



On the Agenda of the  
Department for Zionist  
Activities of the World  
Zionist Organization

על סדר היום של  
המחלקה לפעילות  
ציונית של ההסתדרות  
הציונית העולמית

No.13



עושים ציונות

# Doing Zionism

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## On my mind...



The World Zionist Organization's adoption of a new Jerusalem Program in June, 2004 was the successful culmination of a two year process dealing with the essence (מהות) of the organization. It was also a confident declaration that the WZO continues to have a unique and vital role to play in Jewish communal life today, both in Israel and throughout the Diaspora.

The WZO's ability to fulfill this role, however, now requires that we boldly address three additional matters:

- categories of membership (חברות),
- the democratic processes (תהליכים דמוקרטיים), and
- the organization's institutions (מוסדות).

Together these shape the WZO's presence throughout the world, and determine its ability to act upon its mandate. And presently they are inappropriate to current realities. What is needed is a radical restructuring that will:

- empower the constituencies of the WZO
- facilitate the expansion of the WZO membership base
- inspire community support for WZO activities
- foster effectiveness in the implementation of the WZO program, and

- promote the development of the resources necessary for the fulfillment of the WZO's mission.

In anticipation of these matters being brought before the Zionist General Council this coming June, I have prepared a comprehensive proposal for the revitalization of the Zionist movement intended to achieve these objectives. I urge you to review the material at [www.doingzionism.org/institutions/](http://www.doingzionism.org/institutions/) and to share your reactions with me. (When the page opens, click on "Revitalizing the Zionist Movement" to get to the proposal.) The organizational transformation that is required can only be achieved as a collective effort, and we need to take advantage of the coming months for an open exchange of views. I am concerned that without such a process the WZO's new declaration of relevancy will amount to nothing more than an empty promise. We are capable of much more.

Sincerely,



Dr. David Breakstone  
Head of the Department for Zionist Activities

## Department Initiatives:

**Do The Write Thing (DTWT)**, a professional training seminar for Jewish student journalists organized by the Departments for Zionist Activities and Hagshama of the WZO in cooperation with the Spokespersons Office of the Jewish Agency, was held this year for the 15th consecutive time at the General Assembly of the United Jewish Communities of North America. Herzl: Up Close and Personal, the traveling exhibition produced by the Department for Zionist Activities, was featured at this year's successful seminar, highlighted by scholar-in-residence, Mr. Jonathan Kaplan, who spoke about "The Journalist as Leader: Herzl's Case."

**If you take 5 Australians, 2 Italians, 2 Danes, a South African, an Austrian, a Brit and a Swede**, all of whom are activists for Israel within their communities, and bring them to Israel for a week under the auspices of the Department for Zionist Activities – what do you get? A superlative **Israel Advocacy Seminar!** (continued on page 2)



## Department Initiatives... (continued from page 1)

The group of 13 participated in an intensive series of lectures, site visits and workshops, and met with journalists, lobbyists, media advisors, security experts, diplomats, and skill developers, all dedicated to better preparing them for continuing in their volunteer efforts on behalf of Israel.



**Ofakim, the project for developing the next generation of Zionist leadership (ages 30-45) initiated by the Department for Zionist Activities in cooperation with a number of Zionist Federations around the world,** reached a new stage in its success when 45 of the program participants arrived in Israel over the past several weeks in order to take part in one of two intensive weeks of professional training. The first was designed for 16 program participants from **Hungary**, and the second for 29 from **Chile** and **Argentina**. Prior to their arrival in Israel, all had participated in a course of study in their home communities consisting of some 50 hours that extended over several months. They also had all begun working on personal projects to promote Zionist activity, an integral part of the Ofakim concept. The Israel seminar was dedicated in part to helping them advance these projects, as well as to giving them a better sense of the contemporary Zionist agenda and Israel's political, economic, cultural, and social reality.

The commitment of the leadership of the local Zionist Federation is key to the success of the Ofakim program, and it is particularly gratifying that the group from Hungary included its two vice presidents, **Andras Buchler** and **Tomasz Simon**, while the group from Chile was accompanied by Zionist Federation President, **Roberto Munoz**, as well as the program director, **Rabbi Shmuel Sztainhendler**. The Department is now looking forward to the arrival of the next Ofakim contingent from Nice, France, planned for this coming summer.

## Zionist Federations at a Glance:

**The 2004 9th annual Israel Day Festival**, organized by the **Canadian Zionist Federation** was held in Toronto under the patronage of the Consul General of Israel. Attended by thousands, this outdoor festival is a celebration of the sights, sounds, tastes and spirit of Israel.

**One way to encourage Aliyah is to have a home waiting for you in Israel.** This was what motivated the **Zionist Federation of Great Britain** and Ireland to initiate the "Buy an Israeli Home" show. Many properties were sold at the 2nd annual show attended by almost 1000 people.

**The students of the Beit Zipporah School in Kiryat Malachi** started the school year well prepared thanks to the efforts of the **Zionist Federation of Belgium**, which sent them 1000 schoolbags, 1000 calculators, and enough school supplies and clothing to bring smiles to the faces of all the students.

**Combining two smachot in one event, the Zionist Federation of Costa Rica** celebrated the inauguration of its new Jewish Community Center together with the 6th night of Chanukah. The crowd gathered around the Menorah Patio, which was transformed into the village of Modiin in the year 175 B.C, for this special event.



**Unfortunately, fighting anti-Semitism is taking up a great deal of time for the Zionist Federation of Sweden**, which is now organizing a seminar for 40 high school teachers that will include lectures on anti-Semitism, the Holocaust, Nazism in Europe, and pedagogical tools for teaching the Holocaust.

**For more information on these events and many more please visit [www.doingzionism.org.il](http://www.doingzionism.org.il)**





## Herzl – Around the World:

As part of its initiative to mark the 100th anniversary of Theodor Herzl's death, the Department for Zionist Activities announced a new **Herzl Award** to be awarded annually to outstanding young Zionists nominated by Zionist Federations around the world in recognition of their exceptional volunteer efforts. We are pleased to announce here this year's recipients:



Herzl Award

- Argentina: Susana Edith Gelber
- Australia: Dr. Ron Weiser
- Belgium: Francis Weitz
- Denmark: Simon Boysen
- Hungary: Dr. Attila Novak
- India: Raphael (Ralphy) Ezekiel Jhirad
- Mexico: Meny Samra Cohen;  
Marcos Metta Cohen
- South Africa: Errol Anstey
- United States: Brian Sacks, Elana Yael  
Heideman, David Borowich, Moises Salinas

**The Ultimate Zionist - Francis Weitz, President of the Zionist Federation of Belgium**, was the first recipient of the Herzl Award, and appropriately enough he received it in Israel. The award was given to him at an impressive event that Francis had organized, not knowing that he was also to be its guest of honor. In front of several hundred participants from a Solidarity Mission of Belgian Jews that Francis had initiated, together with several dozen representatives of their Partnership 2000 community, Kfar Vradim, David Breakstone and Lifsha Ben-Schach, bestowed the Award on its unsuspecting recipient, noting that they could not imagine a more appropriate recipient, or a better example for others to follow than Francis, who will be making aliyah in June. "I can only hope that more of these Awards will find their way back to Jerusalem," Breakstone concluded.

**Herzl: Up Close and Personal** is a traveling exhibition produced by the Department for Zionist Activities that includes comprehensive educational materials as well as 28 full-size interlocking posters. Its primary message is that the same issues that occupied Herzl a century ago still engage us today, and that Zionism remains a vibrant and compelling ideology that continues to address the contemporary Jewish condition. The exhibit, which has been produced in eight languages, has been making its way around the world.

**Zionist education is as much a necessity in Israel** as it is in the Diaspora, and **Herzl: Up Close and Personal** (Hebrew version) has been featured at schools, seminars, and in-service training days throughout the country, including the following venues: Ramat

Efal; Be'er Sheva; Arad; Kiryat Malachi; Ashkelon; Ashdod; Tel Aviv; Kfar Saba; Jerusalem and Holon.

**Hundreds of young French Jews from BBYO, Zofim, DEJJ, Betar, Shomer Hazair and Yaniv had a special treat this year when the Herzl Caravan visited their winter camps.** The caravan, organized by the Department for Zionist Activities of the WZO, the Department for Jewish-Zionist Education of JAFI, Keren Kayemeth Lelsrael, and the Zionist Federation of **France** included the Herzl exhibit and supplementary materials, as well as a staff that ran educational activities and Israeli singing and dancing. Campers and counselors alike were exposed to Herzl's fascinating life journey, and engaged in lively discussion of what has become of his dream.

We are pleased to welcome Marcelo Kisilevsky to the Department as the Coordinator of our Latin American desk. Marcelo, himself an oleh from Argentina and professional journalist, educator and consultant lives with his wife and two children in Jerusalem.





## Herzl – Around the World... (continued from page 3)

**Limmud is a Jewish educational conference in England**, which attracts over 2,000 people from around the world. The Department for Zionist Activities was pleased to be able to expose them all to **Herzl: Up Close and Personal**, by sending the exhibit there accompanied by historian **Shimon Lipsky**. Mr. Lipsky was not only on hand to promote the exhibit but also to conduct a number of successful workshops based on the accompanying educational materials. Additional training sessions for educators on the use of the exhibit have already been conducted by Department representatives in Israel (for more than 100 outgoing shlichim), **Australia** and the **United States**, and are being planned for **England**, **South Africa**, and **Denmark** as well.

**In addition to these examples of Department initiatives, the Zionist Federations around the world have been commemorating the centenary of Herzl's passing in numerous ways:**

**American Zionist Movement** – The Herzl exhibit has been featured at the biennial AZM Assembly in Los Angeles, the annual general meeting of the Jewish National Fund, the annual Conference on Alternatives in Jewish Education (CAJE), and at the Herzl Commemoration in New York sponsored by the Consulates General of Austria, Hungary, Israel and Switzerland; as well as being hosted in tens of cities throughout the USA.

**Zionist Organization of Uruguay** – The publication of "Zionism – A Hundred Years of Herzl", a collection of essays on the Zionist ideal written by ten intellectuals from around the world at the behest of the Zionist Federation, represents the homage of the Jewish community of Uruguay to Theodor Herzl in the hundredth year after his death.

**The Zionist Federation of Mexico** - More than 50 young Jewish artists from Mexico City displayed their work at the Herzl Art Exhibition in Mexico City.

**Zionist Federation of South Africa** – A Zionist Quiz for students in grades 10 and 11 was initiated this year by the Zionist Federation, with the intention of making it an annual event. The first prize, a trip to Israel, went to Ori Dittrick.

**The Zionist Federation of Bombay (Mumbai)** – More than 70 members of the Jewish community attended a seminar on Herzl at which the exhibition was featured, with representatives of the Israeli consulate in attendance.

**The Zionist organization of the Ukraine** - Herzl: Up Close and Personal was featured at the Zionist organization's annual two-day meeting, held cooperatively with the Jewish Vaad, with over 200 community leaders in attendance. The exhibition was then set up at the Zionist Bet Midrash in Kiev where it has been used extensively.

**Zionist Federation of Austria** – Those attending the opening of the Herzl exhibit in Vienna had the added privilege of viewing five of Herzl's original transcripts, presented to the public for the first time.

**Zionist Federation of Bulgaria** - The Great Synagogue of Sofia was the site of the festive opening in Bulgaria of the Herzl exhibition. Ms. Levana Finkelstein, actor and sculpture (seen in the picture with Moshe Sharet, the JAFI Shaliach to Bulgaria), contributed her original statue of Herzl to the exhibition.

**Zionist Organization of Argentina (OSA)** – In addition to organizing "Israel - One Hundred Years after Herzl," a festive evening of dramatic presentation and song and dance attended by 1,500, OSA produced and distributed an interactive CD on Herzl's life and a commemorative medallion, and published a new version of "The Jewish State" by Theodor Herzl and an original novel on Herzl's life, "La Pasion de un Visionario".

**Zionist Organization of Germany** – Activities held throughout Germany included a festive concert by the Duesseldorf Symphony held in commemoration of Herzl's passing and attended by 600 people; a dramatic presentation of Herzl's life by the children of the Sinai School and the Jewish Youth Centre in Munich; and a two-week series of lectures, films and concerts in Berlin on the theme "If you will it, it shall not remain a dream".

**Zionist Federation of Holland** – A new translation of Herzl's "The Jewish State" was presented to the public for the first time at a panel discussion entitled "The Legacy of Herzl".

**Zionist Federation of Chile** – As part of Israel Week, the Herzl exhibit was brought to schools in the framework of an educational program on Zionism.

**Zionist Organization of Costa Rica** – The Herzl exhibition was prominently displayed at the inauguration of a new synagogue and community center in San Jose, involving the entire community in marking the centenary of Herzl's passing.

**Zionist Federation of Denmark** - Herzl: Up Close and Personal was unveiled at a special event introducing David Walzer, the new Israeli ambassador to Denmark, to a select audience. The exhibit will also be featured at the Jewish school in Copenhagen, on Israel Day, at the Federation's Annual Congress, and during Yom Ha'atzmaut celebrations.

**Zionist Federation of Greece** – The Herzl exhibit was the centerpiece at the Kabbalat Shabbat program for the entire community which centered on Herzl's life and work. It will also be used at a Kabbalat Shabbat program for youth and Yom Haatzmaut celebrations.

**Zionist Federation of Australia** – The premiere showing of Herzl: Up Close and Personal was at a community-wide event in Melbourne attended by hundreds, which constituted the official opening of the major National Biennial Jewish Educators Conference organized by the Zionist Federation. In-service training was held for dozens of teachers in the use of the exhibit, which is now making the rounds of schools throughout Australia.



India



Bulgaria



Australia



Germany



Holland

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