



TEL AVIV
UNIVERSITY

Insider

Spring 2008

School founder Josef Buchmann sponsors concert at the UN General Assembly in memory of the victims of the Holocaust

The United Nations General Assembly Hall, usually an arena of formal speeches and diplomatic debate, filled with notes of rare, uplifting beauty on the evening of January 28: The Symphony Orchestra of Tel Aviv University's **Buchmann-Mehta School of Music**, with the school's Honorary President, Maestro Zubin Mehta, as conductor, had come



to play before almost 1,800 diplomats and guests. The special concert, held in cooperation with the Israel Philharmonic Orchestra, was part of the memorial ceremony held on the UN's International Day of Commemoration in Memory of the Victims of the Holocaust.

One very special guest at the event was the man who had made it all possible with his generous sponsorship: businessman, philanthropist and TAU Honorary Doctor Josef Buchmann. Himself a Holocaust survivor who endured Auschwitz and the Nazi death marches, he was liberated from Bergen-Belsen in 1945 at the age of 15. For Buchmann, a warm friend and supporter of TAU for the past 25 years and a Vice Chairman of the Board, this was an occasion of great personal

Buchmann-Mehta School at UN



Dignitaries at the ceremony included UN Under-Secretary-General Kiyoo Akasaka (far left), Bareket and Josef Buchmann (fifth and sixth from left), Tel Aviv Mayor Ron Huldai (seventh from left), Israel's Permanent Representative to the UN Dan Gillerman (fifth from right), Zubin Mehta (third from right), and Head of the Buchmann-Mehta School of Music Prof. Tomer Lev (far right).

satisfaction: In 2004 he prevented the closure of TAU's music academy by founding, together with his friend Zubin Mehta, the Buchmann-Mehta School of Music, established in partnership with the Israel Philharmonic Orchestra (IPO). The school gives out 100 scholarships to outstanding music students every year.

"As someone who lived through the horrors of the Holocaust as a child," Buchmann said, "I am bound by a deep and powerful connection to the Jewish

At the Gillerman private cocktail reception, from left: Bareket and Josef Buchmann, Tel Aviv Mayor Ron Huldai, and hosts Janice and Ambassador Dan Gillerman



people and the State of Israel.

"I believe that the Buchmann-Mehta School, born of my close friendship with Zubin Mehta and our deep shared connection both with TAU and the IPO,

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will train new generations of young, talented musicians and make a substantial contribution to cultural life in Israel," he said.

The historic occasion was rendered particularly symbolic by the fact that many of the 90 young students who played in the orchestra are grandchildren of Holocaust survivors. Continuing the Jewish people's artistic legacy in this very special way, they delivered a powerful statement to the entire world about the strength of Israel.

"Music is a human bridge that brings people together," said Buchmann. "Recognizing this, I hope that the Buchmann-Mehta School of Music will serve as a shining symbol of unity and hope in Israel and throughout the world."

From the President's desk

Since taking the leadership helm of the University last June, I've had the chance to travel the world and meet TAU's caring and motivated supporters. I was especially impressed by the efforts of our Friends Associations to connect their home communities with the University through exciting events – such as the economics conference held in Punta del Este, Uruguay, that attracted 1,600 people, and the first TAU student film festival held in London by the British Trust.



At the TAU gathering in Brussels this spring, our 17th regional conference, members of the Board of Governors gained a foothold in Europe's government – literally. Participants were hosted at the European Parliament and Senate by the presidents of both bodies.

I will continue to work hard with our lay leadership and professionals to expand the Friends chapters and TAU-Diaspora relations. Ultimately, our high international profile and fundraising achievements translate into more and better research, greater educational opportunity, and greater impact in the academic world and in society.

Professor Zvi Galil
TAU President

TAU's European Conference Held in Brussels

Participants enjoy
a unique weekend immersion
in the pan-Europe experience

Tel Aviv University's 17th **European Conference**, held at the end of March, was fittingly hosted by Brussels, the home of the European Parliament. Focusing on Europe – past, present and future – the conference and its compelling program attracted 100 participants from many European countries, as well as Canada and Israel – all dear friends and board members of TAU.

The conference began on a grand note: the welcome reception was held at the Gothic Hall in Brussels City Hall, opened especially for the event. Brussels Mayor Freddy Thielemans, TAU President Prof. Zvi Galil and former Israeli Ambassador to France, TAU's Prof. Elie Barnavi, greeted the guests.

On the following days, participants enjoyed the hospitality of top European Union leaders – visiting the

European Parliament and meeting with its President, Mr. Hans-Gert Pottering, and being hosted at the Senate by Senate President Armand De Decker.

Other items on the program included thought-provoking lectures by TAU's Prof. Asher Susser and Israeli representative to the EU, Ran Curiel; dinners with guests of honor Prof. Julien Klener, President of the Jewish Central Consistory of Brussels, and Prof. Jean-Robert Pitte, President of the University of Paris Sorbonne and honorary doctor of TAU; an enlightening excursion to the "It's Our History" exhibition which depicts aspects of Europe's unification; and sightseeing in the World Heritage City of Bruges. The event was capped off with a beer tasting session led by Prof. Pitte at the L'Imprimerie restaurant-brewery.



From left: Meir and Naomi Linzen and Rector Dany Leviatan



From left: Nissim Yisrael; TAU Vice President Yehiel Ben-Zvi; Director of the French Friends Association Danielle Schemoul; and Mr. and Mrs. Simon Timsit



From left: President of the French Friends Association François Heilbronn, TAU President Zvi Galil, Vice President of the European Parliament Miguel Angel Martinez and Prof. Elie Barnavi.



Uzi Zucker (left) and Dean of Medicine Yoseph Mekori

Zucker-Sussman Chair Promotes Research on Glaucoma

Glaucoma, a devastating eye disease and the second most prevalent cause of blindness in adults in the Western world, is a focus of extensive research worldwide. At TAU's Sackler Faculty of Medicine, leading international eye specialist Prof. Shlomo Melamed proposes a new and promising approach, based on understanding the molecular mechanism that ultimately generates glaucoma.

Prof. Melamed's important work recently received a crucial boost when he was made incumbent of the newly established **Zucker-Sussman Chair in**

Glaucoma, jointly sponsored by friends and business associates Uzi Zucker and Donald Sussman of the USA. The new chair was inaugurated in the presence of TAU President Zvi Galil, Rector Dany Leviatan, Dean of Medicine Yoseph Mekori and Head of the Goldschleger Eye Institute at the Sheba Medical Center, Yosef Moisseiev.

Advancing both basic and clinical research, the Zucker-Sussman Chair is enabling Prof. Melamed and his team to develop improved therapies and diagnostic tools for the disease. These include surgical tools such as lasers and drainage shunts, as well as innovative neuro-protective treatments that prevent damage to the optic nerve when it is exposed to heightened intra-ocular pressure – the main cause for blindness in glaucoma patients. The team is providing free diag-

nostic services to disadvantaged communities around Israel, through the Mobile Glaucoma Diagnosis Units founded by Prof. Melamed.

The chair will also help raise public awareness of the symptoms and consequences of glaucoma and the vital need for early detection through educational programs, public lectures and media exposure.

"In all these respects," says TAU President Zvi Galil, "the Zucker-Sussman Chair in Glaucoma will enhance the contribution of TAU to the worldwide effort to prevent or reverse loss of vision due to glaucoma."

This year, for the first time, Nadra Abu Ria doesn't have to worry about obtaining the money to pay for her education. The 22-year-old TAU nursing student from the town of Sakhnin in northern Israel knows that half of her tuition is covered – by a scholarship specially designated for Arab students given to her from the generous **Lois and Martin Whitman Scholarship Fund**, established in 2006.

“I was so thrilled when I heard I had received the scholarship,” recalls Nadra. “I come from a large family, with four sisters and two brothers, and my father, who is 65, has been ill and disabled for the past 15 years, so he can't help us financially. I worked for two years before starting school, which paid for my first year. But the money just ran out. I was almost desperate and then the scholarship came!”

For the Whitmans, the new program is a natural undertaking stemming from decades of commitment to advancing the rights and opportunities of young people worldwide. Lois Whitman, a lawyer and social worker, is the founder and executive director of the Children's Rights Division of Human Rights Watch, which combats abuse in all its forms and strives to give a better life to children around the world. Martin (Marty) Whitman is an investment wizard and educator who brings his own perspective to the couple's partnership of giving, rooted in the days when, as a fresh US Navy veteran, he was able to attend college thanks to the post-WWII G.I. Bill.

Together, the Whitmans have created a unique “affirmative action philanthropy” that offers disadvantaged young people much-needed educational opportunities. Their first initiative was an endowment to provide scholarships for African-American and Latino students at Marty's alma mater, Syracuse University, which produced very encouraging results. Some years later, in what appears to be a shared family vision, their daughter Barbara Whitman created a similar program at the University of Michigan, together with her husband David Carlyon.



“My parents have always told me and my siblings that a good education is our right, and the key to our future.”

Nadra Abu Ria

The idea for establishing a scholarship fund for Arab students at TAU came to Martin Whitman in 2004, at the height of the second Intifada, when he visited a TAU-affiliated kindergarten that successfully integrated Arab children, giving them a crucial head start. The challenge of affirmative action in Israel was irresistible for the Whitmans.

“Those who want to make the Arabs second class citizens are wrong,” says Marty, who is well known for his plain-spoken candor. “They don't have to like you. They have to want to be like you. If we give more Arabs the opportunity to be like us, maybe they'll give up some of their resentments. Isn't it better that they go to Tel Aviv University than to madrasas?”

Nadra, one of the first to benefit from the new program, is more than happy to confirm the Whitmans' belief: “My parents have always told me and my siblings that a good education is our right, and the key to our future. And even though it's sometimes very hard, we've all made a great effort to go to school and do well. One of my sisters is studying to become a teacher, another already works as a nurse, and my eldest brother is an X-ray technician. With my family's faith and support,

Whitman Fund Provides Opportunities for Arab Students

TAU supporter Martin Whitman to receive 2008 TAU Honorary Doctorate



Marty and Lois Whitman

and now with the Whitman scholarship to help me as well, I'm certain that I will build my life in the profession I have chosen.”

Martin J. Whitman is the Founder and Co-Chief Investment Officer of Third Avenue Management LLC, which manages over \$28 billion in assets for both private and institutional clients. Recognized as an expert in identifying value in distressed securities, he has authored two industry bibles: *The Aggressive Conservative Investor* (1979) and *Value Investing: A Balanced Approach* (1999). A Distinguished Management Fellow at the Yale School of Management for

over 30 years, he has also taught at the Columbia University Graduate School of Management, and at Syracuse University's Whitman School of Management, which is named in his honor.

Long associated with TAU, Martin Whitman has supported young faculty recruitment at the university and the Jaffee Center for Strategic Studies, from which he received the Tshetshik Prize for Studies on Israeli Security in 1999. He currently serves on the board of the university's Institute for National Security Studies (INSS).



Yehudit Sarig (center) with daughter, Yael, and son, Ran

Isak Sarig Scholarships Inaugurated

TAU students who are involved in community work and require financial assistance will be able to enjoy scholarships allocated from the new **Isak Sarig Scholarship Fund**. Established by the Sarig family, the fund commemorates Isak Sarig, a TAU alumnus and the father of two TAU graduates, who believed in social involvement, initiative and optimism as a way of life. The first two recipients of the Sarig scholarships are a history and gender studies student who conducts workshops for the prevention of sexual abuse, and a law and accounting student who advises low-income families on legal and financial matters.

Focus: Lay Leaders on Two Sides of the Atlantic

Akirov Concludes Six Years of Achievement

Alfred Akirov, President of the Israeli Friends of TAU since 2002, is currently summing up six years of hard work in the service of the university

Founder, chairman and CEO of the Alrov Group, one of Israel's largest real-estate companies, Alfred Akirov is a prominent figure in the Israeli and international business arena. He has been an active member of TAU's Executive Council and Board of Governors for many years and was awarded a TAU honorary doctorate in 2007.

Throughout his term as President of the Israeli Friends Association, Akirov was



able to influence the country's business community, attracting many distinguished friends and involving leading figures in activities for the university.

Sigal Adar, Executive Director of the Israeli Friends Association, said that "thanks to Mr. Akirov's personality and efforts, the association has achieved a

high standing and drawn leading business figures into its fold."

Akirov is the founder at TAU of the **Akirov Fellowship Program for Excellence in Economics and Business Administration**, which provides scholarships to outstanding graduate students at TAU's Eitan Berglas School of Economics and the Faculty of Management—Leon Recanati Graduate School of Business Administration.

He is also the founder of the **Alfred Akirov—ALROV Institute for Business and Environment**, a multidisciplinary institute that strives to enhance the Israeli business community's awareness of environmental issues.

Summing up his presidency, Akirov said: "My position as President of the Israeli Friends Association enabled me to contribute to higher education in Israel. When I contribute to education, I believe that I enjoy the contribution even more than the person who receives it."



A Conversation with Amos Shapira

New President of the Israeli Friends of TAU Amos Shapira, CEO of leading cellular telephone company Cellcom and a major figure in the Israeli business community, shares his vision for the Israeli Friends Association.

Why did you decide to accept this position and undertake the great commitment it involves?

When Chairman of the TAU Executive Council Dov Lautman and TAU President Zvi Galil approached me, I saw this as a great opportunity to fulfill my duty to my country. I was born here. I represent the sixth generation of my family in this land and I feel deeply obligated to contribute to Israel and its people. Serving this great university is a way of doing something important for Israeli society. Also, on a personal note, I owe the excellent education of my chil-

dren to Tel Aviv University. All three are TAU graduates, one with a PhD.

In your eyes, how does TAU contribute to Israeli society?

I believe that TAU plays a critical role in building the future of our country on several levels. First of all, the outstanding research carried out at the university strengthens Israel's industry, fortifies its security and enriches its culture, and above all, is directly related to economic growth. Furthermore, the university is an exceptional educational institution that promotes and practices excellence as a value and as a way of life. In my view, this is absolutely crucial for our future generations.

What makes TAU special, in your opinion?

First of all, it's the largest academic institution in Israel today. It's situated in the hub of the country's business activities and cultural life. Of all academic institutions in Israel, it has the highest representation among the top levels of the country's business community and public leadership. Today, TAU, with its excellent faculty, outstanding staff and highly qualified graduates, impacts upon every sector of society. Also, as Israel's most comprehensive university, it is particularly well equipped for the dominant

trend of tomorrow: multidisciplinary research and studies.

What is your vision as president of the Israeli Friends?

The Friends Association exists to help TAU attain its goals. Today TAU is ranked among the top 150 universities in the world. I share Prof. Galil's vision to make this university one of the top 50. I am sure we can achieve this with the help of the Board, faculty, staff and the Friends associations here and globally.

What precisely do you hope to achieve during your presidency?

I realize I'm stepping into the very big shoes of my esteemed predecessor, Alfred Akirov, a man whom I admire deeply, both personally and professionally. I hope I can do my bit in recruiting even more support from the Israeli business community. To this end, I plan to utilize the vast and powerful presence of TAU alumni within the highest ranks of our business and public sectors and strengthen their bond with the university. I'm sure we can boost our alumni's support for their alma mater, just like many other academic institutions worldwide.

"TAU is an exceptional educational institution that promotes and practices excellence as a value and as a way of life."

A Conversation with Billy Cohen

William F. Cohen assumed the post of National Chairman of the American Friends of Tel Aviv University this year. An industrialist and entrepreneur from Paterson, New Jersey, and a TAU Governor for over a decade, he discusses his goals for AFTAU and his family connection to Tel Aviv University.



In Memoriam:

AFTAU National Chairman Robert Schraye

TAU mourns the recent passing of friend and former National Chairman of the American Friends Association from 2006-2007, Robert M. Schraye.

Bob was, above all, a humanitarian, dedicated to nurturing community and preserving and enriching Jewish heritage. His steadfast commitment to the Jewish people was exceptional, and he expressed it in dedicated service to many organizations and philanthropies, including AFTAU. Bob cared, and he made a difference in the world.

Bob's family was long involved in the Jewish community, and with his wife, Barbara, he proudly continued that tradition. In the 1970s, he was at the vanguard of the movement encouraging connection between local American communities and Israel.

In addition to chairing AFTAU, Bob served as president and chairman of the Jewish United Fund/Jewish Federation of Metropolitan Chicago and led campaigns of the United Jewish Communities, the umbrella organization for all North American Jewish Federations. He also took on key roles for the National Jewish Community Relations Advisory Council, the United Jewish Appeal and the Jewish Agency for Israel.

Family and friends say Bob's greatest legacy is passing along his sense of duty and obligation to his children and grandchildren.



Have there been any surprises in your first eight months as chairman of the American Friends organization?

I thought I knew a lot about TAU, but I've learned that it was the tip of the iceberg. Every week, I have at least one experience when I hear a surprising or thrilling story about some aspect of TAU's work — something that really *will* expand the future.

What else do you want people to know about the university?

I continue to be delighted that all these first-rate people — professors, students and, of course, Zvi Galil and the staff — are so enjoyable to be around and so exciting to work with. Anyone who thinks the academic world is dry just hasn't been here.

And I find our American Friends the same — extremely interesting and interested in everything.

What are your goals for AFTAU?

All my goals are really just one goal: I want us to raise TAU's visibility so much that whenever I meet someone new — someone smart and accomplished who cares about education and Israel — that person already knows and admires Tel Aviv University.

One key to achieving that goal is reaching out to even more talented young philanthropists who will bring additional vigor to our organization and help us spread the word. That's the irresistible thing about TAU — the more you know, the more you want to be involved. I want to spread the word everywhere.

What got you interested in Tel Aviv University in the first place?

Not what — who. My father, who was very supportive of Jewish causes, wanted to find a way to help the State of Israel. An uncle from Holland, Herbert Cohen, was so passionate about TAU that he got my father's attention, and the deal was sealed when two of Dad's close friends introduced him to a fantastic group of AFTAU members with common backgrounds and interests.

By 1994, my father was in ill health, so he asked me to attend TAU's Board of Governors meeting as his representative. Being the dutiful son, there was no way for me to say no — but when I arrived on

campus, it was obvious why Dad supported the university. I was hooked — but I certainly didn't imagine then I'd be chairman of AFTAU one day.

Your father's inspiration lives on in a lot of ways, doesn't it?

He and Lucille believed that Tel Aviv University could play a key role in building a future where — through tolerance and understanding — Israel could live in peace and security. But they recognized that before understanding can be achieved, it's critical to know precisely how the parties differ. That's why they established the B.I. and

“We need to reach out to even more talented young philanthropists who will bring additional vigor to our organization and help us spread the word.”

Lucille Cohen Institute for Public Opinion Research at TAU.

Today, TAU and the Institute have the full support of our entire family — my wife, Anne, my sisters and brothers and their spouses, and all of the grandchildren and great grandchildren. We're continuing the good work our parents began.

William F. Cohen is president of Dillon Yarn Corp.; a partner in American Drawtech; a partner in Commodore Factors; and president of Morristown Helicopter Services.

From left: Dr. Mati Kranz; Dr. Hans-Jochen Vogel, former Lord Mayor of Munich and Federal Minister and former Mayor of Berlin; Renate Graf Matuschka, member of the German Friends of TAU; Prof. Gerhard Oppitz; Adrienne Heldrich-Juchheim (wife of the late Andreas Heldrich); Charlotte Knobloch; and Prof. Dr. Bernd Huber, President of Ludwig-Maximilians-University, Munich.



❁ Remembering Heldrich

An event commemorating the late Andreas Heldrich, TAU Governor and member of the German Friends Board of Directors, was hosted by Charlotte Knobloch, President of the Central Council of Jews in Germany, in Munich. TAU representative Dr. Mati Kranz announced the establishment of a scholarship fund in Heldrich's name.

❁ German studies

A year after the inauguration in 2007 of TAU's Marcel Reich-Ranicki Chair in German Literature, the German Friends of TAU held an event dedicated to the discussion of the possibilities and difficulties of teaching German culture and language in Israel. During the event, Professor of Modern German Literature and founder of the Hamburg Institute for

Social Research, Jan Philipp Reemtsma, was presented with the TAU President's Award in special recognition of his active involvement with the German Friends Association and his support of the Reich-Ranicki Chair.

❁ Cancer research

The German Friends Association organized a book reading by Bärbel Schäfer and Monika Schuck of their new book *I Wanted My Life Back – Stories on Experiences with Cancer*. The event, held to promote cancer research at TAU, was hosted by Diana and Paul Tauchner in the offices of patent attorneys Vossius and Partners. Bärbel Schäfer also did a reading of her own work at an event hosted by Prof. Dr. Marek Fischel.

❁ Happy birthday Mati

Actor and director Klaus Maria Brandauer performed at the 70th birthday party of Dr. Mati Kranz, TAU's representative in Germany, in the Mozart Hall of the Frankfurt Opera House. More than 220 guests were invited including former city treasurer Dr. h.c. Ernst Gerhardt, President of the German Friends.

❁ Punta conference

As part of the celebrations for Israel's 60th anniversary, the TAU Friends in Argentina and Uruguay, led by their presidents, Polly Deutsch and Carlos Spiller respectively, jointly organized a conference on the "Past, Present and Future of the State of Israel." Held in Punta del Este, the conference was attended by TAU President Zvi Galil and more than 1,600 participants, including author and TAU Honorary Doctor Dr. Marcos Aguinis. Receptions were hosted by TAU Governors Adolfo and Miriam Smolarz and Alberto and Elba Cuenca, and TAU Friends Vivian and Enrique Manhard.

❁ Economic sustainability

The Argentinean Friends held the 12th International Symposium on Economics entitled "Challenges to the Sustainability of Economic Development." More than 1,300 attended including representatives of the Argentine government, diplomatic officials from several countries and deans and professors from local universities, as well as members of the entrepreneurial, banking, financial and industrial sectors. Prof. Leonardo Leiderman of TAU's Eitan Berglas School of Economics represented the university.

❁ Business community

The Business Academic Club held well-attended events on the environment and media. Together with TAU's Alfred Akirov-ALROV Institute for Business and Environment, the Club held a discussion on "From Crisis to Opportunity – The Adoption of Environmental Strategy as a Key to Business Success." Mr. Arnon Tiberg, Chairman of the Club, welcomed the participants, and a short film on the institute and its goals was screened by its head, Prof. Yehuda Kahane. In a separate event, the Club, together with Prof. Yoram Peri, Head of the Chaim Herzog Institute for Media, Politics and Society and of the Caesarea Rothschild School of Communication, hosted Shalom Kittal, a journalist, at a discussion on "Media Revolution – From Observer to Active Player." In addition, the firm, Petroleum and Energy Infrastructures Ltd., hosted members of the Club at two of their sites in southern Israel.

❁ Book club

The English Speaking Friends of TAU have inaugurated a university-based book club which meets once a month to discuss works of Hebrew literature translated to English. A corresponding group in Los Angeles meets to discuss the same books. This twin book club framework is a joint initiative of the Jewish Federation of Greater Los Angeles, the Tel Aviv Municipality, and the English Speaking Friends, with the goal of encouraging contact between Israelis and American Jews via the world of books and a shared love of literature.

Friends Around

National Office

❁ Byron Janis honored

The Consul General of France in New York, Mr. François Delattre, hosted a surprise birthday party for legendary concert pianist and honorary TAU governor Byron Janis in honor of his 80th birthday. Mr. Janis was presented with a TAU certificate in recognition of a lifetime of outstanding artistic, educational and humanitarian activity, and his active involvement in the American Friends of Tel Aviv University and promotion of the arts at the university.

❁ Environmental issues

AFTAU organized a cocktail reception and presentation on "Cooling Global Warming" at the law firm of Morrison and Foerster in New York. Commissioner Pete Grannis of the New York State Department of Environmental Conservation and TAU's Dr. Arie Neshet, Professional Director of the Porter School of Environmental Studies, discussed a wide range of environmental issues.

❁ Music recital

Within the framework of the United Nations Holocaust memorial concert performed by the Symphony Orchestra of TAU's Buchmann-Mehta School of Music, five students were selected to give a music recital at a cocktail reception hosted by Nomi P. Ghez, a TAU alumna and a member of the Board of Directors of TAU's Faculty of Management—Leon Recanati Graduate School of Business Administration and the American Friends, together with Michael Sigal.

Southeast Region

❁ Genetics

AFTAU organized an event at the Boca Woods Golf and Country Club featuring Prof. Karen Avraham of TAU's Department of Human Genetics, Sackler Faculty of Medicine, who spoke on "Genetics and How It Affects Our Lives."

Western Region

❁ Student musicians

Recitals were performed by students of TAU's Buchmann-Mehta School of Music at the homes of Ruth Ornest in Beverly Hills, Nira Roston in Orange County, and Dr. Gary and Lisa Gershony in the Bay Area.



Montreal

❁ Adams reception

TAU President Zvi Galil was guest of honor at a reception hosted by TAU Governor Marcel Adams that was attended by Chairman of the TAU Board of Governors Bobby Goldberg and leading members of the Canadian Friends Association and its Board.

❁ Lectures and festivities

TAU faculty were hosted at festive receptions held by members of CFTAU. They included Prof. Asher Susser, former Director of the Moshe Dayan Center for Middle East and African Studies; Prof. Eyal Zisser, Director of the Dayan Center; Prof. Amy Singer, Department of Middle Eastern and African History; Prof. David Menashri, Dean for Special Programs, Director of the Center for Iranian Studies and incumbent of the Parviz and Poursan Nazarian Chair in Modern Iranian Studies; and Prof. Dina Porat, head of the Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism and incumbent of the the Alfred P. Slaner Chair in Anti-Semitism and Racism.

❁ Scholarship event

Philosopher and TAU Honorary Doctor Alain Finkielkraut, delivered a lecture on "Worrying about Israel" at an event hosted by Jean and Catherina Madar, supporters of the TAU Friends. At the event, photographs of Israel by Rudy Wessenstein were auctioned off, the proceeds of which will benefit scholarship funds at TAU.

❁ Israel ambassador

Richard and Chantal Aziza hosted an evening with Daniel Shek, Israeli Ambassador to France. The event was attended by long-time supporters of the French Friends.

❁ Breakfast briefings

Prof. Manuel Trajtenberg of TAU's Berglas School of Economics, Head of the Israeli Prime Minister's National Economic Council, and Chief Economic Advisor to Prime Minister Ehud Olmert, was guest of honor at two breakfast briefings organized by the TAU Trust in Great Britain. The first, in cooperation with the British-Israel Chamber of Commerce and the British-Israel Law Association, was hosted by Denton Wilde Sapte, a well established law firm, and the second was hosted by Stenham, an investment company. Prof. Trajtenberg also attended a luncheon hosted by Clifford Chance, one of the largest law firms in the UK.

❁ Film festival

The TAU Trust in Great Britain held the first annual festival of films produced and directed by students of TAU's Department of Film and Television at the Yolanda and David Katz Faculty of the Arts. Introduced by David Meller, Chairman of the TAU Trust, and by Derek Bluston, the event Chairman, four short prize-winning films were shown during the evening. TAU Dean of Arts Prof. Hannah Naveh, together with Reuven Hecker and student director Udi Ben Arie of the Film and TV Department, conducted a question and answer session. The event was sponsored by Investec Private Bank to raise funds for future film production by the Film and TV Department. The screening was preceded by a wine and buffet reception.



From left: Derek and Irene Bluston, Prof. Hannah Naveh, Reuven Hecker and Udi Ben Arie

❁ Home concerts

Hadar Rimon and Nadav Hertzka, students at TAU's Buchmann-Mehta School of Music, gave this year's annual recitals. The TAU Trust organized the events, which were hosted by TAU Board members Dick and Lyn Wolfson in Glasgow and Louise and Norman Naftalin in London. Guests of honor at the London event, which was held jointly with the Hebrew University of Jerusalem and sponsored by Bank Leumi, were Isaac and Myrna Kaye.

❁ Mideast breakfast

Prof. Eyal Zisser, Director of TAU's Moshe Dayan Center for Middle Eastern and African Studies, spoke on "Israeli-Arab Relations: Where Are We Headed and What Are the Implications for Those Doing Business in the Middle East?" at a breakfast hosted by Denton Wilde Sapte in London on behalf of TAU and the Trust in Great Britain.

the World

❁ Multiculturalism

Dr. Elana Gomel of TAU's Department of English and American Studies, Entin Faculty of Humanities, spoke on "All in the Family – Multiculturalism in Israel" at a reception held at the Beverly Hills home of Judith and Yechezkel Kattan.

❁ Overseas school

With the help of TAU alumnus Talia Cohen, AFTAU Western Region organized the first alumni networking social for TAU and its School for Overseas Students. AFTAU Bay Area Executive Director Aaron Salloway spoke about TAU and the possibilities for future programs, including hosting professors from the university.

Victoria

❁ Film preview

The Victoria Chapter of the Australian Friends Association organized a preview of the movie *Rendition* which was attended by members and guests.

❁ Krongold lecture

Prof. Tammie Ronen, Head of the Bob Shapell School of Social Work, was guest speaker at the third annual Krongold Lecture held at the Kooyong Tennis Center.

Sydney



From left: John Landerer, President of the NSW Chapter; Benita Kam and Brian Sherman at the Friends annual cocktail party

❁ Economics conference

Over 400 people attended the 4th International Symposium on Economics held by the Uruguayan Friends of Tel Aviv University, with the participation of Dr. Danilo Astori, Minister of Economics and Finance; Ms. Maria Dolores Benavente, President of the National Academy of Economics of Uruguay; and Eng. Carlos Spiller, President of the Friends Association. TAU Prof. Leonardo Leiderman of the Eitan Berglas School of Economics represented the university.

TAU Press Named for Haim Rubin

The Tel Aviv University Press was recently named for the late **Haim Rubin** (1921-2005), a man of vision, a pioneer, and a great supporter of higher education in Israel, who for 30 years contributed extensively to the University in his capacity as Chairman of the Aaron Gutwirth Fund. Under his leadership, the Fund supported numerous TAU projects, focusing on doctoral scholarships and research grants in medicine and the health professions, with a special interest in diabetes. In 2003, the University recognized his contribution by awarding him an honorary doctorate.

The naming ceremony was also marked by the publication of Yehuda HeLevi's Poetry edited by Prof. Yisrael Levin – the second book in the new TAU Press series "Poetry of the Golden Age," presenting new editions of the works of the great Jewish poets of medieval Spain. The new book contains a special dedication to Haim Rubin and his many achievements.

The Many Family Supports Life Sciences Students

The illustrious Many family of Israel has further cemented its relationship with the university through the inauguration of the **Dr. Eliyahu Many Scholarship Fund**. The fund, which is named for the brother of former TAU President Prof. Moshe Many, offers scholarships to outstanding students at the George S. Wise Faculty of Life Sciences. Dr. Eliyahu Many was a longtime friend of TAU and supporter of the Botanic Gardens. Dr. Ariel Many, who is Dr. Eliyahu Many's son and a faculty member at TAU's Sackler Faculty of Medicine, represents the family on the board of the new fund, which selects the recipients of the scholarships.

Niznick Dental Clinics Get Cornerstone

The cornerstone for the **Dr. Gerald and Reesa Niznick Faculty Clinics** at TAU's Goldschleger School of Dental Medicine was laid. Dr. Niznick is known worldwide for founding the dental implant companies Core-Vent and Paragon, based on his own innovations. A devoted friend and Honorary Doctor of TAU, he has previously supported research projects, a chair for the study of dental implants, and the construction of a floor for graduate students and clinical implant dentistry.



Prof. Haim Tal, Head of the Goldschleger School (left), together with Dr. Gerald and Reesa Niznick at the unveiling ceremony

A deep belief in green building and environmental sustainability drives TAU Governor and Honorary Doctor

Dame Shirley Porter



It isn't often that a building, a physical structure made of solid materials and created for the most practical purposes, is also the embodiment of a vision. But this is exactly the case with the new home of TAU's Porter School of Environmental Studies, now being designed by the nation's leading architects as a wholly green, sustainable building.

"It's much more than a building," says Dame Shirley Porter, founder of the Porter School, TAU Governor and the profoundly dedicated and involved benefactor behind the new project. "It's a statement. It will be the hub of environmental knowledge and research for the State of Israel, and for the whole Middle East and Mediterranean regions. It's an opportunity for raising public awareness and placing Israel where it should be – at the forefront of international research in this critical field."

With the inauguration expected in November 2010, the new structure, located at the highest spot on campus, will overlook the entire Tel Aviv metropolitan area. It will serve as a beacon for the environmental cause – and for TAU's deep commitment to protecting the planet.

The green building will be constructed as a living scientific laboratory, continuously testing innovative methods and systems for creating alternative energy, minimizing energy consumption, saving and recycling water, and creating its own energy.

For Dame Shirley, who was made Dame Commander of the British Empire by Her Majesty Queen Elizabeth II in 1991, in recognition of her contributions to public service, this project is a high point in a long career of green development. A quarter of a century ago, as Leader and later Lord Mayor of the City of Westminster, London's flagship borough, she spearheaded vast urban beautification and cleanup campaigns. Here in Israel Dame Shirley supports the Council for a Beautiful Israel, Green Course – Students for the Environment, the Society for the

Protection of Nature in Israel and other Israeli green organizations.

Dame Shirley is a recipient of the Yakir Prize awarded by the Council for a Beautiful Israel. She founded the European Standing Committee on the Environment and Tourism, is a past Master of the Worshipful Company of Environmental Cleaners in the City of London, and is an honorary member of the Council of the Tidy Britain Group, as well as being a holder of that organization's Queen Mother's Birthday Award.

Carrying the environmental torch at TAU, Dame Shirley established the Porter School together with her late husband, TAU Chancellor Sir Leslie Porter, in 2000, which she continues to sponsor together with the school's Porter Fellowship Program. In addition, with characteristic vigor, she is promoting the university's five-year Green Campus initiative in her capacity as Chairperson of the Campus Development & Maintenance Committee.

In contributing her funds and efforts to TAU, Dame Shirley, daughter of the late Sir John Cohen, founder of Tesco, the UK's leading supermarket chain, carries on a long family tradition as Chairperson of the Porter Foundation. For four generations, ever since the university's inception, the Cohen-Porter family has been one of TAU's staunchest supporters, with contributions including the Cohen-Porter United Kingdom Building for Life Sciences, the Cohen-Porter Swimming Pool and numerous other units and projects.

"The Green Building will serve as a beacon for the environmental cause – and for TAU's deep commitment to protecting the planet."

Dame Shirley Porter