



# OF THE INTERNATIONAL MACCABI MOVEMENT

From a single gymnastics club in Constantinople to a global movement today, Maccabi harnesses the power of sports to build Jewish pride, identity, community, and connection to Israel. In 2021, the organized Maccabi Movement, under the umbrella of Maccabi World Union, celebrates its 100th anniversary. Take a look inside to see how the movement has grown, how Maccabi USA has grown along with it, and what the future has in store for us.

## President's MESSAGE

Good riddance to 2020. Hello to 2021. We're not nearly back to normal, but with the rollout of the COVID vaccines, we're moving in the right direction.

There is still so much uncertainty. Will the Tokyo Olympics actually take place this summer? Will Maccabi USA be able to hold the inaugural Alumni Celebration later this year at a summer camp? That's looking like a longshot as we go to print, as summer camps still don't know if their states will allow them to open.

In spite of the uncertainty, and nearly one year of lockdowns and virtual events, I'm proud to say that Maccabi USA is not only surviving, but thriving.

We have just completed the organization's first strategic planning process in two decades, led by co-chairs Toni Wortman and Arnie Fielkow. While we can't implement everything at once, we now have a roadmap for the future.

We are in the midst of our first ever organized capital campaign. We have already raised about \$3.5M of the \$6M goal thanks to the efforts of the Development Committee, co-chaired by Deb Lichtenfeld and Marc Rosenberg. There has been an outstanding contribution from our Officers and Executive Committee, and kudos to those who have pledged or contributed at least \$100,000 this cycle: Aileen and Brian Roberts, The Paul Singer Family Foundation, Anthony and Debbie Adams, Don Kent and Ellen Goosenberg Kent, John R. Levene, Tonja and Joel Magerman, Marc and Amy Rosenberg, Randall and Tamara Winn, and an additional anonymous family foundation.

No matter what happens with the Olympics, the Maccabiah will take place in Israel in July of 2022. After a year on hold, Maccabi World Union and Maccabi USA are moving full steam ahead with the planning. General Chair Lou Moyerman, Vice Chairs Debbie Adams and Tonja Magerman, and their team are working extra hard to make sure we will be ready to send almost 1,300 American Jews to the Games.

The Maccabiah is undoubtedly an extremely expensive trip. We can't control the cost, but we can control our ability to provide scholarships to needand merit-based athletes. Our goal is to award \$1M in scholarship funds. To meet that lofty goal, we are asking everyone to step up. With your generous help, we will never leave any athlete behind because they can't afford to go.

Our Maccabi USA @ Home events have been a worldwide hit on Zoom, with over 1,700 viewers. While this was supposed to provide content and engagement during the pandemic, it has been so successful that it is now a part of our regular programming.

I would like to thank our professional team, led by CEO Marshall Einhorn, Mackenzie Mager, Julie Churylo, Shane Carr, Steve Graber, Dan Kurtz, Danny Sirdofsky, Sam Fryman and our new shaliach, Shahar Frank. Keep up the great work!

Chazak Ve'ematz.

Be Courageous and Strong!





## Come Celebrate the low Ammerican With Us

While virtual events have helped keep our community connected during this pandemic, Maccabi USA can't wait to get back to the real thing: Actual human interaction. As a Jewish sports organization, what better way to reconnect than by joining us at a camp retreat later this year for a special event to celebrate you — our alumni — and your impact on the 100 years of our global movement. While COVID has made planning difficult, we will be sending out details as soon as possible, and encourage ALL of our alumni, family, and friends to come out.



# CEO's MESSAGE

As we were putting the finishing touches on this same SportScene one year ago, the coronavirus had just arrived in the US. With the newsletter on its way to the printer, we were able to add a quick editor's note about the virus and make an adjustment here and there. One year later, just as the pandemic is felt throughout our everyday lives, so too it is felt throughout these pages.

While there will be a number of "one year later" moments in 2021 that are bittersweet – another round of birthdays and anniversaries spent at home and another year of virtual Passover seders - there will be others that bring joy. For Maccabi USA, that is certainly the case for the one-year anniversary of our first Maccabi USA @ Home event.

Within days of the pandemic's arrival, marked in the sports world by the sudden pause of the NBA season on March 12, 2020, we began creating a new platform to build an online community. Maccabi USA had never offered regular year-round connection points before and certainly not in a virtual setting, but less than three weeks later, we were doing just that.

The @ Home formula is simple: shape great content through dynamic hosts and compelling guests to build relationships with sports fans in the Jewish community. For alumni and those new to Maccabi, we found that people were looking for this kind of connection. In 2020, we held 93 public events and another 16 team reunions, which amounted to 6000+ total registrations and 3500+ total attendees from nearly 1700+ unique viewers.

As we brought this important new platform to life in 2020, another critical endeavor resulted in the December completion of the Maccabi USA Playbook. For the first time in 19 years, we have a new strategic plan to guide our growth. The Games, and the Maccabiah in particular, will remain the sun around which we orbit. With this plan, we also seek a bigger role for Maccabi USA to play in the landscape of the American Jewish community.

In pursuit of our mission, we will organize around three strategic priorities—Engagement, Sports, and Community—with an overarching focus on Innovation.

It is an exciting and fresh approach for Maccabi USA, though one constant will remain: Our support for Israel as the homeland of the Jewish people. From our shared birth year of 1948 through today, the mission and ethos of Maccabi USA has been directly tied to Israel – its safety and security, its people, its history, and its central role in our people's past, present, and future. With our strategic plan, we proudly reaffirm our dedication to Israel as core to Maccabi USA.

We also reaffirm the unique capacity of sports to bring people together and be a catalyst for lifelong Jewish commitment. To those ends, our strategic plan challenges us to always consider what role Maccabi USA can play in the lives of all American Jews, whether athletes or not.

Looking ahead to this exciting next chapter for Maccabi USA, I thank you for your past support upon which this ambitious plan is built. At the same time, I ask you to double down on your efforts to help us make our plans a reality.

We have all experienced the unique way sports brings us together as athletes and fans, especially this past year. As we take 2021 to celebrate the 100th anniversary of the Maccabi Movement, let us commit to ensuring Maccabi USA plays that critical role for the American Jewish community for the next 100 years.



## The Playbook

Meredith Shifman, Strategic Plan Implementation Chair (pictured right)

It is with great pride and excitement that I'm writing to you as the new Chair of the Strategic Plan Implementation Committee. After a successful year of thoughtful discussion, research and brainstorming, we have established an ambitious blueprint for growing our Maccabi USA organization, mindful of the traditions established by those who came before us, but with an eye toward the future.

As the Games have grown in size, scope, and programming, we must evolve with them by dreaming big, embracing change and preparing for unimaginable growth. While we will always prioritize international competition, we also want to increase our domestic presence and engagement with our Maccabi community-at-large. To do so, we will enact several new initiatives, including:

- Creating Maccabi USA chapters by city and a professional/leadership development training program to engage our alumni and build our future leaders from within
- Rebranding and expanding our social media presence to increase Maccabi USA's awareness and impact
- Building new partnerships with Jewish institutions to become a bigger part of the American Jewish landscape
- Investing in innovation to ensure Maccabi USA is adapting to new trends in sports, Jewish life, and social connection
- Pushing a corporate sponsorship initiative to add a new revenue stream and build brand recognition

Looking forward to 2021 and beyond, Maccabi USA will be forging new paths to strengthen, connect and enrich our Jewish community. We are up for the challenge, but we can't do it without your support.

Sincerely,

## Meredith Shifman

Maccabi USA Open Field Hockey Player ('17), Coach ('19), and Chair ('22) Strategic Plan Implementation Committee Chair

## Our Mission:

To build Jewish pride through sports and promote support for Israel, Zionism, and Jewish continuity through athletic, educational, and cultural experiences for participants of all ages.





Jewish Continuity and Pride





Tikkun Olam 'Repair the World'

Lev L'lev 'Heart to Heart'

Diversity and
Inclusion





Connection with Israel

The Power of Sports to Build Community



## **Vision Statement:**

Maccabi USA envisions a world where sports serve as a galvanizing force in strengthening Jewish pride, connection, and community.

## **Maccabi Movement** TIMELINE













First Maccabi club established in Constantinople (modern Istanbul, Turkey) after its founders were expelled from the German gymnastic club "Teutonia."



Congress of the Organization of Jewish Gymnasts in Carlsbad, Czechoslovakia, changes its name to the Maccabi World Federation.



First Maccabiah Games held in Mandatory Palestine.



Founding of the Israel and Mac (originally kno **US Committee** for Israel).

1921

1932

948

1898

Max Nordau, co-founder of the Zionist Organization with Theodor Herzl, coins the term "Muscular Judaism," advocating for Jews to engage in more athletic activity to combat the stereotype of the 'weak Jew.'



1929

First European Maccabi Games held in Prague, Czechoslovakia.





Third Maccabiah interrupted due to British refusal to permit the Games to be

1938

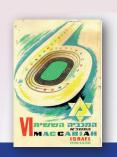
hosted.



Maccabi Buenos Ai









## Maccabi USA Presidents



















Col. Harry D. HENSHEL

COHEN

ROSENBERG

**HOLMAN** 

**SPIVAK** 

**WORTMAN** 

CARNER

## Maccabi USA Delegation Size by Games

1965 239 311 2013 1109 354 1935 2017 1137 18 182 362 678 774 155 251 520 591 903















cabi USA own as Sports



First year Maccabi USA hosts a 2 day Pre Camp, which evolves into the 6 day Israel Connect program.



A pedestrian bridge collapses over the Yarkon River during the Opening Ceremony resulting in the tragic death of 4 members of the Australian delegation and injuring more than 60 others.



Maccabi USA sends the largest delegation ever to any multi-sport competition in the world.

1985

1997

2017

1964

Pan American Games held in res, Argentina.



## 1994 **US Committee Sports for**

Maccabi USA/Sports for Israel.

Israel changes its name to



We remember 1965 Maccabiah gold medal weightlifter David Berger, who was tragically murdered at the 1972 Munich Olympics. May his memory, and that of his fellow athletes who were also killed, be a blessing.

## 2001

The Second Intifada threatens the Games. Despite a reduction in size, the Games continue on, largely due to Maccabi USA's decision to participate.





Inaugural Maccabi Youth Games in Israel; 200 Americans, 12 countries, 800 athletes.

2018





## Allegand





BUXTON













\* for complete list see website.

of alumni, please

## Maccabiah Chair's MESSAGE

Hatikvah, the national anthem of Israel, translates to "the hope."

The world certainly needs hope. Our country certainly needs hope. It was a tough 2020 and a hard start to 2021, but there is light at the end of the tunnel and it is HOPE!

The Maccabiah is on, and the USA will be there with a delegation projected to be 1,300 strong. 2021 will now be the year to build our 2022 Maccabiah team and appoint volunteers, staff, coaches, doctors, trainers, managers and most importantly, the athletes. Maccabi World Union (MWU) expects over 10,000 athletes from 85 countries, including representatives from the UAE, Morocco, and other countries who recently signed the historic Abraham Accords with Israel to normalize diplomatic relations.

This year, MWU is celebrating 100 years of the organized Maccabi movement, and we will proudly join them. What began in small clubs and organizations in Turkey has grown into the global movement we know today that brings our community together through a shared love of sports and heritage. Celebrations are being planned for Israel and the USA will be there in full force, joining our brethren to make sure this organization continues on for another 100 years.

The 2022 Maccabiah will be a great event. Before the Games even start, our delegation's U-16, U-18, and

open teams will participate in our signature six-day experiential Israel education program known as Israel Connect (IC). We've spent the last two years working with the iCenter, a leader in the field of Israel education, to enhance the program curriculum and itinerary, and help our athletes get the most out of their experience. For the first time, our masters athletes will also have the option to join us for the last two days of IC. So apply, donate, volunteer, and be part of this transformative event.

Three weeks to experience, a lifetime to remember!

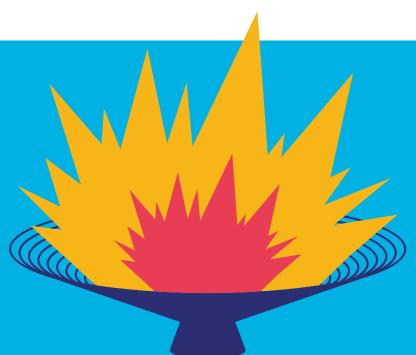




## Maccabi USA is Looking for Corporate Partners

Maccabi USA recently partnered with POV Sports Marketing to create a new national corporate sponsorship initiative. As the representative body of American Jewry at international sporting competitions, and with a new strategic plan designed to increase our domestic programming and alumni engagement, we are well-positioned for this endeavor. We want to form strategic partnerships with companies from coast to coast to connect them to our supporters and to raise our brand profiles. In return, the support we receive will help more Jewish athletes compete in the Games, regardless of financial means.





# JOIN THE TEAM 21st MACCABIAH

Israel, July 5-26, 2022\*
Jewish USA Citizens, age 13+\*, M/F

\*Exceptions may occur, subject to change

Meet jewish athletes from around the world

Tour and experience cultural and social activities

Compete with 1000+ USA team members in more than 35 sports

Learn more and apply at www.maccabiusa.com

# Join the FAN CLUB

If you can't participate in the Games as an athlete, join us on our weekly Maccabi USA @ Home platform. Since the pandemic began, we have been bringing Jewish sports celebrities to your living room with a wide range of interviews about sports, Judaism, and Israel.

Please visit: www.maccabiusa.com/at-home-21/ to join us!



## Maccabi USA NEWS

## Mazel Tov to...

**Steve** and **Meryl Berliner** on the birth of grandson Daniel Thomas Engelman on December 15, 2020.

Jodi and Ricky Reff on the birth of two grandchildren: Owen Meyer Berman, born October 3, 2020, and Chloe Gabrielle Reff, born May 26, 2020.

**Brian Greene** on his Award for Meritorious Service from the United Soccer Coaches Foundation.

Max and Sarah Levine on the birth of twins Henry Elijah and Jacob Emmett on January 3, 2021 (and to grandparents Dana and Mark Susson).

Arnie and Susan Fielkow on the birth of grandson Emile Pax Fielkow on January 9, 2021.

Cara and Daniel Marcoux on the birth of son Vincent Charles Marcoux on February 20, 2021.



Berliner family



Reff family



Sarah Levine



Fielkow Baby

## Mazel Tov to...

**Lou** and **Kinfar Moyerman** on the birth of granddaughter Anna Elizabeth Ruth Moyerman on June 13, 2020.

Eric and Traci Holtz on the birth of granddaughter Riley Rose Holtz on January 21, 2021.

**Bryan** and **Emily Bierman** on the birth of son Everett Hayden Bierman on January 28, 2021.

Rabbi Tina and Matthew Sobo on the birth of daughter Rachel Hailey Sobo on November 1, 2020.

Melissa and Kyle Miller on the birth of son Daniel Richard Miller on February 19, 2021.

Kendell Galor-Joerger and Jared Joerger on the birth of son Emmett Allan Joerger on February 5, 2021.

**Rabbi Darren** and **Elizabeth Levine** on the birth of son Ezekiel Byron on January 1, 2021.



Lou Moyerman



Eric Holtz



labbi Tina Sobo



Kendell Galor-Joerger

## Members of the Maccabi USA family we have lost: Z"l

Marcos Flegmann passed away at 30 years old. He was diagnosed with cancer after a tumor was found in his leg following his return from Israel in 2017 where he represented Argentina in the 20th Maccabiah. He also played for Maccabi USA rugby during his 10-year playing career.

Edward "Buzz" Margolis. Buzz was a longtime volunteer and supporter of Maccabi USA. He was deeply involved with Maccabi USA soccer programming, serving as the Soccer Chairman for the 13th and 14th Maccabiah Games.

Marla Goldberg, mother of Maccabi USA bronze-medal winner and Executive Committee Member Seth Goldberg, passed away from COVID-19 complications earlier this year.

Andrew "Drew" Stoch, son of Linda and Russell Stoch, was a touring musician, composer, and producer of reggae and dub music. He gave free concerts in Haiti benefitting Earthquake victims, entertained American troops overseas, and worked with numerous charitable organizations, including Food for The Poor.

**Jeremy Revell** played rugby at the Pan-Am Maccabi Games in Buenos Aires in 1995 and was a key member of the 1997 Maccabiah team that won the first-ever gold medal in rugby for the US.

Michael Monheit was a long-time member of the Maccabi USA family, having served in many capacities including Head Coach and Chair for Men's Futsal at the Maccabiah and Pan-Am Games, as well as Assistant Soccer Coach at the 2018 Maccabi Youth Games. Mike was serving as Co-Chair of Lev L'Lev for the upcoming Maccabiah. His son Matthew is a Maccabi alum, competing in multiple international games.

Chris Feder won two individual silver medals in wrestling at both the 1969 and 1989 Maccabiah Games, as well as a team silver and gold in 1989. Chris also coached wrestling at the 2017 Maccabiah and was serving as the Wrestling Chair for the upcoming Games.

David Weissman was a past Board Member and a proud part of the Maccabi USA family for decades, having served as Softball Chair in 1989, 1993 and 1997. He was also very involved with the Israel Sports Center for the Disabled.

**Helen Stanford**, mother of Rugby alum Dallen Stanford, passed away in February after a long battle with Parkinson's Disease.

## THANK YOU TO OUR SUPPORTERS!

## 21st MACCABIAH (\$10,000+) as of 3/8/2021

#### \$500.000+

Aileen and Brian (A) Roberts The Paul Singer Family Foundation (A)

#### \$100,000+

Anthony and Debbie (A) Adams

Donald Kent (A) and Ellen Goosenberg Kent

John R. Levene (A)

Joel and Tonja Magerman

Marc (A) and Amy Rosenberg

Randall (A) and Tamara Winn

Anonymous

#### \$50,000+

Fred (A) and Dhana Cohen

The Ike, Molly & Steven Elias Foundation

Mark and Lisa Fishman

Harry and Leah Gudelsky Foundation

**Budd and Nanette Mayer** Family Foundation

Laszlo N. Tauber Family Foundation

#### \$25,000+

Marc (A) and Cathy Backal Sloan and Roger Barnett

Jeff Bukantz (A)

Stephanie Fein

Peggy Edersheim Kalb and Scott Kalb(A)

Jean and Steve Kaplan

Pamela and Bradley Korman

Amy and Alan Meltzer

Emily and David (A) Pottruck

Dave Rudzinsky (A)

Laura and Casey Wasserman

#### \$10,000+

Kerry and Alan (A) Appelbaum Philippe Bennett (A) and Lora Moffatt Talia and Ron Carner

Steven M Cohen and Lisa Melmed

Michael Ellis

Falafel Stop

Leland (A) and Susan Faust

Keith Feder (A)

Jeff Feinberg

Arnie (A) and Susan Fielkow Family

Ben (A) and Heidi Fox

Scott Gelb (A)

Mona Geller

Gold Family

Iris and Igal Hami

Harvey Hirschfeld/Law Cash

Lisa and Neal (A) Kalish

David (A) and Leslie Kantor Family

Knue Family (A)

Charles and Betty Lebovitz

Earl Marks/RBC Wealth Management

Kenneth and Linda Morton

Lou (A) and Kinfar Moyerman

Orender Family (A)

Mary Owen

Rabbi Amy Rader and Kevin Rader

The Rabinovitch Foundation (A)

Ruth D. Rosin

Marvin Rubin

Lori and Murray Rudin

Shalchon Family

**AM Skier Insurance** 

Sylvia and Martin Snow Family Fund

The Doris and Stanley

Tananbaum Foundation

Geoffrey Thaw (A) and Nancy Jacobs

Todd (A) and Vickie Volyn

Stuart Weitzman (A) and Family

Selig Zises and Ellyn Bank (A)

Anonymous

## **MACCABI USA ENDOWMENTS (\$25,000+)** as of 3/8/2021

#### **PATRONS**

#### \$1,000,000+

Aileen and Brian (A) Roberts Ellen (A) and Samuel (A) Sporn Stuart Weitzman (A) and Family

### CHAIRMAN'S CIRCLE

### \$180,000+

Talia and Ron Carner Leah and Ed Frankel Keith Frankel (A) Monica and Barry Gurland Iris and Igal Hami Edy (z"l) and V. David (A) (z"l) Levitt Phyllis Magerman (z"l) B'nai Mitzvah Endowment Joy and Jerry (z"l) Monkarsh

### PRESIDENT'S CIRCLE

#### Level \$100.000+

Sarah (A) and Robert Cohn Cecile (z"l) and Allan Dalfen Cecile (z"l) and Lester (z"l) Fein Suzan and Allen Fox

Taylor Hogge and Robert E. Spivak

Mark S. Goldstein and the Jean Alenstein Trust Kantor (A)/Knue (A) Family Phyllis (z"l) and Alan Magerman Susan and Harvey Morgan The Sheldon Family (A) Dr. Lee Winston and Herman Silver Charitable Fund/Sam Rabinowitz (z"l) Toni and Wally Wortman Selig Zises and Ellyn Bank (A)

16th and 17th U.S. Maccabiah Teams

#### **GIBORIM**

#### \$50,000+

Kerry and Alan Appelbaum (A) Sandi and Jerry Bloomberg Chaskin Family Florence and Michael Edelstein Benjamin Frankel Fund Lynn and Carl (z"l) Goldstein Mark S. and Marty Goldstein Shirlee (z"l) and Bill (A) (z"l) Jacobs Donna and Jeffrey (A) Laikind Amy and Alan Meltzer Ilene and Melvyn Miller Robert Pincus (A) and Family

The Rabinovitch Foundation (A) Estherly and Leonard (A) (z"l) Reifman Barbara Brizdle (A) and Larry Schoenberg (A) Janet and Ellis (z"l) Shore Jill and Stu (A) Siegel Harry and Beatrice Sley Foundation/

Betsy Grossman Diane and David (z"l) Stern Marilyn and Harry Swimmer

### ISRAEL SPORTS AMBASSADOR

#### \$25,000+

Jan Albert (A) Family Golf Endowment Ellen and Simon Atlas Marc (A) and Cathy Backal Gladys and Lewis (A) Bass and Family Endowment Jerome Bornstein (A) and Morris and Rose Bornstein Memorial Fund The Peter Brand Foundation (A) Ruth and Ray Brenner Barbara and Jim (A) Bronner Marilyn and Simon (z"l) Denenberg The Fraenkel Family Foundation

Doris and Sheldon (A) (z"l) Gitman Joy and Gary (A) Gordon Ira Kamens Jean and Stephen Kaplan Stanley Kleckner (A) (z"l)

Marilyn and Mark Labkon Family Endowment

Carol (z"l) and Harvey (A) Leff Jon (A), Kelly, Kenton and Ashlyn Levin

Cissie and Robert (z"l) Levy Sydney Levy Memorial

Ronnie and David (z"l) Lowenthal

Tonja and Joel Magerman Michael L. Magerman Family

Beth and Jed (A) Margolis Ava, Edward and Jordan (A) Mendelson

Dennis (A), Marc and Steve

Needleman

Bernard Osher Foundation The Pincus Charitable Fund (A)

May and Samuel Rudin Foundation Silverstein Family

Dana and Mark Susson Wertheim Family Endowment

### **LEGACY SOCIETY** as of 3/8/2021

Hank Alpert Ellen and Si Atlas Robyn Barsky Howard A. Berger Sandi and Jerry Bloomberg Merri and Jay (A) Blumenfeld Jerry Bornstein, MD Ray Brenner Jim Bronner (A) Jeff Bukantz (A) Talia and Ron Carner Douglas Erenberg

Leland (A) and Susan Faust

Libby Newman Feldman Suzan and Allen Fox Ben (A) and Heidi Fox Marilyn Glaser Joy and Gary (A) Gordon Linda Greenberg (z"l) Betsy Grossman Harvey Gutman Alan Hahn Richard Hermann Larry Hirsch (A) David Hochberg Marilyn Labkon

Jackie and Nat Levine Deb Lichtenfeld and Jeff Schulman (A) Karen Karper Donald Kent (A) and Ellen Goosenberg Kent Irv Levine (z"l) (A) David Lowenthal (z"l) (A) Beth and Jed (A) Margolis Ilene and Mel Miller Susan and Harvey Morgan Jay Moses (A) John Paul

Leonard Reifman (z"l) (A) Ken Schwartz (A) Claire A. and Alan Sherman Taylor Hogge and Robert Spivak Ellen and Sam (A) Sporn Louise and Bill (z"l) Steerman Harry Swimmer Dana and Mark Susson Frank Velie (A) David Weissman (z"l) Steven Wertheim

Toni and Wally Wortman

(A) Athlete

