



Jewish Community News

The Publication of the Jewish Federation of the Desert

www.jfedps.org

Tammuz/Av 5779 - August 2019

Federation Institutes PJ Library Grandparents Initiative

Attention Bubbes, Zaydes, Savtas and Sabas! PJ Library, the program that sends free, award-winning books that celebrate Jewish values and culture to families with children six months through 8 years old (plus PJ Our Way for children 9-11, who choose their own free books), is now offering a free program for grandparents of children enrolled in the program.

To enroll you must have a grandchild with an active PJ Library subscription. Upon verification, grandparents will receive two PJ Library books in the mail, monthly emails with recipes and activities, updates on books and activities being sent to their grandchildren, and PJ Library's PROOF magazine. There will also be opportunities to contact with



Carol Luber and granddaughter Remy

PJ Library programming locally and wherever their grandchildren live.

Here in the Coachella Valley, PJ Library programs are coordinated by Federation staff member Leslie Pepper (leslie.pepper@jfedps.org). Activities in September/October will focus on the upcoming holidays: Rosh



Mary Levine and grandson Teddy

Hashanah, Yom Kippur, Sukkot and Simchat Torah.

To enroll, go online to pjlibrary.org/enrollGP. (For families with young children who are not yet part of PJ Library: become part of this wonderful program by going to their website: pjlibrary.org and enroll your child[ren] now).



Phyllis Pepper and great-grandson Asher

PJ Library is made possible by the PJ Library Alliance, Jewish Federations throughout North America including our Jewish Federation of the Desert, thousands of generous supporters and the Harold Grinspoon Foundation.

US Senate Introduces Bipartisan Legislation to Prioritize Health Care for Holocaust Survivors

Jewish News Syndicate

On July 18, 2019, U.S. Senators Ben Cardin (D-Md.), Kevin Cramer (R-N.D.) and Jacky Rosen (D-Nev.) introduced legislation that would prioritize health care and nutrition services for Holocaust survivors, increasing the likelihood they could continue to live in their own homes rather than be forced into nursing homes or assisted-living facilities.

The Trauma-Informed Modernization of Eldercare for Holocaust Survivors Act, or the

"TIME for Holocaust Survivors Act," would incorporate several provisions into the Older Americans Act (OAA) to ensure that Holocaust survivors have coordinated, trauma-informed care and services particularly tailored their needs.

"Holocaust survivors came to the United States seeking refuge from unimaginable horrors. They have lived their lives here and enriched our nation," said Cardin. "With an average age of 85, we have an

obligation to provide Holocaust survivors the community support and special services they need to live out their final days."

"Those who sought shelter in our country after the unspeakable tragedy of the Holocaust deserve better assistance, not worse," said Cramer. "This legislation is a productive step toward helping survivors receive the quality care they need."

" 'Never Again' means never

forgetting those who survived the horrors of the Holocaust. This bipartisan bill will make important updates to the Older Americans Act to ensure that Holocaust survivors are not left behind," said Rosen. "Integrating trauma-informed practices into these programs will improve care for seniors who have had traumatic experiences, the effects of which can resurface when they age."

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"We are proud to support this bipartisan bill introduced by Senators Cardin, Cramer and Rosen that will ensure that the 80,000 aging Holocaust survivors living in the United States today, all with unique traumas and health concerns, have access to the care and services they need," said William Daroff, the Jewish Federations of North America's senior vice president for public policy. "As a key priority for Jewish Federations and the hundreds of organizations from every state in the country that support this initiative, we urge every senator to

co-sponsor the TIME for Holocaust Survivors Act, and work with Senate leadership to pass this bill soon."

The JFNA and more than 300 national, state and local organizations have expressed their support for the TIME for Holocaust Survivors Act.

About 80,000 survivors of the Holocaust reside in the United States, with approximately 25 percent living at or below poverty level. Heart conditions, bone and feet issues, and dental problems are common for this demographic, as are depression, anxiety and sleep disorders. Many are isolated from their communities and enduring

the challenges of aging alone, often without family to care for them.

Holocaust survivors continue to live with the unique mental and physical scars of the unconscionable trauma caused during World War II. Aging survivors have needs similar

to those of other older Americans, but the sights, sounds and smells of institutionalized settings, such as confined spaces or restrictions on food, can induce panic, anxiety and re-traumatization as a result of their experiences.



Outgoing Federation Board Co-Chair Allan Lehmann, CEO Bruce Landgarten, Incoming Chair Roberta Nyman and Outgoing Board Co-Chair Celia Norian at Jewish Federation Annual Meeting May 6, 2019.

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Bruce Landgarten,
Chief Executive Officer



Jewish Federation
OF THE DESERT



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After almost ten years on the job, I once again sat down with Bruce Landgarten, our Jewish Federation's CEO, to discuss the Desert's Jewish community and his role in the changes that have taken place at the Jewish Federation.

--- Miriam H. Bent, Editor, JCN

An Interview with the CEO: Envisioning the Future

JCN: How would you describe our Federation?

Bruce Landgarten: Being a relatively smaller – and, for many, seasonal -- Jewish community, our Federation is THE Jewish address in the Desert. As



significant as are the many temples, we are the one organization that is there for everyone. We are the agency that reaches out to everyone, assessing issues and meeting needs. It rests on us to create the closeness that doesn't exist elsewhere because there are no communal facilities. There's no JCC (Jewish Community Center) here, so it becomes our role to create the environment that brings everyone together. There is no other central place.

JCN: In past articles you've written you focused on affiliation or engagement. Why are these words on your mind? Do they mean the same today as in the past?

BL: I think we utilize an old definition. The old way of saying someone was engaged or affiliated was that they pay dues. If you didn't pay dues to a synagogue, you were not affiliated. You always have the person in the synagogue board meeting, discussing people who have left the synagogue, who says, 'They didn't want to pay dues.' I would argue, "No, we didn't show them what their money was worth." We didn't give them a value proposition because all we think they

are to us is paying dues or not. Let's be honest, we need them more than they need us. We have to show that we are valuing their engagement, their affiliation, at whatever level they choose. It's our job as professionals and as community leaders to cultivate them to do more in the community, both philanthropically and in human capital.

JCN: Have you made changes since you are here?

BL: It's not so much changes that I've made, it's more of changes that I was brought here to implement. The structure has changed over the years, but a lot of the change is around language. Federation is the umbrella of the community. ... If you notice, people don't talk about local agencies including Fed – they sometimes talk about Jewish community. It's more about changing that mindset among the professionals that we can't talk about ourselves as separate entities. When I arrived my leadership and I embarked on a journey to make a bigger and better impact and we needed to do more than change. We needed to undertake a thoughtful, deliberate and dramatic process of transformation. We recognized that we needed to take action, to be more responsive to these major changes. We entered into a thorough and transparent process of self-examination. We asked tough questions – of ourselves, the community and our donors. We asked the engaged and the disengaged. Transformation is a process without

an end. Transformation can be messy. We have embraced that messiness and charged ahead – without letting anything slow us down.

JCN: If transformation is a process without an end, what will the next five years look like?

BL: We'll build on its successes and learn from its failures as both a laboratory and model for Jewish communal engagement. We will invest significantly more resources in our Israel Advocacy and Education so that our community can speak to the complex challenges facing Israel with clarity and passion. People will know that we are the central address for the Jewish community. Above all, we will continue to transform.

JCN: Roadblocks in this process?

BL: We had critics and faced our criticism head on. We learned that we had a major perception problem. Detractors called our Federation "a big black hole," "just a consolidator" or a "fund of funds." They told us that they never knew where the money went. They spoke more about overhead costs than about our work and its impact. But more importantly, we found out that we were ignoring a new wave in philanthropy in which donors wanted to be more connected to their giving and to the recipients of their philanthropy. We are no longer an umbrella of beneficiary



agencies. Our new model is based on priorities, partnership and leverage. We are focused on the people in the community that need us and the challenges we must meet. This is the foundation of the transformed Federation. It is our unique and powerful value proposition.

JCN: Are we different from other Federations?

BL: Many Federation's identify themselves as fundraising organizations and judge their successes by the size of their campaigns. We are not a fundraising organization. We are a forward thinking, problem-solving organization that raises funds to support our mission and our work.

JCN: What is your buzz word in this approach?

BL: "Strategic Philanthropy." It's a dynamic outgrowth of this intensive work of ours, it's not directed giving. It's both a pragmatic and aspirational answer to the question "how do you grow a flat campaign in today's world?" Now, our lay and staff will identify new priority-based initiatives, bold ideas that will need additional funding above and beyond our campaign to succeed.

JCN: What is our Number One issue today?

BL: The number one issue facing all Jewish communities is anti-Semitism. It is always #1 – we'd be foolish to think it's not. There are several ways we

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can fight anti-Semitism today: Reach out and share that if you live in this country it is in your interest to get rid of anti-Semitism. Call out anti-Semitism when you see it. Silence is not the answer. We must use our voices and loudly stand up for what we believe in. Never allow our Jewishness or Judaism to be defined by those who hate us. We must make Jewish unity/ahavat Yisrael a top priority. And the way to do this is for us to do more Jewish. The best response to anti-Semitism is to fully embrace our Judaism and Jewish life.

JCN: And after that reality?

BL: I think the next top issue is affordability of Jewish life. We have this great community, we have terrific professional staff that's here, we have terrific lay leadership that are here, and again, we have the ability to grow.

JCN: Are there plans moving forward to partner local agencies?

BL: Absolutely. We have many projects in the works. This summer we are meeting with some of those who

direct programs and embrace collaboration. We have a pretty good understanding that we have an interfaith family population. We are exploring programs through PJ Library to better engage young families and interfaith families.

When they list the organizations involved in growing the Desert, it's important for us to be there. Part of it is our making sure we have a way to partner with those non-Jewish entities in the area and work with them on those growth strategies that will engage more Jewish community members. I think our outreach with local clergy is working well. Finally, we are increasing our relationships with the agencies involved with projecting Jewish life here because, again, I think we are one of the best-kept secrets.

JCN: What else is a current challenge?

BL: Security here is a priority. Fortunately for us, we have incredible



partners with Law Enforcement and Secure Community Network. Just as there is a checklist for best practices in the continuity piece of "securing the Jewish future," so too are there best practices in the physical security piece: There is no boiler plate security system that fits every facility. It is an imprecise line between our facilities looking like armed fortresses and still remaining open spaces. It is an imprecise line between our facilities looking like armed fortresses and still remaining open spaces. We must ensure that while we secure those spaces, they become ever more welcoming to young families, young adults, teens, and our beloved seniors, and especially those of all ages with special needs. Security is not a solo endeavor. We are all truly better together.

JCN: Parting thoughts?

BL: Just that we are passionate about ensuring the Jewish future because this work is personal to us. It's our unwavering commitment to a Jewish journey for every Jew here is supported by a vibrant, accessible and affordable Jewish community.

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EDITORIAL

Bruce Landgarten,
Chief Executive Officer
Miriam H. Bent, Editor
Bailey Communications,
Layout & Design

JCN STATEMENT

The Jewish Community News seeks to provide news and feature material of special interest to its readership, and to create a heightened sense of Jewish identity through the dissemination of information about people, events and issues at home and abroad. The JCN seeks to serve as a forum for the exchange of ideas and opinions in the Jewish community.

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Israeli Suicide Drone Hero-120: Why US Defense Department Wants It

By Rhodilee Dolor

A loitering munition developed by an Israel-based company could soon be in the inventory of America's weapon systems.

The US Defense Department is reportedly interested in procuring the Israeli-made Hero-120 loitering munition for American special operations and is seeking the approval of the Congress for a \$6.9 million budget it needs to purchase undisclosed number of the suicide drone.

"The Defense Department is eyeing an Israeli-made, tank-killing, loitering munition called the Hero-120 for U.S. Special Operations Command," the Inside Defense reported in July.



"The Pentagon's acting comptroller is seeking the funding as part of a larger \$2.8 billion omnibus reprogramming sent to Congress last month."

Amid choices, why is the defense department eyeing the Hero-120? Israel-based UVision, the company

behind Hero-120 promoted it as ideal for anti-tank missions or other strategic objectives. Hero-120 comes with a 3.5 kg. warhead and has an extended flight time of 60 minutes.

The mid-size loitering munition, can also carry different warheads ranging from 1.5 kg to 4.5 kg that may also feature air-burst fragmentation for anti-personnel effect, point detonation for targets, an option for High Explosive Anti-Tank (HEAT) that will give operators the ability to strike armored personnel carriers or main battle tanks, and a proximity mode for windows and doors.

The Hero-120 can be deployed from land, naval or airborne

platforms from a canister. It also has BLOS (beyond line of site) capability and can strike targets 40 kilometers away from the launch site.

The loitering munition also gives its operators critical advantage in confined or urban battlefield settings with its high-speed transit flight and low-speed loitering capabilities and precision (circular error probable of <1 m.).

It is also equipped with GPS/INS navigation, electro-optical/infrared reconnaissance and a terminal guidance package. It can also reach altitudes of 1,500 feet. The munition can dive to its target at 100 knots, can be fully aborted and re-engaged in mid-air.

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S'lichot Services Saturday, September 21 at 7:30 pm
Erev Rosh Hashanah Sunday, September 29 at 7:30 pm
First day Rosh Hashanah Monday, September 30 at 9:00 am
Second day Rosh Hashanah Tuesday, October 1 at 9:00 am
Kol Nidre Tuesday, October 8 at 7:00 pm
Yom Kippur Morning Services October 9 at 9:00 am
Mincha, Yizkor and Ne'ilah begins at 4:30 pm



Resolutions Endorsing Two-State Solution, Condemning BDS Adopted by House Foreign Affairs Committee

The anti-BDS resolution, which also reaffirms support for the Jewish state, currently has 340 co-sponsors.
Jewish News Syndicate

The U.S. House Foreign Affairs Committee adopted two resolutions on July 17, one condemning the anti-Israel BDS movement and another endorsing a two-state solution to the Israeli-Palestinian conflict.

The anti-BDS resolution, which also reaffirms support for the Jewish state, currently has 340 co-sponsors. It was introduced by Reps. Brad Schneider (D-Ill.), Lee Zeldin (R-N.Y.), Jerrold Nadler (D-N.Y.) and Ann Wagner (R-Mo.). It currently has 340 co-sponsors: 172

Democrats and 168 Republicans. During the debate over the resolution, Rep. Ilhan Omar (D-Minn.) expressed opposition to it, saying, "We cannot condemn non-violent means," which caused Zeldin to respond, "Don't come to this committee and blame Israel for all the violence."

At the same time, Omar plans to introduce a resolution in support of the anti-Israel BDS movement, reported *Al-Monitor* on Tuesday.

The resolution calling for a two-state solution to the Israeli-

Palestinian conflict was introduced by Reps. Alan Lowenthal (D-Calif.), Gerry Connolly (D-Va.) and Karen Bass (D-Calif.). It emphasizes the U.S.-Israel relationship on issues from national security to shared values such as "democracy, human rights and the rule of law."

At the same time, it also states, "Whereas the United States has long sought a just and stable future for Palestinians, and an end to the occupation, including opposing settlement activity and moves toward unilateral annexation in

Palestinian territory."

The resolution currently has 147 co-sponsors, all Democratic.

Finally, the committee adopted the U.S.-Israel Cooperation Enhancement and Regional Security Act, which strives to improve bilateral security and economic ties between the two countries. It was introduced by Reps. Joe Wilson (R-S.C.) and Ted Deutch (D-Fla.). It currently has 273 co-sponsors: 141 Republicans and 132 Democrats.

(The measures go to the House floor for a vote after this issue of the JCN goes to press).

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Rosh Hashanah

Monday, September 30, 2019

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Kol Nidre

Tuesday, October 8

7:00 PM

Yom Kippur

Wednesday, October 9

10:00 AM

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IDF Officers Train UN Peacekeepers in Medical Care in Mongolia Exercise

By Judah Ari Gross, *The Times of Israel*

Two Israeli medical officers took part in a two-week exercise in Mongolia in June, training United Nations peacekeepers from around the world, including countries with which Israel does not have diplomatic ties, in basic first aid and combat medicine.

Over 35 countries participated in the 17th annual Khaan Quest exercise outside the Mongolian capital of Ulaanbaatar. This was Israel's first-time taking part in the event.

The exercise was made up of 12 stations in which UN peacekeeping troops learned everything from crowd control to mine-clearing and how to set up a checkpoint.



IDF Maj. Roy Stern trains United Nations peacekeepers during the Khaan Quest exercise

Maj. Roy Stern and Cpt. Dr. Kobi Weissmehl from the Israel Defense Forces worked alongside the United States' Alaska Army National Guard and the Mongolian Armed Forces at the medical care station.

"This was an extension of Israel's humanitarian efforts over the years," Stern, the head of medical training at the IDF's Tzeelim base, told *The Times of Israel*.

The IDF has garnered an international reputation for its responses to natural disasters around the world, dispatching medical and search-and-rescue teams



IDF Cpt. Dr. Kobi Weissmehl trains United Nations peacekeepers from Nepal during the Khaan Quest exercise in Mongolia

within days, sometimes hours, of an earthquake, tsunami or similar large-scale tragedy. IDF field hospitals also received top ranks by the World Health Organization in 2016, making Israel the first country in the world to earn such a designation.

"Israel has a lot of experience in this field. We've done a lot in medicine and in humanitarian missions," said Weissmehl, the chief medical officer for the Armored Corps' 460th Brigade.

Stern, a 39-year-old father of three, said he and Weissmehl worked to bring all of the UN peacekeeping troops who took part in the exercise up to the same level in terms of medical training, as they came with varying degrees of experience.

They taught the recruits how to use tourniquets and bandages to stop bleeding, how to safely load someone onto a stretcher and move them, and numerous other aspects of combat medicine and first aid.

"We gave them basic, important tools to treat casualties," Stern said.

Stern said they also tried to learn from the peacekeepers who participated in the exercise, asking them to demonstrate their military's first aid methods. "How we do it is good, but how they do it is no less good," he said.

Stern said some of the UN peacekeepers had previously served on missions along Israel's borders with Lebanon and Syria or were due to be stationed there shortly, notably the delegation from Fiji.

Weissmehl, 30, noted that besides the professional aspects of the exercise, Khaan Quest also gave him and Stern the opportunity to interact with and befriend military officials from around the world.

"It is an incredible feeling to make friends from Fiji, New Zealand, China," he said.

Most of the countries that participated in the exercise maintain diplomatic ties with Israel, but not all. Qatar, which often works closely with Israeli officials on issues related to the Gaza Strip but does not have formal relations with Jerusalem, took part in Khaan Quest, as did Malaysia, which often refuses to allow Israeli athletes to compete in tournaments held in the country.



On July 20, 2019, Benjamin Netanyahu became Israel's longest serving Prime Minister, edging out first Prime Minister David Ben-Gurion, who stood at the nation's helm for a total of 4,875 days.

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Israeli Companies Boosted New York's Economy by Nearly \$34B

A new report shows that the 506 Israeli-founded companies located in New York State are making significant contributions to the local economy.

By Brian Blum ISRAEL 21C

When an Israeli startup wants to expand to the United States, its first step is often to open an office in New York. There are direct flights and the time difference is less than setting up a shingle all the way in Silicon Valley.

That's turning out to be good business, too – for New Yorkers.

Israeli-founded companies in New York directly contributed \$18.6 billion in revenue in 2018 to the New York State economy, according to a new study conducted by the New York – Israel Business Alliance.

If you factor in additional spending on goods and services in New York, the total jumps to \$33.8 billion. That works out to a total of 2 percent of the state's Gross Domestic Product.

All told, there are 506 Israel-founded companies in New York State. They employ 24,850 New Yorkers directly, the study says, and another 27,502 indirectly when accounting for the additional demand for local goods and services. Between 2016 and 2018, Israeli-founded businesses added new jobs at double the state's rate (2.5 percent job growth vs. 1.2 percent for the state).

When it comes to investment, Israeli-founded companies operating in New York raised \$3.5 billion between 2014 and 2016 and were responsible for more than 20 percent of the total capital raised.

"For anyone who has spent time in New York over the past decade, it's evident that Israeli businesses are flourishing here," said Aaron Kaplowitz, founder of the New York – Israel Business Alliance.

Not surprisingly, Israel's presence as an entrepreneurial powerhouse is most evident in New York City

where "it's nearly impossible to walk a block without encountering [Israel's] influence."

A significant 436 of the 506 Israeli-founded companies operating in New York were established in roughly the last decade, between the years 2009 and 2018, according to the study.

A lot of the revenue, investment

and job growth is coming from five Israeli-founded unicorns – startups valued at \$1 billion and up. These included real estate tech startup Compass, co-working space giant WeWork, insurance tech startup Lemonade, financial services company Payoneer, and content discovery and advertising platform Taboola.

The new report also found six key areas of economic compatibility between Israel and New York: agriculture, artificial intelligence, cybersecurity, drones, life sciences and renewable energy.

Israel's influence in New York also extends to the culinary scene, where a number of new restaurants serving Israeli food have opened up.

Welcome the New Year with us as we join together in inspirational prayer and introspection led by our Rabbi, David Lazar, and Joel Baker on the piano.

**H I G H
H O L I D A Y S**
5780/2019

Erev Rosh Hashanah
Sunday, September 29 at 6:30pm

Rosh Hashanah
Monday, September 30 at 10:00am

Erev Yom Kippur / Kol Nidre
Tuesday, October 8 at 6:30pm

Yom Kippur Wednesday, October 9
Morning service at 10:00am
Evening service at 6:00pm

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- **Cora Ginsberg**, Happy birthday from Lila Rauch.
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- **Ellen Gold**, Thank you from Donna Weiss.
- **Perry and Gloria Green and Family**, Thank you from Mary Levine and Alan Goldstein.
- **Alan Greene**, Best wishes for a wonderful birthday from Cora Ginsberg.
- **Deana Hapip**, Thank you from Donna Weiss.
- **Carol Hirsch**, Thank you from Donna Weiss.
- **Roberta Hirsch**, Thank you from Donna Weiss.
- **Libby Hoffman**, In honor of you, from Ann Hoffman and Brian Heltsley.
- **Mark Levey**, Wishing you many more birthdays to celebrate, from Barbara Astarin and Burt Sunkin.
- **Richard Levin**, Happy 98th birthday, from Jerry and Lita Widran.
- **Dolly Levy**, Thank you from Marnie Miller.
- **Bertel Lewis**, Happy big birthday! from Cora Ginsberg, Libby and Buddy Hoffman

- **Eunice Meister**, Happy special birthday from Susie and Bob Diamond, Libby and Buddy Hoffman.
- **Jerry and Eunice Meister**, Thank you from Sanford and Rosemary Hertz.
- **Leslie Pepper**, In honor of all you do in our community, from Michelle Coneybeare.
- **Steve Polacheck**, In honor of your special birthday, from Susie and Bob Diamond.
- **Bruce Radler and Stewart Fleishman**, Happy birthdays from Steven Bing, JP Cooney, Doomnick Defeo, Michael Levy and Jerry Hendershot, and Don Stein.
- **Trudy Schwartz**, Thank you from Sanford and Rosemary Hertz.
- **Sherry Schor**, Happy birthday from Cora Ginsberg.
- **Barbara and Till Segal**, In honor of good friends, from Robert and Carol Friedman, Sue and Arnie Gillman. Stuart Goldfine and Sandy Chickman.
- **Mr. and Mrs. Larry Sherman**, Thank you from Barbara Schrayner and Cal Levin.
- **Rella Rifkin**, Happy birthday from Cora Ginsberg and Loreen Jacobson.
- **Kim and Perry Shwachman**, Thank you from Cass Graff-Radford.
- **Diane Simon**, Thank you from Donna Weiss.
- **Isabel Smith**, In honor of a lovely lady, from Dr. and Mrs. Jerrold Widran.
- **Donna Weiss**, Congratulations on your 80th from Diane, Bobbi, Carol H., Deana, Ellen, Enid, Heather, Joyce, Sydelle, Toby, Sue, Judy, Carol F., Marlene, Harriet and Roberta.

- **Mo and Craig Wielansky**, In honor of your special anniversary, from Leslie and Barry Usow.

Refuah Shleimah Get Well Wishes To:

- **Arnie Gilman**, Hope you feel better soon, from Rabbi Yankel and Rochel Kreiman.
- **Bob Goodfriend**, Hope your recovery is swift and complete, from Frances Horwich.
- **Cass Graff-Radford**, Best wishes for a speedy recovery, from Gail and Bob Scadron.
- **Mal Kaufman**, Hope your recovery is swift and complete, from Frances Horwich.
- **Zaida and Steve Bedell**, Thinking of you, from Eddie and Jackie Cohen.

Memorial Tributes Condolences Sent To:

- **Dr. Irving Becker**, In memory of your beloved wife Muriel, from Suzanne and Jeff Feder, Muriel and Ron Goldberg, Loreen Jacobson, Eunice and Jerry Meister, Marnie Miller and Joe Noren, Sherry and Howard Schor, Tom and Lainie Weil.
- **Family of Herb Borovsky**, Heartfelt condolences from Sherry and Howard Schor.
- **Mrs. Albert Broday**, In memory of your beloved mother from Jill and Allan Steinberg.
- **Benjamin (Buddy) Cohen**, In memory of your beloved wife Bernice, from Bobby and Toni Garmisa, Sanford and Rosemary Hertz, Buddy and Libby Hoffman, Eunice and Jerry Meister, Harold and Mimi Paley, Sherry and Howard Schor, Jill and Allan Steinberg.
- **Bobbi Federman**, In memory of Jerry, from Adrian and Cass Graff-Radford.



Tribute Card Donations Continued

Sending tributes and memorials is a meaningful way to honor loved ones.

Memoriam Tributes Continued Condolences Sent To:

- **Deanna Fox and Family**, In memory of Shayle, from Toni and Bobby Garmisa, Sanford and Rosemary Hertz, Eunice and Jerry Meister, Marnie Miller and Joe Noren, Jill and Allan Steinberg.
- **Kevin Giser**, In memory of your grandmother, from Bill Amplo and Bill Snellenberger.
- **Mr. and Mrs. Larry Goldberg and Family**, In memory of your father Lee, from Jill and Allan Steinberg.
- **Mimi and Bob Habush**, In memory of your sister, from Chickie and Claude Steinberger.
- **Jerry Keller and Family**, In memory of your beloved Barbara from Eddie and Jackie Cohen, Susie and Bob Diamond, Chickie and Claude Steinberger.
- **Ron Langus**, In memory of your beloved mother Norma, from Nancy and Dennis Ditlove, Phil and Ellen Glass, Michael and Ronna Niederman, Irving and Sharon Picard, Phyllis and Gary Schahet.
- **Elaine Levey**, In memory of Steve, from Linda Seligman.
- **Sandra Marks**, In memory of your beloved daughter Susan, from Marnie Miller and Joe Noren.
- **Dov and Nicki Malach**, In memory of Irene, from Sanford and Rosemary Hertz.
- **Michael Scoby**, In memory of your beloved sister, from Marnie Miller and Joe Noren.
- **Bruce Shapiro**, In memory of your dad Abe, from Eunice and Jerry Meister.

Mossad Foiled 50 ISIS Terror Attacks in 20 Countries, Including Turkey

By Jerusalem Post Staff

According to Israel's Channel 12 report on July 9th, the Mossad and the IDF Intelligence branch prevented 50 terror attacks by ISIS and Iran in the past three years, many of them in Turkey.

Despite poor relations between Israel and Turkey, Israeli information provided to Turkey enabled its

security services to prevent 12 attacks by Iran and ISIS.

Relations between Israel and Turkey have been tense since 2010, when



Incoming Mossad
director Yossi
Cohen

the Turkish ship *Mavi Marmara* attempted to break the blockade on Gaza and were intercepted by IDF forces in a violent incident that led to the death of nine of activists on board. Turkish president Recep Tayyip Erdogan is an outspoken critic of Israel and hasn't left out an opportunity to display his dismay of

the Jewish State.

Nevertheless, according to the report, the Turkish government received the necessary intel by Israel's security service to ensure that terror attacks could be prevented on its soil.

World's #1 Beer Company Opens Cybersecurity Hub in Israel

Israel's reputation as a cyber superpower has many foreign corporations and bodies turning to Startup Nation for cybersecurity knowhow.

By Naama Barak ISRAEL 21C

Time to break out the potato chips: The world's largest beermaker has announced that it is opening a cybersecurity hub in Tel Aviv to protect itself from cyberattacks.

Belgium-based Anheuser-Busch InBev (AB InBev) is the company behind some 500 beer brands such as Budweiser, Stella Artois and Corona. Its Tel Aviv hub, according to a Reuters report, will specialize in analyzing growing numbers of

threats and cyberattacks.

"With increasing digitalization, we have to be prepared to defend against anything coming," Reuters quoted the company's vice president of global security and compliance Luis Veronesi as saying. Israel has a reputation for being



a cyber superpower, with many foreign corporations and bodies turning to the Startup Nation for cybersecurity knowhow.

AB InBev already operates in Israel via Weissbeberger, <https://beverageanalytics.io/> a startup that it acquired and whose Beverage Analytics platform provides analytical solutions for bars. According to Reuters, Weissbeberger has now become the global

corporation's local research and development center.

Meanwhile, Israeli financial newspaper Calcalist reports that the Belgian brewing company's ties with Israel are far from new, and that it already employs the services of five local cybersecurity firms. The new hub, according to the paper, is set to be initially comprised of some 20 workers and might later expand to up to 100 employees.

Smart Glasses That 'Teleport' Experts to the Field

Companies such as BP are using Fieldbit's technology to bring offsite expertise to help onsite technicians through a pair of smart glasses.

By Brian Blum ISRAEL 21C

The 2010 explosion on the oil-drilling rig Deepwater Horizon was a wake-up call for BP, the British multinational oil and gas company that operated it at the time. The resulting oil spill in the Gulf of Mexico caused major ecological damage and cost BP \$20 billion in damages.

Disaster can often spur the development of better practices. That was BP's goal when it began searching for ways to improve ongoing and emergency maintenance at its oil wells.

BP discovered that there simply aren't enough field technicians with the experience to tackle big problems like the one that occurred on Deepwater Horizon. Since it's not yet possible to teleport experts to the scene, "smart glasses" have emerged as the next best thing.

Glasses running augmented reality software can transmit what a field technician is seeing to an offsite expert, who can then "draw" on the image to guide the technician to fix the problem.

The company behind this technology now implemented across 13,000 BP wells is Israeli startup Fieldbit.

Fieldbit's flagship product, Hero, is a collaboration platform that enables technicians and experts to communicate across great distances.

A second product, Fieldbit Knowledge, records their interactions and categorizes them for quick retrieval from a cloud-based database.

BP isn't Fieldbit's only client, nor are oil wells its sole focus. But it was an opportune industry for Fieldbit to get started.



Augmented reality instructions "stick" to real objects

"BP approached us almost two years ago with a pressing need," Evyatar Meiron, Fieldbit's CEO, tells ISRAEL21C.

"The augmented reality keeps the annotations in place. It can show where to cut a wire or exactly where to open a valve, things that are very difficult to explain in words."

The growth of fracking was largely driving the change. The establishment of more small wells, mostly in the United States, put pressure on technicians to cover more ground without increasing costs to BP.

BP's interest is clear in its 2018 annual report: "New technologies are helping us build intelligent operations throughout our businesses. We are using augmented reality (AR) devices such as 'smart glasses' across BPX Energy ... we are now using the mobile platform to troubleshoot equipment, conduct

safety verifications and deliver remote training."

Meiron describes to ISRAEL21C how Fieldbit's system works.

"We allow the field technician to send digital information to an expert. The expert has an editor and can take a snapshot of the video. He can draw on the snapshot and send it back to the technician, who receives this annotation projected on his device. The technician can turn his head and look in different directions. The augmented reality keeps the annotations in place. It can show where to cut a wire or exactly where to open a valve, things that are very difficult to explain in words."

While glasses are the ideal, augmented reality can work on smartphones and tablets as well. That's how Pokemon Go works. The Pokemons in the game can only be seen when you point the device at a location in the real world where the virtual creatures are "hiding."

AR will eventually become ubiquitous for consumer applications, but for now "the value is much higher when we're talking about business-to-business applications, with machines that cost hundreds of thousands of dollars," Meiron explains.

Fieldbit was founded in 2014 and its two-way collaboration Hero system was operational a year later. Fieldbit Knowledge was released this year.

The company's newest product, Fieldbit Cosmic, allows corporate customers to connect Fieldbit with their own enterprise field-service management software. Meiron says the market for dispatching and scheduling software that tells

a technician where to go and what to take to fix a malfunction is worth some \$3 billion.

"To send an expert to a site can cost a few hundred dollars per visit," Meiron points out. "A technician might make four to five visits a day. For an organization with 100 technicians, that can add up to millions of dollars in potential savings, not including the down time of the machine."

Moreover, skilled field technicians are becoming harder to find. The old guard of technicians (mostly Baby Boomers) are starting to retire. "Millennials in many cases don't want these jobs, working outside with customers. They want to sit in an office," Meiron says, adding that 30 percent of field-service experts are expected to retire within the next three years. "Organizations risk losing large amounts of knowledge."

Is Meiron suggesting that with Fieldbit's AR glasses anyone can fix an oil rig? "Not at all," he replies. "It shouldn't be a layman, of course. But you also don't need to understand all the mechanics of the machine. You just need to be the hands and eyes of the experts or use the knowledge on our device."

Utilities, medical imaging, printing

European energy business ENGIE named Fieldbit its startup of the year in 2018.

While Fieldbit has made the biggest splash in the world of oil and gas, its first pilot client was a utility — Mekorot, Israel's national water carrier. Fieldbit assisted technicians in fixing burst pipes and running

continued on next page

continued from previous page

regular monitoring tests for water quality.

The company also is in talks with industries such as printing and medical imaging.

"We are still small, less than 100 people, so we are not yet able to make cold calls to look for customers," says Meiron, adding that 90% of sales have come from unsolicited inquiries.

Fieldbit has raised \$7 million to date, including \$1 million from the Israel Innovation Authority and the rest from the Russian Skolkovo Ventures fund, Eldad Weiss (the company's chairman) and the Israeli family fund Atooro. A second round is now in progress.

Fieldbit is Meiron's third startup. He prefers "conservative markets that have legacy solutions where

new technology can help."

That was the impetus for his creation of the Hebrew-language Hashavshevet program used by most Israeli accounting firms; the software company Wizcon, which made software to control factory production floors from a web browser; and PC Soft International, which also specialized in Internet-based automatic control software.

If there's one common denominator underlining all of Meiron's companies, it's that "more first-time fixes and less downtime [result in] happier customers," Meiron says.

Those customers may someday include you and me: Armed with AR-powered glasses, we may be able to make our own expert-guided household repairs.

Dutch Christians Rebuff Officials Seeking Labeling of Israeli Settlement Goods

By Cnaan Liphshiz, Times of Israel

Christian Zionist importers of Israeli goods declined to comply with a government directive to apply special labeling for settlement products, saying labeling has become a political tool to pressure Israel.

The exchange occurred in June between the van Oordt family, which runs the Israel Products Center and the Christians for Israel group in Nijkerk, near Amsterdam, and representatives of the Ministry of Economic Affairs and Climate Policy, Roger van Oordt, director of the Christians for Israel group, wrote Wednesday in a statement.

The officials requested to visit the store and urge van Oordt to



Brothers Pieter and Roger van Oordt at the Israel Products Center in Nijkerk, the Netherlands

apply the labels, as per regulations adopted in 2015 by the European Commission, which described the regulations as designed to give shoppers accurate information about product provenance.

Israel and Jewish groups protested the regulations as an attempt to isolate and financially hurt Israeli

settlements in the West Bank. The regulations also applied to the Golan Heights and East Jerusalem, which Israel captured in the 1967 Six Day War. The Palestinian Authority said the labeling regulations were a welcome buffer against what it considers Israeli land theft.

"Labeling was created to ensure food safety but has become a political tool to pressure the Jewish state," said van Oordt, whose outfit helps bring in 120,000 bottles of Israeli wine each year, as well as many tons of Dead Sea cosmetics and other merchandise.

"These are anti-Jewish regulations to me. They mean separating products made by Jews and Arabs,"

he wrote.

The regulations are binding, but the European Commission and Dutch government have limited recourse against countries and businesses that don't implement them.

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BETH SHALOM (Member, United Synagogue of Conservative Judaism)
Ken Hailpern, Spiritual Leader
79-733 Country Club Drive,
Bermuda Dunes, CA 92203
www.congregationbethshalom.net
760-200-3636
9:30 am Saturday Shabbat morning
services, followed by sit down
Kiddush lunch.

CENTRO CULTURAL HEBREO DE MEXICALI (Conservative)
Mexicali, Baja California, Mexico
Contact: Ron Cohen
www.judiosdemexicali.com
760-960-3392 US
(686) 216-7152 Mexico

CHABAD OF PALM SPRINGS & DESERT COMMUNITIES
Rabbi Yonason Denebeim & Rabbi Arik Denebeim
425 Avenida Ortega, Palm Springs, CA 92264
www.chabadpalmsprings.com
760-325-0774
Shabbat services Friday/Saturday; daily morning and evening minyan.

CHABAD OF PALM DESERT
Rabbi Mendy Friedman
Services in a private home. Call for information: 760-651-2424.
www.chabadpd.com 760-969-2153 / 760-969-2158

CHABAD OF RANCHO MIRAGE
Rabbi Shimon Posner

72295 Via Marta, Rancho Mirage, CA 92270
www.chabadrm.com 760-770-7785
Shabbat services Friday: check website for service times. Saturday 10 am; children's program/service 11:15 am. Daily morning and evening minyan. M-F 7:00 am; Sundays 8:00 am/check website for mincha/maariv times.

CHABAD OF SUN CITY PALM DESERT
Rabbi Yonason Denebeim.
For information on services call 760-848-8250.

CONGREGATION HAR-EL (Member, Union for Reform Judaism)
Rabbi Richard Zions; Cantor Joseph Gole www.harelurj.org / harelurj@gmail.com
760-779-1691. Mailing address: P.O. Box 564, Palm Desert, CA 92261. Summer service: Friday August 30: Shabbat service at 5:00 pm, followed by no-host light dinner. For information contact Har-El by email or phone.

CONGREGATION SHALOM BAYIT (Reform)
Rabbi Kenneth Milhander, 1320 W. Williams Ave., Banning, CA 92220. Contact 951-392-5380.
Shabbat Service 3rd Friday/ Havdallah 1st Saturday evening.

DESERT HOT SPRINGS
Monthly Shabbat evening service

with Rabbi Faith Tessler October-May at Mission Lakes Country Club at 7:00 pm. Services on hiatus until High Holidays.

DESERT OUTREACH SYNAGOGUE
Rabbi Jules King. Meet at UC Riverside/Palm Desert Campus auditorium, 75080 Frank Sinatra Drive (at Cook), Palm Desert the second Friday of each month at 7:00 pm. Musical Shabbat service, followed by wine/light nosh oneg. Complimentary valet parking in Lot B. 760-449-0111. Mailing address: P.O. Box 982, Rancho Mirage, CA 92270. www.Desert-Outreach-Synagogue.com.

SUN CITY JEWISH SERVICES
Rabbi Kenneth Emert and Cantor Alan Scott.
Services held at Sun City Del Webb, Palm Desert/Sunset View Clubhouse/ Speakers Hall, First and third Friday evenings at 7:15 pm.

TEMPLE HAR SHALOM, Idyllwild
Rabbi Malka Drucker.
(951) 468-0004.
www.templeharshalomidyllwild.org
Email: templeharshalomofidyllwild@gmail.com.
Friday night services once a month and study with Rabbi the following Saturday morning. Services held at St. Hugh of Lincoln Episcopal Church, 25525 Taquitz Drive, Idyllwild, CA.

TEMPLE ISAIAH
Rabbi Steven Rosenberg. Cantorial Soloist Gerry Noriega.
332 West Alejo Road, Palm Springs, CA 92262, 760-325-2281. www.templeisaiahps.com. Shabbat evening: 6:30 pm wine and cheese reception. 7:30 pm Shabbat Services, followed by oneg; Friday, August 30: Shabbat around the dinner table and potluck supper. Nosh/socializing at 6:00 pm. Services at 6:30 pm, followed by supper. Go online or call to RSVP. Saturday morning: 9:00 am "Nosh and Drash" torah study followed by services at 10:00 am. Kiddush follows services.

TEMPLE SINAI (Reform)
Rabbi Andrew Bentley
73-251 Hovley Lane West, Palm Desert, CA 92260.
www.templeinaipd.org
760-568-9699.
Friday evening services: 5:30 pm. Saturdays: 8:45 am Torah study; 10 am Shabbat services.

BIKUR CHOLIM
A project of Chabad of Palm Springs & Desert Communities (Community Outreach) www.BikurCholimPS.com
Rabbi Yankel Kreiman - 760-325-8076, and Rabbi Mendy Kreiman - 760-567-6726.

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Herman Wouk 1915-2019

Herman Wouk, the prolific and immensely popular writer who explored the moral fallout of World War II in the Pulitzer Prize-winning "The Caine Mutiny" and other widely read books that gave Americans a raw look at the horrors and consequences of war, died at his Palm Springs home ten days before his 104th birthday, on May 17, 2019.

Wouk, who was honored by the Library of Congress in September 2008 with its first lifetime achievement award for fiction writing. Wouk was working on a book at the time of his death.

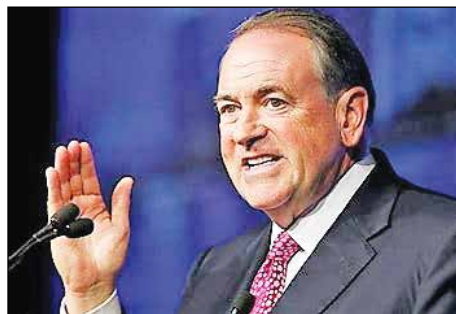


As a writer, Wouk considered his most "vaultingly ambitious" work the twin novels "The Winds of War" and "War and Remembrance," about "the great catastrophe of our time," World War II. Critics, however, considered "The Caine Mutiny" to be his finest work.

Huckabee: BDS is Left-Wing Hatred of Israel

Arutz Sheva Staff

Former Arkansas Governor Mike Huckabee lambasted the Palestinian Authority's refusal to consider the Trump administration's Mideast peace plan, dubbing the blanket refusal an "act of a tantrum," during his visit to Jerusalem mid-July, with Dr. Joe Frager.



Mike Huckabee

Israel can't have a peace process – no one can ... (when) one of the supposed partners in a peace process saying 'no' to everything. It is the act of a tantrum, rather than a negotiation."

The former governor also assailed the Boycott, Divestment, and Sanctions movement (BDS), calling it a "great example" of the hatred some on the far-left have for the Jewish state.

"What I've observed over the years... speaking as an observer, in many cases the Palestinians have taken positions – and so have people on the Left who really hate Israel, even though they claim they don't;

the BDS is a great example. I would say that they're in the same league as some of the Palestinians who reject any sense of a peace process."

"When you see industries that employ Palestinians and they make four times what they ever made in their lives under the PA, and they have jobs, outstanding pay, benefits, healthcare, paid vacation – their families are doing better than they've ever done. But the BDS movement and the Palestinian government put so much pressure that those industries, SodaStream being an example, are forced to close or relocate."

Taut and focused, the book is a riveting exploration of power, personal freedom and responsibility. "Caine" won the 1952 Pulitzer Prize for literature and was on the New York Times' bestseller list for more than two years, selling more than 5 million copies in the U.S. and Britain in the first few years after its publication.

The image shows a book cover for "Israeli Science, Technology and Entrepreneurs" by American Associates of Ben-Gurion University of the Negev. The cover features a white central panel with text and a logo. The background is a collage of scientific and technological images, including green cells, a blue brain with circuitry, and a robotic arm. The text on the cover reads: "COMING IN 2020", "ISRAELI SCIENCE, TECHNOLOGY AND ENTREPRENEURS", "Game-Changing Innovations from Ben-Gurion University", and the logo for "AMERICAN ASSOCIATES Ben-Gurion University of the Negev". At the bottom of the cover, it says "Part of the UCR Jewish Studies Lecture Series 2020" and includes logos for the "Jewish Federation OF THE DESERT" and "UCR".

Tel Aviv Among Leading Cities Worldwide for Women Entrepreneurs

Despite dropping eight places, the city was praised for improvements in the presence of open data initiatives and access to technology.

By Eytan Halon, Jerusalem Post

Tel Aviv is the 32nd best city worldwide for its ability to attract and support women-owned businesses, according to Dell Technologies' biennial Women Entrepreneur Cities (WE Cities) Index.

The index, published on July 15 in partnership with IHS Markit, ranks cities across the world according to their support for women entrepreneurs and the overall economy, based on five key characteristics including access to capital, technology, talent, culture and markets.

While all 50 cities ranked in the index have made progress in supporting women in business in recent years, Tel Aviv made smaller strides than others, slipping from 24th place in 2017 to 32nd place in this year's rankings.

Despite dropping eight places, the city was praised for improvements in the presence of open data initiatives and access to technology and was listed as the 10th leading location for female representation on boards of directors.

The top spot was given to the San Francisco Bay Area, overtaking New York, primarily due to its status as one of the best cities for women to gain access to capital. The Bay Area is also ranked second worldwide for its women entrepreneur culture, boosted by the impact of female role models and public discourse around eliminating "bro culture."

"When we invest in women, we invest in the future; communities prosper, economies thrive and the next generation leads with purpose," said Karen Quintos, EVP and chief

customer officer at Dell Technologies.

"By arming city leaders and policy makers with actionable, data-driven research on the landscape for women entrepreneurs, we can collectively accelerate the success of women-owned businesses by removing financial, cultural and political barriers."

Globally, the index details lack of funding, the high-cost of living, low representation of women in leadership roles and the lack of government-led policies supporting women entrepreneurs as barriers to leveling the field for women entrepreneurs.

Even the San Francisco Bay Area, the leading city for women entrepreneurs worldwide, scored just 63.7 out of a possible 100 points in the index, suggesting that much

work remains to be done to ensure full entrepreneurial equality.

"When more women work, economies grow. Technology is helping to drive this progress as a gender-neutral enabler, and helps create a level playing field," said Amit Midha, president of Asia Pacific & Japan, Global Digital Cities at Dell Technologies.

"Whilst all cities in the Index have improved, the crucial factor is the consistency of this improvement across the different factors that impact women entrepreneurs' success."

According to the Israel Innovation Authority, hi-tech start-ups led by women represent only 8% of all Israeli start-ups today – similar to much of the rest of the Western world.

German Police, Activists Thwart Nazi Music Festival by Seizing Beer Supply

By Allgemeiner Staff

Neo-Nazi rock festivals typically conjure up images of shaven-headed, bare-chested, pot-bellied white men guzzling beer and raising their right arms in Hitler salutes over an unrelenting soundtrack provided by

"white power" bands.

But that wasn't the case in Ostritz, Germany. The approximately 600 neo-Nazis who descended on the town, which lies close to the Polish border, for a hate music festival on

the occasion of Hitler's 130th birthday discovered to their horror that there was no beer on tap.



We wanted to dry the Nazis out. We thought, if an alcohol ban is coming, we'll empty the shelves at the Penny [supermarket]."

About 1,400 police were deployed at the festival, including hundreds from other parts of Germany. Saxony regional police said the operation went smoothly and there were only a few minor incidents.

Ostritz residents opposed to the Nazis were planning to mark their success with a drink or two. "We are glad that we could set an example for citizen engagement," Michael Schlitt, one of the organizers of the local counter-protest, told the German news agency dpa. "We will be celebrating a nice party soon," Schlitt added.

German police seized 4,200 liters of beer in Ostritz on Friday, then 200 liters more on Saturday.

Locals also bought more than 200 crates of beer in the town's supermarkets, to pre-empt the neo-Nazis attending the "Shield and Sword" (SS) festival from making purchases, after a court in Dresden banned the sale of alcohol at the event.

An Ostritz anti-Nazi activist, Georg Salditt, told Germany's Bild daily: "The plan was devised a week in advance.

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Sam Schulman, Last Surviving US Crew Member on Legendary

'Exodus,' Dies at 91

After living through the Holocaust, Schulman volunteered to help bring Jewish refugees to pre-state Israel. When asked by his mother why, he responded: 'I want to go, I have to go'

By Mark Schulman, *The Times of Israel*

Samuel Schulman, the last surviving American crew member of the celebrated ship "Exodus 1947," which attempted to bring thousands of Holocaust survivors from Europe to pre-state Israel, passed away July 5, 2019, in Richmond, Virginia. He was 91.

From the end of World War II until the establishment of the State of Israel, "illegal" immigration — known by its code name the Aliya Bet — was the main way of getting around the United Kingdom's strictly enforced policy at the time of allowing only several hundred Jewish refugees a month into British-controlled Palestine.

From 1946-1948 more than 60 Aliya Bet ships were organized, but only a few managed to penetrate the British blockade and bring their passengers ashore. Most were stopped and sent to detention camps in Cyprus. The more than 4,500 Holocaust survivors on the Exodus were forced onto prison ships in Haifa and sent back to Europe.

American journalist Ruth Gruber, author of *Exodus 1947: The Ship That Launched a Nation*, sent dispatches as the drama unfolded, helping to bring worldwide attention to the immigrants' plight and influencing events leading up to the establishment of Israel in 1948.

Although the Exodus was the most famous of the Aliya Bet ships, Schulman also sailed on other lesser known but equally important ones like the "Pan Crescent" and the "Pan York," which together brought over



Sam Schulman

15,000 immigrants from Burgas, Bulgaria, in December 1947. Both were stopped by British warships and forced to anchor at the Cypriot port of Famagusta.

Schulman was detained by the British in Cyprus for several months before being smuggled on a boat to Haifa. Once there he made his way south where he helped establish an agriculture collective, Kibbutz Mishmar Ha'Negev. He then went on to train seamen in navigation at a naval base in Haifa during Israel's War of Independence. He remained in Israel for a year before moving to New York.

"I'm proud of the role I played," Schulman once said about his contribution to help Jewish immigrants get to Israel. "Those were important days of my life."

The Exodus was celebrated in the 1958 bestseller of the same name by Leon Uris, later made into a Hollywood film based on the book starring Paul Newman.

Schulman was born to Polish Jews in Terra Haute, Indiana, on July 8, 1928. Following the untimely death of his father, he moved with his mother to Warsaw, Poland in the early 1930s — prior to the start of World War II — to be with her family. After his mother remarried, he spent



The 'Exodus 1947' after being seized by the British Navy off the coast of Haifa on July 18, 1947

a short time there before moving to Paris, France. When war broke out in September 1939 with the German invasion of Poland, Schulman was an 11-year-old French schoolboy. The following year Germany occupied France, taking Paris in June 1940.

Despite the food rations, curfews and anti-Jewish laws, Schulman and his mother Sarah (his step-father was on a business trip in the US when the war broke out and couldn't return to Europe) managed to keep a low profile until a major round-up of Jews in July 1942 — known as the Vel D'Hiv raid — in which over 13,000 Jews were arrested, including more than 4,000 children.

Narrowly escaping capture, it became clear to the two that Paris was no longer safe. With the help of a local Jewish agency, they were smuggled by train to the rural village of Pionnat in the heart of the Vichy-controlled "free zone," in essence, an area controlled by a French puppet government led by Marshal Philippe Pétain but under the watchful eyes of the Nazis.

Schulman and his mother survived the war in hiding for three years in Pionnat — located 250 miles south of Paris in the central Creuse region.

Despite the village's remoteness, there was the occasional brush with German soldiers and French gendarmes, but they were warned ahead of time by the local resistance movement and had time to hide in the fields for a day or so until it was safe to come out again. The local priest knew they were Jewish but didn't report them.

Aside from the fear of being caught and not knowing where the rest of the family was, Schulman and his mother had it relatively easy. When recalling that period of his life, he would often think about how lucky he was. "Despite the danger, I think the hardest part of my time in hiding was probably the isolation and the loneliness," he said.

Unfortunately, most of his relatives who remained in Poland — his grandparents, uncles, aunts and cousins — as well as family members in France were not as fortunate and perished in either the Warsaw Ghetto or the Auschwitz extermination camp. "I was at the wrong place at the wrong time [Europe during World War II] but somehow I survived," he once remarked about his lost childhood.

After the war, Schulman returned briefly to Paris before immigrating to New York with his mother. He remained there for a short time before being recruited to join the Aliya Bet on the Exodus, which left from Baltimore, Maryland, on February 25, 1947.

He once recalled his mother's response when he told her that he

continued on next page

continued from previous page

wanted to go back to Europe to help other Jewish refugees. "You're an only son, why do you want to go to Palestine? Let somebody else go," she pleaded. His response: "I want to go, I have to go."

Upon his return from Israel, Schulman — who was born in America and had US citizenship but



Sam Schulman aboard the 'Exodus' in the spring of 1947

left when he was 4 years old — was drafted to the Korean War. Because of his experience in Israel's War of Independence, he spent two years training soldiers at Camp Edwards on Cape Cod, Massachusetts, rising to the rank of Sergeant First Class.

After the war he studied at Brooklyn College and then at the Joseph Bulova School of Watchmaking in Queens,

NY, on the GI Bill. Schulman went on to set up a jewelry-watchmaking business in the old diamond exchange district on Canal Street and the Bowery in lower Manhattan where he worked for 40 years.

A long-time resident of Larchmont, NY, Sam Schulman is survived by his wife, two sons (including writer of this article) and five grandchildren.

Four Israelis Invited to American Academy of Motion Picture Arts and Sciences

The American Academy of Motion Picture Arts and Sciences (AMPAS), the organization that gives out the Academy Awards, which has promised to diversify its ranks, extended invitations on July 1 to 842 members

of the film industry from 59 countries, four of whom were Israelis.

The four were documentary film director Mor Loushy,



who made *Censored Voices* and *The Oslo Diaries*; cinematographer Avner Shahaf, who has worked on many Israeli and international productions including *Zero Days* and *The Gatekeepers*; and producers

Osnat Handelsman-Keren and Talia Kleinhendler, whose films include *Synonyms*, the movie directed by Nadav Lapid that won the Golden Bear at the Berlin International Film Festival this year.

100 Immigrants from France Shed Tears of Joy as They Arrive in Israel

By Ilanit Chernick, Jerusalem Post

As the sun rose over Paris, several Jewish families, singles and youngsters made their way to Charles de Gaulle Airport, bags packed and passports in hand. Some 100 immigrants from France making aliyah with the Jewish Agency were about to embark on the journey of a lifetime on July 17.

Pushing their trolleys laden with luggage, while family members not joining them trailed behind clearly emotional, the immigrants shared their readiness for their one-way flight.

"It's all culminated to this moment," one young immigrant told *The Jerusalem Post*. "I've prepared and prepared, and now it's here. I'm coming."

Families kissed each other goodbye, tears streaming down their faces. A kiss on one cheek and then the other. "Good luck, mon ami [sweetheart]," a mother told her son.



Despite tears, and some visible nervousness, there was also a lot of excitement.

"It's hard to be saying goodbye to my family, but I hope they will follow me.... I'm confident they will," one young man said. "I know life in Israel will be better – I will be more free to be Jewish, and that's what I'm looking so forward to."

The youngest person making aliyah on Wednesday's flight was a two-month-old, while the oldest is 79 years old.

At the boarding gate, a husband

put his arm around his wife as they waited to board the flight, while others chatted excitedly. The *Post* watched as some parents kissed their children to comfort them, while a young mother fed her small baby. Some looked exhausted but relieved that they were finally on their way.

As we headed to the plane, we noticed small Israeli flags that lined the entrance to the aircraft, and passengers were welcomed warmly by El Al staff. As we all took our seats, the new immigrants began clapping as they were welcomed over the intercom. Some of the youth came on board singing songs and waving Israeli flags.

Aboard the flight there was incredible energy, as the realization was setting in that they were finally coming home. As we landed in Tel Aviv, the entire plane burst into applause and singing. There were only yells of excitement and tears

of joy as the plane came to a stop.

Jewish Agency Chairman Isaac Herzog came onto the plane to welcome and meet some of the immigrants. A huge reception waited for the olim with family, friends and other new immigrants from South Africa, Russia and South America waving flags, blowing shofars, cheering and singing. Herzog warmly told them he was so excited that they were finally here and thanked them for making this big decision. "You are Israelis – and that is everything," he said.

Later, the band at the event broke out in song and the entire group stood up, singing and dancing. One of the young French immigrants who spoke with the *Post* earlier in the day struggled to hold in his joy after landing. "I can't believe we finally made it," he said. "I'm here, I'm here. What a dream come true."

Local Holocaust Survivors Honored with State Assembly Resolutions

Holocaust Survivors are honored each year in Sacramento with a special ceremony, but as years go by the travel becomes more difficult for the aging survivors of genocide, so this year the celebration traveled to the Tolerance Education Center in Rancho Mirage, where Assemblyman Chad Mayer's office presented Herbert and Erika Fein with the State Assembly proclamation on May 31, 2019, and Assemblyman Eduardo Gracia presented Jerry Moses his proclamation on June 21st.

Erika Fein survived the horrors and brutality of Auschwitz. As she explained, "One day a lady not too much ahead of me collapsed and the soldier just came over and killed her. That was the first time in my 15 years of life I have ever seen anyone being killed." Her mother and many of her family members were part of the millions of Jews who died in the Holocaust. Despite the atrocities she lived through, Fein never lost hope. "Prisoners of war will probably tell you this when you lose hope, you're half-way gone."

Herbert Fein was able to survive the genocide by escaping to Shanghai, but he still faced tough times living inside a ghetto held by the Japanese. After being liberated by the Americans, he and Erika – who had been liberated by the British - came to the United States,



Herbert and Erika Fein with Beth Bougue from Assemblyman Chad Mayer's Office.

where they met and married.

Jerry Gerhard Moses was born in 1934 in Breslau, Germany, and was only a child when his family was



Assemblyman Eduardo Garcia presents framed proclamation to Jerry Moses.

ordered to be sent to the Auschwitz concentration camp in Poland. A week before they were to be imprisoned,

his family fled and sought asylum in China, where they remained for the duration of World War II.

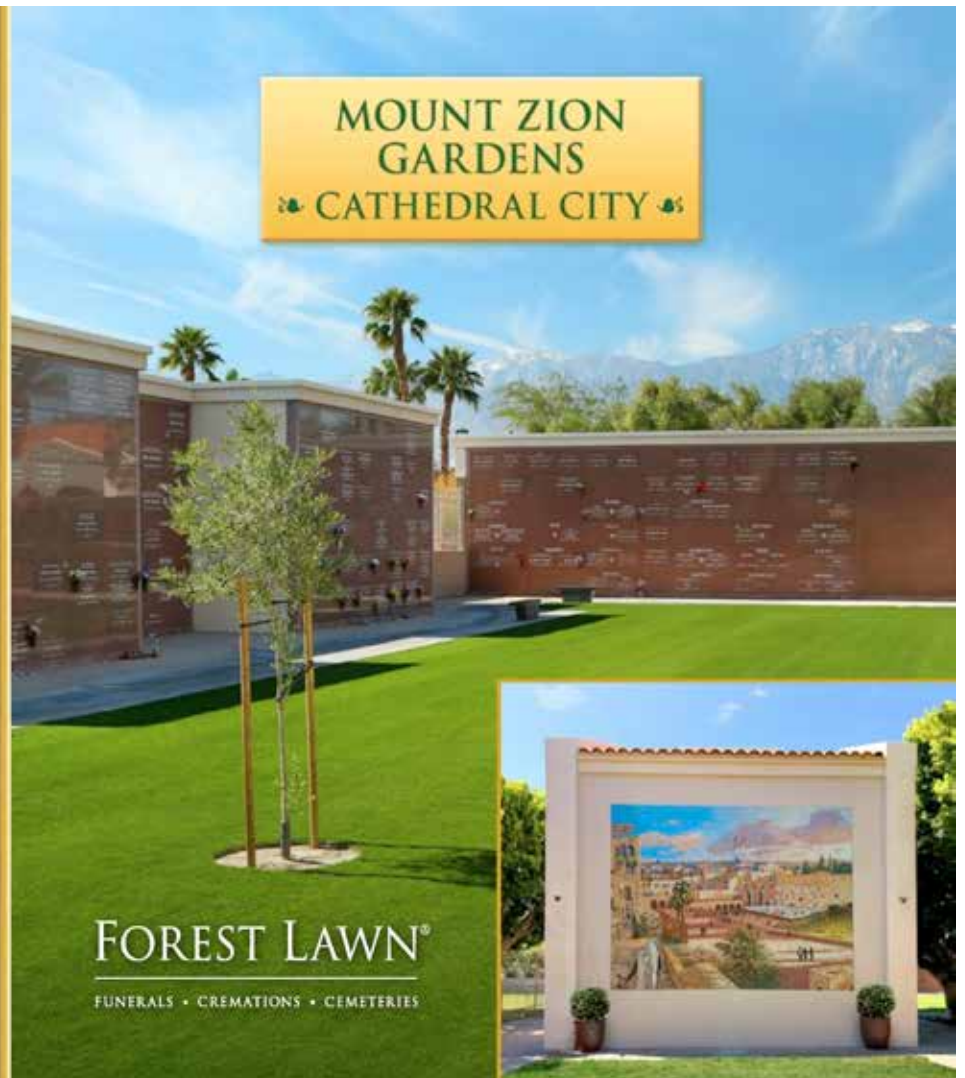
In making the presentation to Moses in a ceremony at the Tolerance Education Center on June 21, 2019, Assemblyman Eduardo Garcia observed, "Amid the last generation of Holocaust survivors, we must do everything possible to preserve these stories so that the world never forgets this harrowing chapter of history. Jerry's reflections place in focus the increasing importance of instilling tolerance, acceptance and respect within future generations. These lessons are still very much relevant in today's world as we endeavor to dispel hate."

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New Home Use Device Relieves Pain Without Pills

Alfa Plus by Solio, first of its kind to receive FDA approval, provides long-lasting relief from chronic pain and the pain from trauma, sports injury or menstruation.

By Abigail Klein Leichman, ISRAEL 21C

More and more people are seeking pain relief that doesn't involve taking pills. Now there's a new topical device available: Alfa Plus by Solio, invented and manufactured in Israel.

Alfa Plus is the world's first radio frequency (RF) device for home use to receive FDA and CE approval for pain relief, says founder Shahak "Chuck" Cohen.

"Once we succeed, no doubt you'll see more like it," he tells ISRAEL21C.

Cohen, a serial entrepreneur, explains that he was not satisfied with the effectiveness of pain-relief devices that use light or electrical nerve stimulation (TENS). "I decided to find something that really works. For two years I ran around to medical companies until I found the right



Alfa Plus by Solio relieves pain topically using three combined technologies.

thing," says Cohen.

That "right thing" is a combination of bipolar RF to increase blood circulation, dual-wavelength infrared technology (IR) to heat and ease skin pain and stiffness, and low-level laser therapy (LLLT) to relieve the skin. All of these are contained within the unit used externally by the consumer.

DMT, the Herzliya-based privately funded company Cohen founded

to commercialize the invention, developed Alfa Plus with fellow Israeli company Home Skinovations located in Yokne'am. Home Skinovations has an award-winning track record in professional beauty devices for home use.

"At Home Skinovations, RF is their main field and they did all the development exclusively for us. Without their help we couldn't have done it," Cohen explains.

Meant to give long-lasting relief of chronic pain and to eliminate pain from trauma, sports injury or menstruation, Alfa Plus is placed on the part of the body that hurts. Four RF diodes noninvasively penetrate the skin with deep heating to increase blood circulation, accelerate tissue regeneration and reduce inflammation, muscle aches, stiffness and pain.

Cohen says the effect is comparable to trigger-point therapy and stimulates the body's natural healing mechanisms, increasing the blood circulation and drawing oxygen and nutrients to the affected area. The product comes with a conductive gel that assures proper delivery of the treatment and allows the device to move smoothly over the treatment area.

A clinical study in Israel, to be published soon, used Alfa Plus together with a trigger-point treatment on over 100 patients, of whom 90 reported reduced lower-back pain. A second trial will test how well the device performs on its own.

Length of treatment

How long and how often you use Alfa Plus depends on the type of

pain you have.

For period pain, Alfa Plus claims one 15- to 20-minute treatment session is all you need. For chronic pain, the device is recommended to be used twice a day for the first few days and then once a day for two to three months, and then no more than four times a week after that to avoid overstimulation.

"Chronic pain will probably never go away but our device can reduce the amount of pain and the intervals between the highest levels of pain," Cohen says. "We noticed that people who were taking lots of pain medication for chronic lower-back pain were able to reduce their meds by half when using Alfa Plus."

Cosmetic and medical dermatologist Dr. Judith Hellman, an associate clinical professor of dermatology at Mount Sinai Medical Center in New York, said many of her patients also have problems with pain and prefer to avoid oral medications due to potential side effects.

The combination of technologies in "the Alfa Plus device," Hellman says, "is able to treat pain from the level of the skin all the way down to the level of the muscles. It's very easy to use, it's very safe, and I think it's good for a lot of people by itself or in combination with pain medication, if needed."

Manufactured in northern Israel by Flextronics, Alfa Plus by Solio is sold for about \$500 on the company's website as well as on Amazon and eBay. It comes with a two-year warranty.

"We aim to find distributors in the US and in other countries," says Cohen.

DESERT HOLOCAUST MEMORIAL



The Desert Holocaust Memorial is located in the Palm Desert Civic Center Park at San Pablo Avenue & Fred Waring Drive.

Residents and visitors are encouraged to visit this moving memorial, a place of remembrance and monument of hope.

OP-ED - Enshrined Anti-Zionism at San Francisco State University and Many US Campuses

By Zac Schildcrout, CAMERA's Campus Adviser and Online Editor

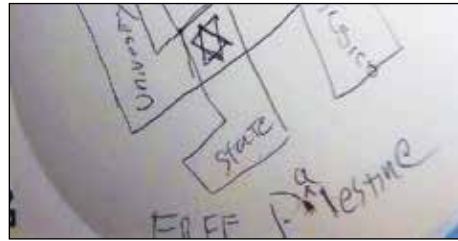
Dozens of organizations petitioned the chancellor of the California State University system in response to San Francisco State University (SFSU) professor Rabab Abdulhadi's use of the university's Arab and Muslim Ethnicities and Diaspora Studies (AMED) Facebook page to spread anti-Semitic propaganda.

This concern is more than justified. As the Committee for Accuracy in Middle East Reporting and Analysis (CAMERA) correctly notes, "One look at the Facebook page of San Francisco State University's [AMED] Studies department reveals that it is more dedicated to anti-Semitic political activism than honest academic inquiry."

Abdulhadi's use of a supposedly "academic" Facebook page to propagate obsessive and vitriolic calumnies against the Jewish state is not only morally objectionable, but likely illegal as well: Section 89005.5 of the California Education Code explicitly prohibits the use of state university names to, among other things, endorse political boycotts, demonstrations, assemblies, or propaganda.

One does not need a law degree to see that the page's promotion of, for example, the "NYC Queers Against Israeli Apartheid March" almost certainly violates this legislation. Hopefully, the work of the petition's signatories will result in a more welcoming campus environment for the Jewish and Zionist students at SFSU, who are too often subjected to discrimination, demonization, and social ostracism.

The fact that such action against Abdulhadi is needed in the first



Swastika graffiti found at San Francisco State University

place is indicative of a much more widespread problem: many university departments around the world have morphed into outposts of post-colonial and anti-Zionist activism, as opposed to institutions of objective historical, theological, and political analysis. These people justify their Jew hatred under the false pretense that Zionism is not an integral part of mainstream Jewish identity, but a 19th and 20th century colonial movement that wrongfully usurped and exploited Muslim land. Therefore, the anti-Semitic violence regularly committed by terrorist organizations is regarded as "understandable," if not justified, "resistance."

Entire academic organizations endorse the Hamas-affiliated BDS movement (which seeks the destruction of Israel), pro-Israel student groups face discrimination in student government bodies, professors and students openly call for an intifada, and students are even verbally assaulted for speaking Hebrew in public. This anti-Semitic hysteria is all perpetrated in the name of "justice" and "equality."

The fact that so many people subscribe to the delusional notion that this obsessive hatred of Zionism is anything other than anti-Semitism reflects a widespread ignorance of mainstream Jewish culture and

identity — indeed, the vast majority of Jewish Americans profess an attachment to the State of Israel.

This makes perfect sense from a theological, cultural, and historical perspective. Jewish prayers profess a yearning for "next year in Jerusalem," and frequently reference the "people of Israel"; many Jewish religious school instructors teach their students to sing Hatikvah (Israel's national anthem); and the Israeli government preserves and guards Judaism's holiest sites. The country offers the Jewish people a place of refuge in a hostile world, and it grants them a place among the world's self-determining peoples. It provides an unwavering defense against Hamas, Hezbollah, Palestinian Islamic Jihad, the Iranian regime, and other malevolent actors who constantly attack Israeli civilians and feed seething antisemitic religious fanaticism.

Zionism is an unequivocally and unapologetically Jewish value, and Professor Abdulhadi, along with every other academic who masks vicious anti-Zionist ideology as scholarship, is attacking the Jewish people.

Many Jewish and Zionist students, understandably intimidated by this zealous onslaught, attempt to keep the peace and avoid further conflict through reassurances that they are, indeed, aware that Israel is not perfect. But that still isn't enough. Because the real problem is anti-Semitism, not "anti-Zionism."

Anti-Semitism destroys societies. It destroyed Germany, it destroyed Gaza, and now it is destroying our universities. Universities are supposed to foster critical thinking skills, but

critical thinking involves open-minded analysis of the merits of multiple arguments. Professor Abdulhadi, and all other professors who have transformed their departments into anti-Semitic indoctrination centers, are destroying what it means to be an honest intellectual. Jewish and Zionist students — and all those committed to the true spirit of academia — should follow in the footsteps of the aforementioned petition's signatories, speak up loudly, and make sure that the case for Israel and Zionism is presented for all to hear.

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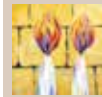
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Simchas

Bernie and Barbara Fromm shared the exciting news that their son **Michael** has been elected Board Chair of JCPA (Jewish Council for Public Affairs), serving as its 28th leader since its founding in 1944. Michael takes over as JCPA seeks to expand its role as a vital resource to Jewish communities across the United States in forging alliances with other ethnic, cultural and religious groups ... Mazel tov to **Zalman Lew**, son of **Rabbi Benny** and **Chani Lew**, who is being called to the Torah as a Bar

Mitzvah on August 3rd at Chabad of Rancho Mirage ... Mazel tov to **Rabbi Yonason** and **Sussie Denebeim** and the entire Denebeim family on the upcoming marriage of two sons/siblings between now and the High Holidays. **Sholom Denebeim** is marrying **Faigy Blasenstein** of Sydney, Australia, on August 21 in New York. His brother **Mendy** just became engaged to **Aliza Engle** of Pittsburgh, Pennsylvania, with a mid-September wedding planned. Share your simchas with us. *Email or call Miriam Bent at mhbentjcn@earthlink.net or 760-323-0255.*



Candle Lighting Times

Friday, August 2	Shabbat Matot-Masei	7:02 pm
Friday, August 9	Shabbat Devarim	6:56 pm
Friday, August 16	Shabbat V'etchanan	6:48 pm
Friday, August 23	Shabbat Eikev	6:40 pm
Friday, August 30	Shabbat Re'ah	6:31 pm



We Mourn the Passing of...

Malcolm Neil Chernick, Howard Allen Hirschfeld, Suzy Donenfeld Katz, Ruth Meyers, Danny Moss, Helene Pine, Hale Porter, Ralph Tash and Herman Wouk. *Our deepest sympathies to their families and friends. May their memories endure as a blessing.*



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A Meaningful Birthday Gift

In anticipation of their upcoming 75th and 65th birthdays, Stewart Fleishman and Bruce Radler opted for a preemptive response to the usual gift in hand dilemma for their friends. They have chosen to share their letter, in the hopes it message will resonate.



No Gifts Please. But If You Must ...

What would be the ideal present for a 140th birthday? That's not a typo. Within a 42-day interval, my husband and I are celebrating milestone birthdays: 75 and 65 years old. Getting our close friends together for a good dinner brought up that uncomfortable gift question. We are fortunate, and at this point in our lives don't need more (paraphrasing George Carlin) stuff.

So instead, the invitation (e-mail, to be most accurate) read, "No gifts, please. But if you must, please contribute to the 'Tzedakah Fund' at the Jewish Federation of the Desert."

Our goal is multi-fold. Federation's reach is wide & deep. There are more underserved in the Coachella Valley than one would expect to find. The Fund helps those with a specific, often emergency need when there is nowhere else to turn. Federation's commitment to community engagement through education and meaningful events nourish our minds and souls.

It is our hope is to reinforce that being a donor is cool and necessary. Especially for those families whose college tuition payments are done or whose mortgages are almost history.

When your next event comes up, and you start to remember that old George Carlin routine, slink into being a model for the next generation of donors. For a birthday, anniversary or any mitzvah of your choice, think of our neighbors who are struggling, and our friends who look for more meaning in their lives. Think of the Jewish Federation.

Declutter our homes and clarify our purpose and place in the community.

May your mitzvot be blessed with a renewed sense of spirit and fun!

Stewart Fleishman & Bruce Radler

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Greetings Selection On Next Page!

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