



HADASSAH COLLEGE JERUSALEM e-NEWSLETTER

VOLUME 2 • ISSUE 8 • SPRING 2008

A Message from the National Chair

Ellyn Lyons – National Vice President

Dear Friends,

Hadassah's mission has always included providing educational opportunity that leads to meaningful, challenging careers. I recently met some of the students featured in this newsletter and can attest to their personal commitment to their studies and their appreciation for the opportunity to participate in the economy of Israel and Jerusalem. They know that they would not have this opportunity without the financial support of people like you. We must do everything we can to assure that the doors of the College are open everyday, that the excellent programs and the outstanding caring faculty and staff are able to provide degrees of inspiration and excellence.

We are pleased to share the stories of our Hadassah College family. Please enjoy the pictures and reports of recent visits to the United States by Prof. Nava Ben-Zvi and a tour by two students, Gilad Ben Shlush and Zvi Popper. A new newsletter feature is pod casts from Nancy Falchuk, HWZOA National President and from Nava – both directly taped at the College.

For video messages from HWZOA President Nancy Falchuk and HCJ President Professor Nava Ben Zvi please put the following link into your web browser or click on the link found in the body of the e-mail:

<http://www.hadassah.org/hcjvideo>

Please make special note of the special invitation to join Nava and HCJ students at Convention in Los Angeles. We hope to see you there!

We are grateful for your support of Hadassah College Jerusalem and ask that you consider helping to raise much needed funds by making your own contributions and letting us know of those you think are potential donors and resources. Please contact me by email, elyons@hadassah.org, Lauren Azoulai, HCJ Director of Development, lazoulai@hadassah.org, or call Kylie Marquez, HCJ Administrative Assistant at 1-212- 303 – 8149.

Lauren, Kylie and I wish you a Hag Pesach Sameach – best wishes for a wonderful Passover enjoyed in good health. Enjoy the HCJ Cookbook holiday recipe.

Hadassah College Jerusalem Student Tour: Eduscope 2008



From Left: Lauren Azoulay, HCJ Director of Development, Gilad Ben Shlush, Ellyn Lyons, HCJ Chair, Zvi Popper, Frieda Rosenberg, President of Nassau Region, Rhoda Smolow, Nassau Region Executive Vice President

HCJ students Zvi Popper and Gilad Ben-Shlush toured the mid Atlantic area during the week of March 2, 2008. They more than met their goals of sharing their stories, the story of HCJ and helping to raise funds in support of the College. Zvi and Gilad were featured at Hadassah events in Northern New Jersey, Southern New Jersey, Nassau, New York and Connecticut Regions and the Greater Philadelphia Chapter. In addition to their visits with HWZOA units, Zvi and Gilad visited Princeton and Drexel Universities.

Since this was the first time that either young man had been to the United States, we left some time for them to see the sites in Philadelphia and New York City.

Zvi Popper is a second year student in Environmental Health Sciences who is originally from Haifa. After completing his army service, Zvika was a tour guide and, in partnership, owned a restaurant in Eilat. Eventually, he decided to continue his education and was accepted to medical school. However, he came to realize that his true interests lie in environmental issues and, therefore, declined the place in the medical school. He chose HCJ where he could study environmental health science. He is a leader in “Green Course”, a national Israeli group that promotes environmental issues.

Gilad Ben-Shlush is a second year student of Biotechnology who was born and raised in Jerusalem. His story appears later in this newsletter as he is a recipient of a scholarship provided by HWZOA.

HCJ Students will be featured at Convention in Los Angeles. We invite you to meet HCJ students Faina Yousim and Nissim Ohana at the workshop and HCJ Reception. Sign up early.

HCJ Scholarships: The Story of Extraordinary Opportunity

Gilad Ben Shlush, 24, a third year student in biotechnology, was one of the two students who stomped New York, New Jersey and Philadelphia with the message of Hadassah College. "I wanted people to understand that we're involved in serious research and that we're developing into a strong force in the industry," said Ben Shlush.

One of three children, he grew up in Jerusalem and lives in the Pisgat Zeev suburb. He always loved biology. He served in the tank corps, and always had a book about biology tucked in his backpack. His father was injured in the army and his mother is unemployed. To pay for his studies, he has worked for a cell phone company, giving tech advice over the phone. "But even working, I couldn't make it without the help of the generous scholarships from Hadassah."

He hasn't nailed down the exact field in which he hopes to work. "The teachers have inspired me in a variety of areas," said Ben Shlush. "There's so much to choose from and I feel well-prepared for this developing field." He's doing his Senior Year project at Hadassah Medical Center, checking how to improve the blood supply in the blood bank.

"I felt very proud to represent Hadassah College and very excited. It was my first trip ever outside of Israel. But even the Empire State Building and Wall Street weren't as impressive as the women of Hadassah! They enveloped me with warmth, and showed me what a strong women's organization can be. I was so impressed by the desire to give, and to support Israel."

More good news. As soon as he graduates, he'll be able to get a good job. He and his childhood girlfriend Aviva, a lawyer, will get married this summer.

Back in Ethiopia, **Omer Sisay**, didn't go to school, He worked as a child shepherd. His parents were farmers. One of his brothers died of an unknown disease. When he was ten, his parents and the seven surviving children moved to Israel, traveling secretly via Italy. The Sisays appreciated everything in their new home.

In Ethiopia they lived in a single room. In the absorption center, the family of ten was given an apartment with two bedrooms and a living room. At the beginning, they kept expecting neighbors to move in. Only one thing disappointed Omer's father Zabiv: At age 58 he was deemed too old to serve Israel in the army.

Today, the family lives in the city of Ramle, and Zabiv works in a factory. Omer's mother, Zanabu 50 suffers from a physical disability and can't work outside of the house. His parents never went to school, but from the moment they arrived in Israel, his parents stressed the importance of education. His older brother finished high school and university. His sister is a graduate of Henrietta Szold School of Nursing.

Today, Omer, 27, is a third year student in optometry.

After serving in the IDF, he wasn't sure what to do. At Hadassah College, he could combine his love of Jerusalem and his desire to do something scientific but practical. "Let's face it. I can't afford not to work in a field that allows me to earn a respectable living," he says.

His entire family wears glasses, "I guess I realized that rich or poor, people need glasses."

Studies are admittedly challenging, but he feels "he has to succeed because he is an example to his younger brothers and sisters."

He loves the optometry, and is fascinated by the advanced understanding of sight and the technology of repair. "There are so many eye diseases that we have yet to solve," he says. "I hope I'll be able to contribute to finding their cure."

From a Woman's Shelter to Hadassah College

Reported by Barbara Sofer

Yochi Geiger heads the English Department at Hadassah College where volunteering in the community is part and parcel of the College ethic. She volunteers at Jerusalem's secret Woman to Woman Battered Women's Shelter, and so it was natural for her to connect student volunteers to this worthy project. Our three students - two women and a man from the Environmental Health Department - worked with the children, playing games and tutoring, and also encouraged the moms to feel better about themselves. We brainstormed about what would help these women make a significant change in their lives," said Geiger. "Naturally, we dreamed of these women attending Hadassah College, too. Three of them had the intellectual ability and credentials, but they lacked self-confidence and money for tuition." One of the women, for instance, was one of 17 children in a family that had undergone the disengagement from Gaza. Atara married at 18, had a child and experienced a nightmare of abuse, finally running away to the shelter. When she took part in art therapy at the shelter, it was easy to recognize her gifts in art and design. Today, with the help of a Hadassah College scholarship, she's a student in the Industrial Design Department. Two others are studying Interactive Communications which includes preparing multi-media presentations and building Internet web sites.

Israel's National Science Day

On March 19, 2008, President Shimon Peres opened his home in celebration of National Science Day. Professor Nava Ben Zvi served as chair of the day and chair of the contest steering committee. Pictured from left to right are President Peres, Professor Hanoch Gutfroind, former President of Hebrew University, Professor Ben-Zvi, and Maya Halevi, Director of the Jerusalem Science Museum.



Israel Doesn't Have Natural Resources, Israel Has Brains!" *An interview with Professor Bertold Fridlender, Chair, Department of Biotechnology, Hadassah College Jerusalem*



Professor Bertold Fridlender and students

Biotechnology is huge in Israel. According to Professor Bertold Fridlender, "Israel has, per-capita, the highest number of biotechnology corporate start-ups in the world." Hadassah College Jerusalem asked Professor Fridlender to create a Department of Biotechnology for its School of Health and Life Sciences. This is a three-year course of study which grants a fully recognized Bachelor of Science degree. This year the third graduating class, with almost 70 students, has made their professor very proud.

"We try to give our students a very broad appreciation of the field because biotechnology applies to so many areas; environment, agriculture, nutrition, pharmaceutical development, medical diagnosis, and more. We have a combination of basic and applied courses that allows our graduates to go into the job market with knowledge of what they are supposed to do."

Fridlender is a vocal champion of Hadassah College, "I think that the school has a unique environment where we really nurture minority students. We support them, we get to know them,

and it's rewarding...this is not only with the biotechnology department, it is the philosophy of the whole school.

Bertold (Tolo) Fridlender seems the perfect man for this complicated job. He has always had one foot in academia, and the other in industry. He was born in Chile, where his parents had emigrated from Eastern Europe in the 1930s. (They now live in Israel.) Fridlender left Chile to get his PhD at UCLA, and then did his post-doctoral work at Roche Institute of Molecular Biology in New Jersey. He moved to Israel in 1976, and became a visiting professor at Hebrew University. "While I was teaching, I asked myself how can I contribute the most, and industry caught my attention, and so after a year I moved from academia into industry."

"What can I say to the ladies of Hadassah?" asked Fridlender. "Thank you for doing this work. Everyone should be very proud of this school, it's unique."

"Israel doesn't have natural resources, Israel has brains! So, we need to use our brains as natural resources. We need to develop those brains so that Israel can really become an economic powerhouse."

Hadassah College Jerusalem Photo Gallery



Members of the Adler Aphasia Center at Hadassah College celebrate Purim with family and friends.



Rhoda Bernstein, Nava Ben Zvi, Dr. Tzachi Milgrom, Fern & Joel Marks at Society of Major Donors Event in Boca Raton, Florida



Professor Nava Ben Zvi with hosts Aaron and Joan Levinson, Pasco County Florida



Eduscope Tour 2008 HCJ Students Zvi Popper and Gilad Ben Shlush

Thank you to Judy Habani, Public Relations and Development, HCJ and to Barbara Sofer, Director of Public Relations, Hadassah Office in Israel for their contributions to this publication.

DEAR CONVENTIONEER,
HADASSAH'S HCJ DEPARTMENT IS HAPPY TO INFORM YOU THAT ALL 2008 CONVENTION ATTENDEES HAVE BEEN GRANTED ADMISSION TO HADASSAH COLLEGE JERUSALEM CONVENTION CLASS, 2008!

EXPERIENCE A DAY IN THE LIFE OF HCJ

All in one hour!
Convention Workshop
Tuesday, July 15, 2008



JOINING HWZOA CONVENTION DELEGATES IN THIS HANDS-ON MINI TOUR ARE:

- **HCJ STUDENTS**
- **PROFESSOR NAVA BEN-ZVI, PRESIDENT HCJ**
- **DR. ZACHI MILGROM, VICE PRESIDENT HCJ**

Exciting, Interactive, Innovative, Informative, Experiential

THE CURRICULUM INCLUDES

- LESSONS OF THE DAY IN VARIOUS DEPARTMENTS
- CLINIC SESSIONS AS SEEN IN JERUSALEM
- COLLEGE ADMISSIONS INTERVIEW (ALL IN ENGLISH)
- AND MUCH MORE

GRADING SYSTEM (JULY 15TH ONLY):

- ALL ATTENDEES RECEIVE FULL CREDIT
- A+ FOR PARTICIPATION
- EXTRA CREDIT FOR BEING ON TIME

EATING ALLOWED, AND ENCOURAGED, DURING CLASS

TO HOLD YOUR PLACE, PLEASE CHECK OFF THIS SESSION ON YOUR CONVENTION REGISTRATION FORM

Hadassah College Jerusalem Certificates:

Centennial Founder (\$25,000 or more)
for scholarships, equipment, & naming rooms in our new buildings
Hall of Learning (\$5,000 - \$24,999)

*For information about these Major Gifts for Hadassah College Jerusalem,
Call Lauren Azoulay, HCJ Development Director at 404.307.9775*

- **Scholarship** (\$3,000 or more; C435)
- **Road to Opportunity** (\$1,500 or more; C851)
- **Special Road to Education** (\$1,500 or more) tile on the new “Bridge to Education” (please order this certificate directly through Hadassah College Jerusalem Development Department at Hadassah House 212 303-8149)
- **Ima/Aba** (\$1,000 or more; C634)
- **Builder of Education** (\$500 or more; C802) Certificate designed by HCJ graduate
- **Bookshelf** (\$300 or more; C436)
- **Gift for Education** (\$50 or more; C794)
- **Library Fund** (\$36 or more; C438)

To order, please call Hadassah’s Certificate Line at (212) 685-9550

Attention Presidents of Chapters and Groups!

HADASSAH COLLEGE JERUSALEM LEADERSHIP KIT NOW AVAILABLE!

To order the HCJ Kit Contact
Kylie Marquez at
Telephone: 212 – 303 – 8149 or
Email :
hcjdevelopment@hadassah.org

This easy to use and exciting **HCJ Leadership Kit: Degrees of Inspiration** is everything you need to reach out to potential donors and friends of the College.

A Leadership Kit—except the Degrees of Inspiration brochure—can be downloaded from the CD that comes with the kit.

LEADERSHIP KIT CONTENTS

Three Bulletin Articles: Each article addresses a different aspect of HCJ, so you can use them all without being repetitive.

Five Sample Ads: For use in your Bulletin

Planning a Hadassah College Jerusalem Major Gifts Event: Tips to help you create an event with maximum impact

Suggested HCJ Remarks: For use at fundraising events

Sample Major Gifts Appeal Letter

Degrees of Inspiration Booklet (including Giving Opportunities)

DVD

- Message from Hadassah National President Nancy Falchuk
- Message from Prof. Nava Ben-Zvi, President, Hadassah College Jerusalem
- Video and Slideshow

How You Can Help!

What's Cooking? at Hadassah College Jerusalem

- o Over 160 recipes from the Culinary Arts Department at HCJ
- o Fantastic **fundraising tool** for units of any size!

SO MANY USES!

- *Use a cookbook as a gift for a speaker
- *Give a cookbook to a new life member
- *Use the cookbook as an incentive for members to bring new members

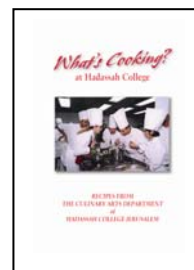
To order cookbooks & promotional materials and to inquire about pricing, call (212) 303-8149 or e-mail hcjdevelopment@hadassah.org. Please make checks out to Hadassah and send to: Kylie Marquez, Hadassah College Jerusalem, 50 W. 58th Street, New York, NY 10019. Please allow 10 business days for delivery.

Recipe for Passover Vegetable Casserole *Makod*

2 pounds potatoes
2 carrots, cut in ¼ inch cubes
½ cup frozen peas
½ cup chopped parsley
7 eggs
Salt and pepper to taste
Dash saffron
Oil
Lemon slices

1. Place potatoes in a saucepan of water. Bring to a boil, reduce heat and cook until soft. Drain and mash. Place in bowl.
2. Add carrots, peas, parsley, eggs, salt, pepper, and saffron. Mixture should be smooth but loose.
3. Heat oil in a frying pan. Pour in mixture and cook on high heat for 4-5 minutes. Reduce heat and continue cooking until part hardens. Turn out onto a plate.
4. Heat oil in pot. Place "kugel" with top on the bottom and brown for 15 minutes. Remove and serve hot or cold with lemon slices

Recipe from *What's Cooking?*



The HCJ website is an excellent source of information, videos and important updates:
<http://www.hadassah.ac.il/mainen.html>

Please share this newsletter with Hadassah members, prospective donors and interested friends and family.

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