

ing a Progressive Jewish experience to tourists from Israel and abroad.

Our open-door policy has brought thousands of people into our orbit for a large array of programs and services that feed into one another. For example, a person who comes to us for a bar mitzvah may return later for a bat mitzvah, or a funeral, or to take a course on Jewish ethics or art. We have established relationships with all these people and target mailings to them based on their individual interests. In addition, every year about 8,000 teachers, parents, and children attend seminars and programs we conduct at the Daniel Centers or at 30 different Tel Aviv schools. We also run the Jewish identity program in two elementary schools in Tel Aviv, a unique coexistence program in a mixed Jewish Arab school in Jaffa, and 20 different preschools serving about 700 children across the city.

What led Beit Daniel in 2006 to build its second center—Mishkenot Ruth Daniel, the guest house, synagogue, and conference center in Jaffa?

We conceived Mishkenot as a synagogue, 64-room guest house, and conference center that reaches out to the wider Jewish world, giving foreign visitors—25,000 guests last year—an Israeli experience in Israel's most pluralistic and innovative city. We also host about 10,000 Birthright participants every year, offering them seminars on topics such as Jewish identity, coexistence, and social justice. And we're proud of having brought prosperity—new people, businesses, and jobs for both Jews and Arabs—to what was once a blighted urban space. When the Tel Aviv municipality first offered Beit Daniel this plot of land in Jaffa more than 10 years ago, the area was the

WEB EXCLUSIVE



At reformjudaismmag.org, Rabbi Robert Orkand of Temple Israel, Westport, Connecticut and president of the Association of Reform Zionists of America reflects on the 10 lessons he's learned from his more than 40 trips to Israel over a half century.

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