



PROGRAMS AT A GLANCE

PLENARIES

Sunday, May 2

3:45 P.M. - 5:00 P.M.

Keynote Address: Arthur Blank and Bernie Marcus, founders of The Home Depot. Marquis C/D

Moderator: Harry Maziar

Monday, May 3

8:15 A.M. - 9:30 A.M.

Marquis C/D

Keynote Address: Allan Finkelstein - A Strategic Vision for JCCs

Inspiring Visions of Jewish Engagement

Ariel Beery, CEO, Presentense

Rabbi Sharon Brous, founding rabbi of IKAR

Tuesday, May 4

8:15 A.M. - 10:00 A.M.

Marquis C/D

Keynote Address: Reynold Levy, president of Lincoln Center for the Performing Arts

8:30 P.M. - 10:15 P.M.

Marquis C/D

An Article of Hope

Presenter: Dan Cohen, director

Wednesday, May 5

8:00 A.M. - 10:30 A.M.

Marquis D

Keynote Address: Kory Kogan, FranklinCovey

The Speed of Trust

EVENTS AND RECEPTIONS

Sunday, May 2

12:00 P.M. - 1:15 P.M.

M104

JCC Association Major Donors Luncheon *(by invitation)*

1:30 P.M. - 3:30 P.M.

International 4-10

J's Stake House with a menu of programs and services for JCC stakeholders

5:30 P.M.

Lower Level

Courtland St. Entrance

Buses begin loading to go to Marcus JCC for a Southern Soiree

Monday, May 3

1:15 P.M. - 2:30 P.M.

Canadian JCCs Meeting *(by invitation)*

M105

1:15 P.M. - 2:30 P.M.

M106

New York JCCs Meeting *(by invitation)*

5:00 P.M. - 6:15 P.M.

10th Floor Skyline

Conference-wide Reception Honoring Award Winners

M301

Bay Area Reception *(by invitation only)*

Tuesday, May 4

12:15 P.M. - 2:00 P.M.

Marquis C/D

**Biennial Conference-wide Lunch with Comedian Joel Chasnoff
JCC Association Awards**

10:15 P.M. - 11:15 P.M.

Marquis A/B

Dessert Reception - Visit the Vendors

SEMINARS

Sunday, May 2

10:30 A.M. - 12:00 P.M.

M301

**Building Community through Imaginative Jewish Arts
and Theater**

M302

Film and Our Perception of Israel and Jewish Peoplehood

Monday, May 3

9:45 A.M. - 11:15 A.M.

International, Lower Level

Session 1

11:45 P.M. - 1:15 P.M.

International, Lower Level

Session 2

3:00 P.M. - 4:30 P.M.

International, Lower Level

Session 3

International 1

Track 1: Building Your JCC's Communal Leadership Presence

International 2

Track 2: Building Your JCC's Program for Adults

International 3

Track 3: Building Your JCC's Social Responsiveness

International 4

Track 4: Building Your JCC's Strategic Advantage

International 5

Track 5: Building Your JCC's Unique Jewish Community

International 6

**Track 6: Building Your JCC's Exceptional Early Childhood to
Teen Programs**

International 7

Track 7: Building Your JCC's Governance

International 8

Track 8: Building Your JCC's Fundraising Expertise

International 9

Track 9: Building Your JCC's Compelling Marketing Power

International 10

**Track 10: Building Your JCC's Competitive Advantage in
Health and Wellness**

International C

Track 11: Building Your JCC's Leadership Capacity

International B

Elective Session 1: Risk Management

International B

**Elective Session 2: We Are the World: The Value of Your JCC-
World JCC Connection**

International B

Elective Session 3: Fiscal Oversight

HOT TOPIC FORUMS

Tuesday, May 4

10:30 A.M. - 12:00 P.M.

International 5 **Forum 1 - What Separates the Best from Rest: Benchmarking Illuminates the Path to Excellence**

International 6 **Forum 2 - Financial Resource Development: Building Foundation/JCC Relationships**

International 7 **Forum 3 - The Human Factor in Building Board Capacity**

International 8 **Forum 4 - JCCs and Federations: What Can the Jewish Community Look Like in 2020?**

International 9 **Forum 5 - Health and Wellness: Applying Top Fitness Trends to Energize Your JCC Fitness Program**

5 IMPORTANT STRATEGIES FOR THE FUTURE

Tuesday, May 4

2:15 P.M. - 3:30 P.M.

International 4 **Transitioning from Fitness to Wellness**

International 5 **Creating a New Vision for JCC Day Camps**

International 6 **Executive Succession**

International 7 **Reshaping the JCC/Israel Relationship**

International 8 **Engaging the Next Generation of JCC Leaders**

SIZE-OF-CITY BREAKOUTS - BEYOND THE BIENNIAL

Reflect on what you've heard over the last several days, and discuss how to take that and apply it to your JCC in a focused way.

Choose one of the following areas to spotlight within your size-of-city group:

1. Marshalling Human, Financial and Creative Resources
2. Strategic Direction

Tuesday, May 4

3:45 P.M. - 5:15 P.M.

Intermediate

International 2 Marshalling Human, Financial and Creative Resources

International 3 Strategic Direction

Large Intermediate

International 5 Marshalling Human, Financial and Creative Resources

International 6 Strategic Direction

Large

International 7 Marshalling Human, Financial and Creative Resources

International 8 Strategic Direction

Metro

International 9
International 10

Marshalling Human, Financial and Creative Resources
Strategic Direction

COHORT & OTHER GROUPS

Sunday, May 2

10:00 A.M. - 12:00 P.M.
M103

Advanced Leaders *(past presidents of JCCs)*

Tuesday, May 4

7:00 A.M. - 8:15 A.M.
M101

Benchmarking Focus Group *(by invitation)*

Sunday, May 2

8:00 A.M. - 2:15 P.M.
International B/C

Esther Leah Ritz Next Generation Leaders *(by Invitation)*

Monday, May 3

7:00 A.M. - 8:00 A.M.
M104

Esther Leah Ritz Next Generation Leaders *(by Invitation)*

Tuesday, May 4

7:00 A.M. - 8:15 A.M.
International 8/9

Esther Leah Ritz Next Generation Leaders *(by Invitation)*

Morning Fitness *(open to all)*

Monday, May 3

6:30 A.M. - 7:30 A.M.
International C

The M.E.L.T. Method

Monday, May 3

6:30 A.M. - 7:30 A.M.
Lobby

Run Around Atlanta

Tuesday, May 4

6:30 A.M. - 7:30 A.M.
International C

BODYVIVE™ Workout by Les Mills

Tuesday, May 4

6:30 A.M. - 7:30 A.M.
Lobby

Run Around Atlanta

Wednesday, May 5

6:30 A.M. - 7:45 A.M.
International C

Mat Pilates Workout presented by Balanced Body

Graduate Scholars *(by invitation)* - Ongoing

Incoming JCC Presidents *(taking office before January 1, 2012)*

Monday, May 3

7:00 A.M. - 8:00 A.M.
M105

Incoming Presidents Breakfast: Be Careful What You Wish for!

JCC Maccabi Games Continental Governing Board

Tuesday, May 4

2:30 P.M. - 5:00 P.M.

JCC Maccabi Games Continental Governing Board

International A (CGB) *(by invitation)*

Wednesday, May 5

8:00 A.M. - 4:00 P.M.

M301

JCC Maccabi Games Continental Governing Board

(CGB) *(by invitation)*

Jewish Learning *(open to all)*

Monday, May 3

7:00 A.M. - 8:00 A.M.

M101

ARTzeinu: Israel through the Arts

Tuesday, May 4

7:15 A.M. - 8:15 A.M.

M105

Jewish Learning Session: Money and Power in Jewish Life

JWB Jewish Chaplains Council *(by invitation)* - ongoing

Merrin Fellows & Alumni *(by invitation)* - ongoing

Presidents and Executives *(by invitation)*

Sunday, May 2

10:00 A.M. - 12:00 P.M.

Marquis C

Building an Excellent JCC through the Shared Wisdom of the Board and CEO

Tuesday, May 4

7:00 A.M. - 8:15 A.M.

International 5/6/7

Federation - JCC Relations

JCC ASSOCIATION BOARD OF DIRECTORS

Sunday, May 2

7:30 A.M. - 9:45 A.M.

Marquis D

Board Meeting and Breakfast

Monday, May 3

1:15 P.M. - 2:30 P.M.

M101

JCC Association New Board Members Lunch *(by invitation)*

Wednesday, May 5

10:45 A.M. - 12:15 P.M.

Marquis D

JCC Association Board Meeting

WORLD CONFEDERATION OF JCCS/INTERNATIONAL DELEGATES

Sunday, May 2

2:00 P.M. - 3:30 P.M.

M103

Orientation *(by invitation)*

Monday, May 3

7:00 A.M. - 8:00 A.M.

M106

Unique Accounts of Personal Jewish Journeys from Around the World *(open to all)*

Tuesday, May 4

3:45 P.M. - 5:15 P.M.

M104

Board Meeting *(by invitation)*

Tuesday, May 4

6:00 P.M.

Off-site

Shared Cost Dinner *(by invitation)*

Wednesday, May 5

7:00 A.M. - 8:00 A.M.

M102

World Confederation of JCCs Wrap-up Discussion

JCC ASSOCIATION COMMITTEE MEETINGS

Sunday, May 2

10:30 A.M. - 12:00 P.M.

M304

JCC Association Professional Development Committee

M106/107

JCC Association Finance Committee

Monday, May 3

7:00 A.M. - 8:00 A.M.

M304

JCC Association Community Services Committee

M303

JCC Association FRD Committee

7:30 A.M. - 8:00 A.M.

M103

AMUTA Annual General Assembly *(by invitation)*

Tuesday, May 4

7:00 A.M. - 8:15 A.M.

M103

JCC Association Investment Committee

PHOTO OPPORTUNITIES

You can pick up your award certificate(s) at the Biennial photo ops booth located in the Exhibit Hall, booth #213 Marquis A/B, at the Marriott Marquis in Atlanta. This is a great opportunity to get a photo of your delegation with the award, which you can use for local PR in your community. Please gather everyone from your delegation who you would like in your photo at the photo ops booth during one of these times:

Monday, May 3

7:00 A.M. - 8:00 A.M., 1:15 P.M. - 2:30 P.M. or 4:30 P.M. - 5:00 P.M.

Tuesday, May 4

7:00 A.M. - 8:30 A.M., 4:30 P.M. - 6:00 P.M. or 10:15 P.M. - 11:15 P.M.

Wednesday, May 5

7:00 A.M. - 8:00 A.M. or 10:30 A.M. - 11:00 A.M.