



**SUNDAY, AUGUST 12, 2007**

The first day is focused on the individual: individual connections to each other and to Israel.

**Goal:** To establish the importance of the Greek community to the State of Israel by introducing students to Greek role models who are connected to Israel as well as to their peers in the Greek community.

- 12:00 pm      **Registration Opens**      Foyer/Lobby  
 Students have afternoon open to get accustomed to PST.  
 Registration will resume after dinner for those who arrive late.
- 7:00 pm      **Welcome to Israel Amplified!: Why Israel Needs the Greek Community**      Salon 4  
 The Israel Amplified philosophy and the Greek paradigm will be introduced. The first role model speaker will frame the conference, speaking on why he supports Israel, why you should support Israel and why the Greek community is a natural place for Israel engagement.  
**Marc Katz**, President, North-American Interfraternity Conference  
**Jaime Light**, International President, Alpha Epsilon Phi  
**Gary Anderson**, International President, Alpha Epsilon Pi  
**David A. Harris**, Executive Director, Israel on Campus Coalition
- 8:00 pm      **Dinner**      Salon D  
 Being Greek means being a leader. Tonight you will be welcomed officially by the State of Israel as well as hear from one of the United States' leaders on his background as a Greek student, his path to leadership and his commitment to supporting Israel.  
**Elan S. Carr**, International Treasurer, Alpha Epsilon Pi; Deputy District Attorney, Los Angeles County; Captain, United States Army Reserve  
**Eliot Engel**, US Congressman, D-NY  
**Gilad Millo**, Consul for Media and Public Affairs, Consulate General of Israel in Los Angeles
- West Bank Story**  
 Q. What happens when a film school project takes on a serious issue in a light hearted way? What happens after that project goes on to win an Oscar?  
**Haguy Wigdor**, Actor, West Bank Story
- 10:00 pm      **Team Ice Breaker**  
 Students will sit down with their teams for the conference to get to know each other, focusing on their relationship to Israel and their experience in the Greek community.

<b>Group 1</b>	<b>Room F</b>
<b>Group 2</b>	<b>Room G</b>
<b>Group 3</b>	<b>Room H</b>
<b>Group 4</b>	<b>Salon 6</b>
<b>Group 5</b>	<b>Salon 7</b>

# MONDAY, AUGUST 13

The second day focuses on education on Israel and engagement.

**Goal:** Educate students on Israel and engagement strategies in a way that prepares them to develop initiatives for their campus communities.

- 8:00 am Breakfast  
Coupon vouchers given out in registration packets.
- 9:00 am **Israel 360** Salon 4  
Israel is truly an amazing country. This multimedia slideshow will explore the different aspects of her richness: physical land, Jewish and religious connection, creation of a modern state, building of a country, making the desert bloom, democracy and people.  
**Elliot Mathias**, Director, Hasbara Fellowships
- 10:15 am Break
- 10:30 am **Morning Plenary: Why America Needs Israel** Salon 4  
Roll Call – Introduce the faculty and represented organizations.  
Israel is always in the news, but what is the news? We start the day by getting up to date on what is going on in the land of Milk and Honey. A briefing on important current events: government, economy and society.  
**Geo-Political Aspect:**  
**Gilad Millo**, Consul for Media and Public Affairs, Consulate General of Israel in Los Angeles,  
**Modern Perspective:**  
**Larry Weinberg**, Executive Director, Israel21c
- 12:00 pm **Lunch** Salon D  
Organization Fair during Lunch
- 1:00 pm **Processing Session One: Manifest Campus**  
Your chance to talk! What opportunities are presented to us as Israel engagers considering that the face of Israel is constantly changing and evolving? Process what we learned in the morning plenary and the breakout. How will that information manifest itself on campus? What has happened on campus in the past and how may that be relevant to us today?  
Sit at lunch tables with your team.
- 1:30 pm **Strengthening the US-Israel Alliance** Salon 4  
The power of one to change his world. You don't need money, you don't need a speaker, all you need is you.  
  
Students will explore the value of political advocacy and retail engagement in relation to how Israel has remained one of America's closest allies for so long.  
**Maya Buki**, Campus Programming Director, AIPAC  
  
AIPAC Presidents and Prime Ministers Video

## MONDAY

- 2:30 pm **Allies on campus** Salon 4  
Who are Israel's allies in North America? What communities are working to engage themselves and others with Israel and what are they doing?  
**David Harris**, Israel on Campus Coalition  
**Victor Styrsky**, Christians United for Israel
- 3:00pm **Allies in depth**  
Choose one of the following sessions to learn more about one of the allies you will be working with on campus.
- Political community and Campus Influentials** Room F  
Maya Buki, AIPAC
- Minorities on Campus** Room G  
Nick Israel, ZOA
- Green Community on Campus** Room H  
Lisette Zaid, SWU
- Jewish Community on Campus** Room 6  
David Harris, ICC
- Christian Community on Campus** Room 7  
Victor Styrsky, CUFI
- 3:45 pm Break
- 4:00 pm **Creating a Message** Salon 4  
Israel is lucky to have so many different allies, but not each one responds to the same messages. In this session find out how to identify what messages are getting out there and how they are developed. Consider what is the message we should be sending to the Greek community. How do we create this message?  
**Meirav Yaron**, Associate Director, BlueStarPR
- 5:00 pm **Answering Israel's most difficult questions** Salon 4  
As activists our biggest tool for engagement is conversation. Talking about Israel can be easy when discussing all the ways that Israel scientists and businessmen make life better for Americans, but what happens you talk to someone whose only background on Israel is what is portrayed in the news media? In this session you will be given an initial understanding of some of the key historical criticisms.  
**Elliot Mathias**, Director, Hasbara Fellowships

## MONDAY

6:00pm

### Processing Session Two: As Greeks what can we do?

With so many different messages swirling around Israel, which ones will find their way to campus? Which communities on campus will be our allies when working with the Greek community? How will their messages mix with the Greek community?  
Students divide by team groups.

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6:30	Break before Dinner	
7:00 pm	<b>Poolside Barbeque</b>	Splash Pool
8:30 pm	<b>Mechina: A Preparation</b> Maital Gutman, Director, Mechina	Salon 4

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## TUESDAY, AUGUST 14

The third day of Israel Amplified is focused on application. It may seem that by Tuesday morning the work of Israel Amplified is ending, but in fact it is just beginning. After brainstorming hundreds of programs, initiatives and talking points in the morning and afternoon, each student will have personal and group free time to create an Action Plan.

**Goal:** Bring the lessons of Israel Amplified back to campus in tangible ways in order to ensure Israel's future.

8:00 am	Wake up and breakfast coupons	
9:00 am	<b>Morning Session: Lights, Camera, Action!</b> Put it all together. With credos, paradigms, talking skills and programming skills in hand, Israel Amplified is not finishing it is just beginning. What is the three tiered program that students will do on campus to bring Israel into the Greek community? a) Create the environment b) Engage your chapter c) Engage the Greek community Showcase model programming for each. There will be a series of "programs in a box" offered by the different organizations represented at Israel Amplified for students to use on campus that would fit nicely into a, b or c. Then students will have time to explore these ideas and new ones in the following workshops.	Salon 4

10:00 am

### Essentials Workshops

Students will divide by group and go to each session.

Before we brainstorm programs to include on our action plans, we need to take a look at the two elements of engagement: how to talk to students about Israel and how to create effective programs or initiatives.

#### How to plan a successful initiative/program

Now that we have our allies and our messages in our engagement toolbox, the next thing to add is initiatives, programming and conversation. In this session students will explore the building blocks of planning and running successful programs. Students will have the opportunity to review several programs that past Israel Amplified participants planned and how they were put together.

Ben Feferman, Camps Coordinator, Hasbara Fellowships

<b>Teams A-H</b>	<b>Room F</b>
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Lisette Zaid, Mid-west Campus Coordinator, Stand With Us

<b>Teams G-L</b>	<b>Room G</b>
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#### Using your resources, Larry Weinberg, Israel 21c

With the Greek paradigm, new communications model and more in hand, how are you going to make sense of it all? Explore the best ways to communicate about Israel with your peers using the education you learned about yesterday and the resources available to you.

<b>Teams N-Z</b>	<b>Salon 4</b>
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11:00 am

### Repeat Essentials Workshops

<b>Teams A-L</b>	<b>Salon 4</b>
<b>Teams N-S</b>	<b>Room F</b>
<b>Teams T-Z</b>	<b>Room G</b>

12pm

### Lunch

Salon D

1:00 pm

### Brainstorming workshops

Students will go to two of four by choice

These workshops are based on the Greek paradigm. Students will plan ways to reach their Greek community through each characteristic. Each workshop has a brainstorming goal. The ideas and programs brainstormed in these sessions will be recorded, typed up and sent to each student via email by the time they return home.

#### Philanthropy

Room F

In this session, students will learn the main elements of planning a Greek philanthropy and how to make it an effect Israel engagement event. Students will have time to brainstorm different ideas for philanthropy programs.

Goal: 50 Israel Philanthropy Ideas

**Phillip Brodsky**, AEPi and **Ben Feferman**, Hasbara Fellowships

#### Social

Room G

In this session, students will learn how to host a social Israel engagement event going over details such as from where to hold it to what music to play.

Goal: 10 social Israel programs mapped out with 10 details for each on how to make them effective Israel engagement programs.

**Sarah Bassman**, Temple University

**Mobile**

Room H

One of the most distinctive features of Greek Letter Organizations is their ability to rapidly and efficiently mobilize. In this session, students will explore what mobility means for Israel on campus and how to think creatively about mobilizing their houses for Israel.

Goal: Brainstorm 25 mobility campaigns and their messages

**Josh Borenstein**, New York University

**Advocacy within the Greek system**

Room 6

Although the Greek system is only a small percentage of the total campus, it is home to many of the most influential leaders on campus. Learn how to create initiatives that will focus on the opinion leaders of campus, thereby maximizing the impact of your efforts.

Goal: Brainstorm the top 10 leaders on any campus and specific ways to engage them with Israel.

**Maya Buki**, AIPAC

2:00pm

**Repeat Brainstorming Workshops**

<b>Social</b>	<b>Room F</b>
<b>Philanthropy</b>	<b>Room G</b>
<b>Mobile</b>	<b>Room H</b>
<b>Advocacy</b>	<b>Room 6</b>

3:00 pm

**Break**

3:30-6 pm

**Meetings by Objectives and Peer Work Time**

Students meet by team to put together an action plan for their campus. Divide by group and spend time brainstorming and planning your initiatives for creating the environment, chapter programming and Greek community programming. Each student is required to hand in the summary sheet on page 69 of the workbook. At the end of the session each team will share their action plans. Two teams from each group will be asked to share with the entire conference during the next session.

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7pm

**What does Success look like?**

Salon 4

Two teams from each group will then share plans with everyone in a final plenary before dinner.

8pm

**Dinner Gala Banquet**

Salon D

This is the end of the conference, but the beginning of a new Greeks for Israel movement across North America. In the final gala banquet the best delegate will be recognized as well as we will hear from our final role model speakers.

**Jen Kraus**, Charles and Lynn Schusterman Family Foundation

**Victor Styrsky**, Christians United for Israel