

# magshimon

The Hagshama Department

The World Zionist Organization

## The privilege of Hagshama

There is a common misconception that the practice of *Hagshama* is one that is painstaking and arduous. Through my experience in the last 18 months, as the *Shaliach* for *Hagshama* in North America, I have learned that *Hagshama* in fact is, exciting, rewarding and also lots of fun. Though a lot of hard work is involved, I have the underlying feeling that I have been privileged. I have the privilege of representing a young, vibrant and professional organization (*Hagshama*). I have the privilege of representing it as an Israeli, as a secular Jew and as a Zionist. I have the privilege of meeting young people that have put their heart and energy into promoting the Zionist cause. I have the privilege of seeing through their eyes what Israel could mean to Jews who live in the Diaspora, things that I have long forgotten and maybe never knew could have any meaning.

As the *Shaliach*, I am in charge of USD/*Hagshama*, which is the North American arm of the *Hagshama* Department. Our five regional directors work with numerous university groups throughout North American universities. Our motto is "Bring Israel to the Campus and the Campus to Israel". Through organizing regional and national events, as well as campus-based programs, we strengthen the involvement and commitment of the young Jewish community towards Israel and promote *Aliyah*.

Looking at the situation on many campuses today, we have come to the conclusion that the conflict with the Palestinians has captured most of the attention and that the majority of activities related to Israel focus on it. We feel that this tendency, although very important, has hurt other aspects of Zionist education and activism.

In our programs this year, we have tried to set the agenda for Zionist activism by promoting short and long-term programs in Israel, creating an open debate about Israel's future, bringing forth the "real" Israel with its achievements and challenges and promoting *Aliyah*, alongside JAFI's *Aliyah* Department. It has been, and still is, a privilege to play a central and meaningful role with the *Hagshama* Department in North America. I know that when I return to Israel, I will be a bit more proud, a bit more critical, and a much better person.



Shachar Yanai  
USD/*Hagshama* *Shaliach*, North America

## Joint Projects with *Tnuot Magshimot*

### *Kidma* weekend with Bulgarian *Olim*

In December forty young Bulgarian *olim*, alumni of *Kidma* and *Ha'Shomer Hatzair*, enjoyed a social and cultural reunion. They also met with Victor Shem-Tov, former member of Knesset and Haim Hayet, Head of the *Hagshama* Department. Psychologist Nomi Raz facilitated the program which focused on aspects of intercultural integration for the *olim*.

### *Yavne Olami-Atid*

The '*Atid*' program, which works with *yeshiva* students spending a year in Israel, includes on-going, bi-weekly meetings on topics such as leadership and Israel advocacy. In February, seventy five participants gathered in Jerusalem for a weekend which focused on leadership and public speaking skills. An evening featuring music and dancing, brought the weekend to a close.

### Young *Maccabi* Leaders from Britain

*Maccabi Hatzair* brought their first group of activists to Israel in December with the goal of creating a strong core leadership upon which they can base their activities in Britain. *Hagshama* created a full-day program focusing on the topics of Zionism, Israel advocacy and activism.

### FZY - Young Judaea

*Hagshama*, in cooperation with Young Judaea, trained activists on American campuses to recruit and market Israel programs. The

Department also participated in the annual convention of FZY in Jerusalem - a joint weekend for *olim* alumni of FZY together with participants on the movement's Year Course program.

### *Netzer Olami* World Convention

World representatives gathered in Israel for the annual convention. *Hagshama* partnered in the planning and educational consulting for the event.

### *Habonim Dror* North America and Holland *Bogrim* *Mifgash* Tour

Ideological issues, especially those relating to the '*matsav*' in Israel and *aliyah* from the movement, were discussed, debated and grappled with in 2 *mifgashim* seminars held recently in Israel for *Habonim Dror bogrim*. Early January saw 19 North Americans come for a 10-day seminar which included visiting some old and new *kibbutzim* of *Habonim Dror*, and *mifgashim* with members of *Hanoar Haoved*. Later in the month, 8 Dutch *bogrim* came for a 10-day seminar focusing on rejuvenating their movement. This seminar was run in conjunction with JAFI's Education Department. Both seminars were hugely successful and have inspired some *Bogrim* to consider coming to Israel for an *Aliyah* pilot tour in the summer.

The Joint projects were coordinated by *Hagshama*'s Erella Goren, Andy Faur and Vered Samuel.

www.wzo.org.il  
hagshama@jazo.org.il



THE WORLD ZIONIST ORGANIZATION  
THE HAGSHAMA DEPARTMENT  
8 Keren Kayemet St., P.O.B. 92, Jerusalem 91000  
Tel: 972-2-620-2319 Fax: 972-2-620-2241

Head of Department: Haim Hayet  
Director General: Linda Futterman  
Magshimon Editor: Veronica Ronen

Sponsored by:

קרן קיימת לישראל  
KEREN KAYEMETH LEISRAEL



# Hagshama Around the World · Hagshama Arou

## USA

### *Young Zionist Leaders Conference - Setting the Agenda for Zionist Activism in North America (January 31- February 2)*

120 students from 52 universities from all over North America gathered for the fifth annual YZL conference, organized by USD/Hagshama in Miami, and co-sponsored by the Israel Ministry of Foreign Affairs and the Jewish Agency for Israel. The mix of sunshine and educational programming proved again to be a winning recipe.

The focus of this year's conference was to set a new agenda for Israel activism on campus, stressing the importance of enriching the conceptual framework from "Israel Advocacy" to "Zionist Activism". "We cannot limit our activities to focus only on the political aspects of the conflict" said Shachar Yanai, *Shaliach* for the Hagshama Department, "It is time to move ahead and start thinking of how we can create a more meaningful connection of the young generation to Israel". Zionism was presented through a variety of perspectives including educator Dr. Sharona Fredericko and Harel Stanton-a professional photographer, both from Israel. With a wide range of skill building interactive sessions, the stage was set for the grand finale - an Israel programming competition where the students had to come up with innovative ideas for Israel/Zionist programming.



### *USD/Hagshama Covers Israeli Elections in New York*

USD/Hagshama and local student activists held pre and post-election events at New York University and Columbia University. The aim was to educate students before the elections on the different parties and the Israeli democratic system. The post-election analysis discussed what the new changes mean for Israel.

### *Advocacy in Boston*

David Olesker from Israel dropped by the Boston area in January and spoke to students at the Massachusetts Institute of Technology. The three-hour training seminar, coordinated by USD/Hagshama Northeast Regional Director Rebecca Goldberg, and MIT Hillel Program Director Avi Liss, brought together students from MIT Hillel and the MIT Students for Israel (MITS) group.

### *International Award-Winning Israeli Film Screens On Campuses*

Ever wonder where filmmakers get their material? Israeli filmmaker Dan Katzir gets his from the people he knows. He visited UC Davis, San Francisco State University and kicked-off the International Jewish Film Festival at UC Berkeley. Katzir introduced Company Jasmine, which takes an in-depth look at five female cadets who attend the prestigious 17-week women's officer training course. Tal, Efrat, Yafit, Noa, Sivan and

their commanding officer, Rotem, represent the breadth of Israel's female population.

These events were sponsored by USD/Hagshama, the Israel Center of the Jewish Community Federation of the Greater East Bay, Hillel at Davis and Sacramento, Aggies for Israel, San Francisco Hillel, the Israel Coalition, the Jewish Studies Program at San Francisco State University, Berkeley Hillel and the Israel Action Committee at UC Berkeley. Hagshama's Regional Director Tiffany Brown helped to coordinate the events.



*Tabeling, Jewish Community Expo, Boston - February 2003*

### *The 1000 Faces of Israel*

"I'm not going to talk about politics", began Israeli ethnographic photographer Harel Stanton. Stanton's multimedia slide presentation entitled, "The 1000 Faces of Israel" made its way through New England February 10-13. Harel brought the students on a visual tour of Israel - showing Israel's beauty through its landscapes, cities, and people.

The tour traveled through Boston, Western Massachusetts, Rhode Island and Connecticut and was organized by USD/Hagshama's Rebecca Goldberg, in cooperation with the Consulate General of Israel.

## SOUTH AFRICA

### *Johannesburg Community Observed Israeli Elections*

Members, both young and old, of the Johannesburg Jewish Community gathered together to observe the Israeli election results. The event took place at *Beyachad*, on the evening of January 28th, as the election results were announced in Israel. Participants learned about the election process and new government in Israel while expressing support and solidarity with the people and state of Israel. Hagshama's coordinator Terri Edmunds was a major force in organizing this event.

### *Capetown*

### *Meeting of the Minds*

A diverse group of young adults gathered for the first meeting of the minds which aims to initiate discussion groups for young Jewish adults on various topics led by special guest facilitators. The event, entitled "Jewish and Open Minds" attracted 25 people from all spheres of the Jewish spectrum, who came to listen and discuss with Prof. David Ben-Atar the role the Jewish community has played in the liberalization of the country since the new democratic state was created. The second meeting held in March hosted Judge Dennis Davis, Judge of the Cape High Court who spoke about his views on Modern orthodoxy and how it encompasses the ideas of moderation, open intellectual enquiry and compassion towards other members of society. To coin an old Jewish expression 'One does not die from good questions but rather from poor answers'. It is with this very adage in mind that Hagshama hopes to continue with its series of talks and debates.

# ound the World . Hagshama Around the World

## Cape Town Follows the Elections

*Hagshama*, in a joint function with Western Province Zionist Council, hosted over 100 people from the community with humus, *garinim* and satellite dishes in anticipation of the elections for the 16th *Knesset* in Israel.

*Hagshama* coordinator, Dovi Myers, presented the parties running in the elections and explained their platforms on various issues. Ronen Segall (Ex community *Shaliach*) reported from Israel on the day's proceedings via a telephone link up. Following that, Chairperson of the WPZC Adv. Jonathan Silke facilitated a 5 person panel discussion reflecting different viewpoints and party positions, creating a short discussion before crossing live to the news networks to get the first poll results.



Western Province Maccabi soccer team, sponsored by Hagshama, starting the Sunday League season

## AUSTRALIA

### Melbourne

#### MIR and Hagshama Picnic

On the 2<sup>nd</sup> of March forty young adults from the Russian Jewish community attended a planned picnic in the park that ended up being held in the *Beit Weizmann* boardroom due to unexpected weather conditions. The function was part of the MIR initiative, a committee comprising of *Hagshama* and local Russian young adults. The main aim of the initiative is to involve and integrate the young Jewish Russian community into the broader Jewish community through various social and educational events.

During activities, including a trivia quiz and a tug of war, a truly wonderful atmosphere was created. The function was also attended by Linda Futterman, *Hagshama*'s Director General, Lynne Gaddie and Sara Kowal, the current and former Melbourne *Hagshama* coordinators.

## HUNGARY

### Hagshama Seminar for young Croatian adults in Budapest

Fifteen young students from Croatia joined the Hungarian Jewish young adults and the Jewish community, for a weekend seminar in March, to learn about its history and current life style. The *Hagshama* Department organized the seminar with the Jewish Agency in Budapest headed by Tova Pinto.



Seminar for Young Adults from Croatia

## Israeli Embassy in Hungary Follows Elections

On the 28th of January, sixteen young people were invited to the Israeli Embassy in Budapest, to follow the Israeli elections. In addition to leaders of youth and student organizations, the *Hagshama* Department was represented by our coordinator Linda Lantai . The Ambassador, the Consul, the heads of the Hungarian Jewish Community, as well as journalists, all contributed to the group's understanding of the electoral process in Israel by leading discussions and answering questions.

## The 5th Hagshama Leadership Seminar

Thirty young adults gathered near Budapest for a weekend seminar on Israeli art and culture. Asher Ragen from Israel, facilitated the week-end on Israeli culture and met with activists from Hungarian youth and student organizations and the Slovenian Jewish youth organization "*Kadima*".

During the weekend Israeli poetry and the ways in which the Bible has influenced Israeli poets and writers was discussed. The group also learned about the different ways of celebrating Jewish holidays in Israel and the Diaspora, and Israeli song lyrics taught them about the diversity in which Israelis mourn the loss of soldiers and terror victims. The Saturday night program included Israeli movies "*Hesder*" and "*The Late Wedding*". A guest from the Israeli Embassy, Leora Hadar, gave a short presentation on the current economic and political situation in Israel.

## LATIN AMERICA

We apologize that the Latin American activities do not appear in English, for lack of space. Please see the Hebrew and Spanish versions.

## ISRAEL

### "Erev Hagshama", Si Hi-Man's Spectacular Performance

The *Hagshama* Department together with WUJS (World Union of Jewish Students), organized a "*Hagshama Evening*" during the WUJS World Congress in January. Students from all over the world sang and danced to traditional and popular Israeli music as well as songs composed by Si Hi-Man. The evening was opened with greetings from Haim Hayet, Head of the *Hagshama* Dept. and Peleg Reshef, WUJS Chairperson.



### " birthright israel trips"

#### Media Activism "birthright israel trip"

Despite news reports painting Israel as a war-zone, 32 Jewish young adults made the decision to visit Israel and see for themselves what the modern Jewish state is all about. The ten-day tour was organized by USD/*Hagshama* and *Oranim* Educational Initiatives. Media Activism's uniqueness was its focus on learning about Israeli politics and society through the lens of the media. High-level journalists, academics and professionals such as Channel 10 reporter Alon Ben-David, Haifa University Professor

and world-renowned expert on Iraq Dr. Amatzia Baram, Hebrew University Media Studies Professor Gadi Wolfsfeld and many others, held discussions with the participants on topics such as the Israeli-Palestinian conflict, the challenge of balancing objectivity and emotions, the upcoming war with Iraq.

### "Unity Through Diversity"

For the first time, the *Hagshama* Department together with AZYC (Australian Zionist Youth Council) and ZFA (Zionist Federation of Australia), ran a very unique Southern Hemisphere birthright Israel group. Participating were 60 excited Australian, New Zealand and South African *chanichim*, at the beginning of their year-long *Shnat* program with various Zionist Youth Movements – *Betar*, *Habonim Dror*, *Hashomer Hatzair*, *Hineni* and *Netzer*. The group toured the north and center of Israel and combined activities with their individual youth movements, together with group *peulot*, dynamic workshops and introductory activities. A highlight of the trip was the *mifgash* with members of different Israeli youth movements doing *Shnat Sherut*.

### Hungarian "birthright Israel trip"

Was a joint program of *Marom*, the *Hagshama* Dept. and *Oranim* Educational Initiatives. *Marom* recruited the participants who left Israel with a stronger Jewish identity as a result of their unique experience in Israel.

### "birthright Israel trip" from Spain

The first "birthright Israel trip" from Spain, sponsored by *Oranim* Educational Initiatives and our department, included highly motivated young people who expressed a desire to be involved and connected to Israel. They enthusiastically took in the scenery, the culture of Israel, and the Zionist message. *Tnuat Marom* recruited the participants.



*Hagshama's "Media Flash" birthright Israel trip at the Expo*

These trips are a gift from the birthright Israel project.

### Tel Aviv Olim Project

Already in its 3rd year, this project continues to grow and expand, running diverse and varied events for many hundreds of *olim* based in and around Tel Aviv. Recent events included the Winter Party, attracting over 110 people, the *Tu-Bishvat seder*, Yoga classes, a pre-Elections workshop and an Architectural tour of Tel Aviv. This project sponsored jointly by the *Hagshama* Department and *Merkaz Hamagshimim-Hadassa*.

### Aliyah Reps

In January JAFI's *Aliyah* Dept. brought twenty activists from campuses in the U.S. and Britain to Israel, to improve methods of recruiting participants for long term programs in Israel – an integral

part of *Hagshama's* coordinators' role. Our department sponsored a fascinating lecture by Isabel Kershner, a Jerusalem Report senior journalist, who spoke about current events in Israel. USD/*Hagshama* coordinator Nomi Hirshman was one of the participants of the program.



*Young activists in Tbilisi welcome the JAFI/WZO delegation headed by treasurer Shai Chermesh. Hagshama was represented by General Director, Linda Futterman*

### Helping Young Olim

The Information Center for Young Adults which opened in March 2002 in Jerusalem continues assisting young and potential *olim*, by answering questions related to rights, jobs, housing and other issues. Asher Zeiger, the Center's coordinator can be reached at 02-563-4584; [www.wzo.org.il/en/infocenter](http://www.wzo.org.il/en/infocenter). This joint venture is sponsored by WZO's *Hagshama* Department, *Merkaz Hamagshimim-Hadassah* and JAFI's *Aliyah* Department.

### "Keshet" (Connection)

This unique project was carried out by the *Hagshama* Dept., WUJS, JAFI's Education Dept., People to People and the Ministry of Foreign Affairs. For a week in February, forty Israeli students participated in an academic seminar. They learned how to advocate for Israel and strengthen ties with peers from the Diaspora. The seminar took place for the second year in a row and the number of Israeli volunteers for the program continues to grow proving that Zionism and ideology continue to motivate the young generation.

### "Peilei Hasbara" (Israel Advocacy Activists)

This program ran for the second time, and concluded at the end of January with great success. Thirty-one young journalists and activists participated from Latin America - including Mexico in the north and Chile in the south. The Israeli Ministry of Foreign Affairs and the *Hagshama* Department were the main sponsors of the program, assisted by JAFI's Education Dept. The program combined updates of the current situation with special emphasis placed on the recent Israeli elections. Participants were presented with theoretical and academic knowledge, which focused on the historical background of the Middle East conflict, and participated in guided tours to important geographical areas in order to see a 'map of the conflict'. They also enjoyed authentic Israeli cultural events. Senior Spanish speaking lecturers and representatives of Israeli society (a victim of terrorism, a Palestinian journalist, a settler, etc.) met with the group. Through workshops, they gained practical advocacy training in the field.

Our special thanks to out-going *shlichim* Shay Felber (*Betar* Johannesburg) and Roi Pilpel (*Netzer* Sydney) for their tremendous assistance to our out-going coordinators, Terri Edmunds (Johannesburg) and Guy Pross (Sydney). Welcome to Lynne Gaddie (Melbourne) replacing Sara Kowal and Dani Miller and joint coordinators Ariel Jankelson and Deborah Itzkowic (Sydney). Thank you all for your wonderful work !!!