

From: daviddiamond2@comcast.net
Sent: Monday, February 1, 2021 4:48 PM
To: 'Howard Sowalsky'; 'Lydia Lutt'; 'Temple Topics'
Cc: 'Jacob Kovel'; 'Tom Falik'; 'Robin Santiago'; 'Sharon Efron'
Subject: PR Request: Representing Israel in Tough Places with Israel Ambassador Arthur Lenk

Name of Event: Representing Israel in Tough Places with Israel Ambassador Arthur Lenk

Co-sponsors: Men's Club and Israel Engagement Committee

Date of Event: Sunday, March 14, 2021

Start/End Time: 11:00 AM - 12:00 PM (Daylight Savings Time)

Cost: No Charge

RSVP: <https://tinyurl.com/> to be determined

RSVP Date: Thursday, March 11, 2021

Event Coordinator: Jacob Kovel

Event Coordinator Phone/Email: 860.651.9366 / eaglewars@aol.com

Detailed Event Description: Join us for this virtual event with Ambassador (retired) Arthur Lenk (brother-in-law of Men's Club Co-President Jacob Kovel). Arthur will talk about his experiences in Azerbaijan, a Muslim country, and South Africa, a Black country, from the Israeli perspective.

Ambassador Lenk served as Israel's Ambassador to South Africa, Lesotho and eSwatini (Swaziland) from 2013-2017 and as Ambassador to Azerbaijan from 2005-2009. He also served as Director of the Department of International Law at Israel's Ministry of Foreign Affairs from 2010-2013 and at Israel's missions in New Delhi, India and Los Angeles, California.

Since retiring from Israel's foreign service in 2017, Arthur has worked creating partnerships to share unique Israeli innovation in Azerbaijan, Africa and other developing regions. He has put together successful projects introducing STEAM education in Azerbaijan and solar energy in South Africa. He is currently partnering with one of Israel's largest venture capital companies on an innovative fund to share the best of Israel's innovation and start-up culture in Azerbaijan.

Ambassador Lenk was born in the United States and made aliyah to Israel in 1982. He holds LLB and LLM degrees in law from the Hebrew University of Jerusalem.

Website links relevant to speaker/ event:

https://en.wikipedia.org/wiki/Arthur_Lenk

INTERNAL PR - Marketing Vehicle (YES or NO, deleting option that does not apply)

(YES) Temple Topics (published every two months, due eight weeks prior to event)

(YES) Shabbat Leaflet - approximately 3 weeks prior to event

(YES) BET Happenings - approximately 3 weeks prior to event

(YES) Email Blast - 2 per event max

EXTERNAL PR - All due eight weeks prior to event (YES or NO, deleting option that does not apply):

(YES) Press Releases

(YES) Calendar Listing

(YES) Web Site Feature

(YES) Facebook

Our marketing team will review all submissions to determine which marketing vehicle(s) will best serve your event. While we can't guarantee that all vehicles requested will be utilized, we will do our utmost to ensure that your needs are met.

Thanks!