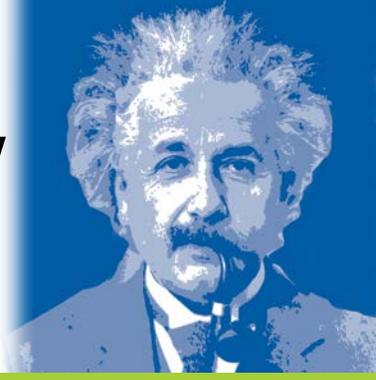


RELATIVITY



THE CFHU TORONTO NEWSLETTER THAT BRINGS YOU NEWS RELEVANT TO YOU

FALL 2012 | VOL 1

MASTER'S *piece*



Dear Friends,

I wanted to take this opportunity to introduce myself and welcome you to our first edition of "Relativity," the official Toronto newsletter of Canadian Friends of The Hebrew University (CFHU). I joined CFHU as Toronto Chapter President in June 2011 and am proud to be part of an organization that means so much both to Israel and to our many partners, friends, and affiliates across Canada. Established twenty years before the founding of the Jewish state, The Hebrew University has literally become the start-up of the start-up nation (producing 40% of all civilian scientific research in Israel) but more importantly, it represents the key to Israel's future. In a world governed by science, innovation, green energy, and new technology, it is Israel's ability to maintain its human advantage in these fields that will secure its future and prosperity. In this bi-annual newsletter, you will learn remarkable things about The Hebrew University and its impact on Israel and the world, and will come to meet some of the outstanding leaders, donors, and volunteers who make our Jewish community in Toronto, and Israel, so incredibly strong. Thank you for investing in Israel's future, and I look forward to seeing you at one of our next CFHU events.



SEE WHAT HEBREW UNIVERSITY
MEANS TO THEM... (page 2-3)

How to Love More, for Less!

This June, I had the opportunity to visit The Hebrew University Faculty of Agriculture in Rehovot. One of the highlights included a meeting with students participating in the faculty's International Program: a one year program that brings together students from all over the world to learn sustainable agricultural techniques, nutrition, and water preservation strategies from Israeli experts.

I talked to a young man from Nepal who travelled to Israel from his tiny village near Kathmandu to figure out how to grow peppers in high altitudes. I also learned about a former student from Mexico who after graduating from Hebrew University at age 26, was appointed head nutritionist of Mexico City's chief hospital, and marveled at how a recent Chinese graduate now serves as the Dean for International Relations at Beijing University's faculty of agriculture.



Lovemore (second from right) with other international students at the Faculty of Agriculture.

continued on page 6.

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A L U M N I



GALYA SARNER

Galya Sarner is the director of the Israeli–Canadian Project of the UJA and The Schwartz/Reisman Centre. She’s a married mother of three who lives in Toronto and Israel. Born and raised in Jerusalem, she attended Hebrew University from 1982 to 1985 and from 2002 to 2004.

What was your most memorable experience at Hebrew University?

I have vivid, positive memories of interacting with students from different backgrounds as well as stimulating lectures. I remember attending classes dealing with special needs children. This experience was a real eye opener. Of course, I also remember the physical beauty of the campus – especially the breathtaking view of Mount Scopus and the surrounding area.

How did your time there make an impact on your development, professionally and/or personally?

I was inspired by my professors’ leadership, their commitment to the subjects they taught and their dedication to their students. My professors encouraged me to open my mind and expand my horizons.

One professor in particular, Michal Govrin, taught theatre. I use her methods in

the Mifgash Theatre, a theatre group I helped found. It is the only Hebrew-speaking theatre in Toronto. Its activities help bring Israeli culture and language to the broader Jewish community here.

Overall, my experience at Hebrew University gave me a great basis for approaching life after I graduated — as a wife, mother, professional and a human being.

How did you get started in your current career?

After doing some research and writing related to the Israeli community, I was offered a position at the UJA Federation of Greater Toronto. My work was devoted to further integrating the growing number of Israeli-Canadians into the larger Jewish community here. I wanted to do as much as I could to strengthen the ties between Toronto’s Jewish community and Israel. ■



LAURIE MAY

Laurie May is executive vice president of Alliance Films. She’s a married mother of two who lives in Toronto. She attended Hebrew University’s Overseas Program from 1988 to 1989.

What was your most memorable experience at Hebrew University?

My older brother enrolled in the Overseas Program at Hebrew University and had a fantastic year. So I later enrolled there for my junior year, with my best friend. There were about 500 or 600 people in the Overseas Program. We were all really close, and I still have friends in Australia and the United Kingdom. Interestingly, the closest friends I made there are Canadian. It was an incredible year that really did create a lifelong commitment to Israel.

There were so many amazing experiences, it’s hard to point to just one. That said, the most memorable would have to be the celebrations for the 40th anniversary of the founding of the modern State of Israel. People were dancing in the street wrapped in the Israeli flag, the planes flew overhead in the shape of the Israeli flag, and there was jubilation everywhere.

How did your time there make an impact on your development, professionally and/or personally?

On a personal level, it strengthened my love for Israel and my fascination with the country. I led a group of teens through Israel for the Canadian Zionist Federation, to expose them to all the amazing experiences the country has to offer. I continue to be involved with Israeli causes, including the Israel Cancer Research Fund, for which I received the Women of Action Award in 2009. On a professional level, we were at Hebrew University the year the Intifada broke out. I became very interested in the role the media played in the conflict, and the stories of people affected by it all. That led me to pursue an education and professional work in media, which eventually led to me working in the film industry.

How did you get started in your current career?

My interest in media led me to a job at CTV Television. I worked in sales there. I then went to law school at the University of Toronto, where I focused on communications and

IMPACT

entertainment law. Afterwards, I worked at Osler, Hoskin and Harcourt, where I did a lot of work with media and entertainment clients. I then worked as senior vice president of business affairs for Lionsgate Films from

1997-2005. Lionsgate spun out its Canadian operation into Maple Pictures, of which I was co-founder and co-president. Alliance Films purchased Maple last year. My current position is executive vice president at Alliance Films. ■



BERRY MEYEROWITZ

Berry Meyerowitz is the president and CEO of Phase 4 Films, He's a married father of four who lives in Toronto. He attended Hebrew University from 1992 to 1993.

What was your most memorable experience at Hebrew University?

I have so many amazing memories, including going on weekend trips as part of the hiking club, and playing basketball with other Canadians, Americans and Israelis on the court on Mount Scopus. I remember looking out over Jerusalem at sunset. It was amazing. I also made a lot of great friends there, one of whom introduced me to my wife.

How did your time there make an impact on your development professionally and/or personally?

I was 21 years old when I started at Hebrew

University. I was immersed in a foreign culture. It led me to think a lot about my surroundings, to become curious about other people's lives and beliefs. It was just five years after the [first] intifadah, so it was an interesting time.

How did you get started in your current career?

My brother introduced me to one of his friends, who was working for Astral Entertainment, a big media company. When that person left to start a new company, I became his first employee. Phase 4 Films is the company's fourth incarnation. ■



HANNAH WASSERMAN

Hannah Wasserman is the manager of development at Jewish Family & Child. She's a married mother of two who lives in Toronto. She attended Hebrew University from 1996 to 1997.

What was your most memorable experience at Hebrew University?

Wow, do I have to come up with just one thing? I don't know if I can narrow it down — my professors, my friends and my travels. I visited several countries, including Greece, Turkey, Egypt, Jordan and Kenya.

Kenya was amazing. We climbed Mount Kenya, went to a Muslim island during Ramadan and did several other things. One highlight was jogging every day in Jerusalem. That is how I became familiar with the city.

How did your time there make an impact on your development, professionally and/or personally?

I am still friends with people I met at the school, and feel that I will have a lifelong connection to them. On my honeymoon in 2004, I arranged for a tour of the school so that my husband could see it and get a sense

of the experience that meant so much to me.

Also, my passion for Israel blossomed when I was there. Even now, I'm always looking forward to my next trip back. In October, my husband and I are going back to Israel to participate in Courage in Motion. It's a bike ride that raises funds for Beit Halochem Centres, which offer rehabilitative and other services for disabled Israeli veterans.

As for my career, my experience there made me realize that I need to work in a field that keeps me connected to Israel or to the Jewish community.

How did you get started in your current career?

In 2001, I did a sport event and marketing program at George Brown College in Toronto. I thought sports marketing was the direction I wanted to go in but I ended up in fundraising. I got involved with that at Mount Sinai Hospital Foundation, then the UJA. I'm now at Jewish Family & Child. ■

Giving — past, present and future

*In loving memory of Hilde Breuer z"l,
who passed away on October 22 2012, at the age of 100*

According to Jewish law, we're obligated to give aid, assistance and money not just to the needy but also to other worthy causes. No one takes Tzedakah more seriously than Eric Breuer. The Toronto-based retiree, a former employee of Ontario Hydro, and his family support dozens of charities, organizations and institutions.

Ask what led him to be so generous, and he'll point to his parents. "They really instilled in us the importance of giving," he explains. "Being charitable was something that was very important to them."

His parents, Karl and Hilde, were born in Germany and came of age as a tide of anti-Semitism swept across the country. Karl was passionate about mechanics and wanted to become an engineer, but it was difficult for Jews to find work in that field because of the political climate, so he pursued a career in law.

When the Nazis decreed that Jews could no longer practice law, Karl moved to the Netherlands. He and Hilde got married there in 1937.

After learning tool and die making, Karl built a drapery hardware business. It was successful but, with the war drums beating ever louder in nearby Germany, the Breuers knew they had to leave Europe.

They set their sights on North America, and arrived in Canada in January 1940 — just four months after German tanks rumbled into Poland and sparked a global conflict.

Karl started a small business in Toronto building parts for Lancaster bombers, which were used by Canada, Britain and other Allied countries during the Second World War. He later manufactured drapery hardware and built a comfortable life for Hilde and their three children. Hilde's contribution to this success was invaluable. She functioned as a bookkeeper and, with an excellent command of the English language, she took care of correspondence and helped the couple forge close relationships with both clients and banks. But life in Canada could be difficult. The Breuers encountered anti-Semitism in their new home, too.

While searching for an apartment to rent, Karl and Hilde often came across building signs that said, "No Jews or dogs allowed." Also, Jews were banned from most resorts. During a holiday at one of the few resorts that accepted Jewish guests, workers chose to leave rather than serve Jews.

Experiences such as these left the couple with an uneasy feeling; they feared they might have to leave Canada at some point just as they had once fled Europe. For this reason, they

continued on page 6.

Two New Toronto Initiatives

The Social Venture Fund: Inspired by the adage that you can have more impact collectively than any one person can have alone, the Social Venture Fund provides young professionals with the opportunity to make an impact, and engage in philanthropy in a social, family-friendly environment. Members of the group agree to a minimum annual gift to Hebrew University, and over the course of the year will meet with leaders from HU and Toronto to learn more about different facets of the university and its contributions to Israel and the world. At the year end, the group will decide where they would like to invest their funds. This could mean a scholarship, a research project, or even a naming opportunity.

If you are between 30-45 and are interested in joining the Social Venture Fund, please contact Randal Slavens, CFHU Toronto board member and chair of the Social Venture Fund, at slavens@rogers.com

The Alumni Mentorship program: Are you a recent graduate of the Rothberg School at Hebrew University and looking for your first job, or a help climbing the career ladder? The Alumni Mentorship program will pair you up with a seasoned mentor and alumni of Hebrew University who can help. Over the course of a year, you will meet with your mentor regularly and receive career guidance and networking opportunities. For more information, please e-mail Kris Hreczynski at khreczynski@cfhu.org.

If you are a veteran Hebrew University alumni, and would like to serve as a mentor, please contact Adam Cooper, CFHU Toronto board member and co-chair of the alumni mentorship program at adam@modusgroup.ca

TRILATERAL CONFERENCE



In June 2012, CFHU participated in the first ever tri-lateral conference between Israel, India, and Canada focusing on brain research. Organized by former Chief Scientist of Canada and CEO of The Canada-Israel R&D Foundation and ISTP Canada, Dr. Henri Rothschild, the conference was a monumental success.

The goals of the conference were simple: To develop joint Canada-Israel consortiums in the realm of brain imaging and deep brain stimulation, and explore how these consortiums can be replicated with Indian partners.

After a two day conference in Tel-Aviv, the group travelled to Hebrew University's Ein Karem campus, to meet with medical faculty as well as researchers from IMRIC, The Institute for Medical Research Israel-Canada. The group heard presentations from IMRIC chair, David Lichstein, Dr. Hagai Bergman, a pioneer in the development of treatment for Parkinson's and other movement disorders, and also had a chance to visit the lab of Dr. Amir Amedi, a rising star in Israeli science, whose breakthroughs are helping the blind see!

Elan Divon, CFHU's Toronto executive director, who oversaw the Jerusalem visit had this to say: "This is the kind of role CFHU wants and will continue to play. By bringing together top scientists and technologists from Canada and India to meet their counterparts at Hebrew University, we are starting new conversations, building new partnerships, and initiating a process which can lead to solving health problems that affect us all, while taking ideas that start in the lab to the marketplace."

So what did the conference achieve you might ask? "At minimum, there are two important takeaways Henri Rothschild, CIIRDF's President explains. "First: We will be working towards establishing our own Canadian consortium in brain imaging in order to create a solid basis for expanded research cooperation with Israel through their own emerging consortium. In this, the Canadian visitors to Hebrew University are expected to play a key role and will, no doubt, maintain contact with Hagai Bergman and others at IMRIC and Hadassah. Second: Our Indian delegates are very keen to have a follow up event involving Yissum and, perhaps, other technology commercialization groups such as Hadassah. We discussed specific plans for bringing both Israelis and Canadians to India before the end of 2012 with a view to linking technology commercialization specialists in both countries with Indian technology market segments."

If you'd like to learn more about CFHU's existing Canada-Israel partnerships or about "Yissum", Hebrew University's technology transfer company, please contact Toronto executive director Elan Divon at edivon@cfhu.org. ■



John Soloninka, President and CEO, htx - Health Technology Exchange, standing alongside Canadian Ambassador to Israel Paul Hunt (middle), and Mina Goldiak, the deputy chief scientist of Israel



Dr. Henri Rothschild opens the tri-lateral conference

How to Love More, continued from page 1.

And then came story of Lovemore Nkhata; an ambitious, bright eyed student from Malawi who completed his Masters at the faculty in 2007-2008. Nestled between Mozambique and Tanzania, Malawi is a small African country which has one of the highest infant mortality rates in the world. Why? Malnutrition and undernourishment. It turns out that corn is a primarily staple in the Malawi diet, a food that despite its meager nutritional value is widely served as breakfast porridge to toddlers and infants. As a result, 40% of all Malawi children become undernourished by 18 months, 20% of babies don't make it past their fifth birthday, and the life expectancy in the country is only 47 years old. (To put this in context, the life expectancy in Israel is 81, while malnutrition is practically non-existent).

At Hebrew University, Lovemore learned to harvest chickpeas, a grain rich in fibre and protein, and found that he could incorporate the grain into the Malawi diet by grinding the chickpeas to a powder and mixing it into the corn porridge served to children. In addition, Lovemore learned to prepare a fortified chocolate milk drink for children that is both tasty and nutritious.

In the summer after his first year at Hebrew University, Lovemore returned to Malawi and established a self-sustaining project aimed at improving the health of children under five years old. Using \$500 he scraped from friends and donations, Lovemore opened a farm for 80 women and their tots, teaching the women how to harvest chickpeas and use it as a dietary supplement. He also introduced fortified chocolate milk, and educated women about nutrition, proper diet, and other issues.

The results were staggering. By the end of the program, infant mortality dropped from 20% to well below 5%, malnutrition rates dramatically declined, and new crops and technologies were introduced helping generate money for local farms, as well as dignity and self-esteem for the woman participating in the program. What's more, the local dairy industry received

a much needed boost due to the increased milk consumption. Over the next year Lovemore opened three other schools, and the Malawi government has since caught on and replicated the model.

Summing up his experience at the Hebrew University, Lovemore explains: "The program gave us the right tools to help us be instrumental in the development of our respective countries. They also gave us hope that it is possible to succeed with minimal resources... Many

"Many projects in developing countries fail because of lack of resources. We have learnt and seen for ourselves how Israel is capable of achieving great things with minimal resources."

projects in developing countries fail because of lack of resources. We have learnt and seen for ourselves how Israel is capable of achieving great things with minimal resources. Our attitude has completely changed, as we look to maximize the resources we have, rather than look at what we don't have. Graduates from these programs can make a big difference in their communities."

Lovemore certainly did. Now just think: how many lives can be improved if more people had access to the same learning opportunities Lovemore enjoyed at Hebrew University? And how does this kind of work help change perceptions about Israel globally? ■

— Elan Divon

To learn more about The Hebrew University and scholarships opportunities for students like Lovemore, please contact CFHU Toronto chapter executive director, Elan Divon at edivon@cfhu.org

Giving, continued from page 4.

built strong ties to Israel, even going so far as to purchase a 49-year lease on some orange groves in the Jewish state.

Determined to help Israel survive and prosper, they became strong supporters of Israeli institutions — including Hebrew University. The Breuers were impressed by the school for the excellence it had achieved in so many fields and for discoveries that had benefited not just Israel but all of mankind.

Karl and Hilde established two endowment funds at the school. The first one, to give financial aid to medical students, was established in honor of Hilde's father, who had been a psychiatrist in Germany until the Nuremberg Laws forbade him to treat Gentile patients. The second fund, to support research into juvenile diabetes, was established after one of the couple's grandchildren was diagnosed with the disease.

The couple also donated to a host of charities, both Jewish and secular. They instilled in their children the importance of giving; through their children, their generosity continues.

"I got involved with Hebrew University through my parents," Eric, 68, says today. "I have been supporting the school for about 40 years now."

Eric is particularly enthusiastic about The Institute for Medical Research Israel-Canada (IMRIC), where scientists conduct fundamental and applied research in the field of biomedicine. He believes IMRIC, which fosters collaboration between Canadian and Israelis researchers, will strengthen ties between the two countries.

Just as his parents urged him to support Hebrew University, Eric has urged his children, Wendy and Alan, to do the same. "My children," he says without hesitation, "will be carrying on this tradition of involvement." ■