

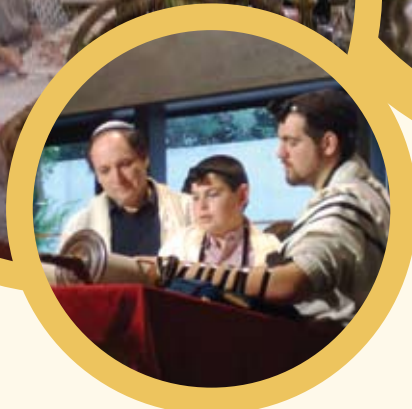


MasortiOlami

MercazOlami

Annual Review

2010



מסורתי עולמי – World Council of Conservative / Masorti Synagogues
Consejo Mundial de Sinagogas Conservadoras
Conseil Mondial de Synagogues Massorti

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Throughout the world, Masorti Olami is experiencing and celebrating growth. New kehillot have become part of our movement. Existing kehillot have increased membership. There are a host of new activities, for all parts of the communities: youth, young

adults, families and all adults. In a world where commitment to principles and belief in the value of differences seem to be declining, Masorti Judaism is on the upswing.

Our growth, in every dimension, is the result of engaged, devoted people. Masorti Olami is blessed with a cadre of men and women who serve as Rabbis and teachers and with senior professionals - in particular, our Executive Director, Rabbi Tzvi Graetz; our multi-talented Director of Masorti Europe, Rabbi Chaim Weiner; and our hard-working Amlat Executive Director, Ariel Blufstein - and most important of all, the men and women who serve as lay leaders of our regions, our national bodies and our kehillot. Add to that our ongoing activities with youth and young adults and the men and women taking leadership roles in those endeavors, as well as a dedicated staff supporting every part of our mission.

In short, there is one overarching explanation for our success: our people.

But growth also brings new challenges. Growth brings new needs that must be met. We benefit from the support we receive through the pluralistic religious program of the World Zionist Organization. WZO funding allows us to strengthen one of the key elements of Masorti Judaism: that *Eretz Yisrael*, and our connection to Israel is integral to our religious identity and must be at the core of our self-definition. And we are thankful for donors who find our mission and projects around the world worthy of their support.

For the help you have already given, and for your increased efforts during the coming year, *Toda Raba*.

Alan H Silberman
President, Masorti Olami



It was a great honor to be appointed as the new President of MERCAZ Olami, a position which brings great challenges but also enormous satisfaction.

The challenges include strengthening MERCAZ in each of our countries around the world, as well as ensuring that the Zionist and Israel orientation of Masorti Judaism remains strong. 2010 has been a very successful year, and provided all of us with a renewed energy and sense of purpose. Our success was most evident at the 36th Zionist Congress in Jerusalem in June, where we had our largest ever delegation of MERCAZ and Masorti representatives from 19 different countries. It was a tremendous

opportunity to be together, learn from each other, and gain strength from the feeling of world-wide unity. As we look to the year ahead, we will invest every effort to maintain the strength of MERCAZ within international Jewish/Zionist organizations, in continued cooperation with our coalition partners, Kadima-Hanoar Hatzioni and the GZA. We will also work in every country to promote Jewish Zionist education, aliyah and religious pluralism in every way possible. We have a great deal yet to do, but I look forward to the challenge, and to ensuring the continued growth and success of MERCAZ everywhere.
B'shalom,

Dr Stephen Wolnek
President, MERCAZ Olami



The Mighty Masorti Movement

The past year has shown us all the power and might of the world-wide Masorti Movement. One of our biggest achievements of the year came when we helped our chaverim (friends) in Chile to rebuild their synagogue and their lives after the earthquake which struck in February. Through the generosity of new and existing supporters, we raised more than \$65,000, in a campaign which received extensive media coverage. The strength of our movement was further displayed throughout the year as we continued to fight against the hegemony of Orthodox Judaism. From the Rotem conversion bill put to the Knesset, to the burial of Gai Ben David z"l in Madrid, Spain, we stood strong against those who are threatened by our numbers and our open-minded view of halachic Judaism. This struggle is ongoing, but our unity makes us a real force to be

reckoned with in the Jewish world. At Masorti Olami, we work to help kehillot, countries and regions establish or develop projects of all kinds. Our most important work, however, is connecting Jewish leaders from these kehillot, enabling them to build personal ties, share ideas and most significantly feel the sense of unity which drives our movement. This year we have continued to work with adult leadership, as well as investing in young adult (MAROM) and youth (NOAM) leadership.

As you look through this Annual Review, you will get a sense of just how mighty our movement is. This is in no small way due to the dedication of our staff, our lay-leadership and the great number of volunteers who work hard across the world. My thanks go to all of you, and I wish us all strength and courage for the year to come.

Kol tuv,

Rabbi Tzvi Graetz
Executive Director, Masorti Olami and MERCAZ Olami

Regional News : AmLat (Latin America)



Masorti Brazil meets for the first time, with 25 representatives of Masorti kehillot and MAROM activists in Brazil coming together in Sao Paulo in May. The newly formed organization will work together to strengthen the Masorti movement throughout the country.

Masorti kehillot in Argentina hosted a variety of different cultural events throughout the year, including the **Second Maakela baKehillah choir festival** that took place in Buenos Aires in March.



Throughout 2010, **Rabbis across the Latin American region took up new positions**. These include: **Rabbi Ari Oliszewski** (Sociedade Israelita da Bahia, Brazil), pictured left at his installation, **Rabbi Pablo Iugt** (Comunidade Israelita de Porto Alegre, Brazil), **Rabbi Jaime Rosenzweig** (Sociedade Israelita Beth Jacob de Campinas, Brazil), pictured left at his installation **Rabbi Pablo Berman** (Comunidade Israelita do Parana - Curitiba, Brazil), **Rabbi Julian Vainstein** (Comunidad Judia del Paraguay, Paraguay), **Rabbi Sebastian Vainstein** (Asociacion Israelita de Parana, Argentina), **Rabbi Sarina Vitas** (Comunidad Or Jadash, Argentina) and **Rabbi Ariel Bursztein** (Sociedad Israelita de Mendoza, Argentina). We wish all these Rabbis *behatzlacha* as the spiritual leaders of their Masorti kehillot.





Two new kehillot join FEDECC, the Masorti federation of kehillot in Argentina. *Templo Nisim Teubal* of San Luis joined in January, and *Congregation Adat Israel* of Buenos Aires joined in July. There are now 33 kehillot in the FEDECC federation, representing the largest portion of the Jewish community in Argentina.



Nofim Leadership Institute opened for its second year in **Santiago, Chile** in April. 2009 saw more than 70 student-aged young leaders from across the Jewish community participate in an extensive course of in-depth leadership training. The second cohort of young leaders participated in similar sessions throughout this year preparing them to be future leaders of the Chilean Jewish community.

Masorti AmLat's ongoing educational campaigns this year included flyers about every major chag (festival) as well as a monthly series looking at the role of Hazanim in the Masorti movement. You can see all of these flyers in Spanish, Portuguese and English on our website at www.masortiworld.org



Regional News : Europe



Kehillat Beth Shalom of Alicante, Spain received their first Torah Scroll in June. A gift from Temple Shaare Tefillah near Boston, MA the Torah made the long journey to Spain after being carefully restored and repaired in New York. Pictured here with the torah are **Rabbi Chaim Weiner**, Masorti Europe Director, **Armando Azubel**, President of Beth Shalom and **Rabbi Carlos Tapiero**.

6 new Masorti Rabbis were appointed in Europe in 2010 – an increase of almost 100%. **Rabbi David Lazar** [left picture] was installed as Rabbi of the Great Synagogue in Stockholm, Sweden in October, 2010, and **Rabbi Rafi Kaiserbluth** [right picture] will be installed at St Alban's, UK in November. **Rabbi Paul Aberman** leads the Hatch End, UK kehillah, **Rabbi Florianne Chinsky** is developing the new Chir Chadach kehillah in Brussels, **Rabbi Daniella Kolodny** has joined the AMS (Assembly of Masorti

Synagogues) team in London, and **Rabbi David Touboul** arrived at Maayane Or in Nice, France at the end of 2009. There is no doubt that this extra Rabbinic input will give a big boost to the movement in the coming years.



More than 200 people participated in different services at the Bankito-Jewstock festival in Hungary in August. The festival is organized by MAROM Budapest, with Masorti kehillah **Dor Chadash** taking responsibility for services. Pictured left is **Rabbi David Lazar** who visited Dor Chadash three times throughout the year to help with Chaggim celebrations and deepen their Jewish knowledge. The services at the festival were enjoyable and engaging and Dor Chadash now has new members.





Masorti France held a Summer Study Seminar for 26 people in June.

Participants came from the different kehillot in France for a program of lectures, discussions, private study and Shabbat celebration. The seminar covered themes of halacha, Jewish philosophy, Israel current events and 'responsible Judaism'.

Masorti Kehillah Almere-Weesp in the Netherlands celebrated its 10 year anniversary in June. More than 80 members of the kehillah took part in a car rally around significant Jewish sites in Amsterdam, which was followed by a celebration dinner at the synagogue in Weesp. Pictured right are the trophies awarded to the winners of the car rally.



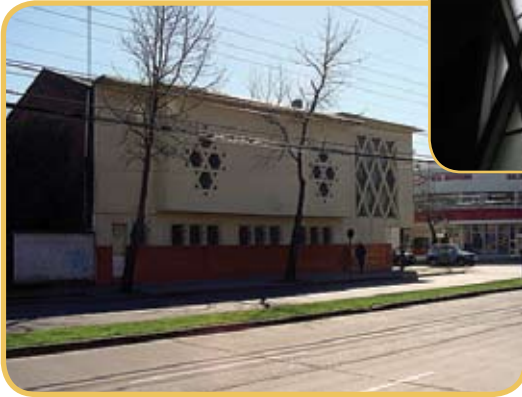
Kehillat Beit Israel in Lisbon, Portugal continues to meet with their teachers **Rabbi Jules** and **Navah Harlow** who travel there several times each year to meet existing and new members for discussions on the parshat hashavua, Chagim customs and halacha, or to meet people interested in conversion/return to Judaism.

Major Events & Campaigns

In February, an earthquake devastated the central region of Chile, causing tremendous damage to the Masorti kehillah (pictured) in the town of Concepcion. Masorti Olami began a **Chile Earthquake Relief Fund** to help repair

and rebuild the physical and psychological damage caused throughout the country by this earthquake. Donations of all sizes came in, and the campaign raised more than \$65,000. For more

information about the relief fund go to www.masortiworld.org/molami/chilerelief



In 2009, our **Evening of Tribute** took place on Thursday, December 10th at Park Avenue Synagogue in New York. **Rabbi Jules & Navah Harlow, Cantor Nancy Abramson** and **Mr Michael Abadi** received awards for their ongoing dedication to Masorti Jewish life. Pictured above left are the honorees with Masorti Olami's Vice President, **Janet Tobin**, President, **Alan Silberman** and Executive Director, **Rabbi**

Tzvi Graetz. The 2010 Evening of Tribute will take place on Sunday, November 14th at the Jewish Theological Seminary in New York. This year's honorees [pictured left] are **Rabbi Zachary Heller z"l, Hazan David Propis** and **Mr Peter Miller**. For full information about our annual Tribute event, go to www.masortievent.org

An Evening of
Tribute
2010





London hosted the **We Will Be Dreamers Masorti Europe Conference in March** where more than 200 people from 10 different countries participated in a weekend full of educational programming at the New North London Synagogue. The hi-light of the weekend was the Yom Limmud (Study Day) on Sunday facilitated by Rabbis (pictured above) and educators on



a wide range of themes and topics. Participants young and old came to London from around the UK as well as France, Germany, Spain, Portugal, Netherlands, Sweden, Hungary, Czech Republic and Slovenia. See pictures from the conference on our website at www.masortiworld.org/molami/album11



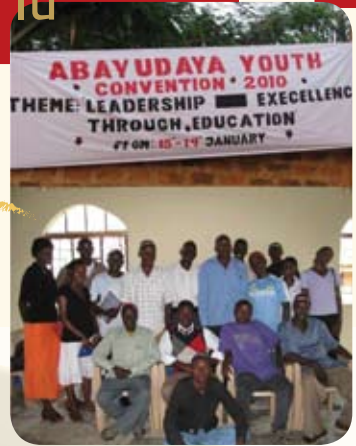
Masorti Olami participated in the **One Family, Many Faces festival at Beit Hatfutsot** (Diaspora Museum) in Tel Aviv during Sukkot. The festival's aim was to show that Jews around the world are all part of the same family. More than 20,000 people visited over 3 days in September. Activities included touring the museum, searching for family roots, watching shows and visiting a variety of artistic and informative



Sukkot. Pictured is the Masorti Olami sukkah which engaged Israelis and tourists in a trivia game all about the Masorti movement. To see pictures of the Sukkah go to www.masortiworld.org/molami/album12 and if you would like more information on how to bring this exhibit to your kehillah, please contact us.

Around the world

In January, the **Abayudaya Masorti community in Uganda held its first Youth Convention**. 180 young people aged 12 to 30 participated in the 5 day program at Nabugoye Hill, run by the Abayudaya Youth Association, under the charismatic leadership of Yosef Kalema. The convention aimed to create a strong bond between youth and community leaders, deepen Jewish knowledge, strengthen identity, and discuss challenges of assimilation.



In August, **Masorti kehillot in Melbourne and Sydney, Australia** officially came together to form Masorti-Mercaz Australasia as the regional organization for all Masorti Judaism activities. The formation of this regional organization will help stimulate expansion of the existing kehillot and development of new ones in a Jewish community which describes itself as very traditional. **Rabbi Ehud Bandel** (pictured left) has just returned to Israel after 5 years as the Rabbi of Kehillat Nitzan in Melbourne.

The Touring Club of Moscow's Masorti Kehillah visited Romania in August, for a two week tour of Jewish sites in Bucharest, Brasov, Sinaya, Rasnov and Constanta. They attended Shabbat services in 19th Century synagogues.



Gloria Landy and Judy Horowitz continue to represent Masorti Olami in the group of NGOs associated with the United Nation's Department of Public Information. In January, Gloria participated in the fifth International Commemoration Day of the Holocaust, and in July the Caucus of Jewish NGOs met with Israeli Ambassador to the UN, **Gabriella Shalev**.

In August, they arranged for the annual UN Interfaith Youth Tour of Sacred Places to visit the Eldridge Street Synagogue in New York City (pictured).

In the press

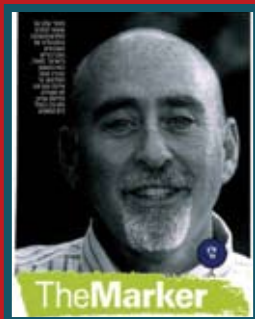
Find these and other stories on our website at www.masortiworld.org

FIRST MASORTI PURPOSE-BUILT SYNAGOGUE IN AUSTRALIA FOR KEHILAT NITZAN, MELBOURNE



www.masortiworld.org/molami/inthepress28

ENVIRONMENTAL ACTIVIST AND MASORTI JEW, PROFESSOR ALON TAL CHOSEN AS ONE OF ISRAEL'S 101 MOST LIKELY TO MAKE IT A BETTER PLACE



www.masortiworld.org/molami/inthepress45

MASORTI LIFE IN CHILE WILL BE REBUILT AFTER THE EARTHQUAKE - AN INTERVIEW WITH RABBI TZVI GRAETZ



www.masortiworld.org/molami/inthepress22

MASORTI LIFE IN THE UK AND ACROSS EUROPE ON THE INCREASE



www.masortiworld.org/molami/inthepress44

GRASSROOTS GROWTH OF MASORTI COMMUNITIES IN FRANCE



www.masortiworld.org/molami/inthepress43

MAROM BUDAPEST'S CHANUKAH FESTIVAL



www.masortiworld.org/molami/inthepress13

Chagim around the world

Here are a few pictures from the many Chagim celebrated by our Masorti kehillot around the world.

PURIM AT KEHILLAT OR ISRAEL,
BUENOS AIRES, ISRAEL

CHANUKAH
(2009) AT
MASORTI
ALMERE-
WEESP,
NETHERLANDS



TUBISHVAT AT
ST ALBANS
MASORTI
SYNAGOGUE,
UK



TUBISHVAT AT KEHILLAT
BET EL, MADRID, SPAIN



RABBI DAVID LAZAR
AND MAROM BUDAPEST
+ DOR CHADASH,
HUNGARY READ THE
MEGIALLH WITH THE
TEXT IN HEBREW AND
HUNGARIAN PROJECTED
ON THE WALL

COSTUMES AT THE
MASORTI GAN
(KINDERGARTEN) IN
BERLIN, GERMANY

RABBI RON HOFFBERG
CHECKS PREPARATIONS FOR
A COMMUNAL SEDER IN
PRAGUE, CZECH REPUBLIC



BIALIK COLLEGE'S MOCK
SEDER IN MELBOURNE,
AUSTRALIA.



SERVICES OVER THE
HIGH HOLIDAYS
AT KEHILLAT
BETH SHALOM
IN ALICANTE, SPAIN
WERE AGAIN LED
BY RABBI CARLOS
TAPIERO.



HAVDALLAH IN
THE OLD CITY OF
VALENCIA,
SPAIN DURING
KEHILLAT
AVIV'S
CELEBRATION
OF THE HIGH
HOLIDAYS



A YOUTH
ORCHESTRA
PLAYS AT
A YOM
HAATZMA'UT
EVENT
IN KIEV,
UKRAINE



NCI IN MONTEVIDEO,
URUGUAY ORGANIZED A
WHOLE HOST OF SUKKOT
ACTIVITIES INCLUDING
SUSHI IN THE SUKKAH



TUBSHVAT AT KEHILLAT EL JAI,
BUENOS AIRES, ARGENTINA



MAROM Olami Review



MAROM Europe has continued to flourish throughout 2010.

This regional network of MAROM centers across 7 countries has seen an increase in local activities as well as two regional seminars. Pictured left are some of the 30 participants plus staff at the MAROM Europe seminar in London in March.



MAROM Olami's flagship **Masa Lech Lecha Israel program for Latin America** (known as LejLeja in Spanish) has grown to be the most successful tailor-made long-term Israel program across the entire Latin American region. More than 150 student and post-university participants from Argentina, Brazil, Chile, Colombia, Guatemala, Mexico, Paraguay, Uruguay and Venezuela spent 5 months or more in Israel. Lech Lecha puts together individual and group program components including Hebrew ulpan, academic study, volunteering work, internships, special interest activities, leadership seminars and trips.

MAROM's **Arkava Beit Midrash program in Chile** regularly attracts 200 student-aged participants to their evening study sessions, and has become one of the most successful activities for Jewish 18 to 30 year olds in the region. Developed from the Beit Midrash Beiteinu program, Arkava was established as a psychological response to the terrible earthquake in Chile, bringing together young Jewish adults from across the community to help them deal with challenges in their life in a Jewish way.





75 young-people from Latin American countries are participating in the Shnat MAROM gap-year Israel program, representing the highest participation for more than 30 years. Participants came to Israel from Argentina, Brazil, Chile and Uruguay for a program whose components include different tracks - informal education, volunteer work, city living, kibbutz life, army experience, a trip to Poland (pictured) and for the first time, study at the Conservative Yeshiva in Jerusalem.

In August, MAROM leaders from across the Latin American continent travelled to Sao Paulo, Brazil for the yearly MAROM AmLat seminar. Focusing on leadership building, and a continental educational curriculum, this four day seminar developed and strengthened both knowledge and relationships.



The Drachim gap-year Israel program for NOAM UK members has seen an increase in numbers. The group is spending their first four months doing Hebrew ulpan and studying at the Conservative Yeshiva in Jerusalem alongside USY participants in the Nativ program. Their year in Israel will continue with volunteer work and touring.

MAROM Olami's new Israel program for English speakers/Europeans started in 2010. The Masa Makor program builds custom-made 5 or 10 month Israel experiences for student-aged participants. **Vincent Perarnaud** (pictured) from Paris, is the first Makor participant and is combining Hebrew ulpan with study at the Conservative Yeshiva and Yiddish language.





MERCZ Olami Review



The 36th Zionist Congress took place in June, and MERCZ Olami along with Masorti Olami had its largest delegation in many years. Our 150 participants included delegates, alternates, observers and staff people from 19 different countries.

The MERCZ Olami & Masorti Olami pre-Congress seminar began two days before the Zionist Congress, and included a performance by NOAM Israel's Shirat Machar vocal group.



Discussions about the future of Zionism and the workings of the World Zionist Organization filled much of the time at the Congress, with members of our delegation working hard to maintain and strengthen the Masorti position.



MERCAZ Olami and Masorti Olami once again established a coalition with HaNoar Hatzioni-Kadima to build the United Faction whose collective power allowed us to further strengthen the Masorti position with the international Zionist world. Top picture shows discussions with Kadima reps to create agreements on proposed resolutions. Second from top picture shows MERCAZ Olami, Masorti Olami and HaNoar Hatzioni-Kadima reps after signing the United Faction coalition agreement, which made a very strong voting bloc. The Congress marked the end of **Rabbi Vernon Kurtz's** (second from



bottom picture, on left) term as President of MERCAZ Olami. He is succeeded by **Dr Stephen Wolnek** (bottom picture) whose term as President will last until 2014. Due to the strength of the United Faction, **Dr David Breakstone** (second from bottom picture, on right) will represent the Masorti movement as the Vice Chairman of the World Zionist Organization, its second highest position.



In other parts of the world, MERCAZ continued to engage Masorti/Conservative members in Zionist activities. **MERCAZ USA** continues to strengthen the connection of Israel to the Diaspora through their annual Lech Lecha speaking tour, in which Masorti



Rabbis from Israel visit Conservative synagogues, Jewish high schools and adult education groups. At Yom Ha'atzma'ut, MERCAZ USA also commissioned a special play called 'Across the Aisle' on Zionist issues, which could be used in a whole host of Conservative movement settings. **MERCAZ Canada** encouraged and promoted the Zionist connection through a series of programs and exhibits in Conservative congregations across the country on the life and work of Theodor Herzl.





NOAM Olami Update

Throughout 2010, NOAM (Noar Masorti - Masorti youth) branches and clubs in Argentina, Brazil, Chile, France, Israel, UK and Ukraine have continued their Masorti Jewish educational programs for young people. These programs include weekly meetings, outings, leadership courses, summer and winter camps and trips to Israel. Although different names are used for these Masorti youth activities (including Ramah), the aims are the same – to build a new generation of Masorti Jews.



**SUMMER
CAMP IN UK**



**SUMMER
CAMP IN
ARGENTINA**



**SUMMER
CAMP IN
UKRAINE**



**MADRICHIM MEETING
IN BRAZIL**



**MADRICHIM
SEMINAR IN
ISRAEL**



**SUMMER
CAMP IN
UK**

**NOAM
OLAMI
SEMINAR,
JUNE
2010 IN
JERUSALEM**



WINTER CAMP IN ARGENTINA

Our teams

World-wide Leadership

President, Masorti Olami
Alan H. Silberman

President, MERCAZ Olami
Dr Stephen Wolnek

Past President, Masorti Olami
Rabbi Alan Silverstein

Past President, MERCAZ Olami
Rabbi Vernon Kurtz

Chair, Executive Operations Committee
Rabbi Joel Meyers

Financial Officer
Rabbi Jeffrey Wohlberg

Secretary
Claude Machline

President, Masorti Europe
Gillian Caplin

President, Masorti AmLat
Mario Grunebaum

President, MAROM Olami
Doron Rubin

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Rabbi Chaim Weiner

Executive Director, Masorti AmLat
Ariel Blufstein

Director, MAROM Europe
Eszter Susan

MAROM UK & MAROM Europe Coordinator
Inbar Bluzer Shalem

Director, MAROM AmLat
Alan Meyer

Director, MAROM & NOAM Argentina
Ale Cozachcow

Shlichah, Masorti UK
Avigail Shapira

Masorti Olami, New York Office
Megan Atkinson



Our Jerusalem office team of professionals

(Left to right) **Marcus Frieze** – Masorti Olami, Projects and Communications; **Lucas 'Pato' Ledjerman** – MAROM Olami, AmLat Desk; **Hana Hoffman** – Masorti Olami, Projects Administration; **Eliraz Shor** – MAROM Olami, Projects Manager; **Galit Wittman** – outgoing Office Manager; **Avigail Ben Aryeh** – Director, MAROM Olami; **Meira Levison** – Masorti Olami, Projects Assistant; **Marcia Barak** – Book-keeper; **Paul Lichtenstein** – incoming Office Manager; **Rabbi Tzvi Graetz** – Executive Director, Masorti Olami and MERCAZ Olami.



Masorti Olami acknowledges major funding from the **World Zionist Organization**, which allows us to strengthen the Zionist and Israel orientation of Masorti Judaism around the world.

Masorti Olami also acknowledges funding from Keren Kayemeth LeYisrael and the Jewish Agency for Israel.

Masorti Olami acknowledges significant faithful support from the Kekst Family, Winkelreid Family, Gladstein Family, Wohl Family, Lipsey Family, Landy Family, Miller Family, Feil Family, Mazer Family, Holtzmann Family and Rabbi Benjamin Z. Kreitman.

The Masorti
world map



Visit our website at www.masortiworld.org
for information about Masorti/Conservative kehillot around the world

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To help us continue our important work around the world,
please make a US tax-deductible donation to Masorti Olami online at
www.masortiworld.org/contribute or send a check to our New York office.



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