



UJA Federation
NEW YORK

2017
1917

NONPROFIT DIGITAL SUMMIT

Strategy • Innovation • Impact

May 10, 2017

PROGRAM



8:30 am Registration and Breakfast

9:15 am Welcome

Marcia Riklis, Nonprofit Digital Summit Co-Chair

9:30 am Morning Plenary: Closing the Imagination Gap

Brian Reich, Managing Director, little m media, Author of *The Imagination Gap*

Everyone has an imagination, but most of us don't use our imaginations to their fullest potential. Too much of our focus is on innovation — making small, incremental changes and improvements. Our most important ideas and biggest ambitions must be applied to the challenges that we face.

10:30 am Choice of Sessions

Session 1A: Digital Fundraising • Room 706-708

Presenters: Jonah Halper, Founding Partner, ALTRUICITY
Rich Levy, Director of Sales, give2gether

To fundraise most effectively, bring your mission to life by providing a real-time, immersive, emotional experience for donors. This session will share what's new and exciting in the digital space, and offer strategies for identifying and cultivating donors.

Session 1B: Online Storytelling for Nonprofits • Room 653-655

Presenter: Boris Kievsky, Founder, dotOrgStrategy

Hollywood has something to teach us! Learn how to harness the power of storytelling online, taking a chapter from blockbuster films. Find the right audience, tell them the right story, keep them coming back for more, and convert visitors into heroes.

Session 1C: Leadership in a Digital Age: Leveraging Digital's Potential for Organization-Wide Business Success (even if your only follower on Instagram is your cousin) • Room 710-712

Presenters: Jerry Cahn, Chairman, Presentation Excellence Group
Michael Solomon, Co-Founder, 10x Management
Marcia Stepanek, Media Lecturer, Nonprofit Management Program at Columbia University, and CEO, Brand Stories Studios, NYC

Moderator: Richard Skeen, Founder and Principal, Beehive Media Strategies

The ability to effectively utilize digital communication defines success. The marketplace for awareness, membership growth, and donors has migrated to the digital realm. Leadership today requires effectively driving agency-wide use of data, targeted communication, performance marketing, social media, and web functionality to succeed. In this panel, hear from diverse leaders who have broad experience helping leaders and organizations adopt digital's potential.

12:00 noon Choice of Sessions

Session 2A: Crowdfunding • Room 653-655

Presenter: Amir Give'on, Founder of Jewcer

Learn the building blocks of crowdfunding and understand how fundraising strategy is deeply intertwined with Jewish values. Find out why the crowd has to come before the funding and dispel the biggest misconceptions about this incredible fundraising tool.

Session 2B: The M.V.P. Approach to Creating a Culture of Technology • Room 710-712

Presenter: Greg Sadetsky, CTO, Idealist.org

Do you or your organization struggle with using technology? Join us to learn how to take advantage of free, simple, and accessible technology at your organization, and hear about strategies to approach new technology projects. Help your organization to grow its use of technology and make technology approachable enough for everyone to use!

Session 2C: "Jewish" Meets Digital • Room 706-708

Presenters: Jessica Minnen, Resident Rabbi and Director of Program, OneTable
Danny Cohen, Director of Technology, Finance, and Operations, OneTable

Learn about the creation of OneTable's digital platform (a cross between Airbnb, Eventbrite, and Paperless Post) through human-centered design thinking. This session will emphasize the platform's usability for both participants who host Shabbat dinners and their teams who utilize quantitative and qualitative data to continue to refine and improve the experience for young adults across the country. Think this doesn't apply to your organization? We'll discuss the very real challenges we all face, from budget woes to app apathy, and leave you with strategies to take home and utilize in your own communities.

1:00 pm **Lunch**

1:30 pm **Keynote: Ami Dar, Founder and Executive Director of Idealist.org**

Ami Dar will help us imagine, connect, and act: imagine how new technologies can impact our work; connect with people and resources that can help us implement them; and act to make our organizations as effective as we know they can be — starting today.

2:30 pm **Choice of Sessions**

Session 3A: Growing Your Base • Room 710-712

Presenter: Boris Kievsky, Founder, dotOrgStrategy

Feel like you have to battle for every additional member and dollar, even though you know your programs are fantastic? Join us as we look at the principles of storytelling, marketing, and community development to break down the two primary ways to grow your community of donors and beneficiaries.

Session 3B: Making Data Work for You • Room 706-708

Presenters: Ann Nguyen, Design Whaler, Whole Whale
George Weiner, Founder and CEO of Whole Whale

This workshop is perfect for organizations or individuals already using Google Analytics and ready to take their analysis up a notch. There is more data available to organizations than ever before. The challenge is using the right data to inform decisions and drive toward measurable goals.

Session 3C: The Impact of Video • Room 653-655

Presenters: Michael Hoffman, CEO, See3
Michael Smolens, Founder, Chairman & CEO, Dotsub LLC

Do you spend hours watching videos online and wish your organization could use that platform in a better way? This session will explore innovative uses of video to cultivate interaction and participation. Session attendees will learn about integrating video into their materials to enhance programming and brand visibility.

3:45 pm **Afternoon Plenary: Building Online Digital Communities**

Marcia Stepanek, Media Lecturer, Nonprofit Management Program at Columbia University, and CEO, Brand Stories Studios, NYC

This plenary will advance the idea that organizations need to affirm their mission and purpose in powerful new ways and within a context of resiliency given the complexity of a changing world. Digital tools support innovation in communications and in building communities of impact. Most nonprofits are still discussing “how” they are delivering services. Instead, they should be

addressing the core question, “why?” In answering that question, and in telling stories, an organization can successfully engage its stakeholders as brand ambassadors who will help to bring its core messages alive utilizing video, photography, and social media.

4:30 pm **RFP Announcement**

5:00 pm **Closing Remarks, Raffle, Cocktail Hour**

Ongoing **Genius Café • 7th-Floor Window Space**

The Genius Café gives participants the opportunity for brief consultations with experts in data, social media, fundraising, digital design, and other areas. 10x Management has arranged for experts to be present at the Digital Summit to answer your individual questions. UJA-Federation thanks 10x Management for making these arrangements.

Recharging Room • 6th-Floor Reception Area

Recharge your phone, your tablet, and your mind in a quiet lounge area.

Virtual Reality (VR) Demos • 7th Floor Reception Area

Try on a headset to experience VR, and see how the 92nd Street Y is using VR to support its capital campaign.

PRESENTERS



Jerry Cahn Ph.D., J.D., Chairman, Presentation Excellence Group

Jerry is a serial entrepreneur, speaker, teacher, consultant, coach, and mentor. He currently has many roles, including chairman of Vistage New York, part of Vistage Worldwide, an organization that serves 22,000 CEOs with a service ecosystem that enables CEOs to significantly outperform competitors. He is the CEO and CLO of Age Brilliantly, a new community platform that enables mature adults to engage with peers, experts, and providers for information, inspiration, and support. Jerry serves as the chairman of the Presentation Excellence Group, which provides strategic business and leader development services.

Session: Leadership in a Digital Age

Danny Cohen, Director of Technology, Finance, and Operations, OneTable

Originally from Long Island, New York, Danny is an alumnus of Queens College in Queens. He is the director of technology, finance, and operations at OneTable.

Session: "Jewish" Meets Digital

Ami Dar, Founder and Executive Director, Idealist.org

Built in 1996 with \$3,500, Idealist has become one of the most popular non-profit resources on the web. Millions of people use the site every month to find jobs, internships, and volunteer opportunities posted by 120,000 organizations around the world. Ami was born in Jerusalem, grew up in Peru and in Mexico, and lives in New York with his wife and their daughter.

Session: Keynote Address

Amir Give'on, Ph.D., CEO, Jewcer

Engineer by training and an entrepreneur by nature, Amir Give'on connects his eight years of experience at NASA-JPL as a mechanical and aerospace engineer with his passion for Israel advocacy and Jewish innovation. He serves as an adjunct professor at the Graduate School of Nonprofit Management at American Jewish University, is the CEO of Jewcer Community Funding, a nonprofit crowdfunding platform, and is the co-founder of Talk

Israel, a machine-learning-based Israel advocacy mobile app. Amir has a Ph.D. in mechanical and aerospace engineering from Princeton University and spent a year at the California Institute of Technology. Happily married, Amir is the proud Aba to his 6-month-old son.

Sessions: Crowdfunding; Genius Café

Jonah Halper, M.P.A., Founding Partner, ALTRUCITY

Jonah is a thought leader on nonprofit marketing and fundraising specializing in new donor acquisition. As founding partner of ALTRUCITY, he advises many nonprofits looking to raise more money and develop a new generation of organizational leadership.

Jonah is author of *Date Your Donors* (DateYourDonors.com), demonstrating how the process and execution of fundraising is akin to courtship, making it accessible to anyone and a vital model for success in the 21st century. He discusses how to stand out from the competition in a cluttered marketplace, connect with prospective donors, and cultivate genuine relationships that translate into leadership and support. Jonah is married with four children and lives in Wesley Hills, New York.

Session: Digital Fundraising

Michael Hoffman, CEO, See3

Michael combines his passion for social good with his knowledge of and experience with technology and storytelling to lead See3's consulting practice. Michael is a long-time consultant to nonprofit leaders and works closely with organizations such as Make-A-Wish, Alzheimer's Association, and UJA-Federation of New York on community engagement strategies. He started his career as a Washington-based political consultant and non-profit fundraiser before joining a venture investment firm to develop internet startups. Michael is an internationally sought-after speaker and trainer on the future of technology, storytelling for social change, and organizational development in the age of artificial intelligence.

Session: The Impact of Video

Boris Kievsky, Founder, dotOrgStrategy

Boris founded Speed of Like, a boutique digital agency focusing on small businesses and nonprofits; and dotOrgStrategy, a platform for teaching nonprofits how to effectively use technology to achieve and expand their missions without over-stretching their resources. A storyteller and entrepreneur, Boris is excited to combine his passions for technology, storytelling, and making a positive difference in the world by helping organizations increase impact locally and globally through digital tools including websites, social media, email, advertising, and crowdfunding. Boris began programming

and working with early online networks at a young age. He then switched focus to entertainment, which taught him the power of storytelling to change lives. His client list includes: The Milken Family Foundation, National Obesity Foundation, *JGirls Magazine*, Genesis Philanthropy Group, Jewcer, Masa Israel, and New York City Children's Theater.

Sessions: Online Storytelling for Nonprofits; Growing Your Base

Rich Levy, Director of Sales, give2gether

Rich has 30 years of experience advising nonprofit leaders at international, national, regional, and local organizations. He has held executive roles helping with strategy, execution, marketing, social media, technology, and fundraising.

Rich has helped advocacy, animal welfare, the arts, conservation, disease and disorder, faith-based, and social services groups. In the Jewish community, Rich has counseled many federations and universities, including the Anti-Defamation League, Birthright Israel, Friends of the Israel Defense Forces, Hadassah, and Rambam. He's really glad to be here today to meet all of you and share.

Session: Digital Fundraising

Jessica Minnen, Resident Rabbi and Director of Program, OneTable

Originally from Paducah, Kentucky, Jessica is an alumna of Washington University in St. Louis, the Pardes Institute of Jewish Studies, Paideia - The European Institute for Jewish Studies in Sweden, Baltimore Hebrew University, and the Jewish Theological Seminary.

Session: "Jewish" Meets Digital

Ann Nguyen, Design Whaler, Whole Whale

Ann evangelizes design for impact. At Whole Whale, she leads the tech and design team to build meaningful digital products for nonprofits. She has designed and managed the execution of multiple websites, including the LAMP, Opportunities for a Better Tomorrow, and Breakthrough. Before joining Whole Whale, Ann worked with a wide range of organizations from the Ford Foundation to Bitly. She is Google Analytics and Optimizely Platform certified. Ann is a regular speaker on nonprofit design and strategy, recently presenting at the DMA Nonprofit Conference and teaching at Sarah Lawrence College.

Session: Making Data Work for You

Brian Reich, Founder, little m media, Author of *The Imagination Gap*

Brian is a speechwriter, media junkie, political operative, and sports fan. He advises executive leaders at global brands, media companies, startups, nonprofits, and political and advocacy organizations on communications strategy and the impact of media and technology on society. He also leads his own startup media company, little m media, focused on casual sports fan development and engagement. Brian is the author of three books, including his latest, *The Imagination Gap*. He lives in New York City with his wife and two children.

Session: Closing the Imagination Gap

Greg Sadetsky, CTO, Idealist.org

Greg is a senior Python and JavaScript developer with substantial experience in full-stack development, rapid prototyping, and project management.

After co-founding a mapping startup that was later sold to Apple, with customers that included Google, Microsoft, and MSNBC, Greg applied computer vision to multiple sclerosis research while earning his Master of Science degree at a neuroscience institute. With a colleague, he recently placed second in the NIH National Library of Medicine Pill Image Recognition Challenge. Greg has spent the past four years as a freelance software developer, represented by 10x Management. He worked on engagements that included Hautelook, McGraw-Hill, Verizon, and others. He enjoys sharing his knowledge with people and has trained Salesforce and Cisco employees in Python and Django.

After a long and successful freelance engagement with Idealist.org, Greg accepted a full-time position there, overseeing and developing their technological infrastructure and projects.

Sessions: The M.V.P. Approach to Creating a Culture of Technology; Genius Café

Richard Skeen, Founder and Principal, Beehive Media Strategies

Richard draws on 25 years experience leading top media brands, start-ups, and consulting with nonprofits looking to optimize digital to develop new revenue streams, business insight, and strategically sound new product.

He helped lead *The New Yorker's* early steps into digital profitability, which included launching the New Yorker Festival and the popular "Cartoon" issue. As a vice president at the *Wall Street Journal*, Skeen led numerous digital launches and the *WSJ Weekend*, which led to record-setting growth.

Richard is a co-founder of Beehive Media Strategy, and has worked extensively with large nonprofit clients including the Birthright Israel Foundation, the U.S. Golf Association, the JCC Association and various Jewish federations with work ranging from fundraising analytics to strategic digital

marketing. Richard is a consultant to UJA-Federation's Network Department and has worked directly with 15 partner agencies on digital skill-building.

Richard reluctantly resides in Montclair, New Jersey, with his wife and three lovely children, who tolerate his passion for Oregon sports, gardening, sailboat racing, and Israel-centric Shabbat table discussions.

Session: Leadership in a Digital Age

Michael Smolens, Founder, Chairman & CEO, Dotsub LLC; Collector of Puzzle Pieces

For the first 32 years of his career, Michael started eight garment manufacturing companies creating more than 20,000 jobs supporting the livelihood of over 100,000 people in Haiti, Mexico, Hungary, Romania, Turkey, Pakistan, India, Egypt, Jordan, Russia, and Azerbaijan. During this time, he developed a deep and profound awareness of differences in the world's cultures, with the role language played enabling cross-cultural communication as well as economic development.

He conceived Dotsub in 2004, before YouTube and smartphones, and launched it in 2007 — becoming the first browser-based platform to enable video created in any language, to be easily, quickly, and inexpensively available in any other language and then viewable on any video-enabled device or platform, including mobile. It is Dotsub's mission to make all of the world's knowledge available in video, accessible in all languages, and able to be viewed by all 7.2 billion people in the world — in their native languages and on any of their existing devices, even including feature phones.

Session: The Impact of Video

Michael Solomon, Co-Founder, 10x Management

Michael is an established entrepreneur with a strong desire to help people, a sharp eye for business, and a desire to make a difference. The four organizations he's helped found — for-profit and nonprofit alike — share a common goal of improving people's lives. He has a passion for personal and professional growth and views optimizing himself and all that he works on as a personal mission.

He began his career working with Jon Landau Management on several Bruce Springsteen tours, followed by a three-year stint at Epic Records and Sony Music. Then, at age 25, his entrepreneurial spirit took over and he's never looked back.

Session: Leadership in a Digital Age

Marcia Stepanek, Media Lecturer, Nonprofit Management Program at Columbia University and CEO, Brand Stories Studios, NYC

Marcia is an award-winning multimedia journalist and media executive, a digital/visual media strategist, and author of the forthcoming book, *Swarms: The Rise of the Digital Anti-Establishment*, about the evolving power and influence of social networks to pervasively reshape business and society. A former John S. Knight Fellow in New Media at Stanford University, Marcia has held executive leadership positions at major corporations in the media and publishing industries, and is a media professor in the graduate Nonprofit Management Program at Columbia University.

Marcia is an in-demand speaker on subjects such as the rise of digital activism, how digital voices/crowds interact with traditional power, and digital communities and new nonprofit leadership models. Founder and CEO of Brand Stories Studios, a Manhattan media collaborative, Marcia also works as a video journalist and story strategy consultant and leads workshops on networks and narratives for a range of civil society organizations including UNICEF, the U.S. District Court, Jazz at Lincoln Center, and Chicago's Museum of Contemporary Art. She has received a variety of awards for her journalism work, including a George Polk Award and a National Press Club Award for Washington Correspondence, and was a finalist for a Pulitzer Prize.

Sessions: Leadership in a Digital Age; Building Online Digital Communities

George Weiner, Founder and CEO, Whole Whale

Prior to Whole Whale, George was the CTO of DoSomething.org. Under his leadership, the organization became an innovator in social media, mobile technologies, and social cause. During his seven years at DoSomething.org, he oversaw the complete overhaul of the site, twice (winning a Webby Award and nominations), helping to build a community of over 1.5 million young people taking action. George founded Whole Whale in 2010 with the goal of helping more nonprofits benefit from the digital strategies he was using at DoSomething.org. Since then, George has worked with over 50 nonprofits to increase cause awareness, multiply meaningful online engagement, and train teams to implement strategic use of data and technology. He is also a speaker at conferences and workshops around nonprofit technology.

Session: Making Data Work for You

GENIUS CAFÉ CONSULTANTS



David Aronson

David Aronson's experience with technology began at an early age, when he used his father's tools to fix bicycles in his family's garage. When he moved to New York after college, he embraced the desktop computer as a way to make a living while performing in off-off-Broadway theater. David quickly found himself producing animations, websites, and interactive kiosks. Each project further developed his skills as a designer, animator, and programmer.

He took a staff job as a full-time developer with LLNS, a New York-based ad agency that primarily served pharmaceutical companies. David's work focused on heavily scripted Flash ActionScript, and when his managers realized he learned new languages easily, he began working on projects using Unity 3D, JavaScript, and C#. David then began consulting work with BlackRock, the financial services corporation. David worked on custom compensations applications. His work was initially front-end, but ultimately encompassed the full stack of JavaScript/ActionScript and PL/SQL in an Oracle environment.

James Cropcho

James has been building software applications, and companies around those applications, for over a decade. He rapidly creates extendable and maintainable Ruby on Rails-based applications for early-stage startups. James has held founder, co-founder, and first-hire roles at startups in a variety of industries.

He is the creator of the MongoDB schema analyzer, Variety, which was featured on the official MongoDB blog in 2012. He was a member of the two-person team which uncovered the first wide-scale breach of the secret ballot in American history in 2007, and was featured on CNET and National Public Radio. James' specialties span the technical and business ins-and-outs of starting a technology company: from Ruby on Rails, database design, and server administration, to building and managing software teams.

Dan Gerlanc

Dan is the founder and president of Enplus Advisors, a consulting firm specializing in predictive analytics, full-stack data visualization, and machine learning. He solves complex challenges for clients across an array of industries, including estimating the future credit spread of corporate bonds, predicting which customers will most likely sign up for a service, and

designing interactive visualizations to assess how well the members of a sports team work together.

His predictive-analytics experience gives him an unparalleled understanding of interactive visualizations' back-ends, and he knows the best ways to implement quantitative data. He hones in on collected data patterns to find best way to execute that specific day and create an ideal user experience. Dan also co-authored the original portfolio management and back-testing packages for R: 'backtest' and 'portfolio,' known as the first R package to include a treemap function. Dan currently organizes the New England Artificial Intelligence and Boston Data Mining Meetups, sharing knowledge and fostering a sense of community.

Amir Give'on, Ph.D., CEO, Jewcer

See full bio in Presenters section.

Pasha Riger

Pasha is the founder of Miner, a one-of-a-kind digital mall with participation from top retailers, featuring universal checkout and location technology. Pasha has scaled tech teams from one to sixteen engineers and has experience as a full-stack CTO. Pasha has also acted as chief architect on various projects, implementing micro-service architecture, building out data pipelines, and working hands-on with several products.

Pasha finds pleasure in taking a business objective, decomposing it down into well-understood parts, and getting the team's expectations and commitment aligned. He enjoys finishing projects as quickly as possible in order to measure the impact they have on a business.

Greg Sadetsky

See full bio in Presenters section.

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