



TEL AVIV UNIVERSITY REVIEW

Science and the Sacred

Explosives Detection

Digitizing Architectural Design

Israel-India Ties



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Dear Friends,

In line with the University's efforts to advance priority areas, extend its international reach, and share academic riches with the wider

Israeli public, I am pleased to present a few of our achievements in the last year.

TAU recruited 50 new faculty members, up from 34 last year and more than any other Israeli university. This is an exciting development. It reflects TAU's concerted drive to bring home the *very best* young Israeli scientists from top institutions in the USA and Europe.

TAU rose to 11th place internationally in citation impact according to the QS 2010 World University Rankings, up from 21st place last year. This affirms our scientists and scholars' research excellence and TAU's preeminence among Israeli universities. The University also placed 63rd in the world, and first in Israel, in the total number of research publications, with just under 4,000 published this last year.

TAU expanded its international study programs to 10, and is planning to open seven more. High quality programs in areas as diverse as conflict resolution, medicine and music attracted over 800 students from around the world, and helped reinforce TAU's international academic standing.

TAU students performed 305,290 community service hours, both as volunteers in the University's social involvement programs and as part of their academic curriculum. Much of their work involved teaching children and adults – some 45,000 of them – who were brought to the campus from all over Israel for educational enrichment.

These figures provide an outline; more in-depth coverage of the University's interdisciplinary research and teaching programs, international ties, student life and community outreach can be enjoyed in the following pages.

Yours sincerely,



Professor Joseph Klafter
TAU President

The Science

PIECING TOGETHER THE PAST, LITERALLY

Two TAU scientists are taking part in an international project to digitize the Cairo Geniza, a unique trove of fragmented Jewish documents spanning nearly 1,000 years. It contains over 250,000 hand-written items, mainly in Hebrew characters. In conjunction with the Friedberg Geniza Project, Prof. Nachum Dershowitz and Dr. Lior Wolf of the Raymond and Beverly Sackler Faculty of Exact Sciences have developed a computer program that can analyze and compare handwriting to ascertain if fragments were written by the same scribe. The program uses image processing and data analysis techniques to “piece together” fragments of manuscripts into more coherent and complete texts. The proposed “joins” are then verified by expert scholars. The two scientists received the Best Paper Award at the 2009 post-ICCV Workshop on eHeritage and Digital Art Preservation in Kyoto Japan, for their research.

of Judaism

**TAU inspires
intellectual passion
at its Department of
Hebrew Culture – the
largest interdisciplinary
department of
Jewish Studies
in the world**

It apparently takes a secular university in a famously secular city to breathe new life into Jewish Studies, but that is exactly what Tel Aviv University has done. Six years ago the university embarked on a dramatic revision of the traditional forms of Jewish scholarship. TAU tore down the fences between Bible, Kabbalah, philosophy and other fields to create a new, integrative framework with an emphasis on scientific inquiry.

“As a university, we’re the curators of the treasures of Judaism, just as we are of general culture and science,” says Prof. Menachem Lorberbaum, a TAU scholar of Jewish philosophy. “As such, we’re committed to leading a humanistic and critical investigation of Jewish culture.”

“We have no predispositions. We’re open and pluralistic,” continues Prof.

Shlomo Biderman, the philosopher who until this summer was Dean of Humanities. “The university teaches the entire breadth of the vast Jewish textual tradition. If one uses the traditional analogy of the Torah as an ocean, then TAU scholars are mariners plying those deep and endless waters,” he adds.

The Department of Hebrew Culture, Chaim Rosenberg School of Jewish Studies, combines Bible, Talmud, Hebrew language, rabbinics, Kabbalah, Hassidism and philosophy. “This makes for a vibrant department, as well as an ideal means for bringing together the historical and the contemporary under one roof,” Lorberbaum says. His book *The Jewish Political Tradition*, which he co-edited with Prof. Michael Walzer of Princeton University and Prof. Noam Zohar of



By Gil Zohar



Prof. Ishay
Rosen-Zvi

Bar-Ilan University, embodies TAU's commitment to sparkling fresh – yet rigorous – scholarship. The groundbreaking opus brings the little-known and unexplored Jewish history of political thinking and writing into the light.

Shaking up the system

For many, the word Talmud may call to mind the dogmatic Judaism of past centuries. At TAU, however, it is far from an antiquated area of study.

"Talmud is great intellectual fun. It expresses Jewish critical acumen at its best," beams Prof. Ishay Rosen-Zvi with an electric smile. "You just have to make students aware that such a magnificent text exists."

Thanks to Rosen-Zvi and his associates, the university is today an academic powerhouse in Talmud and rabbinics. This is the vast corpus of Biblical law, commentary and legend that developed in the Land of Israel and Babylon in the centuries following the destruction of the Second Temple in Jerusalem in 70 CE. For the last three years, Prof. Rosen-Zvi and Prof. Vered Noam have been teaching Talmud using a group study technique, plucked straight out of the yeshiva world, called *havruta* (from the Hebrew *haver*, or "friend").

During *havruta* study sessions, students pair off, spreading out in the



Talmud expresses Jewish critical acumen at its best.

hallways to engage in the noisy back-and-forth discussion that characterizes Talmudic study. This is followed by a concluding lecture by the two teachers.

Why adopt yeshiva methods alongside standard university ones?

"The idea of *havruta* is that it allows students to experience the study of Talmud in a direct way, to experience the joy of struggling with such a fascinating, cryptic text. No frontal lesson can give you this," responds Rosen-Zvi. "*Havruta* study challenges the formality of academia. And that's

what we're doing – shaking up the system."

Rather than request permission to teach in such a manner, Rosen-Zvi and Noam simply invited then dean Biderman to observe a lesson. "After he saw it, he had no second thoughts," Rosen-Zvi says. "It's the only place in Israeli academia that this happens. And we're really proud of it."

Another first, not only for Israel but for the entire Jewish Studies community, is the upcoming edition by Dr. Ronit Meroz of *Zohar* – the mystical 24-volume commentary on the Bible that is the mainstay of Kabbalah. Interest in *Zohar* has spiraled in recent years with the proliferation of populist Kabbalah study centers.

Meroz's study promises to be vastly different, however, than other published editions and aims to settle longstanding questions of how *Zohar* was written and by whom.

"This will completely change the way we view *Zohar*," enthuses Prof. Lorberbaum. "It will be the work of a generation."

Prof. Biderman adds, "Meroz's attempt at scientific analysis of such a

RANGING FAR AND WIDE

Jewish Studies at TAU are enriched by the activities of 25 centers, institutes and endowed chairs in a wide range of fields, among them the Goldstein-Goren Diaspora Research Center | Kantor Center for the Study of Contemporary European Jewry | Cymbalista Jewish Heritage Center | Goldreich Family Institute for Yiddish Language, Literature and Culture | Andrea and Charles Bronfman Institute for Media of the Jewish People | Stephen Roth Institute and Alfred P. Slaner Chair for the Study of Anti-Semitism and Racism | Abraham and Edita Spiegel Family Foundation Chair for European Jewish History | Jacob and Shoshana Schreiber Chair in the History of the Hebrew Language | Zvi and Sara Berger Chair in the History of Russian Jewry | Samuel L. and Perry Haber Chair on the Study of the Jewish Experience in the United States | Joan and Jaime Constantiner Chair in Jewish Education | Benyamin and Chaya Schapelski Chair of Holocaust Studies | Jacob M. Alkow Chair for the History of the Jews in the Ancient World.

large and complex body of work is an example of how TAU is contributing to modernizing Jewish Studies and making them relevant to our times.”

Making Jewish Studies compelling

Perhaps no program demonstrates TAU's commitment to revitalizing Jewish Studies more than the *Ofakim* (“Horizons”) Program for the Study of Judaism as Culture. Established by the Posen Foundation and the New York-based Center for Cultural Judaism in 2004, this unique teacher training program enables participants to explore the idea that while Jewish civilization has always included religion, it is not limited to matters of spirituality. As taught at TAU, *Yiddishkeit* (Jewishness) encompasses the spec-



trum of secular studies relating to the Jewish experience, from philosophy to philology, and from history to anti-Semitism studies. Undergraduates can also attend pluralistic Jewish Studies courses that are partly supported by the Posen Foundation.

The three-year teachers' program is headed by Prof. Eli Yassif, who says he can feel the growing impact of TAU graduates in shaping Jewish consciousness across the country.

“We’re bringing into the Israeli school system a different type of

teacher than you would normally see in the classroom,” observes Yassif. “Every year we accept 15 students who are chosen very carefully according to two key criteria: their intellectual level and their teaching ability. Today Ofakim is considered perhaps the most prestigious teacher training program in the country.”

The cherry-picked students are awarded both tuition scholarships and living stipends. They graduate with a BA and a Teaching Certificate, yet while other teacher training programs require 20 hours of classroom teaching, Ofakim requires 140. The program's key distinguishing feature is its emphasis on extracurricular activities, such as theater and film outings, museum visits, debates with leading figures and encounters with other religions.

This all-encompassing approach gives graduates the tools needed to engage secular and often indifferent high school students in the classroom. Typically, young people view the Bible as an historical anachronism and a compulsory subject to be suffered through and then never given a second thought.

“The identification of Judaism with religiosity is exactly what distances school pupils today,” winces Yassif. “The 60 Ofakim-trained graduates we've produced appreciate and teach Judaism as an open and liberal space. We're trying to prepare teachers who will get pupils to realize that Judaism is much bigger than they imagine,” he says.

Not surprisingly, Ofakim alumni are in high demand and are snapped up by schools as soon as they graduate. In fact, the program has been so successful that Ben-Gurion and Haifa Universities are interested in replicating it on their own campuses, Yassif reports.

In addition to Ofakim, TAU runs the English-language MA Program

BIBLICAL CLIMATE

Jewish Studies at TAU encompass some surprising areas of specialization. An interest in climate change led Prof. Pinhas Alpert, a physicist who heads the Porter School of Environmental Studies, to focus on how information about weather in the Hebrew Bible, Talmud and Midrash can be explained by modern science.

Alpert's research about dew was published recently in *Water Resources Journal*. Dew appears eight times in the Bible, all in a positive context, in contrast to the two words for rain, *geshem* and *matar*, which are also associated with Noah's flood and other disasters. “What did the ancients know?” he asks. “Modern scientists consider dew a curse for vegetation because it encourages fungi and plant diseases, yet we've shown that it's essential for plants in semi-arid zones to combat water stress.”

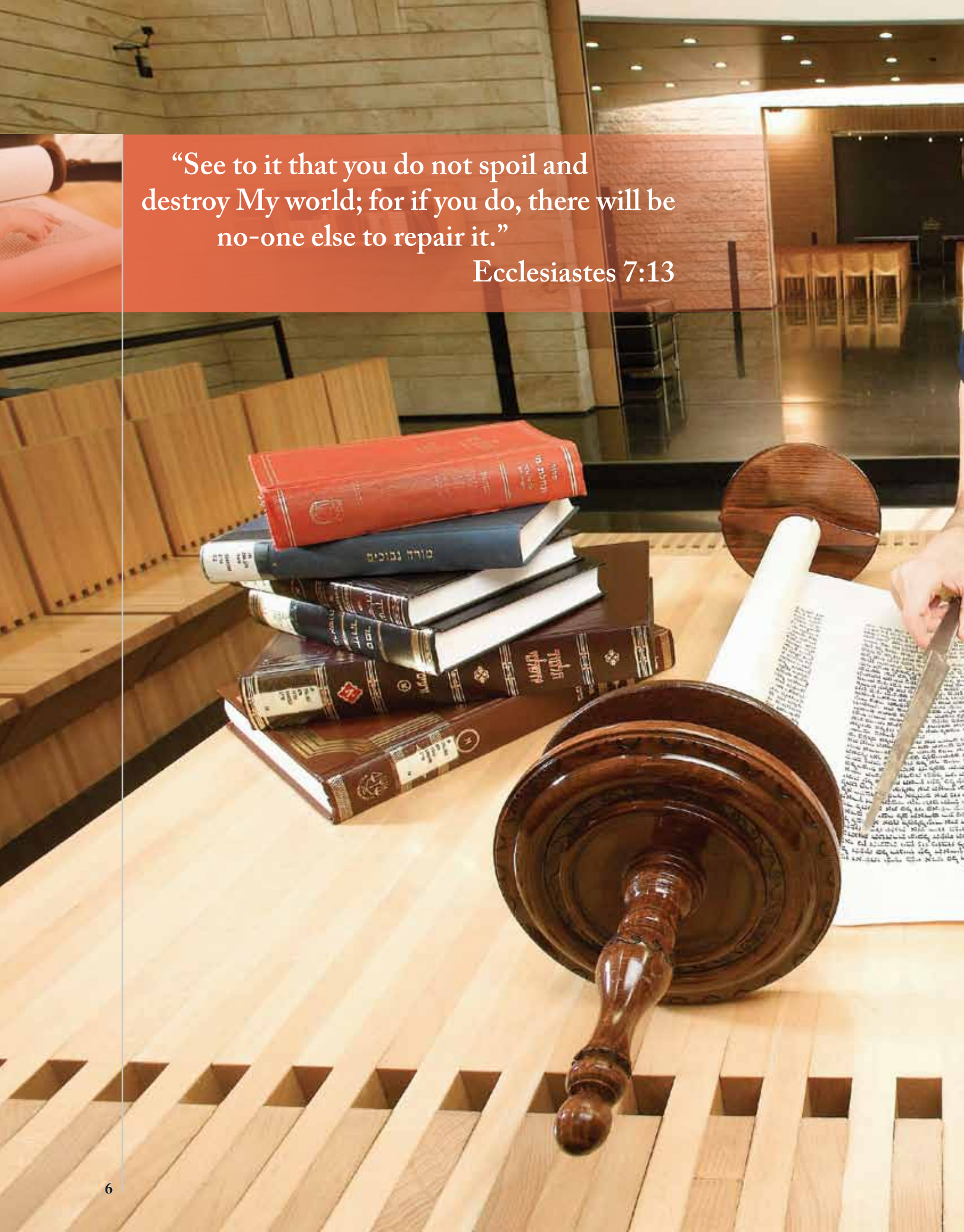
for Teacher Training in Jewish Studies (“Melamdim”) in cooperation with the Shalom Hartman Institute for Advanced Judaic Studies in Jerusalem. The program, which is open to outstanding American and Israeli BA graduates, provides comprehensive academic and practical training in advanced Bible, rabbinic literature and Jewish philosophy studies – again, with a pluralist bent.

Identity as survival

Contemporary relevance also pre-occupies Biblical scholar Dr. Dalit Rom-Shiloni, author of the forth-



Dr. Dalit
Rom-Shiloni



“See to it that you do not spoil and
destroy My world; for if you do, there will be
no-one else to repair it.”

Ecclesiastes 7:13

JEWS AND THE ENVIRONMENT

PhD student Noa Dolev-Israeli, Coordinator of the Horizons Program for Judaism as Culture, examines attitudes toward the environment as portrayed in the Bible and other ancient Jewish texts. One example is the concept of *shnat shmita*, still used today, whereby farmland must be allowed to lay fallow every seventh year. “We don’t know how much the Jews of ancient times understood about the environment, but they did know that their role was to be caretakers of the land,” she explains. “There are European researchers hypothesizing that today’s catastrophic environmental situation can be traced back to Genesis, when man was told by God to exploit the land. I hope that by fusing ancient and ultra-modern ideas, my research could have important implications for contemporary cultural, social and even political attitudes toward the environment.” Noa’s doctoral research has been funded by the Porter School of Environmental Studies at TAU.

Photo courtesy of TAU’s Cymbalista Jewish Heritage Center



Amulet showing earliest known depiction of hand (khamisa) on pendant
Photo courtesy of the Bible Lands Museum, Jerusalem
by Avraham Hay from the Wolfe Family Collection.



KEEPING THE DEMONS AWAY

“Thou Shall Not Suffer a Witch to Live” commands the Bible [Exodus 22:17]. Despite this biblical prohibition, however, Jews have been practicing magic from antiquity to today, says Prof. Gideon Bohak of the Department of Hebrew Culture.

Because magic rituals practiced by Jews involved the production of inscribed objects, such as amulets, magic bowls, divination tables and written curses and erotic spells, many of these have survived, enabling scholars to study the tradition.

“Jewish magic may sound like a contradiction in terms,” says Bohak. “On the one hand, the Hebrew Bible itself prohibited magic, but on the other hand, it was very inconsistent and in some ways even encouraged the development of Jewish magic, especially as an alternative to the magic practiced by the Jews’ neighbors.” These rituals were sanctioned and carried out by rabbis and other Jewish leaders; the founder of Hassidic Judaism, the Baal Shem Tov, for example, is known to have written hundreds of charms.

Bohak was drawn to the field of Jewish magic out of an interest in the interaction between Judaism and other cultures. “In magic, you get a lot of cross-cultural cooperation,” he says. “In antiquity the Jews borrowed magic spells from the Greeks; during the Middle Ages, they borrowed from Muslims and to a lesser extent from Christians. Today, New Age aficionados are borrowing from the Jews.”

coming *God in Times of Destruction and Exiles: Tanakh Theology* (Hebrew, Magnes Press). “The book is not only talking about God as omnipotent and omniscient, but as the controller of disasters and national crises – the Bible’s versions of 9/11,” she says.

Students sit spellbound as Rom-Shiloni weaves her lectures between the woof of Biblical protest and the warp of the Holocaust and contemporary Israel, contrasting the 6th century BCE exile by the waters of Babylon with today’s Diaspora on the Thames, Seine and Hudson. Following the destruction of the First Temple in 586 BCE, some Jews were expelled to Babylon. Others remained in their homeland. A bitter feud broke out over which party constituted the true remnant of Jerusalem, with both groups prophesying calamity for the other.

“Why couldn’t both camps say, ‘We’re brothers?’ ” Rom-Shiloni asks. “My explanation is that they needed to reformulate their identity.”

She cites two parallel examples from Jewish history to illustrate this process of strengthening group iden-

tity by excluding those who share a cultural heritage but hold different religious views. The Canaanites and Israelites shared a common culture and language, as did the Christians and Judeans in the decades following Jesus’ crucifixion. Yet in both cases the populations developed different identities because of their varying attitudes to monotheism.

“By comparing the various calamities of the 6th and 20–21st centuries, we can look back and see that we survived. It may be a cliché to say *am israel chai* (‘the Jewish People lives’) but it’s a fact. And that’s why I’m studying the steps the early Jews took to reevaluate their religious conceptions, redefine their identity and thus endure.”

All-embracing curriculum

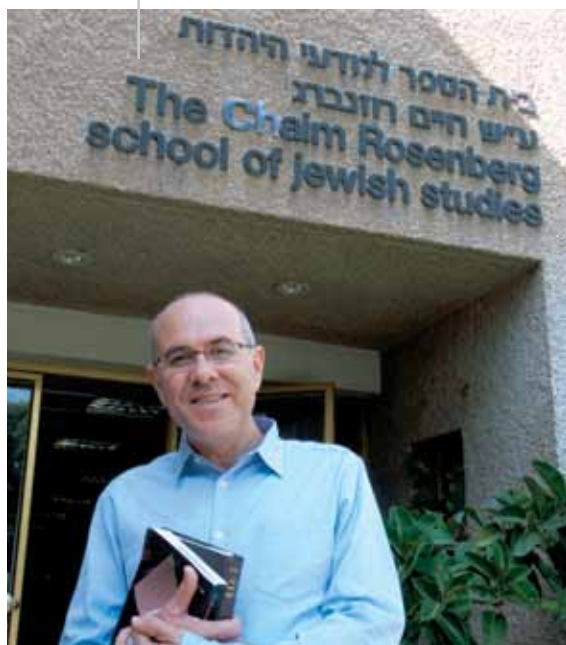
Prof. Lorberbaum explains that in the Jewish tradition, the correct interpretation of Torah is not a matter of dogma but debate. Critical

scholarship of Judaism’s holy texts, an endeavor initiated in Europe two centuries ago and today enshrined at TAU, allows the spectrum of Jewish spiritual creativity to shine in its full splendor and variety.

The teaching of Baruch Spinoza – the 17th century Dutch rationalist who was excommunicated by the rabbis of Amsterdam in 1656 for heresy – is a litmus test for freedom of expression, in Jewish terms. Lorberbaum proudly cites the Spinoza course he teaches. “At TAU, no Jewish text or philosopher is taboo.”

“At our department, the almost two dozen professors and adjuncts are masters of the Judaic textual tradition, as well as of contemporary critical and cultural theory,” Lorberbaum concludes. “They’re capable of conveying the place of the sacred in our lives. They’ve brought alive the whole field of Jewish Studies.”

Prof. Menachem Lorberbaum



Information *Overload*

New faculty member Prof. Ronitt Rubinfeld pioneers methods for data analysis in the Internet age

The average person may never personally encounter algorithms, which are problem-solving procedures used in science and mathematics, but they are part of our daily lives. The most ubiquitous algorithm? The one powering Google's search engine.

Since joining the faculty of the Blavatnik School of Computer Science, new recruit Prof. Ronitt Rubinfeld has been pursuing her life's work – developing a unique type of algorithm, called a sublinear time algorithm, which can sort through larger sets of data than was ever thought possible. The applications for this type of algorithm are numerous, ranging from tracking disease outbreaks across the globe to detecting online shopping trends.

American-born Rubinfeld left MIT two years ago to join TAU. Her husband, Prof. Ran Canetti, was recruited to head TAU's Check Point Institute for Information Security. Both are members of the Raymond and Beverly Sackler Faculty of Exact Sciences.

The move has been a return to family roots. Prof. Canetti was born in Israel, and Rubinfeld has an Israeli mother. No stranger to the country, she also completed her post-doctorate at the Hebrew University of Jerusalem. But it's not just this connection that draws Rubinfeld to TAU. The Blavatnik School, she says, is comparable to a top-five computer science department in the US.

Analyzing the world's data

Between online shopping, video platforms such as YouTube and mobile super-devices like iPads, information is endless, and not even computers can crunch all the existing data.

Prof.
Ronitt
Rubinfeld



Sublinear time algorithms, like the ones Rubinfeld develops, are designed to analyze massive sets of data by looking at smaller samples from the data set. "Looking at every piece of data even once could take an immense amount of time," Rubinfeld explains. "But if you look at randomly chosen pieces of the data, in reality a small fraction, you can get an idea of what properties the data has and what it is telling you."

Take the game, "Six Degrees of Separation." According to Rubinfeld, it is impossible to ask every person in

the world who they know, and account for factors such as birth and death rates at the same time. Such data, she says, is constantly changing, and the collection process is immense. A solution would be to look at a small fraction of people in the world, and get a sense of whether or not the six degrees theory holds true for them.

A meeting of the minds

It may seem like developing these smart sampling techniques requires endless hours in front of a computer screen, but Prof. Rubinfeld says that an integral part of her work happens outside of the lab, brainstorming with her colleagues and students. The big white board that features prominently in her office is typically packed with equa-

tions. "A lot of our time is spent generating ideas and proving them mathematically," she says. "I love the spirit of collaboration here, working with my students or other faculty members in this department and others."

And TAU students are certainly up to the challenge. Rubinfeld calls lecturing here "a blast. When I teach courses, the students are very engaged. Even after a three-hour class, I'm still fielding questions from students who are eager to understand the material," she says.

Where did Israel's emphasis on technological superiority originate?

Today, the six million Jews in Israel are outnumbered 50 to 1 by the region's Arabs, most of whom haven't yet come to terms with Israel's existence. Our first prime minister, David Ben-Gurion, understood early on that what Israel lacked in quantity it would need to make up in quality and that the armed forces needed to be technologically superior. This has been the guiding principle of Israel's security concept until today and is also behind Israel's success in the high-tech sector.

What impact does the Workshop have on policymakers?

Our activities are helping guarantee that science and technology remain a top national priority. We're promoting awareness of this among the general public and key decision-makers in Israel's defense establishment. Our reports land on the desks of the prime minister, defense minister and IDF chief of staff.

Which of your reports have had significant impact?

The government has adopted the recommendations of a report on Israel's space policy prepared by our research fellows Dr. Deganit Paikowsky and MA student Ram Levi. The report recommends that Israel leverage its space industry to generate new revenues – especially in the areas of small satellites and communications satellites.

You are head of the Israel Space Agency (ISA). Why should Israel invest in space technologies?

Space research has military applications and it's also important for civilian life. Israel belongs to a select club of seven that are independent in space. The others are the USA, China, Russia, India, Japan and the Western

European bloc. We rely on our own satellite systems for our security, communications and weather forecasts.

Where is Israel ranked in space R&D?

We're ranked fifth in the world, although our satellites are considered some of the best in the world. They're a tenth of the weight of other systems, making them far cheaper and more efficient to launch. The whole world is coming to learn from us. We're currently working on a large project with France.

What is the current expenditure on space research in Israel?

The civil space budget has been raised to \$84 million. It's not enough, but it is fair compared to other countries.

Honing Israel's Security Edge

Established eight years ago, the **Yuval Ne'eman Workshop in Science, Technology and Security** at TAU holds conferences, publishes reports and sponsors 15 research fellows.

Workshop founder and head Prof. Isaac Ben-Israel describes how science and technology remain pivotal to Israel's national security strategy.

By Louise Shalev

How is TAU involved in space research?

The universities are taking an important part in space research in Israel. TAU is running three projects. ISA-MEIDA collects regional and global Earth observation data in cooperation with NASA; the Israel Cosmic Ray and Space Weather Center studies solar radiation and geomagnetic activity and forecasts dangerous space weather phenomena; and the Israel Space Guards program researches near-earth objects like asteroids that pose a danger to Earth.

You are studying cyber warfare. This sounds futuristic. Does it pose a real threat?

Cyber conflict is the next frontier in warfare. It's about sending software programs that can intercept

major computer systems such as the electricity grid and communications and security systems. It can effectively paralyze the state, as was demonstrated a few years ago in Estonia.

How do we fight it?

If, for example, Syria attacks Israel in a conventional manner, then according to international law Israel has the right to strike back. However, with cyber warfare, you might not be able to trace who the attacker is. We will have to redefine traditional warfare in the light of the legal and ethical issues involved. We are conducting studies on this for the National Security Council and the Defense Ministry. Some of them are classified, but not all.

Are alternative energies a security priority for Israel?

Yes. The world's oil reserves are mainly in the hands of non-friendly and non-democratic states. The government is investing considerable resources in finding alternative energy sources. We held a conference on the subject attended by the Minister of Trade and Industry and the Chief Scientist as well as 60 experts. Our work on the subject is helping the Ministry formulate policy.

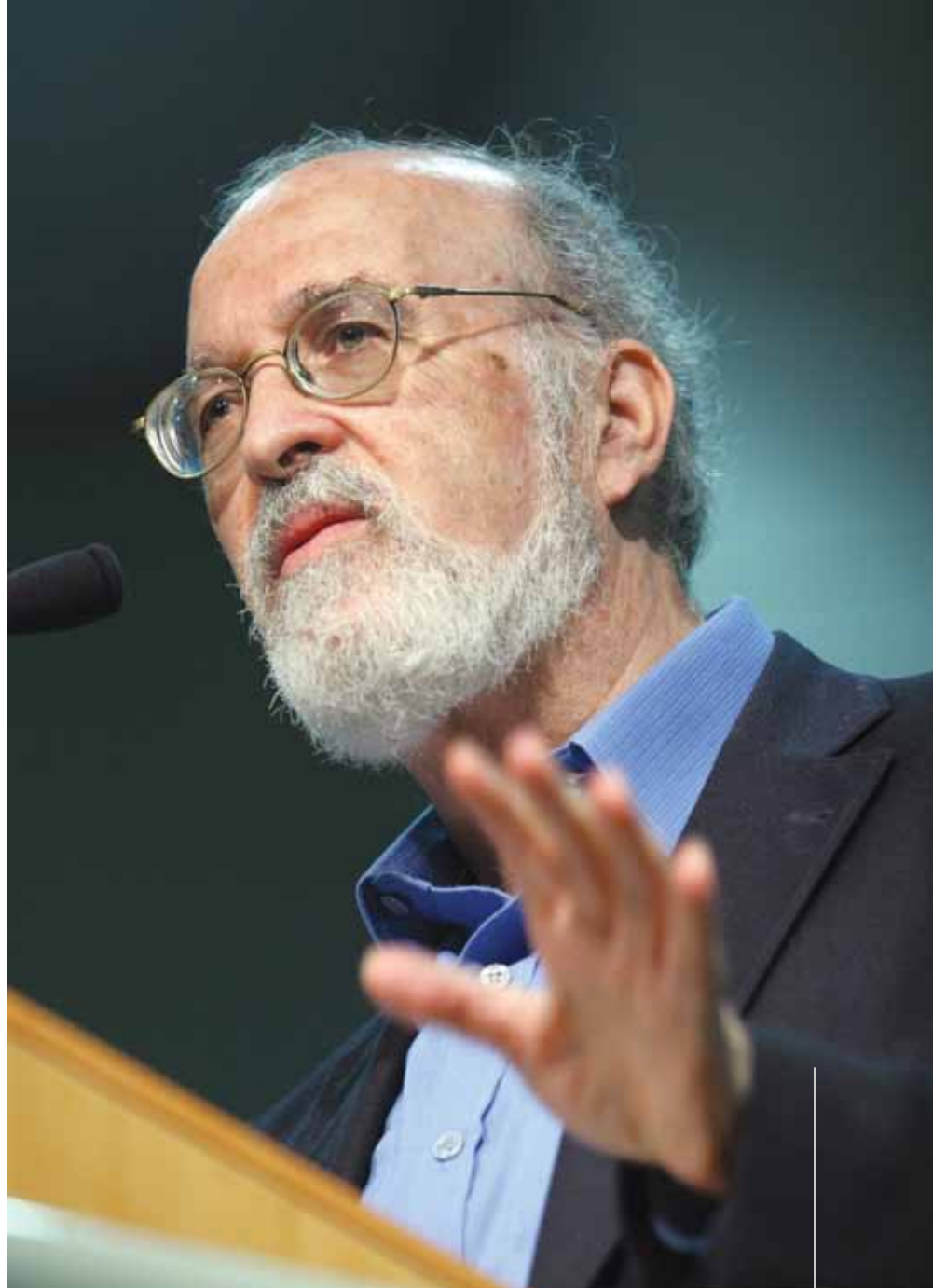
What about Iran?

A report by research fellow Dr. Moshe Vered prepared on Iran has been espoused by Vice Prime Minister and Minister of Strategic Affairs Moshe Ya'alon. In another report our doctoral student Or Rabinowitz explains how the Iranians achieve deterrence by using a famous evolutionary concept known as the Handicap Principle which was developed by TAU zoologist Prof. Amotz Zehavi. The principle describes how animals manage to overcome their natural impediments. The male peacock's long tail, for example, makes it difficult for him to escape predators;

nevertheless it indicates to the female what an attractive partner he is. It's the same with Iran. The more noise they make, the better deterrence they achieve while at the same time managing to cover up the fact that they're basically a Third World country with weak military capabilities, as was also explained by Dr. Vered.

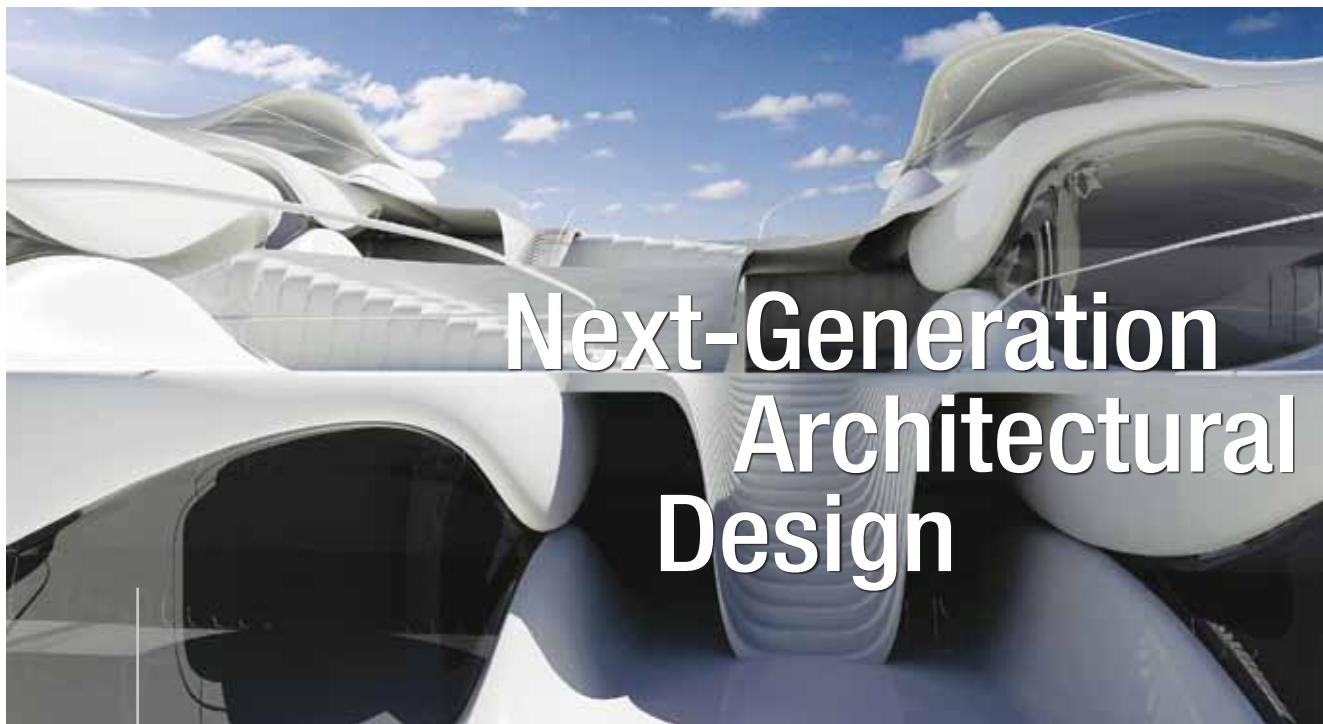
Do you agree with this assessment?

Yes, I believe the Iranian threat is exaggerated. They're creating an image of military power, but we don't have to be afraid. There are ways of stopping them.



PROF. ISAAC BEN-ISRAEL

graduated from Tel Aviv University in mathematics, physics and philosophy, earning his PhD in 1988. A retired major-general in the Israel Air Force, Prof. Ben-Israel has served as head of military R&D of the Israel Defense Forces and the Ministry of Defense. He is a recipient of the Israel Defense Award and the Israel Air Force Award, and was a member of Knesset from 2007 to 2009. He is currently head of the Israel National Council for Research and Development and Chairman of the Israel Space Agency. He joined the faculty of TAU in 2002.



Next-Generation Architectural Design



TAU student Ofir Menachem's design for a housing project that will reduce costs and waste.

Since ancient times, structures in Jerusalem have been built using local Jerusalem stone. To preserve this tradition, municipal laws in Jerusalem require that all buildings be faced with it – a costly process that involves using only 5% of each stone. Now, TAU student Erez Klapper, the Azrieli Fellow in Architecture and Urban Planning for 2010-2011, is developing a new method of stone cladding that uses 50% of the stone, reduces waste and lowers costs.

The design for a stone pavilion Klapper created to test out his idea uses cutting-edge technologies available in the new Digital Architecture Laboratory at TAU's David Azrieli School of Architecture. Initiated and

headed by Dr. Eran Neuman, Head of the Azrieli School, the laboratory features a new 3D printer, which was purchased with a generous donation received for this purpose, together with a 3D laser cutter and 3D scanner donated by the Azrieli Foundation.

The laboratory supports the development of software platforms that integrate digital media and architectural design techniques. These new platforms can be customized and adapted for each project to enable better planning of smart and ecological buildings, to develop new machinery or change the way old machinery works, and to prevent waste of material and resources.

Recently, Dr. Neuman organized an international conference entitled "Fabrication: New Technologies in Digital Architecture," which received support from the Azrieli Foundation, Object Geometrics and the British Council. Six experts in the field presented advanced technologies in architecture using robotic building techniques.

MASTER'S IN ARCHITECTURE

Graduate-level studies in architecture will be offered for the first time this academic year at the David Azrieli School of Architecture. The Head of the Azrieli School, Dr. Eran Neuman, says, "As a university we have the advantage of combining quality professional training with interdisciplinary studies in the humanities and arts. This is important because, ultimately, people use architecture in the real world. The new M.Arch program will include four main study tracks: urban planning and design; conservation; history, theory and criticism of architecture; and the development of design technologies in the school's new Digital Architecture Laboratory.



TAU student Erez Klapper's stone pavilion demonstrates his innovative stone-cladding technique. The structure consists of exhibition halls.



When Fadia Nasser-Abu Alhija, a math and biology teacher from the Israeli Arab town of Tira, applied for her dream job as a high school principal, she was turned down. Instead, the job went to a male colleague, who she believes was less qualified for the position. This motivated her to change her direction and pursue an academic career. Now the chair of TAU's Department of Curriculum Planning and Instruction at the Jaime and Joan Constantiner School of Education, she has just been appointed as the first female Arab professor in the Israeli university system. Prof. Nasser-Abu Alhija holds a BA and MA from Tel

What were the challenges you faced in academia?

My first challenge was actually leaving the house and commuting. Very few women from my town went to university at that time. Also, I came from an inferior education system, and at first it was difficult to cope with the studies here.

What was it like to join the TAU faculty?

Very quickly I realized that getting to know my students and focusing on the skill of teaching would help me gain their respect. A few years after starting here, I received

In the future, I will be writing a book on how to measure and conduct research on student achievement. I also serve on national steering committees and boards of international academic journals.

Has the Arab attitude towards female education changed since you were in school?

Arab families have acknowledged that women cannot build a life in the modern world without education. And Arab girls themselves are realizing that it is important for them to be economically independent, both from their families and their husbands.

Breaking Through

TAU faculty member
**beats the odds to become the
first female Arab professor
in Israel**

Aviv University, and completed her PhD as a Fulbright scholar at the University of Georgia, USA.

What drew you to your field of study?

I originally went into education because teaching is the main profession for Arab women. While I was doing an MA in education here at TAU, I developed a passion for research methods, evaluation, measurement and statistics in education. I felt that expertise in this area was much needed within Israel, and important to cultivate.

an outstanding teacher award for my work. The working atmosphere here is supportive, and I know that regardless of where my students or I come from, we have a common language.

What do you see as your contribution to your field?

In my own research, I have looked at the discrepancies in mathematical achievement between Jewish and Arab students, and tried to explain this gap. I am very involved in teacher training and evaluation within Israel.

How do you see the future for Israeli Arab women in academia?

I'm proud of my accomplishment in becoming an associate professor. Things are changing. Now, you'll find many Arab women in medical schools, law schools or even engineering. There are also more openings available abroad for women to pursue their education. My appointment serves as a message to Arab women that despite difficulties, they can accomplish things that until a few years ago seemed impossible.



By Sarah Lubelski



Prof. Fadia
Nasser-Abu
Alhija

When Zoe Coleman, a six year-old living in the Ramat Aviv neighborhood close to TAU, asked to meet another girl whose father was suffering from terminal cancer like her dad, Jeremy Coleman, it took her parents several months to find an appropriate play date. When it finally happened, Zoe, now eight, benefited tremendously from the experience of meeting someone else in a similarly difficult situation.

The experience inspired Jeremy, who has since died, and his wife, Pamela Becker, both TAU business school graduates, to establish Jeremy's Circle, an organization that provides support and play dates for the children of family members suffering from cancer. "We decided to turn things around and create a social initiative from all this pain and suffering," says Pamela.

The initiative was taken under the wing of TAU students whose own lives had been affected by cancer, and they volunteered to mentor children facing a similar loss. The program they established, Circle of Giving, is run by Hillel at TAU in cooperation with Jeremy's Circle and is coordinated by TAU student Lynn Brill.

Since Jeremy's death in 2008, the project has expanded with the help of family and friends to include a nationwide play date database that matches children according to age, gender and location and holds special fun

days during school vacations. The first event

the organization held after Jeremy's death was a Hanukkah party for kids from all over the country. "One of the mothers started to cry. She told me that she hadn't seen her kids have such fun in ages," says Pamela. "The message is that even in a sad situation, it's OK to have fun."

Applying business know-how

The management skills that both Jeremy and Pamela acquired while studying for their MBAs at TAU's Faculty of Management—Leon Recanati Graduate School of Business Administration helped them set up the organization. Jeremy, a Brit, and Pamela, from the USA, met in 1996 and married in 1999.

Jeremy worked as an international business strategy consultant and also led regional competitiveness projects together with Palestinians, Jordanians and Egyptians. Pamela is a marketing consultant specializing in advertising and marketing strategies for Internet companies. "The MBA degree from TAU helped accelerate both our careers," says Pamela.

The cancer mentoring project came about as a result of a chance meeting between Lynn Brill and Pamela's mother at the GA Assembly of the United Jewish Communities that took place in Jerusalem last year. Lynn, 26, a TAU student in communication and political science, was a young teen when her mother fell ill with cancer. "From age 11 to 14, I accompanied my mother to all her treatments. My parents were divorced and I was the oldest sibling. During that time I really needed support, which is why I decided to take this program upon myself."

Lynn says that the first pilot program has had positive results. "Children involved with cancer take on an enormous burden of responsibility," says Lynn. "The program takes them away from grief and pain and allows them to be just kids."

For Omri, 29, a TAU psychology student, the program represented a chance for him to "close a circle." Omri's mother died 10 years ago from cancer, while he was a soldier in the IDF. "I welcomed the idea of getting closer to a young child undergoing the same experience. It enabled

me to deal with my own experience of loss," he says.

Omri was matched with eight-and-a-half year-old Ido whose mother died of cancer one year ago. The two met for weekly meetings of one and a half hours during the three months of the pilot program. Ido's younger five year-old brother was also teamed up with a TAU student-mentor.

Omri believes that the program gives children the positive support they need: a fun and trusting relationship with an older person. "I have no doubt that our time together, playing games, contributed to Ido's well-being," he says. "I was surprised that the meetings held such importance for the child within such a short time."

The experience has helped Omri redefine his professional goals and direct his studies toward child psychology. "I was challenged to enter the world of a child who cannot express his grief in words, and can only share with you his creative life," says Omri. "This is the model I would like to follow in my work."

Jeremy's Circle 
together in friendship and support

Closing

As for Omri's own loss, the first two years after his mother's death were the most difficult. "We were in a constant flux of reassessing and restructuring our family relationships," he says, adding that his mother, who volunteered in organizations dealing with patients' rights, would be proud of his participation in the program.

Maayan Blumenfeld, 25, a TAU student in psychology and special education, was motivated to join

the program by the loss of her younger brother. Maayan was matched with 14 year-old Lior, whose mother died a year ago from cancer. "At first it was hard to get close to Lior, who was the oldest child in the program. However, after a few months, we formed a close and trusting relationship based on fun activities such as solving puzzles. I saw him gain self-confidence."

For Maayan the experience was very meaningful as Lior was the same age as her brother when he died.

Head of TAU's Hillel chapter, Pnina Gaday, says, "The most amazing thing about this project is that everyone involved has a connection to cancer. The students don't do it for extra credit or scholarships but are motivated by a real desire for *tikkun olam*."

By Louise Shalev

Pamela Becker (seated left) with children Leo (top) and Gil, students Lynn Brill and Maayan Blumenfeld and Zoe Becker.



a Circle

A social program resulting from the pain of one family is helping children experiencing the loss of a relative to cancer



The Origins of Man's Best Friend

New genetic research by an international team that included TAU has revealed the Middle East to be the main origin of domesticated dogs, and not China or Europe as was widely believed.

Prof. Eli Geffen of the Department of Zoology at the George S. Wise Faculty of Life Sciences provided genetic samples of wolves from the Middle East for the project, and was also involved in the genetic analysis. The team looked for common genetic markers among 900 dogs representing 85 breeds along with more than 200 grey wolves from around the world, including North America, Europe, the Middle East and East Asia.

From the canines' samples, it was determined that the majority of modern dog breeds share more genetic similarities with the Middle Eastern grey wolf than any other wolf variety, supporting the theory that the initial domestication of dogs was carried out in the Middle East, says Prof. Geffen. And while there are breeds that originated in other locations, he believes they are most likely derived from dogs exported from the region.

Scientists say these findings are not entirely unexpected, as domesticated cats, livestock and agriculture also originated in the Middle East. The research was based on a larger sample size than has ever been collected before, and included more in-depth analysis. The team analyzed nearly 50,000 genetic markers – an immense undertaking that has led to a more conclusive result, says Prof. Geffen.



Approximately 1.2 billion people in the world have no access to clean water, resulting in the death of 1.5 million young children every year from water-borne diseases, according to UNICEF. This is due, in great part, to rising pollution, growing populations and lack of water treatment infrastructure in developing countries.

Now, three teams of TAU scientists have joined an EU research consortium working on a compact and low-cost solution: using the sun's energy to remove contaminants in the water.

The project, which is funded by an EU Seventh Framework grant and includes groups from Israel, Denmark, the UK, France, Italy, South Africa and Jordan, is developing a photocatalytic water treatment system. This harnesses photons from the sun to break down pollutants in water.

The system, which is being designed to resemble a solar panel, will be placed on dwellings located near ponds and streams with poor water quality. It will not require any consumables – electricity or chemicals – to run, and

is therefore ideal for isolated or poorer communities in developing countries.

“There are different ways to bring about chemical reactions,” explains Prof. Reuven Boxman of the Iby and Aladar Fleischman Faculty of Engineering, who holds the Kranzberg Chair in Plasma Engineering and heads the TAU component of the project. “You often have to add an energy source, such as electricity or heat in the form of a flame. What we’re doing here is using energy from the sun to decompose organic pollutants.”

Solar-Powered Drinking Water

TAU scientists are taking the largest part in an EU water purification project for the developing world





The TAU teams working on the project hail from the Electrical Discharge and Plasma Laboratory led by Boxman; the Water Treatment Laboratory headed by Dr. Hadas Mamane of the Fleischman Faculty, a former Porter Fellow; and the Hydrochemistry Laboratory headed by Dr. Dror Avisar of the Department of Geography and Human Environment, Lester and Sally Entin Faculty of Humanities.

Planned water research center

The project is part of far-reaching efforts at Tel Aviv University in the area of water research, including a planned water research center initiated by Avisar and Mamane. The center's main goal will be to improve water reclamation methods. "Harmful pesticides and chemicals remain in water reclaimed by wastewater plants," says Mamane, "and we're developing innovative technologies for these plants aimed at enhancing water quality."

The center will also provide a framework for graduate students researching water chemistry.

In a laboratory breakthrough, Prof. Israel Gannot of the Department of Biomedical Engineering, Iby and Aladar Fleischman Faculty of Engineering, is using nano-particles injected into the body to zap and kill tumors. His innovative method was published in *Nanomedicine* and highlighted by *Nature Nanotechnology*. He uses an external magnetic field to excite the nanoparticles, which heat up and destroy tumor cells very selectively. The method is potentially fast and minimally invasive and could be an alternative to radiation therapy or chemotherapy, which are valuable weapons against malignant tumors but often harm healthy tissue as well.

The treatment has proven effective in the lab but must still undergo trials on human subjects. It could be developed for almost any type of tumor, notes Gannot, including those of the gastrointestinal tract, colon, lungs and prostate. By using a special feedback technique, also developed in Gannot's laboratory, the process could be further optimized for individual treatment.

Nano-Based Tumor Buster

A TAU researcher has found a new way of detecting and treating cancerous tumors with minimum side effects



The specialized cocktail of nano-particles and antibodies is administered by injection either locally or into the blood stream. As an added benefit, the mixture washes out of the body, minimizing side effects.

If clinical trials are successful, the technique could become a mainstay of patient care. The nano-particles themselves have already been approved by the FDA for MRI imaging purposes, but Gannot adds that there is still a great deal of research to be done before his method can be applied clinically.



From left: Dr. Dror Avisar, Dr. Hadas Mamane and Prof. Reuven Boxman



▲
Prof.
Fernando
Patolsky

A research team headed by Prof. Fernando Patolsky of the Raymond and Beverly Sackler School of Chemistry has developed a powerful electronic sensor that detects numer-

Hand-Held Explosive Detector

TAU-developed tool could also have medical and environmental applications

ous types of explosives. Based on nanotechnology concepts, the new sensor is fast, highly portable, and more sensitive and reliable than sniffer dogs.

The sensor is generating great interest within the security and defense communities. It has been licensed by Ramot, TAU's technology transfer company, to Nanergy Alternative Energy, Inc. Nanergy is creating a prototype based on the patent, and is already in contact with companies that develop explosives sensors to advance it to the next stage of development.

Patolsky, 35, who made aliyah from Argentina in 1990 and returned to Israel four years ago from Harvard University, explains that existing methods of detecting explosives have

drawbacks: they are costly, cumbersome, slow, and often require expert analysis in the lab. Patolsky's device overcomes these drawbacks. Not only can it be handheld, but it is capable of pinpointing explosives at a distance. Furthermore, in contrast to traditional explosives sensors, it enables definitive identification of the type of explosive with minimal detection errors or failures.

Patolsky's team is considered to be one of the world leaders in the development of nanometric sensors for the identification of chemical and biological molecules. These sensors may be used to reveal not only explosives, but also biological toxins such as anthrax, cholera or botulinum.



Schizophrenia Drug Licensed

Of tremendous potential benefit to sufferers, Jerusalem startup BioLineRx, Ltd., which is developing a schizophrenia drug based on discoveries by a TAU-led team, signed a \$365 million licensing deal with Cypress Bioscience. The new drug improves on current ones because it blocks the debilitating side effects associated with treatment.

The TAU scientists working on the drug are Prof. Avi Weizman, Head of

TAU's Felsenstein Medical Research Center; Dr. Ada Rephaeli and Dr. Irit Gil-Ad of the Center; and Prof. Abraham Nudelman of Bar-Ilan University.

A generation ago, schizophrenia was treated with anti-psychotic medications that induced severe Parkinson's disease-like side effects including tremor, rigidity and a frozen facial expression. While second generation medications are a great improvement over their

predecessors in that they reduce such symptoms, they too have an unwanted side effect of appetite stimulation, resulting in obesity.

The scientists' novel approach focuses on harnessing the beneficial properties of GABA, a naturally occurring chemical in the brain that regulates neural activity and prevents over-excitability. Weizman and his colleagues have found a way of administering GABA by allowing it to safely "hitchhike" across the brain-blood barrier by linking it to perphenazine – an efficient anti-psychotic drug that has been in clinical use for decades. "The new 'super-molecule' we've designed seems to be a very efficient treatment and it doesn't produce Parkinson's symptoms or metabolic side effects," says Weizman.

New mothers are counseled to breast-feed their babies instead of relying on formula, which contains cow's milk, for the first few months of life. But now, Prof. Yitzhak Katz from the Department of Pediatrics at the Sackler School of Medicine has discovered that introducing babies to cow's milk through infant formula can protect them from developing cow's milk protein allergy (CMA).

CMA can be dangerous for babies, leading to rashes, respiratory problems, shock and even death. Early exposure to the protein, however, serves as a type of vaccination. To test the effects of cow's milk formula, Prof. Katz and his fellow researchers studied the feeding history of 13,019 infants. They discovered that babies who were started on cow's milk formula within 15 days of life were 19 times more protected against CMA than those who were introduced to cow's milk protein later in their development.

This study will provide invaluable information for the World Health



Cow's Milk for Growing Children

Organization, which currently suggests that women switch from breast-feeding to bottle feeding at three to five months. Prof. Katz warns that this is the worst time to be introducing a baby to cow's milk protein, and suggests that if a child is not fed formula within the first 15 days, they should only be introduced to milk products after a year.

Although more research is needed to determine how much formula is needed to produce the protective effect, Prof. Katz suggests that mothers who are breast-feeding and wish to protect against cow milk allergy begin with a bottle of formula each night.

TAU study finds early exposure to the protein in cow's milk protects babies against a deadly allergy

Adult-onset (Type 2) diabetes causes insulin-like hormones to circulate through the body. A study conducted by Dr. Gabriel Chodick and Dr. Varda Shalev of the Sackler School of Medicine shows that while this can

their cancer rates with a non-diabetic population of 83,874 people. The study proved that the risk of prostate cancer is reduced by 47% in men with diabetes. However, says Dr. Chodick, the interaction between diabetes and

colon cancer, is essential for women with adult-onset diabetes, warns Dr. Chodick. Of course, he says, the best prevention is to manage this type of diabetes with exercise and a diet low in calories.

Diabetes Could Double Cancer Risk for Women

Higher awareness and early detection are essential, warns a TAU study

decrease the risk of prostate cancer for diabetic men, it can double the risk of cancer for diabetic women.

Drs. Chodick and Shalev looked at 16,721 diabetic cases and compared

female hormones tends to increase the risk of cancer in the uterus and ovaries.

Higher awareness of these cancers, along with early screening for



NEW DIRECTIONS

Harvey Krueger Elected TAU Chairman

Deeply committed to Israel throughout his career, Krueger is a **leading investor** in Israeli companies, and a **donor** to many Israeli institutions, as well as a **pillar** of the American Jewish community

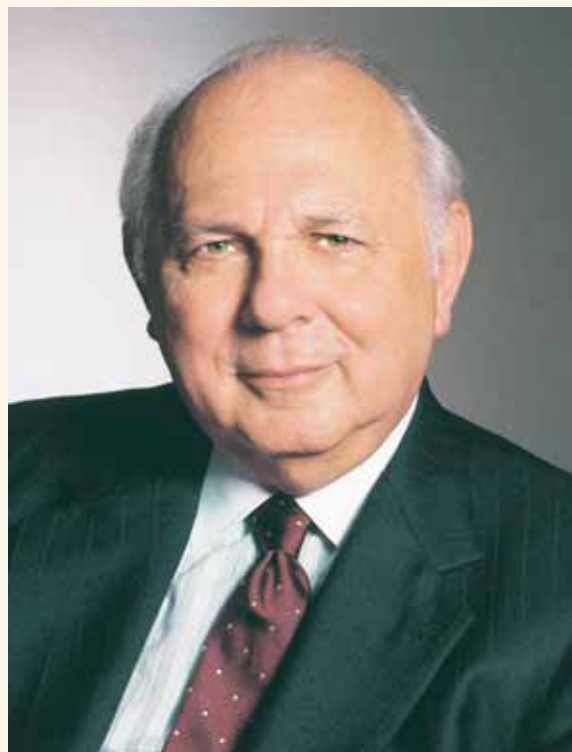
Harvey M. Krueger, prominent American banker and global financial figure, current Vice Chairman of Barclays Capital and former Vice Chairman of Lehman Brothers, was elected Chairman of TAU's International Board of Governors. Approval of his appointment was almost unanimous.

"My relationship with Israel goes back to 1961," recalls Krueger, father of three and grandfather of six, who resides in New York with his wife of 58 years, Connie, described by him as "a woman of remarkable patience."

"I came to the country in my capacity as a banker, and fell in love with it. Israel taught me who I was and what I was – and I hadn't even realized I was looking for myself... Since then I have dedicated my life to helping Israel grow."

Over the years, Krueger has played a significant role in strengthening higher education in Israel – as Chairman of the Board of Governors of the Hebrew University for nine years, and as President and Chairman of the American Friends of the Hebrew University. He also served as Chairman of the Peres Center for Peace. "I believe that Israel's future depends upon strong institutions of higher education," he asserts. "Israel's greatest resource is the intellect of its people. The universities discipline that intellect. Viable and stable universities translate themselves directly into a viable, sustainable Israel."

This is precisely the view that motivated Krueger to accept the chairmanship of TAU, the country's largest university, located at the center of Israeli business, high tech and cultural life. Strongly believing that "Tel Aviv University must remain the great university that it is, and helping TAU



is helping Israel," he took on the massive challenge. Now, at the age of 81, he spends much of his time and energy meeting with old and new supporters of TAU, and developing the university's worldwide network of friends.

"Harvey Krueger brings with him a wealth of financial, investment and management acumen, as well as relationships with many community leaders who may be willing to support the university," says TAU President Prof. Joseph Klafter. "We consider ourselves fortunate to secure the services of such a renowned personality to follow in the footsteps of our former chairpersons. We welcome Mr. Krueger to our global network of devoted friends and supporters, and wish him great success in his new position."

Concludes Krueger: "I have enormous respect for President Klafter, and for all he is achieving at TAU, and I believe we make a good team. Most important, we share a dream: seeing TAU grow and take the leading position it deserves, as a recognized international center of excellence, research and intellectual activity."

Chairman of the Board of Governors
Harvey Krueger

Huowang He and Yan Sun think their year at Tel Aviv University will be unforgettable. For these two young, eager-to-learn PhD students, this is a once-in-a-lifetime opportunity – an eye-opening experience and a launch pad for promising careers – that is accessible to very few in their homeland of China.

An integral part of their graduate studies at the Diane and Guilford Glazer Institute of Jewish Studies at Nanjing University, the year at TAU was made possible by a donation from the Glazers of Beverly Hills, California.

“I feel that the Chinese people have a lot to learn from Israel and the Jewish people, especially about maintaining the balance between tradition and modernization, a crucial issue in China today,” says Huowang He, who is writing his dissertation about Jewish philosopher

The significance of the Chinese students’ education at TAU is exemplified by the career trajectories of the six students who preceded them. All of them found influential positions in academia and government upon their return to China. “Sending our students to TAU has become a tradition,” says Prof. Xu Xin, prominent historian and founder and Director of the Glazer Institute at Nanjing University. “The students’ experiences contribute to the development of Jewish Studies programs throughout China, which promote the Chinese people’s positive understanding of the Jewish

GLAZER PROGRAM

Chinese Student Exchange



Guilford and Diane Pregerson Glazer



Martin Buber. Yan Sun, whose thesis deals with the anti-Semitic thinking of German composer Richard Wagner, adds: “Here at TAU we find a wealth of resources and courses about Jewish history and culture. It’s an incredible boost to our research.”

These two young scholars express their sincere gratitude to Guilford Glazer, a businessman and philanthropist, founding member of the American Friends of TAU and Honorary Fellow of TAU, and his wife, Diane



Yan Sun and Huowang He



The Chinese people have a lot to learn from Israel and the Jewish People.

Pregerson Glazer, attorney and TV interviewer. The Glazers deeply believe that a mutual dialogue between the two great cultures – the Jewish and the Chinese – is highly relevant to the complex world of today.

people and Israel. We are grateful to the Glazers for giving our students the opportunity to study at TAU, with its outstanding faculty.”

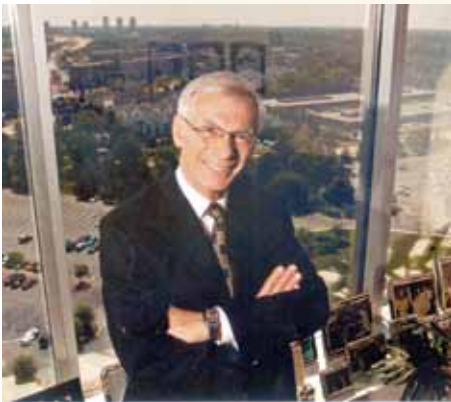
In line with their belief in Middle East peace, the Glazers also co-founded TAU’s Moshe Dayan Center for Middle Eastern and African Studies and the former Jaffee Center for Strategic Studies, now the INSS. They are sponsoring young faculty recruitment at TAU’s Department of East Asian Studies, and are supporting the Minerva Humanities Center at TAU’s Cohn Institute for the History and Philosophy of Science and Ideas. Additional TAU projects funded by the Glazers include research on Alzheimer’s disease and the publication of the complete works of Zvi Preigerson covering Soviet Jewry in the 20th century.

TAUBER INITIATIVE

Bringing Israeli Ethiopian Youth into the University Fold

“When I saw the campus of Tel Aviv University for the first time, I was overwhelmed. Everything was so strange and unfamiliar, but also so wonderful!” recalls Rachel Balay, an Ethiopian Israeli 10th-grader from Rehovot. She now regularly attends classes at TAU as part of the Tauber Initiative for the Advancement of Ethiopian Youth. “I looked around me, saw all the students, and knew that this is where I wanted to be.”

Joel Tauber



“

This is my *Tikkun Olam*.

The man who made this possible for Rachel and 330 other motivated youth from Israel’s Ethiopian community is Joel D. Tauber of Detroit, USA, former Chairman of the TAU American Friends of TAU and a TAU honorary doctor. For him, it all began in 1991, when, as Chairman of the United Jewish Appeal, he was able to raise funds for bringing 14,000 Jews

from Addis Ababa in one weekend – in what is now known as Operation Solomon.

Almost 20 years later, still strongly moved by the memory, Tauber recalls: “The Jews had to be evacuated immediately, because rebels were about to take over the city. At our request, the President of the United States himself asked the rebels to wait until Monday... and they did! The Jews were flown out in every aircraft Israel was able to muster, and by Monday all had landed at Ben-Gurion Airport. I got there just in time to greet the 200 new olim on the last crowded plane.”

Deeply committed to Israel’s Ethiopian population since that day, Tauber and his wife, Shelley, have been involved in several advancement projects, ultimately partnering with TAU to create the unique Tauber Initiative: a wide-ranging educational program starting in the seventh grade and continuing all the way through college that is designed to inspire the next generation of young Ethiopians to obtain a higher education. The project, first implemented in 2007, is coordinated by Rachel Warshavsky, Head of the Social Involvement Unit of TAU’s Ruth and Allen Ziegler Student Services Division, in cooperation with its Student Welfare Unit and the Dov Lautman Unit for Science Oriented Youth at the Jaime and Joan Constantiner School of Education. Activity is continuously monitored by Tauber’s own daughter, Julie McMahon, who, with a master’s degree in education from Columbia University, specializes in programs for underprivileged youth.



Michal Bugala

THE TAUBER INITIATIVE – SUCCESS IN FOUR STAGES

- **“Thinking Science.”** Science and technology enrichment for 7th and 8th graders at their schools. Results: 98% progressed to continuing programs.
- **“Sparks of Science.”** Academic enrichment for 9th to 12th grade pupils at the TAU campus. Results: 100% completed the program and became eligible for an academic preparatory course.
- **“Reaching Higher” – Stage 1.** Intensive assistance in preparing for psychometric tests required by universities. Results: 80% of the participants were admitted to institutions of higher education.
- **“Reaching Higher” – Stage 2.** Financial and academic support for students throughout their studies at TAU. Results: Participants are achieving high grade point averages.

"I would never have made it this far without the Tauber Initiative," says Michal Bugala, a 3rd year student in social work at TAU, who both passed the university entrance exam and received a substantial scholarship through the Initiative. Last year she served as an instructor for junior-high school pupils in a Tauber-supported science mentoring program. "The youngsters were amazing, so eager, so motivated," she relates. "Helping them learn and grow gave me enormous satisfaction, and they were thrilled when they saw us – Ethiopian university students. Now they know they can do it too!"

Michal's achievements join quite a few other impressive success stories, such as Tauber Fellow Dr. Yarden Fanta-Vagenstein, the first Ethiopian woman ever to obtain a PhD at an Israeli university, who went on to pursue post-doctoral work in education at Harvard University.

Young Rachel believes she can follow this path. "I plan to get a PhD in psychology" she declares with unmistakable self assurance. "This is something that was never even an option before. The Tauber Initiative has broadened my horizons infinitely. It has changed my life, my whole future. My parents and older siblings never had an opportunity like this, but my younger brother is already following in my footsteps. He's in the 7th grade, just starting the program, and he's thrilled. I'm sure he will go all the way!"

"This is my *Tikkun Olam*," smiles Joel Tauber. "My ultimate mission is to demonstrate to the whole world how the Jewish state can integrate Ethiopian Jews into the community as equals, giving them the full opportunities accessible to all Israelis."

SACKLER SUPPORT



Pictured from left: Dr. Raymond and Mrs. Beverly Sackler with Prof. Joseph Klafter

Sackler School Alumni Gala in New York

TAU-trained physicians from all over the United States and Canada flew into New York City this past October for a dinner-dance sponsored by the Alumni Association of the Sackler School of Medicine New York State/American Program. The gala event honored Dr. Raymond and Mrs. Beverly Sackler, major supporters of the program and of Tel Aviv University in general. Over 250 people danced the night away, after hearing greetings by TAU President Joseph Klafter, Dean of the Sackler Faculty of Medicine Yoseph Mekori and dignitaries from the Alumni Association, which numbers 1,500 strong.

Yuval Ne'eman Chair Dedicated

The Professor Yuval Ne'eman Chair in Physics was inaugurated at TAU's Raymond and Beverly Sackler School of Physics and Astronomy. The new chair, commemorating one of Israel's leading scientists and a founder and former President of TAU, was established by Raymond Sackler, a long-standing TAU donor and close personal friend of Prof. Ne'eman. The ceremony was held in the presence of Ne'eman's widow, Dvora, and the keynote lecturer was Nobel Prize laureate in economics, Prof. Yisrael Aumann of the Hebrew University of Jerusalem.

"This chair is a great honor for me," said chair incumbent Prof. Yaron Oz, Head of the Sackler School of Physics and Astronomy, which was founded by Ne'eman. "Prof. Yuval Ne'eman was a man of numerous abilities, initiatives and accomplishments, a great man and a great scientist."



Prof. Yisrael Aumann



Prof. Yaron Oz with then Rector Dany Leviatan



COSTER SCULPTURE

Lighting Up the Campus

Spiral Light, a five-meter-tall luminous sculpture, has been donated to TAU by Ora and Theo Coster, owners of Theora Design – a Tel Aviv based world leader in the invention and design of games, toys, activities, crafts, dolls, electronic games and novelties.

The Costers personally designed the unique sculpture to honor the memory of their close friend, the late Prof. Bracha Ramot, a hematology expert and researcher, Israel Prize laureate and one of the founders of TAU's Sackler Faculty of Medicine, who mentored many of Israel's leading hematologists.

Ora and Theo Coster



GOLDHAR SCHOLARSHIPS

Commemorating a Pioneering Female Scientist

A new scholarship fund for female physics students at TAU has been inaugurated by Dr. Janina Goldhar, retired TAU microbiology professor and one of the veteran members of the Department of Human Microbiology at the Sackler School of Medicine. The fund commemorates Dr. Goldhar's parents: chemistry and pharmacy scientist Dr. Mieczyslaw Proner, killed in WWII, and Dr. Maria Proner-Pogonowska who, in 1924, was the first person to attain a doctorate in physics from Warsaw University.

"My mother was an extraordinary woman," says Dr. Goldhar. And indeed, Dr. Maria Pogonowska's long life – she died in July 2009 at the astonishing age of 111 years and 8 months, Israel's oldest person at the time – seems to unfold within it several lifetimes. Born to an assimilated Jewish family in Warsaw in 1897, she became a promising physicist, and later survived the Holocaust with her daughter Janina (born in 1929) in the non-Jewish side of Warsaw, with the help of a gentile friend and false IDs. Choosing not to resume her academic career when the war was over, she shared in the running of an orphanage in Warsaw until 1968. Then, driven by a new wave of Polish anti-Semitism, she made aliyah with her daughter, son-in-law and two young granddaughters – and started all over again in a new country, with a new language, at the age of 71. Remaining active in her old age, she lived to see five great-grandchildren and two great-great-grandchildren.



The late Dr. Maria Proner Pogonowska



Dr. Janina Goldhar (left) with scholarship recipient Shira Giat

Says Dr. Goldhar: "Looking for a meaningful way to commemorate my mother, my family and I decided to give scholarships to young women who resemble what she had been: female physics students who, apart from being gifted scientists, care about the society they live in, and are involved in community service. We feel that this is the right way to honor her."

The first Dr. Mieczyslaw Proner and Dr. Maria Proner Pogonowska scholarship was awarded to Shira Giat in 2010. The fund will continue to give scholarships for ten years, benefiting one female student in the exact sciences, with a preference for physics, every year.



◀ The Webb Family School of Languages Building

From their award-winning building on campus to their international leadership of the preservation of Yiddish language and culture, the Webb family of Los Angeles has been an integral part of TAU's history for more than five decades.

For Max Webb, a prominent Los Angeles businessman and philanthropist, supporting TAU and other Jewish and Israeli organizations is a way of expressing gratitude for surviving the horrors of the Holocaust. As a young man he was imprisoned by the Nazis in 18 camps over a period of five years, and participated in the infamous Death March at the end of WWII. Immigrating to the USA in 1952, he prospered in the real estate business, and in 1962 created the Max Webb Family Foundation dedicated to improving the quality of Jewish life in Israel and the United States. "Every Jewish cause is a good cause," says Max, who actively supports universities, yeshivas, synagogues, hospitals, and museums. "But education is my first priority."

In line with this belief, Max first got involved with TAU in the 1960s, establishing the American Friends of Tel Aviv University's Western Region chapter to raise funds for building up the fledgling university's campus.

PROFILE: MAX AND ANNA WEBB

A Half-Century of Impact on the TAU Campus



▶ Anna and Max Webb

In recognition of their leadership, both Max and Anna Webb have received honorary doctorates from Tel Aviv University.

"The Webbs are outstanding philanthropic role models," says William Cohen, National Chairman of the American Friends of Tel Aviv University. "Both Max and Anna know that Jewish education is key to the ongoing survival of the State of Israel – and of the Jewish people."

"G-d gave me a gift," says Max. "I survived, and I'm not going to take the money with me. So this is my life."



SOFAER iMBA

Celebrating the First Graduating Class

Fifty-five students from 21 countries were the first graduates of the Sofaer iMBA program – the international

English-language MBA program launched in 2009 at TAU's Recanati Graduate School of Business Administration.

Speaking at the graduation ceremony, co-founder of the program Michael Sofaer said, "the Sofaer iMBA program exists today because of my twin brother Philip's desire to promote greater international understanding of Israel and the Middle East." In attendance were head of the program and former Dean of the Faculty of Management Prof. Simon Benninga, current Dean Prof. Asher Tishler and many students and staff members. Michael Sofaer attended the event with several members of his family, and congratulated the new graduates on behalf of Philip, who was unable to attend.

"To the Sofaer family we say that you have given us an opportunity of a lifetime," said the graduates' representative Laura Boyanovsky of Toronto. "We will carry this with us for the rest of our lives."

▶ From left: Michael Sofaer, Head of the Program Prof. Simon Benninga and Dean of Management Prof. Asher Tishler

australia

✿ First Visit by President Klafter

Prof. Joseph Klafter crossed the continent on his first visit to Australia. He met with veteran and new university supporters in Melbourne, where he was hosted by Vivien Zimmet, President of the Victoria Chapter of the Australian Friends; in Perth, where he was hosted by Geoff Morris; and in Sydney, where an office for the New South Wales region was established with the help of TAU Governor and Honorary Doctor Sam Moss.

MELBOURNE

✿ Annual Oration

Evan Thornley, CEO of Better Place Australia, delivered the Australian Friends of Tel Aviv University 2010 Oration in memory of the late Yehiel Ben-Zvi, Vice President of TAU. A presentation of Yehiel's life at the university prepared by his partner, Bella Gerstel, was shown. President Joseph Klafter represented the University.



From left: Bella Gerstel; CEO of Better Place Australia, Evan Thornley; TAU President Joseph Klafter; President of the TAU Friends in Victoria Vivien Zimmet; and Vice President of the TAU Friends in Victoria Dr. Victor Wayne.

✿ Iran's Bomb Program

The Australian Friends of TAU in Victoria held an evening with guests of honor Prof. David Menashri, Director of TAU's Center for Iranian Studies, and his wife, Gila. His talk was entitled "Iran, Israel and the Bomb." The event was generously hosted by Miriam and Michael Suss in their home.



From left: Stera Gutnick, Vivien Zimmet, Michael and Miriam Suss and Evi Selwyn



Ron Krongold

Loss of Dear Australian Friend

The passing of Ron Krongold (1944-2010), past President of the Australian Friends of TAU, was much mourned by his colleagues and friends at home and in Israel. He was recently awarded an Honorary Fellowship by TAU in recognition of his tireless efforts to promote Tel Aviv University in Australia and his dedicated leadership of the

Melbourne Chapter of the Australian Friends for 10 years. The Krongold family's ties with TAU were initiated by Ron's parents, Henry and Dinah, who established the Henry and Dinah Krongold Chair in Microelectronics. Ron and his wife, Susan, continued this tradition through their support of scholarships for immigrant doctoral students in microelectronics. Ron was a highly respected Jewish community leader and a past President of JNF Victoria, among numerous other causes.

SYDNEY

✿ New President Appointed

David Dinte, BEc, LLB, MAICD (pictured), has been appointed President of the New South Wales Chapter of the Australian Friends. Mr. Dinte is a property developer with extensive experience in commercial, retail, industrial and residential development, acquisition and management in both Australia and the US. A Vice President of the Royal Institute for Deaf and Blind Children, Mr. Dinte is also a Director of the Australia Israel Cultural Exchange. He is a member of the Young Presidents Organization, the Australian Institute of Company Directors and the International Council of Shopping Centers.



india

✿ New Association and Chairman

Aaron Solomon (pictured) has been appointed Chairman of the newly established Indian Friends of Tel Aviv University. A third generation solicitor, Solomon is Managing Partner at Solomon and Co. in Mumbai, which is headed by his father, Mr. Jonathan Solomon, and which celebrated its centenary year in 2009. Aaron Solomon heads the Mergers & Acquisitions, Corporate and Finance arm of the firm.



argentina

❁ 15 Years of Economics Insight

The Argentinean Friends Association organized the 15th annual economic symposium with the participation of TAU's Prof. Manuel Trajtenberg, who serves as head of the Israel Council for Higher Education and was special ad-



From left: Mrs. Polly Mizrahi de Deutsch, Prof. Joseph Klafter and Mrs. Pirchia Klafter

visor to the Israeli Prime Minister from 2006 to 2009. TAU President Joseph Klafter opened the event and was presented with a silver plaque by President of the Argentinean Friends Association Mrs. Polly Mizrahi de Deutsch. Eight economists exchanged views before an audience of 1,300.

❁ Life Science Conference

A third meeting in a series of scientific conferences organized by the Argentinean Friends took place in Buenos Aires. Among the participants were Prof. Ehud Gazit, Vice President for Research and Development and a prominent researcher of nanotechnology; and Prof. Martin Kupiec, a leading researcher in molecular genetics at TAU's George S. Wise Faculty of Life Sciences. Participants included top researchers and students from the life sciences and medicine who also toured



From left: TAU honorary doctor Marcos Aguinis, Prof. Ehud Gazit, Prof. Martin Kupiec, Mrs. Miriam Smolarz and Mr. Adolfo Smolarz

institutions specializing in nanoscience and biology.

holland

❁ New President Appointed

Robert van der Heijden (pictured) has been appointed President of the Dutch Friends of Tel Aviv University. A former Mayor of Zandvoort, Mr. van der Heijden is President of the National Institute of Victims of Asbestos, President of the Advisory Board of the Voluntary Euthanasia Association, President of the Foundation for Industrial Heritage Touristic Routes and former President of the National Maror Foundation for Moral Claims of Dutch Jewish Victims of World War II.



❁ Joint Alzheimer's Meet

The Dutch Friends together with Prof. Dr. Philip Scheltens, Director of the Alzheimer's Institute of the Free University in Amsterdam, and TAU's Prof. Illana Gozes of the Sackler Faculty of Medicine, Director of the Adams Super-Center for Brain Studies and incumbent of the Lily and Avraham Gildor Chair for the Investigation of Growth Factors, organized a conference on developments in Alzheimer's disease.



❁ Sino-Israeli relations

TAU Rector Prof. Aron Shai of the Lester and Sally Entin Faculty of Humanities, incumbent of the Shoul N. Eisenberg Chair for East Asian Affairs, lectured on "Sino-Israeli Relations: Current Reality and Future Prospects" at an event organized by the Dutch Friends and Clingendael – Netherlands Institute of International Relations.

From left: Dr. Frans-Paul van der Putten, a research fellow at Clingendael; Mr. van der Heijden; Mrs. Puah Shai and Prof. Aron Shai.

uk

LONDON

❁ Fourth Annual TAU Student Film Festival

More than 250 people attended the screening at the Renoir Cinema, in central London, of four award-winning short films by students of TAU's

From left: Chairman, TAU Trust in Great Britain, David Levin; Prof. Joseph Klafter, Jonathan Geva and Dan Patterson



Department of Film and Television, Yolanda and David Katz Faculty of the Arts. TV producer Dan Patterson hosted a question-and answer session with student Jonathan Geva.

Representing the university were President Joseph Klafter and Vice President Gary Sussman. Sponsors of the event, which was organized by the TAU Trust in Great Britain, were Berwin Leighton Paisner LLP (BLP); Bank Hapoalim (BHI) and Israeli House.

❁ Social Justice

Prof. Neta Ziv, Head of the Elga Cegla Clinical Legal Education Program at TAU's Buchmann Faculty of Law, discussed "Competing Visions of Human Rights and Social Justice in Israel Today – A Struggle for the Soul of the State," at an event organized by the TAU Trust in Great Britain in conjunction with the British Israel Law Association and Practical Law Company.

❁ Arad Talk and Alumni Launch

The TAU Trust hosted a fundraising evening with the internationally renowned architectural and product designer Ron Arad, who was awarded a TAU honorary doctorate this year and is currently working on a sculpture for the university campus. The event was held at 176, the cutting-edge contemporary art gallery owned by Anita and Poju Zabłudowicz. Over 150 people gathered to listen to Ron Arad speak on "No Discipline," during which he showed slides and discussed many of his works. The evening's sponsors were Mishcon de Reya and Stenham. Representing the university were TAU President Joseph Klafter and Vice



From left: Edwin Wulfsohn, Ron Arad and Prof. Joseph Klafter

President Gary Sussman. The new TAU alumni association of the UK had a festive launch at the Arad evening. Bank Hapoalim supported their attendance and will be hosting alumni events in the offices during the association's inaugural year. Mr. Ian Fisher, a TAU alumnus, shared his own story and career, emphasizing the significance of an alumni community.



From left: TAU alumni Einat Bester, Aviv Shapira, Lilach Shapira and Elinor Yudan

SCOTLAND

❁ Scottish Friends Recital and Luncheon

The annual recital and luncheon party organized by the Scottish Friends Association and held at the home of Jeremy and Risha Freedman featured a performance by two students of TAU's Buchmann-Mehta School of Music, pianist Tal-Haim Samnon and soprano Gan-ya Ben-Gur Akselrod. Leslie Wolfson, Chairman of the Scottish Friends Association, welcomed guest of honor Lady Stone and gave an overview of the Scottish Friends' achievements over the 30 years that they have been in existence. This included the recent awarding of the Sir Alexander and Lady Stone scholarships and the Dr. Donald Kahn and Lord Macfarlane of Bearsden



From left: Alma Wolfson, Leslie Wolfson, Tal-Haim Samnon, Risha Freedman, Gan-ya Ben-gur Akselrod and Jeremy Freedman

scholarships, and the selection of Prof. Anna Dominiczak of the University of Glasgow, a world authority on cardiovascular research, to the prestigious Sackler Fellows Program at Tel Aviv University. In closing the formalities, a statement from TAU President Joseph Klafter was read out by Glen Watson, Leslie Wolfson's close associate.

canada

MONTREAL

❁ TAU Film Festival

Close to 500 people attended the Montreal Chapter's first REEL Israel Festival. Organized at the initiative of six young adults (pictured below), the event introduced students, young people, supporters of TAU and dignitaries to four Student Oscar-nominated films, and to the guest of honor, TAU graduate and creator of *Roads*, Lior Geller. Special guests were Andre Link, cofounder of Lions Gate Entertainment and producer of about 60 films, and award-winning filmmaker Beverly Shaffer.



From left: Ben Goloff, Linda Luttinger, Rob Daoud, Arik Ollo, Sabrina Dabby, and Rose Gotthell

❁ Honor Thy Mother: Shapiro Tribute Gala

The Canadian Friends led by their National President Judge Barbara Seal, together with Donald Seal and a dedicated group of community leaders and volunteers, organized a gala tribute honoring 102 year-old Mary Shapiro Kantor. The event was attended by more than 350 dignitaries and distinguished guests from Montreal, Israel and the US. The keynote speakers, Ms. Kantor's identical twin sons, Dr. Bernard and Dr. Harold Shapiro, spoke on the role of mothers in Jewish continuity, the centrality of Israel and higher education in the Jewish world, and how family and friends are the foundation of an enriched, rewarding life.

Gala co-chairs Barbara and Stanley Plotnick opened the evening and TAU Vice Rector Prof. Dina Prialnik delivered greetings from Israel and announced that in recognition of his lifetime commitment to TAU, Donald Seal will be awarded an honorary doctorate of the University at the upcoming 2011 Board of Governors Meeting.

Among the guests were Yoram Elron, Israeli Consul General to Montreal; Harvey Krueger, Chairman of the TAU Board of Governors; and Prof. Illana Gozes, President of the Israel Society for



From left: (back row) Dr. Harold Shapiro, Donald Seal and Dr. Bernard Shapiro; Front row: Vivian Shapiro, Judge Barbara Seal and Lois Shapiro

Neuroscience Research and Director of the TAU Adams Super-Center for Brain Studies. Proceeds from the event will benefit the establishment of the Mary Shapiro Kantor Neurodegenerative Research Laboratory at Tel Aviv University.

TORONTO

❁ Economics and Computer Science

The Toronto Chapter hosted TAU's Prof. Zvi Eckstein of the Eitan Berglas School of Economics, incumbent of the Mario Henrique Simonson Chair in Labor Economics and Deputy Governor of the Bank of Israel, and Prof. Ran Canetti of the Blavatnik School of Computer Science, Raymond and Beverly Sackler Faculty of Exact Sciences, at several events held in their honor.

Stanley Hartt, Chairman of Macquarie Capital Markets Canada Ltd., hosted them at the Toronto Club. Among the guests were Michael D. Harris, former Premier of Ontario, and Sheryl Kennedy, CEO of Promontory Financial Group Canada and former Deputy Governor of the Bank of Canada. Ariella Rohringer and Earl Rotman hosted the professors at a dinner party in their home; and Laurence Rose, CEO of Cantor Fitzgerald Canada, and Laurence Goldstein, President of Chalet Capital Corporation, hosted them for a final breakfast. At these gatherings Professors Eckstein and Canetti showcased the brainpower and outstanding research being conducted at the university.

❁ Screening and Fundraiser

More than 125 people attended a fundraising evening organized by the Toronto Chapter of the Canadian Friends Association in partnership with the Toronto Jewish Film Festival. Following a reception and address by award-winning film producer Robert Lantos, guests enjoyed a screening of *Five Hours from Paris*, a film directed by Leonid Prudovsky, a graduate of TAU's Department of Film and Television at the Yolanda and David Katz Faculty of the Arts.



Robert Lantos (left) and Phil Hart, member of the Toronto Board of Directors

germany

✿ From Shtetl to Stage

The German Friends Association organized an event in Frankfurt hosted by Anja and Dr. Reinhard Hermes featuring a reading by actor Mario



From left: Dr. Reinhard and Mrs. Anja Hermes and Mario Adorf
Photo: Rafael Herlich, Frankfurt

Adorf. The reading, from an autobiographical novel by Alexander Granach entitled *From the Shtetl to the Stage: The Odyssey of a Wandering Actor*, also included Granach's letters to his lover. Proceeds of the event will benefit the Ernst Gerhardt Scholarship Fund for Needy Students at TAU.

✿ TAU President Prof. Joseph Klafter visited Frankfurt and met with members of the German Friends Association at the offices of Sparkase Frankfurt. He reported on university activities and plans for the future.



From left: Ari Schach, Prof. Dr. Klaus Ring, Prof. Dr. Werner Meissner, Prof. Dr. h.c. Arno Lustiger, Anja Hermes, Prof. Joseph Klafter, Dr. Roland Kahlbrandt, and TAU representative Dr. Mati Kranz. Back row from left: Prof. Dr. Matthias Lutz-Bachmann, Dr. Reinhard Hermes and Dr. Herman Reich
Photo: Rafael Herlich, Frankfurt

✿ Helaba Dinner Supports TAU

The annual dinner of the Helaba-Landesbank Hessen Thüringen in support of Tel Aviv University took place in Frankfurt. Johann Berger, a member of the Bank's Board of Directors, welcomed the invitees and the guest of honor and keynote speaker, Uwe Becker, Treasurer of the City of Frankfurt. The event also included a report by Elena Gati, a physics student at the Goethe University of Frankfurt, on the outstanding hospitality she experienced during a three-week stay at TAU last summer. Poems by Mascha Kaléko were recited by well-known actor Inga Hampel. President of the German Friends Association Dr. h.c. Ernst Gerhardt thanked Peter Kobiela and the Bank for their hospitality.



From left: Uwe Becker; Dr. h.c. Ernst Gerhardt; member of the Board of Directors of the German Friends of TAU, Gerhard Kittscher; and member of the Board of Directors of the Helaba-Landesbank Hessen-Thüringen, Johann Berger
Photo: Rafael Herlich, Frankfurt



From left: Mrs. Gabriele Müller-Trimbush, Prof. Moshe Zuckermann, Rolf Sandvoss, and Mayor Dr. Martin Schairer

Trimbusch reported on her visits to TAU and emphasized the importance of supporting the university. She introduced the incoming mayor, Dr. Martin Schairer, who will head the committee of the German Friends in Baden-Wuerttemberg.

✿ German Literature in Israel

The annual event of the German Friends in Stuttgart took place at Foundation Federal President Theodor Heuss House. Managing Director Dr. Thomas Hertfelder welcomed the guests and introduced TAU professor and historian Moshe Zuckermann, coordinator of TAU's Marcel Reich-Ranicki Chair in German Literature, who lectured on "German Literature in Israel in the Past, Present and Future." Then Mayor of Stuttgart Mrs. Gabriele Müller-

✿ Update on Prajs-Drimmer Institute

Prof. Yoel Kloog, outgoing Dean of the George S. Wise Faculty of Life Sciences and Head of the Prajs-Drimmer Institute for the Development of Anti-Degenerative Drugs, was a guest at an event held in Berlin and hosted by TAU supporter Dr. h.c. Sruel Prajs and his sister, TAU Governor Norma Drimmer, together with Prof. Dr. h.c. mult. Hermann Parzinger, President of the Prussian Cultural Heritage Foundation. Norbert Zimmermann, Vice President of the Prussian Cultural Heritage Foundation, and Dr. h.c. Prajs welcomed the guests. Prof. Kloog screened a film and lectured on his work and the activities of the institute, and actor Inga Hampel read out poetry by Mascha Kaléko.



Prof. Yoel Kloog (left) with Dr. h.c. Sruel Prajs
Photo: Rafael Herlich, Frankfurt

✿ Remembering Lola and Marek

The German Friends organized an event in memory of Mrs. Lola Fischel and her son, Prof. Dr. Marek Fischel, former Vice President of the Executive Committee of the German Friends and a member of the TAU Board of Governors. Guests included the chairman of the German Friends in Hanover and former Lord Mayor of Hanover, Dr. Herbert Schmalstieg, and his two deputies, Dr. Joachim Pieper and Dietmar Althof.

brazil

✿ Prof. Zvi Eckstein, Deputy Governor of the Bank of Israel and incumbent of TAU's Mario Henrique Simonsen Chair in Labor Economics, lectured at a symposium entitled "Israel and Brazil – Plans and Economic Perspectives." The symposium was organized by the Brazilian Friends of Tel Aviv University together with the Institute of Education and Research (INSPIER) and Banco Santander. President of INSPIER welcomed the participants who included the former President of Banco Central Mario Mesquita and other leading economists.

Israel

Business Academic Club Focuses on Current Affairs and Culture:

✿ **Architecture Plus:** 2010 TAU Honorary Doctor Ron Arad – architect, designer and artist – was a guest of the Business Academic Club. His lecture included movies and a presentation of a bookshelf designed by him called "The Book Worm." He also spoke about the Design Museum in Holon, one of his most recent works. Architect Dr. Eran Neuman, who was recruited from UCLA to the David Azrieli School of Architecture, described his successful induction into the university.

✿ **Authorial Authority:** Another meeting featured writer and commentator Meir Shalev, who spoke on the creative process as well as current affairs. Mathematician Dr. Shiri Artstein-Avidan, who joined Tel Aviv University after completing her post-doctorate at Princeton University, participated in the event.

✿ **Turkey, Israel and the US:** The Business Academic Club hosted Deputy Minister of Foreign Affairs Danny Ayalon who, together with Prof. Uzi Rabi, Chairman of the Department of Middle Eastern and African History, Lester and Sally Entin Faculty of Humanities, discussed Turkish-Israeli relations and American intervention in the peace process. Among the guests were three Israel Prize laureates from the university: Prof. Abraham Tal (Hebrew Linguistics), Prof. Yair Aharoni (Management and Administration Science) and Prof. Abraham Nitzan (Chemistry), together with leading Israeli executives. In welcoming the gathering, President of the Israeli Friends Association Amos Shapira congratulated the laureates, noting that in order to ensure the continuation of academic excellence at TAU, it is necessary to continually invest in bringing back outstanding researchers from abroad.



Amos Shapira (center) with Prof. Uzi Rabi (left) and Danny Ayalon



Tzipi Livni

✿ **Democracy in Israel:** The Business Academic Club also hosted Tzipi Livni, Israeli opposition leader, who gave a talk on "A Jewish and Democratic State of Israel – The Challenge and the Vision," which was followed by a Q&A session. Special guests at the meeting were TAU's Prof. Yakir Aharonov, who was awarded the National Medal of Science by US President Obama for his achievements in the field of physics; and Dr. Yael Shomer, a political science researcher who recently joined TAU after doctoral and post-doctoral studies in the USA.

✿ End-of-Year Performance

The Israeli Friends of TAU, together with their Spanish and English-Speaking fellow members, held a joint event marking the conclusion of the 2009-10 academic year. The event was centered around a performance by the percussion ensemble of TAU's Buchmann-Mehta School of Music of classical pieces and works especially written for the ensemble. Alon Bor conducted.

usa

NORTHEAST REGION

❁ Solar Energy Boost

Michael Shaoul (left) and Prof. Yossi Rosenwaks



Jordan Nodel, a TAU Overseas Student Program graduate, organized an event at Morrison & Foerster LLP for a group of American Friends and TAU alumni in Manhattan. AFTAU Board Member Michael Shaoul introduced Prof. Yossi Rosenwaks of TAU's Iby and Aladar Fleischman Faculty of Engineering, who gave a presentation on new forms of solar energy being developed in Israel – one of the areas in which TAU excels.

❁ Meet the Directors

Tel Aviv met Hollywood in New York as nearly 150 Israeli and American Friends enjoyed a screening of three short, powerful films directed by students and graduates of the Department of Film and Television at TAU. After a lively reception, moviegoers were welcomed by Alan Aufzien, Chairman Emeritus of AFTAU.

Following the screening, Fox News' Jonathan Wachtel sat down with directors Pini Tavger and Leon Prudovsky for a conversation and audience Q&A. The event was promoted by the NY Alumni Leadership Committee and the Consulate General of Israel in New York.



Adrienne Gruskin, Pini Tavger, Ayelet Vardi and Alon Waks

❁ Bioengineering Our Health

American Friend Yoram Kinberg organized a luncheon hosted by J.P. Morgan Private Banking. Prof. Shmuel Einav of TAU's Fleischman Faculty of



Kate Hastings of J.P. Morgan (center), Prof. Shmuel Einav (right) and guests

Engineering gave an overview of new advances in bioengineering such as the use of nano-robots and nano-devices to repair human biological structures on the molecular level, and pills with electronic components that can help doctors monitor their patient's medicine needs.

❁ An Alumni Toast to Broza

Nearly 100 guests, alumni and friends of TAU gathered at the City Winery in Soho to sample the winery's offerings and enjoy the first-ever performance of Israeli singer David Broza's new album, *Night Dawn: The Unpublished Poetry of Townes Van Zant*. Broza chatted with the guests at a reception before the concert, after a tour of the winery.



From left: Raphael Sutton, Oren Heiman, David Broza, Alon Waks and Nava Feineizen

Oren Heiman, of AFTAU's Northeast Alumni Leadership Committee, thanked the guests for their generous support of the group's Alumni Scholarship Campaign.

❁ Evening with National Jewish Book Award Winner

Michael Shaoul, a member of the AFTAU Board of Directors, introduced National Jewish Book Award winner Prof. Dina Porat, then head of TAU's Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism, at a gathering of American friends at the Simon Wiesenthal Center in New York. Following welcoming remarks by Mark Weitzman, Director of Government Affairs at the Wiesenthal Center, Prof. Porat discussed organized Jewish revenge against the Nazis.



From left: Yehuda Porat, Varda Yoran, Dina Porat and Shalom Yoran

❁ Business Roundtable Breakfast

New York leaders in finance, banking and law gathered for breakfast and to hear Amir Efrati, managing director of the Dragon Variation Fund, offer an insider's view of the Israeli capital markets. Guests also heard from Harvey Krueger, vice chairman of Barclays Capital and chairman of TAU's Board of Governors. The breakfast was hosted by Paul, Weiss, Rifkind, Wharton & Garrison LLP.



Sharon Carmeli, Ayelet Vardi, Doni Remba, Harvey Krueger, Michael Shaoul and Raphael Sutton

WESTERN REGION



From left: Harvey Krueger and Carolynne and Ze'ev Drori

❁ Reception for TAU Chairman Krueger

Long-time supporters of Tel Aviv University, TAU Governor Carolynne Drori and her husband, Ze'ev, opened their Beverly Hills home to an intimate group of American Friends to welcome the newly-elected Chairman of TAU's Board of Governors, Harvey M. Krueger. Following a cocktail reception, AFTAU Chairman William Cohen introduced Mr. Krueger, Vice Chairman of Barclays Capital, who spoke of his admiration for TAU and described plans for the future. Guest speaker Prof. Asher Susser, Director of External Affairs at TAU's Moshe Dayan Center for Middle Eastern and African Studies, presented an analysis of current Middle Eastern geopolitics. An ensuing

Q&A included questions by Israeli Consul General Jacob Dayan, a TAU graduate; Dean of TAU's Faculty of Management Prof. Asher Tishler; and TAU Governor Marshall Polk, secretary of AFTAU's Board of Directors. Thanking the evening's hosts, Harvey Krueger and William Cohen presented the Droris with a cast replica of "Connections," a work by sculptor Varda Yoran, a TAU Honorary Fellow.



Prof. Asher Susser (center) flanked by Beverly and Herb Gelfand

❁ Mideast Diplomacy in Los Angeles

Prof. Asher Susser of TAU's Moshe Dayan Center for Middle Eastern and African Studies was warmly welcomed during his Southern California tour, where he shared his insider's view of the current status of the Israeli-Palestinian negotiations. Beverly and Herb Gelfand welcomed him and more than 100 American friends to their home to view their outstanding collection of impressionist and Chinese art.

Mary Ann and Kip Hagopian also hosted Prof. Susser at Los Angeles' Regency Club, where he met with more than 30 prominent members of the Los Angeles academic, professional and political communities. Among the guests were Consul General Jacob Dayan, former UCLA Chancellor Dr. Charles Young and former Congressman Tom Campbell.



From left: Mary Ann Hagopian, Prof. Susser and Kip Hagopian

❁ ILC Breakfast

At an event at the Riviera Country Club hosted by the Israeli Leadership Council (ILC), TAU President Joseph Klafter spoke on "New Frontiers in Biophysics: Looking at Single Molecules," and took part in a discussion on the future of higher education in Israel.

SOUTHEAST REGION

❁ Mideast Diplomacy in Florida

Prof Asher Susser also toured AFTAU's Southeast Region, speaking on the ongoing search for Mideast peace. At the home of AFTAU Board member Jacqueline Simkin, invited guests enjoyed a Shabbat dinner and a presentation by Prof. Susser that focused on the complex issues associated with the search for peace between the Israelis and the Palestinians. Among the guests were John Bussel and Mark Tanenbaum, Dayan Center board members.



At Boca Raton's Mizner Village, Prof. Susser was the guest speaker at a cocktail reception hosted by Gaby and Edward Brill and Judith and Harvey Rothenberg. His presentation included an examination of Iran's drive toward obtaining nuclear weapons.

From left: Laura Bussel, Jacqueline Simkin, John Bussel, Dora Acherman and Henrique Chor



From left: Gaby and Edward Brill, Prof. Asher Susser and Judith and Harvey Rothenberg

FROM TEL AVIV TO NEW DELHI

Third India-Israel Forum meets to enhance cooperative ties

For the third year in a row, Tel Aviv University organized a meeting of leading public, academic and business figures from India and Israel, in cooperation with the Confederation of Indian Industry (CII) and Aspen India.



Representing TAU were President Joseph Klafter and Vice President Gary Sussman, who initiated the forum, and Prof. Gadi Ariav. Delegates met with officials including Kapil Sibal, Indian Minister of Human Resource Development, who committed to promoting inter-university ties between the two countries; Sachin Pilot; Minister of State for Information and Technology; Ramesh Ananth Mashelkar, Bhatnagar Fellow and President Global Research Alliance; and Arun Maira, who serves on the Indian Planning Commission.

The forum was chaired by leading businessmen from Israel and India: Stanley M. Bergman, CEO and Chairman of Henry Schein Inc.; Aharon Fogel, Chairman of Migdal



TAU President Joseph Klafter and Indian Minister of Human Resource Development Kapil Sibal.

Insurance and Financial Holdings Ltd. and of Ness Technologies; Jamshyd N. Godrej, Chairman and MD, Godrej & Boyce Mfg. Co. Ltd.; and Tarun Das, President of the Aspen Institute India. Also in attendance were the Ambassador of India to Israel, Navtej Sarna, and Israel's Ambassador to India, Mark Sofer. The event was sponsored by the Pears Foundation, Aimwell Trust, the Stanley and Marion Bergman Family Charitable Fund and Berwin Leighton Paisner, with dinner sponsored by Apollo Hospitals and PI Industries Ltd.



From left: Ambassador of India to Israel Navtej Sarna; Bhatnagar Fellow and President Global Research Alliance Ramesh Ananth Mashelkar; and Forum Co-Chairs Tarun Das and Stanley Bergman.

The two-day forum, held in New Delhi, highlighted potential collaboration between the two countries in the areas of clean-tech, life sciences and medical devices and infrastructure.

India is Israel's second largest export market: Civilian trade between the two countries has increased exponentially from \$180 million in 1992 to \$5 billion in 2010, and is expected to triple within the next four years. As such, the forum was a timely and successful event. One significant policy outcome of the process has been an ongoing effort to establish a bi-national research and development fund.



From left: Chief Economics Editor and Commentator, *Yediot Aharonot*, Sever Plocker; Chairman Itamar Medical and Yissum R&D and incoming Chairman of the TAU Executive Council Giora Yaron; Managing General Partner, Pitango Venture Capital, Aaron Mankovski; and MD & CEO SunBorne Energy Technologies, James Abraham.

Porter School Honors Dame Shirley Porter



From left: Prof. Pinhas Alpert, Head of the Porter School of Environmental Studies; Rhett Turner, Red Sky Productions; Dame Shirley Porter; and Dr. Arie Nesher, Director of the Porter School.

The Porter School of Environmental Studies held a conference in honor of the 80th birthday of Dame Shirley Porter, who together with her late husband, Sir Leslie Porter, founded the school. The event also marked the school's 10th anniversary. The all-day conference featured guest lecturer Rhett Turner, an environmental documentary filmmaker from the US, and presentations on the school's international research collaborations, student research projects, and activity in environmental organizations within the framework of the Porter Internship Program. A panel of senior faculty members at TAU including past and present school heads discussed the challenges of further developing interdisciplinary aspects of environmental research and teaching in Israel.

FLY THE TAU SKIES

In what may be a first in the world, El Al has signed an agreement with the University to feature TAU student films on its Boeing 777 aircraft. Passengers will be able to view two dedicated channels – one documentary and one fiction. Selections from among the TAU film school's award-winning films from the last five years, including Student Academy Award nominees, will be changed every two months. Advertising trailers of the films will be run on all El Al planes.



The city of Tel Aviv-Yafo recently played host to TAU's 13th International Student Film Festival, the largest competition of its kind in the world. Film students, scholars and industry insiders were brought together for eight days of screenings and events.

Despite initial calls for boycotting the event, over 100 students

of Film and Television, Yolanda and David Katz Faculty of the Arts. One such project was an Israeli-Palestinian short film series called "Coffee – Between Reality and Imagination." The universal symbol of togetherness – coffee – was presented in surprising ways that elicited cross-cultural awareness and discussion.

Producer
Jan Harlen
with festival
participants



THE BEST OF STUDENT CINEMA

TAU invited students from 80 film schools in 40 countries to compete for prestigious prizes

representing 40 countries came to compete. The event was also attended by Oscar-winning producer and director Roger Corman (*Little Shop of Horrors*), who received an honorary award for his contribution to cinema at the opening ceremony of the festival. Jan Harlen, producer of numerous Stanley Kubrick films, chaired the jury of the international competition.

The program included a conference on new media and 20 master classes and workshops taught by industry experts from Israel and around the world, as well as screenings of special projects produced by the students of TAU's Department

of Film and Television, Yolanda and David Katz Faculty of the Arts. Entirely student-run, the festival was co-directed by Noa Regev and Hilla Shitrit. "Two hundred students from the Department of Film and Television worked for over a year to organize the festival," says Regev. "The most powerful moment for me was seeing cinema lovers united, enjoying their time together and forming friendships, going from one screening to the next."

In the international competition, Binyamin Friedenberg of the Sam Spiegel Film School in Jerusalem won the Best Film award for *Guided Tour*. In the Israeli competition, TAU student Elite Zexer shared the top prize for *Take Note*.

Rethinking What Constitutes Anti-Semitism

The new anti-Semitism that arose in the wake of the second Intifada in 2000 led to an urgent redefinition of the term, which was drafted and adopted by the European Monitoring Center on Racism and Xenophobia in 2005. That redefinition was the focus of the 10th Biennial Seminar of TAU's Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism held in Paris in cooperation with the French Foundation for the Memory of the Shoah. Keynote speakers at the opening session were Simone Veil, Honorary President of the Foundation and former President of the European Parliament, and Yves Repiquet, President of the French National Consultative Committee for Human Rights. Experts in the field from all over the world examined the definition, its impact on monitoring and analyzing anti-Semitic incidents, and its relevance to the future struggle against anti-Semitism. The highlight of the seminar was a meeting at the Quai D'orsay with special representative of Foreign Minister Bernard Kushner, François Zimeray.



Head of the
Roth Institute
Dina Porat
with François
Zimeray

STUDENT BODY TOPS 29,000

For the third year running, student numbers are up: 1,300 more students have enrolled for the 2010-2011 academic year. About 27,500 students are enrolled in regular degree programs and an additional 1,800 are attending executive and international programs.

New international programs

- **MA in Security and Diplomacy at the Gershon H. Gordon Faculty of Social Sciences.** Curriculum incorporates IDF tours and meetings with

Israeli officials, seasoned security practitioners and ambassadors.

- **MA in Crisis and Trauma Studies at the Bob Shapell School of Social Work.** Equips students with the academic and practical tools to understand the impact of crises – be they natural disasters, political violence or life crises – and to help individuals and organizations deal with them.

New Hebrew-language programs

- **M.Arch Program at the David Azrieli School of Architecture.** Includes four main study tracks: urban planning and design; conservation; history, theory and criticism of architecture; and the development of design technologies in the school's new Digital Architecture Laboratory.
- **MA in Child and Youth Culture at the Shirley and Leslie Porter School of Cultural Studies.** Stud-

ies are aimed at professionals in education, journalism, children's literature and library science.

- **MA in Learning Disabilities at the Jaime and Joan Constantiner School of Education.** Teaches cognitive, cultural, emotional and linguistic aspects of learning disabilities and is aimed at professionals seeking senior positions in the field.
- **MA in Archeology and Archeomaterials Science – interdisciplinary.** First program in Israel to combine archeology, materials science and nanotechnology to train students in the latest methods of determining the exact make-up and provenance of artifacts.
- **BA in African Studies at the Entin Faculty of Humanities.** This inter-university program focuses on the history, politics, culture and religions of Africa, and enables students to enroll in courses both at TAU and at other participating universities.

TAU at 11th Place in World in Citation Impact

According to the QS World University rankings for 2010, released in September, TAU rose from 21st to 11th place in the world in terms of citation impact per faculty member. TAU ranked just two slots lower than MIT (at 9th place) in the influence of its researchers on the individual level.

The university opened its doors to thousands of visitors on Science Night 2010, an evening of fun-filled science activities organized by the office of the Vice President for Research and Development. Science experiments were performed by

members of the Dov Lautman Unit for Science Oriented Youth and the Student Optics Group, and included laser shooting, hologram recording and rocket exploding, as well as ice cream-making using liquid nitrogen. Among other events were presenta-

tions by TAU researchers on lightning, one-to-one meetings with scientists, tours of the Botanic Gardens and the I. Meier Segals Garden for Zoological Research, lectures, film screenings, acting workshops and a concert. The event was funded by the European Union and was held in conjunction with similar events at other Israeli and European universities.

Science for All



SYMPOSIUM HONORS MARCEL REICH-RANICKI

The Marcel Reich-Ranicki Chair in German Literature together with the Minerva Institute for German History held a symposium on Thomas Mann's novel, *Doctor Faustus*. The event marked the 90th birthday of the renowned German literary critic Marcel Reich-Ranicki, in whose honor the chair is named. The event was moderated by Prof. Jose Brunner, Director of the Minerva Institute.

A LEAFY AGREEMENT

Prof. Daniel Chamovitz, Head of TAU's Manna Center for Plant Sciences, and Prof. Natasha Raikhel, Head of the Center for Plant Cell Biology at the University of California at Riverside, signed a cooperation agreement allowing for academic collaboration and exchange between the two centers. The agreement will enable TAU researchers to benefit from the California center's excellent research infrastructure. The Manna Center will be awarding scholarships to two TAU post-doctoral students for this purpose.



Prof. Natasha Raikhel and Prof. Daniel Chamovitz



OBAMA PRESENTS TOP SCIENCE AWARD TO TAU PHYSICIST

The National Medal of Science was presented by US President Barack Obama to TAU physicist Prof. Yakir Aharonov at a ceremony held at the White House. Only 10 scientists received this top honor for 2009. In his speech to the gathering, which was attended by cabinet members, congressmen and top government officials, Obama said, "the achievements of the men and women on this stage today stand as the testament for their ingenuity, their zeal for discovery and their willingness to give of themselves and sacrifice in order to expand the reach of human understanding. All of us have benefited from their work."

Prof. Aharonov is known for his discovery of the Aharonov-Bohm Effect, a theory that he developed in 1959

with the late David Bohm. Describing the action of atomic particles around a magnetic field, it is regarded today as one of the cornerstones of modern physics. Aharonov is the recipient of several prestigious Israeli prizes including the Wolf Prize and the Israel Prize. He is a member of the National Academy of Science in the US and in Israel.



A second National Medal of Science recipient for 2009, Prof. Amnon Yariv of the California Institute of Technology, is also affiliated with TAU. Prof. Yariv has been a member of the Mortimer and Raymond Sackler Institute of Advanced Studies since 1980.



Prof. Yakir Aharonov receives the prize from President Obama

Prize Rewards Outstanding Contribution to the Environment

Prof. Avital Gasith of the Department of Zoology, George S. Wise Faculty of Life Sciences, received the Minister of the Environment's Prize for Environmental Excellence in the category of "personalities with extraordinary achievements." Gasith is Israel's top researcher in the ecology of Mediterranean rivers, and established the scientific basis for the rehabilitation of rivers in the country. A former chair of the Israel Society of Ecology and Environmental Sciences and a former head of TAU's Institute for Nature Conservation Research, Gasith has contributed greatly to Israeli environmental policy planning. He helped

establish and headed the master's program at TAU's Porter School of Environmental Studies. He was recognized by *The Marker* financial daily as one of the 100 most influential Israelis for the year 2010.

From left: Minister of Environmental Protection Gilad Ardan, President of Israel Shimon Peres, President of the Tel Aviv District Court Uri Goren and Prof. Avital Gasith



The TAU students on the team: (standing, from left) Itamar Hason, Dan Carmon and Alexey Gladkich; (seated, far right) Inna Entova



International Math Win

Four TAU students made up the seven-person Israeli team that won 4th place out of 40 countries participating in the International Mathematics Competition (IMC) for university students held in Bulgaria. All four TAU students placed 1st or 2nd individually, with the Grand First Prize going to TAU student Dan Carmon.

Netanyahu Honors Immigrant Scientists



Prime Minister Benjamin Netanyahu greets TAU President Joseph Klafter with Minister of Immigrant Absorption Sofia Landwer in background



Ten immigrant scientists were honored for their contribution to Israeli science and the economy at a conference held at TAU in the presence of Prime Minister Benjamin Netanyahu, Vice Prime Minister and Minister of Foreign Affairs Avigdor Lieberman, and Minister of Science and Technology Prof. Daniel Hershkowitz. The event, which was held in TAU's Miriam and Adolfo Smolarz Auditorium, was hosted by Minister of Immigrant Absorption Sofia Landwer and TAU President Joseph Klafter. Among the honorees were Prof. Simon Litsyn of TAU's Iby and Aladar Fleischman Faculty of Engineering; Dr. Nelly Kravetz of the Yolanda and David Katz Faculty of the Arts; and Professors Josef Bernstein and Boris Tsirelson of the Raymond and Beverly Sackler School of Mathematical Sciences. Over the past 20 years some 500 immigrant scientists have been employed at TAU, a large part of whom went on to become tenured faculty members.

people



Connecting Literature with Medicine

Amos Oz and A. B. Yehoshua were guest lecturers at a unique elective course being offered this year by the Sackler Faculty of Medicine entitled "Lit-

erature and Medicine." The course, initiated and coordinated by Dr. Limor Schreiber-Sharir, a TAU graduate in medicine and an author, is part of a drive by Dean of Medicine Yoseph Mekori to impart humanistic education to medical students. The course features leading authors, poets and literary commentators and encourages dialogue on the world of medicine as depicted in literature.



Amos Oz

Egyptian Envoy Gives Talk

Egyptian Ambassador to Israel Yasser Reda was guest lecturer at the Ambassadors Forum, jointly sponsored by TAU's Daniel S. Abraham Center for International and Regional Studies, the University Institute for Diplomacy and Regional Cooperation, and the English-Speaking Friends of TAU. The ambassador spoke on the Egyptian-Israeli peace treaty, bilateral relations, regional peace and the Iranian nuclear threat. The event was chaired by Dr. Uzi Rabi of the Department of Middle Eastern and African Studies, Entin Faculty of Humanities.



Egyptian Ambassador Yasser Reda



Azrieli School Hosts Peter Eisenman

American architect Prof. Peter Eisenman, designer of the Holocaust Memorial in Berlin, visited TAU's David Azrieli School of Architecture as guest of the Azrieli Foundation and the Wolf Foundation, which awarded him the Wolf Foundation Prize in the Arts for 2010. The Berlin memorial, which was dedicated in 2005, raised questions about how to commemorate the Holocaust. Eisenman discussed some of these issues in his lecture.

PRIZED AUTHOR VISITS CAMPUS

Pulitzer prize-winning writer Michael Cunningham, author of *The Hours*, gave this year's Yael Levin Writer-in-Residence lecture at the Department of English and American Studies, Entin Faculty of Humanities. Cunningham read sections from his forthcoming novel and joined in a discussion with the audience on writing in America today and the relationship between literature and trauma. In a subsequent lecture at the department, Cunningham spoke about the background and sources for his writing and his relation to past writers such as Virginia Woolf. He was greeted at TAU by Prof. Shirley Sharon-Zisser, Chair of the Department.



Michael Cunningham



Dr. Giora Yaron to Chair TAU Executive Council



Following the recommendation of a search committee, the TAU Executive Council appointed Dr. Giora Yaron (pictured) as its new Chairman. Dr. Yaron is considered one of the founding fathers of Israel's high-tech industry and has years of experience in technological and professional leadership and entrepreneurship. Dr. Yaron holds an undergraduate degree in physics and mathematics and a PhD in applied physics from the Hebrew University of Jerusalem. He holds six patents and has published over 20 scientific articles. Dr. Yaron has established several start-up companies – among them PentaCom, P-cube and Qumranet – that were sold to large international corporations. Dr. Yaron serves today, among other roles, as founder and chairman of Itamar Medical Ltd. and Qwint. He also serves on the Boards of Directors of Amdocs, Rafael Advanced Defense Systems Ltd., Yisum and the Israel Ministry of Defense.

Prof. Dina Prialnik New Vice Rector



Prof. Dina Prialnik of the Raymond and Beverly Sackler Faculty of Exact Sciences has been appointed Vice Rector. Prof. Prialnik joined TAU in 1984, served as Chair of the Department of Geophysics and Planetary Sciences from 2001 to 2005, and has chaired the University Committee for Admission Policy since 2005. Prof. Prialnik is a member of several professional societies including the International Astronomical Union, the Meteoritical Society and the NASA Astrobiology Institute. Since 2001, she has been associate editor of the journal *Meteoritics and Planetary Sciences*.

Ms. Gail Reiss is the **CEO** of **AFTAU** – American Friends of Tel Aviv University. A veteran development executive known for her strategic approach to donor engagement and cultivation, Ms. Reiss previously served as Vice President of the UJA Federation – New York's Philanthropic Leadership Group and as Senior Vice President, Development and Major Events, of United Jewish Communities.



Prof. Eyal Zisser, former Director of TAU's Moshe Dayan Center for Middle Eastern and African Studies and former Chairman of the Department of Middle Eastern and African History, has been appointed **Dean of the Lester and Sally Entin Faculty of Humanities**. Prof.



Zisser has been a visiting professor at Cornell University and a visiting research fellow at the Washington Institute for Near East Policy. He has written extensively on the history and the modern politics of Syria and Lebanon and on the Arab-Israeli conflict.



Prof. Itamar Singer of the Jacob Alkow Department of Archaeology and Ancient Near Eastern Cultures, Lester and Sally Entin Faculty of Humanities, is the 2010 recipient of the **EMET Prize** for Science, Art and Culture. Prof. Singer specializes in the Hittite culture that flourished in Anatolia (ancient Turkey) as well as the history and culture of the peoples of Canaan.

Prof. Israel Finkelstein, of the Sonia and Marco Nadler Institute of Archaeology, Lester and Sally Entin Faculty of Humanities, incumbent of the Jacob M. Alkow Chair in the Archaeology of Israel in the Bronze and Iron Ages and a Dan David Prize Laureate, received an **honorary doctorate** from the University of Lausanne, Switzerland.



Prof. Gabriel Gorodetsky, of the Cummings Center for Russian and East European Studies, Lester and Sally Entin Faculty of Humanities, incumbent of the Samuel Rubin Chair for Russian and East European History and Civilization, received an **honorary doctorate** from the Russian State University for the Humanities – the first to be awarded in Russia to an Israeli scholar.

Israel Prize laureate for Chemistry **Prof. Abraham Nitzan**, incumbent of TAU's Riwka (née Schechter) and Iser Kodesz Chair of Chemical Dynamics and Head of the Mortimer and Raymond Sackler Institute of Advanced Studies at the Raymond and Beverly Sackler Faculty of Exact Sciences, has been awarded an **honorary doctorate** from the University of Konstanz.





Ms. Orna Cohen is the new **Spokesperson** for the University. Ms. Cohen worked for the last 10 years as Spokesperson for the Israel Medical Association and Editor of their magazine. Prior to that, she was Spokesperson for Shaare Zadek Medical Center in Jerusalem.



Ms. Ayelet Tal is the new **Director of Development and Public Affairs**. Ms. Tal was previously the Executive Director of Israel Venture Network, a philanthropic organization, and before that, she served as Vice President and Corporate Controller of Check Point Software Technologies Ltd.

Appointments: • **Prof. Amir Boag**, Engineering, Director of the Advanced Communications Center (ACC) • **Prof. Meir Litvak**, Humanities, Director of the Center for Iranian Studies • **Prof. Adit Ben-Baruch**, Life Sciences, Head of the Ela Kodesz Institute for Research on Cancer Development and Prevention • **Prof. David Burshtein**, Engineering, Head of the Yitzhak and Chaya Weinstein Research Institute for Signal Processing • **Prof. Naphtali Savion**, Medicine, Head of the Maurice and Gabriela Goldschleger Eye Institute at the Sheba Medical Center and Head of the Claire and Amédée Maratier Institute for the Study of Blindness and Visual Disorders • **Prof. Oded Lipschits**, Humanities, Head of the Sonia and Marco Nadler Institute of Archaeology • **Prof. Yoel Rephaeli**, Exact Sciences, Head of the Raymond and Beverly Sackler Institute of Astronomy • **Prof. Rafi Nachmias**, Humanities, Head of the Jaime and Joan Constantiner School of Education • **Prof. Yuval Dror**, Humanities, incumbent of the Joan and Jaime Constantiner Chair in Jewish Education • **Prof. Israel Kaffe**, Medicine, incumbent of the Ed and Herb Stein Chair in Oral Pathology • **Prof. Yona Keisari**, Medicine, incumbent of the Roberts-Guthman Chair in Immunopharmacology • **Prof. Daniel Michaelson**, Life Sciences, incumbent of the Myriam Lebach Chair in Molecular Neurodegeneration • **Prof. Daniel Segal**, Life Sciences, incumbent of the Nathan Galston Chair for Anti-Microbial Drug Research

Honors: • Bahat Prize for Reference Manuscript, **Prof. David Assaf**, Humanities • President of the Association for Research in Otolaryngology, **Prof. Karen B. Avraham**, Medicine • Journal of Career Development's 2009 Best Paper Award, **Dr. Rachel Cinamon**, Humanities • Tchernichovsky Prize, **Dr. Ran Hacohen**, Humanities • John S. Bickley Founders Award Gold Medal for Excellence, **Prof. Yehuda Kahane**, Management • Prof. Rivka Berman Prize in Nursing, **Vered Kater**, Medicine • 2009 Novartis Prize in Neuroendocrinology, **Prof. Zvi Naor**, Life Sciences • Israel Physical Society (IPS) Prize for a Young PhD Physicist, **Dr. Ehud Nakar**, Exact Sciences • Kenneth Rainin Foundation Grant Award for Innovative IBD Research, **Dr. Dan Peer**, Life Sciences • Sir Bernard Katz Award for Excellence in Research, **Dr. Ina Slutsky**, Medicine • Chairman of the Israel Society of Ecology and Environmental Science, **Dr. Marcelo Sternberg**, Life Sciences

The Fall of a Sparrow: The Life and Times of Abba Kovner

By Dina Porat, Stanford University Press (2009)

Winner of the 2009 Simon and Shulamith (Sofi) Goldberg Memorial Award in Biography, Autobiography and Memoir at the US National Jewish Book Awards, this is the first full biography in English of partisan and poet Abba Kovner, an unsung hero of the Second World War and Israel's War of Independence. The book is based on interviews, letters and newly translated archival material. Prof. Porat is the former Head of the Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism at the Lester and Sally Entin Faculty of Humanities and the incumbent of the Alfred P. Slaner Chair for the Study of Contemporary Anti-Semitism and Racism.



Three Jewish Journeys through an Anthropologist's Lens

By Moshe Shokeid, Academic Studies Press (2009)

A collection of 17 essays selected from Moshe Shokeid's body of ethnographic work, this book draws from published studies of physical and cultural dislocation to examine contemporary Jewish life. Shokeid takes an in-depth look at various social groups, including Jewish craftsmen and peddlers from the Atlas Mountains of Morocco who immigrated to a farming community in the Negev. Moshe Shokeid is a Professor Emeritus of Anthropology at the Department of Sociology and Anthropology, Gershon H. Gordon Faculty of Social Sciences.



SAVE THE DATE

Please join us for the Tel Aviv University

20TH EUROPEAN CONFERENCE IN MADRID

Thursday, March 10 to
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HIGHLIGHTS: Dinner and flamenco hosted by the **Mayor of Madrid** • Current Affairs Symposia on **Spanish-Israeli relations** and conference sessions on “**The Madrid Talks**” • Evening Gala at the Casino de Madrid, circa 1836 • Scientific Symposia on **TAU research** including nanotechnology and medicine • Cocktails at the Prado and tour of one of the world’s finest museums • Excursion to Segovia, a medieval mix of Muslim, Jewish and Christian cultures

FOR MORE INFORMATION Call Mrs. Ilana Papo
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