



GERALD B. SHREIBER

An icon in the Delaware Valley business world, Gerald B. Shreiber is president and chief executive officer of J&J Snack Foods Corp. A bankrupt soft-pretzel company that he purchased in 1971 with sales of \$400,000 and eight employees, today has sales of over \$1 billion dollars annually, supported by over 4,000 employees. J&J is an international company, recognized as one of the consummate niche players in the multi-billion-dollar snack food and beverage industry with such familiar brands as SuperPretzel™, Icee® and Luigi's® Real Italian Ice, among others.

Gerry began his career as a machine shop trainee with Kulicke & Soffa and was mentored by Albert Soffa, a close family friend. He held positions in production and sales management before starting his own business, manufacturing specialty machine parts. A few years later, he formed J&J Snack Foods Corp.

J&J is a seven-time award winner on the *Forbes* list of the "200 Best Small Companies." Gerry has also twice won the Ernst & Young Entrepreneur of the Year Award, plus several prestigious awards for accomplishments in both business and community.

As a veteran AABGU leader and generous donor for over 30 years, he served as co-chair of the Atlantic County chapter and is a member of AABGU's Negev Society. Among the projects he has supported or established are an endowed scholarship in honor of his beloved parents, Nathan and Francis Shreiber, z"l; a master's degree scholarship in honor of Albert z"l and Harriet Soffa; the American Associates Village at Sede Boqer; fellowships for Israel Studies; and the Drylands, Desert and Desertification Conference.

He has served on the board of directors of the Jewish Community Center of Atlantic County; was chairman of the State of Israel Notes for Atlantic County; and is a member of the Dean's Council of the Fox School of Business, Temple University. Gerry and his company, J&J, sponsor numerous philanthropic causes and charities, including the ALS Association, Juvenile Diabetes Foundation and the United Way.

An avid animal lover, he is very active on behalf of animal welfare and animal rights, serving on many boards. He created his own foundation, S.A.F.E. (Shreiber Animal Foundation Enterprise), and recently made a transformational gift to Children's Hospital of Philadelphia, helping to create a pet therapy program, followed by a similar gift to Virtua Hospital.

Gerry has three children and six grandchildren. He lives on a 113-acre farm in Mullica Hill, New Jersey, which he shares with numerous animals.

Modest despite his many outstanding accomplishments, Gerry attributes his success to Albert (Bud) and Harriet Soffa. Bud gave him the self-confidence and the support he needed to follow his dreams, and Gerry will be forever grateful to his mentor and dear friends for these gifts.

The inaugural Albert and Harriet Soffa Lifetime Achievement Award will be presented to Gerald B. Shreiber at the 2017 AABGU Tribute event.

The legacy of Albert (Bud) Soffa lives on beyond his passing in 2005. An engineer and entrepreneur, and a seminal figure in Israel's high-tech industry, Bud co-founded Kulicke and Soffa Industries in Pennsylvania, later expanding to Haifa, Israel, where it was known as Kulso. Bud continues to be admired as a true pioneer in the development of the modern semiconductor equipment industry.

Creator of the first business incubator in Israel, Bud selected Beer-Sheva, home of the main campus of BGU, for its location. A true visionary, he foresaw the city's remarkable development as a high-tech mecca – a vision that has now come to fruition so many years later.

A mentor to many – among them a young Gerry Shreiber – Bud held a passionate desire to help others. His love of Jewish community and Israel were paramount in the life he shared with his beloved Harriet for almost 59 years.

Harriet Soffa's intellect and elegance are admired by the hundreds of people she met through her 30-plus years of leadership with AABGU. A very successful Mid-Atlantic region chair who shaped this region in its early days, she also served as a member of the national board of directors and of the University's board of governors.

A statement Harriet often made in her inspirational speeches was that when called upon to serve she and Bud unflinchingly replied, "Hineni – Here I am."

In celebration of her recent 90th birthday and in memory of the humble humanitarian who was Bud Soffa, AABGU proudly presents the inaugural Albert and Harriet Soffa Lifetime Achievement Award to Gerald B. Shreiber.

American Associates, Ben-Gurion University of the Negev
Mid-Atlantic Region

Invites you to the

2017 TRIBUTE BRUNCH

SCIENCE... INNOVATION... DISCOVERY

Honoring

JANE AND LEE S. BENDER DR. ROBIN KAROL-ENG

Featuring the presentation of the inaugural
Albert and Harriet Soffa Award to Gerald B. Shreiber

Sunday, November 12, 2017 at 11:30 a.m.

National Museum of American Jewish History
101 South Independence Mall East, Philadelphia, Pennsylvania

*Business Attire • Dietary Laws Observed • Complimentary Valet Parking
Couvert: \$250 per person*

with special guests

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DR. ROBIN KAROL-ENG

Dr. Robin Karol-Eng is an adjunct full professor at the University of Delaware, Lerner School of Business Administration, Horn Entrepreneurial Program. She teaches courses on how to bring new technology into the market and the leadership and management of creativity and innovation. She is also the

co-founder of the Mission Driven Innovation Group™, a small consulting firm aimed at helping nonprofit organizations renew and revitalize in order to remain relevant.

Robin has published articles, received prestigious awards and lectured worldwide on innovation. She is the former chief executive officer and director of the Product Development & Management Association and former manager of DuPont Consulting Solutions, an internal business consulting group. She was also formerly director of innovation processes at DuPont.

Holding a Ph.D. in biochemistry from SUNY Buffalo Medical School, Robin completed a postdoctoral fellowship at Albert Einstein College of Medicine. She and her husband, Dr. Jerald Eng, a pediatrician, live in Wilmington, Delaware, and are proud parents of three children and four grandchildren.

Robin has devoted energy and expertise to many volunteer commitments, including The Jewish Federation of Delaware, serving as chair of its Israel and Overseas Committee; University of Delaware Hillel, Kristo Center for Student Life, of which she was president; Albert Einstein Academy; Gratz Hebrew High School; and Jewish Family and Children's Services, among many others.

After first visiting the Negev 20 years ago on a tour, she has returned frequently ever since. Robin now serves as chair of the Negev Funding Coalition, a consortium of Jewish Federations and organizations that support the development of the Negev, addressing the region's challenges through joint funding of strategic high-impact projects. Robin began her direct affiliation with BGU in this way, now serving as associate chair of the new Delaware chapter of AABGU.

SCIENCE... INNOVATION...DISCOVERY, words and actions that have been central to Robin's impressive career and outstanding communal leadership. We are privileged to honor Dr. Robin Karol-Eng at the 2017 Tribute Brunch.



JANE AND LEE S. BENDER

Life for Jane and Lee Bender is all about giving back to the community. As they recall their past service and look forward to their upcoming AABGU honor, they write: "We wish to thank our parents for shaping us into compassionate, caring and active members of the

community." Generation to generation, this family's devotion to service has been proudly passed onto their own sons: "We are also enthusiastic and supportive parents of two former United Synagogue Youth (USY) chapter presidents and young leaders, Justin and Noah Bender."

Professionally, Jane is a commercial real estate appraiser and senior investment manager at U.S. Realty Capital, a real estate advisory and mortgage banking firm. She has shared her time and talents with Hadassah, having served in many positions, including president of the SaBra group. She is a recipient of the Philadelphia chapter's Myrtle Wreath Award.

Lee is a former Philadelphia assistant district attorney, a trial lawyer since 1995, and serves as Lower Merion Township civil service commissioner.

Jane and Lee are active leaders of Temple Beth Hillel-Beth El in Wynnewood, Pennsylvania, and recipients of its 2016 Maltzman Award. She served on its strategic-planning committee and is currently Sisterhood treasurer. Lee is co-chair of its Israel Advocacy Committee following many years of service on the board of directors and Men's Club in myriad capacities. He is well known as the co-author of *Pressing Israel: Media Bias Exposed from A to Z*, as a co-developer of the FactsonIsrael.com website, and has spoken on Israel-centric topics at many area forums. Lee also serves as co-president of the Zionist Organization of America in Philadelphia.

Together, Jane and Lee are ardent supporters of AABGU, Gratz College, Camp Ramah, USY, and the Jewish Federation of Greater Philadelphia, where Lee is a member of the Israel Advocacy Committee and the Jewish Community Relations Council. A full plate, for sure, but their passions for Israel and Jewish life motivate them to participate wholeheartedly in agencies whose missions resonate with them.

In recognition of the wide spectrum of their community involvement and their passion for Israel, the Mid-Atlantic Region is proud to present the SCIENCE... INNOVATION...DISCOVERY Award to Jane and Lee Bender at the 2017 Tribute Brunch.

BEN-GURION UNIVERSITY OF THE NEGEV

With 20,000 students on campuses in Beer-Sheva, Sede Boqer and Eilat in Israel's southern desert, Ben-Gurion University of the Negev is a world-class institution of higher learning with a conscience, where the highest academic standards are integrated with community involvement and a commitment to sustainable development of the Negev.

BGU is the most dynamic university in Israel today, leading projects in the areas of cyber security, medical research, robotics, biotechnology, Hebrew literature, desert agriculture, water purification and management, solar and alternative energy, and more.

AMERICAN ASSOCIATES, BEN-GURION UNIVERSITY OF THE NEGEV

American Associates, Ben-Gurion University of the Negev (AABGU) plays a vital role in sustaining David Ben-Gurion's vision, creating a world-class institution of education and research in the Israeli desert, nurturing the Negev community and sharing the University's expertise locally and around the globe. AABGU is headquartered in New York City and has nine regional offices throughout the United States. For more information, visit www.aabgu.org

BEN-GURION UNIVERSITY'S ROLE IN ISRAEL'S CYBER SECURITY CAPITAL

Drawn by Ben-Gurion University of the Negev's proven expertise, the State of Israel and the Israel Defense Forces are turning Beer-Sheva into the country's cyber capital. Thousands of soldiers and officers from elite telecommunications and intelligence units, together with key national cyber bureaus, are being relocated to Beer-Sheva to leverage the University's education and research in cyber security while working with the industrial giants that have invested in the burgeoning ecosystem in Beer-Sheva. BGU is the only Israeli university to offer graduate study tracks in cyber security, a joint initiative with the University's Departments of Information Systems Engineering and Computer Science. BGU's master's degree in information systems engineering with a specialization in cyber security was developed to meet the growing need for security experts in Israel and worldwide.

BEN-GURION SOCIETY

The Ben-Gurion Society was inaugurated at BGU in May 1995, celebrating the University's 25th anniversary. Members are lifetime contributors of \$1 million or more. Their exceptional generosity provides the resources necessary to strengthen and expand Ben-Gurion University as it faces the challenges of the 21st century.

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NEGEV SOCIETY

The Negev Society was created to recognize and thank generous donors. Three levels of this society include *Tamar* (date palm), \$500,000; *Arava* (desert), \$250,000; and *Eshkol* (cluster of grapes), \$100,000.

TAMAR

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Goldinger Trust, Jewish
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Frieda* & Edwin J.* Podell
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Helen & Jack R Bershada
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Elaine S.* & Alvin W.* Wene

As of September 1, 2017

*Deceased

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SCIENCE... INNOVATION... DISCOVERY

Sunday, November 12, 2017

"In the Negev Israel's capacity for science and research will be tested."

— DAVID BEN-GURION



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