



***Training Seminar in Israel  
for Senior Staff  
and Department Heads  
of CDI Mexico***



***Made possible thanks to a generous grant from the  
UJA-Federation of New York  
and the Alfred J. Lippman Foundation***

***A project of  
CDI Mexico with the  
World Confederation of Jewish Community Centers***

*In cooperation with partner organizations:  
CLAM (Confederacion Latino Americana Macabi)  
Jewish Agency for Israel  
Maccabi World Union  
The Israel Association of Community Centers  
The Israel Federation of Community Centers  
Beit Imanuel Centers, Ramat Gan*

## **Alfred J. Lippman: Biographical Notes**

*Dr. Alfred J. Lippman was the founder of the U.S.-Mexico Chamber of Commerce and a long-time goodwill ambassador to Mexico he died at the age of 98.*

*Lippman's humanitarian work in Mexico earned him one of the country's highest honors, the Aztec Eagle, awarded by President Miguel Aleman in 1952. In 1954, Mexico's secretary of foreign relations named him an honorary consul of Mexico in New Jersey. In 1963, the Mexican Academy of International Law gave him an honorary doctorate in international law and in 1967 he received the Gold Medal and Diploma of the Mexican National Tourist Council. Lippman was a confidante to five of Mexico's last 11 presidents.*

*In 1972 and 1973, Lippman helped to found the U.S.-Mexico Chamber of Commerce and he has served as one of the organization's leaders or as an adviser since.*

*His humanitarian work in Mexico dates back to mid-century. In 1950, after learning that the Asilio Josephins orphanage in Mexico City was having financial problems, Lippman donated money to keep it open. When Mexico's Department of Education needed television sets for its first visual education project, he donated a dozen.*

*Originally from Newark, N.J., he served in the Navy during World War I and World War II. He was president of the Fereday & Meyer Co., from 1945 to 1980, when he retired. He has owned a real estate company, managed department stores and served on the New Jersey Planning Commission. He also taught environmental classes at Rutgers University and was a member of the New Jersey World Trade Committee.*

*Lippman endowed Congregation B'nai Jeshurun in Short Hills, N.J., with a museum and art gallery in 1993.*

*As part of his legacy, Lippman also endowed the U.S.-Mexico Cultural and Educational Foundation with funds for the creation of a library.*

### **GOALS:**

- \* To reaffirm the commitment for a strong Jewish identity, strong Jewish life in Mexico, Israel and around the Jewish world
- \* To articulate the vision and mission for CDI for the next two years
- \* To update and learn about current events in Israel and reaffirm the strong solidarity with the state of Israel and its people
- \* To be enriched in cutting edge theories and practices in the management of JCCs
- \* To bond as a group and as a CDI leadership team.

\* To connect and meet Israeli peers and explore future partnerships

An asterix (\*) marks a meal on your own (paid by participants)

The program will take place in Spanish except for a few sessions that will take place in English.  
The tour educator will be available to translate when needed.

**Tour Educator: Marcelo Kissilevski**

The tour educator will be with the group throughout the trip. He will be in charge of guiding, logistical arrangements, commentary, introduction of speakers and an address to any question or request.

**Scholar in Residence: Dr. Naomi Najenson**

The purpose of the Scholar in Residence is to serve as a mirror to the participants, to raise dilemmas and issues, to lecture and to tie in the various experiences into one cohesive narrative with specific recommendations for the future.

*Naomi will be with the group during the following days:*

*Sunday- October 29, Monday- October 30, Wednesday, November 1- from noon time,  
Thursday- November 2, Friday- November 3, Shabbat-November 4.*

**Tour Organizer: Routes Travel and Tours LTD**

**Thursday, October 26, 2006 Day 1**

Depart Mexico

**Friday, October 27, Day 2**

**Bruchim Habaim**

Arrival (Delta #152 from Atlanta)  
Ascend to Jerusalem, Shehecheyanu and overview of Jerusalem  
Check in hotel  
Shabbat begins  
Shabbat services at local synagogue

4:15 p.m.

7:00 p.m.

Shabbat dinner at hotel  
Orientation to the program

Overnight:

Jerusalem Regency Hotel, Jerusalem  
Tel. 02-5331234, Fax. 02-5815947

**Shabbat, October 28, Day 3**

**Shabbat in Jerusalem  
Parashat Noach**

Free time  
Optional services at nearby synagogues  
Optional tour to Israel Museum and new exhibits with Nelson Rosenblum

9:30 a.m.

1:00 p.m.

Shabbat lunch at hotel

2:00 p.m.

Jewish Text Study with Rabbi Reuven Sternschein, former Mandel Fellow,  
Currently the Director of Overseas Academic Development Unit of the  
Hebrew University, Jerusalem

6:00 p.m.

Depart for "Shehecheyanu" and a walking tour of Yemin Moshe  
With educator, Nelson Rosenblum, with a focus on leadership.  
(Shabbat ends at 5:30 p.m.)  
Havdalla

7:00 p.m.

\* Dinner at Olive and Fish

9:00 p.m.

A visit to the special exhibit Acoustic Vistas at the Citadel Museum-  
with invited guests of WCJCC board and partner organizations.  
Greetings:

Gaby Bar Zakai, IACC Board Member and Deputy Mayor of  
Maale Edomim

Etti Isler, Executive Director, IFCC

(9:45 p.m. guided tour in English)

Overnight:

Jerusalem Regency Hotel, Jerusalem

## Sunday, October 29, Day 4

### **The JCC: Vision and Mission**

*Dr. Naomi Najenson, Scholar in Residence, joins the group for the day.*

- 9:00 a.m.           **Training Session #1:**  
"The Jewish World Today- My community, relationship with Israel, the global Jewish world" with Dr. Naomi Najenson, Scholar in Residence (at hotel)
- 10:30 a.m.           Depart for a tour of new sites in the Old City of Jerusalem-Kotel and the Davidson Center
- 1:00 p.m.           \*       Lunch at Jewish Quarter
- 2:00 p.m.           Visit to the underground Kotel Tunnels
- 3:30 p.m.           **Training session #2:**  
Management and Human Resources with Mr. Horacio Kurland, a world known expert in organizational training and community development. *Horacio earned his MA degree from Clark University in Massachusetts. He was hired by the Ministry of Education in El Salvador, by a new community in Israel called Shimshit, by Brookdale institute, by Hilton Hotels and many other institutions.*  
(at WCJCC offices)
- 6:30 p.m.           Depart to Hotel, Free time
- 9:30 p.m.           Group dinner at Ana Ticho restaurant and discussion with Dr. Naomi Najenson, Scholar in Residence: "The Vision of CDI"
- Overnight:           Jerusalem Regency Hotel, Jerusalem

## Monday, October 30, Day 5

### **Jewish Memories and Realities**

*Dr. Naomi Najenson, Scholar in Residence, joins the group for the day.*

- 9:00 a.m.           Check out of hotel
- 9:30 a.m.           Arrive at JAFI:  
"The Vision of JAFI in servicing Jewish communities worldwide" with Alan Hoffman, General Director of Education Department and Ana Givati, Director of Latin America Desk

9:45 a.m. "How can we understand this complicated mess? An update on current events" with Jack Drassinower.

11:00 a.m. Depart for a visit to Yad Vashem, Israel's National Holocaust Memorial  
Discuss the role of memory in building Jewish identity.

1:30 p.m. Lunch at Yad Vashem  
2:30 p.m. Group Yizkor Memorial Service

3:15 p.m. Tie in session with Dr. Naomi Najenson

5:00 p.m. Meet with Mr. Isaac Herzog, Minister of Tourism, at the Knesset

6:00 p.m. Depart to the North

\* Dinner en route to North

9:30 p.m. Check in Hotel in Haifa  
Overnight: Dan Panorama Hotel, Haifa  
Tel. 04-835 2222, Fax. 04-835 2235

## **Tuesday, October 31, Day 6**

### **Solidarity with Friends in the North Scholar for the day: Dr. Arturo Bach, Israel Association of Community Centers**

9:30 a.m. Visit the Leo Baeck Education Center in Haifa:  
A unique combination of a "school, shul and pool".  
Opening remarks with Dani Fesler, Executive Director to discuss the vision.  
Meet with high school students for an informal discussion.  
Meet with Community Center staff to discuss the JCC/School/Synagogue partnership model.

11:00 a.m. Depart for a tour of border with Lebanon to understand the implications of the recent war in Lebanon and its effect on the Israeli population in the Upper Galilee with former Colonel Kobi Marom.

2:00 p.m. \* Lunch near Banyas waterfalls

3:00 p.m. Depart for a visit to the Misgav Community Center in the Galilee.  
Meet with Liat Blecher, Executive Director and with staff members to discuss the challenges of coping with the war in Lebanon and how the community center addresses the needs of the residents.

7:30 p.m. Visit to an Arab community center in the village of Mrar. Meet with Executive Director and actor Adnan Trabashi to discuss the achievements and challenges of Arabs in the Galilee.

8:30 p.m. Dinner hospitality and program  
Overnight: Dan Panorama Hotel, Haifa

## Wednesday, November 1, Day 7

### **JCCs: Best Practices**

- 9:00 a.m. Check out of hotel  
9:30 a.m. Depart Haifa
- 10:30 a.m. Visit the headquarters of the Israel Defense Forces Educational Force at Tel Hashomer to learn about the challenges facing the army and Israeli society in recent times.
- Arrive at Kfar Hamaccabiah

*Dr. Naomi Najenson, Scholar in Residence joins the group for the day.*

- 12:00 p.m. **Training Session #3:**  
"Entering the Era of Leisure, opportunities, challenges and dangers: A philosophical point of view" with Dr. Eli Cohen-Gewerc  
*Eli received his PHD from the Sorbonne, Paris. Formerly, the rector of the Levinsky Teachers Training Academic College in Tel Aviv, Eli has published numerous publications. His book: Education for the New Era of Leisure with Prof. Robert Stebbins will be published shortly.*
- 1:30 p.m. Lunch at Kfar Hamaccabiah with  
Yair Geller, Executive Director, Israel Association of Community Centers.  
A network of 200 community centers in Israel  
Dorit Rom, Director of International Relations and Resource Development,  
Israel Association of Community Centers  
Maurice Goldstein, representing UJA Federation of New York.
- 2:30 p.m. Check in hotel

### **Maccabi World Union**

- 3:00 p.m. MWU sessions with  
Eyal Tiberger, General Director  
Dr. David Korenfled, Chair of Education Department  
Rabbi Carlos Tapiero, Director of Education  
Round table discussions according to major themes
- 5:00 p.m. Coffee break
- 5:30 p.m. **Training Session #4:**  
"The Essential Principals for an Effective Non for Profit Organization (based on a course in Harvard University.)"  
with Rabbi Carlos Tapiero
- 7:30 p.m. Special reception and dinner at Kfar Hamaccabiah with  
Maccabi World Union board of directors
- Overnight: Kfar Hamaccabiah Hotel, Ramat Gan  
Tel. 03-6715715, Fax. 03-574 4678

## **Thursday, November 2, Day 8**

### **Yitzchak Rabin Memorial Day**

#### **Partnering with Ramat Gan**

*Dr. Naomi Najenson, Scholar in Residence joins the group for the day.*

- 9:30 a.m.           **Training Session #5:**  
With Mr. Horacio Kurland (continue workshop)
- 11:30 a.m.           Depart for an insiders visit of Ramat Gan, organized by Shaul Shani, Beit  
Immanuel Centers: Attend a memorial ceremony for the late Yitzchak Rabin,  
visit cutting edge high tech industries, visit community activities.
- 1:30 p.m.           \*       Lunch
- 2:30 p.m.           Free Time, time for shopping
- 8:30 p.m.           Dinner Bar B Que at the home of Shaul Shani, Executive Director, Beit  
Immanuel Centers, Ramat Gan and IFCC Board Member.  
Meet with Ramat Gan and IFCC partners.
- Overnight:           Kfar Hamacabiah Hotel, Ramat Gan

## **Friday, November 3, Day 9**

### **Jewish Leaders: Past and Present**

*Dr. Naomi Najenson, Scholar in Residence joins the group for the day.*

- 8:00 a.m.           **Training Session #6:**  
"The Role of the Jewish Leader"  
with Dr. Naomi Najenson, Scholar in Residence
- 10:00 a.m.           Depart for a visit to the Palmach Museum
- 1:30 p.m.           \*       Lunch and free time on Shenkin St., Tel Aviv
- 4:32 p.m.           Shabbat begins
- 7:00 p.m.           Shabbat dinner at hotel
- 8:00 p.m.           Tie in Session with Dr. Naomi Najenson: "The CDI Mission"
- 9:00 p.m.           Depart for optional cultural event:  
"Bachuntos- David Broza with Mayumana"
- Overnight:           Kfar Hamaccabiah Hotel, Ramat Gan

**Shabbat, November 4, Day 10**

**Bringing it all Together  
Parashat Lech Lecha**

*Dr. Naomi Najenson, Scholar in Residence joins the group for the day.*

Shabbat morning options:

Services at local synagogue

8:30 a.m. Depart for tour of the newly renovated excavations in Caesarea and the Artists village of Ein Hod with Nelson Rosenblum

Or Free time to meet relatives

\* Lunch

2:00 p.m. Free time, packing

4:00 p.m. Wrap up session and evaluation of the seminar

6:00 p.m. Depart for Havdala and concluding dinner at Meatos

8:00 p.m. Depart for airport

11:30 p.m. Depart on Delta Airlines #153 to Atlanta

Overnight: Kfar Hamaccabiah Hotel, Ramat Gan

**Sunday, November 5, Day 11**

**Lehitraot!**

Arrive in Mexico