



HADASSAH COLLEGE JERUSALEM e-NEWSLETTER

WINTER 2008

MESSAGE FROM THE NATIONAL CHAIR

Ellyn Lyons

Dear Friends,

I recently had the privilege of returning to Jerusalem where I once again saw and touched the special wonders of Hadassah College. I visited the Haredi (ultra-orthodox) College for men and women in Jerusalem. The leaders of this College appreciate the outstanding efforts of HCJ, with whom they are partnering, in providing career-oriented education for this unique and poor population. Along with Mike and Elaine Adler, I met with the members, families, instructors and students associated with the Adler Aphasia Center at HCJ. I shared time with students with physical challenges who come to the College from all over Israel and who greatly appreciate the education that will enable each to pursue a meaningful career. I met with HCJ's Dean of Students who shared with me the systematic approach he uses when awarding scholarships to needy and worthy students. HCJ, under the leadership of Professor Nava Ben-Zvi and her superb staff, is indeed a pioneer and model for what college education should be. It's a special place in the heart of Jerusalem.

All of this happens because of the support of Hadassah members, donors and friends. Throughout this edition of the HCJ e-newsletter are ways you, your family and friends can participate in this important endeavor. In these challenging economic times, please reach deeper; please tell your friends about HCJ and how they can make a difference in the life of a young student and in the country of miracles.

B'Hatzlaha,

Lights of Hadassah College

A message from Professor Nava Ben-Zvi

I invite you to close your eyes and envision the many different lights that shine bright from our College, symbolizing care, hope, dedication, success and sustainability.

The light shining from the Adler Aphasia Center in the Department of Communications Disorders represents care. Every week, staff, volunteers and members demonstrate their care for the Center and for one another. This past month, the College was pleased to welcome the Adler family and their friends, Barbara and Don Drench.

The light of hope is witnessed with the introduction of a new program, the first for Haredi men. These students, often young people with families of their own, enter academics to achieve a Bachelor's degree in computer science and are given the opportunity to stand out in their communities.

The light of dedication can be seen in our graduate students, now studying in two different programs. The first class in vision sciences is now graduating, while our new program in computer science is welcoming its first students.

Success is a light that we must continually tend to because it is constantly evolving. Last month I participated in the International Conference of the Association for the Advancement of Sustainability in Higher Education. There I was enlightened about the possibilities and responsibilities of higher education institutions throughout the world. I was inspired to continue to drive for the success of our institution and of its people. The key to successfully sustain the future of young people, especially in a time where a financial crisis is sweeping the world, is a combination of long term planning together with readiness to mold a new future.

We at the College are part of this movement. It is our way of bringing new meaning to the victory of light over darkness.

As always,

Nava

Professor Nava Ben-Zvi, President
Hadassah College Hadassah

New Programs at HCJ Impact the Community

- Recognizing the importance of environmental issues and how they affect an individual's everyday life today and into the future, Hadassah College Jerusalem offers an academic program in Environmental Health Sciences. The highly talented first class graduates of the Bachelor of Science program in Environmental Health Sciences are actively pursuing their careers. Many are involved in graduate studies while others are employed in both the public and private sectors. Here is a sample of what our graduates are doing:
 - Chanan, a first generation college graduate, works for the Israel Defense Forces where he is in charge of all environmental education programs. His work with the IDF involves educating personnel to be more aware and knowledgeable about environmental issues.
 - Liad is a regional supervisor of environmental engineering at the Ministry of Health, where he completed his HCJ final project. His job includes hygiene supervision of all educational facilities including schools, day care centers and summer camps.
 - Vladimir is working for Isotop, a company that provides environment quality services such as testing water, gas and soil.

YOU CAN MAKE A DIFFERENCE: Become a Builder of Education with a gift of \$500 which will provide essential educational materials for academic courses like Environmental Health Sciences.

- Hadassah College Jerusalem now offers an academic program for Haredi (ultra-orthodox) men. Forty men began their studies this fall in our Computer Science department. The program is a project established and supported by Israeli philanthropist and industrialist Eitan Wertheimer. This partnership became a reality because of the success of Hadassah College's partnership with the Haredi College for Women in Jerusalem, in which seventeen women received their Bachelor of Science degrees in June.

YOU CAN MAKE A DIFFERENCE: A gift of \$300 will purchase a bookshelf and provide funds for books and reference materials for this course and others.

- In September, leading lecturers and experts from Israel and abroad participated in a conference "Computers and Thought" hosted by the Department of Computer Sciences at Hadassah College Jerusalem, marking the inauguration of the new Master's Program in Computer Science. The graduate program is geared to those who hold an undergraduate degree in computer sciences or related areas who want to expand their professional skills and broaden their academic scope. This program addresses the growing need for master's degree students, as many organizations and companies are looking for professionals holding more than an undergraduate degree.

YOU CAN MAKE A DIFFERENCE: A gift of \$1000 supports upgrading and retraining for those making career changes.

Professor Collaborates on Research at Columbia University

Last year, the Department of Communication Disorders at Hadassah College and the Department of Audiology and Speech-language Pathology at Columbia University Medical Center in New York City set up a formal collaboration. During the spring semester of 2008 Professor Sara Meilijson, Chair of the Department of Communication Disorders, was invited to spend a sabbatical leave at Columbia University. As part of this collaboration, she proposed and conducted a research project with Dr. Tom Murray and Professor Jaclyn Spitzer, director of the department. The purpose of this research project is to study the changes in communication skills and voice production of adults with impaired hearing using hearing aids and cochlear implants.



Professor Sara Meilijson, Chair of the Department of Communication Disorders

A second collaborative research project was conducted at Teachers College, Department of Communication Disorders, with Dr. Erika Levy, Dr. Cate Crowley and Elise Wagner. It involved a survey project examining practices and beliefs that arise in Israel when speech-language pathologists and their clients have different native languages. It is an offshoot of a previous New York State survey (Levy et al., 2007) of speech-language pathology students with accents.

Hadassah College opened the first international branch of the Adler Aphasia Center in New Jersey as a result of a generous gift given by Mike and Elaine Adler of Maywood, NJ. The center provides services to individuals with aphasia resulting in a language disorder and also provides services to their families. In order to strengthen her international contacts, Professor Meilijson participated in the National Aphasia Conference held in New York where she met other professionals involved in the area of aphasia.

Hadassah College Jerusalem is considering a graduate program in speech-language pathology. As a first step, Professor Meilijson met with faculty from the Brooklyn campus of Long Island University's Department of Communication Disorders and set up a collaborative project for a student and faculty exchange.

Did You Know...

Facts about Hadassah College Jerusalem

- Demographics for the academic year 2008-09:
 - Women 64%
 - Jerusalemites 48%
 - Minorities 18%
 - Israeli Born 65%
- Many HCJ graduates continue their studies in prestigious graduate schools such as the Weizmann Institute, Hebrew University and Haifa University.
- HCJ graduates are employed by a variety of businesses:
 - Computer Sciences - Intel, MobilEye, Hebrew University, Hadassah Ein Kerem IT offices, NDS
 - Inclusive Industrial Design - Keter Plastics, Kata Bags
 - Print Production - Kodak-Creo, Channel 2 television, Israel Museum
 - Optometry - Doron Optics, private practices
 - Medical Laboratory Sciences - Kupat Holim, Genetic Counseling at Hadassah, Shaare Zedek
 - Biotechnology - Teva, Militech
- HCJ provides continuing education to a few hundred students a year through our Tachlit Center for Continuing Education.

Where Are Our Graduates Now?

- Ruth arrived at Hadassah College Jerusalem at the age of 23 after realizing that without furthering her education she would continue to earn minimum wage for the rest of her life. Her family went through a difficult economic situation and Ruth, the youngest child living at home, helped support them in every way possible. She finally made a bold decision to go to school even though it impacted her family financially. Although Ruth had graduated high school, her GPA was not high enough to be accepted into an academic program. Through the College's mechina (pre-academic) program, Ruth excelled in her coursework and was later accepted to the Medical Laboratory Science program.

Now a graduate, Ruth works at Teva in the quality assurance department. "There is always something new to learn in life; however, I feel that my studies at the College truly prepared me for my work at Teva," explained Ruth. "I love my job and feel that the College was a critical stepping stone in my life."

YOU CAN MAKE A DIFFERENCE: A gift of \$1800 supports mentoring and tutoring assistance for students with special needs.

- Some of you may remember Amir Avivi, who attended Hadassah's National Convention in 2006 as our College's student representative. He completed his studies in Communication Disorders in 2007 and today is working in his chosen field helping people of all backgrounds and ages. One of the greatest benefits he found was that as a Hadassah graduate, employment opportunities were abundant.

Currently, Amir is working at Hadim, a speech and audiology clinic with branches all over the country. Amir works in Netanya and Hadera with both children and adults. He does audiological testing for all ages, speech therapy with children focusing on pronunciation and stuttering, and voice therapy with adult patients. For the past year he volunteered at Hadassah College's Adler Aphasia Center, working with stroke victims and those with traumatic brain injuries. He is very keen to learn more and to gain experience in his field. Amir credits Hadassah College Jerusalem with preparing him to enter the profession, practice as a professional and find a job with ease.

YOU CAN MAKE A DIFFERENCE: A gift of \$2500 supports therapy sessions for children with speech disorders.

HCJ President Visits US

President Nava Ben-Zvi recently attended an educational conference on sustainability in higher education in Raleigh, NC. The Greensboro Chapter hosted an evening with Nava and members from the Chapel Hill/Durham, Winston-Salem and Danville Chapters.



Ann Eisenberg, Organization Vice-President of the Southern Seaboard Region, Professor Nava Ben-Zvi and Mindy Bloom, President, Southern Seaboard Region

The Best in Education High-Tech Engineers to Advance Education in Israel: Intel and Hadassah College Jerusalem announce collaboration.

Intel and Hadassah College Jerusalem, together with education departments in various municipalities, are collaborating in *The Best in Education*, an innovative program that utilizes quality resources by enabling volunteers from the private sector to integrate into science and technology education in schools. Volunteers will offer their experience and personal leadership in an institutionalized fashion as part of the academic team at the schools.

Recently, 27 engineers from Intel started special preparations for teaching; they received training for the role of "Instruction Support" in the fields of science and technology. Within the framework of this program, participants receive 84 hours of focused training and learn advanced educational methods relating to study programs in the system. Also, the training allows for meaningful participation between the engineers and the academic staff of the school. Instruction Supporters will operate as teachers' aides in the classroom, help strengthen the students' understanding of the learning materials, and assist in homework and matriculation exam preparation.



Hadassah College Jerusalem developed the curriculum and HCJ instructors led the training program, which is currently being used at the Intel campus in Petach Tikva. The Ministry of Education will oversee this program, including the integration and suitable absorption into the schools, as well as providing solutions for the partners' needs.

According to Professor Nava Ben-Zvi, President of Hadassah College Jerusalem: "The program, *The Best in Education*, is derived from the professionalism of education at Hadassah College Jerusalem, based on our vast experience in preparation, development and implementation of programs of study. The College's tradition of collaborating with educational institutions and with high-tech enterprises demonstrates the proven mutual respect and responsibility that benefit the community."

Maxine Pesberg, Director at Intel Israel said, "The program *The Best in Education* is an additional stage and is very important in Intel's programming activities that are beneficial to the community. In contrast to the program *Positive Thoughts*, which we initiated, where high school students come to us to strengthen their mathematics, physics, chemistry and English; for this program, *The Best in Education*, Intel volunteers go to the schools and integrate into the existing programs of study. As a result we are placing a great emphasis on training our chosen volunteers by Hadassah College instructors."

Intel is a trademark of Intel Corporation

President Honored by Appointments

The newly elected Mayor of Jerusalem, Nir Barkat, has established a "One Hundred Day Plan" in order to improve programs within the city. A number of different teams have been established. Professor Nava Ben-Zvi, President of Hadassah College Jerusalem, will join the education team to assist with the development of reforms in that area.

In addition, Yuli Tamir, Minister of Education, asked Professor Ben-Zvi to chair a committee to evaluate and examine different ways to address the grave crisis in mathematics education in Israel. Congratulations to President Ben-Zvi on these two prestigious appointments.

Recent Visitors to HCJ



Hadassah Associates with members of the HCJ Culinary Arts Department.



Fern and Joel Marks of Duluth, Georgia and Fort Lauderdale, Florida, dedicated the Bridge to Education Cafe and Snack Bar in memory of Joel's parents, Sam and Gertrude Marks.

Developing a New Profession to Aid the Disabled

New Course – Licensed Accessibility Experts

Hadassah College Jerusalem is pleased to announce the launch of a new course focusing on accessibility in services. The course is being offered by the College's Tachlit Center for Continuing Education in cooperation with the Israeli Center for Accessibility in Shekel, a non-profit organization for community services for the disabled.

Accessibility in services means that an institution must be physically accessible and its services must also be accessible for disabled individuals. For example, a person in a wheel chair must be able to physically enter a bank as well as to be able to use the services appropriately. Accordingly, bank tellers must be able to communicate with all customers.

The one-year course trains participants in accessibility in services. The Ministry of Industry, Trade and Labor has identified doctors, nurses, occupational therapists, and social workers as potential participants in the program. Following authorization by the Ministry, graduates of the program can act as licensed accessibility experts.

Hadassah College Jerusalem is one of four programs in the country that will offer this course in the upcoming year. After 200 hours in the one-year program, participants will act as licensed accessibility experts. Tachlit Center for Continuing Education at HCJ together with the Israeli Center for Accessibility plan to develop and offer various courses in the area of accessibility, thereby developing a new profession in Israel.

YOU CAN MAKE A DIFFERENCE: A gift of \$180 will provide learning materials for continuing education students in the Tachlit retraining programs.



Good News for Those Age 70.5 or More
CHARITABLE IRA ROLLOVER EXTENDED!!
Retroactive to January 1, 2008

You and Hadassah can benefit from the recent and historic \$700 billion Emergency Economic Stabilization Act (Financial Rescue Package) of 2008. Under the Act important provisions of the expired Pension Protection Act of 2006 (PPA) have been extended for two years creating a new charitable giving opportunity for tax years 2008 and 2009. The provision related to IRA Charitable Rollovers is retroactive to January 1, 2008, and will apply to gifts made from that date through December 31, 2009.

The recently enacted legislation continues to allow individuals, age 70.5 or older, to make a direct transfer from an Individual Retirement Account (IRA) to a qualified charity (not

a donor advised fund or a section 509(a) supporting organization) of up to \$100,000 in each of tax year

2008 and 2009 without the distribution being reportable as taxable income. Taking advantage of this time-limited opportunity may enable you to support Hadassah, while satisfying your mandatory IRA distribution requirements in each of years 2008 and 2009.

Remember:

- Make your rollover before December 31st, 2009
- Check with your tax advisor as to whether the rollover is suitable for your personal circumstances.
- Please contact your IRA plan manager, trustee, custodian or administrator directly and instruct them to forward a check to:
Hadassah, WZOA
Attention Major Gifts Department
50 West 58th St
New York, NY 10019
- Rollover is capped at \$100,000 per person annually
- The rollover applies to outright gifts only. Planned gifts such as gift annuities or remainder trusts are not eligible.
- Outright distributions to Hadassah from employer-sponsored retirement plans (simple IRAs, 401(k)s and 403(b)s) do not qualify.
- Taxpayers may not claim a charitable deduction for the amount of the transfer that is excluded from income.
- State income tax may apply, depending on your state of residence and donors in states that do not permit itemized deductions may also want to consult with their tax advisors to see how these rules affect them.

Please call or email 1-800-928-0685 or majorgifts@hadassah.org for further information on transferring your IRA to Hadassah.

Thank you for including Hadassah in your generosity.

The information contained herein is not intended to provide legal, tax, or other professional advice or to be relied upon. We encourage you to consult with your local tax advisor or accountant to advise you of any tax laws.

You Can Make a Difference!

Hadassah College Jerusalem Certificates:

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

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

- **Scholarship** (\$3,000 or more; C435)
 - **Road to Opportunity** (\$3,600 or more; C851)
 - **Ima/Aba** (\$1,000 or more; C634)
 - **Builder of Education** (\$500 or more; C802) Certificate designed by HCJ graduate
 - **Bookshelf** (\$300 or more; C436)
 - **Gift for Education** (\$50 or more; C794)
 - **Library Fund** (\$36 or more; C438)
- To order, please call **Hadassah's Certificate Line** at (212) 685-9550

Attention Presidents of Chapters and Groups!

HADASSAH COLLEGE JERUSALEM LEADERSHIP KIT NOW AVAILABLE!

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

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

All written materials contained in the Leadership Kit—except the Degrees of Inspiration brochure—can be downloaded from the CD that comes with the kit.

LEADERSHIP KIT CONTENTS

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

Five Sample Ads: For use in your Bulletin

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

Suggested HCJ Remarks: For use at fundraising events

Sample Major Gifts Appeal Letter

Degrees of Inspiration Booklet (including Giving Opportunities)

DVD

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

How You Can Help!

What's Cooking?

at Hadassah College Jerusalem

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

SO MANY USES!

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

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

Sugar Doughnuts

Sfenj

This dessert comes from Algeria and Morocco, frequently is made with orange juice and orange peel added and is a form of doughnut ring eaten at Chanukah

3 ¾ cups lukewarm water

2 oz. yeast

3 ½ cups flour

1 T. salt

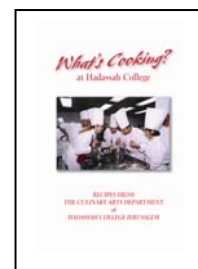
Oil to deep fry

1. Mix water with yeast in a bowl. Put flour in a mixing bowl and pour yeast mixture on top with salt. Knead until you get a smooth mixture. Cover with plastic wrap and leave for one hour.
2. Knead dough again. Cover and leave for another hour.
3. Heat oil in a pot. * Form doughnuts from the dough with a hole in the center. Fry until brown on both sides. Be careful not to brown too quickly or it will be raw inside. Drain on paper towels.

Serve with sugar, honey and butter and mint tea.

*Since the frying technique is considered a deep-fry method, the amount of oil required depends on the size of the pan.

Recipe from *What's Cooking?*



The HCJ website is an excellent source of information, videos and important updates:

<http://www.hadassah.ac.il/mainen.html>

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

In the USA:

Ellyn Lyons, Chair
212-303-8149

elyons@hadassah.org

Lauren Azoulai, Director
HCJ Development
404-307-9775

lazoulai@hadassah.org

Bobbi Kraft, Editor
HCJ eNewsletter
212-303-8149

bkraft@hadassah.org

In Israel: Judy Habani
Shoshana Poznansky
Office of the President
972-2-629-1975
judy@hadassah.ac.il
shoshana@hadassah.ac.il



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Charitable deductions are allowed to the extent provided by law. Hadassah intends to respect donors' wishes regarding their gifts; however, in accordance with U.S. tax law requirements regarding deductibility of contributions, Hadassah shall have full dominion, control and discretion over all gifts.

**CHARITABLE SOLICITATION DISCLOSURE STATEMENTS
HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC.**

50 West 58th Street -New York, NY 10019

Telephone: (212) 355-7900

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