



הנהנו  
**HERE**  
**WE ARE**  
**DARING TO ACT**

**NATIONAL TEEN  
CONFERENCE**  
**2024** JANUARY 12-15  
LOS ANGELES

### **In memory of Rose Levin**

Rose Levin had longed to immigrate to Israel since childhood. Serving as an Israeli border police officer, she defended our home against terrorists on October 7th but tragically lost her life in a Jerusalem terrorist attack a month later.

# THANK YOU

to our generous supporters

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# LETTER FROM MASHA MERKULOVA



Welcome to the 2024 Club Z National Conference!

As we join together here in Los Angeles, I know I speak for everyone when I say that our hearts are in Israel right now and always. One thing is clear to anyone who has their eyes open - life for Jews in America will never be the same.

First, the good news. Jewish communities around the country have never been more united and determined to have a voice and to insist on our collective and individual rights. Take, for example, the San Francisco Bay Area, where city after city has been forced to grapple with nonsensical requests for a ceasefire by the IDF. As if local municipalities have U.S. foreign policy within their purview or the resolution will save any actual lives. These resolutions are meant to dehumanize and further isolate the Jews within those local communities, a strategy right out of the Marxist propaganda playbook.

The Bay Area Jewish community has organized itself and is showing up to the city council meetings all over the metropolitan area. They are speaking up to educate the city council members and ensure that these resolutions will not see the light of day. Our very own alumnus, Boris Bukchin, recently spoke at the Santa Clara City Council meeting amid protesters and Jew-haters to make his voice heard.

And for the not-so-good news: Many of us are thinking that “things will go back to normal soon.” I truly hate to be the bearer of bad news, but things will not go back to normal any time soon. While the ground offensive in Gaza might be coming to an end, the war that is being waged on the public and Jews here in the U.S. is only getting started.

And the only way to cope, the only way to live, is to prepare yourself and your children by building a strong, unapologetically Jewish identity.

That is the one and only reason Club Z exists. Club Z students were prepared on October 6 for the Jew-hatred that was unleashed on October 8 across social media and the streets of America. Yes, we were all shocked and deeply pained by the barbarism of the evil, genocidal zealots. But in the face of this anguish, Club Z kids - in high schools, universities and beyond - hit the ground running by activating themselves on social media, in their schools and communities.

Our kids' parents are not dreading having them home for winter break. Our kids' parents are actually now learning from their teens how to deal with their co-workers, neighbors and friends who have no concept of the facts and history - knowledge that is instilled in Club Z teens from day one.

The Talmud teaches us that we should join the company of lions rather than assume the lead among foxes. Each and every one of you at this conference are the lions. You are the Lions of Zion.

Now, more good news. Hinenu. Here we are.



# CLUB Z'S GUIDING PRINCIPLES

1

## **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.

2

## **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.

3

## **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.

4

## **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.

5

**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.

6

**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.

7

**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.

# SCHEDULE OF EVENTS

## FRIDAY JANUARY 12, 2024

TIME	ACTIVITY	LOCATION
12:30 PM – 4:00 PM	Registration	Luxe Patio
4:00 PM – 5:30 PM	Opening Ceremony Featuring Col. Richard Kemp	Rose Levin Ballroom
5:30 PM – 7:00 PM	Shabbat Dinner	Luxe Patio
7:15 PM – 8:15 PM	Fireside chat: Who’s in the room	Rose Levin Ballroom
8:15 PM – 9:15 PM	Keynote Speaker: Adela Cojab	Rose Levin Ballroom
9:30 PM – 10:15 PM	Regional Debriefs & Dessert	Breakout Rooms (Check your app)
	A Lens into Global Jewry with the World Jewish Congress (Alumni)	Amit Mann
11:00 PM	Bedtime	

## SATURDAY JANUARY 13, 2024

TIME	ACTIVITY	LOCATION
7:30 AM – 8:15 AM	Optional Morning Shacharit	Lt. Col. Greenberg
7:30 AM – 9:00 AM	Breakfast	Luxe Patio
9:00 AM – 10:30 AM	Keynote Speaker: Shahar Azani	Rose Levin Ballroom



TIME	ACTIVITY	LOCATION
11:00 AM - 12:30 PM	Breakout Session #1	
	Israel 101: Jews are from Judea*	Amit Mann
	From NGOs to Academia: How the Weaponization of the Apartheid Libel has Fueled Jew-Hatred	Staff Sgt. Shapira
	Purity of Arms*	Staff Sgt. Levi
	Combat the Lies Debate Training (Entry Level)	Lt. Col. Greenberg
	Take Action, Now! (Advanced)	Lt. Col. Habaka
	Unleash the Power (Alumni Only)	Sgt. Shkory
12:30 PM - 1:30 PM	Optional Mincha	Lt. Col. Greenberg
12:30 PM - 1:30 PM	Lunch	Luxe Patio
<b>1:30 PM - 3:00 PM</b>	<b>Keynote Speaker: Marissa Streit</b>	<b>Rose Levin Ballroom</b>
3:00 PM - 4:30 PM	Breakout Session #2	
	Combat the Lies Debate Training (Advanced)	Amit Mann
	Stage Presence*	Staff Sgt. Shapira
	Panel Discussion: Leadership on the Battle Fronts with Club Z Teen Leaders*	Staff Sgt. Levi
	Running for Student Government (Advanced)	Lt. Col. Greenberg
	Alpha Epsilon Pi Fraternity: Jewish Pride*	Lt. Col. Habaka
	The Anatomy of a Headline	Sgt. Shkory

# SCHEDULE OF EVENTS

## SATURDAY

JANUARY 13, 2024

TIME	ACTIVITY	LOCATION
4:30 PM – 5:00 PM	Break	
5:00 PM – 6:00 PM	Keynote speaker: Dor Shachar	Rose Levin Ballroom
6:00 PM – 6:30 PM	Eyewitness testimony from a survivor of the Oct. 7 Massacre	Rose Levin Ballroom
6:30 PM – 7:00 PM	Havdalah	Pool Deck
7:00 PM	Dinner & Dress to Impress for Pool Party	Pool Deck
11:00 PM	Bedtime	

## SUNDAY

JANUARY 14, 2024

TIME	ACTIVITY	LOCATION
7:30 AM – 8:00 AM	Optional Morning Shacharit	Lt. Col. Greenberg
7:30 AM – 8:45 AM	Breakfast	Luxe Patio
8:45 AM – 10:00 AM	Group Photo	
10:00 AM – 11:00 AM	Hit the Streets - Israel Rally!	Luxe Patio
11:00 AM – 1:30 PM	Israeli Shuk & Lunch	Pool Deck
1:00 PM – 1:30 PM	Optional Mincha	Lt. Col. Greenberg
1:30 PM – 3:00 PM	Keynote Speaker: Joel Chasnoff	Rose Levin Ballroom
3:00 PM – 4:30 PM	Breakout Session #3	
	Col. Richard Kemp: Ask Me Anything War Edition	Rose Levin Ballroom
	Tabling on College Campus (Advanced)	Amit Mann

TIME	ACTIVITY	LOCATION
	Take Action, Now!	Staff Sgt. Levi
	Coalition Building on College Campus	Lt. Col. Greenberg
	Navigating Conversations: Effective Communication about Israel on Social Media	Lt. Col. Habaka
	The Anatomy of a Headline (Advanced)	Sgt. Shkory
4:30 PM – 6:00 PM	Regional Debriefs & Surveys	Breakout Rooms (Check your app)
	LA Community Appreciation Reception	
5:45 PM – 6:00 PM	Optional Ma'ariv	Lt. Col. Greenberg
<b>6:00 PM – 7:20 PM</b>	<b>Closing Ceremony Featuring Col. Richard Kemp</b>	<b>Rose Levin Ballroom</b>
7:30 PM – 9:00 PM	Dinner	Luxe Patio
<b>9:00 PM</b>	<b>Talent Show</b>	<b>Rose Levin Ballroom</b>
11:00 PM	Bedtime	

## MONDAY JANUARY 15, 2024

TIME	ACTIVITY	LOCATION
7:30 AM – 9:00 AM	Breakfast/Check-out	
9:00 AM – 9:30 AM	Departures	

# KEYNOTE SPEAKERS



**COL. 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*.

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**ADELA COJAB  
MOADEB**

**Adela Cojab Moadeb** is a recent NYU graduate, published author, and Israel activist. As a student, she was president of Realize Israel, a Senator on NYU Student Government, Vice President of her sorority, AEPi, and served as the official representative of Jewish Students at the United Nations.

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**JOEL  
CHASNOFF**

American-  
Israeli Author,  
Stand-up  
Comedian

Onstage, **Joel Chasnoff** has performed his unique brand of clever, pro-Israel stand-up comedy for more than 1,000 Jewish communities in ten countries. Joel is also the author of three books about or related to Israel, including *Israel 201* and *The 188th Crybaby Brigade* about his experience as a Lone Soldier in the Israeli army. He served as a tank gunner in the Golan Heights and South Lebanon, where he took part in operations against Hezbollah. Joel currently lives in Ra'anana, Israel, with his Israeli wife and their four kids.



**MARISSA  
STREIT**  
CEO, PragerU

**Marissa Streit** was born in Los Angeles and moved to Israel at a young age, where she completed her primary education and served in military intelligence unit 8200 of the Israel Defense Forces. She returned to Los Angeles to earn her bachelor's degree in business and economics, and her master's degree in education and nonprofit management. Her experience in business, education, social media, and the nonprofit sector has enabled PragerU to grow its audience to over 1 billion views every year and influence millions of young minds. Marissa is also the host of the PragerU show Real Talk.

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**DOR  
SHACHAR**

**Dor Shachar** was born in Khan Yunis, in the Gaza Strip, as Ayman Abu Suboh. Shachar was taught to murder Jews and about the 'Palestinian prison' with seven levels of hell. Now he has escaped to Israel, converted to Judaism, and lives in Rishon LeZion.

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**SHAHAR  
AZANI**

**Shahar Azani** is founder and principal at Fourth Dimension Strategies and a Senior Vice President at JBS, Jewish Broadcasting Services. Azani was formerly Executive Director for StandWithUs Northeast Region and served as an Israeli diplomat at Israel's Foreign Ministry for over 16 years serving in London, Jerusalem, Nairobi, Los Angeles and New York. Before embarking on this career path, Mr. Azani practiced Law at Haim Zadok and Company, based in Tel Aviv, focusing on litigation. He has a law degree (LLB) as well as a Master's in Business Administration (MBA).

# #1 BREAKOUT SESSIONS

SATURDAY  
JANUARY 13, 2024  
11:00 AM - 12:30 PM

## ISRAEL 101: JEWS ARE FROM JUDEA

Are you new to Club Z? Or need a refresher on the basics about Israel and the history of the Jewish people in our homeland? If so, then this session is for you! Learn the facts about the indigeneity of the Jewish people to the land of Israel (aka why we have a right to be there). Explore the land of Israel in ancient and modern times with Club Z educators and walk away with a strong foundation of knowledge about our rights as Jews that go back thousands of years.

**Presenters:** Club Z Staff Valerie Rutenburg & Dan Brooks | **Room:** Amit Mann

## FROM NGOS TO ACADEMIA: HOW THE WEAPONIZATION OF THE APARTHEID LIBEL HAS FUELED JEW-HATRED

Is there a link between calling Israel an Apartheid State, chants to "Globalize the Intifada," and an increase to 1930 levels of antisemitism? Sadly, yes. Join Olga Meshoe Washington for a deep-dive into the Apartheid libel, its role in worldwide reaction to the events of October 7, and why this lie MUST effectively be refuted.

**Presenter:** Club Z Staff Olga Washington | **Room:** Staff Sgt. Shapira

## PURITY OF ARMS

A text-based study session on Purity of Arms, the Israeli army's code of battlefield ethics that's unlike any other in the world, with a conversation about real-time examples of the ethical dilemmas that IDF soldiers face in combat.

**Presenter:** Joel Chasnoff, Author | **Room:** Staff Sgt. Levi

## COMBAT THE LIES DEBATE TRAINING (ENTRY LEVEL)

Learning how to debate effectively is key to combat the lies about Israel, Zionism and the Jewish people. Practice debating with our resident mock "Zion-Haters" to help you prepare for the real thing. You'll learn how to ask probing questions and bring facts to the table to counter lies like "Israel is an Apartheid State" and "Gaza is an open-air prison."

**Presenters:** Club Z Staff Yoel Sebbag & Club Z Alumni Sandra Strongin & Liz Gitterman | **Room:** Lt. Col. Greenberg

### TAKE ACTION, NOW! (ADVANCED)

Taking pen to paper and writing an effective piece is a core strategy in standing up for Israel and communicating the truth about the Jewish State with your campus community. Learn proven strategies for composing an op-ed, and what to do and what not to do when writing for Israel.

**Presenter:** Douglas Sandoval, CAMERA on Campus | **Room:** Lt. Col. Habaka

### UNLEASH THE POWER (ALUMNI ONLY)

Join us as we dive into the world of rally organization. You'll not only discover the art of crafting eye-catching signs but also learn the intricacies of effective rally planning, from logistics to messaging. We'll delve into the science of crowd psychology, understanding what makes a chant captivating and unforgettable, and how to harness the energy of your audience. This session promises to equip you with comprehensive skills enabling you to lead rallies that don't just make noise but leave a meaningful and lasting impact. It's time to unleash the power of unity and passion!

**Presenters:** Eyal Wrobel & Michelle Lebowski, Students Supporting Israel (SSI) |

**Room:** Sgt. Shkory

### CONQUERING EVIL PAST AND PRESENT

What's the connection between the ancient antisemitic tribe Amalek and the current Jew-hating Jihadists? What do Haman (boohoo!) and Hamas have in common? How do we fulfill the biblical commandment to wipe out the memory of Amalek/Evil when we are also told never to forget them? Come explore these and other questions in this interactive Torah discussion session.

**Presenter:** Club Z Staff Batsheva Frankel | **Room:** Luxe Patio

# #2 BREAKOUT SESSIONS

SATURDAY  
JANUARY 13, 2024  
3:00 PM - 4:30 PM

## COMBAT THE LIES DEBATE TRAINING (ADVANCED)

Maybe you've already been debating with high school classmates and even friends during this challenging time, but are you ready to take it to the next level? Prepare yourself for entering the Israel and Jew-hating big leagues – college campuses and beyond. Learn how to counter emotionally based arguments and illogical accusations.

**Presenter:** Shahar Azani, Fourth Dimension Strategies | **Room:** Amit Mann

## STAGE PRESENCE

Stage presence is a vital tool for effective communication and storytelling, enabling individuals to captivate their audience, leave a lasting impression, and convey a message with authenticity and conviction. Participants, from diverse fields, including business leaders and educators, recognize the significance of mastering stage presence. You will leave the workshop with newfound confidence and the ability to shine on stage!

**Presenter:** Joel Chasnoff | **Room:** Staff Sgt. Shapira

## PANEL DISCUSSION: LEADERSHIP ON THE BATTLE FRONTS WITH CLUB Z TEEN LEADERS

What can you do right now in the battle against the anti-Israel and antisemitic onslaught? How do you confidently advocate for yourself and your Jewish and Zionist identity? These veteran Club Z leaders will help you with inspiration, ideas, and tools for Israel advocacy, including planning and executing rallies, public speaking at gatherings, city council meetings, and in your schools. You'll also learn how to engage and educate uninformed Jews, communicate with non-Jews who may have limited knowledge about Israel and the Jewish people, and fight for your beliefs.

**Moderator:** Club Z Staff Jen Stock | **Room:** Staff Sgt. Levi



### RUNNING FOR STUDENT GOVERNMENT (ADVANCED)

The only way to win is to have a seat at the table of decision-makers. Learn how to win student government elections by developing an immersive campaign strategy, effective issue communication, and community mobilization.

**Presenter:** Josh Mellody-Pizzato, Israel on Campus Coalition (ICC) |

**Room:** Lt. Col. Greenberg

### ALPHA EPSILON PI FRATERNITY: JEWISH PRIDE

Join AEPI in a dynamic program to empower and celebrate Jewish identity as you transition to university. Let your Jewish pride shine bright as you navigate the college experience with confidence.

**Presenter:** Noah Levinson, AEPI | **Room:** Lt. Col. Habaka

### THE ANATOMY OF A HEADLINE

We will explain the critical parts of identifying the sources of news: who are the photographers and how to identify who is who in order to discern the angle. How does framing the photo angle change the entire story? Who are the main players in media bias, and does objective journalism ever exist? This workshop will provide essential tools in discerning the origins of news, where the funding comes from, bias or specific intentions behind articles, as well as the ability to detect if a piece is directly from a news scene or a repost. In a world where opinions have replaced facts, and 'fake news' is perpetuated throughout the headlines leading to real violence, these lessons will enable you to contribute effectively to the fight against false narratives and rampant media bias.

**Presenter:** Rachel Stern, TPS - Israel's News Agency | **Room:** Sgt. Shkory

# #3 BREAKOUT SESSIONS

SUNDAY  
JANUARY 14, 2024  
3:00 PM - 4:30 PM

## COL. RICHARD KEMP: ASK ME ANYTHING WAR EDITION

There is so much happening in the Israel-Hamas War, with changes every day. The media doesn't make it easy to sift through the fiction to find the facts. So take this incredible opportunity to ask the world-renowned Colonel any questions you have about what is happening right now in Israel. Col. Kemp has been all over Israel since the war began and has intimate knowledge of the facts. This is an opportunity to hear firsthand the answers to your questions.

**Presenter:** Col. Richard Kemp | **Room:** Rose Levin Ballroom

## TABLING ON COLLEGE CAMPUS (ADVANCED)

Tabling is an important part of campus life and an opportunity to advocate for Israel among peers. What does it take to table successfully? This nuts and bolts session will take you step-by-step through the process of tabling, including a discussion on how to table safely, how to set up the table most effectively, and how to speak with those who are open to hearing information, as well as those who are yelling at you, "Free Palestine, you baby-killer!"

**Presenter:** Club Z Alumni & Staff Valerie Rutenburg & Phillip Yurchenko | **Room:** Amit Mann

## TAKE ACTION, NOW!

Taking pen to paper and writing an effective piece is a core strategy in standing up for Israel and communicating the truth about the Jewish State with your campus community. Learn proven strategies for composing an op-ed, and what to do and what not to do when writing for Israel.

**Presenter:** Douglas Sandoval, CAMERA on Campus | **Room:** Staff Sgt. Levi

## COALITION BUILDING ON COLLEGE CAMPUS

Coalition building is an essential part of every Zionist tool kit. In this workshop, learn a variety of coalition building practices, such as networking and relationship building, the significance and practicality of such, and how to act as a respected Zionist ambassador on campus.

**Presenter:** Josh Mellody-Pizzato, Israel on Campus Coalition (ICC) | **Room:** Lt. Col. Greenberg

## NAVIGATING CONVERSATIONS: EFFECTIVE COMMUNICATION ABOUT ISRAEL ON SOCIAL MEDIA

In our interconnected world, personal storytelling has become a powerful means of fostering connection and understanding. This workshop goes beyond traditional communication strategies, providing content creators with hands-on tools to share personal stories about Israel on social media in a non-political and non-advocacy manner.

**Presenter:** Maya Vorobyov, Talk Israel | **Room:** Lt. Col. Habaka

## THE ANATOMY OF A HEADLINE (ADVANCED)

We will explain the critical parts of identifying the sources of news: who are the photographers and how to identify who is who in order to discern the angle. How does framing the photo angle change the entire story? Who are the main players in media bias, and does objective journalism ever exist? This workshop will provide essential tools in discerning the origins of news, where the funding comes from, bias or specific intentions behind articles, as well as the ability to detect if a piece is directly from a news scene or a repost. In a world where opinions have replaced facts, and 'fake news' is perpetuated throughout the headlines leading to real violence, these lessons will enable you to contribute effectively to the fight against false narratives and rampant media bias.

**Presenter:** Rachael Stern, TPS - Israel's News Agency | **Room:** Sgt. Shkory

# CLUB Z

## conference partners

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*Your Voice in Israel*



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# ACTIVISM THROUGH THE YEAR





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