

- 9:00 am שחרית at Temple Beth Sholom
- 11:00 Convention Registration Opens (*Palms Tower Lobby*)
- 11:00 Bus leaves Element Hotel to the JW Marriott
- 3:00 מנחה א' (*Marquis 1*)  
מנחה ב' (*Marquis 8*)
- 3:15 Opening Reception (*Parian*)  
Sponsored by Dignity Memorial® Jewish Funeral Providers

<b>CONVENTION OPENING PLENARY I: THE PARADOX OF GROWTH IN CONSERVATIVE JUDAISM</b> <i>(Marquis Ballroom 4)</i>									
4:00 - 5:15 PM	<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Welcome</td> <td>Rabbi Gilah Dror, <i>Rodef Sholom Temple, Hampton, VA; president, Rabbinical Assembly</i></td> </tr> <tr> <td>Greetings</td> <td>Rabbi Felipe Goodman, <i>convention chair; Temple Beth Sholom, Las Vegas, NV</i></td> </tr> <tr> <td>Moderator</td> <td>Rabbi Marcelo Rittner, <i>Comunidad Bet El de Mexico, Mexico City</i></td> </tr> <tr> <td>Panelists</td> <td>                     Rabbi Bradley Shavit Artson, <i>Abner &amp; Roslyn Goldstine Dean's Chair, Ziegler School of Rabbinic Studies</i>                      Rabbi Mitchell Cohen, <i>national Ramah director</i>                      Rabbi Julie Schonfeld, <i>executive vice president, Rabbinical Assembly</i> </td> </tr> </table>	Welcome	Rabbi Gilah Dror, <i>Rodef Sholom Temple, Hampton, VA; president, Rabbinical Assembly</i>	Greetings	Rabbi Felipe Goodman, <i>convention chair; Temple Beth Sholom, Las Vegas, NV</i>	Moderator	Rabbi Marcelo Rittner, <i>Comunidad Bet El de Mexico, Mexico City</i>	Panelists	Rabbi Bradley Shavit Artson, <i>Abner &amp; Roslyn Goldstine Dean's Chair, Ziegler School of Rabbinic Studies</i> Rabbi Mitchell Cohen, <i>national Ramah director</i> Rabbi Julie Schonfeld, <i>executive vice president, Rabbinical Assembly</i>
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5:30 Buses depart hotel immediately following plenary for Temple Beth Sholom

<b>6:00 - 7:00 PM</b>	<b>PLENARY II: ISRAEL'S PLACE AS A DEMOCRATIC STATE IN THE MIDDLE EAST AND AT HOME – THE PLACE OF RELIGIOUS PLURALISM THE HON. TZIPI LIVNI, HEAD OF KADIMA PARTY MK LIVNI WILL BE INTRODUCED BY THE HON. OSCAR GOODMAN, MAYOR, LAS VEGAS; PAST PRESIDENT, TEMPLE BETH SHOLOM (<i>Sigesmund Sanctuary</i>) CO-SPONSORED BY THE JEWISH FEDERATION OF LAS VEGAS &amp; TEMPLE BETH SHOLOM</b>	
	Welcome	Mitchell Ogron, <i>president, Temple Beth Sholom</i>
	Greetings	Elliot Karp, <i>president &amp; CEO, Jewish Federation of Las Vegas, NV</i> Rabbi Felipe Goodman, <i>Temple Beth Sholom</i> Rabbi Gilah Dror, <i>Rodef Sholom Temple, Hampton, VA; president, Rabbinical Assembly</i>

- 7:15            Martini Reception with Mayor Goodman  
                   Sponsored by Dignity Memorial® Jewish Funeral Providers
- Buses return to JW Marriott for dinner
- 8:00            Dinner (*Valencia Ballroom*)  
                   Co-sponsored by *The Jewish Federation of Las Vegas*
- 9:30            מעריב א' (*Marquis 1*)  
                   מעריב ב' (*Marquis 8*)

- 7:00 am שחרית א' (Marquis 4)  
 שחרית ב' (Marquis 8)  
 Both מנינים will join together for a דבר תורה delivered by Rabbi Sherre Zwelling Hirsch, author of *We Plan, God Laughs: What To Do When Life Hits You over the Head*, Los Angeles, CA.
- 8:00 Breakfast (Parian)  
 Resolutions Committee Meeting (Aragon)  
 Keruv Committee (Parian Boardroom)  
 Latin American Region (6200 Palms Tower)



THIRD YITRO INTERNATIONAL FUND RAISING DRIVE &  
 TOURNAMENT: ARROYO GOLF CLUB

9:00 SPOUSE TOUR: Red Rock Canyon (by pre-registration only)

למוד	9:00 - 10:15
1. אגדה and Customs in Illuminated הגדות (1300-2000) Rabbi David R. Golinkin, president, Schechter Institute of Jewish Studies, Jerusalem	Marquis 1
2. Powerful Texts for Counseling, Comforting and Healing and Exploration of Texts for Spontaneous Prayer and Blessings Rabbi Naomi Levy, founder, Nashuva; author, <i>Hope Will Find You</i> , Los Angeles, CA	Marquis 3
3. 'If I Forget Thee, O Jerusalem': Towards the Zionism that follows Zionism אם אשכח ירושלים: לקראת הציונות שאחרי הציונות (in Hebrew) Rabbi Tamar Elad-Appelbaum, associate dean, Schechter Rabbinical Seminary, Jerusalem	Murcia
4. Decoding the הגדה: Teaching Your Congregants To Lead an Engaging Seder Dr. Ron Wolfson, Fingerhut Professor of Education, American Jewish University; co-president, Synagogue 3000; author, <i>The Spirituality of Welcoming</i> , Los Angeles, CA	Marquis 8
5. Love & Darkness – Issues & Voices in Israeli Literature Rabbi Miriyam Glazer, professor of Literature and chair of Literature, Communications & Media, AJU	Marquis 7
6. Can You be a Rabbi if You've Lost Your Faith? Rabbi David J. Wolpe, Sinai Temple; author of <i>Why Faith Matters</i> , Los Angeles, CA	Marquis 2
7. How Do We Deal with the Ethical Dilemmas of Amalek and the Seven Nations? Rabbi Reuven Kimelman, professor of Classical Judaica, Brandeis University	Marquis 6

FRONT MATTER

שבת

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

BACK MATTER

10:30 - 11:45 AM	<b>PLENARY SESSION III: CONSERVATIVE JUDAISM: THE NEXT TWENTY YEARS</b> <i>(Marquis Ballroom 4)</i>	
	Chair	Rabbi Stuart Weinblatt, <i>Congregation B'nai Tzedek, Potomac, MD;</i> <i>director of Israel Policy and Advocacy, Rabbinical Assembly</i>
	Panelists	Rabbi Edward M. Feinstein, <i>Valley Beth Shalom, Encino, CA</i> Rabbi Naomi Levy, <i>founder, Nashuva, Los Angeles, CA</i> Rabbi Jeremy Kalmanofsky, <i>Congregation Ansche Chesed, New York, NY</i> Rabbi David J. Wolpe, <i>Sinai Temple, Los Angeles, CA</i>

12:00 - 1:00 PM	<b>PLENARY SESSION IV: THE ZEN OF WELCOMING</b> <i>(Marquis Ballroom 4)</i>	
	Chair	Rabbi William G. Gershon, <i>Congregation Shearith Israel, Dallas, TX;</i> <i>treasurer, Rabbinical Assembly</i>
	Presenter	Dr. Ron Wolfson, <i>Fingerhut Professor of Education, American Jewish University;</i> <i>co-president, Synagogue 3000; author, The Spirituality of Welcoming,</i> <i>Los Angeles, CA</i>

1:00 Lunch (*Valencia Ballroom*)  
Women's Lunch (*Parian*)

PROFESSIONAL DEVELOPMENT WORKSHOPS & TRACKS	2:30 - 4:00
<b>PART I: Meeting People Where They Are: Building Relationships through Social Media</b> Ron Cates, <i>director, New Media Marketing, Constant Contact</i>	Marquis 1
<b>PART I: The Engagement Rabbinate – What I've Learned About Building Relationships from Chabad, Saddleback Church, Valley Beth Shalom, CBCO, Facebook, and the S3K Next Dor Project to Engage Young Jewish Adults</b> Dr. Ron Wolfson, <i>Fingerhut Professor of Education, American Jewish University;</i> <i>co-president, Synagogue 3000; author, The Spirituality of Welcoming,</i> <i>Los Angeles, CA</i>	Marquis 8
<b>PART I: Rabbinic Self-Care &amp; The Rabbinic Family – Exploring Outside the Norm</b> Rabbi Richard L. Eisenberg, <i>Congregation Beth El, Torrington, CT; clinician,</i> <i>The APT Foundation, New Haven, CT</i>	Leon
<b>PART I: Who's in Charge? Creating Healthy Relationships Between Professionals and Board Members</b> Nina Lieberman, <i>MSW; dean, MBA School of Nonprofit Management, AJU</i>	Marquis 6

Workshops con't on page 17

<p><b>PART I: From Educational Vision to Implementation: Navigating the Twisted Paths of Innovation and Convention in Jewish Education</b>  Dr. Miriam Heller Stern, <i>dean, Graduate Center for Education, Fingerhut School of Education, AJU</i>  Dr. Lauren Applebaum, <i>associate dean, Graduate Center for Education, Fingerhut School of Education, AJU</i></p>	Murcia
<p><b>PART I: The Art of Asking: How Diligence and Determination Define Success</b>  Rabbi Jay Strear, <i>senior vice president, designate, chief advancement officer, AJU</i></p>	Marquis 2
<p><b>WORKSHOP: Change the Way You Think about Your Website and about Social Media: Simple, Powerful Social Media for Your Community - Bring People into Your Orbit</b>  Richard Weston-Smith, <i>vice president, business development and Strategic Alliances, SocialGO</i></p>	Marquis 7
<p><b>WORKSHOP: Rabbis, Reporters and Rhetoric: From the Front Page to Facebook how to Make the Media Work for You</b>  Matt Dorf, <i>principal, Rabinowitz/Dorf Communications, Washington, DC</i></p>	Marquis 3
<p><b>WORKSHOP: Tai Chi</b>  Master Shi Xing Wei, <i>32nd-generation Shaolin Kungfu Master</i></p>	Aragon

2:30 - 4:00 Discussion of GLBT issues with Rabbi J.B. Sacks, Los Angeles, CA (6200 Palms Tower)

4:15 - 5:00 **Q& A on the United Synagogue of Conservative Judaism-Hayom Strategic Plan and the Future Work of the USCJ\*** (Marquis 1&2)  
Rabbi Steven Wernick, *executive vice president and CEO, United Synagogue of Conservative Judaism*  
Rabbi Edward M. Feinstein, *Valley Beth Shalom, Encino, CA; co-chair, USCJ-Hayom Strategic Planning Committee*  
Rabbi Debra Newman Kamin, *Am Yisrael Conservative Congregation, Northfield, IL; secretary, Rabbinical Assembly*  
Rabbi Michael S. Siegel, *The Anshe Emet Synagogue; Chicago, IL; chair, Hayom Commission*  
Rabbi Gerald C. Skolnik, *Forest Hills Jewish Center, Queens, NY; vice president, Rabbinical Assembly*

\*(This session is open only to RA members)

FRONT MATTER
תַּחֲנִיחַ
SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
BACK MATTER

<b>PLENARY SESSION V: JEWISH EDUCATION IN ISRAEL'S EDUCATIONAL SYSTEM</b> <i>(in Hebrew)</i> <b>THE HON. GIDON SAAR, ISRAEL MINISTER OF EDUCATION</b> <i>(Marquis Ballroom 4)</i>		
5:15 - 7:00 PM	Chair	Rabbi Gerald C. Skolnik, <i>Forest Hills Jewish Center, Queens, NY;</i> <i>vice president, Rabbinical Assembly</i>
	מנחה	Rabbi Ari D. Sunshine, <i>Congregation B'nai Shalom of Olney, Olney, MD</i>
	Greetings	The Hon. Jacob Dayan, <i>Israel Consul General, Los Angeles</i> Rabbi Martin Pasternak, <i>national director of synagogue and rabbinic activities, Development Corporation for Israel/State of Israel Bonds, New York, NY</i>
	Introduction of Minister Saar	Rabbi Mauricio Balter, <i>Congregation Eshel Avraham, Beer Sheva, Israel;</i> <i>president, Rabbinical Assembly of Israel</i>
	Moderator	Yizhar Hess, <i>executive director, Masorti Movement</i>

7:15 Dinner (*Valencia Ballroom*)  
Remarks: Rabbi William Lebeau, *senior consultant for rabbinic and institutional leadership, Rabbinical Assembly*

8:45 מעריב א' (*Marquis 1*)  
מעריב ב' (*Marquis 8*)

9:15 **WINE TASTING EVENT** (*Tazzas*)  
**FEATURING KOSHER WINES FROM LEADING VINEYARDS THROUGHOUT THE WORLD**

with Eric Davidson, *wine director, Charlie Palmer Steakhouse at the Four Seasons Hotel, Las Vegas, NV*

Sponsored by ITC Tours, Masorti Foundation and Israel Ministry of Tourism

TUESDAY, MARCH 29, 2011 \* כ"ג אדר ב' תשע"א

- 6:00 am Tai chi with Master Shi Xing Wei, 32nd-generation Shaolin Kungfu Master  
(Lodge at the Lawn outside of the Spa Tower) (Rain location: Marquis 2)
- 7:00 שחרית א' (Marquis Ballroom 4)  
שחרית ב' (Marquis 8)  
Both מנינים will join together for a דבר תורה delivered by Dr. Arnold M. Eisen, chancellor,  
The Jewish Theological Seminary
- 8:00 Breakfast (Parian)  
Social Justice Commission Meeting (Parian Boardroom)  
מסדרי גיטין Meeting (6200 Palms Tower)  
Southeast Region (Marquis 2)  
Pacific SW Region (Marbella)  
Chicago Region (Marquis 7)
- 9:00 SPOUSE TOUR: Hoover Dam (by pre-registration only)

9:00 - 10:15 AM	<b>PLENARY SESSION VI: DEFINING THE ROLE OF ACADEMIC INSTITUTIONS IN THE CONSERVATIVE MOVEMENT</b> (Marquis Ballroom 4)	
	Chair	Rabbi Michael S. Siegel, <i>The Anshe Emet Synagogue</i> ; co-chair, <i>Hekhsher Tzedek Commission, Chicago, IL</i>
	Presenters	Dr. Arnold M. Eisen, <i>chancellor, The Jewish Theological Seminary</i> Rabbi Gordon Tucker, <i>Temple Israel Center, White Plains, NY</i> Rabbi Tamar Elad-Appelbaum, <i>associate dean, Schechter Rabbinical Seminary, Jerusalem</i>

<b>למוד</b>	10:30 - 11:30
1. Invitation to פיוט - An Introduction to the World of פיוט Rabbi J. Rolando Matalon, <i>Congregation B'nai Jeshurun, New York, NY</i>	Marquis 3
2. Rabbis, Congregants and the Building of Sacred Community in Contemporary North America Dr. Arnold M. Eisen, <i>chancellor, The Jewish Theological Seminary</i>	Marquis 6

למוד con't on page 20

<p><b>3. CJLS Teshuvot: An Examination of How the Theory of Jewish Law Informs Practice</b>                  Rabbi Elliot N. Dorff, rector, <i>Sol &amp; Anne Dorff Distinguished Service Professor in Philosophy, American Jewish University</i></p>	Marquis 8
<p><b>4. The Student Struggle Against the Holocaust: The Story of Three JTS Students Who Shattered the Silence Before it Was Too Late</b>                  Rabbi David R. Golinkin, <i>president, Schechter Institute of Jewish Studies, Jerusalem</i></p>	6200 Palms Tower
<p><b>5. הלכות צדקה and Hard Choices About Giving Well</b>                  Rabbi Jeremy Kalmanofsky, <i>Congregation Anshe Chesed, New York, NY</i></p>	Marquis 7
<p><b>6. Of Wise and Wicked Sons....New Perspectives on Old Truths</b>                  Rabbi Edward M. Feinstein, <i>Valley Beth Shalom, Encino, CA; author, Jews and Judaism in the 21st Century: Human Responsibility, the Presence of God and the Future</i>                  Rabbi Noah Farkas, <i>Valley Beth Shalom, Encino, CA; author, Social Action Manual</i></p>	Marquis 2
<p><b>7. From Scholarship to Paideia: Rabbi Gerson Cohen's Torah, 20 Years Later</b>                  Rabbi Gordon Tucker, <i>Temple Israel Center, White Plains, NY</i></p>	Murcia
<p><b>8. The Imperatives of Love: What Can We Mean by מצוות &amp; הלכה?</b>                  Rabbi Bradley Shavit Artson, <i>Abner &amp; Roslyn Goldstine Dean's Chair, Ziegler School of Rabbinic Studies</i></p>	Marquis 1
<p><b>9. PART II: From Educational Vision to Implementation: Navigating the Twisted Paths of Innovation and Convention in Jewish Education</b>                  Dr. Miriam Heller Stern, <i>dean, associate dean, Graduate Center for Education, Fingerhut School of Education, AJU</i>                  Dr. Lauren Applebaum, <i>associate dean, associate dean, Graduate Center for Education, Fingerhut School of Education, AJU</i></p>	Leon

<p><b>11:45 AM - 12:45 PM</b></p>	<p><b>PLENARY SESSION VII: BRINGING MAGEN TZEDEK TO MARKET AND MARKETING MAGEN TZEDEK—THE FINAL STEPS</b> <i>(Marquis Ballroom 4)</i></p>	
	Chair	<p>Rabbi Michael S. Siegel, <i>The Anshe Emet Synagogue; co-chair, Hekhsher Tzedek Commission, Chicago, IL</i></p>
	Presenters	<p>Rabbi Morris J. Allen, <i>Beth Jacob Congregation, Mendota Heights, MN; project director, Hekhsher Tzedek</i></p> <p>Steve Silk, <i>CEO, Chef Solutions, former CEO, Hebrew National; Magen Tzedek board member, Chicago, IL</i></p> <p>Daniel Entenberg, <i>executive director of operations, Palms Casino Resort and Palms Place, Las Vegas, NV</i></p>



12:45- 1:45 Lunch (Valencia Ballroom)  
 MERCAZ USA/Canada Board Lunch (Parian)

<b>PLENARY BUSINESS SESSION*</b> ( <i>Marquis Ballroom 4</i> ) <i>*(Business Session is open only to RA members)</i>															
2:00 - 4:00 PM	<table border="1"> <tr> <td style="width: 30%;">Chair</td> <td>Rabbi Gilah Dror, <i>Rodef Sholom Temple, Hampton, VA; president, Rabbinical Assembly</i></td> </tr> <tr> <td>Nominations Committee Report</td> <td>Rabbi Daniel Pressman, <i>Congregation Beth David, Saratoga, CA; member, RA Nominations Committee</i> Rabbi Alan Silverstein, <i>chair, RA Nominations Committee</i></td> </tr> <tr> <td>Membership Committee Report</td> <td>Rabbi Jacob Luski, <i>Congregation B'nai Israel, St. Petersburg, FL; chair, RA Membership Committee</i></td> </tr> <tr> <td>Remarks</td> <td>Rabbi Gilah Dror</td> </tr> <tr> <td>Report on Visits with Ambassadors in DC</td> <td>Rabbi Jack L. Moline, <i>Agudas Achim Congregation, Alexandria, VA; director of Public Policy, Rabbinical Assembly</i> Rabbi Stuart Weinblatt, <i>Congregation B'nai Tzedek, Potomac, MD; director of Israel Policy and Advocacy, Rabbinical Assembly</i></td> </tr> <tr> <td>Resolutions</td> <td>Rabbi Randall C. Mark, <i>Congregation Shomrei Torah, Wayne, NJ; co-chair, RA Resolutions Committee</i> Rabbi David C. Seed, <i>Adath Israel Congregation, Toronto, Ontario; chair; RA Resolutions Committee</i></td> </tr> <tr> <td colspan="2" style="text-align: center;"> <i>Tribute to Sara Gunther</i>  <i>in honor of her retirement from the Rabbinical Assembly</i>            Presented by Rabbi Joel H. Meyers, <i>executive vice president emeritus, Rabbinical Assembly</i> </td> </tr> </table>	Chair	Rabbi Gilah Dror, <i>Rodef Sholom Temple, Hampton, VA; president, Rabbinical Assembly</i>	Nominations Committee Report	Rabbi Daniel Pressman, <i>Congregation Beth David, Saratoga, CA; member, RA Nominations Committee</i> Rabbi Alan Silverstein, <i>chair, RA Nominations Committee</i>	Membership Committee Report	Rabbi Jacob Luski, <i>Congregation B'nai Israel, St. Petersburg, FL; chair, RA Membership Committee</i>	Remarks	Rabbi Gilah Dror	Report on Visits with Ambassadors in DC	Rabbi Jack L. Moline, <i>Agudas Achim Congregation, Alexandria, VA; director of Public Policy, Rabbinical Assembly</i> Rabbi Stuart Weinblatt, <i>Congregation B'nai Tzedek, Potomac, MD; director of Israel Policy and Advocacy, Rabbinical Assembly</i>	Resolutions	Rabbi Randall C. Mark, <i>Congregation Shomrei Torah, Wayne, NJ; co-chair, RA Resolutions Committee</i> Rabbi David C. Seed, <i>Adath Israel Congregation, Toronto, Ontario; chair; RA Resolutions Committee</i>	<i>Tribute to Sara Gunther</i> <i>in honor of her retirement from the Rabbinical Assembly</i> Presented by Rabbi Joel H. Meyers, <i>executive vice president emeritus, Rabbinical Assembly</i>	
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PROFESSIONAL DEVELOPMENT WORKSHOPS & TRACKS	4:15 - 5:30
<b>PART I: HOSPITALITY: Building Loyalty Starts at the Parking Lot: Getting Them at Hello–The Sequence of Service</b> Daniel Entenberg, <i>executive director of operations, Palms Casino Resort and Palms Place, Las Vegas, NV</i>	Marquis 8
<b>PART II: Information Overload: I Just Don't Have Time to Read It All–Managing Social Media in as Little Time as Possible</b> Ron Cates, <i>director, New Media Marketing, Constant Contact</i>	Marquis 1
<b>PART II: אדם אין אני לי מי לי: Putting Yourself First–Rabbinic Wellness and Self-Care</b> Dr. Dominic Ricciardi, <i>Las Vegas Bariatric Physicians, Las Vegas, NV</i>	Marquis 2

Workshops con't on page 22

FRONT MATTER  
 JTTTJW  
 SUNDAY  
 MONDAY  
 TUESDAY  
 WEDNESDAY  
 THURSDAY  
 BACK MATTER

<p><b>PART II: Who Am I, What Am I Doing, and Where Am I Going? Combining Management and Leadership for Success</b>                  Rabbi Cheryl Peretz, <i>associate dean, Ziegler School of Rabbinic Studies</i>                  Nina Lieberman, <i>MSW; dean, MBA School of Nonprofit Management, AJU</i></p>	Marquis 6
<p><b>PART II: The Art of Asking: How Diligence and Determination Define Success</b>                  Rabbi Jay Strear, <i>senior vice president, designate, chief advancement officer, AJU</i></p>	Marquis 3
<p><b>WORKSHOP: Change the Way You Think about Your Website and about Social Media: Simple, Powerful Social Media for Your Community - Bring People into Your Orbit</b> (<i>This session will be a repeat of his Monday session</i>)                  Richard Weston-Smith, <i>vice president, business development and Strategic Alliances, SocialGO</i></p>	Marquis 7
<p><b>WORKSHOP: Developing An Investment Strategy for Your JRB Portfolio</b>                  Mitchell J. Smilowitz, <i>CPA, CEO, Joint Retirement Board, New York, NY</i></p>	Leon
<p><b>WORKSHOP: Invitation to פיוט – Transforming Prayer Through פיוט</b>                  Rabbi J. Rolando Matalon, <i>Congregation B'nai Jeshurun, New York, NY</i>  <i>BJ Musicians-in-Residence Ensemble: Daphna Mor – recorders and nay;</i>                  David Buchbut – <i>percussion; Uri Sharlin – accordion</i></p>	Marbella
<p><b>WORKSHOP: Social Fundraising – Engaging Your Community</b>                  Eric Schrader, <i>co-founder, GIVEZOOKS (social media and online fundraising for non-profits)</i></p>	Murcia

4:15 - 5:30      כתף אל כתף Community Room will be open (6200 Palms Tower)

4:00 - 8:00      Genetic Screening (Aragon)  
 Sponsored by the Victor Center for Jewish Genetic Diseases

5:45 - 7:00 PM	<b>Joint Campaign Reception: Honoring Rabbi Hanan Alexander</b> On Behalf of The Rabbinical Assembly, The Jewish Theological Seminary, Ziegler School of Rabbinic Studies, Seminario Rabinico Latinoamericano, The RA Israel Campaign, The Schechter Institute of Jewish Studies ( <i>Parian</i> )	
	Welcome	Rabbi Randall J. Konigsburg, <i>Temple Emeth, Delray Beach, FL;</i> <i>chair, Joint Campaign</i>  Rabbi Abigail Treu, <i>rabbinic fellow and director of planned giving, JTS</i>
	מנחה	Rabbi Abigail Treu, <i>rabbinic fellow and director of planned giving, JTS</i>
	Tribute	Dr. Arnold M. Eisen, <i>chancellor, JTS</i>  Rabbi David R. Golinkin, <i>president, Schechter Institute of Jewish Studies, Jerusalem</i>
	Remarks	Rabbi Hanan Alexander, <i>professor of Education, University of Haifa; chair,</i> <i>board of trustees, Schechter Rabbinical Seminary, Jerusalem</i>

- 7:15 Dinner (*Valencia Ballroom*)
- 8:30 מעריב א' (*Marquis 1*)  
מעריב ב' (*Marquis 8*)
- 8:45 Special Evening Reception at the Palms Hotel: Open to All Convention Attendees.  
Buses will depart the JW Marriot for the Palms Hotel

FRONT MATTER

שבת

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

BACK MATTER

- 6:00 am Tai chi with Master Shi Xing Wei, 32nd-generation Shaolin Kungfu Master  
(Lodge at the Lawn outside of the Spa Tower) (Rain location: Marquis 2)
- 7:00 שחרית א' (Marquis 4)  
שחרית ב' (Marquis 8)  
Both מנינים will join together for the אזכרת נשמות, in memory of departed colleagues by Rabbi Jeffrey A. Wohlberg, *rabbi emeritus, Adas Israel Congregation, Washington, DC; immediate past president, Rabbinical Assembly.* אל מלא רחמים will be recited by Cantor Andres Kornworcel, *Midbar Kodesh Temple, Henderson, NV.*
- Following the אזכרת נשמות the דבר תורה will be delivered by Rabbi Bradley Shavit Artson, *Abner & Roslyn Goldstine Dean's Chair, Ziegler School of Rabbinic Studies*
- 8:00 Breakfast (Parian)  
New Jersey Region (Parian Boardroom)
- 9:30 SPOUSE TOUR: Bonnie Springs (Old West mining town) (by pre-registration only)

9:00 - 10:15 AM	<b>PLENARY SESSION VIII: CONSERVATIVE JUDAISM OUT OF THE BOX: THRIVING AGAINST DIFFICULT ODDS!</b> (Marquis Ballroom 4)	
	Chair	Rabbi Stewart L. Vogel, Temple Aliyah, Woodland Hills, CA
	Presenters	Rabbi Felipe Goodman, Temple Beth Shalom, Las Vegas, NV Rabbi J. Rolando Matalon, Congregation B'nai Jeshurun, New York, NY Rabbi Analia Bortz, Congregation Or Hadash, Atlanta, GA

למוד	10:30 - 11:30
1. Tricksters and Legal Guerrillas: Women in the Rabbinic Legal System Rabbi Gail Labovitz, <i>associate professor of Rabbinics, chair, Department of Rabbinics, AJU</i>	Leon
2. Conservative Halakhah Towards a Definition of its Features and Future Rabbi Daniel S. Nevins, <i>Pearl Resnick Dean, JTS Rabbinical School</i>	Aragon
3. On the Cusp of Life: From Scared to Sacred Reb Mimi Feigelson, <i>Mashpifah Ruhanit, Ziegler School of Rabbinic Studies</i>	Marquis 6
4. בכל דרכיה דעהו: Rabbi Gerson Cohen's Torah, 20 Years Later Rabbi Gordon Tucker, <i>Temple Israel Center, White Plains, NY</i>	Marquis 3
5. From Temple to Living Synagogue: The Spirituality of Sustainable and Green Building Rabbi Lawrence Troster, <i>rabbinic scholar-in-residence, GreenFaith, Teaneck, NJ</i>	Marquis 7

6. <b>סוד עץ הדעת</b> : The Secret of the Tree of Knowledge Rabbi Bradley Shavit Artson, <i>Abner &amp; Roslyn Goldstine Dean's Chair, Ziegler School of Rabbinic Studies</i>	Marquis 8
7. <b>Justice in the City: Toward a Community of Obligation</b> Rabbi Aryeh Cohen, <i>associate professor of Rabbinic Literature, Ziegler School of Rabbinic Studies</i>	Marquis 2

11:45 AM - 12:45 PM	<b>PLENARY SESSION IX: TRANSFORMING YOUR ORGANIZATION—MEASURING SUCCESS WITH DATA-DRIVEN ANALYSIS</b> ( <i>Marquis Ballroom 4</i> )	
	Chair	Rabbi Bradley Tecktiel, <i>Midbar Kodesh Temple, Henderson, NV</i>
	Presenter	Sacha Litman, <i>founder and CEO, Measuring Success, Washington, DC</i>

1:00-2:00 Lunch (*Valencia Ballroom*)

1:00-5:00 Special Workshop: Data-Driven Decision Making with Sacha Litman (*Marquis 7*)  
(*pre-registration required*)

2:00 - 3:00 PM	<b>PLENARY SESSION X: BRANDRAISING JEWISHLY: INCREASE YOUR VISIBILITY AND EXPAND YOUR FUNDRAISING THROUGH SMARTER COMMUNICATIONS</b> ( <i>Marquis Ballroom 4</i> )	
	Chair	Rabbi Debra Newman Kamin, <i>Am Yisrael Conservative Congregation, Northfield, IL; secretary, Rabbinical Assembly</i>
	Presenter	Sarah Durham, <i>principal and founder, Big Duck   Smart Communications for Nonprofits, New York, NY; author, Brandraising: How Nonprofits Raise Visibility and Money through Smart Communications</i>

PROFESSIONAL DEVELOPMENT WORKSHOPS & TRACKS	3:15 - 4:45
<b>PART II: "The Power of Why": Strategies and Tools for Communicating Your Agenda</b> David Van Kalsbeek, <i>executive vice president, MGM Mirage, Las Vegas, NV</i>	Marquis 8
<b>PART III: Changing the Communications Culture: How to do Mass Communications Easily and Professionally</b> Ron Cates, <i>director, New Media Marketing, Constant Contact</i>	Marquis 1

*workshops con't on page 26*

<p><b>PART III: Is Anybody Listening? Effective Communication for Today's Rabbi</b>                  Rabbi Cheryl Peretz, <i>associate dean, Ziegler School of Rabbinic Studies</i></p>	Marquis 6
<p><b>WORKSHOP: נפשונו: Understand Your Work and Professional Roles Using the Myers-Briggs Type Inventory</b> (pre-registration required)                  Rabbi Elliot Salo Schoenberg, <i>international director of placement; associate executive director</i></p>	3200 Palms Tower
<p><b>WORKSHOP: Brandraising Jewishly</b>                  Sarah Durham, <i>principal and founder, Big Duck   Smart Communications for Nonprofits, New York, NY; author, Brandraising: How Nonprofits Raise Visibility and Money through Smart Communications</i></p>	Marquis 2
<p><b>WORKSHOP: Strategic Staffing Conversations</b>                  Robert Leventhal, <i>senior consultant, Alban Institute</i>                  Rabbi Charles E. Savenor, <i>director, USCJ METNY Region, New York, NY</i></p>	Leon

3:15-4:45      **כתף אל כתף** Community Room will be open (6200 Palms Tower)

5:00              מנחה א' (Marquis 1)  
 מנחה ב' (Marquis 8)

5:15 - 6:45 PM	<p><b>PLENARY SESSION XI: KINGS III – THE NOVEL THAT MADE THE ISRAELIS RETURN TO THE BIBLE</b>                  מלכים ג - הרומן שהחזיר את הישראלים אל התנ"ך                  (Marquis Ballroom 4)</p>	
	Chair	Rabbi Philip S. Scheim, <i>Beth David Congregation, Toronto, Ontario; financial secretary, Rabbinical Assembly</i>
	Presenter	Yochi Brandes, <i>lecturer and author of 'מלכים ג' and שבעה אמהות (in Hebrew)</i>
	<p><b>IN RECOGNITION OF 50 YEAR RABBIS</b></p>	
	Remarks on Behalf of the Class	Rabbi Ezra M. Finkelstein, <i>rabbi emeritus, Midway Jewish Center, Syosset, NY</i>

7:00              Dinner (Valencia Ballroom)

8:45              מעריב א' (Marquis 1)  
 מעריב ב' (Marquis 8)

9:00              ריקודי עם (Marquis 2)  
 Rabbi Gil Nativ, *Magen Avraham Congregation, Omer, Israel*

- 7:30 am שחרית א' (Marquis Ballroom 4)  
 שחרית ב' (Marquis 8)  
 Both מנינים will join together for a דבר תורה delivered Rabbi Adam Watstein,  
 Temple Beth Sholom, Las Vegas, NV
- 8:30 Breakfast (Parian Room)
- 8:30 - 11:00 Executive Council Meeting (6200 Palms Tower)

9:30 - 10:45 AM	<b>PLENARY SESSION XII: CREATING A CULTURE OF SUCCESS IN CONSERVATIVE JUDAISM</b> (Marquis Ballroom 4)	
	Chair	Rabbi Alan B. Lucas, Temple Beth Sholom, Roslyn Heights, NY
Presenters	Rabbi Mauricio Balter, Congregation Eshel Avraham, Beer Sheva, Israel Rabbi David-Seth Kirshner, Temple Emanu-El, Closter, NJ Rabbi Francine G. Roston, Congregation Beth El, South Orange, NJ	

<b>למוד</b>	10:45 - 12:00
<b>1. מסילת ישרים, מוסר: Harnessing its Spiritual Power for the Contemporary Conservative Jew and the Potential of Commentary for the Conservative Movement - Expanding Our Range of Classical Texts</b> Rabbi Ira F. Stone, Beth Zion-Beth Israel, Philadelphia, PA; author, Mesillat Yesharim with Contemporary Commentary	Aragon
<b>2. Halakhic Hierarchies &amp; Anomalies: When Legal Principles Collide</b> Rabbi Aaron Alexander, associate dean, Ziegler School of Rabbinic Studies	Leon
<b>3. Foundations of Holy Community</b> Reb Mimi Feigelson, mashpiah ruhanit, Ziegler School of Rabbinic Studies	Marquis 2