

JCCs OF NORTH AMERICA

New Orleans!

Biennial 2012

Hilton New Orleans Riverside | May 6-9, 2012

Why You Need to Bring a **Delegation** to the JCCs of North America Biennial Convention

JCCs of North America
מרכזים קהילתיים יהודיים בצפון אמריקה



Rethink. Retool. Transform.

New Orleans!

Biennial 2012

The JCCs of North America Biennial is *the* place to meet innovative Jewish leaders just like you, who want to take their JCCs into the future.

Spend four days learning from experts, networking with peers and schmoozing with friends.

Engage with dynamic speakers who can help you find the balance between successful operations and focusing on your mission.

You'll find expert learning opportunities for every leadership style and level of experience:

Rethink Jewish vision for your JCC at Biennial 2012 in New Orleans.

Has the "mission impossible" of navigating the rocky economy of recent years relegated Jewish mission to the back seat of your JCC?

Engage in dialogue with colleagues and experts from throughout the

continent and the world on the state of the Jewish mission in the JCC Movement. How can we break down the barriers of involvement? How can we rewrite the rules of engagement with other Jewish organizations?

How can an inspiring mission help JCCs engage a new generation?

Join us as we articulate a connecting and transformative 21st century Jewish vision for JCCs.

Retool for a new era at Biennial 2012 in New Orleans.

Is your JCC stuck in the past? Are you running a 20th century operation? Catch up with the times.

Learn how to connect with a new generation,

bring in more young people, and attract more new leaders. Bring valuable tools back to your JCC, including an understanding of how

to use new technologies for program creation, financial resource development, marketing and delivery.

Transform your JCC through the power of service at Biennial 2012 in New Orleans.

Ever notice how more and more businesses are coupling their products with opportunities to do good?

From Millennials to Boomers, people today are interested in addressing global challenges and making the world a better, greener, safer place.

Sound familiar? It's called *tikkun olam*, and no one embodies it better than the JCC.



rookie

Just getting your feet wet? Get help here fast!

Jonathan Lev
Executive Director, JCC of Boulder
First-time Biennial delegate.



juggler

Too many balls in the air? We can help keep them up!

Melissa Garfield Bartell
President, Lawrence Family JCC, La Jolla, CA



super-achiever

Performance is your Game? Continuous improvement will be your middle name.

Eric Nislow
Past President, JCC of Greater Baltimore



biennial warrior

Been there, done that? There's always more to learn!

Sandra Gold
Past President, JCC on the Palisades
Too many Biennials to count.

If you do one thing all year for your JCC, it should be to attend the Biennial Convention.

And bring your leaders with you, to gather a wealth of ideas to strengthen your JCC.

- What:** **JCCs of North America 2012 Biennial Convention**
The place where JCC leaders convene to learn, share, grow and get energized about their passion for the JCC.
- When:** **May 6-9, 2012** (Jazz Fest takes place April 28-May 8, 2012 - **reserve your hotel now** and your flights as soon as possible!)
- Where:** Hilton Riverside, **New Orleans, LA**
- Why:** Taking on the responsibility of being a nonprofit and community leader can be intimidating as well as exciting. The JCCs of North America Biennial is the place you can find out what you need to know to **be effective and inspiring**.

Who Should Attend?

Each JCC should bring a core delegation of at least five leaders:

- President
- Incoming president
- Immediate past president (advanced leaders)
- Esther Leah Ritz Emerging JCC Leaders (your up-and-coming leadership)
- Executive Director

We will have additional specific programming for all these cohorts.

The following leaders will also benefit personally and will bring back important knowledge to benefit your JCC:

JCC board members, especially committee chairs who can take advantage of in-depth learning tracks in:

- **Operations:** membership, marketing, financial resource development
- **Program:** fitness and wellness, camp, early childhood, arts and culture, teens, adults, social action, Jewish education
- **Administration:** governance, strategic planning

You are welcome to bring additional senior staff.

If you have been to a Biennial before, you know that this is the place where your delegation can spend some quality time together and bond in a way that can never happen in the boardroom.

I know I am still feeling the residuals of too much great food, drink and most of all a buzz from one of the best Biennials ever!

I am only sorry that more of our board were not there. It truly was exceptional. We had a report at our board meeting last night from our attendees and the reaction from both previous and new attendees was the same! WOW!

Even an old dog like me learned a few new things!

Anita Winestock, JCC of Greater Vancouver

I want to tell you I took a lot of benefits from participating in the Biennial.

Yesterday I had a meeting with the executive board where I talked about the Biennial and I proposed a couple of projects about incorporating social networks and starting a study about youth population in our community that I am sure will help us.

It is funny but since I was in the Biennial I am much more open-minded and I feel more free to go ahead on new things and changing some paradigms. I think that was my purpose of participating at the Biennial."

Michael Marciano, Hebraica JCC, Venezuela

According to our past Biennial delegates, the main reasons they attend are:

85% to learn helpful information and skills

78% to improve leadership abilities

80% for intellectual stimulation

74% to develop stronger ties to the members of their delegation

89%

of respondents felt very satisfied or completely satisfied with their 2010 Biennial experience.

So, if you want to improve your leadership abilities, obtain useful information and skills, and develop stronger ties to other JCC folks, you should come to our 2012 Biennial in New Orleans. There's nothing quite like it. At this premier JCC leadership event, you will be able to choose from a full roster of learning options, as well as share information and experiences with other JCC leaders. You will spend several days in an intellectually stimulating atmosphere with like-minded peers who are as engaged as you are in the world of the JCC Movement.

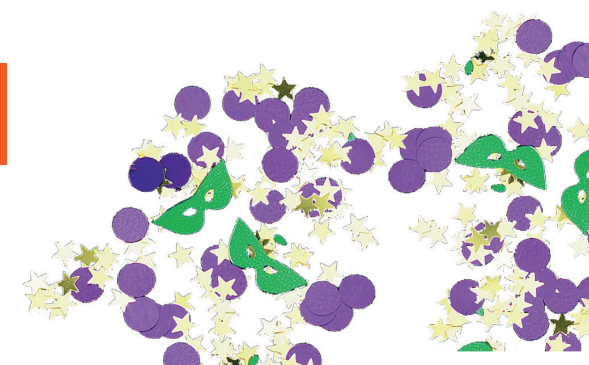
This is the place to debate, challenge, question, and resolve the future of our JCCs.

Don't miss the chance to be a part of it!

The inspiration and knowledge you need to take your JCC to the next level can be found in New Orleans!

Rethink. Retool. Transform.

You cannot afford not to go this year.



keynote speakers include:



Scott S. Cowen
President of Tulane University

TIME Magazine has named **President Cowen** one of the nation's top 10 Best College Presidents. Most recently, President Barack Obama appointed him to the White House Council for Community Solutions. President Cowen is also the recipient of the 2009 *Times-Picayune's* Loving Cup, which each year honors a New Orleanian who has worked unselfishly for the community.

In August 2005, Hurricane Katrina devastated the city of New Orleans. Under President Cowen's leadership, the campus was repaired, and on December 8, 2005, the board of Tulane approved his renewal plan, a sweeping effort that strengthens and focuses the university's academic mission while strategically addressing its current and future operations in the post-Katrina era. In the years since, Tulane University has been positioned as the school where community service is paramount.

In response to Katrina, President Cowen was appointed to the city's Bring New Orleans Back Commission and charged with leading a committee to reform and rebuild the city's failing public school system. As part of this effort, Tulane chartered a K-12 school in New Orleans and created an Institute for Public Education Initiatives. In addition, President Cowen has served as a commissioner of the New Orleans Redevelopment Authority, which plays a major role in the rebuilding of Orleans Parish.

President Cowen has held numerous leadership positions in national academic and professional associations. He also led an effort with his fellow university leaders to reform intercollegiate athletics and ensure that college sports programs are consistent with the values, missions and aspirations of their institutions.

Dr. Cowen's areas of scholarship and teaching focus on strategic financial management systems, corporate governance and leadership.



Dr. Erica Brown
Author of *Inspired Jewish Leadership*

Dr. Erica Brown will lay the framework for working through important leadership issues to help you and your JCC understand how to implement change in your community.

A writer and educator, Dr. Erica Brown serves as the scholar-in-residence for the Jewish Federation of Greater Washington and consults for the Jewish Agency and other Jewish nonprofits. She was formerly the director of the Jewish Leadership Institute.

Dr. Brown is the author of the books, *Inspired Jewish Leadership*, a National Jewish Book Award finalist, *Spiritual Boredom*, *Confronting Scandal* and co-author of *The Case for Jewish Peoplehood* (all through Jewish Lights). Her latest book is *In the Narrow Places: Daily Inspiration for the Three Weeks*. The winner of numerous awards and honors, Dr. Brown was a Jerusalem Fellow, an Avi Chai Fellow, winner of the Ted Farber Professional Excellence Award, and the recipient of the 2009 Covenant Award for her work in education.

Dr. Brown has degrees from Yeshiva University, University of London, Harvard University and Baltimore Hebrew University. She has served as an adjunct professor at American University and George Washington University and is a faculty member of the Wexner Foundation. Dr. Brown lectures and writes widely on subjects of Jewish interest and leadership and writes a blog called "Weekly Jewish Wisdom," which appeared on the Newsweek/Washington Post's "On Faith" website. She resides with her husband and four children in Silver Spring, Maryland.

Take it Easy in The Big Easy.



New Orleans is joyously unrestrained and enthusiastically flamboyant...

In addition to the local cuisine, enjoy the music at

Jazz Fest

April 27 - May 6, 2012

We will organize the tickets.



Tipitina's

Host Community Event:

On Tuesday, May 8, our host community, New Orleans JCC, has invited us all for an evening of entertainment at Tipitina's in the French Quarter.

Our host community volunteers can also help you plan some interesting visits to the flavorful neighborhoods of New Orleans, great restaurants or other great sites.



Have Fun! Finally, the Biennial provides ample opportunity for informal learning, sharing, and schmoozing.

the program

The Biennial program has been designed to provide in-depth learning experiences for JCC board members, chair people of major JCC committees and senior professional staff. The program contains a variety of different modules:

Plenary Sessions: Confirmed keynote speakers include Scott S. Cowen and Dr. Erica Brown. We have not yet finalized the other keynote speakers, but in the past we have presented wonderful speakers like The Home Depot Founders Bernie Marcus and Arthur Blank; Donna Shalala, Miami University President and former Secretary of Health and Human Services under President Bill Clinton, comedian Dave Barry, and Professors Shulamit Reinharz, Robert Putnam and Deborah Lipstadt. Our speakers will be relevant to your needs as leaders of JCCs today.

Day of Service: We will offer the opportunity for delegates (maximum of 200) to work with a nonprofit, community-based organization whose mission is to create and improve housing opportunities so that Hurricane Katrina survivors can return to their homes and communities.

New Initiative Forums: These sessions will address five major initiatives that the JCC Movement should be thinking about: Talent Management, Early Childhood Education Excellence, JCCs as Caring Communities, New Membership and Revenue Models, and JCC Governance.

Seminar Tracks: Four 90-minute learning sessions led by outside experts or professionals from the JCC field designed for JCC officers, advanced leaders, committee chairs and JCC board members. We expect to offer at least 40 different sessions to choose from.

Size-of-City Sessions: Two sessions dedicated to discussion with colleagues in the same size of city. Share what is working or not so successful – one of the best learning opportunities available!

Cohort Learning Groups: Specially designed sessions for your core delegates: current presidents and executives, incoming presidents, advanced leaders (past presidents), emerging leaders, to learn with each other and from each other.

J's Stake House: Sample the full buffet of JCC Association programs and services! Come and learn how you can take advantage of the many benefits of affiliation.

Jewish Learning: Excellent teachers and scholars provide a variety of Jewish learning experiences throughout the Biennial.

Exercise (of course!) May include a run, Zumba, Pilates, a swim, or visit the gym at the hotel to play tennis, volleyball, basketball or practice your golf swing!



fees

Convention registration fee includes all plenaries, forums, seminars, service day project and learning sessions. Also included are receptions, continental breakfasts on Monday, Tuesday and Wednesday, the New Orleans JCC host event on Tuesday night, and lunch on Monday and Tuesday. Programs and meals take place at the Hilton Riverside Hotel in New Orleans. Registered spouses/partners are invited to participate in all convention events.

BIENNIAL 2012	Early Bird (by January 6, 2012)	After January 6, 2012
	FEE – US\$	FEE – US\$
US & Canadian Delegates	675	720
Delegate's Spouse/Partner	n/a	400
Esther Leah Ritz Emerging JCC Leadership Delegate	775	820
Local Delegate (affiliated with New Orleans JCC)	600	675
Day Pass*	n/a	250
Additional JCC Staff	n/a	495

* Day passes can be purchased for Sunday, Monday or Tuesday. Each day pass also includes entry to the Wednesday program and the Tuesday night event hosted by the New Orleans JCC. Each day pass includes all meals and receptions that take place at the hotel on that day.

We are aware that this is a tough time to budget money for travel, but Biennial is much more than just a trip...it is a chance to invest in your Jewish self and your leadership self.

Take advantage of early-bird pricing, which provides a significant savings. Bring additional staff at just above cost! Bring as many delegates as you can to cut your executive director registration fee to our cost:

JCCs may choose either:

1. For each eight full paying delegates registered, a JCC will get one staff person at the discounted registration fee of \$445
- or
2. Increase the size of your 2010 delegation by at least two full paid registrations for 2012 and your executive director's registration fee will be discounted to \$445

The above counts may not include any discounted registrants such as additional staff, spouses, and single day attendees. JCCs may not take both options to receive an additional discount. The discount will be rebated to the JCC following the Biennial.

Also note the discounted fee of \$495 for each additional staff person who wishes to attend, regardless of fully paid delegate number. This rate is only after there is a full paid staff person (or a discounted fee based on full paid delegate attendance) registered.

the schedule... at-a-glance

This schedule, as of December 2011, is subject to change.

Friday, May 4

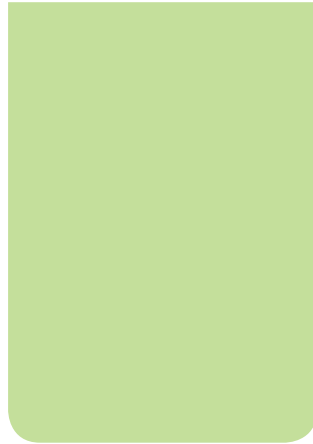
Saturday, May 5

Sunday, May 6

Monday, May 7

Tuesday, May 8

Wednesday, May 9



Esther Leah Ritz Emerging JCC Leadership Program
7:30am - 1:45pm

Shabbat Program
(optional)

JCC Association Board Meeting & Breakfast
8:00 - 10:15am

Jazz Fest
(optional at additional cost)

Jazz Fest
(optional at additional cost)

Presidents & Executives, Advanced Leaders, and other Learning sessions
10:30am - 12:30pm

JCC Association New Board Member Lunch
12:30 - 2:00pm

Merrin Fellows

Merrin Fellows

Opening Plenary "Leading with Meaning"
ALLAN FINKELSTEIN, president, JCC Association & ERICA BROWN, author and Jewish educator
2:00 - 3:30pm

Shabbat Program/ Dinner
(optional)

JCC Association Board Dinner

J's Stake House
3:45 - 5:15pm

Pre-Biennial Convention Welcome Reception
8:45 - 11:00pm

Convention-wide Honorees' Reception
5:30 - 7:00pm

Esther Leah Ritz Emerging JCC Leadership
Opening session
8:45 - 11:00pm

Dinner on Your Own

- Fitness Opportunities
- Presidents & Execs Breakfast
- Committee Meetings
- FRD and other Cohort & Learning Sessions

7:30 - 8:45am

ELR-Emerging JCC Leaders
7:30 - 10:30am

Size of City Sessions
9:00 - 10:30am

Refreshment Break
10:30 - 11:15am

Plenary Session Keynote: "Organizational Transformation: JCCs as Caring Communities"
SCOTT COWEN, president, Tulane University
11:15am - 1:00pm

Buffet Lunch
1:00 - 2:15pm

Service project
(boxed lunch)
Limited to 200
1:00 - 5:30pm
or
3 Learning Sessions
2:30 - 5:00pm

Biennial Bonanza
in Vendor area
5:00 - 6:30pm

JCC Association Major Donors Reception
6:15pm

Dinner on Your Own

- Fitness Opportunities
- ELR with Execs Breakfast
- JCCA Committee Meetings
- FRD and other Cohort & Learning Sessions

7:00 - 8:15am

Plenary Session "Jewish Life Inside & Outside of Israel"
DONNIEL HARTMAN, president, Shalom Hartman Institute
8:30 - 10:00am

Refreshment Break
10:00 - 10:45am

Track/Seminar Learning Part 1
10:45am - 12:15pm

Convention-wide Luncheon Awards & Preservation Hall Jazz Band
12:30 - 2:15pm

Track/Seminar Learning Part 2
2:45 - 4:15pm

Film: Life in Stills
4:30 - 6:00pm

New Orleans JCC Host Community Event at Tipitina's in the French Quarter
7:00 - 10:00pm

- JCC Association Board Meeting
- Fitness Opportunities

7:15 - 9:00am

Size of City
8:00 - 9:00am

Seminar Learning New Initiatives Forums
9:15 - 10:45am

Closing Plenary
• Social Media
• Invitation to San Diego 2014
• 2012 Highlights
11:00am - 12:30pm





Paula L. Sidman
Chair

Allan Finkelstein
President & CEO

Gary Jacobs
Biennial Chair

Robin Ballin
Biennial Director
Sr. Vice President, CMO

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