



AMERICAN ASSOCIATES Ben-Gurion University of the Negev

SPECIAL ISSUE 2011

BGU AT 40: YESTERDAY'S VISION, TOMORROW'S PROMISE

AMERICAN ASSOCIATES

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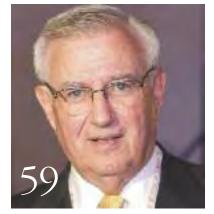
ON THE COVER: The Maxwell and Queenie Cummings Plaza on the Marcus Family Campus at night, 2011 INSIDE COVER: Construction of the Cukier, Goldstein-Goren Building for Humanities and Social Sciences, 1976

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FROM SAND DUNES TO SOLAR FARMS 1969-2010

1969

The Government Committee for Science and Technology accepts the Gillis Committee's recommendation to found a "University of the Negev."



THE MAKING OF A GREAT UNIVERSITY

BY ALEXANDER M. GOREN, AABGU PRESIDENT



SOME TIME AGO we decided to commemorate the extraordinary growth that transformed the University into a globally respected institution in just 40 years. At the same time, we wanted to explore how the University is poised to strengthen its position as a major contributor to world knowledge in the coming years.

When actually planning this special issue of IMPACT, our editors asked, "How can we cover so much territory, even if we substantially increase the number of pages?" Today's Ben-Gurion University of the Negev excels in many areas: scientific research, social sciences, health sciences, humanities, and Jewish studies, to name a few, so, we soon realized that we could only provide a glimpse—a sampling of the exciting things happening today at BGU.

A second question was, "How can we best tell the story of AABGU, an organization that has played and continues to play a vital role in the University's development?" We decided that the best solution was to do it through the voices of those people who have helped shape the University and AABGU and who now work to determine their future.

Accordingly, all this issue's articles are based on direct conversations with BGU and AABGU leaders, from President Rivka Carmi, Rector Zvi HaCohen, the head of the Negev Center for Regional Development, and the deputy director for development and logistics to the longest serving AABGU board members, founders and donors. The stories and photos provided to us by our regional directors, whose enthusiasm makes the University "real" for Americans, are also found in these pages.

While putting together this issue, several themes emerged.

One theme is the University's dedication to serving the Negev region. This commitment surfaced naturally in all areas because it is built into every one of our programs. To one faculty dean it may mean improving medical services for the needy in a challenging environment. To another it means collaborating with our neighbors to better understand and find solutions for our common problems. For scientific researchers it means finding strategies to combat desertification, provide new water sources, promote sustainability, develop new industries, and so forth.

Another theme is that of shared vision. BGU has been uniquely fortunate from the start in its leadership. Despite early, hard financial times, levelheaded decisions were made, aimed at achieving long-term goals, while tempting shortcuts were avoided. With the help of thousands of American donors, BGU developed solidly and sustainably. It's a wonderful, inspiring story; I hope you will enjoy reading about it and I welcome your comments at impact@aabgu.org.

Finally, I want to thank our extraordinary editorial staff that outdid itself in producing this special issue, showing great commitment in telling the story: Natalie Canavor, interviewer, writer and editor, and Ronni Strongin, executive editor.

Photo on opposite page: Farm animals herded by Bedouin freely roamed the grounds of BGU's early campus. Here sheep graze near the Zlotowski Dormitory Complex.



The Department of Behavioral Sciences begins functioning. The first department of its kind in the country, it offers studies in psychology, sociology and anthropology.

1969



FORTY YEARS IN THE DESERT

40 YEARS. Having recently celebrated my 45th birthday, 40 years sounds like a very long time to me—in fact, I have little personal recollection of anything prior to the last 40 years. And yet, in the life of an institution, 40 years can be a virtual blink of an eye. Oxford University traces its roots to 1096. The Sorbonne was founded in 1257. Harvard University opened its doors in 1636. I wonder what they looked like when they turned 40.

And though it would be another 23 years before the State of Israel would be established, The Hebrew University of Jerusalem was created in 1925. At its 40th anniversary student enrollment neared 12,000.

This special issue of Impact ends

our celebration of BGU's 40th birthday and begins our strategic march into the next 40. Forty years since the

Israeli government issued a mandate in fulfillment of David Ben-Gurion's vision—to create a combination of Oxford and Yavne in the desert. And central to that mandate was the principle that this University become the engine that drives the development of the entire Negev region.

The number "40" has special significance in Jewish tradition, too. In the story of Noah, we learn that God made it rain for 40 days and 40 nights before the seed for a bright new world would be planted. Moses spent 40 days on Mount Sinai where he

BY DORON KRAKOW EXECUTIVE VICE PRESIDENT



communed with God and received the laws that would form the basis of the Torah. To purge themselves of the mentality of slaves, the Jewish people were made to wander the desert for 40 years before a new generation would arise and re-stake its claim to the land

of Abraham. And before entering the Promised Land, spies were sent forth to assess the environment and prepare the people to re-take it.

1970-1975 • The Faculty of Natural Sciences is established.

Due to lack of space, the first dean of students sets up offices on the lawn in a Bedouin tent.

^{2.} Vice President Walter Mondale visits BGU

^{3.} David Ben-Gurion imagines the possibilities in the Negev

- 1. The early beginnings of campus construction
- **2.** The Zalman Aranne Central Library, the first building constructed
- 3. The Joya Claire Sonnenfeldt Auditorium
- 4. Campus, 1985
- **5.** Getting ready to build the Zlotowski Student Center









Their exploration would take place over 40 days.

In our storied history, 40 is a turning point. It is a departure from what came before and a pathway through which great deeds are pursued. Ben-Gurion University of the Negev stands at the brink of everything that begins after 40. Today, more than 20,000 students and in excess of 800 tenured faculty members across five campuses are literally making the desert bloom. In the pages that follow you will read about BGU's international leadership in a growing array of disciplines. And you will see how our students, faculty and staff are transforming the region in fulfillment of the dream.

Before he died, Ben-Gurion chose, as the place he wished to be buried, a cliff-side overlooking the wilderness of Zin, believed by many to be the path through which the children of Israel entered the Promised Land after wandering 40 years in desert. Standing before the graves of David and Paula Ben-Gurion z"l, you can almost see the past. And, standing behind those graves, lies BGU's Jacob Blaustein Institutes for Desert Research, where you can most certainly see the future.

May we go from strength to strength. ■



1970-1975

The University acquires land for a new campus; a cornerstone is laid for the Zalman Aranne Central Library in 1970—the first building to be erected.



THE AABGU STORY: HOW A VISIT TO BEER-SHEVA CREATED "AMERICAN ASSOCIATES"

FRED SIEGMUND remembers well the first time he saw Ben-Gurion University of the Negev, because it was hardly there at all.

The year was 1971 and Siegmund, a New York lawyer, was traveling in Israel with his wife Joanne. In Jerusalem, they ran into an old friend who had made *aliyab* and was working in Beer-Sheva.

"He told me there's a new university, great things are going to happen there and you have to see it. So I thought, why not? I had to look at a map to find out where Beer-Sheva was. It was still kind of an outpost and tourists didn't go there. I remember driving down the main street, which literally rolled into a sand dune at the edge of town."

Siegmund was introduced to Prof. Moshe Prywes, a medical doctor

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and the first president of what was then called the University of the Negev. "We hit it off," Siegmund recalls, "and he invited me to tea. He asked me about my background, my legal practice, and wound up saying, 'It would be great if you'd go back to the U.S. and form a Friends' group like Technion and Hebrew University have.' I said I'd like to see the university.

"We got into his car and drove some distance. I saw empty lots. I said, where is it? 'This is where it's going to be,' Prywes responded. There was no campus, no dormitories, no laboratories. There were fewer than 400 students meeting in make-do scattered rooms around town."

Prywes gathered a group of professors to meet the visitor and that, says Siegmund, is what really sold him. "They were an extraordinary bunch, tops in their fields, who'd come together to form a major institution. They were so dedicated! The fact that there was nothing there only convinced them that they needed to build it. So I looked at this barren land and listened to people saying there's going to be a world-class university there. And I believed it."

Siegmund had a few sessions with

Left: The first memorandum to the "American Friends" board of directors



Fred Siegmund

the group and they gave him some American names. He went home and laid all the legal groundwork, creating a corporation, American Friends of the University of the Negev, and obtaining the all-important tax exemption. Then he began contacting people.

He found that most were disinterested, already involved with other organizations. But a few offered to lend their names, if not financial support, to the start-up effort.

"It was a matter of reaching out and finding people. There were no funds for an office or for an executive director, so the organization was run out of my office with my secretary as factotum for a year or so." Early organizers and supporters included Aron Chilewich, Harry Dozor, Bob Arnow, Lis Gaines and others. And they invited their friends. In 1974 the first Executive Board was created and funding a student dorm was the first project.

1970-1975

On the first anniversary of the death of David Tuviyahu, Beer-Sheva's first mayor, the original campus a former immigrant hostel—is renamed the David Tuviyahu Campus (located opposite Beer-Sheva's hotel).



The American Associates represented the largest group to attend the Board of Governors meeting. Here the group had a chance to meet with Minister of Education and Culture Aharon Yadlin. Shown from left (front row) are Michael Yadin, Executive Director of the American Associates; Mrs. Bobbi Abrams, membership chairman; Mrs. Carrol Green, Chairman of the Executive Committee; Mr. Yadlin, Mrs. Sidney Musher and Mrs. Stephen Tumarkin, Second row from left are Ricki Dozor, Mrs. Stephen Miron, Harry T. Dozor, Frederick Sigmund, Secretary of the American Associates; Stephen Miron, Mrs. Leise Gains, and Sidney Musher, all members of the Executive Committee.

The rest is history, Siegmund says. Good people continued to come along; an office was rented; stationery was printed; an executive director was hired. When the University changed its name to Ben-Gurion University of the Negev, the new organization changed its name from "friends" to "associates," distinguishing itself from the other Israeli institution support organizations.

AABGU grew and developed via word of mouth and significantly, Siegmund believes, as a result of people visiting the University over the years and being drawn in as he was. "Once you're there and see what's happening, it's hard not to want to help," he says. He continues to go almost every year himself. "One of the things I do is stop occasional students to ask how they feel about the University. Invariably they love it—feel they're getting a super education and enjoy their years in Beer-Sheva."

A Yale Law School graduate who became an expert in probate law, Siegmund built his own practice in trusts and estates. He remains AABGU's lead counsel as well as a member of the board and of BGU's Board of Governors. He was awarded an honorary doctorate by BGU in 1995 and treasures a surprise gift from his three daughters—creation of the Frederick Siegmund Prize for Excellence in Desert Studies, presented annually.

"People can become involved with many fine causes, but I don't think there are many that can be as rewarding as helping to build a world-class university for the young people in Israel."

-FRED SIEGMUND

And, Siegmund feels the sustaining satisfaction of knowing that AABGU support has been crucial to the University's development. He is still a believer. "It's great to see how BGU has evolved," he says. "People can become involved with many fine causes, but I don't think there are many that can be as rewarding as helping to build a world-class university for the young people in Israel a vibrant institution, an outstanding research center that has proven itself and offers prospects of so much future advantage to the state.

"But even though so much has been accomplished, it's still a young university and there are great opportunities to play major roles in its development. People should go to Beer-Sheva and see what's happening there—you become excited, imbued with the spirit."

Considering that the initial establishment of AABGU involved so much legal work, was it just a happy accident that the founder was an attorney? "Oh no," Siegmund says. "That's why Prywes got hold of me. He wanted a lawyer. But that chance meeting in Jersusalem and then with Moshe Prywes began an adventure I continue to relish."

Photo above: This photo and caption (including misspelled names in some cases) of AABGU's original founders is from a 1975 NY newspaper.

1970-1975

American Associates, Ben-Gurion University of the Negev (AABGU) is founded in 1972.

RIVKA CARMI: KEEPING THE MISSION ALIVE

"LISTEN TO PEOPLE talking at BGU and you hear the difference," remarks Professor Rivka Carmi, University president. "They so often mention how they regard their role as important, if only in a small way. There's a general commitment in the air—an organizational culture of perceiving ourselves as a national endeavor."

This unique ideology brought Prof. Carmi, M.D., to BGU when it was a fledgling university in the early 1970s and she was a new medical school graduate intent on research. Since then, her belief in the Negev's future has continued to guide her career decisions, leading her to turn down a job offer at Harvard after a post-doc stint there.

In 2000, the well-known geneticist with several signal discoveries to her credit moved away from the research she loved to become dean of the Faculty of Health Sciences. Six years later BGU was in need of a president and Carmi took on the job, in part because she saw opportunity to advance the region's cause.

Now in her second term, Carmi holds fast to the vision. She observes



Prof. Rivka Carmi, President of BGU Kreitman Foundation Chair in Pediatric Diseases

that while the University's original mandate "to make the Negev bloom" is now embedded in its culture, still, "it's easy to drift from the mission. Our budget is based on factors like research performance and student numbers, and I can work with that. But we have to retain the spirit of doing significant things for the region. In fact, one very important decision was to make sure that the academic and knowledge infrastructure we can offer comes into every initiative planned for the Negev." Thus, Carmi especially values transformational projects such as the Deutsche Telekom research lab, established six years ago; the Advanced Technologies Park currently under development, adjoining the University; and the National Institute for Biotechnology in the Negev, a \$90 million project that in creating new jobs and bringing biotech companies to the area "can change the whole reality of the Negev," she says.

BGU's direction in research is also firmly rooted in the commitment to take care of the region. Because 40 to 50 percent of the world's landmass is desert, Carmi points out, interest in what BGU is accomplishing keeps growing. Water and alternative energy, for example, with which BGU has worked for decades, are high on the global agenda—generating the catchphrase adopted by AABGU six years ago, "from the desert for the world."

Carmi is also proud that Israel's newest university is the most popular among young people. Undergraduates countrywide voted BGU the most in-demand Israeli university for the past six successive years. Moreover,

1970-1975

On May 30, 1972 the first president-designate of the University is killed in a terrorist attack at Lod Airport.

a large poll conducted last year and again this year found that BGU ranks #1 in student satisfaction and #2 in academic performance. Carmi believes this too relates to the mission because beyond providing an intense campus life, BGU engages so many students in the job of spearheading the whole region's development in every aspect—education, culture, welfare and the economy.

A committed faculty is another piece of the picture. "We have in general a pioneering spirit, people open to new ideas about how to better the world," Carmi says. "It's very unique among universities anywhere."

EMERGING FROM THE WORST FOUR YEARS

BGU's strong position has been hard fought.

The country's youngest university, it has the smallest endowment, donor base and resources. Thus, while all Israeli universities depend on the government for funding, BGU was especially vulnerable to successive cuts over the past decade. Worse, this included five years when the budget was a mystery until the middle of the school year.

"Strategic planning? There's no way you can do that when you don't know what will happen tomorrow," Carmi says. "Now the government's decision to create a five-year budget and add resources enables us to plan for the next five and even 10 years based on generally known budgets."

The University is solidly poised to take advantage of the opportunity despite the fact that the last four years were the worst in BGU's recent history, the president says.

"Two wars, two strikes, the financial crisis, fallout from the Madoff scandal, government cuts, freezing of positions, and yet, based on the facts, we were able to really perform.

"When I came to office four years ago we set this goal of investing in research. We said, we have built the most beautiful and necessary buildings—now we'll concentrate on content. Research will make it a real university, attract the best and the brightest and increase our share in the budgeting model.

"We shifted all we could spare into that, and concentrated on areas where we could be successful in a short period of time. In two years our performance was so much better in the number of students and research performance that our share of the budget went up."

The surprised government officials checked more than once to see if the data were mistaken, Carmi says.

"We have in general a pioneering spirit, people open to new ideas about how to better the world. It's very unique among universities anywhere."

-RIVKA CARMI

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They were not, so BGU received an additional \$8 to \$10 million, in addition to attracting substantial grants from the European community, thanks to its excellent newly recruited researchers.

Looking back, Carmi thinks the experience of marshalling resources to deal with hard times has served BGU well. "We have a more thorough understanding of our strengths now and can see the future in terms of our competitive edge. We can push ahead moving more manpower and resources to build on proven success and compete locally, and with the world."

PLANS FOR THE FUTURE

The Israeli government is committed to establishing a series of Centers of Excellence, for which all the universities are competing. BGU has applied for all four initial pilot areas that, Carmi says, "happen to correlate with what we have already planned to invest in." These include alternative energy, particularly solar; genomic medicine; cognitive sciences; and information technology. A consortium of institutions will operate the initiatives, and Carmi feels BGU is viewed as a desirable, scientifically strong partner.

Further, with the new opportunity to plan strategically, she has already begun to lead top level planning to determine new directions and leverage existing strengths. "We're identifying fields where we have strong capabilities and advantages and which we believe are the coming areas of research. We'll invest in the infrastructure and recruit people, particularly Israelis, from overseas."

Two areas just targeted are robotics, encompassing a wide range of activity that includes agriculture and security; and cybernetics—highly sophisticated technology for communication, Internet and general security.

"These choices are based on activities already in place that we want to address in a comprehensive way and for which we have expertise. For robotics, for example, we'll put up a building and move a number of different groups of specialists into it from various disciplines—life sciences, engineering, physics, mechanical engineering—so they can interact with each other and come up with better research, both basic and applied." The same path will be followed with cyber research.

"Bringing all these specialists together under subjects of research rather than as separate disciplines will

1970-1975

Prof. Moshe Prywes becomes the first president of the University in 1973.

Harry T. Dozor of Pennsylvania becomes AABGU's first national president in 1973.



The Kreitman Building, David and Rosa Goldberger Building and the Sam Gorovoy Building for Natural Sciences house auditoriums, classrooms and offices.

change the organizational culture," Carmi says. Her team is building a roadmap, taking account of promised funding. For the first two years increments will be small, so less expensive initiatives will be targeted first with a major push planned for 2013.

Although intensive resources will be invested in science and technology, Carmi plans not to ignore the humanities. Jewish and Israeli culture and thought represent particular areas of strength and are drawing wide interest. This past fall, of all the universities, BGU saw the largest percentage increase of students in the humanities. So these programs will be expanded, along with the Sede Boqer Campus, with its renowned Ben-Gurion Research Institute for the Study of Israel and Zionism.

With the Israel Defense Forces relocating its elite units to the area by 2018—another transformational happening with enormous impact it's especially important to build classrooms, teaching labs and housing, Carmi notes. More dormitories and staff housing will be essential.

"It's always our challenge to use

resources to the maximum," Carmi says. "The University is known for being run very effectively because we invest very wisely. But it's a daily struggle. To get what we want we must be very creative."

In fact, Carmi is extremely proud of BGU's fiscal management and its ability to do more with less, she explains. Despite serious budget cuts and lower donations due to a depressed worldwide economy, 2010 was the best year in many years due to a substantial increase in research grants. "We were able to bring back our rainy day fund, ending the year with a small surplus. We are the only Israeli university with a budget in the black."

Rivka Carmi does not doubt the future: "I'm very optimistic that BGU will be the leading university in Israel." Nor does she doubt that BGU will play a key role in bringing alive David Ben-Gurion's dream for the Negev, and that the mission matters more than ever.

"The Negev is extremely important to a strong Israel, and it's important to the world for Israel to be a strong, secure country. Once the Negev is developed and it becomes Israel's real center we'll be very much better off in every way."

Partly as another contribution to this mission, Carmi recently assumed another challenging role. Since late last year, she has chaired Israel's Committee of University Presidents, responsible for representing the country's seven higher education institutions to the public and the government.

Taking on this job also relates to a private mission: "I want to be able to impact the issue of women's status in academia, particularly in Israel," she says.

She recently went on record to tell an Israeli newspaper, "The whole system is really tailor-made for men. Women have different needs, different lifestyles and different roles that are not being at all taken care of in the system." In her series of positions at BGU as "first woman," Carmi has introduced a number of ways to encourage women and accommodate their needs.

"In leaving science I gave up something very important to me personally to achieve more on the public, national level. I hope more capable women will be inspired to do the same."

1970-1975

In 1973, 33 students, teachers and administrative staff are killed in the Yom Kippur War. The Community Action Unit is established.

TALKING WITH RECTOR ZVI HACOHEN REACHING OUT TO ALL OF ISRAEL'S CITIZENS

PROFESSOR ZVI HACOHEN, BGU's rector since August 2010, knows the University is en route to a stellar future, but would like to accelerate the pace.

"In certain areas we are already among the best in the world. But it can be difficult to compete with other universities, some of which are twice as old as us, because they're established with more famous faculty," he observes.

"A major goal aligns with a national priority: increasing the number of educated Arabs and ultra-Orthodox Jews... these groups will comprise 50 percent of the population in 20 to 30 years."

-ZVI HACOHEN

"But we don't give up. We try harder than everyone and every year our performance is better than the year before. In five to 10 years' time we'll be one of the best research universities in Israel."

Achieving this ambition depends largely on the ability to recruit the best young faculty and HaCohen invests considerable energy in this.

"I have dinner weekly with new candidates. We try to show them that we're different from other universities—we are excellent in research but are like family. That makes a difference because if you come here after postdoctoral work, this will be your first home, not your second, since scientists spend more time here than at home."

HaCohen knows because he is a scientist himself, although he finds that his new position as rector leader of the entire academic community—demands 100 percent of his time. An organic chemist specializing in microalgal biotechnology, he has held several positions within the Jacob Blaustein Institutes for Desert Research, and is the incumbent of the Maks and Rochelle Etingen Chair in Desert Research.

REVERSING BRAIN DRAIN

HaCohen cites a chilling statistic: Israeli universities have produced 4,500 faculty members working in Israel, and 3,000 who now live and work in the U.S. and Europe. "It costs more than \$1 million to produce a scientist," he says, "and actually much more because you must educate many to get one dedicated to academic research. Multiply that by 3,000 and we're supporting the Western world by more than \$3 billion! We can't afford that.

"We want to reverse the flow and attract the brains. We must give these young researchers state-of-theart facilities, and on top of that, the feeling that they're coming to where



Prof. Zvi HaCohen, Rector, Maks and Rochelle Etingen Chair in Desert Research

they are appreciated in every aspect of personal and scientific life."

HaCohen's academic priorities for BGU-and Israel-also include increasing the number of students studying medicine. There is a national shortage of physicians. "Many came from Russia 20 years ago and are retiring in the next few years," HaCohen explains. "So we have to train more doctors. Every Israeli medical school should do this but the limiting factor is patient beds." Only a certain number of students can be accommodated, so more hospitals who currently do not train students must be recruited for education. At BGU's Joyce and Irving Goldman Medical School, only 70 out of every 1,500 applicants are admitted because of the cap on admissions.

A second major goal also aligns with a national priority: increasing the number of educated Arabs and ultra-Orthodox Jews. Predicting that these groups will comprise 50 percent of the population in 20 to 30 years, the government has made a general declaration that funding will be allocated for their education, but details are yet to come.

1970-1975

Following the death of David Ben-Gurion in 1973, the Board of Governors officially changes the University's name to Ben-Gurion University of the Negev.

"We are committed anyway," HaCohen says. "It's critical because if these people lack higher education, Israel's economy will go down instead of up, and the highly educated affluent Israelis will say 'this is not a country I want to live in.' We have to bring these populations into higher education so they contribute to the economy."

The challenge is formidable. For example, the ultra-Orthodox schools do not teach English, math or literature. HaCohen recounts talking with a teacher who overheard a conversation about something he didn't understand. The teacher asked HaCohen to explain what an atom was.

"It was a typical story! The gaps are enormous. We must open a preparatory course to bring them into the labs and participate in the University," the rector says. "We can dedicate a smaller campus to them so men and women can attend separately and it's done always according to their way of life."

HaCohen sees a growing realization among the ultra-Orthodox that the present culture cannot be sustained and that Israel's population cannot support so many Yeshiva students. "Some will have to work, and to do that they must have an education."

Building support from the rabbis is the first essential step. Women will be recruited initially, HaCohen expects, because they already work to support their families. Further, the community would like its daughters to study professions useful to it, such as medicine and social work.

He anticipates that young men will also begin attending university and going into the workplace, as in the U.S. and many other countries, where religious life is privately maintained. The situation in Israel is already changing, he notes, as some ultra-Orthodox enter high school and the army. Extended opportunities are also planned for the region's minority populations. BGU is already heavily engaged with the Bedouin community. HaCohen cites in particular a program that brings high school students from Bedouin villages throughout the area to BGU for classes every Friday.

"Most live in isolated villages and go to school under very tough circumstances, scorching in summer and extremely cold in winter. You cannot learn adequately in such conditions."

Bringing these teenagers to BGU regularly helps them realize the University is not an ivory tower and they can be part of it, HaCohen says. "They see that this is not a stratified society and anyone can be a professional—it's up to them." BGU already boasts a notable success story; the medical school graduated a Bedouin woman gynecologist who may be the first in the world. Other women will follow in her footsteps, HaCohen believes.

Educating the new local population of about 2,000 recent Ethiopian immigrants presents another challenge. "Even if you waive tuition for them, they have no money to support themselves. We have to provide them with everything and give them full fellowships with room and board, which costs a lot of money. If we don't do this we'll lose them—and we need them to be productive citizens and role models in the community."

MAKING BGU MORE INTERNATIONAL

One obstacle to pursuing BGU's goals is a funding limitation imposed by government policy. In order to channel money into more colleges, student numbers—and financial support at the universities are capped. Since BGU already has more than 20,000

Student Spotlight

MARK ILAN MIZRAHI

CLINICAL BIOCHEMISTRY NEGEV FELLOW

Degree Program: Ph.D. candidate, 2nd year Earned M.Sc. from the same department Age: 29 Hometown: Herzeliya



What is your special interest? I focus on the immunology of type 1 diabetes and the possibility of grafting pancreatic islets into diabetic patients. Although my research mainly focuses on the immunological aspects of graft rejection, recent developments in modern science make it difficult to distinguish between the immunological and biochemical aspects of disease development and graft rejection. So we try to combine both.

Why did you choose BGU? I chose to study at BGU mainly because it combines a great campus atmosphere and good science. Together with the newest facilities of the Faculty of Health Sciences, this makes it the perfect place to build an academic career.

Continued



1970-1975

Prof. Moshe Prywes resigns as president in 1975 to assume full-time responsibility as the first dean of the medical school, which he dubbed "the Beer-Sheva Experiment."

What do you like most about BGU?

The advanced studies program at BGU not only gives the students plenty of independence, which encourages creativity and innovation, but it also provides mentor supervision and professional committees along the academic path to make sure we do well. This exposure to professionals also helps young investigators absorb knowledge and experience.

What is important about your work?

Our research has great importance for type 1 diabetic patients because we're trying to find a safe treatment that will allow them to undergo pancreatic islet cell transplantation without the need for harmful immunosuppressive drugs. Our initial results are astonishing. We showed with transplanted diabetic mice that treatment with a natural anti-inflammatory protein can prevent the immune system from attacking the graft, without causing any damage to other immune functional properties. We hope that these pre-clinical findings will lead us to a safe solution for type 1 diabetic patients.

What has been your biggest accomplish-

ment so far? I played a crucial role in our work that was published in 2008 in *Proceedings of the National Academy of Science (PNAS)*. I was then working on my M.Sc. degree, and it built the foundation for my academic career. It also enabled me to receive the prestigious Negev Fellowship for outstanding achievement. I am also proud of being invited to present my work twice at two international conferences, held in Italy and in Greece.

What has been your biggest challenge or obstacle? My biggest challenge was to try to answer a certain scientific question, and to provide all the correct data and arguments backed by statistical analyses to confirm our hypothesis. This kind of work always begins with little pieces of ideas and preliminary experimental data. Collecting all the information, planning the experimental setup and executing the program professionally requires the ability to be flexible, open minded and creative along the way.

What do you find special at BGU?

I think that BGU is special because it puts great emphasis on the professionalism of its students. This approach enables us to become better investigators in the future. For example, the Faculty of Health Sciences awards financial support to Ph.D. students who are qualified to present their work at international conferences. This kind of experience is crucial for the development of young investigators. It exposes us to new ideas, lets us interact with other research groups around the world, promotes useful collaborations, increases our confidence and updates us on the most recent findings. This kind of support shows that BGU does not compromise on the quality of its students.

What have you learned that surprised

you? The thing that always surprises me is that the more we think we know about how the biological system works, the more we realize that we actually don't know enough. Every day there is a new discovery that sheds light on a previously unknown mechanism or molecule, and this discovery leads to new questions and untrodden paths.

What is your career plan? I wish to continue with science and research. Long-range, I hope to live a meaningful life, helping people and contributing as much as I can. students, this dampens growth, even though in some departments the ratio of acceptance is already one in 10.

HaCohen's solution: "In order to increase the University's size and allow for more researchers, we decided to increase international exposure. Our initial goal is for 10 percent of the student body to be foreign students which means 2,000."

Language is a major obstacle. Noting that more than 95 percent of the faculty is capable of speaking and teaching in English, HaCohen says many programs will be converted into English. This will support recruitment in the Far East and other areas. Beyond the tuition funds anticipated, BGU will benefit from a new source of graduate students, which will increase research output and ultimately BGU's world ranking.

HaCohen believes that the array of initiatives aimed at growth, serving new populations and bringing BGU to the research forefront in more areas will not affect the University's special spirit. In fact, he counts on it to accomplish those goals.

"We're 20,000 students but still have the mentality of a family. This is what differentiates us from other universities. We fight for every student—do our utmost for them to feel at home and graduate with a smile and claim, T'm proud I graduated from BGU.'

"And we have a very good success rate in recruiting young scientists for the same reason. We're matching offers other universities put on the table and on top of that, have an excellent touch with personal relationships—because we are first and foremost a family."



1970-1975

Ambassador Yosef Tekoah becomes the University's second president in 1975.

6. Senator Edward Kennedy and Golda Meir at the dedication of the new medical school

An oasis in the desert DESIGNING A CAMPUS DREAM

FROM THE EARLIEST days of Ben-Gurion University of the Negev, the goal was clear: to build a comfortable and attractive campus with a vibrant student life, suitable for the great research university envisioned. But the challenge was daunting. Unlike nearly all other universities, which have evolved over time, this one needed to be built from scratch. Moreover, it was to take shape in the most inhospitable of environments: the desert, adjacent to a city that at the time was far from thriving.

Israel's foremost architect, Avraham Yaski, was hired to create a master plan and oversee development of what is today the Marcus Family Campus, and he did so from 1968 to 1995. Yaski was charged with creating climate-worthy buildings that would be durable, easy to maintain and suited to the environment. He made a memorable decision: to use the simplest, most elemental material, architectural concrete.

Interviewed five years ago for the *Architecture of Israel Quarterly*, Yaski explained the choice. "Concrete is a wonderful material that freed architects from the restricting column and beam, and enabled them to escalate and soar as far as the creative imagination wishes to travel."

Talking specifically about designing "Beer-Sheva University" in the late 1960s, Yaski observed, "These bare concrete buildings stand in all their splendor to this day, in comparison to buildings constructed of other materials. In arid Beer-Sheva, the concrete looks strong and healthy, and it is genuinely pleasant to stroll among the buildings or along the open column floor."

Mario Copel, deputy director for development and logistics and a civil engineer by training, explains how practical Yaski's choice was. "The Negev has a lot of dust storms, and the material friendliest to this dust is concrete. It never looks dirty. We're still using the first buildings and following the outlines of the original master plan.

"I believe that the line started in 1968 is a straight line that one architect started to draw and the others continued in the same spirit," he

Top photo: The W.A. Minkoff Senate Hall and Court

1970-1975

The Faculty of Health Sciences is inaugurated. Guests at the ceremony include Prime Minister Golda Meir and Senator Edward M. Kennedy. Thirty-four students (selected from 662 applicants) comprise the first class of the medical school.



continues, noting that the master plan evolved with the University's changing needs, while staying true to its vision.

As the University and campus grew, the architectural concrete took many shapes, tones and textures, according to each building's purpose and the various designers. "All the architects have been first rank and each respected what was already built," Copel says, adding that most of the buildings would not have been possible without the generosity and vision of donors who saw BGU's potential.

"The original guidelines on building height and materials have been observed. Each building is different, yet all are in harmony, and you can see the creativity."

In the mid-1990s, Chairman of the Board of Governors Hyman Kreitman

Top photo: The Alon Building for Hi-Tech

brought esthetic values to the building process with the motto, "Make it beautiful and they will come," resulting



A three-story central atrium with four round skylights provides natural light throughout the day in the Diane and Guilford Glazer Building.

in some of the campus' most beautiful additions, such as the Kreitman Plaza, designed by Israel's leading landscape architect, Shlomo Aronson. The overall campus design was just as carefully thought out. BGU was planned as a totally traffic-free,

pedestrian campus, which as the campus grew, came to include a main thoroughfare between the older section and the new one. The campus would function as a complete unit, architecturally and operationally, but with flexibility so new buildings could accommodate change in the various fields of knowledge and BGU would grow as a living organism.

A collaborative, interdisciplinary mindset was also intrinsic to the design. While separate buildings were planned for the humanities, social sciences, natural sciences and technology, shared classrooms were at the hub. This strategy endures and

has served BGU well in promoting the collaborative, multidisciplinary thinking so central to its research today.

1970-1975

As a result of Soviet policies toward Jewish emigration, the University adopts several academic Prisoners of Zion, appointing them professors in absentia.

Copel, who is responsible for new building, renovation and campus-wide maintenance, also marvels at how effective the original plan proved on the functional level.

"They didn't have all the knowledge and technology that we have today," he says. "But the thinking that went into how to position the buildings, how they would fit into the desert environment and how the students would feel comfortable was very wise."

The Aranne Library, among the earliest buildings, remains among the naturally coolest, he notes. Across the campus, the pattern of shaded inner courtyards and covered walkways enhances its inviting atmosphere.

Today's BGU takes pride in its official status as a "green campus," a label bestowed by the Ministry of Environmental Protection and enthusiastically received by the University community. But, in fact, in its search for energy efficiency and sustainability, BGU has been committed to high ecological ideals from the outset.

Copel points out that decisions on the mechanical infrastructure were equally farsighted. The Marcus Family Campus uses a grid of underground tunnels to house all utilities, including piping for water, air conditioning and electricity. These are supplied throughout the grid from a central energy plant to most of the buildings.

"This gives us access to the utilities without interfering with campus life or roads when we need to add more pipes or cables," Copel points out. "The cables and pipes are very easily maintained because they're in the tunnels, not exposed to corrosion in the ground, and my engineers tell me they're in great shape for their age.

"It was a brave decision, because

clearly the tunnels were expensive. It's another way the master plan makes our life much easier now."

MUSHROOMING GROWTH

The period from 1990 to 2006 saw enormous development under the leadership of then-President Avishay Braverman. Top faculty and students were recruited, and the student population expanded from 5,700 to 17,700. Accordingly, new architectural needs arose, and thanks to unfailing support from generous and imaginative donors, an extraordinary building boom took shape. Over 20 new buildings were put up, all using the talents of top architects and landscapers.

An important project of the early 2000s, during Ada Karmi-Melamede's tenure as campus architect, was construction of a railroad station,

THE MARCUS FAMILY

Dr. Howard Marcus and Lottie Blumlein Marcus have magnanimously supported Ben-Gurion University for many years. Their commitment is reflected in the naming of the University's main campus—the Marcus Family Campus.

Howard left Germany for Italy shortly after Hitler came to power in 1933. In Italy he acquired a medical degree and license. After Mussolini made his pact with Hitler, he moved to New York in 1939, where he re-qualified for both his medical and dental licenses. He met Lottie, also originally from Germany, who was working on Wall Street. They married in 1942 and later moved to San Diego.

The Marcuses have become noted philanthropists who have contributed

to a number of causes in Israel. Their generosity to BGU has made it possible to complete many of the beautiful new buildings and facilities on the Marcus and Sede Boqer campuses.



Lottie and Dr. Howard Marcus

In 2004, the University bestowed upon them honorary doctoral degrees.

Their substantial pledge in 2005 was unprecedented, and when their bequest is realized, it will represent the largest single gift given to any Israeli university. The funds will be used to endow water research, among other significant research endeavors.

Believing that the entire Middle East will benefit from Israel's ability to produce water for drinking, industry, agriculture, aquaculture and the battle against desertification, the Marcuses have long been dedicated supporters of the Jacob Blaustein Institutes for Desert Research in Sede Boger.

Attending the Marcus Family Campus dedication with daughter Ellen Marcus and granddaughter Jennifer Kaplan, Howard Marcus remarked, "My family and I feel very deeply honored and very proud to be associated with as distinguished an academic institution as Ben-Gurion University, which is recognized as being among the world's finest."

1970-1975

The Knesset passes the Ben-Gurion Law, stating that three institutions are to be established to perpetuate Ben-Gurion's memory: the Ben-Gurion House in Tel Aviv, the Ben-Gurion Heritage Institute in Sede Boqer and the Institute for Desert Research, which is to be a part of Ben-Gurion University.





made possible through the support of the Goodman family of Chicago. This connected the University to public transportation, thereby making it easily accessible to Tel Aviv and other areas of the country. The Mexico Bridge was built to connect the station to campus, opening up a new entrance to the University.

Designer Danny Lazar planned the station, the bridge and the new gate. When the bridge and station were dedicated in 2005, Lazar talked about his concept in terms of its symbolism: the train station as gateway to Beer-Sheva, the relationship between city

Photos above. 1. W.A. Minkoff Senate Hall 2.
Diane and Guilford Glazer Building 3. Ilse Katz Institute for Nanoscale Science and Technology
4. Deichmann Building for Community Action and Plaza and University, the future of science and technology and Ben-Gurion's vision of the city as the country's scientific capital.

The bridge, with its concrete pedestrian pillars and walkway, conveys a sense of motion through its lines, curves and diagonal posts.

"The idea was to give people getting off the train a new sense of entering a metropolitan region," Copel explains. "It arches over one of the busiest streets in Beer-Sheva. It's interesting, as well, to see the University from the city streets; the panorama is amazing," he says, noting that the master plan related to how the University would be viewed from the distance.

In 2004, Bracha Chyutin became the campus architect and created a new master plan for the Marcus Family Campus, which incorporated the buildings that had been adapted and renovated from an existing adjacent high school and new buildings planned for the future.

CREATING A NEW PLAN

While the bulk of the University's development has been completed, there is still a need to provide for growth. "To meet the expansion strategy of the University in terms of numbers of students and researchers, we need more classrooms, more research facilities, more labs, auditoriums, offices," Copel says.

A number of projects are currently in process on the Marcus Family Campus, including a new classroom building; a building for the Faculty of Engineering Sciences; a library for engineering and life sciences; and another building for the National Institute for Bio-

1970-1975

The number of students rises from 1,300 to 4,038; among 700 faculty members, 150 are new immigrants.

technology in the Negev.

The Sede Boqer campus is also slated for expansion, allowing for the growth of both the Jacob Blaustein Institutes for Desert Research and the Ben-Gurion Research Institute for the Study of Israel and Zionism. Also planned there are the American Associates Village dormitories (see page 36) and a building for the National Solar Energy Center.

The University's major challenge is planning for the development of the northeast area, currently an undeveloped area north of the Marcus Family Campus that is slated for future growth. "The area," Copel explains, "is almost as large as the Marcus Campus." This is exciting to the University planners as it allows them to dream about the future.

"It's like developing a whole new campus, starting from the very beginning as the University's original founders did 40 years ago. I hope we'll do it at least as well."



Faculty Profile

PROF. ANDREA BERGER

DEPARTMENT OF PSYCHOLOGY

Prof. Berger immigrated to Israel from Argentina with her family in the 1970s and settled in Arad, where she grew up. After receiving her Ph.D. from BGU, she moved with her husband and their two young daughters to the University of Oregon for postdoctoral work in neuroscience.

Why did you choose to return to BGU?

As a graduate student here I was very impressed with the department and was familiar with the quality of research, and especially the relationships between the faculty and Ph.D. students. There is a real desire for excellence, and an atmosphere of sharing. I came back knowing exactly what I was getting into. It was important for me to advance in my profession.

What current projects are you working on?

I specialize in developmental cognitive neuroscience, the relationship between the brain and behavior during normal and abnormal development. I work with "event-related potential" methodology, ERP, which analyzes electrophysiological responses in the brain. I'm researching what goes on in the brains of young babies, particularly their mathematical abilities.

We discovered that infants are able to process basic "mathematical" calculations, and to detect errors. With a grant from the Israel Science Foundation, we are continuing this error detection research with babies, children of different ages and also adults, tracking the development of brain signals. We've also been following "our" infants, some of whom are now eight years old.

We've had very interesting results, predicting, for example, the development of self-regulation and temperament in children at risk for ADHD [Attention Deficit Hyperactivity Disorder]. Our team at the department's ERP Lab for Developmental Studies is researching the relationship between the brain and behavior during development by recording the brain's electrical activity reflected on the surface of the scalp. We also measure behavioral responses, like reaction time and accuracy, so we combine different sources of information to understand the brain activity that occurs during specific mental processes.

What might this research lead to?

This interdisciplinary methodology is a great help in understanding the development of a number of skills, such as attention and control, as well as the perception of quantities. To follow-up the ERP infant study, I'm developing a collaborative project with researchers from Wayne State University in Detroit and the University of Cape Town, South Africa. We'd like to follow-up on long-term studies of alcohol consumption by pregnant women and perform the first ERP study of infants prenatally exposed to alcohol. The project's aim is to confirm that the adverse effect of fetal alcohol exposure on number processing can be detected behaviorally in infancy.

What accomplishment have you found

most satisfying so far? One great satisfaction is publishing a textbook for researchers in developmental neuroscience, *Self-recognition: Brain, Cognition and Development* [APA, the American Psychological Association]. The book is about self-regulation as a crucial link between genetic predisposition, early experience and later adult functioning in society.

What do you dream of achieving? I hope the technological tools used in this research can someday be used to detect learning disabilities or developmental problems at a much earlier age. It's not just a matter of identifying these problems earlier, but actually designing interventions.

1970-1975

Aron Chilewich of New York becomes AABGU's second national president in 1975.

BGU's Research Prowess ADVANCING DRAMATICALLY

1976-1980

A Master Plan for the Development of the Negev to the Year 2000, co-sponsored by BGU, is presented to the Knesset.

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IN HIS POSITION as BGU's vice president and dean for research and development, Prof. Moti Herskowitz meets a great many visitors from all over the world. "They're from academia, industry, the public sector and they are all very surprised," he reports. "They expect to come to the desert and see some desert-related research, but not the kind of extraordinary modern university we've become."

Herskowitz, a chemical engineer who researches advanced materials and nanocatalysts, exercises overall managerial responsibility for the University's diversified research activities. These include eight interdisciplinary research institutes and 17 research centers that, together with the University's five faculties (colleges), are home to more than 1,000 researchers.

They work in areas that range from nanotechnology to renewable energy, drug discovery, cancer research, homeland security, robotics, information technology, cognitive and neurosciences, Jewish thought and Hebrew literature, water and desert agriculture research, and Bedouin studies.

Herskowitz and his team drive the University's strategic research plan. They oversee research funding, promote and facilitate research and development, and coordinate scientific endeavors with commercial development through BGN Technologies, BGU's technology transfer company. (See page 24.)

Herskowitz, who joined the Department of Chemical Engineering in 1979 and has served as its chair, enjoys a unique big-picture perspective of how BGU's research programs have developed. BGU's early days provided a necessary incubation period, he notes, but in the past 15 years, the infrastructure for research has improved steadily. "Most important, in the past few years we're seeing a significant improvement in attracting excellent young faculty," he says.

"We are now competitive in recruitment for most areas, even though the competition with the other research universities is fierce. The culture of research at BGU has significantly improved. Our recruiting ability, despite the fact that we're in the Negev



Prof. Moti Herskowitz, Vice President for R&D Israel Cohen Chair in Chemical Engineering

and the youngest of all the universities, is a vector that moves us forward definitely one of the most important things for the future."

Success in competing for grants from the European Research Council, a highly prestigious program for young researchers, bears out Herskowitz's optimism. This very competitive program draws over 10,000 applicants per year but awards only 250 to 300 grants to researchers throughout Europe and Israel. Based on scientific merit, six new BGU faculty members have received such grants in the past three years. BGU is also ahead of the curve in encouraging interdisciplinary collaboration, where the future of research lies, Herskowitz believes. The University supports interdisciplinary activity through its institutes and centers that bring specialists from many disciplines together to share facilities, ideas and projects. It also encourages applications for outside funding that require collaboration and provides fellowships for Ph.D. students in multidisciplinary areas.

Herskowitz cites the Ilse Katz Institute for Nanoscale Science and Technology (IKI) as a prime example of interdisciplinary collaboration. The Institute was established in 2000, but its new state-of-the-art building, featuring the most advanced and sophisticated infrastructure, opened just last year. The mission of IKI is to promote, enable and support innovative nanoscale research and education at BGU, which will meet the challenges in three focal areas: energy, water and the environment, and health and education.

IKI promotes cooperation with industry, particularly by encouraging transfer of technologies developed in its members' labs. Herskowitz cites three recent success stories:

- Establishment of the start-up Membranes Development Company Ltd., which produces devices for municipal and industrial wastewater treatment facilities
- Development, in cooperation with the German company Curasan, of novel bone fillers for dental applications based on new biomaterial-related technology
- A novel process for producing jet fuel and diesel from vegetable and algae oil, currently being commercialized

1976-1980

BGU, under the auspices of the Community Action Unit and together with the Ministry of Labor and Social Affairs, introduces 20 "Open Apartments" in disadvantaged neighborhoods where students will live rent-free in exchange for community service.



"We expect the R&D activities at IKI to promote major breakthroughs in areas of renewable energy, water and medicine," Herskowitz says. Three IKI members recently won the prestigious Krill Prize for Excellence in Scientific Research.

Another major initiative, representing a \$90 million investment, is the National Institute for Biotechnology in the Negev (NIBN). Founded in 2001, NIBN is the first independent research entity of its kind to be established in Israel. The Institute conducts multidisciplinary biotechnology projects that bridge the gap between basic and applied research in areas related to drug discovery.

Among many more programs that demonstrate the power of scientific teaming: a collaboration in brain research, which brings together specialists in psychology, physiology and clinical research; and work in robotics, where research in industrial management, psychology, mechanical engineering, biomedical engineering and physiotherapy all connect.

SOLAR ENERGY, RENEWABLE FUELS AND MORE

The multidisciplinary approach enables BGU to play a significant role in producing sustainable fuels, including green gasoline, jet fuel and diesel. This effort involves BGU scientists from the Blechner Center for Industrial Catalysis and Process Development, and from the Departments of Chemical Engineering, Chemistry and Life Sciences, working in close cooperation with their colleagues at the Jacob Blaustein Institutes for Desert Research (BIDR), and takes four major research directions.

Biomass and biofuels: Energy-rich biomass and oils are being produced by genetically engineering new photosynthetic platforms from algae and plants. Led by BIDR's French Associates Institute for Agriculture and Biotechnology of Drylands, this work is being accomplished through an international cooperative endeavor with PTT Chemical Public Company Limited, Thailand. Major international grants, including four from the European Union's FP7 (the Seventh Framework Program), have been awarded to the program.

Splitting of water and carbon dioxide:

Efficient catalysts for the direct conversion of solar energy to hydrogen and carbon monoxide are being developed by chemists internationally respected as leaders in their fields.

Production of renewable fuels:

This research focuses on novel catalytic processes for producing liquid fuels by converting biomass into hydrogen, carbon monoxide and carbon dioxide.

Solar energy research: The National Solar Energy Center at Sede Boqer is a leader in its field, working with both photovoltaic (PV) and solar-thermal (ST) technologies. Installations include PETAL, the word's largest parabolic dish, which produces ultra-high concentrations of solar radiation.

1976-1980

Under the auspices of the World Health Organization, Iranian medical educators visit the Faculty of Health Sciences. As a result of the visit, two medical schools are set up in Iran along the lines of the "Beer-Sheva Experiment."

Combined with specially designed PV cells, this system greatly increases the efficiency and cost-effectiveness of creating electricity directly from sunlight. The Center carries out a wide range of theoretical and basic research through collaboration with IKI, as well as chemical, materials and electrical engineers.

Additional areas Herskowitz cites that illustrate BGU's growing research power and strength through collaboration include information technology and neurosciences.

"Information technology is important to a wide range of academic and industrial endeavors. Therefore, BGU actively fosters collaboration on IT between University departments and Computer Science, and Industrial Engineering and Management.

Under the umbrella of the Zlotowski Center for Neuroscience. brain research is conducted in nine academic departments within BGU and in cooperation with Soroka University Medical Center. More than 30 scientists, from disciplines as far ranging as psychology and linguistics to electrical engineering and physiology, employ the latest behavioral, molecular, neuroanatomical and physiological approaches to address fundamental questions in neuroscience. High priority is given to activities that promote interaction between laboratories across disciplines, both within BGU and

Sponsored by the Israel Science Foundation and the Council of Higher Education, the program's goal is to develop 30 national centers of academic excellence over five years to strengthen Israel's role as a world leader in scientific research, stem the brain drain and bring back some of the brilliant minds that left the country because opportunity was lacking.

The four initial centers will focus on: renewable energy; genomic medicine; cognitive sciences; and information technology, particularly cyber security. All of these are areas in which BGU excels.

Herskowitz is pleased to note that BGU is considered a major partner, and his own hope for the future is



also with the research laboratories of industrial companies," says Herskowitz.

Most notable is the Deutsche Telekom lab, established at BGU as the telecommunications company's first R&D center outside Germany. It is a particularly good example, Herskowitz claims, of the benefits a corporate framework brings to cooperative research in applied technology, involving researchers from the Departments of Information Systems Engineering,



with colleagues at other institutions in Israel and abroad.

NEW AMBITIONS

Right now, BGU is partnering with other research universities on combined proposals to be part of the first four Israeli Centers of Research Excellence (I-CORE), a new government initiative to invest in Israel's greatest resource—brainpower.



are aiming to be world leaders in

those areas as well."



1976-1980

May 27, 1979 marks the historic visit of Israeli Prime Minister Menachem Begin and Egyptian President Anwar al Sadat to the BGU campus to commemorate the signing of the peace treaty.

7. Egyptian President Mohamed Anwar El-Sadat receives the "Star of Peace" from BGU President Yosef Tekoah



Start-up Negev COMMERCIALIZING BGU'S RESEARCH

BGN TECHNOLOGIES—Ben-Gurion University's technology transfer company—works to connect research to the marketplace. "We look for the best technologies invented by the University's researchers, secure the intellectual property and then look for a company that will take it to the next step," explains Netta Cohen, BGN's chief executive officer.

"An invention is just the first step in what can be a very long road from idea to a product sold in the market. A big company might take an idea all the way to market, but sometimes a small start-up company begins developing it and then brings it to a larger company. That company might

Top photo: Exotic water lilies, flowers and fish are grown in the desert using an innovative system of water re-utilization.

develop it further and then sell it to an even bigger one, and so on."

Cohen joined BGN, which functions as an independent business company, about six years ago. Like his small staff of six, he came from the business world. The team uses many different models of commercialization: It builds start-ups, licenses technologies to companies that range from brand new to multinational, and participates in academic-commercial collaborations promoted by the Israeli government. As the commercial arm of the University, BGN handles any major activity between Ben-Gurion University and the business world.

Research is carried out by BGU's 800 senior faculty members, 1,000 Ph.D. students and their research groups. The results belong to the University, according to Israeli patent law. Scientists retain the right to publish their discoveries, but cannot independently commercialize the work. Instead, they are actively encouraged by the University to bring their technologies to market with BGN. Researchers are entitled to a high percentage of commercial results, so the incentive is strong.

BGN has been operating since 1980, but has become much more active during the last few years. Recent times have, however, been challenging, Cohen says. "BGN works with the research and development— R&D—side of industry, which in a tight economy is the first to be decreased, and the last to be increased when things come back." Nevertheless, the last six years have been BGN's most successful, and the numbers show it:

1976-1980

The Leon and Mathilde Recanati School for Community Health Professions is established.

- BGN is applying for about 60 patents per year, compared to 15 to 20 just a few years ago
- Income generated through BGN is four times higher than six years ago
- BGN is increasingly active in its business dealings and signs more than 100 agreements every year, ranging from small research agreements to creation of a spin-off company or licensing a technology to a large multinational
- Technology transfer brought in about \$15 million in revenue this past year

Cohen is also happy that almost 20 percent of the University's research funds come from industry, compared to an average of seven percent at American universities. Further, to compare its technology investment against financial outcomes with those of other universities worldwide, BGN's team uses an index that is adjusted for institutional size. This shows that BGU ranks among the top 20 percent in terms of monetary results from research investment.

A CHOICE OF SANDBOXES

The key to success: easing all barriers to the marketplace by adapting different models and staying as flexible as possible, Cohen says. "Each invention, each technology and each inventor differs so much from the others that every commercialization process is different. Also companies behave so differently. One may take the licensed discovery and go on using its own R&D, while another company in the same market and of the same size will want to operate and work together.

"So every agreement is tailored and we don't try to bring people to play in the same sandbox."

Because any research result is only the beginning of the development chain—no matter how promising it may seem from an academic perspective—it is almost impossible to identify what technologies will actually reach the market or where the market will be in five to 10 years. "It's a risky business," Cohen observes. "Only one out of 20 start-ups is really a success. New technologies are even riskier; very few of them will succeed.

"The unknown is more present than the known for us and the process holds many surprises. A product originally invented for homeland security may be found to work for a minimally invasive surgical process." Because of the many unpredictable factors, BGN aims to work with as many technologies as possible to increase the chances of success.

A MODEL FOR SUCCESS

Cohen notes that the Deutsche-Telekom (DT) telecommunications research lab represents a win-win model of industry-academic collaboration. "It's a combination of needs and capabilities," he says. "The lab's great management and the excellent model of cooperation it represents are the key factors of success."

DT has invested tens of millions of dollars in the lab since 2006 and last year committed to doubling its investment, a sure sign of success.

In addition to its commercial projects (see examples on next page), BGN is involved in projects aimed to develop the Negev region. These may not bring immediate benefit, Cohen says, but are in line with the University's mission to ensure the region's prosperity.

One example is the Arava Group, a joint venture of BGU and the Eilat-Elot municipality that involves leading investment and industrial firms. Recently, the government chose the group to establish and operate a technology center for renewable energy.

NEW FOUNDATION SPURS COMMERCIALIZATION

An innovative foundation model to help fund and commercialize research done at BGU has been created by Los Angeles philanthropist Dariush Fakheri. It will provide up to \$1.2 million to fund promising research projects, with eventual proceeds reverting back to the foundation for further commercialization projects at BGU.

Called Project Jacob after the biblical figure, whose scientific breeding of sheep and goats brought prosperity, the foundation will financially support outstanding projects selected by a committee. Fakheri is president of the International Judea Foundation, which will supply the funding.

Israel's future depends on successful innovation, Fakheri has noted: "We are trying to fix the dilemma of too many incredible innovations and discoveries getting stuck in a lab due to limited resources."

Initial projects chosen for development include a Retinal Angiography System, a tool for the diagnosis of various health problems; a Balance Training System, a robotic engineering device to help people with mobility problems; and a Venus Catheter, a promising device for treating blood clots.



Dariush Fakheri

1976-1980

The first adobe house, heated entirely by solar energy, is planned and built by the desert architecture unit of the Jacob Blaustein Institute for Desert Research in Sede Boqer.

BGN is also playing a key role in the Bio-Negev venture, a regional entity launched last year by key biotech players to encourage innovation in biotechnology and life sciences in the Negev. The enterprise will leverage existing regional strengths to leapfrog socioeconomic growth of the Negev based on an "economic cluster" model. Cooperation will be encouraged among the stakeholders: BGU, Soroka University Medical Center, Beer-Sheva Municipality, the National Institute for Biotechnology in the Negev, technology incubators and the Negev Development Authority.

BRIGHT PROSPECTS AHEAD

The BGN team is buoyed by BGU's extraordinary growth in both size and competitive edge. The increasing number of high-caliber University scientists promises a strong future for technology transfer.

"This amazing growth has created new departments and dramatically increased the number of students and researchers," Cohen says. "The University is recruiting high-achieving researchers, who in many cases are at reputable American universities and want to come back to Israel.

"It's especially valuable that researchers at BGU cooperate with each other, too, creating an interdisciplinary research hub." One relatively unpublicized asset that he likes to tell

About one-third of all the engineering faculty at Israeli universities are researchers at BGU, creating an innovation powerhouse.

prospects is that about one-third of all the engineering faculty members at the Israeli universities are researchers at BGU, creating an innovation powerhouse.

The Advanced Technologies Park promises to be another huge plus for the University and the region. BGN is involved in drawing companies to the new industrial park and showcasing the advantages it offers through its closeness to BGU and Soroka. A few companies plan to move to the park, including Deutsche Telekom, whose presence provides a strong anchor for the communications industry. The Israeli Army's plan to locate top communication units nearby will amplify this strength—and, Cohen believes, provide a flow of new start-ups as professionals finish their military service.

Cohen envisions a second anchor combining BGU's biotechnology and medical capabilities with those of Soroka University Medical Center and the National Institute for Biotechnology.

In talking with potential industry players, Cohen cites BGU's strengths such as water research, alternative energy, robotics, engineering, biotechnology, nanotechnology and chemistry.

"We're going to get better and better," he is convinced. "For the University it's just the beginning in terms of research and commercialization of technologies.

"There's a lot to do. Israel is open to the world, and we need to look around and be connected. We are focusing on the future, working with many technologies—this is what makes it so interesting.

"We are in a good neighborhood."

SOME RECENT BGN AGREEMENTS

- Licensing agreement to develop an algae-based substance for repairing damaged hearts with BioLine Rx; this company in turn recently sold its rights to Ikaria for \$285 million, of which BGU and its researchers will receive a part over the next several years
- Development work on a drug for treatment of Parkinson's disease through a transdermal patch, via NeuroDerm, a spin-off company
- A component to upgrade broadband capacity in optical fiber networks, through BGU start-up MultiPhy
- Environmentally friendly pesticides being developed by Botanocap, a start-up created by BGN
- A new vaccine against pneumonia and other diseases,

licensed to Protea Vaccine Technologies—then commercialized by GSK

- An industry-research collaboration between ExxonMobil and BGU's Blechner Center for Industrial Catalysis and Process Development to develop an on-vehicle hydrogen production system
- Agreement with Bayer BioScience to collaborate on the development of plants resistant to extreme environmental conditions
- Agreement with start-up Zenith Solar to produce a more efficient solar energy system, now powering a kibbutz south of Tel Aviv

1981-1985

President Yosef Tekoah is appointed to the post of chancellor. He is succeeded as president by Major General Shlomo Gazit in 1982.

Mission 101 REGIONAL DEVELOPMENT

WHILE EVERY Ben-Gurion University department contributes in its own way to the common mission—developing the Negev—this formidable goal demands knowledge: Who is living in the Negev? What are the population trends? What are the people's problems, their needs? What is changing and how does this affect the reality? And what do the data tell us about how to promote progress?

Answering such questions has been the job of the Negev Center for Regional Development (NCRD) since 1993. This Center within the University collects and analyzes data that are essential to decision-making about the region's future.

Directed by Prof. Yehuda Gradus, NCRD recruits BGU faculty members, mostly from the social sciences, for research projects, such as the *Statistical Yearbook of the Negev*. The title may sound unglamorous, but the information is critical to effective planning.

"The Bedouin population is spread all over the desert and the government doesn't know the basic data, so we collect and publish it," Gradus explains. "In addition to providing ideas and knowledge to decision-makers, our goal is to raise Israelis' consciousness to the region's needs and the importance of developing the Negev.



Prof. Yehuda Gradus, Negev Center for Regional Development, Harry Levy Chair in Geography and Regional Planning

We can't change things ourselves, of course—our task is to present the data."

Over the years, the Center has quietly fed the need with scores of books and publications, many written or cowritten by Gradus, who was the founder and former head of the Department of Geography and Environmental Development, and also former dean of BGU's Faculty of Humanities and Social Sciences. The list includes several editions of a *Survey of Industry in the Negev*; *Beer-Sheva—Metropolis in the Making; Tourism in Frontier Areas; As Nomadism Ends; The Mosaic of Israeli Geography;* and *Indigenous and Minority Education*. The *Statistical Yearbook* is now entering its 14th edition.

NCRD findings, presented at Center-sponsored conferences, as well as through publications, reach a growing audience that includes politicians, planners, businesspeople, scholars, government institutes and local government leaders. In 2000, the State Comptroller's office based its data on the Center's research projects.

And NCRD's contributions were recently recognized with the 2010 Israeli Geographical Society Prize. This honor,

Top photo: An impoverished area in Beer-Sheva known as the Daled Neighborhood

1981-1985

Advanced Products, Ltd., known today as B.G. Negev Technologies and Applications, Ltd. (BGN), is established to advance knowledge and patents that are produced from BGU research.

Gradus says, denotes its status as one of the most prominent geography centers in Israel, as well as the leading research center in the Negev. In fact, NCRD is the only center in Israel focusing on regional development.

The Center's work is partly funded by private donations and foundations that help support major research studies. NCRD also willingly undertakes commercial assignments for example, a study on whether it is feasible to operate golf courses in the Negev was recently done for a Washington, D.C. company.

WHAT THE DATA SHOW

It is clear, Gradus says, that the Negev's Bedouin population is growing at a substantial rate of five and a half and governmental leadership.

"There are a lot of problems to be solved—education, employment, housing," Gradus notes. "We study all these things."

Gradus believes that the Israeli political structure has hindered regional development. Though the government's official national policy is to achieve balanced regional development, political representation is not tied to territorial constituencies. As a result, virtually all decisions regarding Israel's periphery are dictated by those not living in the area.

"This system did not contribute to creating a regional consciousness and has caused serious fragmentation in the political structure of the Negev," Gradus observes.

Nevertheless, he sees several prom-

people and thousands more as service and maintenance employees, constituting an employment multiplier.

"We found that the University is a major catalyst in the development of the Negev," Gradus says. "It's a main importer of human and intellectual resources. It has drawn thousands of families to the region, most of whom are professionals and faculty members. This has improved the level of services in the city and brought a symphony, the theater—many amenities that did not exist before."

Further, the faculties of technology and BGU graduates are closely involved in the Negev's chemical industries, which produce phosphates, bromine and magnesium. And BGU's groundbreaking research in desert living and water research promises to benefit the



Soroka University Medical Center and BGU employ 10,000 people and thousands more as service workers.

Hatzerim Air Force Base in the Negev and new strategic units to come will bring prosperity to the region.

percent per year. Less than five years ago, there were fewer than 140,000 Bedouins inhabiting the Negev; today there are 180,000. Their socio-economic status, however, remains very low. This is a major challenge for regional ising developments. One is the growing impact of BGU, a subject that NCRD has also studied. The University and Soroka University Medical Center are the region's two biggest employers, and together employ 10,000

Negev considerably.

The University acts as a regional growth engine, attracting industries that need to be near a major academic



1981-1985

Robert H. Arnow of New York becomes national president of AABGU in 1982.

institution. Gradus believes the Advanced Technologies Park (ATP), now under construction, will magnify



Agriculture is a major component of the region's economy.

this impact. "It will help keep alumni in the south," he observes, "elevate regional funding and vocational opportunities, and serve as a hub for start-up companies."

Only three percent of industry employees in the Negev now work in the high-tech and development field, and Gradus anticipates that ATP's presence could greatly increase this figure and also raise salaries. Overall, ATP is expected to strengthen the academic-industry connection to the benefit of the Negev.

"As for the new army bases, we believe they will have a similar effect as the high-tech park, and will encourage further migration to the south."

Gradus explains that there are plenty of subjects to study in the Negev. He knows that results can be slow to materialize. "It can take time for the information to trickle down to the minds of people who make policy. You cannot measure success by minutes, but the long-range impact of our center is very noticeable. People call us for advice all the time and our publications are disseminated all over.

"The goal of our University is to develop the Negev. And we are fulfilling it."

Faculty Profile

DR. NURIT ASHKENASY

DEPARTMENT OF MATERIALS ENGINEERING; ILSE KATZ INSTITUTE FOR NANOSCALE SCIENCE AND TECHNOLOGY

Dr. Ashkenasy founded and directs BGU's Bio-Electronics and Bio-Sensors Lab, which engineers and fabricates electronic devices from biological building blocks. She earned her Ph.D. in electrical engineering at Tel Aviv University, and started at BGU in 2006 after returning from the Scripps Research Institute in La Jolla, California, where she did her postdoctoral research.



What are the goals of your research?

My goal is to use the unique properties of biological molecules—which make the natural machinery so diverse and well functioning—in technological applications. Biology offers a window into the most sophisticated collection of functional nanostructures that exist. We are studying how we can adapt the special way biology performs certain functions in electronic devices, such as solar cells and transistors. We are also interested in developing methodologies to sense and study biological molecules and their interactions at the single molecule level. Using unique nanotechnology methodologies we prepare pores in very thin membranes of nanometric dimensions that are used as biosensors.

Why is the relationship between biology and nanotechnology important?

Shrinking devices down to the nanometric range is very important in current technology applications. We know that in nature all the functional structures are already in this nano range, so it is therefore logical to try to adapt them to perform technological tasks. Moreover, the synergy between natural sciences and nanotechnology is a two-way street. If we want to study biological molecules, especially at the single molecule level, we better use devices of comparable size. This is what we do in my lab.

What do you think is special at BGU?

BGU is a relatively new university, which is growing very fast. It's encouraging to think that in a few years you could find yourself at the top of a pyramid and make a difference.

Although 40 percent of your students today are women, you were the first woman faculty member in your department. What are your thoughts on that? I am aware of the responsibility I have in setting an example for the young female (and male) students in our department to show that it's possible to combine an ambitious career with family life. (They all know I have three kids.) I hope that I can be a model that the "glass ceiling" is getting higher. There is still much work ahead regarding gender equality, and not only at the academic level. One of the advantages of this University is that we have a female president who is very aware of the issue of women in academia and is working toward rebalancing the proportion of women and men, and also aids and supports those women already in the system.

What advice do you give your women graduate students? I tell them that having a supportive environment, especially at home, is essential.

1981-1985

The opening of the school year is postponed in 1982 as a result of the war in Lebanon.

DEALING WITH THE WORLD'S HOT TOPICS THE JACOB BLAUSTEIN INSTITUTES

FOR DESERT RESEARCH

1981-1985

In 1983, the Board of Governors elects Robert H. Arnow to the post of chairman, a post he will hold for 11 years.



THE MISSION HAS NOT CHANGED,

says Prof. Pedro Berliner, dean of the Jacob Blaustein Institutes for Desert Research (BIDR), but its scope has broadened.

"We've always focused on the problems relating to settlement of people in arid zones," he explains. "In the beginning it was the Negev, and then we outgrew the Negev and moved on to look at the whole world as our mission as well."

When the Blaustein Institutes began in 1974 problems relating to the desert were not widely recognized. During the 1980s, as better medicine was brought to large parts of the world, the drylands' populations grew. This produced a dramatic increase in the demand for life's basics—food, water and energy.

"It became necessary to develop tools so people can live sustainably in the desert," Berliner says. "And without developing the drylands, there would be a large scale migration to big cities, causing grave social problems."

In fact, the United Nations launched the U.N. Decade for Deserts and the Fight against Desertification in 2010, identifying a close connection between developments in the drylands and global security. A large proportion of the world's conflicts—80 percent are located in dryland zones. Today, two billion people reside in drylands and many of these regions are considered new sources of geopolitical instability.

As soon as it became clear that the Negev studies were relevant to deserts and drylands around the globe, BIDR began collaborating with people in Central Asia, Africa, Central and South America, and other regions. The Institutes are also engaged with projects in neighboring countries, including Jordan and the Palestinian Authority. The Blaustein Institutes brings to the table cutting-edge strength in areas that include management of aquifers, desalination, ecology, efficient use of water for agriculture, new algae-growing techniques,

solar energy, erosion control, ecology, and remote sensing of processes on the ground. All these topics and more relate to deserts and desertification (a process of land degradation that causes an increase in drylands). The program's broadness is unique for a desert institute, Berliner says.

"Most institutes are

devoted to just one or two areas. We, on the other hand, try to tackle most of the areas related to sustainable settlement in drylands. Moreover, because we live in a small community in the middle of the desert there is a strong interaction between disciplines. This creates unique research projects."

BALANCING PRACTICAL RESEARCH AND ACADEMIA

The Blaustein Institutes operates the Albert Katz International School for Desert Studies, responsible for all its training and teaching activities. Master's and Ph.D. study programs in desert studies are offered and taught in English. About 40 percent of the students come from countries other than Israel, making the Sede Boqer campus—30 miles south of Beer-Sheva—a meeting ground for emerging scientists worldwide.

It's a close community, Berliner points out. Many of the 80 scientists and 180 graduate students live there. "After work they meet at the market or their kids' activities and keep talking about their work. This creates a unique atmosphere of people from different disciplines, rare at a university."

Both basic research and projects

geared to implementation are pursued, and it is a balancing act. "You can do highly rated research that is not implemented for many reasons," Berliner says. "Or you can do applied research that doesn't have much academic meaning. We seek a balance. For some disciplines there is less chance for findings to be implemented than others.

"While a fair amount of our research is implemented

in desert and arid zones, our first concern is academic quality. We will not compromise that just to make research applicative."

Some of the practical successes he cites:

- Development of microalgae cultivation techniques that have been implemented on a large scale in Israel and the Philippines
- Instrumental work in establishing fish farming in the Negev using marginal water, a system also adapted in other parts of the world
- Use of floodwater to produce firewood, grain and fodder—a technique further developed at BIDR and implemented in various areas around the world
- Genetic research to create plants resistant to multiple stresses. Such high level academic work will likely soon translate into commercial products, as the scientists have recently begun to work with a major company

1981-1985

Jack J. Spitzer of Washington becomes AABGU national president in 1984. The Overseas Study Program begins operation. Today it is known as the Ginsburg-Ingerman Overseas Student Program.

9. Elizabeth Taylor, a Founder, visits BGU in 198310. Students walking next to the Krupp Building for Natural Sciences



Benjamin Schwartz Chair

in Agricultural Biology

DESERTIFICATION CONFERENCE DRAWS HUNDREDS

In November 2010, BGU's Jacob Blaustein Institutes for Desert Research hosted the Third International Conference on "Drylands, Deserts and Desertification: The Route to Restoration." It was organized in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO), and drew 500 speakers and participants from around the world to the Sede Boger campus.

The conference was held in English with simultaneous translation in French, Chinese, Spanish and Russian.

Workshops addressed a range of subjects relating to sustainable building in desert environments and countering desertification. Present was the U.N. Convention to Combat Desertification Executive Director Luc Gnacadja, who told the attendees that fighting desertification must be a top international priority. Along with drought, he said, it is predictable and reversible, "the result of public and even global policy failures."

Two billion people are dryland residents. Desertification—the degradation of land resulting in the increase of drylands—has thrown millions into poverty. The conference organizers hope this BGU event, and future conferences, will catalyze collaborative projects at the global level while bringing the University's special expertise to the fore.

"Israel is one of the only countries in the world that has successfully restored marginal lands and is recognized worldwide as a leader in protecting its drylands from further deterioration," remarked BGU's Prof. Alon Tal, the conference's chief organizer since its inception. In addition to an expanding record of publication in leading journals, Berliner notes growing evidence of the Institutes' recognition as a research platform. The European community committed to a six-year program that gives scientists EUR financing to visit there for a period of time and work with BIDR scientists.

"This is very, very productive," Berliner notes, "not only because it generates articles in scholarly publications, but because it's usually the beginning of bilateral relations and collaborative proposals to funding agencies." Researchers and students often return to their countries and establish future collaborations and ties with BGU a development that is good for the University and good for Israel.

Also notable: At the most recent Conference on Drylands and Desertification, the third held at and led by the Blaustein Institutes, the U.N. secretary general responsible for the battle against desertification—an international priority targeted along with climate change and biodiversity personally attended. (See sidebar.)

Many projects succeed in promoting good relationships. Various international agencies have funded cooperative regional research on subjects ranging from water management to agriculture and forestry, and fighting desertification in the Middle East. One eight-year project brought scientists from Israel, Jordan, Egypt, Tunisia and the Palestinian Authority together to exchange ideas and visit each other. Interest in such collaboration remains high, Berliner says.

WHERE THE FUTURE LEADS

"We'll concentrate on three lines: water, energy and food production," Berliner says. "We'll try to maintain the variety of topics, but putting more emphasis on these central themes will make our mark even stronger. And these areas anticipate the challenges of the next decade."

Climate change is already with us, he says, and will be a major factor in our lives. Projects will address its



effect on river flow, primary production and managing water so reservoir water levels are maintained in all possible scenarios.

"We have to be ready when things get ugly—less rainfall or higher temperatures or whatever combinations. We have to develop the means to keep living as we have up to now."

Attracting new recruits to the cause is critical: "We look for young, talented scientists who feel they are fulfilling an important mission in solving some of the burning issues of drylands. We've been extremely successful. All our young scientists are excellent, and donor contributions have enabled us to provide the infrastructure and compete with other institutions."

Berliner hopes to increase the number of graduate students, which requires building more dorms.



1981-1985 • Prof. Chaim Elata becomes BGU's fourth president, serving his first year in 1985 as both rector and president.

"This will increase our academic output dramatically." (See page 36.)

Academic studies are critical to making the Negev ever more livable, always the Institutes' first commitment, but it is important to the world at large as well: "Combating desertification is a huge task," Berliner says. "It must all be understood and we are active in all these fields, developing techniques. Where is change occurring? How strong is it? Measurement demands remote sensing tools because of the sizes of the affected areas and because by the time you feel a change, it's already too late. "That's why we exist, to provide the answers and deal with topics that are hot in the world. The Institutes will play an increasingly important role because the problems are becoming more and more acute and there's more and more need of our expertise to solve them."



Besides climate change there is mismanagement to address and, in some cases, over-exploitation of natural resources. Social problems can be especially hard to solve for example, if a conventional way of doing things results in overgrazing.



Next we must identify the reasons it's happening. Then we carry out projects to develop the means to arrest the desertification process. Lastly, we transfer the knowledge to the affected population.



Photos: 1. The Forest Goldman-Sonnenfeldt
Building for Solar Energy and Environmental Physics
2. The Albert Katz International School for Desert
Studies, home to 120 graduate students from
30 countries 3. BIDR Administration Building

THE JACOB AND HILDA BLAUSTEIN FOUNDATION

The long-standing relationship between the Jacob and Hilda Blaustein Foundation and the University has its origins in a friendship between Jacob Blaustein and David Ben-Gurion. Ben-Gurion, who believed that science and technology could be harnessed to "make the desert bloom," invited Blaustein to join him in realizing his vision for the Negev.

The Foundation made its first capital and endowment gifts to the University in 1980, establishing what is now the world-renowned Jacob Blaustein Institutes for Desert Research (BIDR). In subsequent years, the Foundation made additional gifts that helped grow the Blaustein Center for Scientific Cooperation, purchase laboratory equipment, and expand scholarship support for Israeli and international students, including Jordanians, at BIDR's Albert Katz International School for Desert Studies.



Prime Minister David Ben-Gurion shakes the hand of his very good friend Jacob Blaustein.

1986-1990

Arnold Forster of New York becomes AABGU national president in 1986.

WHAT THE WORLD NEEDS NOW... WATER THE ZUCKERBERG INSTITUTE

FOR WATER RESEARCH IS ON THE JOB

IT'S NO SECRET that a scarce water supply challenges development of the Negev and is a critical issue for the entire Middle East, as well as other arid regions around the world. "Here in Israel the philosophy is that water should not be a limiting factor in developing the country, the region," says Prof. Eilon Adar, director of the Zuckerberg Institute for Water Research, one of the three institutes that comprise the Jacob Blaustein Institutes for Desert Research. "And BGU's academic leadership felt that for the know-how to be available, we needed to establish the platform for research that will enable us to increase water availability." Toward this goal, the University gathered all existing faculty whose research activities related to water and established the Zuckerberg Institute (ZIWR) in 2002. The mission: To find all necessary technologies that can be used to leverage the availability of water, mainly in arid lands.

Adar, a hydrologist whose research concentrates on monitoring and treating contaminated water, joined the new Institute along with 20 other faculty members in a variety of disciplines. All are geared to innovation and practical applications.

A key idea, he explains, is that while water quality and quantity must meet the demands of end users, different users can successfully utilize different waters. "If the end user can produce what he needs with lower quality water, it's much cheaper than providing fresh top-quality water."

Accordingly, ZIWR projects have focused on areas that include developing filtration techniques for contaminated water, treating contaminated groundwater, and remediating domestic sewage and industrial effluents.

Because water flow respects no national boundaries, political issues are inherent to solving problems. Adar says, "Our thinking is that no matter what the political situation, we must collaborate regionally. All sides realize it is a very precious resource. It doesn't make sense for one side to deteriorate the common resource and damage itself, as well as its neighbor. In some cases one is in the replenishing zone, while in other cases one is a downstream user."

Notably, agreement on how the Jordan River will be shared was



Prof. Eilon Adar Alain Poher Chair in Hydrogeology and Arid Zones Research

1986-1990

Two new Perach programs are introduced: A special tutorial program for Ethiopian children who arrived with Operation Moses, and a center for hygiene and health instruction for underprivileged children. negotiated and signed by Israel and Jordan as part of a peace treaty between the two countries in 1994. "The only common or mutual committee between the two countries still functioning is the water committee—it's active; it's working," Adar says. "We are more or less agreed on a global solution for water." Negotiation is now under way with the Palestinian Authority and results are expected to follow the same pattern.

Practical collaborative regional projects are also happening. Recently, a highly competitive fiveyear research grant was awarded by USAID that brings Israelis and Palestinians together for a study on improving filtration systems.

THE GOAL: CREATE MORE WATER

It is generally recognized that water is already being "mined"—that is, far more is being taken than nature supplies. The gap, Adar says, is closed by desalination.

"Israel is moving straight ahead in producing water with major desalination plants and we get more and more each year this way from seawater. This will be the solution for Israel and Jordan. We must face reality: Nature has no more to give us. The population west of the Jordan River will double in 20 years, so the deficit we already have will be much larger. We have to produce water, and treat sewer effluents to a level where that water can be used for agriculture in unlimited quantity."

Within the Zuckerberg Institute itself there is active collaboration between Israeli, Jordanian, Israeli Arabs, and Palestinian Authority graduate students.

Alumna Profile

ESTHER LUZZATTO

Esther Luzzatto earned her B.A., M.A. and Ph.D. degrees in chemistry at BGU. She is co-owner, with her husband Kfir—who earned a Ph.D. in chemical engineering also at BGU—of Luzzatto and Luzatto. The company represents some of the world's and Israel's largest companies in applying for patents in Israel.



What led you to your career? My husband's family founded the firm in Milan in 1862, and he came with his parents to Ashkelon in the early 1970s. We met when we were undergraduates. At the time I wasn't planning to go into the field of intellectual property, but my education in chemistry is a real asset to the firm. We're the co-owners and operate branches in Jerusalem, Tel Aviv and Omer, the suburb outside Beer-Sheva where we live.

After spending more than a century in Italy, how has the company fared in Israel?

We can't complain. We represent some of the largest companies in the world, such as Sony, Brosh, Novartis, Samsung and many others. Half of our clients are Israeli, from small entrepreneurs to big companies like Israel Chemicals and the biggest universities. Our clients have taken out literally tens of thousands of patents in this country.

How do you see Luzzatto and Luzzatto's role in the larger community? The idea of social responsibility is absolutely a

cardinal principle with us. I was born in Beer-Sheva and I've never left the Negev. My husband moved with his family from Milan to the Negev—we're not here today by accident. We employ 100 people in the company nationwide, and I'm happy to say that Luzzatto and Luzzatto is responsible for bringing dozens of highly trained, productive professionals to the Negev.

As for myself, I try to, as they say, walk it like I talk it. I'm a member of BGU's board of governors, of Omer's local council, and of the Sancta Rashi Foundation, which does incredible work in the Negev. And I'm more proud than I can express at having been given the honor of lighting a candle in the 2006 Independence Day celebrations in Jerusalem for contributing to the advancement of society in the Negev.

How did your years at BGU help prepare you for your professional life? I earned all three of my degrees at BGU, finishing in 1995, so that sort of speaks for itself about my confidence that the University was preparing me well for a professional career. But it's not just my opinion. BGU is now recognized as one of the best, most dynamic institutes of higher education in Israel, and beyond Israel. There is great demand to study there, and someone with a degree from BGU is well equipped to compete professionally in the world. A degree from BGU is a very valuable ticket to a career.

What do you most remember about your time at BGU? I loved my years in the Department of Chemistry. Not only was the faculty excellent, not only did they give me the tools to become a scientist, but there was a warmth and intimacy about the department, a respect and interest in the student as an individual. That made it a lot more than a place to learn chemistry. It's why I'm still involved with the University— because I have such good memories of it.

1986-1990

Isaac L. Auerbach of Pennsylvania becomes AABGU national president in 1987. And thanks to achieving a worldwide reputation despite being a young institute, ZIWR has scientific relationships with countries ranging from South America to Europe, India, Australia, China, Singapore, Mongolia and Central Asia. A number of common projects are under way. The research is "not a linear process," Adar observes, and the long road from academic innovation to actual products demands partnerships.

"We are becoming known for bringing the innovation," he says.

This reputation is supported by extensive faculty publication in leading journals, numerous graduate school applications, interest of foreign students, and a substantial number of patents awarded.

In addition to individual scientists competing for research funds globally, ZIWR's future achievement depends on the number of graduate students attracted and accommodated. The new living quarters being built with American donations play a critical role in expanding the program. (See sidebar.)

Adar is pleased by the students' enthusiasm. "They come with a big smile every day and they're very creative. The Institute is a great success because of the faculty hydrologists, chemists, microbiologists, chemical engineers, organic chemists it's a mélange that all works together toward improving water quality and technologies." Adar is clear on what he'd like to see ZIWR contribute:

- Techniques for making better use of aquifers—the groundwater—which constitute the best and cheapest storage buffers from year to year
- A dramatic development in filtration membrane technology, which would significantly lower the cost of making seawater and brackish groundwater usable
- New technologies that combine solar and/or wind energy with water production through highly efficient units, so water can be treated cheaply with minimal carbon footprint
- Water security: systems for securing the water supply and eliminating the



AMERICAN ASSOCIATES VILLAGE AT SEDE BOQER

Thanks to much faster program growth than anticipated, BGU's Sede Boqer campus is experiencing a housing shortage. Hundreds of qualified, highly motivated candidates are being turned away from the Albert Katz International School for Desert Studies because there is no place for them to live. The campus is also home to the Ben-Gurion Research Institute for the Study of Israel and Zionism, which is planning a graduate program in Israel studies. This initiative too is hampered by lack of housing.

AABGU is responding by developing a beautiful American Associates Village.

The plan calls for renovating six run-down apartment buildings adjacent to the campus. This will create 36 apartments set within attractive, community-oriented outdoor space. Additionally, new housing will be built next to the existing student complex, making room for up to 150 additional students and visiting faculty.

The Sede Boqer Campus is uniquely international. Young scientists are drawn to it from all over the world to study and perform critical work in water research, the dryland environment, agriculture and biotechnology. Their experiences forge friendships and collaborations across national borders. As graduates, they return to their worlds as friends of BGU and ambassadors for Israel.

The Graduate Program for Israel Studies, to be taught in English, promises to further internationalize the campus and the University.

To learn more about this exciting venture and how you can help, contact your regional office.



1986-1990

The first Bedouin woman graduates from an Israeli university and receives a degree in social work from BGU.



The Negev receives approximately two to three inches of rain a year, depending on the area. Much of it comes in winter flash floods like this one.

chance of catastrophic contamination, whether intentional or not

• Constructing wetlands and treating effluents in contaminated water biochemically, so that gray water sewage like showers can have unlimited use Adar and his colleagues engage in all these research avenues and more, with a strong sense of urgency.

"Nowadays, worldwide, arable land has generally been taken and utilized," he says. "We already face a shortage in food and the population is increasing every year.

"We can increase the efficiency of the agricultural industry but that won't be enough. If we are pushed into marginal semi-arid land or basins, we have to come up with additional water. It's a necessity."

ROY J. ZUCKERBERG

Roy Zuckerberg has been the chairman of BGU's board of governors since 2004, when then-President Avishay Braverman told him he could not turn down the job on the excuse of being too busy because "this is about a country that needs leadership and an institution that needs leadership." In 2007, Zuckerberg's generosity made the dedication of the new building for the Zuckerberg Institute for Water Research at the Jacob Blaustein Institute's for Desert Research possible, and he was instrumental in establishing the Institute's scientific consulting committee on which he serves as a member. In May 2009, Roy Zuckerberg received an honorary doctoral degree from BGU for his contributions as a "generous philanthropist, an enthusiastic Zionist, and a concerned and influential member of the U.S. Jewish community."



Prof. Eilon Adar, Prof. Rivka Carmi and Roy Zuckerberg at the dedication of the ZIWR

1986-1990

A pre-academic course opens to meet the needs of the massive influx of new immigrants from the Soviet Union.

DEVELOPING WORLD HEALTH LEADERS FOR THE 21ST CENTURY

RECENTLY, Prof. Shaul Sofer, M.D., attended a meeting with a colleague who directs a hospital in the center of Israel.

"He said, 'Shaul, I have to tell you a story. I was making an evening visit to our emergency room and noticed a young physician caring for an elderly lady. Later, I approached him and asked, are you a graduate of BGU? He said yes, I am, but how did you know?

'I said, I saw how nice you were to the woman, explaining so very patiently how to take her

medication. I knew immediately that you could only have graduated from BGU.'

"So this is proof that we are on the right track," states Prof. Sofer, dean

of BGU's Faculty of Health Sciences. "We know our students can learn all the theoretical medicine, but we want

our graduates to be real *mensches.* Doctors for the 21st century must be knowledgeable, skilled and compassionate."

The Joyce and Irving Goldman Medical School has been training its students to meet these criteria since 1974 and Sofer, a clinical pediatrician who has headed the Faculty since 2005, is very pleased with how well this philosophy works. The

school has achieved a national and international reputation for training humane and skilled physicians and has made a vital difference both in the Negev and the State of Israel.

The Goldman Medical School is part of a comprehensive complex with an enrollment of about 1,700 undergraduates and 800 graduate students. In addition to the Goldman School. there is the Medical School for International Health for non-Israelis. which attracts students from around the world who are interested in studying global health; the Leon and Mathilde Recanati School for Community Health Professions, which trains nurses, physical therapists and emergency medics; and the schools of pharmacy, medical laboratory science and continuing medical education. There is also an expanding constellation of clinical institutes and research centers whose scientists collaborate in multidisciplinary research. The number of competitive grants expands year by year.



Michael W. Sonnenfeldt of New York becomes AABGU national president in 1989.





k a C S it t t

Prof. Shaul Sofer

Lubner Family Chair in Child

Health and Development

Sofer's vision for future development includes enhancing medical education through both new technology and a focus on ethics and professionalism; integrating basic and clinical research and strengthening areas of excellence; and improving the level of health care to the population of the Negev.

THE SPIRIT OF BEER-SHEVA

To accomplish the goal of producing caring and compassionate health professionals, the medical schools have developed training strategies that are arousing the interest of institutions around the world.

"First, it's the method we use to select our students," Sofer explains. "We choose them carefully and, through personal interviews, try to explore their inner values—are they community oriented and sensitive to the needs of others? That's very important. We want to know they will profit from the holistic, humane approach to patient care that is the core of our curriculum.

"And our interview process is very unique. There are always two interviewers present, one of whom is not a physician but someone from the community—a social worker, advocate, psychologist, kindergarten teacher. Our philosophy is that the interviewer is choosing his own future physician."

Out of 1,400 applicants per year, 70 students are accepted. Sofer relates that he gets phone calls from candidates who fail to gain admission, who may say, 'But, I have the best math and physics grades.' Sofer replies, "But we're not about math we're about creating humane and skilled physicians."

Israeli students, unlike their U.S. counterparts, enter the six-year medical program without an undergraduate degree but have usually

Student Spotlight

SARA TAL KALMAN

EMERGENCY MEDICINE

Degree Program: B.A., 2nd year Age: 23; Hometown: Jerusalem



What is your special interest? My concern is the availability of medicine. I think it is imperative that medical care be available for everyone. I'm also interested in people—I like meeting and learning about new

people from different walks of life.

Why did you choose BGU? BGU is the only university in Israel that offers the degree I'm studying for. Also I wanted to go to a university with an interesting campus life and strong involvement with the community. I haven't been disappointed on either count.

What do you like most about BGU?

I really like the campus life. I like my fellow students, and the atmosphere here, which is a mixture of academic learning and new life experiences. BGU is very hands on. I spend a lot of time in ambulances and in the hospital, learning practical things and meeting new people, including the hospital staff and patients. I have a lot of really great, interesting lectures, too. I think it's the combination of the theoretical and practical that makes my program such a success.

Why is what you're studying impor-

tant? I think emergency medicine speaks for itself. Especially in Israel, where apart from the security situation, we have an unfortunately high rate of motor vehicle accidents, not to mention the day-to-day illnesses that are a part of life. In medicine, the first few minutes can be critical and can make all the difference to the outcome for patients and their families. In my experience from a psychological point of view, the first moments of a crisis are usually the most harrowing for people, and I think it is important to provide support during that time.

What do you find special at BGU?

BGU is a very warm, friendly and welcoming university. And Beer-Sheva is a very warm, friendly and welcoming town. The University puts a lot of emphasis on supporting the people who need help, both the students who study here and the community around it. And what is so great is that there are a lot of practical solutions, like extra study hours, or scholarships for deserving students, and programs for involvement in Beer-Sheva.

Are you working as well as studying?

Like most students, I am currently holding down a number of jobs. I work as a first aid instructor in schools, and I'm just finishing a 44-hour course for a girls' boarding school in Dimona. In addition, I work in the hospital. Through an innovative program that the University arranged, students

1986-1990

The Gate of Peace is dedicated in 1989 in commemoration of the historic visit 10 years earlier of Menachem Begin and Anwar al Sadat.



14. David Ben-Gurion's diary 15. BGU students demonstrate on behalf of the Negev 16. The Gate of Peace

come in a few evenings and in the morning to draw blood for tests, put in I.V.s and perform patient EKGs. It gives the doctors a lot of help—we have a shortage of them in Israel and it's a way for us to earn some money and gain experience.

Do you also volunteer? I've been a volunteer with Magen David Adom for the past seven years. I started my work on the ambulances in Jerusalem during the second intifada, and have never wanted to stop. It's something I love doing, and one of the reasons I chose a medicine-related degree. At the beginning of last year I also started volunteering for the Israeli AIDS task force. I spend a couple of hours a week at the Beer-Sheva branch counseling people about safe sex and doing AIDS tests. Also, I recently got voted onto the student council, which is a chance for me to get more involved and suggest changes that could help other students with their studies.

Do you receive financial support

from BGU? I am part of the Open Apartments Program. I spend time doing various projects in my neighborhood, and in return receive free housing from the University. This is my second year as part of the project. I'm running an English class for the children who need help with their schooling. It is one of the ways that I can feel involved in the community itself, rather than just being a student. spent two or three years in military service. Beginning in the first year, students spend one day a week in the hospital and Negev community clinics, and are exposed to clinical experience from day one rather than relying solely on books and lectures.

"They visit delivery rooms, interview mothers and observe their problems," Sofer says. "They talk about child rearing. They learn about disabled people—the blind, the deaf and the mentally impaired."

Beyond mastering state-of-theart medical techniques, Goldman doctors-in-training are taught to observe everything about each individual patient—problems, social and cultural background, role in the family and place in the community. They learn how to interact with people who may be very different from themselves, and to understand the experience of being hospitalized, perhaps far from home.

Students of the health professions are expected to volunteer in the community and apply their practical and interpersonal skills. Some participate in a program designed to prevent sexual violence, going into Beer-Sheva's high school and talking with students and teachers, a model soon to be expanded throughout the Negev. Others volunteer in programs related to health promotion and disease prevention, help with palliative care, tutor



Paramedics train on electronic mannequin

children with disabilities or help refugees and prisoners.

So Sofer is not surprised when people like the director of Sha'are Zedek Medical Center in Jerusalem tell him, "You are producing the finest graduate students in Israel, the best young physicians, and I'd like you to send me your graduates."

The Medical School for International Health, created in 1998 jointly with Columbia University in New York, represents an expansion of the

community service vision at the global level, Sofer says. It's a one-of-a-kind program that does not exist elsewhere. "We're teaching global health, geographic issues, and refugee and cross-cultural issues to students who are already strongly motivated when they join the program,"

1986-1990

Dr. Avishay Braverman is elected president of the University in 1990.

he says. Courses are taught in English to students from every continent; most are from North America. A network of research projects is maintained in the Negev, the Middle East and Africa, including six-week clerkships in a developing nation or impoverished community.

FORWARD PLANNING

Prof. Sofer sees both medical schools as fulfilling the highest aspirations set for them, but envisions a valuable enhancement in the near future: a major simulation center to support clinical training.

A small but impressive simulation center is currently devoted to first aid and emergency medicine, where life-like electronic dummies mimic real-world health emergencies. Sofer believes that while bedside teaching is indispensable, adopting simulation is of prime importance to upgrade future education and is an ethical imperative.

Today's sophisticated technology offers super-computerized mannequins capable of exhibiting almost any human medical condition and responding appropriately to treatment by practicing students. Sofer is certain that this should establish the new cornerstone of medical education. The chance to practice without limitation in a simulated setting before working with patients helps students advance their diagnostic abilities and skills. They learn basics, such as high-quality physical exams and IV work, and how to respond to an array of scenarios, while building communication and teaming skills.

Moreover, the simulation center will address some of the challenges

1986-1990

Faculty Profile

DR. EITAN RUBIN

SHRAGA SEGAL DEPARTMENT OF MICROBIOLOGY AND IMMUNOLOGY; NATIONAL INSTITUTE FOR BIO-TECHNOLOGY IN THE NEGEV (NIBN)



An internationally recognized expert in bioinformatics, Dr. Rubin returned to Israel and to BGU in 2005 from Harvard University, where he headed the bioinformatics core at the Bauer Center for Genomics Research.

Why did you choose BGU? I held a

tenured staff position at Harvard, where everything was top level. But I missed the ease of collaboration that characterizes Israel. People are generally more cooperative and there is a more collegial spirit in Israeli research institutes. The other thing I missed was the sense of building something new. Harvard University will be great with or without me. Here in Israel, and especially at Ben-Gurion University, things we do feel more groundbreaking. Here I can, as an individual, really make a difference.

What projects are you currently working

on? In the Medical Systems Biology Lab I head, we are developing and applying computational methods to study human health. Basically, we're dealing with the question of how people differ in illness and in health. Why do some respond

The Charlotte B. and Jack J. Spitzer Department of Social Work organizes a course in the Development of Support Systems for Immigrant Absorption.

to treatment and others don't? What contributes to this variation and can response be predicted? There are two major sources of differences between people: genetic factors and environmental factors. Our lab uses clinical data to try to understand the environment a person has been exposed to, and apply advanced multi-dimensional analysis methods to both genetic and clinical data to look for patterns that predict treatment outcome.

What might this lead to? We believe this research will assist clinical care as well as provide greatly improved designs for clinical trials.

In collaboration with Soroka University Medical Center, we're analyzing all the blood tests conducted in five years—50 million measurements searching for new ways to predict which patients might have a high risk of developing certain conditions, such as ovarian cancer or renal failure. If we succeed, it will be possible to identify such patients from regular blood tests, and perhaps even to better fit treatment to each patient. As genetic data becomes available in the hospital, we will incorporate it into our models.

What accomplishment have you found most satisfying so far? I'm especially satisfied with the network of collaborations I've established, both in my department and throughout the Faculty of Health Sciences.

What do you dream of achieving?

I dream of developing a new way of looking at people. I hope to enable a better personalization of medicine, and in biology, I hope to develop a deeper understanding of how and why individuals differ from each other, medically.



17. British Prime Minister Margaret Thatcher and her husband Denis listen to an explanation by Prof. David Faiman, with Hyman Kreitman (left) that teaching modern medicine poses. Today's pressured hospital environments, along with the shortage of physicians and nursing staff, make it almost impossible for students to get sufficient training for difficult procedures under medical supervision.



MSIH students work in an outdoor clinic in India.

But technology is only part of tomorrow's story. Sofer is personally involved in another project he deems highly important: "We're working on a whole new curriculum on ethics and medical professionalism. These are very hot issues today—ethical questions about how physicians should deal with complicated issues related to patients, their families and the community." New courses on medical ethics and humanities will be built into the syllabus from the first year all the way through the sixth.

Also on the agenda to meet 21st century needs are a host of initiatives:

- New master's programs in physical therapy, clinical pharmacy and palliative health care. Also, a degree in medical humanities and an interdisciplinary program in applied biomedics, to prepare students for new areas of research and the demands of biomedical engineering
- New bachelor's programs in medical technology and veterinary laboratory science
- New physical facilities, including a state-of-the-art central laboratory building
- Establishment of a stem cell research center and a center for preclinical and translational studies intended to bridge the gap between basic science and clinicians
- Expansion of community service programs, and educational support and recruitment of Bedouin and underprivileged Jewish Israelis into the medical training programs

• Increase in the number of nursing students, from 50 to 75, and in the number of Bedouin students in the program



Easing a child's fear of hospitals by taking care of Teddy

These initiatives will further enrich an environment where healthcare training, medical research and commitment to the community meet—and where achievement is measured in terms of its human value.

In its relatively short history that began as "the Beer-Sheva Experiment," BGU's Faculty of Health Sciences has created what may be considered the best possible medical model for the 21st century.



Joyce and Irving Goldman

THE JOYCE AND IRVING GOLDMAN FAMILY FOUNDATION

Dorian Goldman and Marvin Israelow, Katja Goldman and Michael Sonnenfeldt, and Lloyd and Victoria Goldman have been generous supporters of BGU for more than three decades. The family's exemplary commitment to the University includes the naming of the Joyce and Irving Goldman Medical School after their beloved parents—who instilled in them a love for Israel and dedication to education and the formation of an international advisory committee to provide the Faculty of Health Sciences and its medical school with valuable guidance. Through the foundation, the family contributes to many worthy causes that focus on health, medical facilities, the cure and eradication of breast cancer, and Jewish continuity and community services.

1991-1995

Final exams and the opening of the second semester are delayed as a result of the Gulf War in January 1991.



A BUSINESS SCHOOL WITH A CALLING TO SERVE

ומילא דאלאים איין איז אינער דעליים Slane and Gulfford Glazer Building

GIVEN THE JOB IN 1994 of leading the brand new School of Management at BGU, Prof. Amos Drory realized it had to offer something special, something that fit the economic times and Israel's emerging place in them. It had to offer something that could not be found in the long-established business schools in Israel.

By the time that Drory completed his deanship, seven years later, the School had found its calling card: teaching management for the betterment of society as a whole. "We teach our students to merge the efficiency of the private sector with the social responsibility of the public sector—and government agencies and NGOs [non-governmental organizations] to behave more like businesses.

"Our new MBA program in social leadership is unique. It teaches management of nonprofit organizations, with a particular focus on volunteerism, fund-raising and ethics," says Drory, who is currently BGU's vice president for external affairs, but remains deeply involved in what is now the Guilford Glazer Faculty of Business and Management. He is chairperson of its Bengis Center for Entrepreneurship and High-Tech Management, an executive committee member of its Honors MBA program and holds the Ernest Scheller Jr. Chair in Innovative Management.

This sense of social responsibility is in line with the vision of the man for whom the Faculty is named. "Guilford Glazer knew David Ben-Gurion personally, and like

1991-1995

Twenty-five Arab physicians from Gaza, including six women, graduate from a six-month course in the Faculty of Health Sciences.

Ben-Gurion he is deeply committed to peace between Israel and its neighbors," says Drory.

Guilford Glazer asked the business school to use its talents to create economic blueprints for peace and co-existence with the Arab world. Following his vision, the faculty and students have been involved in various initiatives in cooperation with academics from Jordan and the Palestinian Authority. And, in conjunction with European and American



Profs. Amos Drory and Rivka Carmi (2nd and 3rd from left) with the 2010 Business Plan Competition winners (far right)

economists, they have joined hands in developing plans for increasing economic trade and cooperation, which are vital to prospects for peace.

With 2,800 students, 45 full-time faculty and many adjuncts, the Guilford Glazer Faculty offers not only training in the operation of nonprofits and the pursuit of peace, it also offers a remarkably comprehensive, handson, dynamic education in the full range of business challenges at the dawn of the 21st century. Challenges, Drory says, that his succeeding deans, Prof. Arie Reichel and currently Prof. Ayala Malach-Pines, have ambitiously undertaken as they continue to develop the vision and innovate programs.

BUSINESS IS GLOBAL

"Israeli managers have to be at home in a global environment; they have to know the latest developments in India, China and Brazil, not just the U.S. and Europe," Drory explains. From the day he accepted the challenge of shaping the business school, he has sought to prepare

Israeli students for the world by bringing the world to them.

"Because of the new prosperity in the country, the booming high-tech sector and this new sense that the world had become flat. that Israel wasn't isolated anymore, there was a huge demand for management studies. We knew we had to expand, to merge smaller departments and units into one interdisciplinary school, to create a dynamic where the whole was greater than the sum of the parts.

The evidence indicates that we succeeded," he says.

The faculty members Drory attracted to Beer-Sheva were a combination of young academics who wanted to get in on the ground floor of a grand new project, more experienced professors to provide the necessary gravitas, and several regularly visiting American professors coming out of Zionist commitment or simple fascination with a new school growing out of the desert.

Much of the credit belongs to Ehud Houminer, an American corporate leader and professor at Columbia Business School, whose leadership was crucial to the founding of the Honors MBA program. The program was largely modeled on Columbia's, and it has been greatly enhanced by many visiting Columbia professors.

"Our Honors MBA program is unique in this country in that it's full-time. This is the American style, and frankly, I prefer it to the Israeli model, whereby MBA students typically hold down jobs and study for their MBAs as almost a spare-time pursuit," says Drory, who got his Ph.D. at Philadelphia's Temple University, and who has spent many years of his academic career in the U.S.

The Faculty's global scope doesn't end there. There is a simulated trading floor, with computer systems and all the equipment necessary to make real-time financial decisions. Money provided by donors has gone into an investment portfolio managed by students; the balance now stands at approximately two million shekels, or roughly \$550,000. "The students make very conservative estimates, though," Drory smiles. "No hedge funds for them."

And through the generosity of New York donors Solomon Freedman, Bernard Sillins and his daughter Jessica, the school's Hotel and Hospitality Management Department has established a program that sends students to learn the business by apprenticing for three months in some of Manhattan's outstanding hotels.

READY TO COMPETE

But the thing for which the Guilford Glazer Faculty is perhaps known best on the BGU campus is the annual Business Plan Competition organized by the Bengis Center for Entrepreneurship and High-Tech Management.

This year there were more than 200 students competing in teams, with

1991-1995

The Department of Life Sciences celebrates its 25th anniversary in 1991.

Harold L. Oshry of Florida becomes the national president of AABGU in 1991.

Shraga Brosh, head of the Israel Manufacturers Association, heading the judges' panel. The winning entry, which carries a first prize of 5,000 shekels, was a business plan for a company based on an invention for an artificial leg that offered more stability, more protection from falls, than existing devices.

In keeping with its global approach, the Faculty could be called an emerging power in international business plan competitions. Working from research done at BGU, a team of students placed second in the Intel Education-UC Berkeley competition with their plan for a company called "Negev Renewable Green Fuels," which uses microalgae for biodiesel fuel. And, following a visit by Drory to the business school at Montreal's Corcordia University, a BGU team tied for 10th place in Corcordia's international business case competition.

"Considering the limited time they had to prepare, this was a very impressive showing," Drory says.

If the Guilford Glazer Faculty is thinking globally, it is also acting locally. Its executive program is tailored for managers in mid-career who are in need of some formal business education. They come mainly from the Negev-from chemical industries, the IDF, municipal government and major corporations, such as ECI, Bezeq and Koor. "All in all we turn out nearly 1,000 graduates every year. They're changing the face of management in the region's large, existing organizations, as well as opening new businesses in the desert," says Drory.

"We are integrated with the world, but the center of our world, the heart of it, is right here."

Faculty Profile

DR. AMIR GRINSTEIN

GUILFORD GLAZER FACULTY OF BUSINESS AND MANAGEMENT

After completing his doctoral degree in marketing at Hebrew University, Dr. Grinstein received a fellowship for post-doctorate work at Harvard Business School. He and his family returned to Israel in 2007. In addition to his research, he teaches undergraduate and graduate courses on international marketing and marketing strategy.

Why did you choose BGU? I find a really supportive environment and helpful culture at BGU. In terms of my own field of marketing, we are becoming the largest research group in Israel and we constantly improve and excel. Further, people here are interested in what you have to say and helping you to move forward. I really do feel I can make an impact here, that I am part of the decision making process.

What current projects are you working

on? I'm continuing my research on "demarketing," a concept that means to discourage the use of products or behaviors that have a negative influence on society. Demarketing strategies involve educational campaigns, but also the use of regulations or pricing.

Focusing on behavior change, demarketing has become an important strategy today, particularly in the fields of the environment and health. I've been carrying out a project with psycholinguist Ann Kronrod at MIT and consumer researcher Luc Wathieu at Georgetown University, looking at how language, especially assertive language in marketing, can influence behavior.

An intriguing example in water conservation is that a public service

announcement phrased in aggressive language—"You MUST save water!'" can be more effective than a lower-key, non-assertive pitch, such as "Would you mind saving water?" The results show that people who care about a topic respond better to assertiveness, while those not so committed prefer the polite approach.

Another project involves "terror management theory." What happens when people are exposed to negative events or terrifying advertisements that remind them of their mortality? How does this influence consumption and, in turn, the ecological environment? Research shows that people actually start to consume more in response to negative, terrifying thoughts. Scary demarketing ads could actually lead them to buy more and pollute more.

What might these findings lead to?

This research can be applied to a variety of public campaigns, such as recycling, using smaller cars, reducing pollution and the war against drugs and alcohol. A few years ago we demonstrated that a demarketing campaign in Jerusalem succeeded in decreasing water demand during an acute water shortage. I like to think of our research as work that can contribute to public policy. Instead of getting people to consume more we want them to consume responsibly.



1991-1995

Despite economic recession around the world, 1990-91 is a record-breaking year in total contributions from AABGU and other Associates.

Alumnus Profile

GENERAL AMOS YADLIN



General Amos Yadlin, a 1985 economics and business administration graduate, just ended his tenure as head of Israeli Military Intelligence. During his 40-year career, he was a pilot, taking part in the legendary 1981 bombing of the Iraqi nuclear reactor; headed the National Defense College; served as commander of the Israel Air Force; and was the Israeli Embassy's defense attaché in Washington, D.C.

How would you describe your years at

BGU? My time at BGU was very happy, very interesting, very rewarding. I started University when I was 34. I was an Air Force major, living at Kibbutz Hatzerim in the Negev, and I said it's now or never. And BGU was very accommodating to me. People went out of their way so that I could take summer courses and finish my B.A. in only two years. It was a young university then, with outstanding, enthusiastic lecturers in economics and other fields I was interested in, such as history and political science.

How did your education at BGU influence your professional life? It enhanced my ability to approach matters scientifically to continuously test my ideas against the factual evidence, which is obviously useful in the military, especially in intelligence. Also, it broadened my intellectual and social horizons. It was this experience that led me, in the late 1990s when I was Air Force commander, to set up a program with Avishay Braverman, BGU's president at the time, for Air Force pilots to be able to study for their bachelor's degree at the University while continuing on duty. I believe it's crucial for military personnel to have a broad education and range of experiences, and there was never any question in my mind that BGU was the place. So the University has always held a warm place in my heart.

The IDF is in the process of moving many of its major bases and operations from the center of the country to the Negev. How will that affect the region and the University? For many, many years I've been saying that the IDF has to geographically shift to the Negev, and my planning was always done with that in mind. As Air Force commander, I wanted the most advanced aircraft, such as the F-15 and F-16, to be based in the Negev, and this meant that the pilots and many others involved with these aircraft ended up moving to the region. And in the coming years, the Air Force bases in the Negev will be joined by infantry bases. Assuming that many professional officers are going to relocate with their families, their presence is without doubt going to have a strong impact on the Negev and on BGU as well.

You've had a 40-year military career but you're only 59—what are your plans for the future? I'm taking the next few months off to be with my family—my wife Rotem, three grown children and a granddaughter—and I intend to rest, work around the house, tend to my garden, and listen to music instead of the news. Later I want to do research and write. As for a new professional challenge, either in the public or private sector, all things

in the public or private sector, all things are possible. For now, I'm under no pressure —a new experience for me, and one I'm enjoying.

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DIANE AND GUILFORD GLAZER

Guilford Glazer, a successful industrialist and longtime friend to Israel, and his wife Diane, were drawn into the dream of building a great university in the Negev by David Ben-Gurion himself. They named the Guilford Glazer Faculty of Business and Management in 2007, which now enrolls 2,800 students and is housed in the Diane and Guilford Glazer Building. Particularly interested in promoting peace and co-existence in the Middle East, the Glazers are committed to advancing educational opportunities and job creation for Palestinians and Bedouins. Reflecting these priorities, the business school operates a unique Bedouin Managerial Training Program and is involved in various economic initiatives with its Arab neighbors.



1991-1995

Relative to its size, BGU has absorbed more immigrant researchers and students than any other academic institution in the country. Chairman Bob Arnow announces a special fund to aid immigrant students and faculty in memory of Chancellor Yosef Tekoah.



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A TRIBUTE TO (SOME OF) THE AMERICAN ASSOCIATES WHO BUILT THE UNIVERSITY











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ROBERT H. ARNOW AND THE BEDOUIN A PRAGMATIST WITH A BIG HEART

BOB ARNOW became involved with Ben-Gurion University of the Negev after attending a birthday party.

In 1975, the late Jack Weiler, his father-in-law, worked on a project in Israel that involved buying 7,500 immigrant housing units from the Jewish Agency and converting them into affordable apartments. As it happened, Aron Chilewich was one of the investors—he was also the national president of AABGU. "I liked the man and accepted an invitation to his party," Arnow recalls. "I didn't know it was sponsored by AABGU."

Subsequently, Arnow made a donation. In 1981, Chilewich invited him to a lunch meeting and brought along Major General Shlomo Gazit, who was the University's incoming president. Together they asked Arnow to become the next president of American Associates.

"Having been the general chairman of the UJA campaign in 1978 and '79,

"If you saw an elderly woman fall, you would help her. It's a simple matter of values—Jewish values."

-BOB ARNOW

I knew the community well and Aron thought I could help with the fundraising for BGU. I was in Israel soon after and he introduced me to Prof. Moshe Prywes, the University's first president, and that made the difference. I accepted the position more with my heart than my mind."

The difference Arnow could make soon became clear. BGU was on shaky financial ground at the time and AABGU fund-raising was not going well. When the Israeli government cut BGU's funding by \$5 million, Arnow was president of AABGU and shortly thereafter became chairman of BGU's board of governors.

The University asked him to raise operating funds, a challenging assignment because "money for operating isn't a passionate kind of gift," Arnow says. "I went on a mission and visited

Top photo: An unrecognized (illegal) Bedouin village lacks basic amenities.

1991-1995

Avraham Yitzhak, the first Ethiopian medical student in the country, begins his studies in the Faculty of Health Sciences.

the regions." With the help of others he raised a total of \$3.6 million: "I don't know how I actually accomplished it." If the donors were asked, they would say it was Arnow's Although Arnow dislikes fanfare, he acknowledges that he himself "did accomplish putting the University on the right path." At 86, Arnow still commutes to his New York City office



Bedouin high school students take university preparatory courses given by BGU.

passion that convinced them.

He continued as chairman for 11 years. "The meetings were always about finances and survival," Arnow recounts. "It was like giving transfusions to a patient on the operating table." Arnow led the fledging University out of financial crisis again and again. With a small team of AABGU board members, he addressed a structural governance problem at BGU and when a new University president was needed, his leadership remained constant.

"We found candidates, but the University looked like a sinking ship so we had no one in line to come aboard. There was one person we had looked at for vice president and he said, 'I'll be president.' This man was Avishay Braverman.

"At the time, Avishay had been an economist at the World Bank for 12 years and had no experience in academia or in fund-raising. However, it was he who ultimately put the University on the map."



Bob Arnow (far right) at the dedication of the Robert H. Arnow Center for Bedouin Studies and Development

twice a week. He is chairman emeritus of BGU's board of governors, and as a past president of AABGU, a lifetime member of its board of trustees.

FOUNDING THE BEDOUIN CENTER

Bob Arnow and his late wife Joan have generously supported programs in medicine, solar energy and astrophysics over the years. But like his leadership in BGU, his special legacy—the Robert H. Arnow Center for Bedouin Studies and Development—also came about through a personal experience.

During his visits to the University, he often shopped at the Bedouin market in Beer-Sheva. On one of those excursions he met Ismael Abu-Saad. He told Arnow about the hopelessness of the Bedouins' situation, and that although they comprised 25 percent of the local population, the number of Bedouin students at BGU was negligible. Arnow began to think that Abu-Saad, who had a Ph.D. in education administration, should be appointed to BGU's faculty.

But it was Joan who encouraged him to support and empower the women. "I met two Bedouin women

> who were in their second year at the University but they didn't know if they would get scholarships for the third year. They came from unrecognized villages-places without electricity, running water or transportation. I was so impressed. I wanted to make sure these two women completed their studies (and they did). So, I began to give 10 scholarships for Bedouin women every year." Arnow realized that

the Bedouins had "no one to extend a helping hand." He envisioned a place for Bedouins to talk to Bedouins through a center devoted to their own needs. He had stepped down from the chairmanship by then, but "with pounding heart" he presented the idea to the University's board. He told them about "the discrimination, the lack of Bedouin participation, the lack of caring."

In 1997, collaboratively with Abu-Saad, Arnow established the Bedouin Center on a small budget with a small office. "There was an address!" he says. "There was hope. We created something without a plan. It was exciting and even though we made some mistakes, it straightened out over time."

Also over time, Arnow pioneered a special mission within the Center's framework: the education of Bedouin women. "This helps the entire culture and can change the community," he says. "Most educated Bedouin women go back to their communities. They

1991-1995

The Faculty of Health Sciences conducts a six-week course in medical administration and surgery for 30 doctors from the Asiatic Republics of Kazakhstan, Azerbaidzhan and Tajikistan.

teach their parents, many of whom are illiterate. They raise smaller families and educate their children." He is proud that the first female Bedouin physician in Israel is a recent BGU graduate, Dr. Rania al-Oqbi, now a resident in obstetrics and gynecology.

In 2007, commemorating the 10th anniversary of the Center, it was re-named the Robert H. Arnow Center for Bedouin Studies and Development, which Arnow endowed. The Center focuses on research and improving programs for Bedouin students.

Thanks to the Center's groundwork, its mission to educate young Bedouins has become integral to many University programs. The University provides services, outreach and scholarships to the Bedouin, which leads to better integration in Israeli society. Approximately 450 Bedouin students currently study at BGU, including 250 women. More than 1,000 Bedouins have been enrolled at BGU over the last three years.



Bob Arnow and his late wife Joan, of blessed memory, with some BGU students

Bob Arnow is happy to reflect on the progress that's been made and to see positive signs for the future. As for his own role, he takes credit modestly: "If you saw an elderly woman fall, you would help her. It's a simple matter of values—Jewish values."

Student Spotlight

MIRIT BAT-CHORIN

Department: Israel Studies Degree program: M.A. Age: 27 Hometown: Yerucham



What is the focus of your studies? I'm interested in Jewish thought, Jewish identity, and Israeli social and cultural structure.

Why did you choose BGU? I chose BGU three years ago, when I was an undergraduate, mainly because of the "Ayalim" student village project located in the Negev. Also, BGU is the only university in Israel that teaches Israel studies.

What do you like most about BGU?

I love the fact that it's a small and intimate university, especially the humanities faculty. I love the fact that a large percentage of students is involved in the community and has social awareness. As for my program, the fact that it's taking place in Sede Boqer is wonderful for many reasons. First of all, it's a beautiful place that has a very strong link to the all-Zionist project. Second, it's the most intimate and friendly learning environment, and third, it's close to where I'm living, in Yerucham. What is special, too, is the personal relationships we have with the professors. Along with the Ben-Gurion Archives, this creates the perfect learning and teaching environment for any young scholar.

What is important about what you're studying? What I'm learning gives me the basic tools to understand the place where I'm living—its history, its ideas, identity conflicts, social structure, military background, culture, and more.

Are you also working? Volunteering?

I work as a teacher assistant for Dr. Paula Kabalo in an introductory course for Israel studies that is taught for the Overseas Student Program. And, I participated as a member and was one of the first residents of a student village in Yerucham for three years while earning my B.A. During that time I worked with children and adults, built community life and got to know the Negev and Yerucham in particular.

What have you learned that surprised you? I was surprised by the theories of Diaspora nationalism and particularly Jewish-American Zionism. Those are new ideas for me, as a native-born Israeli.

Your plans for the future? Right now I'm hoping to continue with my research and perhaps study for my Ph.D. in the U.S.

1991-1995

BGU engages in various cooperative projects with Morocco, Egypt, Jordan and the Gaza Strip. Agreements for cooperation are signed with institutions in Argentina, Russia and France.





A FRIEND IN NEED, A FRIEND IN DEED THE CUKIER, GOLDSTEIN-GOREN FOUNDATION

THE CUKIER, GOLDSTEIN-GOREN

Foundation has been a great friend to Ben-Gurion University, playing a key role in its development since 1972, spanning a three-generation tradition of philanthropy. Over and again, the foundation has lent its financial and leadership support, proving that no deed on behalf of creating a great university in the desert is too small or too large.

Avram "Dolphy" Goldstein-Goren, the foundation's founder, was a successful businessman who took his inspiration from his father-in-law, Mordechai Meir "Max" Cukier. Today, Max's grandson, Alex—Dolphy's son—runs the foundation, as well

Top photo: The Cukier, Goldstein-Goren Building for Humanities and Social Sciences



Avram "Dolphy" Goldstein-Goren with son Alex Goren and grandson Andrea Goren at the 1978 dedication of the Cukier, Goldstein-Goren Building for Humanities and Social Sciences

as an international money management and investment firm with his brother James.

The family was instrumental in funding the Cukier, Goldstein-Goren Building, home to the Pinchas Sapir Faculty of Humanities and Social Sciences, in 1976. Subsequently, the foundation helped establish the Goldstein-Goren Department of Jewish Thought and the Goldstein-Goren International Center for Jewish Thought. The Center offers a number of advanced study scholarships, runs international conferences, and awards the prestigious Goldstein-Goren Book Award every three years for the best book on Jewish thought published during that period.

The foundation also established a fund to lend money to needy students. In 2005, this endowment was converted to a student scholarship fund. Most recently, the Avram and Stella Goldstein-Goren Department of Biotechnology Engineering was named



1991-1995

UNESCO endorses the BGU-initiated International Program for Arid Land Crops. It is the first time a UN organization consults an Israeli institution for expertise. in memory of the foundation's founders.

It all began when Dolphy and his father-in-law Max Cukier, a textile expert, decided to sell the large spinning mill they owned in Dimona, Israel. They sought the help of their friend, Pinchas Sapir, Israel's finance minister at the time. Alex Goren recalls that after a short time Sapir produced a buyer willing to pay a very good price, but there was a catch: "Sapir said the other side of the coin is that you're going to give me all the money, because Ben-Gurion wants to build a university in the Negev."

Another family tradition is giving generously of one's time, too. Alex Goren's uncle, a resident of Canada, was a member of the University's board of governors. When he decided to cut back on travel in the 1970s, Alex joined the board and became very active. "It was very exciting," he recalls. "The University was small and there were always financial challenges. Now it's a gorgeous campus with a lot of world-class departments."

Today, Alex Goren is president of AABGU. ■



Alex Goren and BGU President Rivka Carmi

Faculty Profile

PROF. GOLAN SHAHAR

DEPARTMENT OF PSYCHOLOGY



Prof. Shahar is a clinical health and community psychologist. He returned to Israel and BGU in 2004 from the Departments of Psychiatry and Psychology at Yale University, where he remains a visiting professor of psychiatry. Recently, he published a volume of poetry called "Psycho-al-na-liza," a pun referencing psychoanalysis and the Hebrew words for "please don't."

Why did you choose BGU? Coming back to BGU was one of the best decisions I ever made professionally and personally. There is no doubt the University has achieved a high degree of academic excellence, and though we are the youngest university in Israel, we can excel in almost every field—and against all odds, especially in psychology.

What current projects are you working on?

My research is generally concerned with human stress, both acute and chronic. I'm continuing a project that studies adolescents under stress. The first findings, published in the two leading journals of pediatrics and child psychiatry, demonstrate that friendship is the primary buffer against stress under terrorist threats. While it was known that exposure to terrorist incidents often leads to adolescent depression, little was known about protective factors.

My colleague Prof. Christopher Henrich

of Georgia State University and I showed that teenagers with a strong social support system were more resilient to depression than those with little social support from friends, following indirect exposure to repeated missile attacks and a suicide bombing.

What might these research projects

lead to? These findings should serve as a basis for developing preventive interventions for adolescents who may be exposed to terror attacks. We are also conducting research on bullying, which is a major public health problem in educational systems across the West. Integrating our research on depression and on bullying, we've shown that depressed kids often display aggressive behavior, and that strong social networks also protect against the effects of bullying.

We are also carrying out a study (funded by BGU, the Israel Anti-Drug and Alcohol Authority, Georgia State, New Castle University and John Jay College of Criminal Justice in New York) analyzing students' use of drugs and alcohol during the first two years of university. We've discovered that the students' sense of connectedness to the university the extent to which they feel at home determined the degree to which they are protected against abuse of alcohol or drugs. I believe this will help lead to a comprehensive understanding of adolescent risk and resilience.

What accomplishment have you found most satisfying so far? Establishing the Stress, Risk and Resilience Laboratory has been a profoundly gratifying experience. We have some 15 energetic graduate students conducting multidisciplinary research. I also believe that at BGU we are changing the face of clinical psychology in Israel, both in academia and in the public. We're succeeding in building awareness of the devastating effects of mental illness.

1991-1995

The Faculty of Health Sciences conducts a one-month course in administration and public health for 20 doctors from the Palestinian Authority.

THE BROTHERS BRESLAUER HONOR THE FAMILY TRADITION



Samuel Soref School of Mechanical Engineering Building

FOR BROTHERS Steve, Ben and Jim Breslauer, supporting BGU is "a family legacy and a family tradition," in Steve's words. Their aunt and uncle, Helene and Samuel Soref, donated money to stock the library in the early years during a trip to Israel.

Then in 1991, shortly after Avishay Braverman had taken on the BGU

presidency, he traveled to Ft. Lauderdale on a fund-raising trip. It didn't go very well. The University was not well known and neither was the new president. That's when Braverman called his friend Helene Soref.

Helene asked him what he needed. "\$500.000." he

responded. Helene made the commitment on the spot, securing for Braverman his first major gift. "She opened the door to the donor community and support in south Florida," recounts Steve Breslauer.

Helene loved BGU. She subsequently endowed the newly created Arab studies program, and donated \$5 million to build the Samuel Soref School of Mechanical Engineering Building. When Helene died in 1996, the help continued through the Samuel and Helene Soref Foundation. Helene's nephews administered the foundation, and all three became actively involved with BGU.

Steve became a trustee when his aunt died, and chose two

or three of the foundation's major beneficiaries as priorities; BGU was key among them, he says. A \$5 million grant established the "President's Fund for Excellence," which enables BGU's president to designate important projects and activities each year that would otherwise not be possible.

The brothers now operate three separate foundations, all of which

support BGU in ways ranging from scholarships, research funding, community service programs, and establishment and operation of the University's Hillel. Jim has taken a special interest in the Advanced Technologies Park now under construc-

tion and is a major benefactor. Steve contributed the first major gift for the American Associates Village, an international student housing complex at Sede Boqer. (See page 36.) All three are members of BGU's board of governors. Steve is also a member of AABGU's national board, and was instrumental in founding the Greater Texas Region. In 2006, BGU awarded him an honorary doctoral degree to recognize his contributions to the University, AABGU, and other Jewish and Israeli organizations.

Steve Breslauer is very clear on why BGU merits his active involvement and support.

"First, it is an extraordinary university that features not only the teaching of academics, but how to be sensitive to the needs of others through service to the community." This was particularly important to his late wife Sandy, who was devoted to BGU's Open Apartments Program.



Prof. Rivka Carmi flanked by Jim, Ben, Steve and David (Steve's son) Breslauer

"I believe Israel will survive as long as it stays on the cutting edge of research," says Steve. "I see BGU as essential to developing the next generation and to keeping Israel in the forefront by exporting its most valuable commodity: knowledge."

1991-1995

Helene and Samuel Soref

Kenneth L. Tucker of Illinois becomes AABGU national president in 1995.

A"REAL" ISRAEL EXPERIENCE FOR AMERICAN STUDENTS

STANLEY GINSBURG finds it especially gratifying when an American student comes to an AABGU meeting and explains how a semester at Ben-Gurion University changed his or her life.

"It has happened many, many times," says Ginsburg, who, along with his business partner Ira Ingerman, has been a benefactor of BGU's Overseas Student Program (OSP) since its early years.

It all started in the mid 1980s when Ginsburg brought his family to Israel to visit the nation's universities for the express purpose of deciding which would be the beneficiary of the charitable foundation he was establishing.

"We made a 10-day trip around Israel and heard presentations from the different universities. My children chose BGU, which at the time was just at the beginning with about 4,000 students."

Ginsburg drew in Ingerman, who was already funding scholarships,

and along with their wives, the partners have enthusiastically supported the program to bring young Americans to study at BGU ever since.

Ira Ingerman explains OSP's importance: "It exposes young people to Israel at a time in their lives when they can understand and develop a future commitment to Israel. The best way to do that is to have people go there. The more the program grows, and the more students we bring to BGU, the more people will hear about it and the larger OSP's impact will be."

Establishing OSP presented some challenges. Fred Lazin, now a BGU professor emeritus teaching political science at American University in Washington, D.C., recalls the obstacles he found when he was asked to direct the fledgling program in 1991.

"The question was, how do you break in?" he says. "America is a big place, but most of the universities' overseas study programs were already established and they weren't open to more."

Facing stiff Israeli competition, he recalls attending a program at Cornell where graduate students talked about their Israel experiences. "One talked about the excitement of living in Jerusalem, another about Tel Aviv, the city that never sleeps you play all night and then go to the beach. We can't compete with that!

"But, at BGU you integrate with Israeli students—you live with Israeli roommates as the only American. Because of this you learn Hebrew."

Under Lazin's direction, academic internships and community service options were added. Students were placed in various social agencies and schools, which gave them memorable experiences with Israelis.



1991-1995 •

The number of students reaches 10,000.

21. Russian President Mikhail Gorbachev and his wife Raisa at David Ben-Gurion's gravesite

On one occasion, a student connected the program with a Bedouin school, and for 10 weeks OSP students worked among various classes, regardless of their ability to speak Hebrew or Arabic. Later the Bedouin youngsters took the group on a trip.

"They showed us the Negev from the Bedouin perspective," says Lazin. "The school was so appreciative of the contact with Americans, and in curriculum and increase recruitment of international students. Prof. Avigad Vonshak, former dean of the Jacob Blaustein Institutes for Desert Research, brings to the job a successful track record in curriculum development and international collaboration.

The current goal of OSP is to make it part of the long-term strategic plan of BGU to increase the University's international impact as a center of "From the experience we gained in our English-language international program in desert studies, we know that when you offer academic excellence you have a product that is easy to market," says Vonshak. "Furthermore, students that have spent time at BGU go back to their home countries as some of Israel's best ambassadors. The latter is something that we all know Israel needs more of."



turn we were overwhelmed. It was a very successful learning experience on a human level that broke down a lot of barriers."

Today, these unique qualities of a study abroad experience in the "real" Israel still attract a special breed of student. "Our students are drawn to the majesty of the desert, the immersion into a diverse Israeli community and a unique curriculum that maximizes the University's expertise and opportunities," says Andrea Meiseles, AABGU's director of the North American office for international academic affairs.

In the fall of 2010, a new dean of international academic affairs was appointed at BGU to broaden the "academic excellence," according to Prof. Vonshak. "Attracting American students, as well as students from other countries, will be based on an academic program that emphasizes the strengths of BGU. We are building distinctive tracks to cover topics like sustainable development and environment; water management; global health; and Israel studies," explains Vonshak.

The idea is not to do more of the same or to replicate what the other universities do, he says, but rather to emphasize BGU's special role in the development of the Negev and Israel through the application of science and technology, and to draw on the University's past success as a guide for getting its expertise recognized. Stan Ginsburg and Ira Ingerman remain dedicated to the program's future. "We want it to continue to grow," Ginsburg says. "The more American kids we can get to go there and spend time—and get to know the Israelis—the better they'll understand the problems of the total Middle East. When they come back they're really different people. They have a much better feel for what's happening over there and how important Israel is to the future of the Jewish people."

Photos: 1. Stanley Ginsburg (far left) with his family at the dedication of the Ginsburg-Ingerman Overseas Student Program in 20072. Ira Ingerman, back center, with his family at the University

1996-2000

The Medical School is named the Joyce and Irving Goldman Medical School at a special ceremony in 1996.

THE GINSBURG-INGERMAN OVERSEAS STUDENT PROGRAM

SINGLE SEMESTER AND FULL-YEAR PROGRAMS ARE AVAILABLE

ACADEMICS: The program begins with a required *ulpan*—an intensive Hebrew-language program. Course options taught in English include Jewish and Israel studies, history, anthropology, Arabic, arts and literature, ecology, and a new global health track.

VOLUNTEER WORK: Students are matched up with workplaces that have included Beer-Sheva government and district court, Soroka University Medical Center, newspapers and media organizations, the art institute, and volunteer organizations that work with children, at-risk youth, Bedouin communities and more.

TRIPS AND ACTIVITIES: Offering a chance to explore Israel and learn about the country's history, landscape and diverse traditions, options include trips all over the country, including Masada, Old Beer-Sheva, Old Tel Aviv, a Druze village, and sites for hiking, caving, climbing and bicycling.

STUDENT LIFE: All OSP students live in student dormitories in apartment suites with Israelis, making them an integral part of BGU campus life. They eat in on-campus cafeterias and local restaurants—or use apartment kitchens to cook.

To learn more go to: www.bgustudyabroad.org e-mail: osp@bgustudyabroad.org or call **646-452-3704**

THE NOT SO FINAL WORD

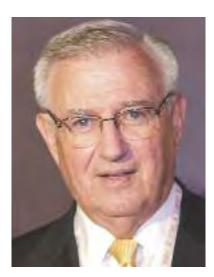
BY ROY J. ZUCKERBERG, CHAIRMAN, BGU BOARD OF GOVERNORS

FOR THE PAST SEVEN years, I have had the honor of being chairman of Ben-Gurion University's board of governors. As a board member of AABGU, I also have a very special place in my heart for this organization and it has been especially meaningful for me to watch both organizations mature into adulthood.

At 40, BGU is far from middleaged. Its youthful spirit and determination to be a leading Israeli and world institution of higher learning and research is both inspiring and satisfying. Today, BGU leads the Negev region in initiatives for sharing knowledge to prevent desertification and advance water resource management; it builds bridges with academia and industry; reduces inequality through community service; and extends its hand in partnership to Israel's neighbors.

I remain thoroughly confident in Prof. Rivka Carmi's stewardship. Her leadership capabilities have been tested and proven during some of the most challenging times in our recent history. She is one of BGU's early pioneers, and I am delighted to be by her side working together with great enthusiasm for what the future can bring.

However, none of this could have been possible without the help and support of the University's largest single private supporter: the American Associates, Ben-Gurion University of the Negev. Your investment in the University's infrastructure, research programs,



faculty and students is second to none. The success and achievement of BGU belong to you who have chosen to give generously to build this great institution.

I am proud to be part of AABGU and thankful for its professional leadership under Executive Vice President Doron Krakow and a committed and caring board of directors led by Alex Goren. All of our efforts must continue in order for us to fulfill our mission to educate the future policymakers, thinkers, scholars, scientists, and leaders of Israel and develop the Negev.

I thank you for all you have done and will continue to do, and look forward to investing in and building the next 40 years with excitement and high expectations.

1996-2000

The Kreitman School of Advanced Graduate Studies is established in 1996, serving as the framework for all graduate studies.



IN THE REGIONS AROUND THE COUNTRY

AABGU's nine regional offices around the country play a major role in helping Ben-Gurion University develop its bold vision for the Negev, the heart of Israel's future security and prosperity. Throughout BGU's 40-year history, American supporters have taken the lead in developing the infrastructure needed to support the University's research and academic goals, fulfilling David Ben-Gurion's vision to build an Oxford in the Negev. The next few pages pay tribute to many proud successes made possible by our dedicated and loyal American associates.

GREAT LAKES A VISION FOR BUILDING A BETTER BGU

In AABGU's early years, significant contributions to BGU's infrastructure and early academic programs came support for student scholarships was provided by Patricia and Al Frank and the late Saul Mackoff. Additionally, an Israel Study Mission visited BGU in the late 90s and included many participants from Chicago.

The reopening of the Great Lakes



tion of long-time supporters proved that Great Lakes supporters have a vision for the future of BGU. A noteworthy example of this vision is Larry Goodman's funding of the University Train Station that conveniently connects BGU's Marcus Family Campus in Beer-Sheva with the rest of Israel.

Other strong AABGU supporters in Chicago include the Crown Family Foundation, the Shapiro Foundation, Arline and Morton Doblin, Evelyn and Bob Klauber, the Simon Family, the Ellis Goodman Family Foundation and so many others.

Throughout the Great Lakes Region, ongoing vision and support have come from the Mandel Foundation and the David and Inez Myers Foundation of Cleveland, Sima and

from the Great Lakes Region. This included start-up funds for the Perach tutoring and mentoring program, funding for the Center for Economic Research and several named academic chairs. Local Chicago leadership and supporters included Mimi and Sig Feiger, Hy Greenhill, Josephine and Jules Harris, and Frances and Reuben Feinberg.

In the 1990s, Jim Foster, Larry Goodman and Ken Tucker were key players in AABGU's regional leadership. Ken Tucker went on to national leadership as AABGU president from 1995 to 1998.

Also during this time period, several new professorial chairs were funded by local donors. Significant





1. Larry Goodman 2. Lynn and Jim Foster; Marsha and Ken Tucker at BGU 3. Paul and Ellis Goodman with Prof. Alon Tal (center) 4. Prof. Leslie Lobel, Rabbi Sidney Helbraun, Ernie Simon

office in 2005 brought about a resurgence of local AABGU programming and support for BGU. Visits from outstanding researchers, the introduction of new donors, and the revitalizaPhil Needleman of St. Louis, the Caspe family of Iowa, the Rosenzweig-Coopersmith Foundation, Dr. Lawrence Berkove and the Hamburger family of Michigan.

GREATER FLORIDA START-UP NEGEV BRINGS BGU EXCITEMENT TO THE SOUTHEAST

As the Greater Florida Region looked to re-invent itself, the vision of David Ben-Gurion was in the spotlight this winter with the kickoff of its Start-Up Negev events. board members and local leaders who are passionate about BGU and the future of the Negev. The group, which first met in June 2010, includes Rich Bernstein, Billy Joel, Alan Hurst, Joel Reinstein, Lenny Roth, and Rubin Salant.

"Our advisory committee is very pleased with the results of our kickoff; we achieved the goals we set out to accomplish," says the The Greater Florida Region is now looking to the future, planning exciting events that will create more buzz for BGU and increase its impact on the University into the next 40 years.



The featured speakers included Prof. Avigad Vonshak, dean of International Academic Affairs at BGU, and Doron Krakow, executive vice president of AABGU, who shared how the University is shaping the future of Israel. BGU Prof. Iris Shai, a world-renowned expert on nutrition and epidemiology, also inspired attendees to learn about BGU's innovative research.

More than 500 people attended the series of events held in South Florida and Atlanta. The Atlanta event was AABGU's first ever public event in Georgia and had a great turnout despite snow flurries and icy roads. The events in South Florida were held in Aventura, Boca Raton, Palm Beach Gardens-Ballen Isles, Miami-Sunny Isles and Williams Island. It was the first impression of this extraordinary university for many people and they were duly impressed.

Behind the success of this re-invigorated AABGU region is the newly formed Greater Florida Advisory Committee, comprised of national



Honorable Billy Joel, a vice president on AABGU's national board, and Aventura commissioner.

"We created the 'wow' factor, re-introduced BGU to South Florida, invited new potential donors to give us a look, re-engaged existing donors by building connections to AABGU and created excitement and positive momentum," adds Joel.

"My involvement with Ben-Gurion University has allowed me to invest in the future of Israel," says Joel Reinstein, AABGU national board member. Edward and Marilyn Kaplan; Steve Winig; AABGU National Board Member Joel Reinstein; AABGU Executive Vice President Doron Krakow
 BGU Prof. Iris Shai; Sandra Joel; AABGU National Board Vice President and Aventura Commissioner Billy Joel 3. Rubin Salant receiving an honorary doctoral degree from BGU in 2008 4. BGU Prof. Avigad Vonshak; Lillian Lesser; Gary Lesser

GREATER NEW YORK IT'S THE PEOPLE WHO MAKE THE DIFFERENCE

A series of milestones has helped define the Greater New York Region's indelible mark on Ben-Gurion University.

AABGU was founded in New York in 1972 when Prof. Moshe Prywes, BGU's first president, asked Fred Siegmund to establish a legal entity in the United States to raise funds for a new fledging university in the Negev.



(See page 7.) From its modest beginning, the Greater New York Region worked tirelessly with lay leaders to raise essential funds and build the community.

Again and again it's been the people of the region who have made the difference.

Lis Gaines, Carol Green and Bobbie Abrams came together to each write 100 letters asking family and friends to contribute \$100 to BGU.

Under Michael Sonnenfeldt's dynamic leadership, funds were raised for a beautiful new auditorium, new dormitories and key labs and facilities in Beer-Sheva and Sede Boqer. Michael's most enduring commitment to BGU, however, will always be his passion for the students.

Along with Michael and his wife Katja Goldman, the Goldman family became major supporters of BGU and named the Joyce and Irving Goldman Medical School. Today, along with Katja, national board members Dorian Goldman and Lloyd Goldman proudly carry on their parents' legacy and are helping to ensure that the medical school continues to be the best in Israel. (See page 38.)

In 1981, AABGU National President Aron Chilewich, Michael Sonnenfeldt, and other key leaders decided that someone from outside the organization was needed to provide new leadership and vision.

They asked Robert H. Arnow to



promoting the University, Bob's annual "Sukkah in the Sky" became the must attend event.

With his father-in-law Jack Weiler and his eloquent wife Joan Arnow, both of blessed memory, serving as mentor and inspiration respectively, Bob became a magnet for inspiring countless others to join the AABGU family. (See page 51.)

The list of dedicated regional chairs has included Lis Gaines, Len and Fern Tessler, Suzanne Nash and other community leaders whose efforts helped BGU become Israel's most innovative university.

Today, Lite Sabin and Jessica Sillins lead the regional board, providing valuable direction and guidance. The region's multigenerational board includes long-serving board members, as well as many young professionals eager to make their own impact on BGU.

Over the years the region has honored many distinguished dignitaries at formal dinners and symposia.





Prof. Chaim Elata (far right), BGU's fourth president, with Michael Sonnenfeldt and Katja Goldman
 Bob Arnow with Israel's President Shimon Peres 3. Lloyd Goldman with former BGU President Avishay Braverman 4. Lis Gaines and Stanley H. Kaplan, z"l

become AABGU's national president and told him that by doing so he would make perhaps the greatest impact in his life outside of his family.

Bob took these words to heart and agreed to become AABGU's national president in 1982. Taking a personal approach to fund-raising and It continues to host a variety of exciting programs throughout the year that engage people with the University's groundbreaking innovations and developments.

GREATER TEXAS TURNING FUND-RAISING INTO FRIEND-RAISING

The Greater Texas Region of AABGU was established in 1996 through the determination and pioneering spirit of lay leaders Stephen Breslauer and his late wife Sandy, of blessed memory; Ben and Arline Guefen; Gus and Marjorie Levey; and Jeanne and Joe Samuels (*z*"*l*). Stephen Breslauer was







 Ben and Arline Guefen with Stephen Breslauer 2. Jeanne Samuels, BGU Prof. Emeritus Michael Alkan, Joe Samuels, *z"l* Sandy (*z"l*) and Stephen Breslauer, 2005 4. BGU honorary doctoral degree ceremony for Gustave Levey in Houston in 2010 (L to R): Steven Finkelman, Stephen Breslauer, David Ebro, Gustave Levey and BGU President Prof. Rivka Carmi

the first regional chair. Through a regular column in Houston's *Jewish Herald Voice*, speaker events, outreach by a small regional board and dedicated professional staff, AABGU gained recognition in the local community.

"In the past 10 years, AABGU's Greater Texas Region has established credibility, new energy and success as one of the most well known and competent nonprofits in the city of Houston," says Stephen Breslauer, who is also a member of AABGU's national board and BGU's board of governors. (See page 56.)

In 2000, the region introduced a new fund-raising dinner with a silent and live auction—the Gourmet Kosher Dining Extravaganza—which brings together eight of Houston's top chefs who collaborate to create a unique, delicious kosher meal. The event continues to be a popular and successful fund-raising venture and an effective friend-raising event. At the request of local AABGU leadership, the Houston Jewish Federation included a visit to BGU in the itinerary of its community mission to Israel in 2001. This practice has continued, building the region's network of friends and supporters, and has been adopted by other regions and federations. Individuals introduced to BGU on these visits have become major University supporters.

Two extraordinary members of the Greater Texas community have received honorary doctorates from BGU: Stephen Breslauer (2006) and Gustave Levey (2010).

Other contributions include:

- Saving the solar energy research program in its early years from financial crisis and supporting the now renowned National Solar Energy Center at the Jacob Blaustein Institutes for Desert Research
- Building a relationship between BGU and Birla Institute of Technology and Science (Pilani, India)

- Helping supply a new MRI to BGU's Brain Imaging Center
- Funding for student housing, including a key seven-figure gift to complete the AABGU dormitory complex in Beer-Sheva, and the lead gift for the new American Associates Village at Sede Boqer
- Generous support for BGU's Kidumatica mathematics program for gifted underserved youths in the Negev

In 2002, the region formed the Chai Society for gifts of \$18,000 or more. Sandra and Steven Finkelman were its first members and are currently the region's chairs. This region has eight delegates serving on the national board. In the past five years, it has grown the number of founders from three to 20 and added five additional names to the million dollar wall at BGU.

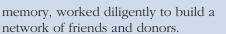
MID-ATLANTIC A PROUD PAST FOR A STRONG FUTURE

The Mid-Atlantic Region was started in Philadelphia shortly after the establishment of AABGU, under the guidance of local resident and first National President Harry Dozor, of blessed memory. Early Philadelphia Chapter leadership, including William Frankel and Isaac Auerbach, of blessed



1. The 2003 installation of officers celebration when Samuel J. Greenblatt became chair of the Philadelphia chapter **2.** Prof. Rivka Carmi presents a *chanukiah* to Jacob Shochat, 2009 honoree **3.** An honorary doctoral degree was bestowed upon Stanley Ginsburg (second from right) in 2008 **4.** A unique collaboration between Fox Chase Cancer Center and BGU was established through the vision and hard work of Dr. Alton Sutnick (second from left)





Every year since 1981, 250 to 350 people have attended an annual community event. In 1994, a tribute journal was added for greater visibility and additional resources.

As fund-raising capacity developed, several important projects were established, including:

- the Ginsburg-Ingerman Overseas Student Program
- the Sylvia A. Brodsky Psychological Walk-In Service
- the Zandman Center for Thick Film Microelectronics
- Professorial and Career Development Chairs established
 by Judith and Murray Shusterman;
 Roberta and Ernest Scheller, Jr.;
 Jean and William Schwartz; Aileen
 Whitman; and others
- Labs funded by Rose and Paul Astor; Marilyn and Robert Birnhak; the Harry Stern Family Foundation; and many other generous and committed donors

• A pledge to build the Shochat Family Library for Science and Technology is the most recent development

In time, three sub-committees were formed in support of the Philadelphia Chapter, and their efforts continue to be a valuable resource for new friends and new funds. These include the Health Sciences and Academic Affiliations Committee, co-founded by Dr. Stanley Tauber, of blessed memory, and Dr. Alton Sutnick; Negev Forum, established and nurtured by Roslyn and Charles Epstein; and Tomorrow's Leadership, founded to introduce new people to AABGU.

The Health Sciences and Academic Affiliations Committee was responsible for creating two active and meaningful academic affiliations—one with Fox Chase Cancer Center and the other with Drexel University. Dr. Sutnick's vision has enabled these programs to develop and expand.



The Mid-Atlantic Region boasts 14 members of the Ben-Gurion Society, 14 national board members and six leaders serving on BGU's board of governors. In addition to the organization's founding national president, the region has contributed two additional national presidents: Isaac Auerbach (1987 to 1989) and Jules I. Whitman (1998 to 2000).

Mona Zeehandelaar, an energetic and talented leader, now heads the Philadelphia Chapter. Connie and Sam Katz will take the mantle as chapter chairs in the summer of 2011. Jack R Bershad, highly regarded in the legal and philanthropic communities, serves as region chair and offers his wisdom, guidance and support in multiple ways. Together the staff and lay leadership share a passion for BGU, the development of the Negev, and for Israel, firmly based on a long and steadfast history as one of AABGU's founding and leading regions.

NEW ENGLAND IT'S A FAMILY AFFAIR

Marjorie Schechner and her brother Howard Shrut recall with pleasure many years of involvement with the New England Region, one of AABGU's earliest chapters. Their father George Shrut, of blessed memory, was a regional pioneer and BGU benefactor active in the organization since the 1970s. He urged them to visit Israel and BGU when they were in their thirties, and both became involved, stirred by the University's visible growth.

What also sparked their sustained interest was the region's hallmark activity: the Evening with the Boston Pops. "It involved us as a family going together every year. We looked forward to it," Marjorie says.



Another hallmark event was the Kosher Dinner Extravaganza, a New England "first" since adopted by other regions.

Over the years there were also speakers from BGU presenting on the University's progress and research. "Max [Marjorie's husband, a recent regional president] got his introduction to the University at one of these events and we went to Israel to see it. For us it's amazing, almost a miracle how BGU has developed in the desert," Marjorie says. George Shrut was born in Warsaw and escaped the Nazis during the war; his family did not survive. "So as a Jew he had a feeling for Israel as a place where many Jews sought refuge," Marjorie notes. "And he was a very learned and well read man who believed in education very much. To join an educational organization and become a benefactor—that was right up his alley." ence. BGU was small then. Thinking back, it was admirable to get involved in a place people didn't know about. There was nothing sexy about giving to the young university 30 years ago."

Other early and longtime supporters include Ralph Kaplan, Jerry Sundell *z*"*l*, Arthur Cort and the Krupp family. "They did a great job of bringing more people into the fold," says Howard.

Howard, Marjorie and her husband



George, who operated a leather

business where the regional office

was hosted for a time, visited Israel

there, his children remember. "Our

frequently and was very comfortable

father was so proud of being part of

the University's growth-he'd speak

his joy in it and how it grew. He was

very invested in it emotionally," says

Howard observes, "the core members

brought a lot to the table and had a lot of influence. They made a differ-

about it many times and we'd see

"In our father's generation,"

Howard.

 George Shrut (center) received an honorary doctoral degree from BGU in 1987 in the company of his daughter Marjorie Schechner; Milada Ayrton; grandchildren Jonathan and Ranen Schechner; son-in-law Max Schechner; and son Howard Shrut
 Jeremiah (Jerry) and Faye Sundell
 Phillip and Bernice Krupp with George Shrut 4. George Shrut; Milada Ayrton; Amb. Yosef Tekoah, president of BGU from 1975 to 1982; Faye and Jerry Sundell with their daughter

Max have for years given generously of their time and support. Today, they are involved in an ongoing scholarship program that enables students of Polish descent to attend BGU. Max is currently a vice president and Howard a trustee on AABGU's national board.

4

"Max and I plan to go back to BGU soon," says Marjorie. It's like coming to see something familiar and knowing you'll feel proud that it's successful and doing so well."

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NORTHWEST INNOVATION AND LEADERSHIP

True to the entrepreneurial spirit of Silicon Valley, AABGU's Northwest Region funds forward-thinking projects at BGU and sponsors innovative local programming. The region got its start over 30 years ago under the leadership of Ann Eliaser, Haskell Titchell, of blessed memory, and Steve Swig from the San Francisco Bay Area; and Jack Spitzer, of blessed memory, from Seattle, Washington.

Through the years, new regional leadership emerged, including Fred Levinson, Steve Krieger and Sonny Hurst. This region is home to three past AABGU national presidents: Jack Spitzer (1984 to 1985), Zvi Alon (2000 to 2002) and Carol Saal (2005 to 2009).





1. The funders of the Alon Building for Hi-Tech **2.** Fred Levinson and family **3.** Arlene and Steve Krieger **4.** Sanford and Helen Diller (on either end) with then-BGU President Avishay Braverman and his wife Yael **5.** Dayan Garden Dedication **6.** Jack and Charlotte Spitzer (both of blessed memory) **7.** Sonny and Steve Hurst **8.** Dedication of the Jerry J. Cohen Radiobiology Laboratory **9.** Lorry Lokey visits the National Solar Energy Center **10.** President Rivka Carmi presents building key to Nahum Guzik **11.** Prof. Yossi Mizahi hosting Yvonne and Daniel E. (*z"l*) Koshland, Jr. **12.** Bun and Audrey Jaffe of Bellingham, WA

SOUTHWEST BUILDING(S) FOR BGU'S FUTURE

The Southwest Region was founded over 30 years ago and soon became an integral part of the young AABGU organization.

In the beginning, there were a few very committed people who formed a small regional board, including Ruth Flinkman, and her late husband Stan, of blessed memory, Doreen Dozor, of blessed memory; Irky





1. Mansour and Nahid Parsi and their four sons 2. Dariush Fakheri signing Project Jacob agreement with BGU President Prof. Rivka Carmi 3. Israeli Deputy Consul General Gil Artzyeli and Lawrence (Larry) N. Field

Goldenberg, of blessed memory; Osias (Ozzie) Goren; and Lawrence (Larry) N. Field. Ruth Flinkman is still very much involved with AABGU and is currently regional campaign chair and a national vice president. These dedicated friends worked tirelessly to ensure that this region not only survived, but thrived. They were relentless in getting their friends and associates involved with AABGU, and due to their efforts the donor-base and buzz for BGU grew.

A number of major projects and buildings have resulted, including:

- Naming and development of the Marcus Family Campus
- Guilford and Diane Glazer Building



- Guilford Glazer Faculty of Business and Management
- Henry and Anita Weiss Family Building for Advanced Research
- Weiss Family Laboratory for Nanoscale Systems
- Stan and Ruth Elaine Flinkman Microscopy Wing and the Stan Flinkman Foyer
- Leslie and Susan Gonda Wing
- Frances Brody Laboratory
- David and Fela Shapell Desalination Research Laboratory
- Martin-Springer Center for Conflict Studies and Negotiation
- Halaj Family Scholarship Endowment Fund
- Fakheri Family's Project Jacob
- Parsi Family's Endowment Research Foundation
- Magbit Foundation Scholarship Loan Fund
- Milken Family Chair in Mathematics
- Nichunsky Chair in Desert Studies
- Nathan Galston Floor
- Sol A. Leshin BGU-UCLA Joint Research Program

In addition to those named above, the region has numerous other Ben-Gurion Society members, including the Altura Family; the Chais Family Foundation; the Fraida Greenhill Foundation; the Soref Foundation; the Galston Family; Helga and Walter Oppenheimer; and Zoltan and Maria Toman.

The region launched a new San Diego Chapter in 2010. The chapter held its inaugural symposium panel event in November 2010 and has many events planned for 2011. Thanks to this initiative, hundreds of new people are being introduced to BGU.

Meeting the Marcus Family

During a visit to a donor in Rancho Bernardo, San Diego in 1999, Philip Gomperts, AABGU's regional director, was introduced to Dr. Howard and Lottie Marcus. Howard and Lottie soon became BGU's largest supporters. One of the highlights of recent history was the 100th (in 2009) and then subsequently the 101st birthday parties for Howard Marcus, and Lottie's 95th birthday in February 2011.



Regional Director Philip Gomperts congratulating Dr. Howard and Lottie Marcus after the signing of their historic pledge (See page 17)

WASHINGTON/ BALTIMORE INFLUENCE AND IMPACT

Thanks to local supporters and Ben-Gurion University of the Negev enthusiasts, AABGU's Washington/ Baltimore Region continues to grow.

Dr. Jordan Baruch, a long-time supporter of BGU and Israel, was the founding father of the Washington, D.C. chapter in the mid-1980s.

Encouraged by his long-time friend and former AABGU president Isaac Auerbach, of blessed memory, Dr. Baruch gathered a group of people interested in education, technology and their role in the growth of Israel, to form a local chapter to support Ben-Gurion University. Many of the people who were in the room that day still actively support BGU today.

Dr. Baruch and his wife Rhoda asked Bert and Esther Foer to serve as the D.C. chapter's first co-chairs. Bert and Esther accomplished many things during their 10 years of leadership, but most significantly, they helped introduce BGU to many new people, now active supporters. Other local co-chairs who shared their vision to have an impact on the Negev are Shelly and Margery London; Doug and

Brenda Bregman; Bob and Hazel Keimowitz; and today's co-chairs, Art and Edie Hessel.

So many people share responsibility for the region's success, but a few key individuals have made, and continue to make, a significant impact on the University: Herb Thaler *z*"*l*; Marvin *z*"*l* and Jane Schapiro; and Mort and Toby Mower of Baltimore, MD; Monroe Burk of Columbia, MD; Robert *z*"*l* and Ruth St. John; Frank and Ahuva Dye; and Theodore Jaffe *z*"*l* of Montgomery County, MD; Esther Coopersmith of Washington, D.C.; Amy Feldstein *z*"*l* of Springfield, VA; and Morton and Bernice Lerner *z*"*l* of Greensboro, NC.

Foundations have also played a major role in building the oasis of innovation in the Negev. The Blaustein Philanthropic Group of Baltimore provided the initial support and vision for BGU's Jacob Blaustein Institutes for Desert Research (BIDR) on the Sede Boqer Campus, and it continues to support the research and students energy to the region and to the breadth of support within AABGU. Just in the last few years, several people have emerged who are already making a significant impact and assuming leadership on behalf of the University. One such individual is Samuel Halperin, a founder and a new D.C. chapter and national board member.

Together, all donors in the Washington/Baltimore Region, regardless of their level of support, are part of a vibrant and active community in support of Ben-Gurion University of the Negev.









of BIDR. The Joseph and Harvey Meyerhoff Family Charitable Funds, also of Baltimore, have provided significant support throughout the years.

Washington/Baltimore Region donors come from diverse backgrounds and support BGU for a variety of reasons. Many donors have been involved for years, and often decades. More recent contributors are bringing new life and

 Then-BGU President Avishay Braverman and the Hon. Esther Coopersmith, 1994
 Jerome Ostrov; Rhoda, Jordon and Bobi Baruch, 2002
 Bert Foer, Robert St. John and Esther Foer, 1993
 Frank Dye; Edie and Art Hessel, 2007

A TUNISIA VISIT AND A TASTE OF ISRAEL

IN MAY 2010, long before the current tensions in the region, 35 people from around the country traveled with AABGU to Tunisia and Israel, launching the 40th anniversary celebration of Ben-Gurion University of the Negev.

"Tunisia and Its Jewish Communities: Past and Present" was a six-night adventure specifically planned to coincide with the Jewish festival of Lag B'Omer. Among the Jews of North Africa, particularly Tunisia, Lag B'Omer is a festive day celebrating the spring and a time to pay homage to prominent Jewish scholars in North African Jewish history.

Following tours of Jewish and general Tunis, Carthage and Sidi Bou Said, tour participants flew to the Tunisian island of Djerba to visit its two Jewish villages, which date back more than 2,000 years. They participated in the Lag B'Omer festivities at the Ghriba Synagogue with thousands of others, both Tunisians and those who traveled from France, Israel, the United States and many other places around the world.

Accompanying the tour were two BGU faculty members who served as scholars and teachers. Dr. Haim Goldfus, of the Department of Bible and Ancient Near-East Studies, educated and intrigued the group about classical archeology. Dr. Daniella Talmon-Heller, of the Department of Middle East Studies, explained how Tunisia became Muslim, the weekly Torah portion from an Islamic perspective, and the North African tradition of



Carol and Harry Saal co-chaired the tours, along with AABGU President Alex Goren.

pilgrimage by both Jews and Muslims to the graves of the righteous.

Prof. Rivka Carmi, president of BGU, and Prof. Amos Drory, vice president for external affairs, also joined the tour. Prof. Carmi is a noted geneticist and it was a particular highlight to have her serve as teacher, delivering a talk on "A Genetic Perspective on Tunisian Jewry: New Paradigms."

Other highlights included visits to the Bardo Museum, a former Ottoman palace housing one of the finest collections of Roman and Carthaginian mosaics in the world; meeting the rabbi of the Great Synagogue of Tunis; touring Dougga, the most extensive Roman site in Tunisia; and being hosted for Shabbat dinner in Carthage at the home of the Saada family along with 10 other Jewish couples.

The 40th anniversary celebration continued in Israel with "Sip, Savor and Celebrate," a four-night culinary adventure. AABGU planned this gastronomic adventure together with Gil Hovav, leading Israeli culinary journalist, author and television personality. Gil served as guide, muse and storyteller throughout.

The tasting tour covered the incredible diversity of Israeli cuisine. The group spent time in Tel Aviv, Jerusalem and the Negev, sampling Israeli foods influenced by the kitchens of Georgia, Eastern Europe, Persia, Yemen, Italy, and, of course, the Middle East, to name a few.

1996-2000

The School of Management is established in 1996 with five departments.

Activities included beer and wine tastings with brewers and vintners; meetings with chefs; walking tours of markets, including the Lewinsky Market in south Tel Aviv; a participatory cooking workshop; and a visit to the Felahin Arab village of Darijat in the northern Negev.

Four BGU faculty members shared our culinary adventures. Dr. Rivka Ofir, of the Department of Virology and Developmental Genetics, spoke about treating cancer and neurodegenerative diseases with edible plants; Dr. Yaron Sitrit, of the Wyler Department of Dryland Agriculture, talked about his search for improved aromas for transgenic produce and desert truffles; Dr. Nir Avieli, of the Department of Sociology and Anthropology, offered an anthropological critique of Israeli cuisine; and Dr. Noemi Tel-Zur, Mendel Wasserman Career Development Chair in Desert Studies in the Albert Katz Department of Dryland Biotechnologies, spoke about her work growing exotic fruits in the Negev.

Planning is underway for an AABGU tour in May 2012. To be added to the list or to receive information, e-mail: travel@aabgu.org

 Liz and Jim Breslauer, Israel 2. Cooking workshop, Israel 3. Ruth Flinkman-Marandy and Ben Marandy in Tunisia 4. Ellen Marcus, Tunisia
 AABGU tour on Lag B'Omer in Djerba, Tunisia



1996-2000

Jules I. Whitman of Pennsylvania becomes AABGU national president in 1998.

CLAIRE WINICK MID-ATLANTIC REGIONAL DIRECTOR CELEBRATES 25 YEARS OF SERVICE



THIS YEAR, AABGU PROUDLY CELEBRATED the 25th anniversary of Claire Winick as regional director of the Mid-Atlantic Region. Claire has helped raise more than \$37.5 million throughout her tenure, while building a community in the Philadelphia area that is the envy of many local organizations. With steadfast devotion to fulfilling David Ben-Gurion's dream of building an Oxford in the Negev, Claire has passionately worked hand-in-hand with lay leaders and friends of Israel on behalf of Ben-Gurion University of the Negev.

Among her fundraising achievements, Claire has helped bring in:

- \$9 million for buildings
- \$2.8 million for Ginsburg-Ingerman Overseas Program
- \$4.2 million for academic scholarships for Israeli students in need

- \$2.5 million for named academic chairs
- \$800,000 for visiting faculty programs related to the Joyce and Irving Goldman Medical School
- \$800,000 for academic research
- \$265,000 for Fox Chase Cancer Center Endowment Fund

More than 3,000 people have attended the Philadelphia chapter's annual community gala over the last 20 years. The boards and staffs of AABGU and BGU are grateful to Claire for her enduring leadership and commitment, but it is her warmth, friendship and generosity of spirit that will forever be part of our history and our hearts. With deep appreciation, we thank Claire for all she has done and will continue to do, and look forward to many more fruitful years of partnership and friendship.

Transforming the Negev: A Unique Israel Experience

A TOUR FOR ESTATE ATTORNEYS, ACCOUNTANTS AND FINANCIAL PLANNERS

November 26 through December 4, 2011

Join AABGU on a special tour for financial professionals and get to know the rich history, diverse population, magnificent natural beauty and national significance of Israel's Negev Desert and Ben-Gurion University.

Tour Chair: **Robert G. Kurzman, Esq.** Subsidized rate includes hotel accommodations, meals and in-country travel.

For additional information, e-mail **travel@aabgu.org** or call **646-452-3712**.

1996-2000

The Albert Katz International School for Desert Studies is established at the Blaustein Institute in Sede Boqer.

Gurion Wall קיר בן-גוריון

הנגב טומן בחובו את ההבטמה הגדולה ביותר להתחיל כל דבר מראשיתו" חד בן-גוריון

"The Negav offers the greatest opportunity to accomplish avarything from the vary beginning" peed Bangurian



In 40 years, more than 40,000 Americans, whom we call associates, have provided some \$590 million to AABGU on behalf of Ben-Gurion University of the Negev. It is with deep appreciation and gratitude that we recognize our most generous supporters in the next several pages.

BEN-GURION SOCIETY (\$1 million and more)

S. Daniel Abraham W. Palm Beach, FL

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I/M/O Rita H. Altura Altura Family, Los Angeles, CA

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Ben-Gurion Society members are also members of the Negev and Founders' societies; I/M/O: In Memory of; I/H/O: In Honor of

1996-2000

The Ben-Gurion National Center for Solar Energy is established.





BEN-GURION SOCIETY (continued)

Monroe Guttmann Charitable Foundations Pittsburgh, PA

I/M/O Fira & Efim, My Parents Nahum Guzik, Mountain View, CA

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Ruta & Dr. Felix Zandman Philadelphia, PA / Tel Aviv, Israel

Barbara & Roy Zuckerberg New York, NY

1996-2000

The M.D. Program for International Health opens in collaboration with Columbia University Medical Center, later called the Medical School for International Health.

23. Solar farm at BGU's Sede Boqer campus

24. PETAL, the 400-square meter solar dish, is the largest in the world

NEGEV SOCIETY

The Negev Society was created to commemorate BGU's 40th anniversary. Any associate who made a **new** gift as of October 1, 2009 to reach these levels became a member. We look forward to adding many more generous benefactors to this Society in the years to come.

TAMAR

(\$500,000 to \$999,999)

Sarah Boniovka Newton Lower Falls, MA

Sandy & Stephen Breslauer Houston, TX

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Dr. Philip & Sima Needleman St. Louis. MO

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I/M/O Albert Soffa, My Husband Harriet Soffa, Wynnewood, PA

Sumner T. White Ft. Lauderdale, FL

Edith & Robert Zinn Houston, TX

ARAVA

(\$250,000 to \$499,999)

Louis Berkowitz Family Foundation

Helen & Jack R Bershad Philadelphia, PA

Sylvia A. Brodsky & Family Blue Bell, PA

Frances Brody Los Angeles, CA

Coby & Riki Dayan Family Los Altos Hills, CA

Janet & Jake Farber Los Angeles, CA

Fox Chase Cancer Center Philadelphia, PA

Diane & Mark Goldman Weston, MA

Carol Green Truro, MA

Manuel Grossman Boca Raton, FL

Arline & Ben Guefen Houston, TX

Nan 7inn Haar Cambridge, MA

Bernard & Audrey Jaffe Family Bellingham, WA

Miriam Jaffe Rockville Center, NY

Sophie & Michael Kalina New York, NY

Leir Charitable Foundations & Trusts New York, NY

Mary Liss & Sidney Sysskind Liss Tarzana, CA

Lorry I. Lokey Atherton, CA

Sara Luhby Family Bronx, NY

Bernard Mohr Weston, FL

Helen Nichunsky Los Angeles, CA

Nahid & Mansour Parsi Los Angeles, CA

Mitchell Shewchun Farmington Hills, MI

Gerald B. Shreiber Mullica Hill, NJ

Dr. Ingrid Tauber & Dr. Alfred Tauber San Francisco, CA/ Boston, MA

Holly & Jeffrey Ullman Stanford, CA

Elaine S. & Alvin W. Wene Elkins Park, PA

ESHKOL

(\$100,000 to \$249,999)

Alliance for Global Good Greensboro, NC

Milda B. Cohen Coral Springs, FL

Dvora Ezralow & Family Los Angeles, CA

Sidney E. Frank Foundation New York, NY

Gertrude K. Franzl Providence, RI

Dodi & Murray Fromson Los Angeles, CA

Jean & Julian Goldberg Houston, TX

Benjamin & Elizabeth Goldstein Sarasota, FL

I/M/O Dr. Harry Grabstald Herta & Family New York, NY

Dorothy & Harold Greenwald Foundation New York, NY

John Hagee Ministries San Antonio, TX

Alvin A. & Sylvia B. Hoffman Delray Beach, FL

Hon. Billy Joel & Sandra Joel Aventura, FL

continued



Negev Society members are also Founders; I/M/O: In Memory of; I/H/O: In Honor of

1996-2000

Zvi Alon of California becomes AABGU national president in 2000.

Howard Shrut Boston, MA

Robert Sillins Family Foundation New York, NY

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FOUNDERS

Since BGU's founding, the following individuals have donated a minimum of \$25,000. As of June 1, 2011, the minimum donation required to become a Founder is \$50,000.

Negev Society continued

David & Raquel Kaplan Santiago / Los Angeles, CA

Mildred Kirsh Chicago, IL

Evelyn & Edmond Klauber Flossmoor, IL

Sheldon & Margery London Bethesda, MD

I/M/O Frank Meissner Margit Meissner, Bethesda, MD

Joseph Melton Boca Raton, FL

Ilse Roth Los Angeles, CA

Goldyne Savad Los Angeles, CA

Allan Tauber, M.D. Los Angeles, CA

Haskell & Janice Titchell San Francisco, CA

Dan & Regina Bublil Waldman Family Tiburon, CA

Alexander Wincberg & Family New York, NY

Wayne Woodman & Lisa Scheller Allentown, PA Allen Aaron & Pearle P. Aaron Coconut Creek, FL

Edward A. Abraham, M.D. & Family Santa Ana, CA

Bobbie & Warren Abrams New York, NY

Seymour J. Abrams Chicago, IL

Leonard & Madlyn Abramson Blue Bell, PA

Dr. Jeffrey & Margo Ackerman Houston, TX

Julie & Matthew Adell New York, NY

Bee Ader New York, NY

Dorothy & Sam Adlen Studio City, CA

Bob & Marilyn Adler Sharon, MA

Joram Agar Houston, TX / Israel

I/M/O Cecile Sann Akin New York, NY

I/M/O Jacob, My Husband Edith Albert Deerfield Beach, FL

Mr. & Mrs. Michael Albert Newton, MA

Henrietta Albert White Plains, NY

Rina Alcalay & Family Berkeley, CA Leo Allen & Harvey Allen Somerville, MA

I/M/O Rosalind Alper Long Beach, NY

Alperin/Hirsch Family Foundation Providence, RI / New York, NY

Dr. Joel J. & Barbara W. Alpert Boston, MA

Altman Brothers, Inc. Philadelphia, PA

Rita Henrietta Altura Los Angeles, CA

American Equine Foundation Norfolk, VA

American Physician Fellowship for Medicine

Dov & Hanna Amir Beverly Hills, CA

Sheldon & Carol Appel Family Foundation Los Angeles, CA

Peter & Kathi Arnow Katonah, NY

Arthur & Anita Asch New York, NY

I/M/O Moses Assayag Tanger, Casablanca

Rose & Paul Astor Bala Cynwyd, PA

Dr. Robert C. Atkins Foundation Jenkintown, PA

Prof. & Mrs. Samuel Atlas New York, NY Isaac & Carol Auerbach Philadelphia, PA

Poria & Yaakov Avnon Jerusalem, Israel

Reba Azoff Vorhees, NJ

Kyle G. Bach San Francisco, CA

Ann & Bruce Bachmann Glencoe, IL

Margie & Jim Baer Boca Raton, FL

Golda & Gilbert Baker Houston, TX

Joan Baker San Mateo, CA

Steven & Shirley Baker Newton, MA

Michal Bakshi (Tzarnotzky)

Marlene & Tom Bane Los Angeles, CA

Israela, Ram, Anat & Yoav Banin Palo Alto, CA

Dr. Gily Bard Tuckahoe, NY

Family of Ellen & Geoffrey Barnett San Diego, CA

Mr. and Mrs. Louis H. Barnett Fort Worth, TX

Stuart Bart Family Scholarship Fund Hollywood, FL

Ben-Gurion and Negev Society members are also Founders and are included in the previous pages. I/M/O: In Memory of; I/H/O: In Honor of

2001-2005

The Zuckerberg Institute for Water Research is inaugurated. The Jacob Blaustein Institutes for Desert Research is reconfigured to incorporate three institutes of research. The pharmacology program is created, later to become the School of Pharmacy the second one in Israel. Gloria & Stuart Bart Hollywood, FL

I/M/O Chaim Simche & Klara Bartfeld Rela Bartfeld, New York, NY

Connie & Sanford Barth Seal Beach, CA

Maria Bartnitzki Munich, Germany

Naomi Fisher Bartnoff & Family Englewood, NJ

Rhoda & Jordan Baruch Washington, D.C.

Michael & Arlene Bash Costa Mesa, CA

I/M/O Selma Batkin Stanley Batkin, Scarsdale, NY

I/H/O Meyer Rosoff & Benzion Bauer, Our Fathers

Baupost Group Boston, MA

Drs. John C. Beck & Arlene Fink Pacific Palisades, CA

Newton & Rochelle Becker Bel Air, CA

Lynn & Howard Behar Mercer Island, WA

Richard F. Behnke Honolulu, HI

Mr. & Mrs. Bret Beilin Newport Beach, CA

Morris & Henriette Beilis New York, NY

Diane & Arthur Belfer New York, NY

Jean & Ira Belfer New York, NY

2001-2005

Grace & Morton Bender Washington, D.C.

Anne Bendix New York, NY

Charles B. Benenson New York, NY

Miriam Benjamin Laguna Hills, CA

Dr. Irving & Jeanette Benveniste Los Angeles, CA

Millie & Irving Bercowetz Bloomfield, CT

William & Dorothy Berelson San Francisco, CA

Riva & David Berelson Tiburon, CA

Alexander L. & Bess Berg Beverly Hills, CA

Betsy Berg New York, NY

David Berg New York, NY

I/M/O Bernard H. Berger Elkins Park, PA

Deborah & David Bergeron Houston, TX

Barbara & Bernard Bergreen New York, NY

Mr. & Mrs. Morris H. Bergreen New York, NY

Phyllis & Gabriel Berk Philadelphia, PA

Hortense L. Berlin Parkland, FL

Jack & Florence Berlin Laguna Hills, CA

Norman & Harriet Berlin Norfolk, VA

Janet Berman Long Beach, CA

Bernard A. & Rebecca S. Bernard Kimberton, PA

I/M/O Abraham & Helen Bernstein, My Parents Marlene Bernstein Kulwin

Dr. Aron Bernstein New York, NY

Beatrice Krems Bernstein Sun City, AZ

Lillian & Bob Bernstein E. Providence, RI

Jessica & Naiff Bethoney Lexington, MA

Inge Christine Biber Foundation Delware, OH

Marie Bienstock New York, NY

Jacqueline & Albert Bildner New York, NY

Florence, Alan & David Bildner New York, NY

Allen & Joan Bildner Short Hills, NJ

I/H/O Dr. Jacob Birnbaum & Family

Philip & Joan Elaine Birnbaum Bethesda, MD

Marilyn & J. Robert Birnhak Philadelphia, PA

Harold & Miriam Birnkrant Newport Beach, CA

I/M/O Max Bisk Miriam & Leonard Bisk, Israel

Halina & Samson Bitensky Great Neck, NY

Rose Bitterman Tuscon, AZ

I/H/O The Black Family E.R.G. & C.G., Miami, FL

Albert C. Black Family Los Angeles, CA

Joyce & Stanley Black Beverly Hills, CA

Ellen & William Blair New York, NY

Morton K. Blaustein Baltimore, MD

William Blitzer & Heather Whiting Australia

Margaret Kendrick Blodgett Foundation

Sara (Saundra) Bloom-Boniovka Brookline, MA

Mark & Sharon Bloome Seattle, WA

Blum Family Larchmont, NY

Alvin Blum Family Baltimore, MD

Dorothy & Harry Blumenthal San Francisco, CA

Stanley & Roberta Bogen New York, NY

Allan D. Bolotin Chicago, IL

Helen & Abe Bolsky Encino, CA

Simon Bond New York, NY

Anne & Milton C. Borenstein Boston, MA

Herbert & Helen Borger Tamarac, FL

Sam & Adele Borger & Family Tamarac, FL

Irvin J. Borowsky Family Philadelphia, PA

Ellen & Bruce Bowers Englewood, CO



In 2003, the Pilot's Training Course is launched, providing a full academic curriculum for cadets of the Israel Air Force and resulting in a bachelor's degree.

Mr. & Mrs. Charles Boxenbaum Beverly Hills, CA

Mr. & Mrs. Jeffrey A. Boyko New York, NY

Rhoda & Rudy Boyko Blairstown, NJ

Nancy & William L. Brach Montclair, NJ

Mathilda F. Brailove New York, NY

Ludwig Brand Houston, TX

S. Brandman S. Gordon, CA

Brasley Foundation Pittsburgh, PA

Abraham Braun Community Trust Los Angeles, CA

Ruth & Louis Brause New York, NY

Douglas, Brenda, Benjamin, Lauren & Daniel Bregman Grand Rapids, MI / Bethesda, MD

Marjorie & Irwin Breitman New York, NY

Hilda & Jacob Breitman New York, NY

Elizabeth & Joseph Brenner New York, NY

Dotty & Joe Breskman Villanova, PA

Sylvia & Ben Brodsky Laverock, PA

Edward R. Broida Los Angeles, CA

Ethel & Carl M. Bromberg Los Angeles, CA

Charles & Judith Broudy Philadelphia, PA Bee Buchman Brookline, MA

Tanya & Myron Buckman Cherry Hill, NJ

George N. Burns Hollywood, CA

Blanche & Leopold Bustin Oceanside, CA

Harold & Jean Butler Fullerton, CA

Zela & Jack Butler Fund PEF Israel Enowment Funds, New York, NY

Sam Buxbaum Pompano Beach, FL

Judy & Sylvan Byck Savannah, GA

Alice & Maurice Cahn New York, NY

Miles & Lillian Cahn New York, NY

Max Canter Waltham, MA

Hannah & Benjamin Cantor Harrisburg, PA

Adrea & Victor M. Carter Los Angeles, CA

Alan & Nancy Casden Beverly Hills, CA

Herbert Cashvan Virginia Beach, VA

Lewis Caspe Family Foundation Des Moines, IA

Casty-Dunn Families Charitable Foundation Chelsea, MA

Isaac Cesla Nanuet, NY

Certified Reports Kinderhook, NY Chaikin-Wile Foundation Bloomfield, CT

Irwin Chanin New York, NY

William Chanoff Philadelphia, PA

Charina Endowment Fund

Shirley & Stanley Charm Boston, MA

Rhoda & David Chase West Hartford, CT

Mark & Roni Chasin Los Angeles, CA

Roberta & Irwin Chefetz, Ted & Joan Benard-Cutler Boston, MA

Clara & John Chernus Indio, CA

Virginia & Simon Chilewich New York, NY

Dr. Lillian Chutick & Dr. Rebecca Chutick

Ann & Max Coffman Brockton, MA

Jeffrey & Karen Coffman Boston, MA

Abby, David, Ellen & Lauren Cohen New York, NY

Annebelle & Arnold Cohen Manchester, NH

Dr. Bernard J. & Florence Cohen Tamarac, FL

Charlotte & Evelyn Cohen San Francisco, CA

Claire & Bernard C. Cohen Boston, MA

Daniel & Suzanne Cohen Los Angeles, CA

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Eli & Bessie Cohen Foundation Miami Beach, FL

Jerry J. Cohen Foundation Detroit, MI

I/M/O Molly & Irving Cohen New York, NY

Morris Cohen Hyannis, MA

Nina Cohen McLean, VA

Naomi, Saundra, Raymond & Alvin Cohen Baltimore, MD

Sarah Cohen Prairie Village, KS

Sarah (Ses) & Maurice Cohen Tucson, AZ

Sy & Rhoda Cole West Palm Beach, FL

I/H/O Dr. Lester Coleman, My Friend Alex Garfield

Prof. Peter & Jane Coleman Beverly Farms, MA

Commerce Bank Cherry Hill, NJ

Miriam Davis & Harold Commings Bal Harbour, FL

Samuel M. Cooper Worcester, MA

Saul & Rose Cooper

Lorraine & Sidney Cooperman New York, NY

I/M/O Frances Bell Corman, M.D. Brooklyn, NY

Marie & Arthur H. Cort Boston, MA

2001-2005

The Eilat Campus opens as an integral part of BGU and regional development.

Lis Gaines of New York becomes AABGU's national president in 2003, the first woman to hold the position.

Covenant Mortgage Corporation Mercer Island, WA

Bernard & Frances Cowan Los Angeles, CA

Majlech & Miriam Cukierkopf Los Angeles, CA

Mr. & Mrs. Robert Cummings Montreal, Canada

Nathan Cummings New York, NY

Faith Breslau Cummins New York, NY

Abraham J. Cutler Detroit, MI

Natalie & Irving Cutler Philadelphia, PA

Bertha & Nathan Cutler, Jennie & Samuel Cutler Aventura, FL

Michael & Helen R. Cyker Chestnut Hill, MA

Morris Dabah & Sons New York, NY

Sarah Damsky Miami, FL

Mabel & J.S. (Danny) Danenberg El Centro, CA

Andre & Marilyn Danesh Boston, MA

Margaret J. & Hyman Danowitz, Mary Esther Fort Walton Beach, FL

Veronica & Enrique Darer Boston, MA

Leonard & Sophie Davis Foundation Palm Beach, FL

I/M/O Ita Dayan & Hercl Sokolowsky Jacob & Riki Dayan Adeline & Barry Dean Beverly Hills, CA

Deichmann-Lerner Foundation Salisbury, NC

Mildred W. & Marvin N. Demchick Bala Cynwyd, PA

Samuel Denmark Scottsdale, AZ

Dr. James & Ahuva Desnick Highland Park, IL

Abe & Juliette Deutscher Jamaica, NY

Fred & Ilse Diament Los Angeles, CA

I/M/O Sara G. & Samuel M. Diamond

Bern & Barbara Dibner Wilton, CT

Leatrice & Herbert Dickler Wyncote, PA

Rose & Morey Dickler Philadelphia, PA

Rose & Joseph Dickstein New Haven, CT

I/M/O Michael Diller

Mr. & Mrs. David Dimendberg Ridgefield, CT

Joan & Richard S. Dinner San Francisco, CA

Joan Withers Dinner San Francisco, CA

Barbara & Bennett Dobbin Boca Raton, FL

Arline & Morton Doblin Winnetka, IL

Eve Dorfzaun New York, NY

Mrs. Doreen Dozar-Prywes Beverly Hills, CA / Jerusalem, Israel Sam & Rose Leion Drayman Hollywood, FL

Barbara & Daniel Drench New York, NY

Isadore E. Dresner Bangor, ME

Drexel University Philadelphia, PA

Jack Dreyfus New York, NY

Eleanor & Mel Dubin Greenvale, NY

Harvey & Hermine Dubin Vineland, NJ

Debbie, Dunny, Lauren & Jason Dunn Langhorne, PA

Lilian & Phil Dunn Los Angeles, CA

Daniel & Betty Dunner Los Angeles, CA

Sylvia Dvorson Chicago, IL

Samuel R. Dweck Family Foundation Washington, D.C.

Dweck Family Foundation Washington, D.C.

Frank & Ahuva Dye Washington, D.C.

I/M/O Dr. Paul J. Ebin, Our Beloved Son

I/M/O G & P & Jon Edelstein, Joan Davenny & Jon Gutterman

Batsheva & Joseph Eden New York, NY

Harry Edison Foundation St. Louis, MO

Susan & Julie Eisen

Ben B. & Joyce Eisenberg Foundation Los Angeles, CA

I/M/O Dr. Morris Eisenberg Redwood City, CA

Ann Eliaser San Francisco, CA

N. Gertrude Elkin Desert Hot Springs, CA

Samuel Ellenhorn Los Angeles, CA

Beatrice & Morris Ellis Boston, MA

Ernestine & Sandy Elster Venice, CA

Col. J.R. Elyachar New York, NY

EMC Hopkinton, MA

Mimi & David Enzel & Family Hallandale, FL

Aileen & Gerson Epstein Bala Cynwyd, PA

Jeffrey Epstein New York, NY

Polly & Maury Epstein Chestnut Hill, MA

Robert M. & Rose Epstein Philadelphia, PA

Roslyn & Charles Epstein Malvern, PA

Danielle & Shimon Erem Beverly Hills, CA

Jane Ernst Saratoga Springs, NY

Rabbi Morris I. Esformes Chicago, IL

Maks & Rochelle Etingin New York, NY



2001-2005

The international Honors MBA Program begins in the fall of 2003-the only full-time English-language program of its kind in Israel.

Dina & Yona Ettinger Tel Aviv, Israel / New York, NY

I/M/O Henry Everett Everett Family

I/M/O Sol Ezralow Dvora & the Children

Doris Factor Beverly Hills, CA

I/M/O Louis Factor Michelle Elkind Los Angeles, CA

Max Factor Family Foundation Beverly Hills, CA

Dr. Kenneth R. & Sherri Ades Falchuk & Family Newton Centre, MA

Katharine S. Falk Pittsburgh, PA

Esther & Aaron Farfel Houston, TX

Carole & Al Feiger Wilmette, IL

Mimi & Sig Feiger Chicago, IL

Joseph & Bessie Feinberg Foundation Chicago, IL

David J. Feinstein New Brunswick, NJ

Max & Harold Feld New York, NY

I/M/O Sam & Fannie Feld Harold & Isabel Feld New York, NY

I/M/O Ben Feldhendler Philadelphia, PA

Albert & Jeanette Feldman Los Angeles, CA

Ben & Ethel Feldman Pittsburgh, PA

Bernice & Bob Feldman Los Angeles, CA

2001-2005

Daniel & Sandra Feldman Palo Alto, CA

I/M/O Jacob Feldman Lafayette Hill, PA

Lawrence W. Feldman San Francisco, CA

Feldman Foundation Dallas, TX

I/M/O Marc F. Feldstein Washington, D.C.

Louise & Marvin Fenster New York, NY

Arnold & Ruth Feuerstein Newport Beach, CA

Charles & Alberta Feurzeig San Diego, CA

Jean Fiegelman Miami, FL

Joanna Sinaiko Field Beverly Hills, CA

Eris & Lawrence N. Field Beverly Hills, CA

Sandra & Steven Finkelman Houston, TX

George & Mina Finkelstein Hollywood, FL / Allendale, PA

Herman & Jerry Finkelstein Foundation Philadelphia, PA

I/M/O Hildegard Fischer My Cousin Eva Meinberg Aviad

Dr. & Mrs. John Fischer Rossford, OH

Julia Fischer Los Angeles, CA

Norma (Moinester) & Harry Fishbein Tamarac, FL

Bertha Simon Fisher Elkins Park, PA Louis R. & Nettie Fisher Foundation, Inc.

Max M. Fisher Detroit, MI

I/M/O Anna & Nathan Flax Lurie Family

I/H/O Shirley S. & William R. Fleischer

Shirley S. & William R. Fleischer Foundation

Hella & Walter J. Fletcher Los Angeles, CA

I/M/O Gertrude Fligel New York, NY

Esther & Bert Foer Washington, D.C.

Cora & Julius Fohs Houston, TX

Hilda U. & Rudolph Forchheimer Rye, NY

Ronald & Florence Forfar Davie, FL

Philip Forman Philadelphia, PA

Mark Forrest Los Angeles, CA

May & Arnold Forster New Rochelle, NY

James R. & Lynn Foster Highland Park, IL

Honorable J. John Fox Boston, MA

Jil Spitzer-Fox & Dr. Davis B. Fox Seattle, WA

Samuel Jacob Fox Stockton, CA

Mel & Bea Fraiman Belmont, MA

Conrad G. Frank New York, NY Reuven Frank Tenafly, NJ

Mr. & Mrs. Zollie Frank Chicago, IL

Adam, Robert & Dean Frankel Philadelphia, PA

Benjamin & Linda Frankel Philadelphia, PA

Ephraim J. & Zerline Frankel Philadelphia, PA

Leonard & Patricia Frankel Philadelphia, PA

Sherry Frankel Houston, TX

William & Lynne Frankel Philadelphia, PA

Irving & Claire Franklin Brockton, MA

Larry & Cheryl Franklin Chestnut Hill, MA

Joan Fredericks St. Louis, MO

I/M/O Louis & Sylvia Freedman, My Parents Edith Freeman

Cynthia Freeman Foundation Danville, CA

Frank & Esther Freeman Sarasota, FL

Nathan M. Freeman Brooklyn, NY

Phyllis R. Frey New York, NY

Fried Frank, Harris, Shriver & Jacobson New York, NY

Frank Friedberg Fund Kansas City, MO

Amy & Morton Friedkin Oakland, CA



Roy J. Zuckerberg of New York becomes the chairman

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Adele Friedland New York, NY

I/M/O Alice & Harold Friedland Boca Raton, FL

Benjamin M. Friedlander & Eva Friedlander Chicago, IL

Raphael D. & Francine Friedlander Great Neck, NY

Gayle & Harold Friedman Encino, CA

Goldie Friedman Corpus Christi, TX

Jane & Stephen Friedman Sugar Land, TX

Dr. Joseph & Kathleen Friedman

Sarah Friedman New York, NY

I/M/O Yeudit & Aron Friedman Brooklyn, NY

Hanna & Alfred Fromm San Francisco, CA

I/M/O Paul Frydman Dayton, OH

Ernest & Anna Fuchs & Margaret Pollar Philadelphia, PA

I/M/O Rosa & Adolph Fuchs New York, NY

Marjorie & Warren Fuerman North Canton, OH

Erwin Furst Cleveland, OH

Melvin Fusfeld

Muriel Fusfeld Philadelphia, PA

Lis & Sidney Gaines New York, NY Walter Gainsbury Rio de Janeiro, Brazil

Murray & Elaine Galinson & Family San Diego, CA

Stanley Ganer Mt. Vernon, NY

Robert "Bob" Gans Los Angeles, CA

Gerald & Joan Garner Robyn, Scott, & Craig Fullerton, CA

Herbert & Beverly Gelfand Pacific Palisades, CA

Dr. & Mrs. Max Geller New Rochelle, NY

Mona & Dan Geller San Francisco, CA

Nathan, Anne, Kim & Julian Geller Foundation Los Angeles, CA

Max & Lottie Gerber Foundation Winnetka, IL

Hal & Cynthia Gershman Beverly Hills, CA

Drs. Amy & Stephen Gerson Lexington, MA

Rosalie & Irv Gerson Philadelphia, PA

Ahron & Rozy Gersten Los Angeles, CA

Ann Getty San Francisco, CA

I/M/O Lillian & Abraham Gezelter

Davoud & Eshraghieh Ghodsian Los Angeles, CA

Elias & Rowhani Ghodsian Beverly Hills, CA I/H/O Doris & Lawrence Gilbert Chapel Hill, NC

Howard Gilman Israel Culture Foundation

Fenya Ginzberg & Chilewich Brothers

Milton, Leesa & Jay Glaser Los Angeles, CA

Sharon & Herbert Glaser Beverly Hills, CA

David & Luba Glatt Los Angeles, CA

Erika & Emerson Glazer Beverly Hills, CA

Joseph & Beverly Glickman Family La Jolla, CA

Helen & Philip Goland Los Angeles, CA

Gold Family Foundation Philadelphia, PA

Meyer & Ida Goldberg Toledo, OH

Samuel N. Goldberg Southfield, MI

Shirley & Maxwell Goldberg Margate, NJ

Ernest Goldblum & Family Harrison, NY

Christine & Michael E. Golden Cherry Hill, NJ / Boca Raton, FL

Frances Golden Chicago, IL

Gerald & Phyllis Golden Boca Raton, FL

Dr. Lester Golden New York, NY

Seymour & Doris Golden Philadelphia, PA Barbara & Joseph Goldenberg Los Angeles, CA

Shirley & Irwin Goldenberg Los Angeles, CA

Judith & Gene Goldfarb Greenwich, CT

Samuel J. Goldfarb Fort Lauderdale, FL

Sophie H. & David Goldfarb San Francisco, CA

Carole Sue Goldfine & Neil Jay Goldfine Philadelphia, PA

Dr. Tevis & Phyllis Goldhaft Philadelphia, PA

Dorian Goldman & Marvin Israelow Chappaqua, NY

Lillian Goldman Charitable Trust New York, NY

Rita & Monte Goldman West Newton, MA

Ruth Goldman & Judge Joel Rudof Los Angeles, CA

Victoria & Lloyd Goldman New York, NY

Doretta & Jona Goldrich Beverly Hills, CA

Horace W. Goldsmith Foundation New York, NY

Jean Goldsmith New York, NY

Melvin S. & Lolita E. Goldstein New York, NY

Morris Goldstein Ft. Lauderdale, FL

2001-2005

At a dedication ceremony in March 2005, the Beer-Sheva campus is named the Marcus Family Campus in honor of the generosity of Howard W., Lottie R. and Ellen S. Marcus.

I/M/O Samuel & Katherine Goldstein Miami, FL

I/M/O Toby Goldstein-Cohen, Chicago, IL Lou Weisbach

Golodetz Foundation New York, NY

I/M/O William Golz, A Man of Honor, Valor & Kindness Encino, CA

Leslie & Susan Gonda Beverly Hills, CA

Frances, Sanford & Lewis Goodkin Del Mar, CA

Robert & Lillian Goodkin Los Angeles, CA

George Goodman/Bernard Granz Families San Diego, CA

Mr. & Mrs. Irving Goodman Beverly Hills, CA

Robert & Carol Goodman Gladwyne, PA

Saralie & Jacob Goodman East Greenwich, RI

I/M/O Lisa & Dunya Goodstein New York, NY

Marcel Goodwin Los Angeles, CA

Lillian Gordon New York, NY

Robert & Elsie Gordon Delray Beach, FL

Samuel & Milton M. Gordon Los Angeles, CA

Dorothy & Osias Goren Pacific Palisades, CA

Alvin & Nancy Gorman Mundelein, IL

Mordechai & Ottilie Gorn Stamford, CT

2001-2005

Sam Gorovoy Foundation Jersey City, NJ

Paula & Jerry Gottesman Morristown, NJ

Alvin Gottlieb Elmhurst, IL

Rachel & Barnard Gottstein Anchorage, AK

B. Richard & Judith Gould Newport Beach, CA

I/M/O Richard P. Gould Bay Harbor Islands, FL

I/M/O Victor H. Graber David & Melodie Graber, Oakland, CA

Eugene & Emily Grant Mamaroneck, NY

Bernard & Rose Granz Beverly Hills, CA

Barbara & Bernard Green West Palm Beach, FL

Carol Green New York, NY

David & Victoria Greenberg Trust Philadelphia, PA

I/H/O Noah & Toni Greenberg, My Parents Jane Greenberg

Jodi & Sam Greenblatt Philadelphia, PA

Linda & Ira Greenblatt Quogue, NY

Ruth & Nat Greenblatt New Orleans, LA

Elinore & Kermit Greene Newton, MA

Hy Greenhill Chicago, IL

Barbara & Hank Greenspun Las Vegas, NV Zofja & Benjamin Griffen New York, NY

Barbara & Kurt Gronowski San Francisco, CA

Dr. Gisela Stein Gross & Edward Gross

Bessie & Albert Grossman & Family N. Miami Beach, FL

Martin & Gerrie Grossman Boca Raton, FL

Mr. & Mrs. Richard M. Grosten Family Trust Santa Monica, CA

Alfred Grove Thond Oaks, CA

Sibyl Barsky Grucci State College, PA

Tamara & Ira Guilden New York, NY

Dr. Leslie Gulton Englewood, NJ

Charlotte A. & Werner Gunzburger Largo, FL

Rosalyn & Joseph Gurwin New York, NY

Amy & Ronald Guttman New York, NY

I/M/O Fira Guzik Nahum Guzik, Palo Alto, CA

Walter & Elise Haas Fund San Francisco, CA

Mr. & Mrs. Willard Hackerman Towson, MD

Jaye & Joseph Haddad Beverly Hills, CA

Philip J. Hahn New York, NY

Dr. Irene Halmos Laguna Hills, CA Eva & Arie Halpern Hillside, NJ

Gladys & Sam Halpern Hillside, NJ

Harold Halpern TTE R Arnold L Halpern Memorial Fund

Marlene & Samuel Halperin Washington, D.C.

Miriam L. & Samuel Hamburger Birmingham, MI

J. & C. Hamilton Foundation Los Angeles, CA

Dr. & Mrs. Armand Hammer Armand Hammer Foundation

Edith L. Hammerslough San Mateo, CA

Samuel Handel Miami, FL

Harriet Hankin Philadelphia, PA

Dr. Jules & Josephine Harris Highland Park, IL

Paul M. Harris, Guardian Bank Los Angeles, CA

Ruth & Stan Harris Cheltenham, PA

Alvin S. & Muriel Hartz Albuquerque, NM

Samuel J. & Manya Harwit Los Angeles, CA

Sylvia & Alexander Hassan Washington, D.C.

Mr. & Mrs. M. Robert Hecht Houston, TX

I/M/O Shlo, Tova, Israel, Moshe, Haim, Yaacov Heimfeld

Aaron & Renee Heine Philadelphia, PA



Prof. Rivka Carmi, M.D., becomes the president of BGU in 2006, the first and only woman to head an Israeli university. Heine-Feinberg Family Cherry Hill, NJ

Jean B. Hendler Boca Raton, FL

Herbst Foundation Inc. San Francisco, CA

Jane & Lawrence Herman Huntington Beach, CA

Ida & Max Herman Hollywood, CA

Sylvia & Jerry Herman Plainview, NY

Doreen & David B. Hermelin Birmingham, MI

Kate & Benjamin Hendin, Bertha & Solomon Schapiro, M.D.

Claire & Samuel Herst Ross, CA

I/M/O Bertha Hertz, Our Wife and Mother Irving Hertz & Lisa Fay

Edith, Arthur, Michelle & Hannah Hessel Washington, D.C.

Anita & Stanley Hirsch

Harold E. Hirsch New York, NY

Judith & Stanley Hirsch Great Neck, NY

Baron de Hirsch Fund New York, NY

Barbara & David Hirschhorn Baltimore, MD

Hochberg Family Chicago, IL

I/M/O Fred Hochberger, Jr., Newton Centre, MA Jim & Kate Stavis, Boston, MA

Hochfelder Family New York, NY Naomi Hochman Rochester, NY

Leo & Doris C. Hodroff Minneapolis, MN

Alice & Chuck Hoffberger Baltimore, MD

Ida & Michael Hoffman Family Bridgeport, CT

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2001-2005

Carol D. Saal of California becomes the national president of AABGU in 2005.

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Herbert Kohl Milwaukee, WI

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I/M/O Martine, Margaret Kohn & Henry & Betty Flaser

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I/H/O Rudy, Nina Korall & Family Aventura, FL

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I/M/O Carolyn T. Lane

2006-2010

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BGU opens its facilities to residents of Northern Israel under attack by Hezbollah rockets in the Israel-Hezbollah War. Prof. Ya'akov Blidstein wins BGU's first academic Israel Prize for Jewish Thought.

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I/M/O Miriam, Aaron & Rachel Lukinsky

I/M/O Rachel J. Lukinsky Joseph & Trudy Levy

2006-2010 •

For the first time ever, a conference under the auspices of the UN is held in Israel in November 2006. Deserts and Desertification: Challenges and Opportunities, organized by BGU's Jacob Blaustein Institutes for Desert Research, is now a biannual event.

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National Alliance for Mental Illness Arlington,VA

National Council of Jewish Women East Nassau Section

2006-2010 •

BGU graduates Israel's first female Bedouin physician.

BGU establishes an accredited master's degree program in Tourism and Hotel Management, the only one of its kind in Israel.

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Seymour & Dollsey Rappaport Delray Beach, FL

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2006-2010 •

The 11-year-old School of Management is named the Guilford Glazer School of Business and Management in 2007. In 2010, it becomes BGU's fifth Faculty.

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I/M/O Miriam & Joseph Reiss

I/M/O Harry Reiter, My Husband Geraldine, Aventura, FL

Judith & Burton Resnick New York, NY

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2006-2010 •

The groundbreaking of the 150-acre Advanced Technologies Park (ATP) takes place in the presence of the Israeli prime minister and other dignitaries. Joanna & Steven Sacks-Wilner Princeton, NJ

Dr. Harry & Mrs. Lee Sagansky Boston, MA

I/M/O Henriette & William Sahm Washington, D.C.

Roslyn Sailor & Family Margate, NJ

I/M/O Leo & Felicia, My Parents Edwin A. Salsitz, New York, NY

Salzhauer Family Sands Point, NY

Sarah & Irving Samiter Manalapan, NJ

Molly Samson West Palm Beach, FL

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Dan & Lori Sandel, Sandel Family Foundation Malibu, CA

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I/H/O Alia & Marina Schechter, My Granddaughters Gerda Schechter

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Inez, Leonard & Karen Shechtman N. Miami Beach, FL

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Dr. Diana (Trichel) Shejnberg & Daniel Shejnberg

2006-2010

The Bedouin Center is named the Robert H. Arnow Center for Bedouin Studies and Development.

AABGU celebrates its double-chai (36th) anniversary in 2008.

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Theodore H. Silbert New York, NY

2006-2010

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AABGU launches the BGU-Negev Emergency Fund in

January 2009 to support critical needs as a result of missile

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BGU is awarded formal accreditation as a "Green Campus," an initiative of the Ministry of Environmental Protection and the Council for Higher Education.

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The following individuals have made a planned gift in the form of a bequest, trust or other kind of estate giving, providing a living legacy for BGU in perpetuity.

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2006-2010 🌢

In 2009, BGU's student population grows to more than 20,000, reflecting an unprecedented increase, unparalleled by any other Israeli university. BGU is repeatedly voted the #1 choice of Israeli undergraduates.

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