

Charlotte Delegates "Make It Matter" at Washington 15

Eleven delegates from Charlotte joined more than 1,000 young leaders of United Jewish Communities/the Federations of North America as they gathered in the nation's capital March 16-18 for Washington 15, aiming to "Make It Matter" through political, social and philanthropic action.

The Charlotte delegates were: Brian Axelroth, Laura Cherny, Melissa Klingberg, Herb Greenman, Jodi Greenwald, Josh Greenwald, Michael Koss, David Levin, Jennifer Ruben, Jason Wenz and Tair Zaeh. The Jewish Federation of Greater Charlotte sponsored their conference attendance with generous individual subsidies of \$500.

Held every four years and marking its 15th anniversary, the conference, organized by UJC National Young Leadership, drew participants ages 25-45 — two-thirds of whom were first-timers — from more than 70 communities in the United States and Canada to engage in discussion and events geared around the call to "Make It Matter."

The March 16-18 event included a series of inspiring plenary sessions such as "Jewish Identity and Making it Matter" and "How You, Too, Can Change the World," breakout forums such as "What's Jewish About Public Service" and "Profits for a Purpose," and

culminated with visits to Capitol Hill, where participants put the lessons they'd learned into action to engage members of Congress on key domestic and foreign policy issues.

Washington 15 drew an array of major speakers, including Jenna Bush, author and international child rights advocate; former Secretary of States Madeleine Albright and Lawrence Eagleburger; NBC News reporter David Gregory; National Public Radio reporter Mara Liasson; former White House Press Secretary Ari Fleischer; former U.S. Ambassador to Israel Daniel Kurtzer; former White House Communications Director Ann Lewis, and others.

UJC's President and CEO Howard Rieger applauded the participants, underscoring that they must get increasingly involved in a powerful collective federation system that raised three-quarters of a billion dollars in two Israel Emergency Campaigns in the past decade, nearly \$30 million for Hurricane Katrina aid to the Gulf Coast and New Orleans, and which last year raised nearly \$900 million in an annual campaign and more than \$3 billion in endowments to help Jews and others in need worldwide.

"Young Jewish voices need to be heard in every board room



Charlotte delegates Making it Matter at W15. Not pictured: Laura Cherny.

in every federation" in North America, Rieger said. "Be there when the call comes."

The story of one speaker, Jonathan Greenblatt, embodied the event's theme to Make it Matter. As an official in the Clinton White House, Greenblatt learned that 1.2 billion people worldwide lacked clean drinking water, which causes 2.5 billion deaths from disease annually. Comparing that to a \$15 billion bottled water industry in the United States, Greenblatt co-founded Ethos Water, which contributes five cents from every bottle sold to raise \$10 million for clean drinking water by 2010. So far, the product, now owned by Starbucks, has raised \$6.2 million, delivering clean water to more than 400,000 people.

Growing up, Greenblatt

said his parents taught him about *tikkun olam*, repairing the world, through actions like marching for Soviet Jewry. "I learned the value of being part of a mission," Greenblatt said. He detailed how his then-tiny startup began taking hold when supermarket workers were so inspired by his mission that they built creative store displays to market the water. "Do not underestimate the power of a small group of people to change the world," he said.

Similarly inspired by a desire to help better the world is Jenna Bush, who recently published "Ana's Story: A Journey of Hope." The book tells the story of a teenage mother with HIV from Central America, whom Bush she met while working for UNICEF documenting the stories of young people in need. "I really admire your interest in making it matter," she told participants, urging them to spend time with

children and become a role model for them.

Erica Brown, scholar-in-residence for the Jewish Federation of Greater Washington, reminded participants of the words of the book *Pirkei Avot, the Ethics of Our Fathers*, which says the world is built on acts of loving kindness. "This story is your story," she said. "We have so many choices. Our message is, choose one. Choose wisely."

For more details about Washington 15 and to see audio and video clips, see www.washington15.org. ☆



Josh Greenwald, Michael Koss and Tair Zaeh at the Ben Gurion Society Reception. Charlotte will be starting a BGS program in the near future. Stay tuned for details.

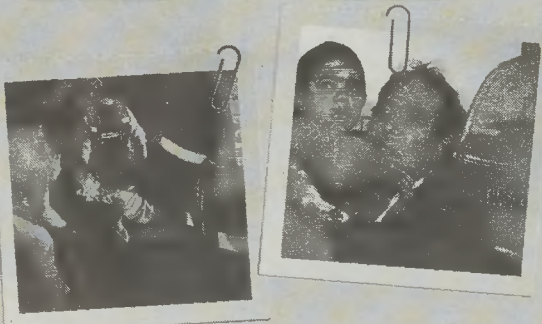
JEWISH FEDERATION
OF GREATER CHARLOTTE
Local, Global, Eternal

MDA IN ACTION

Magen David Adom: Behind Every Headline!

**Rockets and Mortar Fire
Bombard Sderot**

**Quick Action By MDA Saves
Lives: Wounded Students
Treated During Attack**



Thanks to the speed and dedication of Magen David Adom personnel who respond to every incident, the victims of these terrorist acts were treated, stabilized and transferred to the hospital with skill and compassion.

Magen David Adom is behind every headline. Without fanfare, MDA's fleet of 700 emergency vehicles travel 6.75 million miles a year to care for nearly 700,000 patients, serving all of Israel's people. Magen David Adom is the common thread that touches the lives of every Israeli, responding to accidents, illnesses, pregnancies, heart attacks, strokes and war and terror incidents.

As we celebrate Israel's 60th anniversary, American Friends of Magen David Adom also marks our 68th year of supporting the heroic men and women of Magen David Adom who have been there for Israel's people for 78 years — 24 hours a day, seven days a week, 365 days a year.

2100 E. Hallandale Beach Blvd., Suite 205
Hallandale, FL 33009
800-626-0046 • southeast@afmda.org

SAVING LIVES IN ISRAEL

Please Donate Now!

www.afmda.org



AMERICAN FRIENDS OF
MAGEN DAVID ADOM
ARMDI • SOUTHEAST REGION