

**Schmooze: From Yiddish shmuesn. Verb: To chat in a friendly and persuasive manner especially so as to gain favor, business, or connections. Merriam-Webster Dictionary**

The 2nd Annual  
Sidney Krum Jewish Culture Conference

# SCHMOOZE '07

October 22-23, 2007

UJA-Federation of New York • 130 E 59th St. New York, NY  
*Confirmed Schedule subject to change*

# Monday, October 22

TIME	EVENT	PRESENTERS
9:00	Registration & Coffee	
9:15	<p>Welcome &amp; Opening Remarks with Key Note from Theodore Bikel</p> <p><b>Jewish Culture &amp; Music: Then and Now</b>            Jewish song throughout the ages, its texture and development in Europe and America. A look at acceptance and alienation, the history of Yiddish language, literature and theatre, and the melting pot vs. the kaleidoscope.</p>	
10:15-11:15	<p><b>The State of the Arts</b>            We've read about the studies that highlight the relevance of culture to Jewish identity, community and connection. Hear from innovators at the helm of leading organizations, responding to the growing needs for authentic Jewish expression.</p>	<p>Elise Bernhardt  <i>President and CEO, Foundation for Jewish Culture</i></p> <p>Aaron Bisman  <i>President, Jdub Records</i></p> <p>Ari Roth  <i>Artistic Director, Theater J &amp; Center for the Arts Co-Director</i></p> <p>Craig Taubman  <i>Founder, Craig and Co.</i></p> <p>Moderator: Michael Dorf  <i>Downtown Arts Development, founder</i></p>
11:15	<p><b>Art Burst</b>            Performers take the stage</p>	<p>Sara Felder  <i>Performance Artist, Playwright and Juggler</i></p>
11:25	Coffee	
11:40	<p><b>The Big Ask: Funding the Arts</b>            Part I: Donor Interview with Rabbi Leon Morris, Skirball Center for Adult Jewish Learning. Hear the philanthropist's perspective. Why do donors support certain projects? What do they look for?            Part II: Reaping What You Sow            Hands-on seminar. Learn how to cultivate donors and build lasting relationships. What are the trusted tricks of the trade? Learn secrets from veteran fundraisers on the "Art of the Big Ask."</p>	<p>Donor TBA</p> <p>Lou Cove  <i>Vice-President, National Yiddish Book Center</i></p> <p>Meir Fenigstein  <i>Executive Director, Israeli Film Festival</i></p> <p>Joy Levitt  <i>Executive Director, JCC in Manhattan</i></p> <p>Moderator: Felicia Herman  <i>Executive Director, Natan</i></p>
1:00	<p><b>Midday Concert: Chana Rothman</b>            A Jewish roots rock reggae singer songwriter rocks the house.</p>	
1:15	Lunch & Schmooze	Talk Amongst Yourselves
1:45	<p><b>Impact Marketing</b>            How do today's innovators use media and technology and social marketing as effective marketing tools? Join the discussion on strategy and community organizing.</p>	<p>Rachel Chanoff  <i>Celebrate Brooklyn, Sundance in Brooklyn, New York Jewish Film Festival</i></p> <p>Rabbi Shu Eliovson  <i>founder, The Lockers.net.</i></p> <p>Dan Sieradski  <i>founding Editor-in-Chief and publisher of Jewschool and Matzat</i></p> <p>Speaker/Moderator: Reuven Koret</p>
2:45	Art Burst	Good for the Jews: Rob Tannenbaum and David Fagen

TIME	EVENT	PRESENTERS
3:00	<b>Borat &amp; Beyond: But Is It Good for the Jews?</b> Hear from artists on the frontiers of Jewish comedy and join the discussion on riotous parodies of antisemitism in pop culture. What makes this medium so powerful and why is it capturing our attention now?	Daniel Belasco <i>Henry J. Leir Assistant Curator at The Jewish Museum</i> Dan Friedman PhD <i>writer, Da Ali G Show, Founding and Associate Editor, Zeek</i> David Fagen <i>performer, Good for the Jews</i> Rav Shmuel <i>singer/songwriter and Rosh Yeshiva</i> Rob Tannenbaum <i>Founder of Good For the Jews, founder of What I Like About Jew</i> Moderator: Lisa Alcalay Klug <i>contributor to the New York Times, author of Cool Jew: The Ultimate Guide for Every Member of the Tribe</i>
4:00	<b>Art Burst</b>	Teapacks presents "Push the Button"
4:15	<b>Coffee break</b>	
4:30	<b>The Israeli scene</b> Join the discussion on the tension our Israeli cousins face as performers in Europe versus the U.S., where "Jewish expectations" run high. Learn the ins and outs of bringing in Israeli artists for local programming. Explore opportunities for Israel's 60th.	David Azulay <i>Israeli talent agent</i> Yoram Morad <i>Israeli Consulate</i> Karen Sander <i>Senior Arts Director of Arts and Culture JCC in Manhattan, Israel Non-Stop</i> Kobi Oz <i>Artist, Teapacks</i> Moderator: Robbie Gringras <i>Artist in Residence Makom – the Israel Engagement Network.</i>
5:30	<b>Cocktails presented by Makom &amp; Layla Beer from Israel</b>	

## Tuesday, October 23

TIME	EVENT	PRESENTERS
9:30	<b>Registration &amp; Nosh</b>	
10:00-11:00	<b>Valuing Relationships</b> Keynote Speaker Rabbi Shmuley Boteach, host of "Shalom in the Home" Managing and building positive relationships among artist-venue, artist-presenter, presenter and the community.	Introduction by John Ruskay <i>UJA-Federation of New York</i>
11:00	<b>Fusing Arts &amp; Culture into Jewish Learning</b> How do experienced teachers use art as an educational tool? Join the discussion on innovative ways the arts help make Jewish learning more accessible, relevant and engaging.	Rabbi Daniel Lehmann <i>Founding Director of the Berkshire Institute for Music and Arts</i> Ronit Avni <i>Founder &amp; Executive Director, Just Vision</i> Dr. Ofra Backenroth <i>Assistant Dean, WM Davidson Graduate School of Jewish Education, The Jewish Theological Seminary</i> Speaker/Moderator: Debbie Krivoy <i>Avoda Arts, REEL Learning</i>

TIME	EVENT	PRESENTERS
12:15	<b>Art Burst</b>	Aaron Davidman <i>Artistic Director, Traveling Jewish Theatre, performing an excerpt from his play "A Jerusalem Between Us" about America, Israel, and a question of conscience.</i>
12:30	<b>Lunch &amp; Schmooze</b>	
1:45	<b>TBA</b>	
2:40	<b>Coffee break</b>	
3:00-4:00	<b>Making a Difference</b> How can artists and innovators learn from other sectors of Jewish communal life? Hear from leaders in various fields about their best practices. Brainstorm on ways to translate these ideas across genres. Audience participants will join the discussion in an open Q & A.	Rabbi David Gedzelman <i>Executive Director, Jewish Life Network/Steinhardt Foundation Founding Director of Makor</i>  Helaine Geismar Katz <i>Associate Executive Director, 92nd Street Y</i>  Nigel Savage <i>Executive Director, Hazon</i>  Eleanor Shapiro <i>Berkeley Jewish Music Festival</i>  Moderator: Rabbi Andy Bachman <i>Congregation Beth Elohim, Brooklyn Jews</i>
4:00-6:30	<b>Cocktail Concerts</b> In this closing showcase, six artists perform short sets and share the inside story about their craft, what makes it Jewish and what inspires them.	DeLeon <i>By re-imagining these ancient melodies as contemporary songs, DeLeon introduces this rich musical tradition to the next generation. Dan Saks - Vocals, Guitar, Banjo, Kevin Snider - Bass, Vocals, Justin Riddle – Drums Amy Crawford - Keys, Vocals</i>  Rick Recht <i>With more than 150 annual concerts, this Jewish singer/song writer views his music as a way to cultivate Jewish pride and identity among youth and family audiences.</i>  Sean Altman & Jewmongous <i>This solo comedy concert with occasional guests is former founding partner of What I Like About Jew and Rockapella.</i>  Clare Burson <i>This Six Points Fellowship winner is a combo of influences, something like a Lucinda Williams nourished on Yo La Tengo ballads.</i>  Two Faiths, One Voice <i>Lithuanian folk sensation Maria Krupoves joins forces with Sephardic singer/guitarist Gerard Ederly in a beautiful fusion Eastern European and Judeo-Spanish music.</i>  Afro-Semitic Experience <i>Dedicated to preserving the rich musical heritage of the Jewish and African Diasporas, this multicultural band performs everything from traditional klezmer and nigunim to gospel, behop, swing and spirituals.</i>