



# JEWISH NATIONAL FUND

## 2012 NATIONAL CONFERENCE

October 21 - 22, 2012  
Orlando, Florida

### 2012 NATIONAL CONFERENCE NARRATIVE

The JNF National Conference formally opens Sunday morning, October 21<sup>st</sup> and concludes early afternoon, Monday, October 22<sup>nd</sup>. Yet, there is great programming available beginning Friday afternoon.

We encourage JNF leadership to arrive earlier to Orlando to take advantage of some very special opportunities.

On **Friday, October 19<sup>th</sup>**, at 12:00 noon (lunch buffet available at 11:30 am by invitation only for JNF Presidents and Board members) we will offer a session for selective leadership entitled: How to Be an Effective Leader. This meeting will focus on leadership and board development and will be led by a consultant from the Center for Philanthropy at Rollins College. Following this very informative session, at 2:00, we will convene a program that will be open to all: The Five Generations of Giving, with guest speaker Mark Brewer, President and Chief Executive Officer of the Community Foundation of Central Florida. Mark will focus on how we need to target our message to different generational groups when fundraising, a lesson that will make all the difference to any organization, especially when trying to outreach to younger individuals.

That evening we will hold Kabbalat Shabbat services in the hotel, followed by an optional Shabbat dinner at \$50 per person for which participants can register on the JNF website at [jnf.org/nc](http://jnf.org/nc). At the same time, we will be hosting Shabbat dinner for college students, together with Chabad and Central Florida Hillel, at the University of Central Florida Chabad House. There is no charge for this dinner, but registration is required and available at [jnf.org/nc](http://jnf.org/nc). College students are being offered a very special rate for participation in the Conference, \$50 for Sunday only and \$100 for the entire Conference (including Sunday night's gala).

**Saturday night** is when we honor JNF Major Donors with a dessert reception. A formal invitation will be sent to all JNF Society donors later this summer that will include information on how to RSVP for this very special event. This year we will be hosted by the exclusive Isleworth Country Club, with a reception beginning at 8:00 pm. Ambassador Ido Aharoni, Consul General of Israel in New York, will be our guest speaker addressing us on Positively Israel, How Israel is Making the World A Better Place. Transportation will be provided for our guests staying at the Conference hotel.

Also taking place Saturday night will be a social event for JNFuture participants, younger leaders from around the country who will be meeting up with their Orlando counterparts.

On **Sunday**, we begin at 8:00 am with breakfast gatherings for various affinity groups (including Women's Campaign for Israel, Doctors for Israel, Lawyers for Israel, Israel Advocacy and Education). Each will offer a special guest speaker on a topic of interest to that particular professional grouping.

A Teen Leadership Seminar for high school students, educating them about advocacy for Israel and the critical work of JNF, will take place Sunday simultaneous with the Conference. This day-long opportunity (9:00 am – 6:00 pm) for teens, will allow them the opportunity to participate in interactive sessions with educators from Alexander Muss High School in Israel, JChoice.org, JerusalemOnlineUniversity.com and Shorashim. The teens will also hear from special guest speakers and leaders from Israel and JNF throughout the day. For more information on this one-of-a-kind experience for high school students, contact [education@jnf.org](mailto:education@jnf.org) and register at [jnf.org/nc](http://jnf.org/nc).

At 9:30 am the Conference will kick off with our opening plenary: JNF, Your Voice in Israel. This dynamic session will feature five different speakers on the incredible work of JNF in Israel, presented in one of the most innovative and engaging formats to date.

Following the opening, we will hold concurrent breakout sessions during which participants will get to choose to explore a topic of interest to them in a more intimate setting.

Our luncheon will follow. Stanley Chesley, JNF President, will greet the participants and Gilad Erdan, Israel's Minister of Environmental Protection, will report on the important work JNF is doing in cooperation with the Israeli government in the Negev, relating to water, and for the future sustainability of Israel. Senator Marco Rubio (R – FL) has also been invited to address our group.

There will be two major sessions held after lunch, one focusing on the Negev and Central Arava, with Beersheva Mayor Ruvik Danilovich and Central Arava Mayor Ezra Ravins, and another on the critical issue of water, with Professor Eilon Adar, Director of the Zuckerberg Institute of Water Research, Ben Gurion University.

Our programs for the day conclude at 4:30 with a special presentation from poet and performance artist, Vanessa Hidary, also known as the Hebrew Mamita, a native New Yorker who chronicles her coming of age during the golden age of Hip-Hop through her solo show "Culture Bandit"

Our Conference gala, Negev Nights, will begin with cocktails at 6:45 pm **Sunday night**. We are planning a social and entertaining evening with special Masters of Ceremonies Broadway and Hollywood actors Ilana Levine and Dominic Fumusa. During the evening, we will be entertained with music and the comedy of Joel Chasnoff, author of The 188<sup>th</sup> Crybaby Brigade: A Skinny Jewish Kid From Chicago Fights Hezbollah.

**Monday morning** we resume at 8:00 am with a breakfast plenary titled: The Shifting Sands of Power in the Middle East, with a panel to be moderated by Dr. Jonathan Adelman, Senior Fellow at the Foundation for the Defense of Democracy.

Following that program, we will be updated on the status of our work in Israel by JNF Chief Executive Officer, Russell Robinson, and Vice President for Campaign, Marc Kelman. We will also take this opportunity to recognize members of the Gould Legacy Society.

Our final event of the Conference will be our Monday Luncheon Plenary at which Michael Oren, Israel's Ambassador to the United States, has been invited to address our participants. We will conclude with a charge of action to energize all of us.

