



PROGRAM VISION STATEMENT:

The Mentorship Program's Vision is to educate and develop young entrepreneurs, helping them become leaders within the Israeli community while building a mutually beneficial relationship between the mentors and mentees. The goal is to help younger professionals experience a strong and sustainable connection with the Israeli-American community.

PROGRAM MISSION STATEMENT:

The Mentorship Program's Mission is to help the young Israeli generation build and develop leadership and business skills with the guidance and expertise of established professional mentors with an emphasis on:

- Providing a forum for the mentees to learn from the mentors' experience by addressing current and future issues within their businesses
- Providing a forum where mentors will educate the mentees once a month, each time on a different subject, whether business or personal
- Building an ongoing relationship between mentors and mentees with monthly and yearly goals for the mentees to accomplish
- Developing business opportunities and relationships between all participants (mentees and mentors) as well as the community at large

PROGRAM GOALS:

- **Advice:** You will learn from mentors with a wealth of wisdom and insight from years of experience
- **Networking:** You will have the opportunity to form relationships with your mentors and fellow mentees
- **Encouragement:** The mentors will encourage you to reach the finish line and to keep pursuing your goals
- **Perspective:** Through their diverse experiences, the mentors will offer a perspective and vision when facing or planning your next business move
- **Connection:** You will meet mentors outside your direct working environment who you can ask questions of, bounce ideas off and confide in, helping to create a sense of peer partnership that may not otherwise be available to you
- **Accountability:** The mentors will provide you with honest feedback and hold you accountable to your personal and career goals
- **Confidence and Personal Development:** The mentors can help you identify your strengths and talents and offer suggestions on how you can further develop them and grow professionally

LOCATION

Sessions will be held at the **Michael-Ann Russell JCC**
18900 NE 25th Avenue, North Miami Beach

DATES/TIMES

Thursday evenings, 7:30-10 p.m.
October 6, 2022-March 30, 2023

COST

\$720 per participant
[CLICK HERE](#) to submit payment

The cost for the 2022-2023 Israeli-American Business Mentorship Program is \$720, which includes \$120 for the program and a \$600 tax-deductible gift to the 2023 Greater Miami Jewish Federation/UJA Campaign.

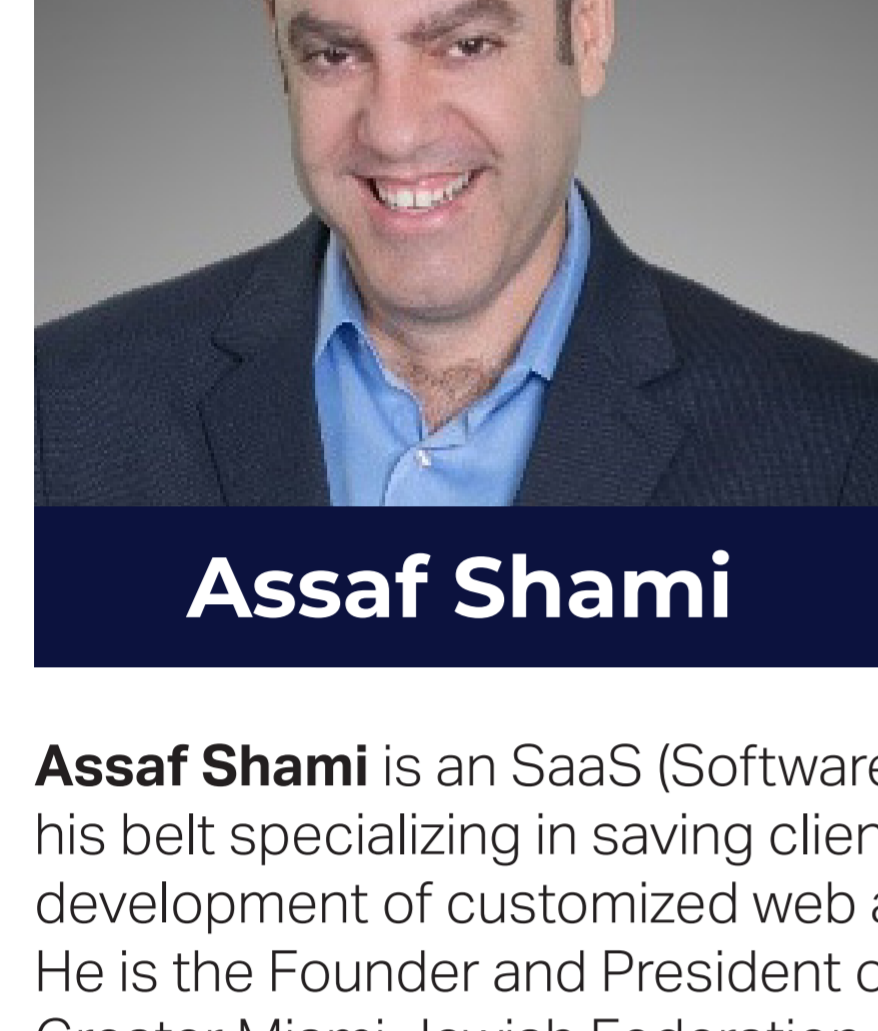
We sincerely thank the instructors who have volunteered their time to support the Annual Federation/ UJA Campaign and their desire to help raise vital funds to sustain programs that benefit the Jewish people in Miami, Israel and 70 other countries worldwide.

PROGRAM OUTLINE BY SESSION

Session One: Thursday, October 6, 2022

Program Introduction (All Mentors and Cohort #1 Mentees)

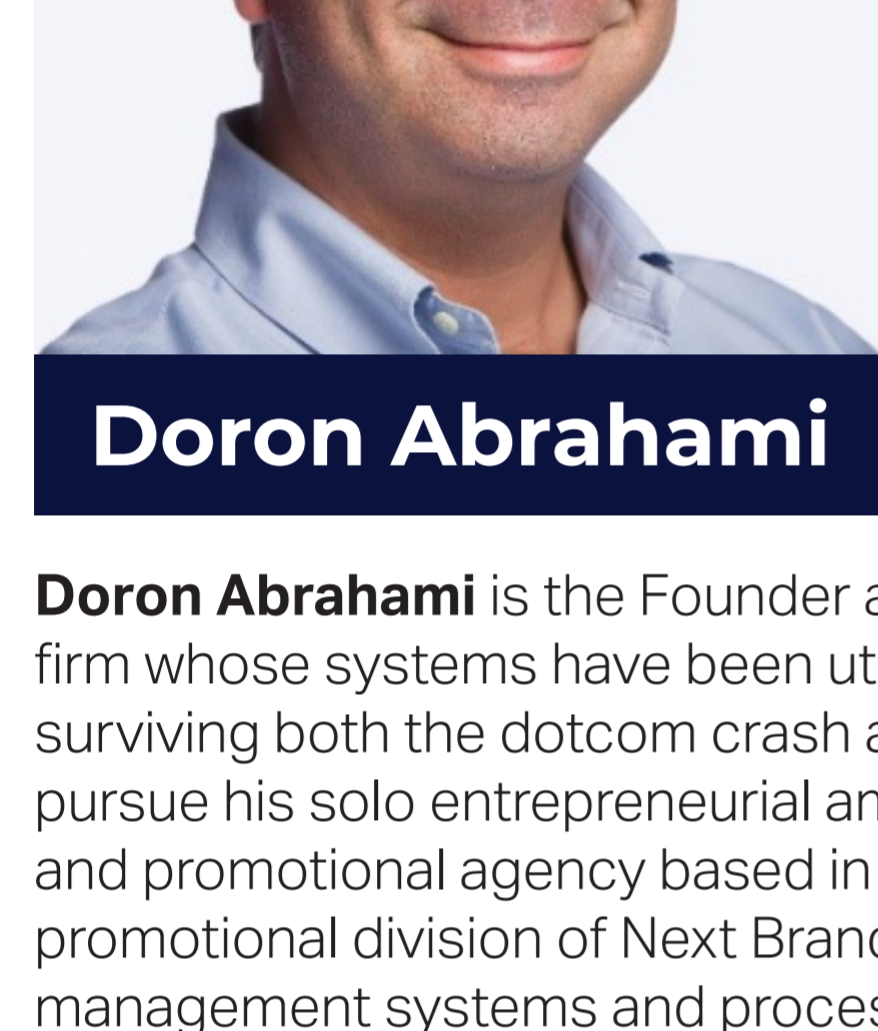
- Introducing the Program (Guidelines, Participation and NDA)
- Mentors and Mentees Introduction



**Session Two: Thursday, October 20, 2022
Leadership, Self-Improvement and Community Life With Assaf Shami**

- Leadership: Are You the Leader You Think You Are?
- Goal Setting, Self-Improvement and Productivity: Why a Balanced Life Is So Important!
- Federation 101 – The Gratification of Giving Back and Community Involvement

Assaf Shami is an SaaS (Software as a Service) growth consultant with three technology companies under his belt specializing in saving clients time and money by streamlining their business processes through the development of customized web and mobile applications. Assaf is also a community and thought leader. He is the Founder and President of the Miami-Israeli Parliament and the Director of the Israeli Division of the Greater Miami Jewish Federation. Assaf is dedicated to serving the Miami Jewish-Israeli community focusing on promoting Israeli culture and Jewish education in order to advance Israeli and Jewish continuity while strengthening the connection to and support for the State of Israel.



**Session Three: Thursday, November 10, 2022
Business Operating System With Doron Abrahami**

- Planning: Where Are You Going and Why?
- People: Do You Have the Right People in the Right Seats?
- Process: Does Your Business Have a System for Getting Things Done?

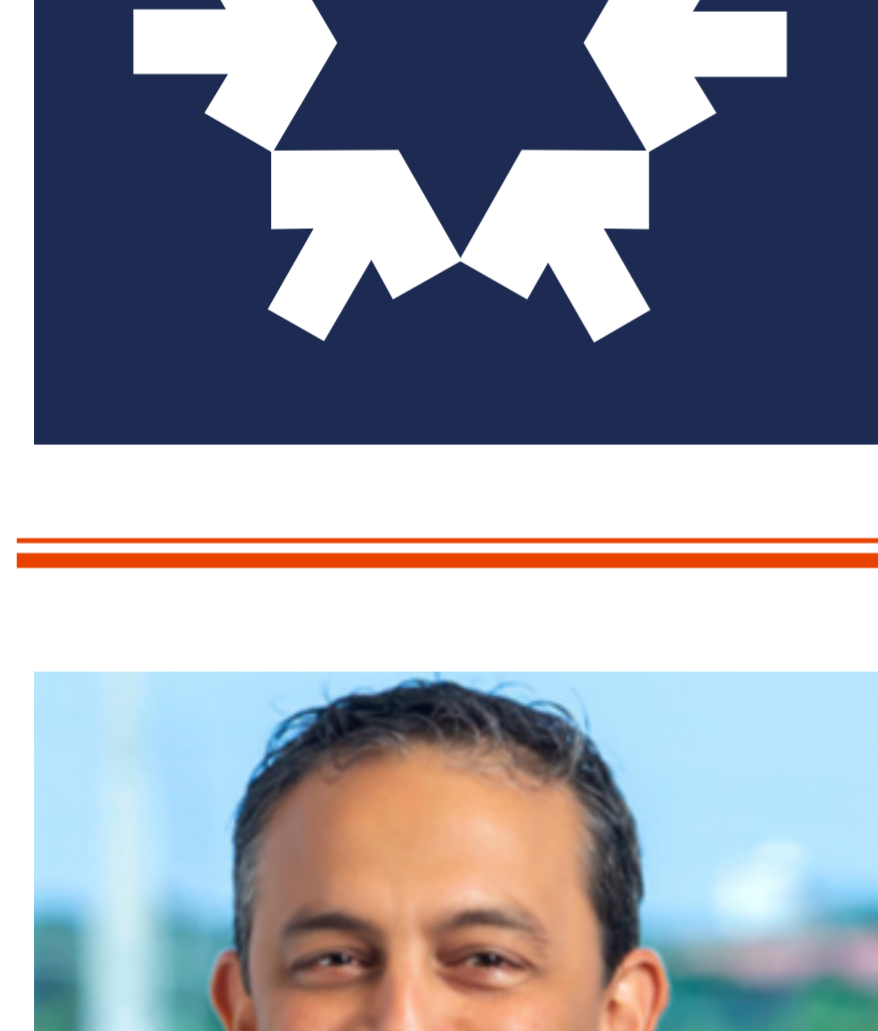
Doron Abrahami is the Founder and President of River Run Consulting Group, Inc., a performance improvement firm whose systems have been utilized by businesses of all sizes – from Fortune 500 to family firms. After surviving both the dotcom crash and the collapse of the global financial services market, Doron decided to pursue his solo entrepreneurial ambitions. That year, he founded Next Brands Group, Inc., a strategy, marketing and promotional agency based in Tel Aviv and Fort Lauderdale. In 2013, Doron sold the marketing and promotional division of Next Brands, creating River Run Consulting Group to concentrate on business strategy, management systems and processes.



**Session Four: Thursday, December 1, 2022
Time Management, Home and Work Balance With Carmel Shami**

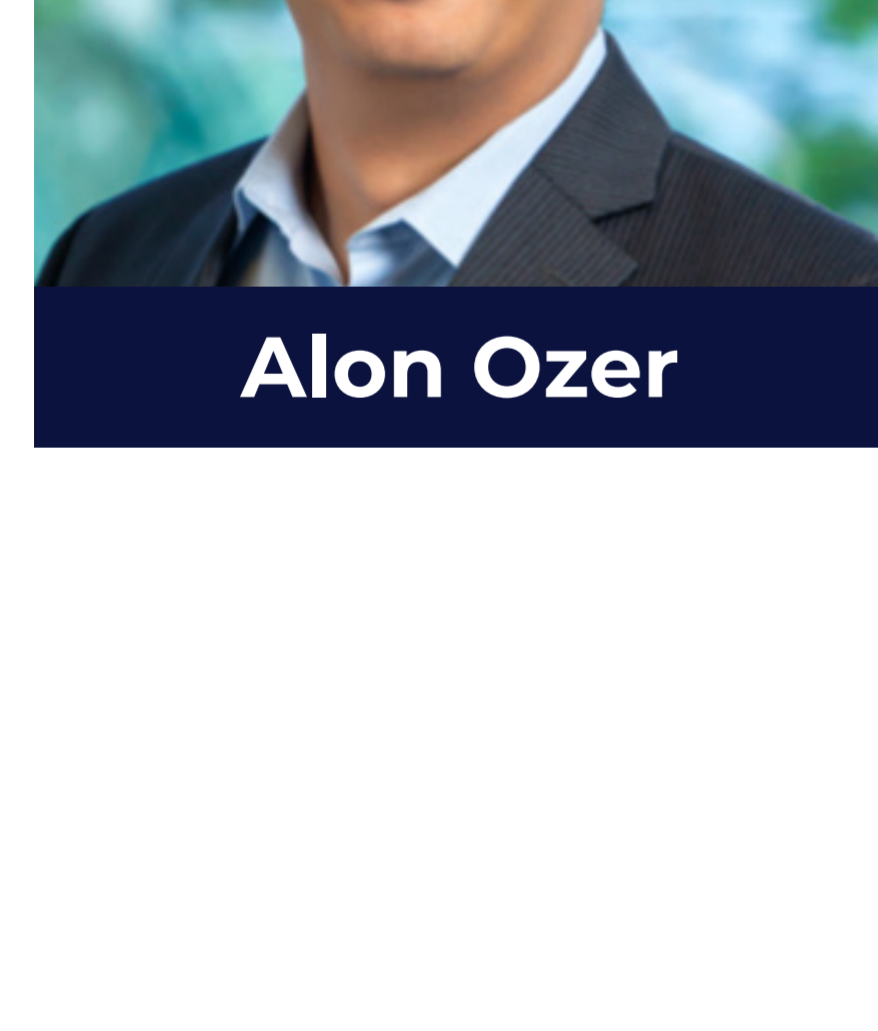
- What Blocks Our Productivity
- Tools for Better Time Management
- How to Achieve a More Balanced Life

Carmel Shami is a productivity and organizing consultant and an aging-adults coach specializing in grief support and health management. After earning her bachelor's degree in Social Work from Florida Atlantic University, Carmel worked for more than a decade with seniors and bereaved families. She earned a Workplace Productivity Specialist certificate from the National Association of Productivity and Organizing Professionals; is a Certified Grief Support Specialist from Wisconsin University; and a Certified Health Coach for Seniors from Dr. Sears Wellness Institute. In 2015, Carmel founded the Organizing Whisperer, to empower people to regain control over their space and time by eliminating physical and mental excess. Carmel is an instructor at the Lifelong Learn Institute at FIU.



**Session Five: Thursday, December 15, 2022
Community Life and the Federation System With Assaf Shami**

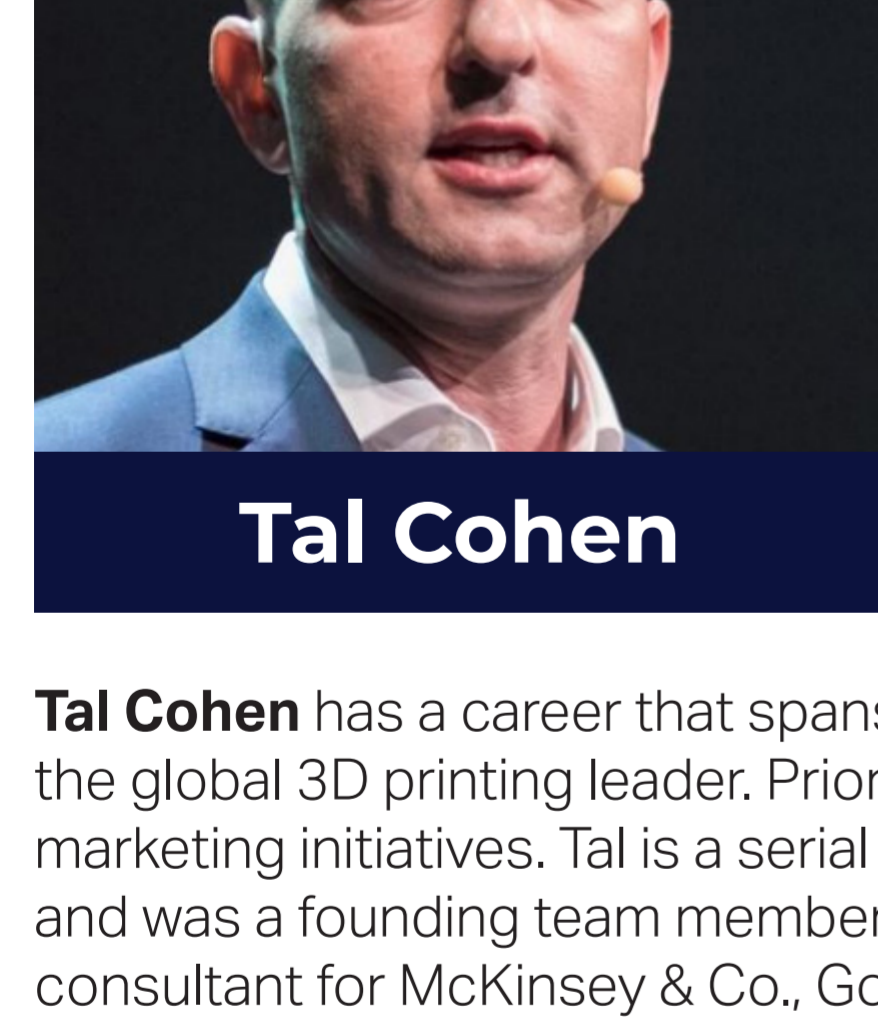
- Federation 101 – The Gratification of Giving Back and Community Involvement
- About the Jewish Community
- About the Israeli Division



**Session Six: Thursday, January 5, 2023
Finance With Alon Ozer**

- Business and Personal Financial Planning
- P&L Strategy
- IRA/401K/Taxes/Other Savings

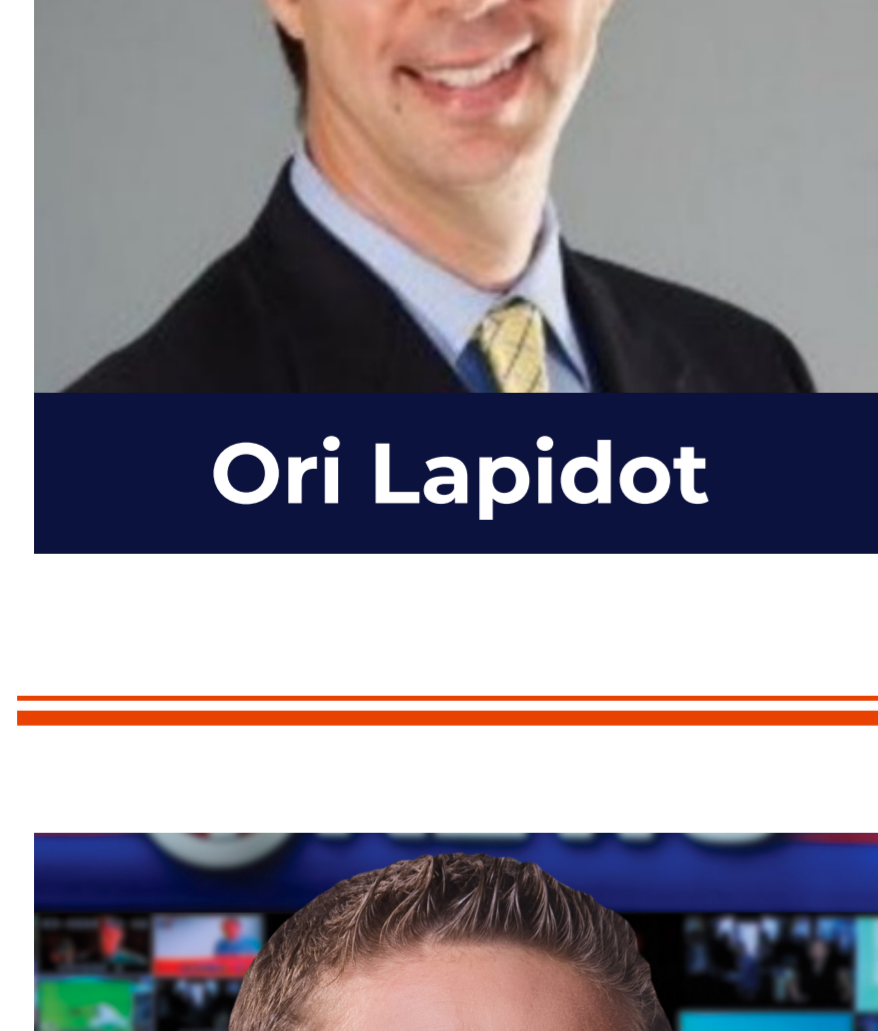
Alon Ozer is the Chief Investment Officer at Omnia Family Wealth. He previously served as Chief Investment Officer for The Foundation of the Greater Miami Jewish Federation for nine years. Earlier in his career, he managed the foreign securities trading desk at Gaon Investment House, one of Israel's largest investment firms. He also worked at an Israeli software company designing trading and risk management systems for use in Israeli and US markets. In addition, he helped establish Israel's first online securities trading company, where he worked as the head trader. Alon holds a bachelor's degree in Business Management with a major in Finance from the Center for Academic Studies in Israel. He is also a graduate of Commonfund's Endowment Institute at Yale School of Management.



**Session Seven: Thursday, January 19, 2023
Marketing: How to Generate Leads With Tal Cohen**

- Marketing Channels: Understanding the Marketing Universe
- Measuring Marketing Results: Digital Versus Offline, Single Touch Versus Multi-Touch
- How to Ensure Marketing Profitability: Lifetime Value and Cost per Acquisition

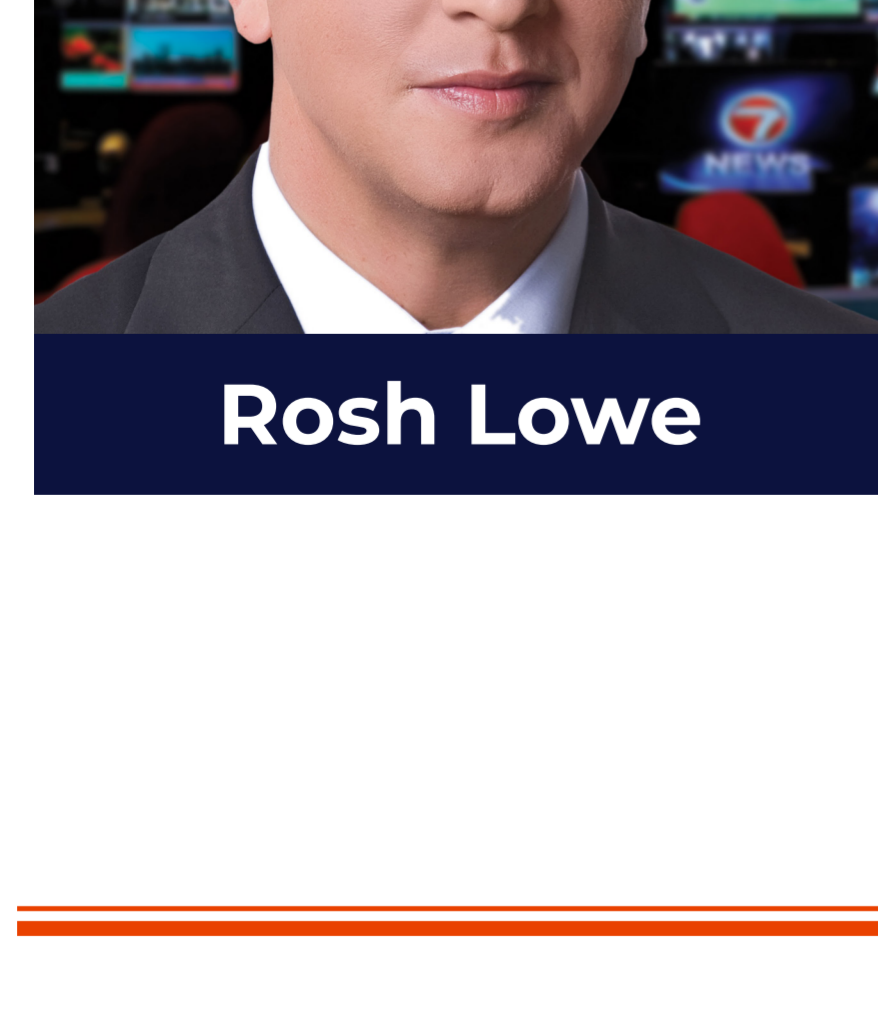
Tal Cohen has a career that spans many roles and companies. His most recent role was CMO of Stratasys Inc., the global 3D printing leader. Prior to that, he consulted with Lennar Homes on their digital transformation and marketing initiatives. Tal is a serial entrepreneur who co-founded iBetcha (sold to Vivendi Universal Games), and was a founding team member of Markets.com (sold to Playtech for \$250 million). He also has worked as a consultant for McKinsey & Co., Google and many tech and blockchain start-ups.



**Session Eight: Thursday, February 2, 2023
Sales With Ori Lapidot**

- The Four P's: Product, Price, Placement and Promotion
- Sales Pipeline
- Sales Strategies: Thinking Outside the Box

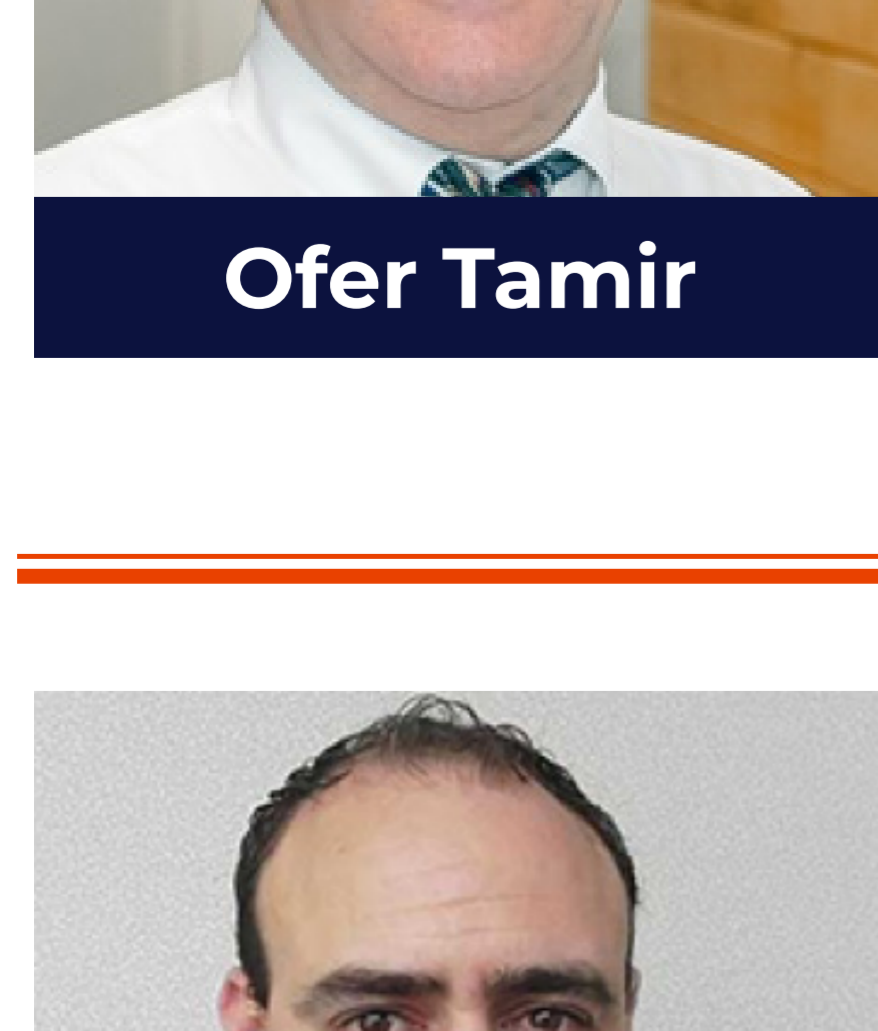
Ori Lapidot is a business development strategist with over 25 years of experience locally and internationally. Currently CEO of Emerynt, a cyber-risk identification company, Ori has an exceptional track record developing expandable new products, global distribution channels and changing business strategies.



**Session Nine: Thursday, February 16, 2023
Learn How to Express Your Passion and Tell a Compelling Story With Rosh Lowe**

- Learn How to Tell Your Story
- Develop Public Speaking Skills
- Learn to Communicate More Effectively

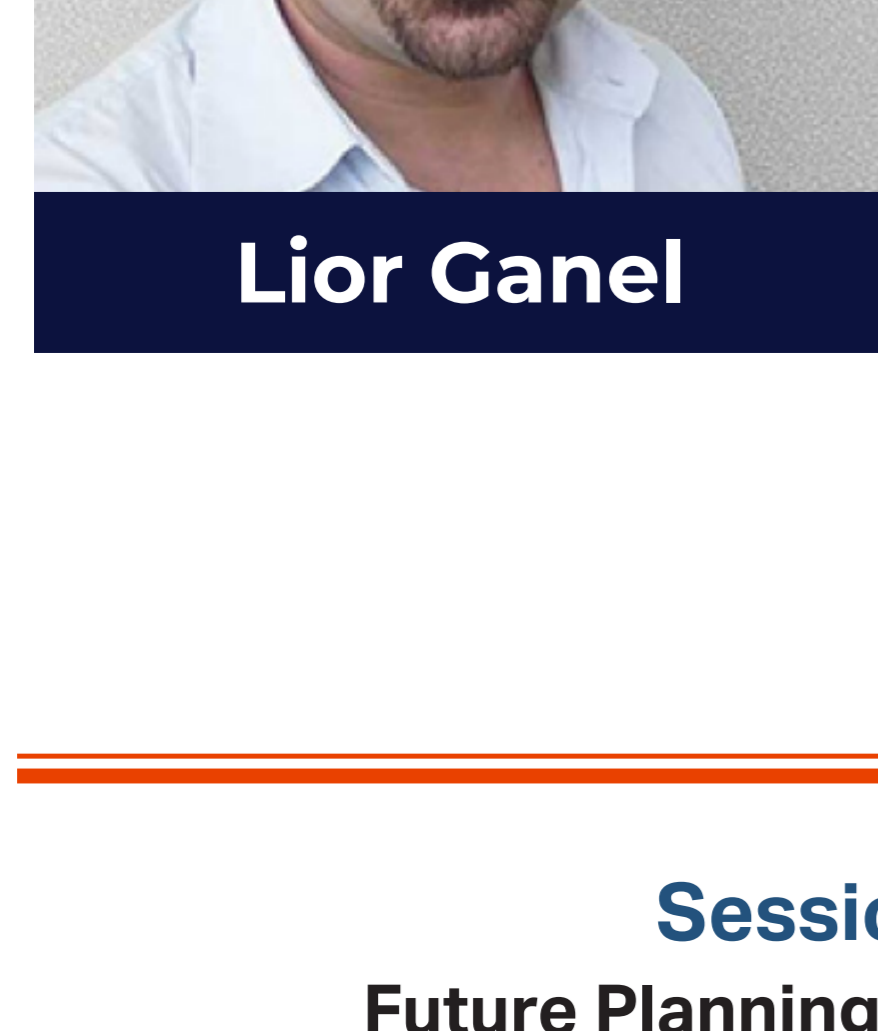
Rosh Lowe was a television news reporter for over 20 years, where he would speak to an audience of tens of thousands every day. His ability to bring stories to life and find the hope and inspiration in even the most painful experiences has led to Rosh being a sought-after speaker having shared his own story in cities across the US. Rosh is the Founder of MicDrop, and the creator of the "MicDrop Method" — a public speaking training methodology that has allowed even those with the most intense fear of public speaking to overcome their stage fright.



**Session Ten: Thursday, March 2, 2023
Real Estate With Ofer Tamir**

- "Buy and Hold" Real Estate Is the Key to Riches
- Appreciation/Depreciation 101
- Know Your Taxes (We Do Need to Pay Our Taxes, but We Do Not Need to Leave a Tip)

Ofer Tamir is Chairman of the Israeli Division of the Greater Miami Jewish Federation. He is also the Chairman of the Riviera Parliament, where he has served on the management team for more than seven years. Ofer is a director of real estate funds and non-bank loans for institutional clients and private offices.



**Session Eleven: Thursday, March 16, 2023
Startup 101 With Lior Ganel**

- What Is It to Be an Entrepreneur?
- Turning an Idea Into a Real Company
- The Startup Life Cycle
- Exit Strategy

Lior Ganel is a technology entrepreneur with vast experience in high growth companies. He combines the experience of an executive with success-building technology companies with strong growth metrics, product value and exit strategies. Lior's specialties include turn-around situations and P&L focus. He is equally comfortable and successful as a leader in small and large corporate environments. Lior has extensive experience working with diverse cultures in the US, Europe and Latin America.

**Session Twelve: Thursday, March 30, 2023
Future Planning and Program Summary (All Mentors and Mentees)**

- Program Conclusion