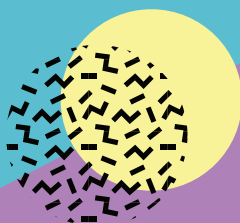




**CLUB Z NATIONAL CONFERENCE**  
**JANUARY 13-16, 2023**  
**SHERATON MIAMI HOTEL**



**TO BE A FREE NATION IN OUR LAND,  
THE LAND OF ZION AND JERUSALEM.**  
**- HATIKVA**



ZIONISM FOR TEENS

# THANK YOU

## TO OUR GENEROUS SUPPORTERS

**Koum  
Family  
Foundation**



**DAVID J. BLUMBERG  
& MICHEL ARMAND**



**DR. SCOTT  
& PAMELA ABRAMSON**



**SHELDON KAY**



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# LETTER FROM MASHA MERKULOVA



## **Welcome to the New American Jew!**

Welcome to the 2023 Club Z National Conference

There is no place I would rather be this weekend than right here, in Miami, with all of you – the students who care to show up and speak up, our Club Z alumni who are changing the reality for the Jewish people everywhere you go, our Club Z team who have prepared the best conference to date on pure caffeine and adrenaline, and our amazing supporters and donors and friends.

I am also thrilled to welcome renowned Israel and Zionist experts as we embark upon an incredible weekend of learning, inspiration, skill-building, advocacy and activism.

Club Z conferences are transformational, and this year promises to be our most powerful yet, as we are facing a dangerous surge in Jew-hatred in high schools, on college campuses, online – everywhere. Our kids are being attacked, and we are here to train them how to fight back knowledgeably, confidently and fearlessly.

What can we do to prepare our children to defend themselves and stand proud in the face of the vicious Jew-hatred and anti-Zionism that is infiltrating every aspect of Jewish life? The answer is not actually that complicated – we need to create a network of educated, confident teens who embrace their Jewish identity and are willing to advocate for themselves, Israel and the Jewish people. We need to create the New American Jew.

Question: Would you allow your child to sit for an AP Calculus exam without taking the course? Would you allow your child to perform in a school play without attending any rehearsals? Of course not. We want our kids to succeed, and it is our responsibility to ensure that they are set up to do just that.

If that is the case, then why are Jewish parents across the country sending their children off to hostile environments – U.S. colleges and universities – without any preparation? Without giving them the knowledge and confidence to withstand the onslaught of antisemitism they will encounter?



For the past 20 years, our Jewish educators were hyper-focused on teaching Tzedaka and Tikkun Olam. The social justice warrior teachers have raised a generation of those who are ready to stand up for injustice against every possible minority. Except for the Jews.

The rare attempts to educate and prepare students for campus Jew-hatred were made through a one-time workshop or speaker. A check mark that it was “done” so that the parents feel better about sending their kids to their programs or paying hundreds of thousands of dollars for their private Jewish school tuition. Why are we then surprised when Jewish kids start or join every anti-Israel group under the sun?

I founded Club Z because I believe Jewish teens in America deserve to be prepared for and acknowledge the challenges that they will ultimately face. When I first started, I believed that if we just educate our kids and give them facts, knowledge and understanding of the conflict, then they’ll “see the light,” and they will choose the side of actual, fact-based truth.

*(Yes, there is truth, and there are lies. There is good and evil. There is white and black. Acknowledging this doesn’t make the complexities or nuance disappear, but it does allow us to ground ourselves first in what is fact.)*

Now, after 10 years of breathing nothing but *Zionism for teens*, I can tell you unequivocally that **knowledge is not enough**. The Jewish people can no longer afford knowledge for knowledge’s sake. The *doing* part is the missing part for many teens. We need advocates. Actually, we need an entire generation of Jewish advocates and activists.

What do I mean by that? First, let me tell you what advocacy is not. It is not standing on a corner waving an Israeli flag. That’s wonderful, and I applaud every time I see Jews do that. We even hold our own mini-rallies regularly as a form of practice in a few chapters. However, before teens can effectively host a rally, speak out in class, or write an op-ed advocating for Israel and Zionism, they need to be able to advocate for *themselves*.

This must begin in high school – *before* teens get to college – when identity development takes place. In order to instill in teens a strong Jewish identity, it is critical that they receive in-depth education on Jewish and Israel history and peoplehood. Teens must know where they come from and embrace the pride and beauty of thousands of years of Jewish history. They need

# LETTER FROM MASHA MERKULOVA

to understand that their heritage is inexorably tied to Israel and Zionism. When an attack in Israel takes place, American Jews shouldn't think of it as happening to other people in a faraway land; rather, it is happening to their people, their homeland, their family.

This mindset will result in the New American Jew – young Jews with strong identities who are not afraid to “get their hands dirty.” We all know that history repeats itself. In the early 20th century, Jews who left the intellectual elite to work the land – literally get their hands dirty – were regarded as inferior. But look at the profound impact the New Jews had! They transformed the land of Israel into a thriving economic powerhouse.

We are seeing a similar trend today. In established Jewish organizations, advocacy is often eschewed, perhaps because it is viewed as too politically charged. More than that, advocacy is being looked down upon, and those of us who are promoting Jewish self-empowerment are being marginalized within Jewish professional circles. At a recent meeting with a Jewish community organization, I was told, “We believe in Israel and Zionist education, but we draw the line at advocacy.”

*That must change. For the sake of the Jewish future.*

Young Jews today must be unafraid to “get their hands dirty” in the hard work of Jewish activism and be strong and proactive about their support for Israel and the Jewish people. *I think it's no longer a controversial idea that anti-Zionism is antisemitism. The struggle that our children are facing has very little to do with Israel, and everything to do with the fact that they are openly Jewish.*

I've seen the transformation that results in this kind of teen empowerment.

**Teen advocacy is the philosophy of how Jewish teens identify and think of themselves: as an integral part of the Jewish people. Teen activism is what happens when those teens put that philosophy into action.**

How do we empower teens to become effective advocates and activists? To become New American Jews? There are three essential components that give teens the strength to confront the anti-Israel sentiments they will undoubtedly face on college campuses and beyond: knowledge, confidence and community.

**The knowledge** must consist of an intensive program built on three pillars – Zionism, peoplehood and advocacy – and include multiple in-depth sessions on Jewish and Israel history, the Arab-Israeli conflict, understanding narrative, identifying bias, case studies, maps and language. This education is complex and nuanced and needs to adjust to the pressing issues of the time. We need to give teens comprehensive knowledge, rather than talking points, and teach them how to think critically and analytically so they reach their own conclusions about the issues discussed. This takes time. Time that parents need to prioritize - over other extracurriculars - if they want to ensure that their kid doesn't become an anti-Jewish statistic.

The teens' **confidence** comes from linking that content to experiential identity development and advocacy training. Once teens have the knowledge and are secure in their Jewish identity, all they need is practice, which fosters confidence. Teens should receive debate and public speaking training and real-life opportunities to put them into practice. They need guidance on how to defend their positions under pressure with calm, thoughtful responses grounded in facts.

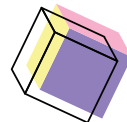
Finally, but perhaps most importantly, is **community**. Teens can have a firm grasp of the facts and history and be confident in their identity and ability to defend their position, but if they don't have a community of like-minded peers who support them, it is all for naught. Social events, retreats, Shabbatot, go-carting, laser tag – I could go on and on – are critical to building deep friendships with teens from different backgrounds and creating a powerful community dedicated to common goals.

Club Z teens are educated, confident, unapologetic Zionists. And here is what I've learned after years of working with them: Once you learn the history of the Jews and Israel and understand who you are and your place in the Jewish story, you wake up and are excited to share these ideas with those around you. What's more, you will put every fiber of your being into defending your identity and your homeland.

Our teen advocates are the Jewish leaders of today and tomorrow. They are the New American Jews.

**JOIN US!**

**Masha Merkulova, Club Z Founder**



# CLUB Z'S GUIDING PRINCIPLES

01

**A Zionist is a person who believes that Jews have a national home in the Land of Israel.** Zionism is a modern national liberation movement with roots that go far back to biblical times. Its purpose is to return independence and sovereignty - a right of every people - to the Jewish People through the re-establishment of a Jewish homeland in the historic Land of Israel.

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02

**Israel is a sovereign nation and a central part of Jewish Identity.** Israel is the indigenous land of the Jewish people. The Hebrew word for Jew is Yehudi, meaning from the tribe of Judah. The tribe of Judah lived in the Judean Hills, south of Jerusalem. Every Jew can trace his/her ancestral and/or ideological origins to Israel. It is our collective responsibility to support Israel wherever we are in the world.

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03

**The modern State of Israel is a recognized sovereign nation, fully capable of defending herself.** Israel does not need people in the Diaspora to "stand up" for her. At the same time, Jewish people - no matter where they live - are connected by a shared history and share the same destiny. Therefore, it is each Jew's responsibility to know his/her history and take action whenever someone attacks the Jewish people or the State of Israel.

---

04

**Zionism strives for historic justice and genuine peace between the Jewish people and all other indigenous peoples of the Middle East.** As Jews, we believe in the universal values of social and racial justice, and want to see the restoration of independence and sovereignty to all peoples. We acknowledge that the Jewish and Arab nations are both indigenous to the Middle East, both descendants of Abraham. We see the conflict in the Middle East as something bigger than the disagreement between Jews and Arabs or democracy and terrorism. The historic complexity of the region does not discourage us from hoping for and seeking peace.

05

**Knowledge, not talking points, lay the groundwork for productive conversation.** Talking points are for television and media pundits. We are raising a new generation of proud leaders that knows its history, appreciates its heritage, and engages in dialogue about complex issues. Our teens do not rely on slogans or short cuts. Our teens understand the facts when it comes to the Middle East, and they bring an open heart and open mind to conversations with those who disagree with them.

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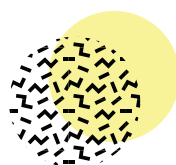
06

**The most authentic way to know Israel and identify with its people is through personal experience.** A lifelong passion for Zionism is ignited with a visit to Israel. Reflecting on their journeys, teens draw powerful personal lessons about their place among the Jewish people, their responsibility for other Jews, and the role that Israel plays in their lives. That's why starting in 2020, Club Z teens will have access to a ten-day summer Israel trip that takes them on a one-of-a-kind exploratory journey through the land of the Jewish people. These early experiences are formative in shaping an authentic, personal connection to the concepts that we explore at Club Z.

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07

**Belonging to the global Jewish people begins with belonging to a local community that mirrors broader Jewish values. Club Z is a community, built by teens and their families.** For many families, Club Z is the primary Jewish community and often serves as an entry point for broader Jewish engagement. We foster a sense of belonging by providing an inclusive community Jewish that celebrates holidays, debates tough issues, and supports each individual through triumphs and challenges. Club Z fosters pride within our teens, who join a pro-active network and form lifelong friendships.



# A LETTER FROM CLUB Z ALUMNUS & UC BERKELEY STUDENT



Back in 2016, my father told my brother, Leon, and me to get into the car and drive over to the Palo Alto JCC. I didn't ask any questions. All I knew was that I was going to a meeting for a group called Club Z, and we were going to talk about Israel. When I arrived, I saw a bunch of well-dressed and professional-looking peers, which caught me off guard immediately. I vaguely remember some sort of lecture about how Jews are indigenous (I didn't know that word) to the land of Israel (which I probably thought was a part of the Former Soviet Union based on the

context clues I got from my Russian-Jewish upbringing).

What I clearly remember is that I had zero interest in ever coming back. Why do I need to be learning this stuff? Isn't my judo and wrestling career (if you could call it that) much more important? However, with Russian-Jewish parents, it never matters what I want, so I was back for the 2016 Club Z retreat in the Santa Cruz mountains. This was an incredibly moving weekend, and I started to bond with fellow Club Z teens; initially, I kept coming back for my friends. I still could not really keep up with the curriculum because of my lack of background knowledge and Club Z's high-level educational standards. But later that year, I went to the National Conference. The educational sessions were interesting, controversial and informative. I had the opportunity to meet amazing speakers, many of whom I am fortunate to still be in touch with to this day, and some I would even call good friends. (In fact, I see Olga Washington as a big sister and role model.)

By the time I was a senior in 2018, I began to proudly refer to myself as a Zionist. I would always share my Jewish pride everywhere I went to show the world the beauty of Judaism and the land of Israel. When I graduated from Club Z in 2019, I felt as though I had gotten a true Zionist education that none of my Jewish peers outside of Club Z had. When I started attending UC Berkeley in 2021, I was able to truly understand just how vital it is to send Jewish teens to Club Z before going to university.

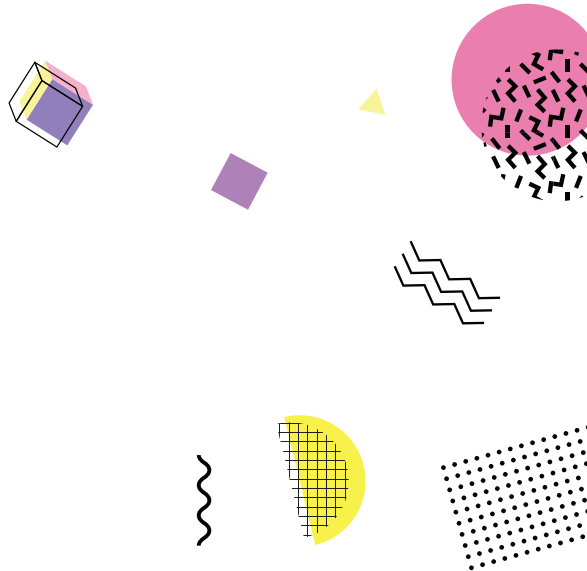
Coming in, I was not surprised by the blatant Jew-hatred that is prevalent at UC Berkeley. Unlike some of my peers, I knew that the antisemites were trying to gaslight me by calling themselves anti-Zionists as opposed to

antisemites, and I made sure they would not get away with this blatant Jew-hatred without any sort of resistance. I was also disappointed that many of my peers had little or no Zionist education. Because of Club Z, I have been able to lead regular educational sessions with the members of Tikvah, the Zionist club on campus, and give them a stronger base of knowledge to draw upon when they are confronted with Jew-hatred on campus or social media.

My message to all of you is to do two things: 1) Continue on your Club Z journey, and make sure to take advantage of every opportunity you are given. 2) If you decide to go to university, make sure you are an openly proud Jew and a strong ambassador for the Jewish people both within and outside of the Jewish community.

I look forward to meeting you and remember: Club Z is a family, a network of unapologetic Zionist teens and alumni who will always have your back, no matter what obstacles you may face. Am Yisrael Chai!

**Ron Belman**  
**Club Z Alumnus**



# 2023 CONFERENCE HIGHLIGHTS



## OPENING CEREMONY



Candle lighting with Meir Kay



Chief Zionist Officer Masha Merkulova



Phillip Yurchchenko & Shaya Keyvanfar



Consul General Maor Elbaz-Starinsky



Fireside chat with Conference Speakers

Left to right: Scott Shay, Ami Horowitz, Gloria Z. Greenfield, David Blumberg, Yahya Mahamid, Colonel Richard Kemp and Masha Merkulova

# KEYNOTE SPEAKERS



**SCOTT SHAY**



**YAHYA MAHAMID**



**AMI HOROWITZ**



**COLONEL RICHARD KEMP**



**GLORIA Z. GREENFIELD**



**RAN BAR-YOSHAFAT**



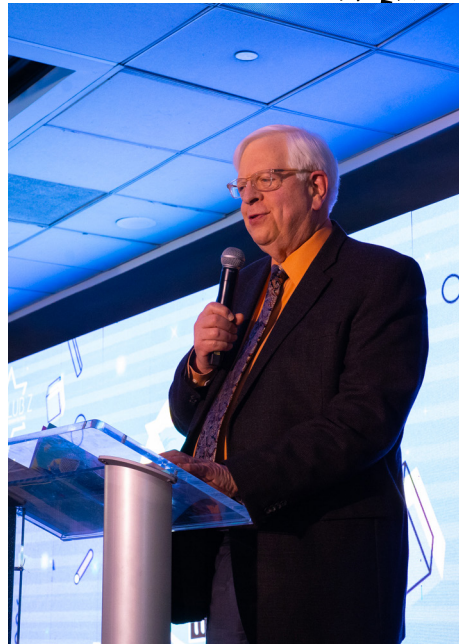
# LEARNING & FUN



# CLOSING DAY



Colonel Richard Kemp presents the **Titanium Award** to Shayna Levin



Closing Ceremony speaker **Dennis Prager**



# SCHEDULE OF EVENTS

## FRIDAY, JANUARY 13, 2023

TIME	ACTIVITY	LOCATION
12:30 PM – 4:00 PM	Registration	Registration Desk
4:15 PM – 5:30 PM	Opening Ceremony	Ballroom
5:30 PM – 5:45 PM	Shabbat	Ballroom
6:00 PM – 7:30 PM	Dinner	Dining Room
7:45 PM – 8:30 PM	Fireside Chat: Who's in the room?	Ballroom
8:30 PM – 9:00 PM	Q&A with Scott Shay	Ballroom
9:00 PM – 10:30 PM	Freetime & Ice Cream Bar	Teens lounge
11:00 PM	Laila Tov	

## SATURDAY, JANUARY 14, 2023

TIME	ACTIVITY	LOCATION
7:30 AM – 8:15 AM	Morning Shacharit	Tiberias
7:30 AM – 8:30 AM	Breakfast	Dining Room
9:00 AM – 10:20 AM	Keynote Speaker - Yahya Mahamid	Ballroom
10:30 AM – 11:35 AM	Breakout Session #1	
	Being a Zionist in College: How to Fight BDS	Sefad
	Jews are from Jupiter	Tiberias
	Anti-Zionism On College Campus and Beyond *	Jerusalem
	Raised to Hate: Ask Me Anything	Hevron
	Cash Course: Israeli High Tech & Investing	Haifa
	Stories from the Frontlines with An IDF Commander *	Tel Aviv



\* = SHOMER SHABBAT BREAKOUT SESSION

TIME	ACTIVITY	LOCATION
11:45 AM – 12:50 PM	Breakout Session #2	
	How to spot Anti-Israel Media Bias in News Articles *	Sefad
	CAMERA Escape Room (Entry Level)	Tiberias
	The Miracle of Israel	Jerusalem
	Rules of Engagement with Col. Richard Kemp *	Hevron
	Lights, Camera, Jewish! *	Haifa
	Battleground Campus: Zionist and Proud *	Tel Aviv
1:00 PM – 2:00 PM	Mincha	Tiberias
1:00 PM – 2:00 PM	Lunch	Dining Room
2:00 PM – 3:15 PM	Keynote Speaker - Ami Horowitz	Ballroom
3:15 PM – 4:20 PM	Breakout Session #3	
	Ami on the Loose: Behind the Scenes with Ami Horowitz	Sefad
	How to make friends and influence people	Tiberias
	Will the Real Jews Please Stand Up? Antisemitism and Black-Jewish Relations	Jerusalem
	I'm Jewish and I Know It: Taking Jewish Pride to the Streets *	Hevron
	CAMERA Escape Room (Advanced Level)	Haifa
	Come Debate: Why I Don't Want Peace With Arabs of Judea, Samaria and Gaza *	Tel Aviv



# SCHEDULE OF EVENTS

TIME	ACTIVITY	LOCATION
4:30 PM – 6:00 PM	Keynote Speaker - Col. Richard Kemp	Ballroom
6:00 PM	Ma'ariv	Tiberias
6:30 PM – 7:00 PM	Havdalah	Pool courtyard
7:00 PM – 10:00 PM	Dinner & Dress to impress for pool party	Pool
11:00 PM	Laila Tov	

## SUNDAY, JANUARY 15, 2023

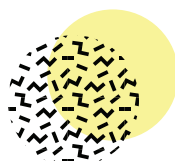
TIME	ACTIVITY	LOCATION
7:30 AM – 8:00 AM	Morning Shacharit	Tiberias
7:30 AM – 9:00 AM	Breakfast	Dining Room
9:00 AM – 10:00 AM	Group Photo	Pool Deck
10:00 AM – 11:15 AM	Keynote speaker - Ran Bar-Yoshafat	Ballroom
11:15 AM – 2:00 PM	Shuk	Terrace
11:15 AM – 12:15 PM	Alumni Event: Harold Rhode	Haifa
1:00 PM – 2:00 PM	Mincha	Tiberias
1:00 PM – 2:00 PM	Lunch	Dining Room
2:00 PM – 3:50 PM	Civilization in the Danger Zone Movie Premier with filmmaker Gloria Z. Greenfield	Ballroom

\* = SHOMER SHABBAT BREAKOUT SESSION

TIME	ACTIVITY	LOCATION
4:00 PM – 5:30 PM	Breakout Session #4	
	Mamma Mia! The Italian Origins of Modern Israel's Legal Claims	Sefad
	Debate Skills 101: You Don't Have to be Perfect, Just Do It	Tiberias
	Top Dog: Being a Leader	Jerusalem
	Be the Change you Wish to See: Building a Grassroots Coalition	Hevron
	"From the River to the Sea Palestine Will Be Free," and Other Popular Slogans with a Social Media Expert	Haifa
4:30 PM – 6:00 PM	VIP Community Event	
6:00 PM	Ma'ariv	Tiberias
6:30 PM – 7:20 PM	<b>Closing Ceremony</b>	<b>Ballroom</b>
7:30 PM – 8:30 PM	Dinner	Dining Room
9:00 PM	Movie Night	Ballroom
11:00 PM	Bedtime	

## MONDAY, JANUARY 16, 2023

TIME	ACTIVITY	LOCATION
7:30 AM – 9:00 AM	Breakfast/Check out	Dining Room
9:00 AM – 9:30 AM	Departures	Hotel Shuttle



# KEYNOTE SPEAKERS



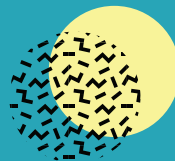
## RAN BAR-YOSHAFAT

Ran Bar-Yoshafat is an attorney and author who worked for the Legal Department of the Knesset and instructed special classes for struggling minorities. A regular panelist on numerous broadcast channels, Bar-Yoshafat is also the former CEO of "Hamerchav Shelanu" (Our Space), a nonprofit that deals with the Jewish identity of the State of Israel.



## DAVID BLUMBERG

David Blumberg is the founder and managing partner of Blumberg Capital, an early-stage venture capital firm that partners with visionary entrepreneurs from Seed stage through their growth journey. The firm was among the first investors in industry leaders including Addepar, Braze, DoubleVerify, Finaro, Fundbox, HootSuite, Katapult, Nutanix, Trulioo and Yotpo. David is based in Miami with team members across San Francisco, Tel Aviv, Miami and New York. Prior to founding Blumberg Capital in 1991, David managed international investments with the Bronfman Family Office, Adler & Co, APAX Partners and at T. Rowe Price. He also launched business development for Check Point Software Technologies. David earned an A.B. in Government, cum laude, from Harvard College and a MBA from the Stanford Graduate School of Business and INSEAD. He speaks French and is proficient in Hebrew and Spanish. David serves as a member or observer on the boards of EarnUp, EasyKnock, Finaro, Jassby, Lendio, Mytaverse, Shyft, Slync.io, SupplyPike, Trulioo and Wunder.





## GLORIA Z. GREENFIELD

Disturbed by growing antisemitism in the women's movement, Gloria Greenfield left the movement and began creating documentary films that brought national attention to antisemitism. Greenfield has directed and produced several documentaries, including *The Case for Israel* and *Unmasking Judeophobia*, garnering a number of awards.



## AMI HOROWITZ

Ami Horowitz produces edgy and powerful YouTube and Facebook videos that have garnered over 500 million views and that have affected global change. His videos have literally changed Swedish immigration policy, U.S. trade policy and U.S. education policy. He has traveled with Syrian immigrants across the Aegean Sea in a rickety raft, has been shelled by Ivorian rebels and shot at by Islamic Jihad.



## MEIR KAY

Meir Kay is a filmmaker, mental health awareness advocate, author and breathwork facilitator. He's on a mission to spread positivity through creative mediums such as his viral videos, short films, podcast and speaking engagements. To date Meir's videos have been viewed over a billion times and have been translated to over 11 languages. He's the children's book author of "A Kid's Book About Optimism" which made it on Oprah's Favorite List. Meir also has a nonprofit, SuperSoulParty, that benefits people who are experiencing homelessness.

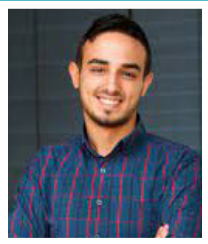


# KEYNOTE SPEAKERS



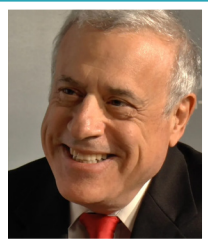
## COLONEL RICHARD KEMP

Colonel Richard Kemp is a retired British Army officer, who commanded Operation Fingal in Afghanistan in 2003. An outspoken critic of the international community's stance on Israel, Col. Kemp is a frequent speaker at the UN Human Rights Council on behalf of UN Watch and is involved with a number of pro-Israel organizations. Kemp has spoken on a range of social and political issues, including the British armed forces, the Middle East, and the European Union. He is a frequent contributor to The Sun, The Daily Telegraph, Newsweek, and Breitbart News.



## YAHYA MAHAMID

Born in Umm Al Fahm, an Arab city in northern Israel, Yahya Mahamid was indoctrinated from childhood to hate Jews and deny Israel's statehood. After realizing that he had been intentionally misled, he decided to do everything within his power to combat the negative stereotypes and demonization of Israel by sharing his personal story around the world.



## HAROLD RHODE

Harold Rhode is a retired Defense Department adviser based at the Gatestone Institute in New York, an advocacy group known for its promotion of anti-Islamic rhetoric and policies. Formerly a senior adviser at the New York office of the neoconservative Hudson Institute, Rhode has also served on the board of the Clarion Fund, a controversial film production and distribution group. Rhode retired from the Defense Department in 2010 after nearly three decades serving as a foreign affairs and Middle East analyst at the Office of Net Assessment and other Pentagon policy shops.

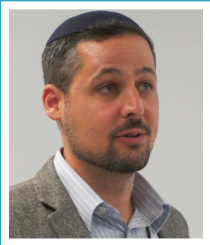




## SCOTT SHAY

Scott A. Shay is a leading businessman, thought leader, and author of several widely read books on profound issues facing the Jewish community. Scott is the co-founder and Chairman of Signature Bank, well known as one of the best banks in New York for private business owners. Scott earned a BA in Economics and a Masters in Management from Northwestern University, a valuable experience due to the commitment of his professors to

high academic standards and the ideals of the university's motto. His third book, *Conspiracy U: A Case Study*, utilizes this motto as a backdrop to illustrate how his alma mater and academia in general have departed from these standards and ideals, sacrificing academic integrity and trustworthy scholarship in favor of Conspiracy Theories. Scott is a distinguished leader in the Jewish community and an avid student of religion and its application to the world outside of the synagogue, church, or mosque. These interests are reflected in *Conspiracy U*, as well as his previous two books, *In Good Faith: Questioning Religion and Atheism* and *Getting Our Groove Back: How to Energize American Jewry*.



## ALEX TRAIMAN

Alex Traiman is CEO and Jerusalem Bureau Chief of Jewish News Syndicate. Under his leadership, JNS has grown into a journalistic force, respected by the administrations in both Israel and the United States. JNS articles are syndicated by over 70 prominent US Jewish publications. Articles are often cited across mainstream media, and JNS.org enjoys around 500,000 unique visitors per month. Traiman is a veteran Israeli

journalist, radio show host, documentary filmmaker, startup consultant and public relations specialist. He writes on Israeli political developments and U.S.-Israel relations. Traiman grew up in New Jersey and attended Yeshiva University where he began his career in Journalism as Editor in Chief of the *Commentator*. He was recently inducted into the Yeshiva University Sports Hall of Fame as a championship fencer. Traiman grew up in New Jersey and moved to Israel in 2004, where he currently lives in Jerusalem with his wife Tzippy and five children.



## BREAKOUT SESSIONS

### **Being a Zionist in College: How to Fight BDS**

How can you make a difference as a Zionist in college or high school? This in-depth session with Israel on Campus Coalition (ICC) teaches you how to fight the Boycott, Divestment and Sanctions (BDS) movement on college campuses. You'll learn about coalition building and running a successful campaign.

**Presenter:** Ben Alvarez-Dobrusin, Israel on Campus Coalition & Gabriela Hernandez, Israel on Campus Coalition | **Room:** Safed

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### **Jews are from Jupiter**

If French people are from France, and Ukrainians are from Ukraine, where do Jews come from? But wait, don't Jews come from everywhere? Isn't that why there are Russian-speaking Jews, French Jews, Mizrahi Jews, Sephardic Jews and Ashkenazi Jews? In this session, we will discuss the origins of the Jewish people and why this even matters today.

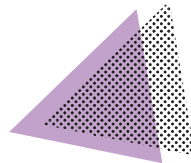
**Presenter:** Naya Lekht | **Room:** Tiberias

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### **Anti-Zionism On College Campus and Beyond**

In this session we will explore conspiracy theories drawn from far-right and far-left ideologies that masquerade as scholarship at many universities, endangering our norms and conceptions of morality and truth. Why do these issues matter and what can you do to set the record straight?

**Presenter:** Scott Shay | **Room:** Jerusalem  
\* Shomer Shabbat



**SATURDAY, JANUARY 14, 2023**  
**10:30 AM – 11:35 AM**

### **Raised to Hate: Ask Me Anything**

Yahya Mahamid, born in Northern Israel, was indoctrinated from childhood to hate Jews and deny Israel's statehood. After realizing that he had been intentionally misled, he decided to do everything within his power to combat the negative stereotypes and demonization of Israel and went on to serve in the IDF. In this riveting session, Yahya will allow himself to be an open book. Any and all questions you may have are welcome. The more obscure, the better!

**Presenter:** Yahya Mahamid | **Room:** Hevron

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### **Cash Course: Israeli High Tech & Investing**

Take a deep dive into the world of wealth – from Israeli high-tech industries to personal investments – with venture capitalist and philanthropist David Blumberg. David will introduce you to the highs and lows of investing, with a focus on the fast-paced Start-Up Nation also known as Israel.

**Presenter:** David Blumberg | **Room:** Haifa

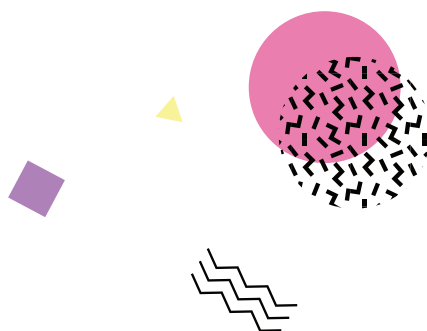
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### **Stories from the Frontlines with an IDF Commander**

Serving in the IDF is not a choice. It is compulsory. And yet, rarely will you ever hear resentment or anger from Israeli citizens. Quite the opposite. Come hear Ran Bar Yoshafat's incredible story of serving as a commander in the IDF and going on to become a public diplomacy expert and pro-Israel activist. Bring your curiosity; leave with inspiration.

**Presenter:** Ran Bar-Yoshafat | **Room:** Tel Aviv

\* Shomer Shabbat



# #2

## BREAKOUT SESSIONS

### How to Spot Anti-Israel Media Bias in News Articles

Take a deep dive into news articles from mainstream and even Jewish media. CEO and Jerusalem Bureau Chief Alex Traiman teaches you the tricks so-called journalists use to paint a biased picture, and how to easily identify when not to trust an article's reporting.

**Presenter:** Alex Traiman | **Room:** Safed  
\* Shomer Shabbat



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### CAMERA Escape Room (Entry Level)

It is time to put your thinking caps on and apply your skills to a real-world situation. With the help of your fellow participants, you will be placed in a simulation modeled after real events that occur on high school campuses. Your job will be to address the issue/problem and work together on challenges that may be thrown your way.

**Presenter:** Hali Haber & Adam Gordon, CAMERA on CAMPUS  
**Room:** Tiberias

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### The Miracle of Israel

*"In Israel, in order to be a realist you must believe in miracles,"* –David Ben Gurion

Israel, a country that is one-tenth of 1% of the entire world, finds itself disproportionately reported on and scrutinized. Why the obsession? What is it about this little engine that can? No prior knowledge of the region or history is required to take a deep dive into the miraculous story of Israel.

**Presenter:** Naya Lekht | **Room:** Jerusalem



**SATURDAY, JANUARY 14, 2023**  
**11:45 PM – 12:50 PM**

### **Rules of Engagement with Colonel Richard Kemp**

You've seen the viral videos of Israeli soldiers "violating international law." Do you ever stop to ask: "What does international law have to say about military rules of engagement?" Who better to address rules of engagement and warfare than Colonel Richard Kemp! In this discussion, Kemp will compare British and Israeli military law and answer your tough questions.

**Presenter:** Colonel Richard Kemp | **Room:** Hevron

\* Shomer Shabbat

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### **Lights, Camera, Jewish!**

We live at a time when the notion of identity has been radically distorted and politicized. During this session, we will examine the power of Jewish identity, distinguish identity from ethnicity, and celebrate what it means to be a Jew.

**Presenter:** Gloria Greenfield | **Room:** Haifa

\* Shomer Shabbat

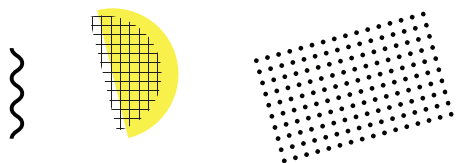
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### **Battleground Campus: Zionist and Proud**

You've heard about anti-Zionism on campus, and how so many Jewish students are afraid to reveal their Judaism. But what about the Jewish students who are fearless, who go to college to advocate for their people? You don't want to miss this panel discussion, where three Club Z alumni discuss their experiences fighting antisemitism and in doing so, model leadership and Jewish pride.

**Presenter:** Club Z Alumni: Natalie Arbatman, Ron Belman, Elizabeth Giterman | **Room:** Tel Aviv

\* Shomer Shabbat





## BREAKOUT SESSIONS

### **Ami on the Loose: Behind the Scenes with Ami Horowitz**

From interviewing a member of Hamas to waving an ISIS flag at UC Berkeley,

Ami Horowitz is an American filmmaker who is unafraid to challenge assumptions or the status quo in what he calls "guerilla journalism." You will have the rare opportunity to go behind the scenes with Ami and learn about his most outrageous movie projects and fearless stunts.

**Presenter:** Ami Horowitz | **Room:** Safed

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### **How to make friends and influence people**

You have the slogan, the important idea, but how do you promote it? And, even more important: how do you get people on your side? What does influence look like and how do you stand up for what you believe despite the threat of getting canceled? Who better to answer these questions than Yahya Mahamid who stands up for his beliefs, influences many, and gets people on his side.

**Presenter:** Yahya Mahamid | **Room:** Tiberias

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### **Will the Real Jews Please Stand Up? Antisemitism and Black-Jewish Relations**

Can one tweet set off a brand new controversy around the oldest hatred, Jew-hatred? Apparently. From Kanye West's hateful rhetoric, to Dave Chapelle's appalling SNL performance, to the bizarre declarations made by members of the Black Hebrew Israelites that they are the "real Jews," explore both the past and present of Black-Jewish relations with Joshua Washington, Director for the Institute for Black Solidarity with Israel (IBSI) and a proud advocate for the Jewish people and Israel.

**Presenter:** Joshua Washington | **Room:** Jerusalem



**SATURDAY, JANUARY 14, 2023**  
**3:15 PM - 4:20 PM**

### **I'm Jewish and I Know It: Taking Jewish Pride to the Streets**

A YouTube sensation, Meir Kay is that rare individual who lives the life he espouses. A proud Jew, Meir takes his message to the streets and social media, where his vlogs and interviews have garnered over 350 million views! Join Meir and learn how you can overcome your obstacles, live as a proud Jew and never compromise on your values.

**Presenter:** Meir Kay | **Room:** Hevron

\* Shomer Shabbat

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### **CAMERA Escape Room (Advanced Level)**

It is time to put your thinking caps on and apply your skills to a real-world situation. With the help of your fellow participants, you will be placed in a simulation modeled after real events that occur on college campuses. Your job will be to address the issue/problem, and work together on challenges that may be thrown your way.

**Presenter:** Hali Haber & Adam Gordon, CAMERA on CAMPUS

**Room:** Haifa

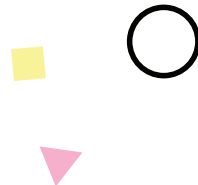
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### **Come Debate: Why I Don't Want Peace With Arabs of Judea, Samaria and Gaza**

Two-state solution? One-state solution? No solution? Want to practice your debate skills? Hear opposing views? This is your session. Join Ran Bar-Yoshafat, expert on international law and lover of debate, for some controversial topics.

**Presenter:** Ran Bar-Yoshafat | **Room:** Tel Aviv

\* Shomer Shabbat



# #4

## BREAKOUT SESSIONS

### **Mamma Mia! The Italian Origins of Modern Israel's Legal Claims**

Any way you cut it: historic, indigenous, divine, moral, and legal, the Jewish people's claims to the Land of Israel are secure. And yet, the accusation that Jews stole Palestine and illegally occupied it, remains a dominant charge waged against Jews. What does international law have to say about Israel and the Jewish people's claims to their ancestral land? How about all the other countries created at the same time? What about their legitimacy? This session explores Israel's legal legitimacy.

**Presenter:** Dan Brooks & Israel Heger | **Room:** Safed

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### **Debate Skills 101: You Don't Have to be Perfect, Just Do It.**

70% of people prefer to not have to debate someone. Fear of losing and not having the perfect response are dominant reasons. But what if you don't have to be perfect? What if debating is just talking with a little bit of focus? In this session, you will not only learn the basics of debate, but be able to practice. Open to all, this session is a great opportunity to put your Zionist knowledge to the test.

**Presenter:** Deborah Fillman | **Room:** Tiberias

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### **Top Dog: Being a Leader**

In 2017, the most commonly encountered word in college applications was "leadership." And the year 2021 saw a surge in leadership programs nationwide. Everyone wants to be a leader. But what exactly is a leader? And can anyone become one? Does it mean to be a visionary? A great executioner? A great communicator? This session unpacks various leadership styles and guides you in becoming a leader.

**Presenter:** Karin Feygenberg & Irene Dobkin | **Room:** Jerusalem

**SUNDAY, JANUARY 15, 2023**  
**4:00 PM – 5:30 PM**

**Be the Change you Wish to See: Building a Grassroots Coalition**

Do you want to run for student government or start a successful club on campus? Discuss strategies for engaging, organizing and executing a grassroots campaign, both in the field and on social media. ICC staff will work with students to think through the audiences who will be receiving their messages, building a messaging strategy and defining your personal narrative.

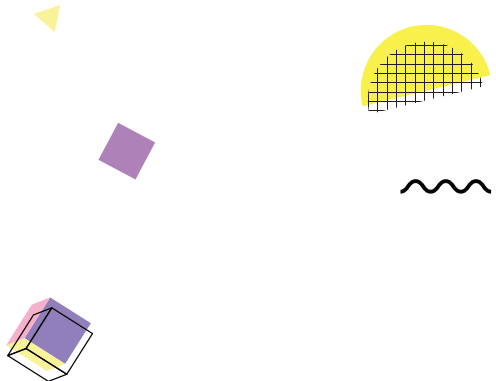
**Presenter:** Ben Alvarez-Dobrusin, Israel on Campus Coalition & Gabriela Hernandez, Israel on Campus Coalition | **Room:** Hevron

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**“From the River to the Sea Palestine Will Be Free,” and Other Popular Slogans with a Social Media Expert**

Over 70% of today’s antisemitism is found on social media. It is also there that you are most likely to encounter calls to “Free Palestine” or “Globalize the Intifada.” But what do these popular slogans actually mean? In this session, social media expert Ryan Sherman will present various anti-Jewish slogans, what they truly mean and how you can best combat them!

**Presenter:** Ryan Sherman | **Room:** Haifa

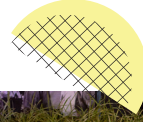


# CLUB Z CONFERENCE PARTNERS



# REGIONAL HIGHLIGHTS

## BAY AREA



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## LOS ANGELES





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# REGIONAL HIGHLIGHTS

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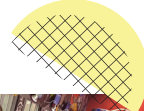


# MANHATTAN



# REGIONAL HIGHLIGHTS

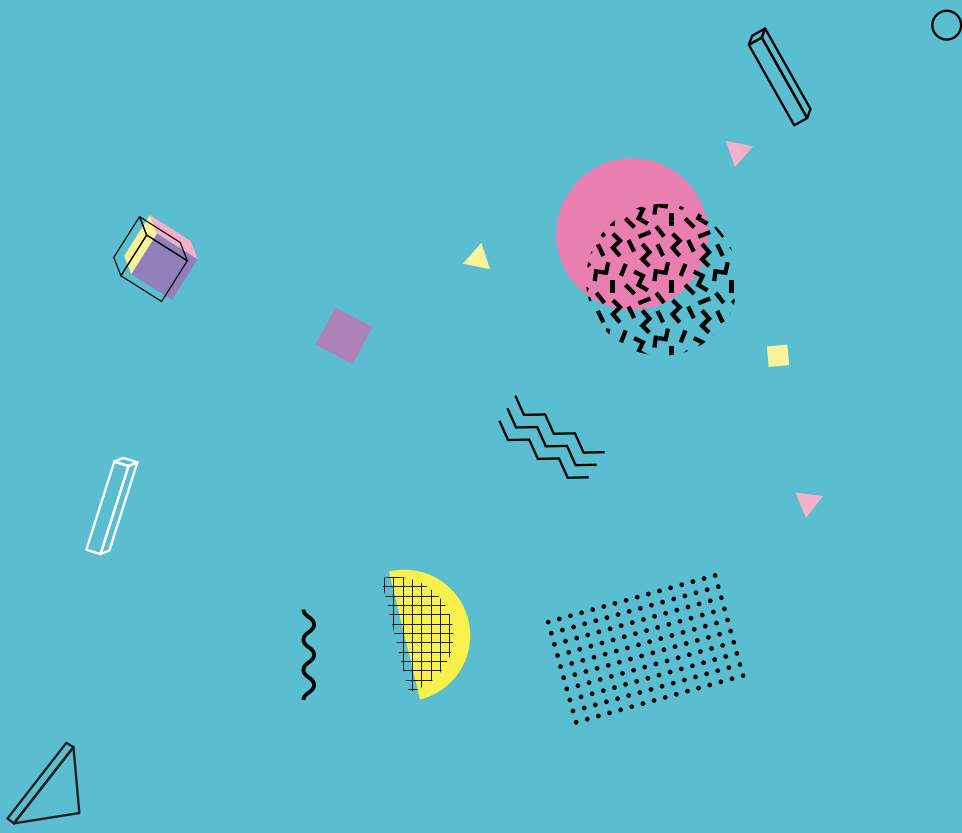
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