



# In the Spirit of Balfour

## ZIONISM FORWARD

Foreign Office,  
November 2nd, 1917.

Dear Lord Rothschild,

I have much pleasure in conveying to you, on behalf of His Majesty's Government, the following declaration of sympathy with Jewish Zionist aspirations which has been submitted to, and approved by, the Cabinet

His Majesty's Government view with favour the establishment in Palestine of a national home for the Jewish people, and will use their best endeavours to facilitate the achievement of this object, it being clearly understood that nothing shall be done which may prejudice the civil and religious rights of existing non-Jewish communities in Palestine, or the rights and political status enjoyed by Jews in any other country"

I should be grateful if you would bring this declaration to the knowledge of the Zionist Federation.



In partnership with the Department for Diaspora Activities of the World Zionist Organization (WZO)  
and the Balfour Initiative of The Israel Forever Foundation (IFF)

ZIONISMFORWARD.ORG



# AMERICAN ZIONIST MOVEMENT WASHINGTON NATIONAL CONFERENCE November 15-17, 2017

Commemorating the 100th anniversary of the Balfour Declaration  
and the 70th anniversary of the UN Partition Resolution

## Conference Co-Chairs

Rabbi Paul Golomb

*Vice President, American Zionist Movement*

Gusti Yehoshua-Braverman

*Chair, World Zionist Organization's Department for Diaspora Activities*

Heidi Krizer Daroff

*North America Director, Israel Forever Foundation*

#ZionismForward

#SpiritofBalfour

#Balfour100

#BeLikeBalfour



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For further information, please contact Alicia Post, AZM Program Director, [apost@azm.org](mailto:apost@azm.org) | 212.318.6100 x6947

Dear Friends,

We gather in Washington, DC to commemorate 120 years of Zionism, 100 years since issuance of the Balfour Declaration, 70 years since the adoption of the UN Partition Resolution and the approaching 70th anniversary of the establishment of the State of Israel.


One can only imagine the joy that each of these celebrations would occasion for any ancient community, were it not for the rejectionists, the anti-Semites and the anti-Zionists who thrive on anti-Israel rhetoric. The Jewish people are thousands of years old and indeed the oldest of the world's modern religions.

We gather, in a sense, to remind the world – and ourselves – of the rich contribution which Israel and the Jewish people have made to democracy, freedom, the arts, sciences, technology, culture and humanity itself.

On behalf of the 25 member/affiliate/Zionist youth organizations which comprise the American Zionist Movement and as a part of the World Zionist Organization, we welcome each of you to Washington as we join together in moving Zionism Forward – in the Spirit of Balfour.

Thank you for your leadership and support,

Richard D. Heideman



President, The American Zionist Movement

Dear Friends,

The American Zionist Movement is pleased that you have joined us in the United States capital city during this November "Zionism Anniversaries Month", as we commemorate the 100th anniversary of the Balfour Declaration and the 70th anniversary of the UN Partition Resolution.

As we have convened in Washington, together with our partners from the World Zionist Organization in Jerusalem, the conference will both reaffirm the everlasting connection between the Jewish people in the Diaspora and in Israel, as well as the strong bonds of friendship and partnership between America and Israel

Our gathering during this 120th year of modern Zionism (since Theodor Herzl convened the first Zionist Congress in Basel, ultimately leading to the creation of the State of Israel) will also reaffirm our commitment to Zionism and its contemporary relevance.

This conference is an important event in what AZM has called the 2017-18 "Year of Zionist Anniversaries" which we began in May - by marking the historic Biltmore conference, where 75 years ago American Zionist gathered in NYC amidst the Holocaust in Europe to make a final push for statehood in Israel; and the 50 years since the reunification of Jerusalem, our holiest City, following the Six Day War - and will culminate next year with celebrating 70 years since the founding of the State of Israel in May 1948.

Since the time AZM and its predecessor organizations were founded almost 80 years ago, we have brought together American Zionists of all perspectives, backgrounds and ideologies to unite in support for our beloved homeland in the State Israel. We hope that you will join our ongoing efforts to unite as we move Zionism Forward.

Herbert Block



Executive Director, The American Zionist Movement

Dear Friends,

The month of November features a long list of formative historical events in the history of our people. This November we mark the 100th anniversary of the Balfour Declaration, the 70th anniversary of the United Nations Partition Plan, and the date of David Ben-Gurion's, first Israeli Prime Minister Yortzeit - with the celebrations for the State of Israel's 70th anniversary on the horizon.

One of the highlights of this month events is this AZM-WZO Department for Diaspora Activities joint conference that invites you to discuss the Jewish-Israeli-Zionist triangle in the light of the Balfour declaration and to bring up tough and important questions, learn new facts, have fun and make new friends.


The Department for Diaspora Activities in the World Zionist Organization aims to strengthen the Zionist identity and the commitment for Israel among diaspora Jews through variety, creative programs. You are invited to celebrate this month through the Daf Yomi (Daily Zionist pages) on website [www.beit-haam.com](http://www.beit-haam.com) and to share with us your special moment in Israel through our unique website [www.mapofmoments.com](http://www.mapofmoments.com). Join us!

I would like to thank the AZM- our partners, especially Richard Heideman, President of the AZM and his team, for creating this platform enabling discourse and exploration of these important topics.

I invite you all to be part of shaping the Zionism of tomorrow and moving Zionism forward.

Yours,

Gusti Yehoshua-Braverman



Head of the Department, WZO Department for Diaspora Activities

Dear Friends,

One hundred years ago, the Jewish world welcomed with celebration the wonderful news of Britain's recognition and support of the Zionist dream.

Five years ago, as The Israel Forever Foundation was taking shape as a primary content and resource Israel engagement organization, it became abundantly clear that the increasing efforts to negate the rights of Israel, the Jewish People and Jewish history would undermine the very legitimacy of Jewish nationalism that the Balfour Declaration affirmed.

While this letter was but a single step toward the re-establishment of Jewish sovereignty in our ancestral homeland, the elation felt by the Jewish world at that time demonstrates just how much it meant to achieve international recognition of our rights, our nationhood, our hope, our vision. As we celebrate this centenary commemoration, we are reminded of the leadership, activism, and passion that made the declaration and the subsequent rebirth of our Jewish State of Israel possible.


It is an honor to join together with the American Zionist Movement National Conference, in partnership with the World Zionist Organization, with Zionist leaders who continue the work of carrying on that legacy.

In the spirit of Balfour, we have the ability to utilize our strength for a united cause by declaring that, regardless of our individual political or religious opinions or practices, we will not stand idly by and let the truth be negated or denied. In the spirit of Balfour, may we continue to inspire the next generation to recognize, understand and support the vision of Herzl, Balfour, Weizmann, Sokolow and others whose efforts will forever be a part of Israel, just as Israel is forever a part of Jewish life and identity.

May our collective commitment ensure that the recognition and appreciation of our indigenous rights and connection remain strong for 100 years and beyond.

Sincerely,

Dr. Elana Heideman



Executive Director, The Israel Forever Foundation



WEDNESDAY, NOVEMBER 15 – VISION

- 11:00am
- REGISTRATION OPENS AT LIAISON CAPITOL HILL HOTEL**  
*415 New Jersey Ave NW, Washington, DC 20001*
  - Networking in the Zionism Shuk
  - “Year of Zionism” Program Showcase of AZM organizations and WZO Departments
  - “Tachles Café” - Buffet Lunch *\*Kosher Dietary Laws Observed*
- 1:00pm
- CONFERENCE BEGINS**
  - **Welcome and Introductions:** Richard D. Heideman, President, American Zionist Movement
  - **Zionism: Vision, Dream and Reality:** Gusti Yehoshua-Braverman, Chair, World Zionist Organization's Department for Diaspora Activities
  - **Zionism Forward:** Contemporary Challenges: Rabbi Paul Golomb, Vice President, American Zionist Movement
  - **Greetings In the Spirit of Balfour:** Heidi Krizer Daroff, North America Director, Israel Forever Foundation**STRATEGIC, DIPLOMATIC AND GLOBAL ISSUES FACING ISRAEL**
  - **The Strategic Threats Facing Israel:** Brig.-Gen (ret.) Yossi Kuperwasser, Former Director General, Israel Ministry of Strategic Affairs
  - **The Role of the US in Seeking Long Term Solutions to the Arab-Israeli Conflict:** Aaron David Miller, Vice President, Woodrow Wilson Center
  - **The Terror Threats Facing Israel:** Dr. Matthew Levitt, Director, Counterterrorism program at The Washington Institute for Near Policy, and a former Treasury and FBI official**ZIONISM ACROSS THE AISLE – THE WASHINGTON DEBATE**
  - Chairman: Herbert Block, Executive Director, American Zionist Movement
  - Shoshana Bryen, Senior Director, The Jewish Policy Center
  - Ann F. Lewis, President, JAC Education Foundation
  - Sarah Stern, President, Endowment for Middle East Truth (EMET)
  - Former US Congressman Robert Wexler, President, Center for Middle East Peace**ZIONISM ACROSS THE RELIGIOUS SPECTRUM - A DISCUSSION**
  - Chairman: Rabbi Vernon Kurtz, Rabbi, North Suburban Synagogue Beth El, Past President, American Zionist Movement & MERCAZ USA
  - Rabbi Josh Weinberg, President ARZA
  - Ms. Sarrae Crane, Executive Director, MERCAZ-USA

- Rabbi Gideon Shloush, Former Executive Vice President, RZA
  - Rabbi Mendel Bluming, Executive Director, Chabad of Potomac
- CHALLENGES IN SECURING PEACE WITH THE PALESTINIANS**
- Chairman: Mindy Stein, Honorary National President and Chairman of The Board, Emunah of America
  - Moderator: Gregg Roman, Director, The Middle East Forum
  - Daniel Pipes, President, The Middle East Forum
  - Ben-Dror Yemini, Journalist and Author of "Industry of Lies"
- ISRAEL, ZIONISM AND JEWISH IDENTITY IN THE FACE OF RISING ANTISEMITISM**
- Daniel S. Mariaschin, CEO & Executive Vice President, B'nai B'rith International
  - Dr. Elana Heideman, Executive Director, Israel Forever Foundation
  - Ashley Perry, President, Reconectar

- 5:30pm
- PROGRAMMING ENDS**
- 6:15pm
- BEGIN BOARDING BUSES AT CAPITOL LIAISON HOTEL FOR BALFOUR GALA**
- 6:30pm
- BUSES DEPART HOTEL FOR EMBASSY OF ISRAEL**  
*3514 International Dr., NW, Washington, DC 20008*  
  
\*\*Please bring photo ID for security check-in
- 7:30pm
- THE BALFOUR GALA AT THE EMBASSY OF ISRAEL**  
*3514 International Dr., NW, Washington, DC 20008*  
*\*Kosher Dietary Laws Observed*  
  
*Under the Auspices of Ambassador Ron Dermer at the Embassy of Israel*  
  
**Honored Guests:**
  - Eli Cohen, Israel's Minister of Economy
  - Yariv Levin, Israel's Minister of Tourism
  - Baroness Ruth Deech, UK House of Lords
  - Avraham Neguise, Member of Knesset
  - Oded Forer, Member of Knesset
  - Haili and Agurnesh Mengistu, parents of Abera (Avraham) Mengistu, held by Hamas since September 2014
- 10:00pm
- BUSES DEPART EMBASSY TO RETURN LIAISON CAPITOL HILL HOTEL**  
  
**Optional Late-Night Monument Tour**

THURSDAY, NOVEMBER 16 - LEADERSHIP

7:00am	<b>AZM NATIONAL BOARD MEETING</b> <i>For AZM Board Members Only at Liaison Hotel</i>
8:30am	<b>DAY ON CAPITOL HILL BREAKFAST OPENS AT CAPITOL VISITOR CENTER</b> <i>First St, NE, Washington, DC 20515 (13 minute walk – see map &amp; directions)</i> <i>*Kosher Dietary Laws Observed</i>  <b>Room: HVC 201AB</b> - Arranged by Congressman Lee Zeldin (R, NY)  <b>LAW, JUSTICE AND THE RIGHTS OF ISRAEL AND THE JEWISH PEOPLE</b> <ul style="list-style-type: none"><li>• Video Remarks: Alan M. Dershowitz, Lawyer and Author</li><li>• Brooke Goldstein, Founder and President, The Lawfare Project</li><li>• Susan B. Tuchman, Esq., ZOA Director, Center for Law and Justice</li><li>• David Dormont, Former Treasurer, Partners for a Progressive Israel</li></ul> <b>THE BALFOUR DECLARATION: BOLD DIPLOMACY AND HISTORICAL RELEVANCE</b> <ul style="list-style-type: none"><li>• Introduction: on behalf of The Balfour Initiative, Dr. Elana Heideman, Executive Director, Israel Forever Foundation</li><li>• Baroness Ruth Deech, UK House of Lords</li><li>• Col. Richard Kemp, Commander British Forces (ret.)</li><li>• Edwin Black, Author</li><li>• Dr. Mitchell Bard, Executive Director, American-Israeli Cooperative Enterprise (AICE)</li></ul> <b>REFLECTIONS: THE BALFOUR DECLARATION AND AMERICAN VALUES</b> <ul style="list-style-type: none"><li>• <b>Reflections On Justice Brandeis:</b> Frederick M. Lawrence, Secretary &amp; CEO, Phi Beta Kappa and Former President, Brandeis University</li><li>• <b>Reflections on US Policy From 1917 to 2017:</b> Dr. Robert B. Satloff, Executive Director, The Washington Institute for Near East Policy</li><li>• <b>Reflections on Zionism, Balfour and American Interests:</b> Herbert London, President, London Center for Research</li></ul>
12:30pm	<b>IN THE SPIRIT OF BALFOUR: CONGRESSIONAL AND DIPLOMATIC LUNCHEON</b> <i>*Kosher Dietary Laws Observed</i> <ul style="list-style-type: none"><li>• Chairman: Richard D. Heideman, President, American Zionist Movement</li><li>• Invocation and Blessings: Rabbi Stuart Weinblatt, Founding (&amp; Senior) Rabbi, Congregation B'nai Tzedek, President of the Rabbinic Cabinet of the Jewish Federations of North America</li><li>• Remarks by Members of Congress</li><li>• Presentation of Congressional Resolution by Members of Congress</li><li>• Remarks by Malcolm Hoenlein, Executive Vice Chairman and CEO, Conference of Presidents of Major American Jewish Organizations</li></ul>

	<b>PRESENTATION OF AZM DISTINGUISHED LEADERSHIP AWARD TO AMBASSADOR RON DERMER</b>  <b>KEYNOTE REMARKS</b> by Ron Dermer, Israel's Ambassador to the US
2:30PM	<b>US DIPLOMACY IN DEFENDING VALUES AND RIGHTS</b> <ul style="list-style-type: none"><li>• Chairman: Stephen Trachtenberg, President Emeritus, George Washington University</li><li>• Ambassador Stuart Eizenstat, US Ambassador (ret.) to the European Union</li><li>• Ambassador Keith Harper, US Ambassador (ret.) and Permanent Representative to the United Nations Human Rights Council in Geneva</li><li>• Ambassador David Saperstein, US Ambassador (ret.) for Religious Freedom and Director Emeritus, Religious Action Center of Reform Judaism and Senior Advisor to the URJ for Policy and Strategy</li><li>• Hon. Lesley Weiss, Member and Former Chair, US Commission on the Preservation of Heritage Abroad</li></ul> <b>IN THE FOOTSTEPS OF HERZL</b> <ul style="list-style-type: none"><li>• <b>Zionism: The Land of Israel:</b> Russell Robinson, CEO, Jewish National Fund</li><li>• <b>Zionism and Advocacy:</b> Morton A. Klein, President, Zionist Organization of America</li><li>• <b>Zionism and the Russian Jewish Community:</b> Dmitry Shiglik and Dr. Igor Branovan, American Forum for Israel</li><li>• <b>Defining Zionism: Perception vs Reality:</b> Ellen Hershkin, President, Hadassah Zachary Schaffer, Associate, Community Strategy, Israel Action Network</li></ul> <b>SUMMARY AND STEPS FOR THE FUTURE</b>
6:15pm	<b>BEGIN BOARDING SHUTTLES AT CAPITOL LIAISON HOTEL FOR MOVIE NIGHT</b>
6:30pm	<b>SHUTTLES DEPART HOTEL FOR LANDMARK E STREET CINEMA</b> <i>555 11th St NW, Washington, DC 20004</i>
7:00pm	<b>DINNER AND OPENING OF THE WZO SYMPOSIUM ON DIASPORA AFFAIRS</b> <i>*Kosher Dietary Laws Observed</i>  <i>An Evening Salute to Young Professionals and Leadership for the Future</i> Remarks by Daniel Flesch, Executive Director, ZOA's, Fuel for Truth - DC
8:00pm	<b>SCREENING OF THE FILM: "BEN-GURION: EPILOGUE"</b> <i>Landmark E Street Cinema: 555 11th St NW, Washington, DC 20004</i>

FRIDAY, NOVEMBER 17 – UNITY: THE WZO SYMPOSIUM ON DIASPORA AFFAIRS

7:30am **WZO NETWORKING BREAKFAST**  
*\*Kosher Dietary Laws Observed*

**BEIT HAAM WORKSHOPS**

- **Zionism?! What is it in the 21st century:** Eyal Ben Zeev, Media Consultant, World Zionist Organization's Department for Diaspora Activities
- **Walking A Tightrope: The Israeli Supreme Court - A Model For Democratic Activism:** Rotem Malach, Central Emissary, World Zionist Organization's Department for Diaspora Activities

**ZIONISM, COMMUNITY, UNITY**

- **Facing the Challenge on the College Campus:** Jacob Baime, Executive Director, Israel on Campus Coalition
- **US Public Opinion on Israel and Public Opinion:** Mark Mellman, President & CEO, The Mellman Group

**CLOSING SESSION: ZIONISM IN ACTION**

- Closing Address by William C. Daroff, Senior Vice President for Public Policy & Director of the Washington Office of The Jewish Federations of North America

**CLOSING REMARKS**

- Gusti Yehoshua-Braverman, Chair, World Zionist Organization's Department for Diaspora Activities
- Dr. Esther Serok, Representative of the World Zionist Organization Executive in North America

11:00am **ADJOURNMENT OF THE CONFERENCE – SHABBAT SHALOM!**

CONFERENCE PARTNERS



**About AZM**

The mission of the American Zionist Movement (AZM) is to bring the American Jewish community closer to Zionism.

The AZM is composed of organizations representing a broad array of Zionist perspectives and engaging in a variety of philanthropic, educational and advocacy activities on behalf of Israel. In this capacity, the AZM carries out activities and programs on behalf of the World Zionist Organization and represents American Zionists within the National Institutions of Israel. In addition, the AZM strives to provide services and programming for member organizations, as well as serve as a catalyst for new Zionist ideas, a convener of Zionist discussions, and an incubator of new initiatives.



**About WZO-DDA**

The Department for Diaspora Activities in the World Zionist Organization aims to strengthen the Zionist identity and the commitment for Israel among diaspora Jews. The department's staff in Jerusalem, together with our colleagues and Shlichim in 5 continents, works tirelessly to hold a big range of activities, seminars and events, all of them try to bring the values of Zionism to the broader audiences, especially the younger generation. In a 21st century language, an advanced technology and with an inclusive and pluralistic perception of Judaism and Zionism, we encourage an ongoing dialogue to be held between the Israeli Jewry and the world Jewry.



**About IFF**

The Israel Forever Foundation develops and promotes experiential learning resources and initiatives to celebrate and strengthen the personal connection to Israel as an integral part of Jewish life and identity. Our content and programming aim to engage and inspire Diaspora Jews as Virtual Citizens of Israel to foster understanding, respect, involvement and pride in our ancestral connection with our heritage, history and homeland.



**About Balfour Initiative**

The Balfour Initiative aims to highlight the history that led to the monumental international recognition of Jewish rights and one of many steps toward the re-establishment of Jewish sovereignty in the Land of Israel. Content, resources and programs serve to engage learners of all ages in an exploration of the events leading up to and following the declaration, as well as its relevance today as a global recognition of the historic and indigenous rights of the Jewish People.



MEMBER ORGANIZATIONS

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ZIONIST YOUTH MOVEMENTS

