



SCHEDULE AND DESCRIPTION OF EVENTS

SUNDAY – AUGUST 13TH

- 9:00 AM – 10:00 PM **REGISTRATION OPENS** **BELMONT**
- Receive all the materials you will need for Israel Amplified, drop off your luggage and learn your group assignment. Participants cannot settle into their rooms until later.
- 12:30 PM – 1:30 PM **LUNCH** **SPIRE**
- 12:00 PM – 2:00 PM **REGISTRATION CONTINUES** **BELMONT**
- 2:00 PM – 3:00 PM **OPENING PLENARY** **CONFERENCE THEATER**
- “For Those About To Rock, We Salute You.”**
- Welcome from Marc Katz, national president, NIC*
Introduced by Jeremy Sandler, University of Washington
Campus Update from David Harris, ICC
Introduced by Suzanne Solomon, Arizona State University
Overview of Conference, Phillip Brodsky, AEPi
- 3:00 PM – 4:00 PM **OPENING KEYNOTE: ELAN S CARR, EMPOWERING YOUR GENERATION** **CONFERENCE THEATER**
- Elan S. Carr, an attorney, is a first lieutenant in the U.S. Army Reserve. He led the Chanukah observance in Baghdad, in Saddam Hussein’s Palace, while overseas in Iraq helping write Iraq’s new constitution. He works closely with the Israeli Consulate of Los Angeles as well as sits on AEPi’s Board of Directors.
Introduced by Arya Marvazy, UC – San Diego
- 4:00 PM – 4:45 PM **EDUCATIONAL ELEMENT ONE: GREEK LIFE ON CAMPUS**

“People, try to put us down, Talking about my Generation.”

These are the sessions that will frame the rest of the conference. Use the lessons learned here to think about Israel engagement in new ways. How does the fact that Greeks are social beings change the way a typical Israel program should be planned?

THE MILLENNIALS: WHO YOU ARE AND HOW TO ENGAGE YOUR PEERS.

GROUPS 1 & 2: Who are the students that are on campus? Using the results of Hillel's research into this topic we will discuss who are the Millennial generation and how to engage and recruit them.

Led by Amplified Staff.

GROUP SHWARMA
GROUP FALAFEL

GULFSTREAM
HIALEAH

GREEK LETTER ORGANIZATIONS AND GREEK STUDENTS

GROUPS 3 & 4: What makes Greek Letter Organizations distinctive and special compared to other organizations on campus? And what do these qualities have to do with Israel engagement?

Led by Amplified staff.

GROUP SCHNITZEL
GROUP CHULLENT

PIMLICO AB
PIMLICO C

4:45 PM – 5:30 PM

REPEAT EDUCATIONAL ELEMENT ONE

Group Shwarma switches rooms with Group Schnitzel. Group Falafel switches rooms with Group Chullent.

5:30 PM – 6:00 PM

WHY ARE WE HERE?

CONFERENCE THEATER

In this session you will hear the leadership of AEPi and AEPi discuss why they believe it is important for Greeks to be engaged with Israel and why they have led their organizations to the forefront of Greek engagement with Israel.

Led by Andy Borans, AEPi executive director; Gary Anderson, AEPi international president; Bonnie Wunsch, AEPi executive director; Connie Sandler, AEPi national president; Marc Katz, North-American Interfraternity Council president.

Moderated by Jen Kraus, Charles and Lynn Schusterman Family Foundation

6:00 PM – 6:30 PM

BREAK

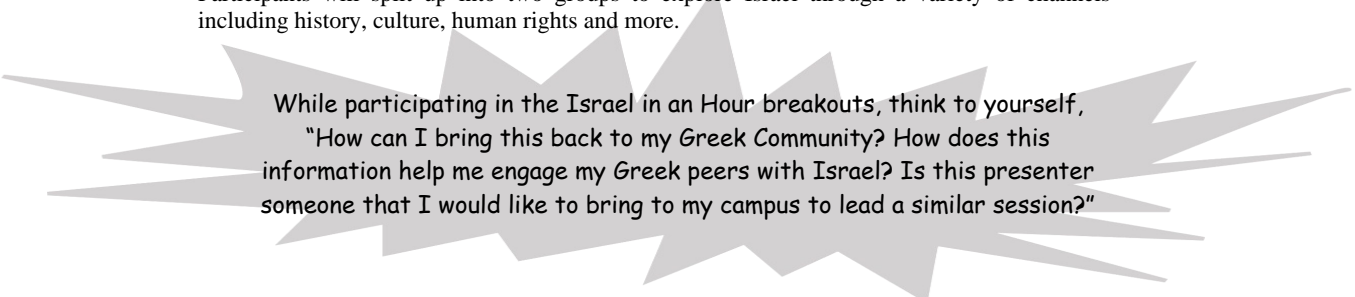
Participants can use this time to settle into their hotel rooms and get ready for dinner.

6:30 PM – 7:30 PM

EDUCATIONAL ELEMENT TWO: ISRAEL IN AN HOUR

“The colors of the rainbow, so pretty in the sky, Are also on the faces of people passing by.”

Participants will split up into two groups to explore Israel through a variety of channels including history, culture, human rights and more.



While participating in the Israel in an Hour breakouts, think to yourself, “How can I bring this back to my Greek Community? How does this information help me engage my Greek peers with Israel? Is this presenter someone that I would like to bring to my campus to lead a similar session?”

GROUPS SHWARMA
& FALAFEL:

EXPLORING ISRAELI HISTORY

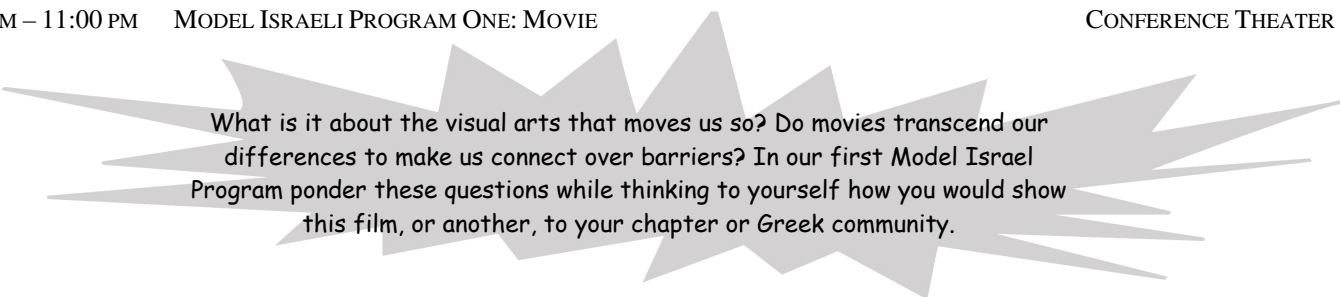
CONFERENCE THEATER

“In this bright future you can't forget your past.”

Mitchell Bard is a leading professional in the Israel activism community. He is the head of the American Israel Cooperative Enterprise and has written more than 16 books about Israel. Learn about Israel's past and present by exploring history through major themes.

Led by Mitchell Bard, AICE

Introduced by Harrison Diamond, University of Alabama

GROUPS SCHNITZEL & CHULLENT:	PARTICIPANTS CHOICE; EXPLORING MODERN ISRAEL	CONFERENCE THEATER
	ISRAEL AND THE WORLD <i>Led by Maxine Kaye, American Jewish Committee</i>	
	ISRAEL'S CONTRIBUTIONS TO MODERN SOCIETY <i>Led by Dani Klein, Stand With Us</i>	GULFSTREAM
	ISRAEL AND TECHNOLOGY <i>Robert Freidman, Zionist Organization of America</i>	HIALEAH
	ISRAEL AND MINORITIES <i>Led by David Lash</i>	PIMLICO A
	ISRAEL101 <i>Led by Ben Feferman, Hasbara Fellowships</i>	PIMLICO B
	GETTING THROUGH THE JARGON <i>Led by Elan Carr</i>	PIMLICO C
7:30 PM – 8:30 PM	DINNER	REGENCY SOUTH
	KEYNOTE TWO: LAVON MERCER	
	Lavon Mercer was a superstar in Israel in the 1990s as the starting center for Maccabi Tel Aviv. His experience in Israel gave him a deep appreciation the country and for what it stands. Lavon since has served in the IDF, holds dual citizenship, and now coaches basketball at Spelman College. <i>Introduced by Zach Dennison, University of Missouri.</i>	
8:30 PM – 9:30 PM	REPEAT OF ISRAEL IN AN HOUR. "FLIP IT AND REVERSE IT."	
GROUPS SHWARMA & FALAFEL	PARTICIPANTS CHOICE: EXPLORING MODERN ISRAEL	
	ISRAEL'S CONTRIBUTIONS TO MODERN SOCIETY ISRAEL AND HUMAN RIGHTS ISRAEL AND MINORITIES ISRAEL101 GETTING THROUGH THE JARGON	GULFSTREAM HIALEAH PIMLICO A PIMLICO B PIMLICO C
GROUPS SCHNITZEL & CHULLENT	EXPLORING ISRAELI HISTORY	CONFERENCE THEATER
9:30 PM – 11:00 PM	MODEL ISRAELI PROGRAM ONE: MOVIE	CONFERENCE THEATER
	 <p>What is it about the visual arts that moves us so? Do movies transcend our differences to make us connect over barriers? In our first Model Israel Program ponder these questions while thinking to yourself how you would show this film, or another, to your chapter or Greek community.</p>	
11:00 PM	NIGHT OUT AT 4 TH STREET LIVE	
	"I want to rock and roll all night and party everyday."	

MONDAY – AUGUST 14TH

BREAKFAST – Vouchers provided in registration packet

9:00 AM – 10:00 AM OPENING SESSION: BEYOND THE CONFLICT CONFERENCE THEATER

"Imagine all the people sharing the world."

Israeli scientists and engineers are improving the lives of Americans every day. Learn about this and other amazing facts from Larry Weinberg, executive director of Israel21c.

Led by Larry Weinberg, Israel21c

Introduced by David Stiebel, Massachusetts Institute of Technology

10:00 AM – 10:25 AM PROCESSING SESSION

Say What! A short breakout session to take in everything that was just said and prepare to listen to the next speaker.

Led by Amplified Staff.

GROUP SHWARMA

GROUP FALAFEL

GROUP SCHNITZEL

GROUP CHULLENT

GULFSTREAM

HIALEAH

PIMLICO AB

PIMLICO C

10:30 AM – 11:20 AM EXPLORING ISRAEL THROUGH TRAVEL AND EDUCATIONAL OPPORTUNITIES CONFERENCE THEATER

11:30 AM – 12:30 AM EDUCATIONAL ELEMENT THREE: ISRAEL ACTIVISM CONFERENCE THEATER

"Get up stand up. Stand up for your right."

ISRAEL TODAY AND WHAT THAT MEANS FOR YOU, YOUR CHAPTER AND YOUR CAMPUS

AIPAC is one of the most influential and respected groups in Washington. In this session hear from Jonathan Kessler on how the current situation will play out on campus and what it means for you.

Led by Jonathan Kessler, AIPAC

Introduced by Danielle Rugoff, University of Texas

12:30 PM – 1:30 PM LUNCH SPIRE

Use lunch to soak in the morning sessions and talk amongst yourselves. Here's a topic: "Greek life and Israel." Discuss.

1:30 PM – 2:20 PM AFTERNOON PLENARY: THE CAMPUS COMMUNITY AND YOU CONFERENCE THEATER

Hillel is a major influence on campuses everywhere. Hear from the international president of Hillel, Wayne Firestone, discuss how you as a Greek leader can work with organizations on campus to amplify your efforts.

Led by Wayne Firestone

Introduced by Dana Tarley, American University

2:20 PM – 3:10 PM

TOOLBOX WORKSHOPS

"I got the, got the, got the skills to pay the bills, y'all."

Learn from the best. Here you have the opportunity sit down for an intimate workshop with the professionals that have taken time from their busy schedules to spend with you.

INCORPORATING ISRAEL INTO YOUR CHAPTER'S ROUTINE

Led by Erielle Reshef, ICC

GULFSTREAM

FORGING PARTNERSHIPS WITH CAMPUS ALLIES

Led by Wayne Firestone, Hillel International

HIALEAH

REACHING OUT TO THE BROADER GREEK COMMUNITY

Led by Andy Borans, Bonnie Wunsch, Jen Kruas

PIMLICO A

ISRAEL ADVOCACY AND POLITICAL ACTION

Led by Jonathan Kessler, AIPAC

PIMLICO B

PHILANTHROPY AND YOU

How does Philanthropy lend itself to Israel engagement? More than you may think.

Matt Raisman, Temple University

PIMLICO C

MEDIA PANEL

Learn how to combat media bias against Israel and Greek life as well as how to improve your chapter's image on campus.

Led by Sue Fishkoff, JTA; Peter Anik, Louisville Jewish Federation

Moderated by Colin Sutker, AEPi

CONFERENCE THEATER

3:10 PM – 4:00 PM

REPEAT TOOLBOX WORKSHOPS. "FLIP IT AND REVERSE IT."

4:00 PM – 4:30 PM

BREAK

4:30 PM – 5:30 PM

GET PLUGGED IN

CONFERENCE THEATER

"Stop, hey, what's that sound, everybody look what's going down."

Israel is in conflict, you are here because you care and you want to make a difference in your community. The Israel on Campus Coalition has unveiled an ambitious emergency campaign to help students promote Israel on their campus. In this session hear from the ICC about its initiative as well as from other organizations and what they are doing this year to further Israel's cause. Take notes – these are initiatives that you can use when brainstorming the three initiatives for your campus.

Led by all presenters

Moderated by Erielle Reshef, ICC

5:30 PM – 6:30 PM

MODEL ISRAEL PROGRAM TWO: KRAV MAGA

PIMLICO

"Everybody was kung-fu fighting."

Learn the fighting techniques of the I.D.F.

Led by Gabe Altus, University of Washington

Hi-ya! I.D.F. fighting style class or a self-defense course for your fraternity or sorority?

6:30 PM – 8:00 PM WORKSHOP: PLANNING YOUR INITIATIVES

You've heard it all, now its time to put your money where your mouth is. In the next hour and a half you will work with your group to come up with the three initiatives that you will bring back to your chapter, your Greek community and your campus.

This session is for you! You've heard about Israel and what others are doing... now it's your turn. What are you going to do when you get back to campus?

GROUP SHWARMA
GROUP FALAFEL
GROUP SCHNITZEL
GROUP CHULLENT

GULFSTREAM
HIALEAH
PIMLICO AB
PIMLICO C

8:00 PM – 9:00 PM DINNER

REGENCY SOUTH

"Ain't that America, you and me? Ain't that America home of the free!"

KEYNOTE SPEAKER: U.S. CONGRESSMAN ELIOT ENGLE
Introduced by Jon Engle, University of Arizona

9:00 PM – 10:00 PM REAL PEOPLE REAL STORIES: ISRAEL AT HEART

CONFERENCE THEATER

"Makes no difference what groups I'm in, I am everyday people, yeah, yeah."

Here from young, cool Israelis from Israel at Heart and find out about the Israel at Heart Take Three Minutes Swat Team initiative.

Nair Ayalon, Israel at Heart

Introduced by Jason Harris, University of Central Florida

Israel at Heart works with young, cool Israelis all over North America and the world. Think of this organization when you are looking to amplify your pro-Israel programs, making them more real and hip.

10:00 PM – 11:15 PM ISRAEL RESOURCE DESSERT RECEPTION

REGENCY FOYER SOUTH

Students will have the opportunity to explore an array of Israel resources and will have time to form peer networks, share experiences and schmooze with the presenters.

11:30 – 12:30 PM BARN BURNER SESSIONS

"Let me stand next to your fire."

Bonus Sessions Not for the faint hearted. Sit down with Amplified staff and professionals to talk about how to take specific programs and focus them to the Greek community.

PHILANTHROPY
CULTURE
RALLIES
BEYOND THE JEWISH COMMUNITY

GULFSTREAM
HIALEAH
PIMLICO AB
PIMLICO C

TUESDAY – AUGUST 14TH

BREAKFAST – Vouchers provided in registration packet

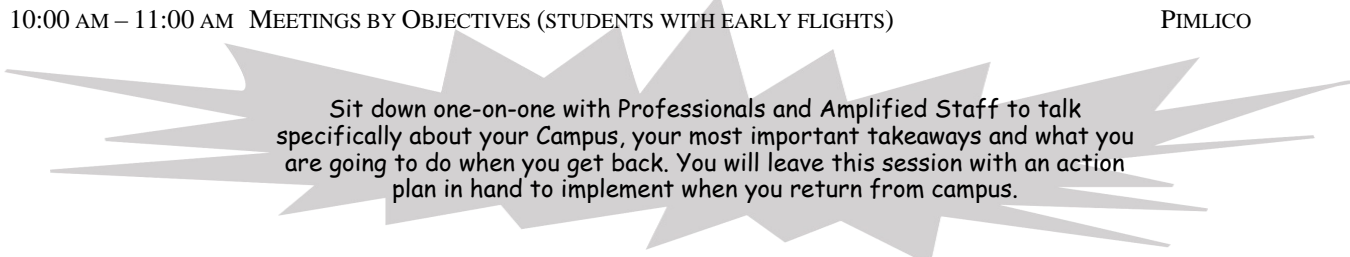
9:00 AM – 9:50 AM MORNING PLENARY: YOU ARE THE AMBASSADORS CONFERENCE THEATER

"Wake up to realize that you are the eyes of the world."

Learn from the best in the business. Israel at Heart's newest Ambassador Melody Sucharewicz.

Introduced by Sarah Morris, Washington University

10:00 AM – 11:00 AM MEETINGS BY OBJECTIVES (STUDENTS WITH EARLY FLIGHTS) PIMLICO



Sit down one-on-one with Professionals and Amplified Staff to talk specifically about your Campus, your most important takeaways and what you are going to do when you get back. You will leave this session with an action plan in hand to implement when you return from campus.

11:00 AM – 12:20 PM FINAL PLENARY: CALL TO ACTION CONFERENCE THEATER

GENERAL CONSUL TO ISRAEL, PHILADELPHIA

Introduced by Josh Borenstein, New York University

Gary Anderson, AEPi

Bonnie Wunsch, AEPi

12:30 PM – 1:30 PM MEETINGS BY OBJECTIVE (ALL OTHER STUDENTS) PIMLICO

1:30 PM STUDENTS DEPART

"This has all been wonderful, but now I'm on my way."

Map of Rooms in Hyatt Regency Louisville

320 W. Jefferson
Louisville, KY 40202
1-888-591-1234

"Somewhere only we know."

