



BRINGING  
**ishael**  
TO THE  
GARDEN STATE

**Attention Hagalil Israel Awareness  
Vice Presidents**

There are **three** things you need to do:

**Get PUMPED for LTI!**

**Get EXCITED for more Israel, more of the time!**

**Get READY for the most amazing year of USY yet!**

Hey IAs, I'm Oren Nathan Fliegelman and I'm your regional Executive Committees/ Israel Awareness Vice President! This is the beginning of the 2009-2010 year of Hagail USY, and it's sure to be the craziest year yet. From LTI all the way to Spring, the IAs are going to rule this region. We're already the backbone of the Hagalil boards, and let's be realistic who's the best? There's a reason we're the EXECutives on board. The president isn't even the EXECutive president, he's just plain old president. So, like Israel wrote in her journal **everyone** knows the Exec's are by far the coolest guys in Hagalil...

**\* clap \* \* clap \* (loud applause) \* clap \* \* clap \***

See, we even get our own applause? Well now that we've proven our superiority, let's get down to business and talk about what it takes to be an Executive/Israel Awareness Vice President. When it comes down to it, what does it really mean to be an IA? Is it just to promote Israel and make sure that USYers know everything they can about it? Is it to support Pilgrimage and Wheels? What about Nativ? To make USYers want to support our Home Land? Want to to travel to Israel? **It's all of them!**

We have to make sure that our region knows what's going on in the Holy Land, while making sure that they also visit it by getting the word out about Pilgrimage. How do you do that you ask? Well, I'll tell you. You've got to use EVERYTHING at your disposal, which includes websites (a list of good ones are attached), the news, Hagal.co.il (if you don't know what that is, I'll explain later), me, the Israel RGB, and anything else you can get your hands on. This brings me to the golden rule of IAs, and then from there we'll get a bit more specific.

# Culture, not CONFLICT

When it comes to Israel, that's my motto. Culture, not conflict. Everyone hears so much about all of Israel's political problems on the TV, internet, and radio that while of course we do anything we can to support

Israel in it's times of need, there's no reason to talk about war anymore than we already do. And anyway, there's **SO** much more to the Holy Land than just the conflict. Remember, Israel is a country just like the US with a whole culture that's completely different from anything you've ever seen before (unless you've been there of course). So here's the golden (or in photocopied B/W, the light gray) rule of Exec/IA's:

## Israel is **NOT** just a place you hear about on the news

Ever heard of **Hadag Nachash** or the **Idan Raichel Project**?

What about **Maccabi Tel-Aviv** or **Shachar Pe'er\*\***?



They're part of what I like to call the "relatable culture" of Israel. Things that teenagers in the US can relate to, so they understand that teenagers in Israel are interested in the same things that we are here. Even though it's on the other side of the globe, there's still music, basketball, and tennis in the Holy Land, and it's **THAT** stuff that we want to bring to the Garden State.

## now, for the specifics...

**When it comes to being an IA there are a few big things that everything you're going to be doing revolves around. While Culture, not Conflict is the overall goal, these are a few more specific things that help you be the best IA you can be. Over the year, try to incorporate all of these things more and more into your chapters, and I think you'll find that if you do, you're job will become a lot easier and you'll be doing it better.**

**Israel Updates** - Israel updates are the best way for you to keep your chapter updated on current events with Israel. At every meeting just take a few moments at one of your chapter meetings and tell the USYers a bit about what's going on in Israel (remember: culture, not conflict). Most importantly, make sure it's not boring! Israel's an exciting place and USYers shouldn't just hear about the boring stuff. A great place to get information for this is [israel21c.org](http://israel21c.org) (a website that focuses on cultural and modern stuff going on in Israel) and [Hagal.co.il](http://Hagal.co.il) (which will be explained later.)

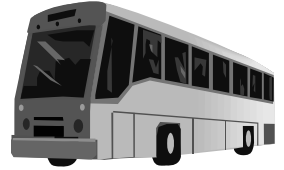
## Just turn the page...

\*\*In case you don't know, Hadag Nachash and the Idan Raichel Project are two really cool Israeli bands. Maccabi Tel-Aviv is Tel-Aviv's name for many of their sports teams (like soccer and basketball). Shachar Pe'er is an Israeli woman's tennis player who is currently ranked 15th in the world.

**Summer Programs** - As many of you probably know, USY's summer programs Wheels and Pilgrimage are AMAZING ways to spend your summer. It's our responsibility to make sure that as many Hagalilers go on these summer programs as possible. Incorporate them into Israel updates, meetings, or any other place you can mention them. If you've been on a summer program then **use your own amazing experience!** Soon there will be a Pilgrimage promotion booklet filled with USYers from Hagalil in action on Pilgrimage, so if you want it for your chapters to promote Pilgrimage, let me know. If you ever have any questions about how to promote summer programs, just ask me or Summer Programs RGB Andrew Geller, and we'll help you out.



pilgrimage!



wheels!

**Hagal.co.il** - Hagalil's very own Israel Newsletter!! This amazing monthly email put together by IA RGB member Shayna Schor is an **AMAZING** resource for information about what's going on in the Holy Land. Based off the idea of Culture, not Conflict, it talks about Israel's artsy side, with a few news events thrown in. You can use it as a source of information for your Israel updates and also send it out on your chapter listerv so that you make sure all of your USYers see it.

**HeChalutzim** - HeChalutzim is USY's Israel Club. Led by HeChal Chair Aviva Pollack, HeChalutzim is a great way to get USYers involved actively for Israel. Throughout the year and during some conventions, there'll be fun HeChal meetings where we'll be doing different activities related to Israel. The programs can range anywhere from advocacy programs or discussion sessions to fun (emphasis on fun, I bore easily) speakers and doing some community service and making packages for Israeli soldiers. HeChal is a great way to get involved with USY's Israel programming and **all of you should be members (it only costs \$10 to join)!**

**Israel Meetings** - I saved the best for last. Chapter Israel meetings are one of the most important parts to Hagalil's Israel program. There's only so much time on the regional calendar to do everything so it's up to you to really make sure your chapter has all the good Israel programs. When you want to make an Israel meeting you have to ask yourself a couple of questions. Do I want it to be fun? Educational? Interactive? Original? Once you've got that down you can move onto what you actually want to do at your meeting. **Make it creative and unique!** Getting ideas from other people is great, but just doing a program that your chapter's been doing for years isn't going to get people into it. It can be anything from making Israel in the shape of cake or playing pin the tail on an Israeli city to Israeli karaoke or creating a small IDF army challenge! If you're ever lost on what to do for a program, just check the Israel Resources Websites (which is right next to this page) and you'll see how to find some ready-made ideas on the USY and Hagalil websites.

**Your Resources** - In addition to websites and the rest of your board, you've always got me and the IA RGB covering your back. If you EVER have questions feel free to ask any of us:

Hagalil IA: Oren Fliegelman, 973-861-6387, orenfliegelman@gmail.com

Israel Awareness Chairperson: Shayna Schor, southschor@aol.com

HeChalutzim Chair: Aviva Pollack, aviva2006@gmail.com

Summer Programs: Andrew Geller, andrew.geller@gmail.com

---

Well this is the end of my pages, so I've got to finish up. Make sure to look at the next page which is a whole list of really useful websites that you can use when doing Israel updates, making Israel programs, or anything else you do. If you ever, ever, ever have any questions CALL or EMAIL me or any of the RGB. We're here for you. Just remember, as an IA you are the best board member out there and if you want to do something, **THEN GET IT DONE!!**

**Always keep Israel in your hearts and in your chapters!**