein, president, JCC Association

Recipients: Avrum Cohen, immediate past director general, JCCs of Chicago, IL
Sol Greenfield, former associate executive director, JCC Association

Birkat Hamazon

Violetta Shmulenzon, Brooklyn, NY and Dori Zavili, Baltimore, MD
Merrin Teen Professional Fellows

Keynote Presentation

Introduction: Noreen Gordon Sablotsky, Miami, FL

Dave Barry, Pulitzer Prize winning humor columnist

For 25 years, Dave Barry's syndicated column appeared in more than five hundred newspapers in the United States and abroad. In 1988 he won the Pulitzer Prize for Commentary. Dave has also written a total of 30 books, two of which were used as the basis for the CBS sitcom "Dave's World."

Dave Barry will sign books following this plenary. (Proceeds go to JCC Association to offset the cost of the Biennial.)

2:30 P.M. - 4:00 P.M.

SEMINARS III

M12 - Evaluating Your JCC Executive Director, and a Guide to the Performance Evaluation of Your JCC Professional Staff

Flagler, Level 1

A challenging area of lay-staff relationships arises each year when the board must conduct an annual performance evaluation of the executive director. Board responsibility also includes ensuring a performance evaluation system is in place for all JCC staff. This session provides specific guidance and tools on effective performance evaluation systems for all levels of staff. You will be able to compare these tools to what your JCC is currently using. Take home samples of performance evaluation systems to implement in your JCC.

Chair: Toby Rubin, San Francisco, CA

Presenter: Steven J. Rod, vice-president, professional development services, JCC Association

JCC Association Staff: Cippi Harte

M13 - Cash Is Cash: The JCC, Social Services, and Government Funding

Tuttle, Level 1

As community organizations, JCCs have opportunities to develop social and health programs for the Jewish and broader communities. Trends in government funding opportunities in mental health, physical well-being, and universal pre-kindergarten may prove to be a match for institutions like JCCs. See what it takes to make a *shidduch*.

Chair: Phil Schatten, New York, NY

Presenters: Stephan Kline, UJC, Washington DC; Ron Soloway, UJA Federation, NY

JCC Association Staff: David Posner

2:30 P.M. - 4:00 P.M.

**M14 - Welcoming Families with Young Children Ages
Zero to Three**

Gusman, Level 1

Across the country JCCs are creating programs to attract and support parents with young children—even before they are born. These new programs fulfill our mission to inspire Jewish journeys and build a continuum of experiences to link Jewish families with the JCC. Hear about two extremely successful programs that meet the needs of families before children are born, and with positive implications well beyond the preschool years.

Chair: Michael Wolfe, Salt Lake City, UT

Presenters: Beth Berger, family programs director, Robert E. Loup JCC, Denver, CO

Ellen Birnbaum, associate director, The Nursery School at the 92nd Street Y, New York, NY

Caron Blanke, director of early education and family services, Robert E. Loup JCC, Denver, CO

Bonnie Rayman, COO, JCC Greater Palm Beaches, West Palm Beach, FL

Nancy Schulman, director, The Nursery School at the 92nd Street Y, New York, NY

JCC Association Staff: Dr. Ruth Pinkenson Feldman

M15 - Trends in Electronic Marketing

Trade Room, Level 1

Should your JCC use Web 2.0? Is your search engine optimization up to speed? How long will it be until you have to implement mobile marketing? How can your JCC improve its e-mail marketing? Learn what kind of electronic marketing strategies must be implemented to reach out to current and potential target markets in our changing society.

Chair: Stephen M. Kaufman, Houston, TX

Presenter: Lori Weiman, vice-president of product management, Click Forensics, Inc., Baltimore, MD

JCC Association Staff: Peter Shevenell

**M16 - Open or Closed on Shabbat:
The Business of Being Jewish**

Bayfront B, Level 1

What the JCC does and how it does it impacts the Jewish community. Every decision a JCC makes, whether programmatic or business, is both a Jewish one and an educational one. Being open on Shabbat can be good for business and good for the business of being Jewish, or it can be bad for either or both. Attending this seminar will help to sharpen your thinking about the Jewish soul of your JCC and how you can help to make it more visible.

Chair: Ronald L. Leibow, Los Angeles, CA

Presenters: Rabbi Alvin Mars, director, Mandel Center for Jewish Education at JCC Association

Rabbi Phil Miller, vice-president, JCC of Greater Baltimore, MD

JCC Association Staff: Rabbi Jennifer Tobenstein

2:30 P.M. - 4:00 P.M.

M17 - Planned Giving: Your JCC's Future Is in Your Hands NOW

Sandringham/Windsor, Level 2

This session will introduce participants to the bequest/legacy society concept, highlight the most effective ways to get started, and discuss how you initiate meaningful and transformative conversations with donors about their legacy giving.

Chair: Ron Katz, Indianapolis, IN

Presenters: Jordan Shenker, executive director, Weinstein JCC, Richmond, VA
David Valinsky, president, David Valinsky Associates

JCC Association Staff: Fani Magnus Monson

M18 - Today's Teens and the Role of Your JCC

Alhambra, Level 2

The lives of teenagers today are much more complicated than they were a decade ago. With the data we've collected on Jewish teens from the Florence G. Heller-JCC Association Research Center, we'll learn who they are, what they like to do, and where they like to do it. We will hear about some successful programs and models to reach out, attract, and engage teens year round.

Chair: Cheryl Fishbein, New York, NY

Presenters: Lauren Blitzer, assistant director, Florence G. Heller-JCC Association Research Center

Lucila Dejtiar, youth coordinator, Michael-Ann Russell JCC,
North Miami Beach, FL

Mindy Hanken, director, Jewish Teen Initiative, Jewish Federation of Palm Beach County, FL

Lara Wellerstein, children's services coordinator, JCC of Greater Baltimore, MD

JCC Association Staff: Charlene Wendell

M19 - Are You Meeting More and Enjoying it Less?

Balmoral, Level 2

Critical meeting management tools and cutting-edge concepts will make your meetings productive, efficient, interactive and even enjoyable! You will leave this session with proven techniques to counteract the time wasting and unproductive meeting behaviors used by others to disrupt and even hijack your meeting.

Chair: Shirley Solomon, Boca Raton, FL

Presenter: Mark Zalkin, principal trainer and coach,
Zalkin Training and Development

JCC Association Staff: Alon Lavi

M20 - Strategic Planning: What Every JCC Needs to Know

Bayfront A, Level 1

When done well, strategic planning is a creative, participatory and important process that helps an organization focus on its goals, vision, and mission. This seminar articulates the strategic planning process in a JCC context; we will look at a powerful case study that underscores the importance of such planning.

Chair: Virginia A. Maas, Los Angeles, CA

Presenters: Gina Hoagland, president, Collaborative Strategies Inc.,
St. Louis, MO

Michael Hopkins, executive director, JCC MetroWest, West Orange, NJ

JCC Association Staff: Janet Elam

2:30 P.M. - 4:00 P.M.

M21 - World Confederation of JCCs: The Tri Center Project

Escorial, Level 2

Come meet the enthusiastic partners of a new project that connects JCCs in New York and Jerusalem with Buenos Aires, Toulouse, and London. From this seminar, discover the excitement of developing a community partnership with an Israeli city and/or other world Jewish community.

Chair: Jane Gellman, Milwaukee, WI

Presenters: Robin Jacobs, service manager for community centers, Jewish Care, London, UK

Dorit Rom, director of international relationships and resources development, IACC, Jerusalem

David Sorkin, executive director, JCC of Staten Island, NY

Marcelo Taussik, president, Lamroth Hakol JCC/Synagogue, Buenos Aires, Argentina

WCJCC Staff: Smadar Bar Akiva

THE BIENNIAL AUCTION IS LIVE! Log onto <http://jccabiennialauction.cmarket.com/> to bid!

M22 - Creating a Business Model for Your JCC

Sevilla, Level 1

For the last 18 months, a committee of JCC Association lay leaders and professional staff has been analyzing successful JCC business models, and we will present the findings of the JCC Association Business Model Task Force. Recommendations address how JCCs can evolve the way they do business to better compete in challenging markets. Specific topics covered include: emerging member/participant trends, program economics, fundraising, capital budgeting, and capacity-building. This session is a must for JCCs who want to think strategically about their future.

Chair: Dana Egert, Ramsey, NJ

Presenter: Brian Hayden, senior consultant, Collaborative Strategies, Inc.

JCC Association Staff: Arnie Sohinki

M23- Reintegration of Jewish Military Back Home

Raphael/Michelangelo, Level 2

Jewish soldiers, sailors, airmen, and marines returning from combat face a variety of issues connected with reintegrating into society at large and the Jewish community. The presentation and discussion in this session are intended to present relevant data and stimulate further thought and creativity about this process.

Chair: Captain Irving Elson, CHC USN

Presenters: Chaplain (COL) Ira Kronenberg, USAR, Installation Chaplain, Fort Dix, NJ

Chaplain (Brig. Gen.) Cecil Richardson, Deputy Chief of Chaplains, United States Air Force, Washington, DC

JCC Association Staff: Rabbi Barry Baron

4:00 P.M. - 5:00 P.M.

Award Winners Photo Opportunity

Mezzanine

JCC Association Graduate Scholars Workshop

Godfrey, Level 1

JCC Association Staff: Lonny Friedman

4:00 P.M. - 6:00 P.M.	The Consultant Is In <i>(by appointment)</i>	Escorial, Level 2 and Alhambra, Level 2
4:15 P.M. - 6:00 P.M.	San Francisco Bay Area Delegates' Meeting	Gusman, Level 1
4:30 P.M.	Traditional Mincha Services Led by JWB Jewish Chaplains Council	Raphael, Level 2
	Egalitarian Mincha Services Led by JWB Jewish Chaplains Council	Michelangelo, Level 2
	Canadian JCCs Meeting JCC Association Staff: Arnie Sohinki	Dupont, Level 1
5:00 P.M.	Marketplace Closes	Mezzanine
5:00 P.M. - 6:00 P.M.	Community Reception <i>(by invitation)</i>	Bayfront A/B, Level 1
5:45 P.M. - 6:15 P.M.	Buses depart to Jungle Island	Meet in Lobby
6:15 P.M. - 10:00 P.M.	JUNGLE ISLAND AND NOA CONCERT The Dave & Mary Alper JCC, Miami Beach JCC, and Michael-Ann Russell JCC along with the Jewish Federation of Greater Miami and the Braman Family Foundation cordially invite you to a special evening that begins with a dining opportunity for conference guests. Enjoy strolling through the beautiful gardens of Jungle Island while you feast and sip on a variety of favorite regional foods and drinks. Background music fills the air, and an array of mammals, birds, reptiles and fish provide the backdrop for this unique experience. Then hop on the bus, and take a short ride to the Adrienne Arsht Center for the Performing Arts for a spectacular concert in celebration of Israel @ 60. Known in Israel by her given name, Achinoam Nini, Noa is Israel's leading international concert and recording artist. Her strongest influences come from singer-songwriters of the 1960s like Paul Simon, Joni Mitchell and Leonard Cohen. She has performed in some of the world's greatest concert halls, and now, in honor of Israel 60 and this Biennial Conference, we welcome her to Miami.	
	Maariv Services Led by JWB Jewish Chaplains Council	Jungle Island

6:15 A.M. - 7:00 A.M.	<p>Traditional Shacharit Services Led by JWB Chaplains Council</p> <p>Egalitarian Shacharit Services Led by JWB Chaplains Council</p>	<p>Raphael, Level 2</p> <p>Michelangelo, Level 2</p>
6:30 A.M. - 7:30 A.M.	<p>Morning Fitness Mat Pilates Workout presented by Balanced Body Pilates mat work demonstrates that our bodies can achieve fitness all on their own. Using only your own body weight and gravity, the Pilates mat workout will tone, strengthen and lengthen your entire body. JCC Association Staff: Anthony Slayen</p> <p>Morning Fitness - Run Around Miami JCC Association Staff: Steve Becker</p>	<p>Bayfront B, Level 1</p> <p>Lobby</p>
7:00 A.M. - 5:30 P.M.	<p>Biennial Registration</p>	<p>Mezzanine</p>
7:00 A.M. - 8:15 A.M.	<p>JCC Association FRD Committee Chair: J. Victor Samuels, Houston, TX JCC Association Staff: Fani Magnus Monson</p> <p>JCC Association Community Services Committee Chair: Stephen Seiden, Livingston, NJ JCC Association Staff: Alan Mann</p> <p>JCC Association Professional Development Committee Chair: Stephen Dorsky, Birmingham, AL JCC Association Staff: Steven Rod</p> <p>Esther Leah Ritz Next Generation JCC Leaders Alumni Breakfast JCC Association Staff: Ann F. Eisen</p> <p>1,100 JCCs and Growing: New JCCs Around the World Bring your breakfast and come meet representatives from new JCCs in England, Moldova, France and Latin America Chair: Alberto Senderoy, director of Europe and Latin America department, Joint Distribution Committee WCJCC Staff: Smadar Bar Akiva</p>	<p>Alhambra, Level 2</p> <p>Tuttle, Level 1</p> <p>Gusman, Level 1</p> <p>Sevilla, Level 1</p> <p>Balmoral, Level 2</p>
7:00 A.M. - 8:30 A.M.	<p>Continental Breakfast</p> <p>Award Winners Photo Opportunity</p>	<p>Mezzanine</p> <p>Mezzanine</p>

- 7:15 A.M. - 8:15 A.M. **Oys and Joys: Jewish Parenting in the 21st Century** Escorial, Level 2
We will focus on the issues of Jewish parenting as seen through the lenses of Jewish text and literature. There has been a movement by other religious traditions to study the success of Jewish parenting in helping to maintain the continuity of the Jewish people. We will join in that movement to see what we can learn from our own people's literature and traditions.
Presenter: Rabbi Mark Sokoll, president/CEO, JCCs of Greater Boston, MA
JCC Association Staff: Rabbis Alvin Mars and Jennifer Tobenstein
- JWB Jewish Learning** (*for JWB chaplains only*) Windsor, Level 2
Presenter: Chaplain (Lieutenant Colonel) Simon M. Feld
JCC Association Staff: Rabbi Barry Baron
- 8:15 A.M. - 10:00 A.M. **Leadership Plenary** Grand Ballroom
Chair: Alan P. Solow, chair, JCC Association
- JCC Association Business Meeting**
- Nominating Committee Report**
Edward H. Kaplan
- JWB Jewish Chaplains Council Military Leadership Award**
Presenter: Alan P. Solow, chair, JCC Association
Recipient: Major General Ronald David Silverman,
MC (USAR) Commander 3rd Medical Command
- JCCs and JWB: The Chicago Model**
Presenters: Alan P. Solow, chair, JCC Association, and RADM H. Robinson USN Ret, director, JWB Jewish Chaplains Council
Recipients: Captain Stephen Epperson, CHC USN, Command Chaplain, Navy Region Midwest and
JCCs of Chicago: Accepting, Rick Rein, president, and Rabbi Nina Mizrahi, director of the Pritzker Center for Jewish Education
- Esther Leah Ritz Next Generation JCC Leadership Awards**
Presenters: Lisa Brill, Atlanta, GA
Ian Sherman, Ottawa, ON
- Chair's Report**
Alan P. Solow, Chicago, IL
- Keynote Address**
- Introduction**
Noreen Gordon Sablotsky, Miami, FL
Chuck Underwood, founder, The Generational Imperative, Inc.

- 8:15 A.M. - 10:00 A.M. **Generational Marketing** Grand Ballroom
JCCs and military chaplains **MUST** understand generational dynamics and make use of generational strategy in programming and marketing, as well as in the recruitment, retention and management of employees. This is a must-see for the planning and decision-making for your JCC's future.
Chuck Underwood will sign books following this plenary. (Proceeds go to JCC Association to offset the cost of the Biennial.)
- 10:00 A.M. - 10:30 A.M. **Refreshment Break - Please Visit the Vendors** Mezzanine
- 10:30 A.M. - 12:00 P.M. **SEMINARS IV** Bayfront B, Level 1
- T1 - Capital Campaign: Building a Strong Foundation for Your JCC**
A carefully planned and executed capital campaign can help your JCC build an exciting future. Learn how to avoid the pitfalls that can lead to failure, and how to implement a successful campaign.
Chair: Allan Weissglass, Staten Island, NY
Presenters: Jane Gellman, Harry & Rose Samson Family JCC, Milwaukee, WI
Michael Ostroff, president, The Ostroff Group, Boca Raton, FL
JCC Association Staff: Fani Magnus Monson
- T2 - Security, Safety & Social Responsibility:
An Overview for JCCs** Sevilla, Level 1
This nontraditional multimedia presentation is designed especially for JCC leaders. In addition to introducing an innovative approach to risk management, the presentation illustrates how sound risk management can be an asset that enables a JCC to safely offer and expand the programming that their members and communities need and desire. This unique overview offers practical, real-world solutions for managing risk, which can be easily implemented and effectively sustained. It also provides the opportunity for sharing best practices within the JCC community. Lay leaders need to understand what should be considered in providing a safe and nurturing environment at their JCCs.
Chair: Jack Shaffer, Denver, CO
Presenter: Kevin A. Trapani, president and CEO, The Redwoods Group, Inc.
JCC Association Staff: Alon Lavi
- T3 - Good To Great and Your JCC Board:
Results through Accountability** Trade Room, Level 1
A hallmark of a well-run nonprofit is a capable governing board, and the board president establishes the tone. We will focus on the process of moving your JCC board from managing to governing. We will explore the concepts for boards from *Good to Great and the Social Sectors*, *Mission Based Management*, and other sources. You will leave this session with an improved understanding and some tools that will assist your commitment to enhanced accountability.
Chair: Marvin Gelfand, Los Angeles, CA
Presenter: Gina Hoagland, president, Collaborative Strategies Inc., St. Louis, MO
JCC Association Staff: Ann Eisen

- 10:30 A.M. - 12:00 P.M. **T4 - 1,000 New Members in 90 Minutes!** Balmoral, Level 2
- Do we have your attention? Explore why members join, what models of membership are working, and so much more as we release the findings of our most recent study titled "Attention, Agility and Alterations: How JCCs Grow Their Membership." Come to this session to learn best practices in membership recruitment. You won't be disappointed!
- Chair:** Michael Wien, Atlanta, GA
Presenters: Lauren Blitzer, assistant director, Florence G. Heller-JCC Association Research Center, New York, NY
Terry Hirschberg, treasurer, Levite JCC, Birmingham, AL
JCC Association Staff: Melissa Shipenberg
- T5 - Speaking to the Crowd: 10 Tips to Make Sure You Are Getting Your Message Across** Windsor, Level 2
- Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental. Take home these tips on making your next presentation more relaxed and influential.
- Chair:** Mary Rita Weissman, Dayton, OH
Presenter: Mark Zalkin, principal trainer and coach, Zalkin Training and Development
JCC Association Staff: Leah Garber
- T6 -Trends - Business of Camping** Escorial, Level 2
- Can your JCC day camp be a thriving business? Day camp may be fun and games for the children, but from a JCC standpoint it should be big business. Learn about the current trends in day camping, the results from the 2007 Benchmarking Project and how to operate your camp to generate a surplus. Glean the attributes of success from two JCC day camps that are ahead of the curve.
- Chair:** Anita Winestock, Vancouver
Presenters: Les Cohen, executive director, Betty & Milton Katz JCC
Shelly Prant, executive director, Jewish Community Association of Austin, TX
Peg Smith, CEO, American Camp Association
JCC Association Staff: Charlene Wendell
- T7 - Becoming a JCC of Excellence** Bayfront A, Level 1
- Is an excellent JCC one that has many members, a balanced budget, great staff or superior programs? JCC Association, through its Mandel Center for Excellence, has developed JCC Excellence: The Benchmarking Project, which is a series of tools and assessments to determine what makes an excellent JCC and where your JCC stands in assessing your own excellence. This session is for communities interested in learning more about how to participate in the benchmarking project and what you'll learn.
- Chair:** Lisa Brill, Atlanta, GA
Presenters: Brian Hayden, senior consultant, Collaborative Strategies, Inc., St. Louis, MO
Jeff Prauer, president, JCC of the Greater St. Paul Area, St. Paul, MN
Michael Wise, chief executive officer, Marcus JCC of Atlanta, Atlanta, GA
JCC Association Staff: Alan Goldberg

- 10:30 A.M. - 12:00 P.M. **T8 - Help Wanted: Generation X Leadership** Chopin Ballroom, Level 2
Will your JCC's leadership style and values, generally those of the Baby Boom Generation, engage Generation X? GenXers don't buy into power structures and need positive validation for their work. Learn how to connect and cultivate Generation X to assure the future of the leadership of your JCC.
Chair: Stephen Seiden, Livingston, NJ
Presenter: Chuck Underwood, founder, The Generational Imperative, Cincinnati, OH
JCC Association Staff: Jason Silberfein
- T9 - The Financial Management Guide: For Presidents, Finance Chairs, and Treasurers** (open to everyone) Flagler, Level 1
Your auditor sends you a note about your JCC's lack of written financial management procedures. What to do? JCC Association's Mandel Center for Excellence in Leadership and Management created a policies and procedures manual for JCCs that describes both best practices and discussions that should be held between the executive, CFO, finance chair, president and treasurer. This session is a must for all treasurers, finance chairs, and others involved in the financial management of JCCs.
Chair: Ian Sherman, Ottawa, ON
Presenter: Bob Kimsal, director of benchmarking for JCC Association
JCC Association Staff: Bob Dietz
- T10 - What Impacts Retention in Your Fitness Department? How You Can Make A Difference** Sandringham, Level 2
Current changes in the competitive fitness industry as well as retention-improvement initiatives can have significant impact on the perceived value of your services. You will have the opportunity to review fresh, practical and actionable methods to positively impact retention. You will learn how to create a service oriented upbeat environment that breeds an energetic and proactive staff of superstars.
Chair: Jeanne Tobin, Cleveland, OH
Presenter: Richard Ekstrom, president, Retention Management, Cornelius, NC
JCC Association Staff: Anthony Slayen
- T11 - Who's Watching Your JCC?** Alhambra, Level 2
Law enforcement and security professionals have warned us of suspicious individuals conducting surveillance of Jewish institutions. Surveillance of our facilities enables our enemies to assess our security capabilities and focus on our weaknesses. Distinguishing the ordinary from the extraordinary are key elements for the detection and reporting of suspicious activities, which ultimately may prevent attacks and save lives. This is an introductory workshop covering the basic information and training JCC executives and lay leaders should be undertaking for improving security awareness and preparedness at their JCC's.
Chair: Gerald Schwartz, Miami, FL
Presenters: Paul DeMatteis, managing director, The Trident Group, Marlborough, NJ
Richard Marks, assistant director, Security Community Network, New York, NY
JCC Association Staff: Janet Elam

10:30 A.M. - 12:00 P.M.	<p>JWB Jewish Chaplains Council - Breakouts by Movement <i>(by invitation)</i> JCC Association Staff: Rabbi Barry Baron</p> <p>Reform Tuttle, Level 1</p> <p>Conservative Godfrey, Level 1</p> <p>Orthodox Crandon, Level 1</p>
12:00 P.M. - 1:45 P.M.	<p>All-Conference Buffet Lunch Celebrating Israel @ 60 - in the vendor area Mezzanine</p> <p>JCC Association New Board Members Lunch Flagler, Level 1 Chair: Alan P. Solow, chair, JCC Association JCC Association Staff: Allan Finkelstein, president</p>
12:15 P.M. - 1:15 P.M.	<p>JWB Jewish Chaplains Council Luncheon <i>(by invitation)</i> Balmoral, Level 1</p>
12:00 P.M. - 1:45 P.M.	<p>Award Winners Photo Opportunity Mezzanine</p>
12:45 P.M. - 1:45 P.M.	<p>JCC Association Graduate Scholars and Merrin Teen Fellows and Alumni: Ask the Executive Sandringham, Level 2 JCC Association Staff: Hy Tabachnick and Lonny Friedman</p>
1:45 P.M.	<p>Traditional Mincha Services Raphael, Level 2 Led by JWB Jewish Chaplains Council</p> <p>Egalitarian Mincha Services Michelangelo, Level 2 Led by JWB Jewish Chaplains Council</p>
2:00 P.M. - 3:15 P.M.	<p>JWB Jewish Chaplains Council - Chaplains Balmoral, Level 2</p> <p>JWB Jewish Chaplains Council - Military Lay Leaders Windsor, Level 2</p>
2:00 P.M. - 3:30 P.M.	<p>Program Showcase Bayfront A/B, Level 1 Chair: Scott Menaker, Charlotte, NC JCC Association Staff: Steve Becker and Jason Silberfein</p>

The Program Showcase presents stellar programs from JCC Association as well as individual JCCs. Learn about these programs, collect handouts, and take back useful information to your JCC.

The Program Showcase works like speed dating. Each program will be presented three times for 15 minutes. At the end of each 15 minute presentation, there will be a signal, and participants will move to another program table. Join us for this fun and exciting opportunity to gather important information about some great programs. A diagram of the room layout and program descriptions will be handed out at the beginning of the Program Showcase and is available in the "Delegate's Information" section of this book.

2:00 P.M. - 3:30 P.M.

PS1 - An Ethical Start® - See it in Action!

See for yourself how teachers, parents and young children are exploring the ethical teachings of Judaism and adapting this exciting program to the culture of their own JCCs.
Presenter: Dr. Ruth Pinkenson Feldman, JCC Association

PS2 - Days of Caring and Sharing

Days of Caring and Sharing is a way for day and resident camps to view community service programs and activities through a Jewish lens. For the last five years, JCC camps have developed programs that enable campers to contribute to the well being of their communities. Learn how you can bring Days of Caring and Sharing to your JCC and camp.
Presenter: Charlene Wendell, JCC Association

PS3 - GeshherCity

Outreach and engagement of young adults in their 20's and 30's can be a challenge. Learn how to be part of a growing continental initiative to connect the young adults in your community to each other and to the Jewish community.
Presenter: Adam Courtney, JCC Association

PS4 - JCC Maccabi ArtsFest®

The newest JCC Maccabi Experience! Find out how your JCC can get involved in this three-year old initiative, reach out to teens in your community who are passionate about the arts, and form a delegation. We can also provide you with tools if you are thinking about hosting JCC Maccabi ArtsFest in the future.
Presenter: Arlene Sorokin, JCC Association

PS5 - JCC Maccabi Games®

Learn the many ways the JCC Maccabi Games, which just celebrated 25 wonderful years, are more than just a week long athletic event. Grow your JCC Maccabi program with year round programming, such as social action and leadership development.
Presenter: Jason Silberfein, JCC Association

PS6 - JCC Maccabi Israel®-Teen Tours

JCC Maccabi Israel offers exciting travel programs for teens, providing the ultimate Israel experience, and building a meaningful, lifelong connection to the Jewish State. Share this Jewish journey with teens in your community by creating your own specialized community trip and learn how you can join other JCCs on a four-week journey.
Presenter: Alon Lavi, JCC Association

PS7 - JCC Maccabi Israel®-Taglit-Birthright Israel

JCC Maccabi Israel engages young adults in your community through a free trip to Israel! We partner with Taglit-Birthright Israel to provide a free gift to young adults ages 18-26. Learn how you can take part in this fantastic experience. Find out how we select staff and explore opportunities for a community bus from your JCC.
Presenter: Adinah East, JCC Association

2:00 P.M. - 3:30 P.M.

PS8 - Program Partners

JCC Association has a myriad of program partners that JCCs can work with to deliver great programs: NFL Youth football, eight-week strength training programs for women and the elderly, Krav Maga, model airplane building, and more. Several will be just right and ready to use at your JCC.

Presenter: Steve Becker, JCC Association

PS9 - TAG: Jewish Values through JCC Camping®

This year we are excited to share our two new TAG units with you: a programming unit developed for the Jewish holiday of Tisha B'Av, and Shalom: Pieces of Peace, which is also our Days of Caring and Sharing initiative. Learn about these most recent initiatives that combine art, drama, music and storytelling, among other activities, to infuse Jewish living, learning and values into our day and resident camps. Come and see how you can access these materials for your camps, as well as all the other exciting TAG programs we have developed.

Presenter: Rabbi Alvin Mars, JCC Association

PS10 - Volunteer Shaliach Program

Learn about bringing a volunteer shaliach from Israel who can be a wonderful addition to your JCC staff for one to two years. These experienced educators are recruited and supervised by the Jewish Agency and can serve within a variety of areas, including informal community education, social activities, sports and wellness, and cultural programs for all ages.

Presenters: Leah Garber, JCC Association
Ilan Wagner, Jewish Agency for Israel

PS11 - Journeys: Adult Jews Living and Learning

The Mandel Center for Jewish Education is developing an exciting new initiative for adult Jewish engagement. In a learning series unique to the JCC world, Journeys uses multiple lenses and senses—including art, film, food and text study—to engage adults in compelling learning experiences that strengthen their sense of Jewish belonging and identity. Come and learn how you can bring Journeys to your JCC.

Presenter: Rabbi Jennifer Tobenstein, JCC Association

PS12 - Tuv Ha'aretz

Tuv Ha'aretz (a play on Hebrew words meaning best of the land/good for the land) is a community supported agriculture (CSA) project offering the opportunity to purchase an entire season's worth of organic produce at competitive prices while supporting a local farmer and expanding our understanding of what it means for food to be kosher – not only “fit” for us, but “fit” for the Earth. Minnesota's only Jewish organic farmer delivered his weekly harvest each Friday in time for Shabbat. Members also received newsletters with recipes each week and opportunities to learn more about eating healthily and sustainably. A variety of classes were offered in conjunction with the program. Tuv Ha'Aretz provides an exciting platform for innovative Jewish education and community building.

Presenter: Gary Bloom, JCC of the Greater St. Paul Area, St. Paul, MN

2:00 P.M. - 3:30 P.M.

PS13 - Youth Israeli Dance Outreach Program - JCCGV Festival Ha'Rikud

The Jewish Community Centre of Greater Vancouver trains Israeli dance instructors to conduct weekly Israeli dance classes offsite. The culmination of the year brings participants together for a fun-filled rehearsal party and a performance featuring all the groups.

Presenters: Rick Nelson and Deborah Setton Tabenkin,
JCC of Greater Vancouver, BC

PS14 - Friday Night Lights

As a response to popular Friday night church-sponsored programs attended by Jewish children accompanying their school friends, the lights stay on for middle-schoolers one Friday night each month after synagogue services have ended. Members and their friends get together for Wii, Dance Dance Revolution (DDR), movies, outdoor games and a bonfire for a great night at the JCC. A few moments are dedicated to discussion of a concept in the weekly Torah passage or a passage from Pirkei Avot. There is time for organized activity as well as "doing one's own thing."

Presenter: Mike Rubin, Indianapolis JCC, IN

PS15 - Healthy Living Forums

TGI Healthworks organizes and executes Healthy Living Forums throughout the United States and Western Europe for people with chronic conditions. The objective of the Healthy Living Forums is to provide education about a specific disease in a comfortable, positive environment through interactive presentations. Experts such as physicians, psychologists, nutritionists and exercise physiologists address patient-initiated questions for healthier living and answer questions. Events are free, sponsored by pharmaceutical companies (but include information about all medications) and include a free, healthy meal and give-aways.

Presenters: Julie A. Singleton and Seth Ginsberg, Michael-Ann Russell JCC,
North Miami Beach, FL

PS16 - Homework, Help & Hugs:

An Intergenerational Homework Assistance Program

HH&H is a collaborative effort of the children's after-school program and the adult department with the goal of bringing together older adults who could assist children in grades K-6 with their school and Hebrew school homework. Volunteers are recruited from the adult population of the JCC who are able to contribute as little as an hour and a half of their time from one to four days a week. HH&H provides a vital resource to parents, relieving some of the stress after a long day at school and work. In addition, the bonds and relationships formed over the years between the volunteers and the children are priceless.

Presenter: Amy Kaplan, Betty & Milton Katz JCC, Cherry Hill, NJ

2:00 P.M. - 3:30 P.M.

PS17 - Jewish Institute for Lifelong Learning (JILL)

The Jewish Institute for Lifelong Learning (JILL) is a collaboration between synagogue and Jewish agency partners in Minneapolis. Master teachers hold evening adult education classes in a variety of subjects, which run three to six weeks. Each partner agency contributes faculty to the program and recruits students by marketing through their own agencies.

Presenter: Robin Neidorf, Sabes JCC, Minneapolis, MN

PS18 - J-Pride

By exploring religious themes as well as contemporary cultural ideas within the GLBT community, the St. Paul JCC has shown leadership in inclusive programming. The dialogue created between rabbis, scholars, singles, same-sex families and everyone in between by showing films, holding important panel discussions, advocacy, and acceptance has become a trademark.

Presenter: Maggie Madden, JCC of the Greater St. Paul Area, MN

PS19 - J-Serve

J-Serve is an opportunity for Jewish teens to participate in *tikkun olam*. A J-Serve teen committee plans mitzvah projects for a one-day event (Sunday) that is a collaborative effort of all Jewish youth groups in Houston. Over 400 teens participate.

Presenter: Shari Riesenfeld, JCC of Houston, TX

PS20 - JCCs and JWB Jewish Chaplains Council (Chicago Model),

Working closely with the navy chaplains and local rabbis, the JCCs of Chicago is serving Jewish recruits at the Navy Recruit Training Center in Great Lakes, Illinois, by coordinating rabbinic coverage for Shabbat and holiday services. Approximately one percent of the 40,000 recruits served by the base annually are Jewish. Recruits, usually age 18-25, represent a wide range of Jewish backgrounds and communities across the country. The congregation changes continually. Yet, weekly, 15-35 weary recruits worship and learn together, and become a community. An added bonus is the opportunity for non-Jews either coming on their own or at the invitation of Jewish peers to learn about Judaism. This promotes understanding and creates peace between faith communities.

Presenter: Rabbi Nina Mizrahi, JCCs of Chicago, IL

PS21 - Reaching Out with Art

The art exhibit program at the Gordon JCC in Nashville rotates monthly exhibits, balancing Jewish themed exhibits with those chosen for pure artistic merit. It is a case study of an art show that works as a fundraiser.

Presenter: Ed Finkelstein, Gordon JCC, Nashville, TN

PS22 - Staff Fitness/Wellness

The staff fitness/wellness program focuses on cardio fitness, strength training, and nutrition and stress relief. The program kicks off with screenings, measuring weight, BMI, blood pressure, etc. All participation is recorded and awarded points that are accumulated throughout the year. E-mails are sent throughout the week that serve as reminders and to keep staff motivated. We have offered a virtual farmer's market with the Good Apples Organization. Employees can shop online

2:00 P.M. - 3:30 P.M.

to select the freshest fruits and vegetables and Good Apples Organization delivers the orders every week. At the Annual Staff Award meeting, prizes are awarded: the “Biggest Loser” (based on percentage of weight loss) and the “Biggest User” (based on participation).

Presenters: Brian Schreiber and Meryl Ainsman, JCC of Greater Pittsburgh, PA

PS23 - Student Leaders Forum (Improving School Climates)

In a effort to strengthen teen programming and relationships with area schools, thorough a generous grant from the local Jewish Community Foundation, we present a student leaders forum that focuses on bullying and improving school climates. The forum is part of the programming of the New Jewish Book Festival Author series, featuring Jodi Picoatt, author of *Nineteen Minutes*. The forum includes presentations from local experts, a short speech from the author, a copy of the book and dinner.

Presenter: David Jacobs, Mandell JCC, West Hartford, CT

PS24 - Sunrise Day Camp - Where children with cancer find a new beginning every day

Sunrise Day Camp is the only full-service dedicated day camp in the nation for children with cancer and their siblings. Offered free of charge, Sunrise Day Camp is designed to meet the emotional, social, recreational and physical needs of the child while allowing campers to enjoy the comforts and safety of being home at night. Learn about the unique planning for such a special needs camp, including acquiring hospital affiliations, promoting and fundraising, individualized programming (taking into consideration medical issues and limitations), and year-round camper and family programs and events.

Presenter: Arnie Preminger, Friedberg JCC, Oceanside, NY

PS25 - Tikkun Olam Vacation-TOV

High school students participate in a weeklong intensive community service trip program, which includes meaningful discussions and debate about Judaism, Jewish values and Jewish living through service, a fundraising requirement, and completion of an individual project at the end of the trip. The participants perform meaningful hands-on community service projects such as building houses, tutoring children, and much more for a community either in the US or abroad. Throughout the trip, students engage in cross-cultural dialogue with local teenagers and community members, and participate in cultural and recreational activities.

Presenter: Julie Hollander, Sid Jacobson JCC, East Hills, NY

PS26 - Unity in the Community

The Suffolk Y JCC in partnership with the area YMCAs and the Islamic Center of Long Island have organized a day of community service for teens across Long Island. Teens join together for one day each spring to better the community through projects such as restoring parks, working at shelters and soup kitchens, painting classrooms in low income day care centers and planting gardens at a Habitat for Humanity project. A core group of teens from the partnering agencies meet monthly to plan the day.

Presenter: Joel Block, Suffolk Y JCC, Commack, NY

2:00 P.M. - 3:30 P.M.

PS27 - Got Shabbat?

Got Shabbat? is an innovative program in which the JCC partners with synagogues in order to engage families in a warm Shabbat experience. Families participate in a structured set of activities that are created to balance fun, active participation and observance. Programs include a performance by a Shabbat appropriate entertainer, Judaic craft projects and a specially designed Havdallah service. Music and food are additional elements of the program. The program objective is to actively engage and connect families with children ages 4-8 years of age in multiple aspects of Jewish communal life, including those offered through the JCC and the synagogue. Over 2,300 individuals have attended one of 28 got Shabbat? programs since its inception in June, 2006.

Presenter: Adina Torchman, JCCs of Chicago, IL,

PS28 - Project Green Eco Initiative

The Jewish Community Center of San Francisco Project Green Eco Initiative reflects one of the JCCSF's stated *Sheva Middot* (seven values), the Jewish value of *tikkun olam* (repairing of the world). The Jewish Community Center of San Francisco is proud to be working toward environmental responsibility through efficient use and conservation of energy, water, and other natural resources.

Presenters: Toby Rubin and Howard Fine, JCC of San Francisco, CA

PS29 - Camp Shalom: A Six-Week, Half-Day Camp for Children With Autistic Spectrum Disorder

Camp Shalom gives elementary age children with autistic spectrum disorders and Asperger's syndrome a positive and fun summer experience. Each camper has the opportunity to learn new skills and enjoy himself under the guidance of experienced professionals. Typical programs and photos will be displayed including guidelines for starting, expanding and marketing special needs programming to your JCC membership and the community at large. Registration materials will also be available.

Presenters: Judy August and Philip Berman, Sandra & Leon Levine JCC, Charlotte, NC

PS30 - Hello Baby!

A free four-week class for newborns and their mothers. New moms have the opportunity to: meet other moms, participate in relevant discussions, enjoy music with their babies, and learn sensory stimulation activities to enjoy with the new baby during class and at home. Each of the four weeks is a sample of what to expect when enrolled in one of the many options that the parent/infant/toddler department offers. This four-week class leaves the participants wanting more, and since its inception in October 2007 has resulted in registration for on-going classes at the JCC.

Presenter: Sharon Seigel, JCC of Greater Baltimore, MD

PS31 - Jewish Sports Hall of Fame

You will be given a template to create your own Hall of Fame for your JCC. From inception to the induction ceremony, you get the timeline and the tools to run a yearly program that will serve as a showcase to highlight the achievements of your local Jewish athletes and supporters. You will receive the secret to turning the event into a major fundraiser for your JCC.

Presenters: Mark Susson and Dan Bernstein, Merage JCC of Orange County, CA

3:30 P.M.- 4:00 P.M.	Award Winners Photo Opportunity	Mezzanine
3:45 P.M.- 4:30 P.M.	JCC Association Graduate Scholars Workshop JCC Association Staff: Lonny Friedman	Sandringham, Level 2
	Merrin Teen Professional Fellows and Alumni Seminar JCC Association Staff: Hy Tabachnick	Tuttle, Level 1
3:45 P.M. - 5:00 P.M.	JCC Association Governance Committee Chair: Marvin Gelfand, Los Angeles, CA JCC Association Staff: Ann Eisen	Godfrey, Level 1
	Mandel Center for Excellence in Leadership and Management <i>(by invitation)</i> Chair: Ann P. Kaufman, Houston, TX JCC Association Staff: Alan Mann	Gusman, Level 1
	Florence G. Heller-JCC Association Research Center Board <i>(by invitation)</i> Chair: Toby Rubin, San Francisco, CA JCC Association Staff: Prof. Steven M. Cohen	Flagler, Level 1
	2010 Biennial Orientation <i>(by invitation)</i> JCC Association Staff: Robin Ballin and Arnie Sohinki	Windsor, Level 2
	JWB Chaplains Council Training Design and Function Create Great Form: Making the Military Supply System Work So You Don't Have To <i>(by invitation)</i> Throughout the year, the staff at JWB fields a variety of supply questions. Here are the answers you need in one place and time. Chair: Chaplain (Col.) Brett Oxman Presenter: Chaplain (COL) Jacob Goldstein, United States Army Reserve, Brooklyn, NY JCC Association Staff: Rabbi Barry Baron	Raphael/Michelangelo, Level 2
4:00 P.M. - 4:30 P.M.	Amuta <i>(by invitation)</i>	Crandon, Level 1
4:00 P.M. - 6:00 P.M.	The Consultant Is In <i>(by appointment)</i>	Alhambra, Level 2 Escorial, Level 2
4:30 P.M. - 6:00 P.M.	WCJCC Board Chair: Jerome B. Makowsky, Memphis, TN WCJCC Staff: Smadar Bar Akiva	Balmoral, Level 2

5:30 P.M. - 8:15 P.M.	Dinner on Your Own	
6:00 P.M. - 7:30 P.M.	JWB Jewish Chaplains Council Dinner <i>(by invitation)</i>	Sandringham, Level 2
6:30 P.M. - 8:30 P.M.	Merrin Teen Professional Fellows and Alumni and JCC Association Graduate Scholars Dinner <i>(by invitation)</i>	Windsor, Level 2
7:30 P.M. - 8:00 P.M.	Traditional Maariv Services Led by JWB Chaplains Council	Raphael, Level 2
	Egalitarian Maariv Services Led by JWB Chaplains Council	Michelangelo, Level 2
7:30 P.M. - 8:30 P.M.	World Confederation of JCCs Dinner <i>(by invitation)</i> Chair: Jerome B. Makowsky, Memphis, TN WCJCC Staff: Smadar Bar Akiva	Balmoral, Level 2
8:00 P.M. - 11:00 P.M.	Visit the Vendors	Mezzanine
8:30 P.M. - 10:15 P.M.	Israel @ 60 Plenary Chair: Noreen Gordon Sablotsky, Miami, FL	Versailles Ballroom, Level 2

Greetings from the Israeli Consulate in Miami

Louis Kraft Memorial Program

Commemorating Israel's National Memorial Day for the Fallen Soldiers and the Victims of Terror

sponsored by World Confederation of JCCs

Remarks: Avinoam Armoni, chair, Israel Association of Community Centers
and Israel Federation of Community Centers

DAI

Introduction: Noreen Gordon Sablotsky, Miami, FL

An explosive and powerful commentary on the complicated situation in Israel and the Middle East. This one-woman play, which ran for months Off-Broadway, written and performed by Iris Bahr, takes place in a Tel Aviv café in the minutes before a suicide bombing. As Israel approaches its sixtieth anniversary, *Dai* reminds us of the very human aspects of Israel's multi-faceted relationships with her Palestinian neighbors.

This play will touch you, disturb you, challenge you, frighten you, and engage you in some of the most fundamental political, personal, emotional and spiritual issues surrounding Israel's survival and the terrorist bombings that are designed to undermine Israel's psyche.

10:15 P.M.	Dessert Reception - Visit the Vendors	Mezzanine
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7:00 A.M. - 7:45 A.M.	<p>Traditional Shacharit Services Led by JWB Chaplains Council</p> <p>Egalitarian Shacharit Services Led by JWB Chaplains Council</p>	<p>Raphael, Level 2</p> <p>Michelangelo, Level 2</p>
7:15 A.M. - 9:15 A.M.	<p>Continental Breakfast</p> <p>Award Winners Photo Opportunity</p> <p>JCC Association Board Meeting and Breakfast</p> <p>Weil Award for Distinguished Contributions to the Welfare of Jewish Personnel in the US Armed Forces Presenter: Alan P. Solow, chair, JCC Association Recipient: Rabbi Philip Silverstein, Columbia, SC</p> <p>Merrin Teen Professional Fellows and Alumni Seminar</p>	<p>Mezzanine</p> <p>Mezzanine</p> <p>Trianon Ballroom, Level 2</p>
7:30 A.M. - 10:30 A.M.	<p>Biennial Information Desk Open</p>	<p>Mezzanine</p>
8:00 A.M. - 9:15 A.M.	<p>World Confederation of JCCs Wrap-up Discussion Chair: Jerome B. Makowsky, Memphis, TN WCJCC Staff: Smadar Bar Akiva</p>	<p>Windsor, Level 2</p>
8:00 A.M. - 9:15 A.M.	<p>Celebrating 60 Years of Israel: The Roots of Modern Zionism The roots and branches of Zionism, so important to the dream and reality of Israel in its sixtieth year, will be explored through those texts and writings that helped to shape the modern Zionist state and its ideologies. Presenter: Rabbi Jeff Falick, assistant executive director, Dave & Mary Alper JCC JCC Association Staff: Rabbis Alvin Mars and Jennifer Tobenstein</p> <p>JCC Association Graduate Scholars Workshop JCC Association Staff: Lonny Friedman</p>	<p>Raphael, Level 2</p> <p>Escorial, Level 2</p>
8:15 A.M. - 9:15 A.M.	<p>JWB Jewish Chaplains Council</p>	<p>Sandringham, Level 2</p>
9:30 A.M. - 11:00 A.M.	<p>Closing Plenary Chair: Noreen Gordon Sablotsky, Miami, FL</p> <p>Keynote Address Rear Admiral Steven K. Galson, M.D., M.P.H., Acting Surgeon General of the United States The nation's top public health physician since October 2007, the Surgeon General communicates the best science, evidence, and data to the American people so they will be able to make healthy choices. Dr. Galson will speak about a number of the health issues facing us today, and he will address the critical role that JCCs can play in their communities in preventing eating disorders and early- childhood obesity, as well as promoting parent-child programs, and youth and teen participation in healthy, supervised activities.</p> <p>Presentation: Alan P. Solow, chair, JCC Association</p>	<p>Versailles Ballroom, Level 2</p>

JCCs of North America
BIENNIAL 2008
PROGRAM SCHEDULE

9:30 A.M. - 11:00 A.M.	2008 Biennial Highlights	Versailles Ballroom, Level 2
	Invitation to 2010 JCCs of North America Biennial, Atlanta, GA Host Community Chairs: Lisa Brill, Laura Dinerman	
11:00 A.M. - 12:00 P.M.	Merrin Teen Professional Fellows Wrap Up	Alhambra, Level 2
11:00 A.M. - 2:00 P.M.	JWB Council Plenum Meeting and Lunch	Escorial, Level 2
12:00 P.M. - 2:00 P.M.	Cuba Trip Participants' Luncheon JCC Association Staff: Arnie Sohinki	Sandringham, Level 2

CONFERENCE CONCLUDES

Presenters and speakers do not necessarily represent the opinions of JCC Association.