

International Jewish Presenters Association

# SCHMOOZE

# '11

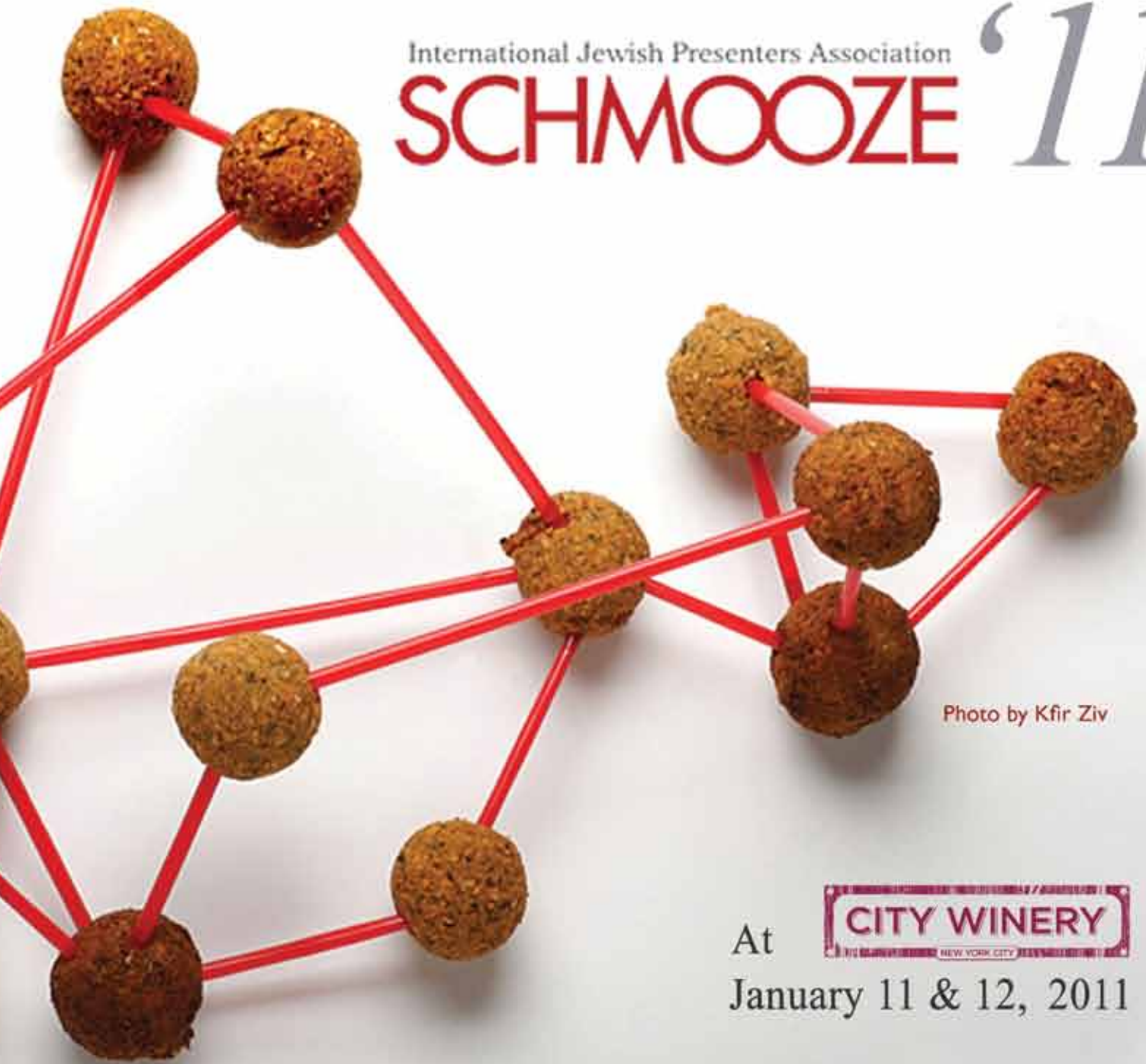


Photo by Kfir Ziv

At



January 11 & 12, 2011



oy!hoo  
festival

SCHMOOZE (schmooz) from the Yiddish word shmuesn: converse casually, to network. To make a connection associated with buisness.

# SCHEDULE

## Schmooze: The Fifth Annual IJPA Jewish Culture Conference

### TUESDAY, JANUARY 11, 2011

- 8:30 am Registration & Coffee**  
Remember to sign up for Day 2  
"Open Coaching" lunch sessions
- 9:10 am Opening Remarks: Michael Dorf**
- 9:15 am Keynote: David Broza Musician,  
Poet, Activist**
- 9:45 am Art Burst: KRANKAYT**  
A taste of "Jews, Hypochondria & Song,"  
Featuring: Adrienne Cooper, Eve Sicular,  
Dan Rosengard & Paul Shapiro
- 10:00 am Caffeinated Schmooze**
- 10:15 am If You Brand it,  
They Will Come: Festivals as Brands**
- 11:30 am Speed Schmoozing** Ready, Set, Schmooze: Three minutes to meet, greet, share and schmooze in a guided forum. Have your business cards ready and be prepared to maximize your Schmooze IQ.
- 12:15 pm Cultural Feast** (tickets required)
- 2:00 pm Questions of Artistic Freedom**  
This follow-up to last year's panel discusses artistic freedom, censorship and cultural pressures.
- 3:00 pm Caffeinated Schmooze**
- 3:15 pm Art Burst: Yale Strom on  
the Dave Tarras Radio Drama**
- 3:30pm Organizational Successes**
- 4:30 pm Shmaltz Brewing Co. ~  
A Bar Mitzvah Book Party**
- 5:00 pm Artist Show Schmooze** Enjoy performances, complimentary wine and freeform Schmooze.
- 6:00 pm Dinner Break**  
Explore the neighborhood or dine at City Winery.
- 8:00 pm The Annual Oyhoo! Music Festival  
at City Winery**  
Good for the Jews & The Klezmatics with Joshua Nelson

### WEDNESDAY, JANUARY 12, 2011

- 8:30 am Registration &  
Sign-Up for Lunch Sessions**
- 9:00 am Morning Dance**  
Greet the day with a movement experience and a photographic history of Jewish dance with Judith Brin Ingber, editor of *Seeing Israeli and Jewish Dance*
- 9:30 am Death of a Synagogue: What are the  
Arenas and identities for Jewish life in  
the Twenty-first Century?**
- 10:05 am Introductory Remarks:  
Israeli Culture Focus**
- 10:15 am Expert Recommendations:  
"My Israeli Top 10"**
- 10:50 am Caffeinated Schmooze**
- 11:00 am Presenting Israel**  
Finding, promoting and presenting  
Israeli artists in the United States.
- 12:00 pm Art Burst - Cinema Sneak Peek**
- 2:15 pm Lunch - Optional Open Coaching Sessions**
- 1:15 pm IJPA Update: What's Next?**  
Join us in building a collaborative network  
and put your membership to work.
- AN AFTERNOON DEDICATED  
TO MARKETING**
- 2:00 pm Cross-Over Marketing: Breaking  
out of the Ghetto**  
How do Jewish venues best compete in a  
broader marketplace and become relevant  
to the general public?
- 3:00 pm Art Burst Surprise**
- 3:15 pm NextGen Magnets: Programming  
for 20-30's**  
Pick up and share best practices for  
attracting NextGen audiences.
- 4:15 pm Artist Showcase & Tell**
- 5:30 pm Big Schmooze Break**
- 8:00 pm The Annual Oyhoo! Music Festival**  
Isramerica Concert at City Winery  
with Special Guest Rami Kleinstein

## TUESDAY, JANUARY 11, 2011

### 8:30 am Registration & Coffee

Remember to sign up for Day 2 "Open Coaching" lunch sessions

### 9:10 am Opening Remarks: Michael Dorf

Michael is the founder and owner of City Winery, creator of the Schmooze conference, Oyhoo Music Festival, Downtown Seder and other initiatives

### 9:15 am Keynote: David Broza Musician, Poet, Activist



This multi-platinum superstar musician, poet and activist divides his time between Tel Aviv and Tribeca. Born in Israel, raised in England and Spain, Broza is the grandson of the co-founder of the Arab-Israeli peace settlement Neve Shalom and the Habonim youth movement. He gained recent acclaim for his sunrise concert series atop Masada, culminating in a PBS special with Jackson Browne and Shawn Colvin.

Broza will discuss his artistic process and the challenges of working and living in multiple worlds, including his dual identities as a Jewish artist in America and an Israeli who performs internationally.

### 9:45 am Art Burst: KRANKAYT

A taste of "Jews, Hypochondria & Song,"



**Krankayt's** This musical mash-up ranges from Allan Sherman to Irving Berlin, and Maimonides to the Marvelettes. Featuring Yiddish songstress Adrienne Cooper, klezmer drummer/subtext maven Eve Sicular, pianist/comedy ace Dan Rosengard, and reedman/shtickologist Paul Shapiro.

### 10:00 am Caffeinated & Schmooze

### 10:15 am If You Brand it, They Will Come: Festivals as Brands

Say the names Montreaux, Sundance, Lallapalooza and Cannes and an image instantly comes to mind. What does it take to create brand value and how do brands impact programming, marketing and sales? Five leading decision makers from five vastly different locales share their perspectives on the branding of festivals and the issues at hand.

**Moderator Ken Gould**, Amsterdam Jewish Music Festival, Amsterdam, Holland

**Mary-Louise Albert**, Chutzpah! Festival, Vancouver, BC

**Janusz Makuch**, Jewish Culture Festival, Krakow, Poland

**Eric Stein**, Ashkenaz Festival, Toronto, Canada







**Mary-Louise Albert** is now in her seventh year as the Artistic Managing Director of the Norman Rothstein Theatre and the international performing arts festival Chutzpah!. A former professional dancer she has worked locally, nationally and internationally as a solo dance artist and as a company member with the Judith Marcuse Dance Company, Anna Wyman Dance Theatre, Karen Jamieson Dance Company and Les Grands Ballet Canadiens. She has performed work by choreographers Mark Morris, Lar Lubavitch, Robert North, Serge Bennathan, Allen Kaeja, Christopher House and Crystal Pite to name a few. She still finds the time to teach dance, most recently at Simon Fraser University School for the Contemporary Arts.



**Ken Gould** became director of the International Jewish Music Festival (IJMF) in Amsterdam, Netherlands in 2007. Since then, the festival has re-invented itself, creating and hosting in 2008, and again in 2010, the International Jewish Music Competition. Last year, 24 pre-selected ensembles from 12 countries competed before a world-class jury for prize money, bookings, recording contracts and agency representation worth more than €70,000. Twenty Jewish music podia scouted the showcase in person and online. Since 1995, Gould has combined a career as a baroque baritone with work as a communications and marketing consultant, advising museums and other organizations.



**Janusz Makuch**, is President of the Jewish Culture Festival Society and Director of the Jewish Culture Festival in Krakow, which he co-founded in 1988. The event has grown into one of the largest presentations of contemporary Jewish culture worldwide. In 2008, Polish President Lech Kaczynski awarded Makuch the highest Polish medal, Polonia Restituta, in recognition of his efforts and achievements in promoting Jewish culture and memory of Polish Jews. He is also a recipient of the Irena Sendlerowa Memorial Award founded by the Taube Foundation for Jewish Life and Culture.



**Eric Stein** is a multi-instrumental musician (mandolin, bass, cimbalom) and a leading figure in Canada's Jewish-roots music scene. He is founder/leader of the innovative klezmer/world fusion group Beyond the Pale, with whom he has performed across North America and Europe and released three award-winning CDs. Eric has performed with other top artists, including Socalled, Theodore Bikel, Flory Jagoda and others and has performed as orchestral soloist with many leading Canadian chamber groups and symphonies. He is a longtime faculty member at Montreal's KlezKanada Festival and, since 2006, has served as Artistic Director of Toronto's Ashkenaz Festival.

**11:30 am Speed Schmoozing:** Ready, Set, Schmooze: Three minutes to meet, greet, share and schmooze in a guided forum.

**12:15 pm Cultural Feast** (tickets required)

**Seven Artists \* Seven Courses \* Seven Wines**

Join us for a feast of the senses. This special Schmooze 'event-within-an-event' fundraiser pairs seven tastes of Jewish culture with seven dishes from top kosher chefs and seven flights of great kosher wines. We'll explore film, theatre, literature, dance, comedy, fine art and music as we taste exceptional creations thematically designed for each presentation.

Film: **Ronit Avni & Sandi DuBowski**, Producers The acclaimed film, Budrus

Theatre: **Ari Roth, Writer & Producer** *The Born Guilty Cycle*

Literature: **Joshua Henkin** - author of *Matrimony* on the New York Times Book of the Year list.

Dance: **Sidra Bell**, Sidra Bell Dance New York (SBDNY Inc.)

Comedy: **Jackie Hoffman** Broadway star, *The Addams Family*

Fine Art: **Kfir Ziv**, Photography

Music: **Achinoam Nini "Noa"** Acclaimed performer



**Ronit Avni** is an award-winning filmmaker and human rights advocate and Founder and Executive Director of the non-profit Just Vision, dedicated to increasing media coverage and support for Palestinian and Israeli efforts to end the conflict without arms. Her work has been featured in Newsweek, The Washington Post, The BBC, NPR and The Economist. Ronit directed and produced the award-winning documentary, "Encounter Point," which screened in more than 200 cities worldwide. Ronit recently co-produced, with Sandi DuBowski, the documentary film, "Budrus," winner of 11 eleven international awards, hailed by The New York Times as "this year's must-see documentary."



**Sandi DuBowski** is the Director/Producer of Trembling Before G-d, Producer of A Jihad for Love, and Co-Producer of Budrus. His award-winning work has screened at Sundance, Berlin, Toronto and over 200 festivals, had theatrical release in over 150 cities, aired on BBC, The Sundance Channel, ZDF-Arte, Israel's Keshet, and been funded by over 60 foundations including The Creative Capital Foundation, The Sundance Institute Documentary Film Program, The Steven Spielberg Righteous Persons Foundation, The Walter & Elise Haas Fund, and Cinereach. DuBowski conducted 800 live events with Trembling Before G-d across the globe and the film has been seen by over 9 million people. He is a member of Reboot, Selah and The Conversation, Outreach Director for The Good Pitch, a media strategist with The Sundance Institute DFP at The 2010 Skoll World Forum, and attended TEDIndia and TEDGlobal. He speaks, consults, and leads workshops on turning movies into movements at Sundance, Toronto, Berlin, Sheffield, Silverdocs, IFF, and Docaviv, and launched Films That Change the World [www.filmsthatchangetheworld.com](http://www.filmsthatchangetheworld.com) to engage people through global events. He is in production on a new film about a 21st century spiritual innovator, Amichai Lau-Lavie.



**Ari Roth** is Artistic Director of Theater J, which The New York Times called “The Premier Theater for Premieres.” He has produced more than 90 full productions, including 30 world premieres by Wendy Wasserstein, Richard Greenberg, Thomas Keneally, Robert Brustein, Joyce Carol Oates, Ariel Dorfman, Judy Gold, and Theodore Bikel (Jim Brochu’s Zero Hour continues at St. Clements Theatre through January). Also a playwright, his work has been produced across the US. He is a four-time recipient of commissions from the Foundation for Jewish Culture, recipient of Hadassah’s Mertyl Wreath Award and was recently named among “The Forward 50.”



**Joshua Henkin** is the author of the novel ‘Matrimony’ (Pantheon, 2007, Vintage, 2008), a New York Times Notable Book, a Book Sense Highlight Pick of the Year, and a Borders Original Voices Selection. He is also the author of the novel ‘Swimming Across the Hudson,’ which was named a Los Angeles Times notable book. His short stories have been published in Glimmer Train, Ploughshares, The Southern Review, The Yale Review, Triquarterly, DoubleTake, The North American Review, The New England Review, Boulevard, and elsewhere. He lives in Brooklyn and directs the MFA program in Fiction Writing at Brooklyn College.



**Sidra Bell**, is Artistic Director of Sidra Bell Dance New York. Trained at the Dance Theater of Harlem and the Ailey School, Bell performed in the 2009 Ballet Builders New Choreographers on Point Series and the 13th International Solo-Dance-Theatre Festival in Stuttgart. She received the Patricia Kerr Ross Award from New York Foundation for the Arts, a Tribeca Performing Arts Center artist residency and a Bessie Schönberg Choreographers Residency at The Yard. She teaches at Stella Adler Studio of Acting and is an artist with The Harold Clurman Center for New Work in Movement and Dance Theater.



**Kfir Ziv** was born in old Jaffa, Israel. After completing his military services as head photographer for the Israeli Defense Forces, Ziv moved to New York to further develop his mastery of photography. His work emphasizes the scientific discipline of crisp still life, with the art of bringing objects to life through an energy that is immediately apparent. His recent work focuses on cosmetics, fine jewelry, accessories and beverages.



Known in Israel by her given name **Achinoam Nini, Noa** is Israel’s leading international concert and recording artist. Born in Tel-Aviv in 1969, Noa lived in NYC from age 2 until her return to Israel alone at the age of 17. Her family is originally from Yemen. Noa studied music at the Rimon School where she met her long-time partner and collaborator Gil Dor.

Noa’s strongest influences come from the singer-songwriters of the 60s, like Paul Simon, Joni Mitchell and Leonard Cohen. These musical and lyrical sensibilities, combined with Noa’s Yemenite roots and Gil Dor’s strong background in Jazz, Classical and Rock, have created Noa and Gil’s unique sound, manifested in hundreds of songs written and performed together. Noa plays percussion, guitar and piano.



**Jackie Hoffman**, is an actress and stand-up known for her facially-contorting expressions, and one-woman shows of Jewish-themed original songs and monologues. She is a veteran of Chicago’s famed The Second City comedy improv group. Hoffman has starred in the following solo comedy performances: “If You Call This Living,” “The Kvetching Continues,” “Jackie Hoffman’s Hanukkah,” “Jackie’s Kosher Christmas” and “Jackie’s Valentine’s Day Massacre,” among others. She performed numerous roles in David and Amy Sedaris’ comic play, “The Book of Liz” and currently plays Grandma in the new Broadway musical ‘The Addams Family.’

## 2:00 pm Questions of Artistic Freedom

This follow-up to last year’s panel discusses artistic freedom, censorship and cultural pressures. How do donors large and small affect the arts? How can we be supportive of diverse cultural expression including art in the Israeli settlements? Join this panel discussion on questions regarding artistic freedom, sanctions against settlement art, relevant conflicts and concerns.

**Moderator Dan Friedman**, The Forward

**Sinai Peter**, Director of The Cameri Theatre’s Return to Haifa.

**Ari Roth**, Director of Theater J

**Alisa Solomon**, Columbia University



A founding editor of Zeek, **Dan Friedman** is now the arts and culture editor at the Forward. With a PhD in comparative literature from Yale and an MA in English literature from Cambridge. He has taught poetry, literature, and film at Cambridge and Yale and headed the English departments at Schechter Regional and Yeshiva University High Schools. As well as publishing various scholarly articles on film, poetry, and photography, Dan writes “very serious fiction” but is better known for his radio and television comedy writing – most notably for the award-winning British television comedy, “Da Ali G Show.”



**Alisa Solomon** teaches at Columbia’s Graduate School of Journalism and directs the concentration in Arts and Culture. A long-time dramaturg, theater critic, and journalist, she has written for the New York Times, Forward, American Theater, Nextbook, WNYC and Village Voice, where she was on staff for 21 years. Her books include Re-Dressing the Canon: Essays on Theater and Gender (George Jean Nathan Award for Dramatic Criticism) and Wrestling with Zion: Progressive Jewish-American Responses to the Israeli-Palestinian Conflict (co-edited with Tony Kushner). She is currently writing ‘Wonder of Wonders: A Cultural History of Fiddler on the Roof.’



**Sinai Peter** is Director of the Cameri Theatre of Tel Aviv's production of RETURN TO HAIFA, initially staged at the Cameri in 2008 and premiering at Theater J in Washington DC this month. Together with The San Francisco Mime Troupe, he wrote Seeing Double (Obie, 1990). He has directed The Swan, Arturo Ui, Clearing, The Graduate, Chimps and Unsung Heroes at the Haifa Theater, Machinal at The Khan Theater of Jerusalem and Pangs of Messiah and The Accident at Theatre J. He previously served as Artistic Director of Neve-Tzedek Theater and Haifa Municipal Theater.



**Ari Roth's** bio is listed previously as part of our Cultural Feast.

**3:00 pm Caffeinated Schmooze**

**3:15 pm Art Burst: Yale Strom on the Dave Tarras Radio Drama.**



**Yale Strom** is a leading ethnographer-artist of klezmer & Rom music and history. His research was instrumental in forming the repertoire of his klezmer band, Hot Pstromi. Since his first trip to the Eastern Bloc in 1981, Strom has conducted over 75 ethnographic research treks and has contributed to the revival of Jewish culture in Poland. Strom's body of work includes 12 books, his new release "Dave Tarras: The King of Klezmer" (Or-Tav), 13 recordings, seven documentary films, many photo exhibitions and three dramas. Strom is artist-in-residence in the Jewish Studies Program at San Diego State.

**3:30 Organizational Successes**

Representatives of acclaimed projects discuss their winning stories: the financial success, the media success, the artist success, and the consumer success.



- Roger Bennett**, Reboot/Sukkot Project
- Lenore Naxon**, JCCSF/The Laramie Project
- Alana Newhouse**, Tablet
- Jordan Peimer**, Director, Public Programs Skirball Cultural Center



**Roger Bennett** is founder of Reboot, and 21/64, a consultancy specializing in next generation and intergenerational strategic philanthropy. He co-founded the Idelsohn Society for Musical Preservation, which produced Black Sabbath: The Secret Musical History of Black-Jewish Relations, a compilation of the musical history of mid-20th century Jews and African Americans featuring Johnny Mathis, Aretha Franklin and Nina Simone. He co-authored Bar Mitzvah Disco and Everything You Know is Pong: How Mighty Tennis Table Shapes Our World (It Books, 2010).



**Lenore D. Naxon** directs the Eugene & Elinor Friend Center for the Arts at the Jewish Community Center of San Francisco. Part of the JCCSF's Arts and Ideas season of performances, lectures and conversations, it has become part of San Francisco's cultural mainstream. Lenore held the first management fellowship from the National Opera Institute (Dallas Opera) and moved to work at San Francisco Opera. After her tenure there, she consulted with the Women's Foundation, Stern Grove Festival and San Francisco Contemporary Music Players. Under her direction, the JCCSF has pioneered innovative cross-discipline initiatives including Freudfest, Abracadabra, and Let Freedom Ride.



**Alana Newhouse** is the editor-in-chief of Tablet Magazine, as well as a contributor to numerous other media outlets, including the New York Times, the New York Times Magazine, Slate, New York Magazine and others.



Since 1997, **Jordan Peimer** has risen to senior management at Skirball Cultural Center as Director of Public Programs. Previously, he worked at Highways Performance Space as administrator, then co-artistic director. He has also consulted with organizations across the country and internationally. He is past chair of the National Performance Network and has served on boards of Diavolo Dance Theater (founding chair), Hae Kyung Lee + Dancers and Los Angeles Dance Kaleidoscope Foundation, where he created DanceWest, the official Western US Platform for France's Bagnolet Dance Festival. He also advises the Live Arts Development Agency of the London Arts Board.

**4:30 pm Shmaltz Brewing Co. ~ A Bar Mitzvah Book Party**

First a beer... then a book! We're shebbing nachas over Craft Beer Bar Mitzvah, a new memoir by

**Jeremy Cowan**, proprietor of Shmaltz Brewing Co.'s He'Brew Beer.

Join Cowan at the bar for l'chaims and complimentary tastes of the book & the brews ~ sponsored by Shmaltz Brewing Co.

Beverage World Magazine recently named Shmaltz "Best American Craft Brewer" and "Best In Show 2010."

Craft Beer Bar Mitzvah (autographed copies available for purchase) tells Cowan's story of brewing up delicious beer & delicious shtick, creating a successful national brand and all the fun and unexpected turns experienced since its genesis in 1996.





**5:00 pm Artist Showcase** Enjoy performances, complimentary wine and freeform Schmooze.



**Avishai Cohen** is a leading figure on the international jazz scene and one of the most sought after players of his generation, "an assertive and accomplished trumpeter with a taste for modernism," according to Nate Chinen of *The New York Times*. Originally from Tel Aviv, he began performing at age 10.



Emmy Award winning actress and comedian, **Judy Gold**, stars in the critically acclaimed long-running Off Broadway hit "25 Questions for a Jewish Mother" -- nominated for a 2006 Drama Desk Award for Outstanding Solo Performance and recipient of the 2007 GLAAD award for "Outstanding New York Theater." *The New York Times* called this one-woman show "fiercely funny, honest and moving" and *Time Out* declared it a "genuine mitzvah." Kate Moira Ryan & Gold wrote this humorous & poignant portrait of what makes a Jewish mother a Jewish mother.



**The Sway Machinery's** combination of rhythmic power and potent folklore takes no prisoners. And indeed, the historical tradition of cantorial music, which is the focus of the band's work, is very much a lost world. The band boasts an unusually accomplished line-up of musicians, featuring guitarist Jeremiah Lockwood of Balkan Beat Box, drummer John Bollinger of Barbez, bass saxophonist Colin Stetson of Arcade Fire and Tom Waits' band, and the trumpet and tenor sax horn section of the band Antibalas, Jordan McLean and Stuart Bogie.

**8:00 pm The Annual Oyhoo! Music Festival at City Winery**  
**Good for the Jews & The Klezmatics with Joshua Nelson**

## WEDNESDAY, JANUARY 12, 2011

**8:30 am Registration & Sign-Up for Lunch Sessions**

**9:00 am Morning Dance**

Greet the day with a movement experience and a photographic history of Jewish dance with **Judith Brin Ingber**, editor of *Seeing Israeli and Jewish Dance* (Wayne State University Press, forthcoming June 2011). She co-founded Voices of Sepharad with singer David Harris, previously taught for the Bat Dor-Batsheva Dance Society and assisted Sara Levi-Taini, Inbal Dance Theatre's director. She has taught in the Univ. of Minnesota Department of Theater and Dance since 1986 and is the author of Fred Berk's biography, *Victory Dances*, contributions to YIVO.

**9:30 am Panel: Death of a Synagogue: What are the Arenas and identities for Jewish life in the Twenty-first Century?**

**Amichai Lau-Lavie**, Storahtelling

**Greg Wall**, 6th Street Community Synagogue

**Joanna Samuels**, Advancing Women Professionals and the Jewish Community



**Amichai Lau-Lavie** is Founder, Executive and Artistic Director of Storahtelling, described as "one of the most interesting thinkers in the Jewish world" by the *NY Jewish Week* and an "iconoclastic mystic" by *Time OUT NY*. He previously directed summer programs at Melitz: Jewish Zionist Centers in Jerusalem, focusing on the integration of Jewish education via the arts. His theatrical experience as writer and performer includes the Theatre Company Jerusalem, Acco Theatre Group and Avodah Dance Ensemble. Amichai was a Mandel Jerusalem Fellow in Israel, a consultant to the Reboot Network and a member of the Synagogue 3000 Leadership Network.



**Rabbi Joanna Samuels** is Director of Strategic Initiatives at Advancing Women Professionals and the Jewish Community. In this capacity, she serves as an advocate, strategist, and mentor for women's advancement and gender equity in the Jewish community. Previously, she served for six years as Rabbi of Congregation Habonim in New York City. She currently serves on the boards of Storahtelling and Barnard Columbia Hillel. She is a graduate of Barnard and the Jewish Theological Seminary, where she was a Wexner Graduate Fellow.



**Greg Wall** has been the spiritual leader of the Sixth Street Community Synagogue since September, 2009. He received smicha/ rabbinic ordination) from HaRav Don Channen of Yeshivat Pirchei Shoshanim in 2006, as well as from HaRav Zalman Nechemya Goldberg in 2007 and HaRav Shar Yashuv Cohen in 2009. Rabbi Wall--also known as "the Jazz Rabbi," is a celebrated musician and recording artist whose innovative downtown blend of jazz, world music and Jewish sounds has filled the halls of top venues from Carnegie Hall to stages throughout North America, Europe and Israel.

## 10:05 am Introductory Remarks: Israeli Culture Focus



**Anat Gilead** is the Consul for Cultural Affairs of Israel in the North America, at the Consulate General of Israel in NY. Her office promotes cultural dialogue between Israel and North America.

## 10:15 am Expert Recommendations: “My Israeli Top 10”

Film: **Isaac Zablocki**, Other Israel Film Festival

Dance: **Karen Sander**, The JCC in Manhattan

Music: **Jeremy Hulsch**, Oleh Records



**Isaac Zablocki** is the Director of the Israel Film Center. Born in New York, Zablocki grew up in Israel, attended film school at Columbia University and went on to work at Miramax films. As Director of Film Programs at the JCC in Manhattan, he is one of the country's leading presenters of Jewish and Israeli films, programming more than seven film festivals a year. These including The Other Israel Film Festival and Reelabilities: The NY Disabilities Film Festival. Isaac also teaches film in various institutions.



In recent years, **Jeremy Hulsch** has orchestrated financial deals resulting in the investment of more than \$5 million in the Israeli music and film industry, including major motion pictures, music productions and cultural events—all revenues focused on the local Israeli workforce. Jeremy earned a degree in International Business/Conflict in Tel Aviv. His passion, Oleh! Records, currently operates a modest office with passionate staff and volunteers in the heart of the city.



**Karen Sander** is Senior Director of Arts & Culture for the JCC in Manhattan. She has been involved as a producer of arts events in NYC and internationally for over 15 years focusing her energies on creating new work and finding ways for the wider public to become actively engaged in the arts. Prior to working for the JCC, she was the Managing Director of NY's music festival, Bang on a Can. She has worked for the education department at the Metropolitan Opera and served on numerous funding panels and on the Board of Trustees for the Kinhaven Music School in Vermont.

## 10:45 am Caffeinated Schmooze

### 11:00 am Presenting Israel

Finding, promoting and presenting Israeli artists in the United States,

**Moderator David Homan**, America-Israel Cultural Foundation

**Avisar Savir**, Artist manager / booking, CEO Avisar Savir Music

**Brice Rosenbaum**, Music Director - Le Poisson Rouge/ Founder and CEO, boomBOOM Presents

**Moshe Bonnen**, former senior Broadcaster & Music Editor on the IDF Radio (Galataz, Galgalatz), & on Channel 2 (Israel TV). Founder of Maydalleh- Hebrew Music Services and Productions.

**David Azulai**, Founder & CEO of Teev Events, Inc.



**David Homan** is Executive Director of the America-Israel Cultural Foundation. For the last four years, he has re-branded and energized one of the most vital but unknown institutions benefiting Israeli Culture. David is also a working artist, composing music for theatre, dance and chamber/orchestra. He recently formed a new classical rock band.



**David Azulai**, founder of Teev Events Inc., an Israeli music agent, producer and manager. He has worked with Jewish organizations, universities and festivals throughout North, Central and South America and has also produced and managed events for Fortune 500 companies and organizations throughout the US.



**Avisar Savir** operates an independent music firm based in Tel Aviv specialized in promotion, production, management and artist representation in Israel and worldwide. In the past decade, Avisar Savir has been promoting and producing some of Israel's music scene's highlights. Avisar also manages career development for artists who represent the highest level of musical and artistic expression in their respective genres.



## 12:00 pm **Art Burst - Cinema Sneak Peek**

Two young Jewish filmmakers are premiering new work at Sundance next year. Here is a taste of what's to come.

**Tiffany Slain's** [www.connectedthefilm.com](http://www.connectedthefilm.com)



**Yoav Potash's** [CrimeafterCrime.com](http://CrimeafterCrime.com)



## 12:15 pm **Lunch - Optional Open Coaching Sessions:** (a = artists p = presenters b = both)

**Limited to eight participants per coach, sign up at registration**

- (a) How to approach presenters **Lenore Naxon**, The Eugene & Elinor Friend Center for the Arts, JCCSF
- (p) Thinking about Development/Grant Writing: **Marion Koltun Dienstag**, Foundation for Jewish Culture
- (p) Building Audiences: Creative Thinking: **Marilyn Hassid**, JCC of Houston
- (a) The Business of Art: Making Your Art Work for You; **Randy Lutterman**, JCCA Consultant
- (p) Starting from Scratch: **Joey Baron**, Boston Jewish Music Festival
- (b) Social Marketing **Dan Siedarski**, Digital Strategist

## 1:15 pm **IJPA Update: What's Next?**

Join us in building a collaborative network and put your membership to work. Engage in this frank discussion of where we are as an organization and where we are headed as we explore the latest installment of the IJPA website.

## **AN AFTERNOON DEDICATED TO MARKETING**

### 2:00 - 3:00 pm **Cross-Over Marketing: Breaking out of the Ghetto**

How do Jewish venues best compete in a broader marketplace and become relevant to the general public?

**Moderator Aaron Bisman**, JDub

**Dimitri Vietze**, Rock Paper Scissors PR firm

**Daniel Septimus**, Jewniverse

**Esther Safran Foer**, Sixth and I



**Aaron Bisman** is co-founder, President, and CEO of JDub, a not-for-profit forging vibrant connections to Judaism through music, media, and cultural events, which recently acquired Jewcy.com, a platform for the ideas that matter to young Jews today. Bisman co-founded the Six Points Fellowship for Emerging Jewish Artists, was a Joshua Venture Fellow and was recognized by the Forward 50 and the White House during Jewish American Heritage Month. Bisman discovered and signed Hasidic Reggae singer Matisyahu and Israeli superstars Balkan Beat Box. In 2005, he co-founded Altshul, a traditional egalitarian community in Park Slope, Brooklyn.



**Daniel Septimus** is the Editor-in-Chief and CEO of MyJewishLearning.com. He also developed and oversees MyJewishLearning's new Jewish parenting website, Kveller.com. Daniel holds a masters in creative writing from the University of Manchester (UK) and was, for several years, the Books columnist for the Jerusalem Post.



**Dmitri Vietze** is the founder of Rock Paper Scissors, Inc., a publicity firm for global music. RPS specializes in cultural music projects. Clients have included The Klezmatics, Balkan Beat Box, SF Jewish Music Festival, Ashkenaz Festival, Frank London, Charming Hostess, The Other Europeans, and Galeet Dardashti, as well as many world music figures, such as King Sunny Ade, Seu Jorge, and Mariza. Vietze will chair a SXSW 2011 session on "Breaking Out of the World Music Ghetto." He edits the "world music" industry blog.



**Esther Safran Foer** is the Director of Sixth & I, a downtown cultural hub and historic synagogue widely recognized as "a new paradigm for Jewish life." Safran Foer was named to the Forward 50 and the shul was honored by the Bronfman Foundation as one of the most innovative Jewish organizations in the country. Prior to her work at Sixth & I, she ran her own public relations firm, worked as a state press secretary, as a state director for a presidential campaign and on staff at Congressional Quarterly.



### 3:00 pm **Special Art Burst: Israeli star Rami Kleinstein**

### 3:15 pm **NextGen Magnets: Programming for 20-30's**

Pick up and share best practices for attracting NextGen audiences. When it comes to content and marketing, what can venues across the country learn from their counterparts in Manhattan and vice-versa?

**Moderator Lisa Alcalay Klug**, Author and event curator, moderator

**Andy Bachman**, Congregation Beth Elohim

**Daniel Brenner**, Birthright Israel NEXT/ Moving Traditions

**Rebecca Guber**, Six Points Fellowship

**Marilyn Hassid**, Houston JCC



**Lisa Alcalay Klug** is an award-winning journalist and author. She has published hundreds of articles on Jewish culture and the bestselling book, *Cool Jew: The Ultimate Guide for Every Member of the Tribe*, an exploration of Jewish identity and pop culture, and the first humor title honored in the 50-year history of the National Jewish Book Awards. Since 2008, she has co-curated, presented and performed at more than 100 events in North America, Europe and Israel. Schmooze's Assistant Director, Klug has been a key volunteer organizer of the last four Schmooze conferences. She also serves as editorial consultant for IJPA.



**Rabbi Andy Bachman** is Senior Rabbi at Congregation Beth Elohim in Brooklyn. Previously he served as the Executive Director of the Edgar M. Bronfman Center for Jewish Student Life: Hillel at New York University. Along with his wife Rachel Altstein and several friends, he co-founded Brooklyn Jews, an innovative outreach program for the many unaffiliated Jews who have made Brooklyn their home. Rabbi Bachman has been on the Newsweek and Forward 50 list.



**Rabbi Daniel Brenner** works for Moving Traditions, a non-profit focused on the intersection of Judaism and gender that pioneers educational programming for teenagers. Previously, he served as the founding executive director of Birthright Israel NEXT, a national initiative that engaged more than 100,000 young adults by fostering micro-communities. He is a 1997 graduate of the Reconstructionist Rabbinical College and was named by Newsweek Magazine as one of the most influential rabbis in America. He is a recipient of the Simon Rockower Award for Excellence in Jewish Journalism.



**Rebecca Guber** launched and is currently the Director of the Six Points Fellowship for Emerging Jewish Artists, the only program providing significant financial support and a two-year learning program to individual artists for the creation of new Jewish culture in New York City and Los Angeles. She has curated and produced numerous cultural events, including founding the Shpatzirin Festival, and previously worked at Hazon, the Lower Manhattan Cultural Council and the Museum of Jewish Heritage. She has been an active participant in the Jewish entrepreneurial sphere, and has participated in the Selah Leadership Program, ROI 120 and PLP.



**Marilyn Hassid** is the Assistant Executive Director and Co-Director of the Center for Jewish Living & Learning at the Jewish Community Center of Houston. She produces all visual, literary, and performing arts programs and coordinates formal learning with cultural experiences. She co-directs the annual Patrons of the Arts Campaign (\$200,000) and raises another annual \$200,000 for individual projects. In 2001, she received the National Council of Jewish Women Hannah J. Solomon Award for Outstanding Service in the community. In 2008, the JCC established Marilyn Hassid Emerging Authors Program Endowment was established to celebrate her 25 years with the JCC.

### 4:15 - 5:30 pm **Artist Showcase & Tell**

**Michelle Citrin, Anat Cohen, Amir Darzi**, and a performance by **Rami Kleinstein**



Singer/song writer **Michelle Citrin** is currently scoring the music and lyrics for the upcoming Broadway production of *Sleepless* in Seattle. She stars in the YouTube videos, "20 Things to Do with Matzah" and "Rosh Hashanah Girl", ranked among the top 20 most-viewed music videos of 2008, as featured on Good Morning America, Yahoo.com, CBS Evening News and The New York Times. Citrin has been named among Billboard Music's "Top Songwriters," received honors in the Great American Songwriting competition and was named a finalist in both Sony Music's Future Rock Competition and VH-1's Song of the Year.



**Anat Cohen** is an established bandleader and prolific composer, conversant with modern and traditional jazz, classical music, Brazilian choro, Argentine tango and Afro-Cuban styles. Born in Tel Aviv, she has established herself on both tenor saxophone and clarinet since arriving in New York in 1999, topped the Rising Star-Clarinet category in DownBeat Magazine's Critics Poll in 2007 and 2008, and placed prominently in four categories including Rising Star Jazz Artist, where she ranked second--the only female artist to make the list. She was also mentioned on DownBeat's readers poll in 2007 and 2008.



**Amir Darzi** is a folk rock musician born and raised in Israel. Over the last few years, he has earned a steadily growing audience both in Israel and the United States. He cites the music of the 60's and 70's as primary influences and steeps his work in what he defines as "organic and emotive tones." He currently lives in Brooklyn where he is recording his first full-length release.

### 8:00 pm **The Annual Oyhoo! Music Festival**

**Isramerica Concert at City Winery with Special Guest Rami Kleinstein**

First 25 IJPA passes admitted for free, other's at 50% off ticket. Doors open at 7 pm

## Staff

**Michael Dorf**, DAD Executive Director, Oyhoo Festival Producer

**David Franklin**, IJPA Executive Director, DAD Associate Executive Director

**Shlomo Lipetz**, Oyhoo Festival Director

**Jordan Bleckner**, Schmooze Conference Coordinator

**Lisa Alcalay Klug**, Schmooze Assistant Director

**Dave Bias**, Web Manager; **Megan Warner**, Office Manager; **Colleen McClay**, Graphic Designer Cover Artwork by **Kfir Ziv**



**David Franklin**, IJPA's Executive Director and Director of Schmooze. The recipient of the National Hillel Ellie Wiesel Award for Jewish Art and Culture, he has worked as a consultant for numerous Jewish organizations across the country and is the founder of Strive for Five, an online voter registration program. Previously, he worked with San Francisco Hillel, American Jewish Committee-New York, UAHC/URJ, Jewish Coalition for Service and Hazon, developing their Food Education Program. He is currently creating an exhibit on the influence of Jews in rock n' roll with the Rock and Roll Hall of Fame.

**Partner Organizations:** All About Jewish Theatre, American Jewish Historical Society, Avoda Arts, The Blueprint, The Conney Project on Jewish Arts at UW Madison, International Association for Jewish Theatre, JCC Association, The JCC in Manhattan, JCRC, Jewcy, Jews-week, Makom, Museum of Jewish Heritage, National Museum of American Jewish History, Skirball Center at Temple Emanu-El, The Jewish Week, Zeek Magazine

## Schmooze Program Committee

Marilyn Hassid, Lisa Alcalay Klug, Lenore Naxon, lead organizers

David Chack, Robbie Gringras, Karen Sander, Bob Goldfarb

## IJPA Advisory Board

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## CREDITS & THANKS

IJPA is an extensive arts network that advances the growth of Jewish culture by linking the presenters of culture with the artists, distributors and booking agents of musicians, dancers, theatre companies, filmmakers and other talent. IJPA offers an online forum for bookings, industry-wide trainings and a national Jewish culture conference called Schmooze, providing cutting-edge tools for sharing best practices, addressing common concerns and working economically. The IJPA is currently incubated by the 501c3 organization Downtown Arts Development, Inc. For more information about joining the IJPA contact [info@oyhoo.com](mailto:info@oyhoo.com).

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**GOOD FOR THE JEWS**  
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