

SUMMER 2012

BGU & YOU

NEWSLETTER OF BEN-GURION UNIVERSITY OF THE NEGEV

אוניברסיטת בן-גוריון בנגב



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Alexander M. Goren Elected Chairman of the Board of Governors



Alexander M. Goren, new Chairman of the Board of Governors and outgoing Chairman Roy J. Zuckerberg

“Being involved in BGU gives me a lot of satisfaction,” said Alexander M. Goren upon his appointment as Chairman of the Board. The decision was ratified during the University’s 42nd Board of Governors Meeting. He replaces Roy J. Zuckerberg who has served as chairman since 2004.

“Personally, I think that taking a short to medium term view, it’s the most important university in Israel because the Negev is the natural place for the country’s expansion and BGU is in the middle of it,” he says. “Every region that wants to be a center of culture and a bedrock of science needs a great university in its midst.”

Goren’s career has encompassed portfolio management in Montreal, financial analysis in Milan, merchant banking in London,

managing the FIAT distributorship in Israel, and investments and real estate in New York City. He is a partner in Goren Brothers, a Manhattan money management and real estate company. He received a degree in economics from Harvard College and an MBA from the Columbia Business School and is married to Brooke Kroeger, a professor of journalism at New York University’s Arthur L. Carter Journalism Institute and a noted author.

His relationship with BGU started in 1972, shortly after its founding. His family owned a very large spinning mill in Dimona, run day-to-day by Goren’s maternal grandfather, a Polish textile expert, and by Goren’s father’s uncle, a Romanian textile industrialist. Goren’s father was a major investor and collaborated in the management from



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Celebrating Achievement at the 42nd Board of Governors Meeting



Conferral of Honorary Doctoral Degrees

Under the banner, “Feel the Energy,” the University celebrated its accomplishments while showcasing its researchers across the disciplines. Guests were treated to a number of timely panels, fascinating lectures and informal opportunities to meet with students and faculty. The Board also provided the opportunity to pay tribute to the University’s friends and supporters with a number of dedications and ceremonies. And, at the heart of the event, were the administrative committee meetings and the annual Honorary Doctorate Ceremony.

“Ben-Gurion University of the Negev has always been a real partner in the absorption of new immigrant scientists,” said former Prisoner of Zion and now Chairman of the Jewish Agency **Natan Sharansky** during his remarks at the Opening Plenary Session of the 42nd Board of Governors meeting. This was all the more so during the historical aliyah of the 1990s when “Ben-Gurion University rose to the challenge and created technology incubators to utilize the knowledge of this skilled workforce,” he said, creating the real tools to turn Israel into a Start-Up Nation.

“I am proud to hold an honorary doctorate from this University,” he said, noting that he

spent the years when he planned to study for one in the Gulag, “as it is a genuine catalyst for the building of Israel’s future.”

At the same event, Beer-Sheva Mayor **Ruvik Danilovich** thanked Board members for their visionary commitment to BGU, “with your eyes on the stars and your feet firmly on the ground,” and applauded the University for its unflagging commitment to nurture Israel’s human capacity.

“This city is home to immigrants from more than 70 countries,” he said. “We work to bring what is best from each of these different cultures, to create a colorful, pluralistic place where people can realize

their dreams and provide a place that creates jobs and hope for the future. We may not have oil or gold, but we are rich in knowledge. This is our real strength.”

University President **Prof. Rivka Carmi** expressed her optimism for the future, outlining the events of the last year that have proven to be very positive for BGU. “This year the feeling is that we have reached that moment: when both the Negev and higher education in Israel are finally receiving long overdue recognition and attention,” she said. “For Ben-Gurion University of the Negev, this is a winning combination, and one that truly fills me with optimism for the future.”



Natan Sharansky, Chairman of the Jewish Agency, delivers the keynote speech at the Opening Plenary Session

She also held a meeting with members of the Board of Governors, providing an opportunity for an open discussion of some of the most pertinent issues facing the University today.

Recognizing Commitment

The Roberta and Ernest Scheller, Jr. Family Foundation Entrance Plaza was dedicated in the Diane and Guilford Glazer Building in the presence of **Roberta and Ernest Scheller, Jr.**, USA. Vice-President for External Affairs and the incumbent of the Ernest Scheller, Jr. Chair in Innovative Management **Prof. Amos Drory** welcomed the guests and lauded the Schellers' dedication and commitment to BGU, noting that their enthusiasm was such that their daughter and son-in-law are now involved on behalf of BGU.

Dean of the Guilford Glazer Faculty of Business and Management **Prof. Ayala Malach-Pines** gave a brief overview of the Faculty, stressing that "we are young and dynamic, with our eyes focused on excellence."

In his remarks, Ernie Scheller responded that, "I have always been lucky in my investments" and in the things that he has



L-R: Prof. Amos Drory, Vice-President for External Affairs; Roberta Scheller and Ernest Scheller, Jr.; Prof. Ayala Malach-Pines, Dean of the Guilford Glazer Faculty of Business and Management and Prof. Arie Reichel of the Department of Hotel Management and Tourism

Alexander M. Goren

(cont. from page 1)

abroad. Eventually, the partners parted ways and the uncle was bought out.

"My grandfather was getting too old to run such a large firm," Goren relates, "and my father was spending too much time in Israel and away from his other businesses." It was decided to sell and Goren's father asked his good friend Pinchas Sapir, who was at the time Israel's finance minister, for help. After a while, Sapir came back and said, "I have good news and better news. The good news is that I found a client who'll pay a very good price. The better news is that you will give me all the money because 'The Old Man' wants to build a university in the Negev and we need funding."

The family liked the proposal and proceeds from the sale provided the initial funding for the Cukier, Goldstein-Goren Foundation. Ever since, the Foundation has played a key role in BGU's development and spans a three-generation tradition of philanthropy. It funded the construction of the Cukier, Goldstein-Goren Building, home to the Pinchas Sapir Faculty of Humanities and Social Sciences. Subsequently, it established the Goldstein-Goren Department of Jewish Thought and the Goldstein-Goren International Center for Jewish Thought, as well as a fund for student loans, which was converted into a student scholarship fund in 2005. Most recently the Avram and Stella Goldstein-Goren Department of Biotechnology Engineering was named in memory of Goren's parents.

Goren has been an active member of the Board of Governors since 1978 and until September is president of American Associates, Ben-Gurion University of the Negev.



L-R: Dr. Morton Mower, Miriyam Farkash of the Leon and Mathilde Recanati School for Community Health Professions, Toby Mower and Dr. Orli Grinstein-Cohen

invested in. "What you have done here in Beer-Sheva, for the University, for the Negev and for Israel, is only the beginning of what I see you can do," he said.

At the inauguration of the Toby Mower Presidential Development Chairs in Addiction Prevention and Treatment,

incumbents **Miriyam Farkash R.N.** and **Dr. Orli Grinstein-Cohen R.N.** of the Leon and Mathilde Recanati School for Community Health Professions were honored for their work in the field. Held in the presence of **Toby and Dr. Morton Mower**, USA, the event emphasized BGU's leadership role in fighting this worldwide

epidemic through the multi-disciplinary training of healthcare professionals. The ceremony was moderated by head of the Recanati School **Prof. Jacob Gopas**, while Dean of the Faculty of Health Sciences **Prof. Gabriel Schreiber** addressed the guests on behalf of the Faculty.

Toby Mower spoke movingly about her own battle with alcoholism, announcing that she is proud to "be in recovery for the past 30 years" and reiterated her commitment to working to creating Israel's first university program that researches and teaches practitioners how to treat addiction.

At the ceremony for new members of the Ben-Gurion Society, Prof. Carmi personally thanked the many individuals who have worked tirelessly to advance the University and particularly highlighted the exceptional gift of the **Adelis Foundation** of France for their visionary commitment to research into the areas of solar and alternative energy and the Evens family, where daughter **Corinne Evens** is continuing the strong partnership with BGU that was created by her late parents **George and Irene Evens**.

At the event, which also recognized new Founders and new members of the Negev Society and Living Legacy Society, Prof.



Faculty members and guest commentators at the "Arab Spring – An Interim Report" panel



Carmi warmly thanked all the new members of the “BGU family,” adding that, “With your help, BGU has become what it is today, a university whose impact on the Negev region is immeasurable and whose achievements in research are felt around the world.”

Honoring Excellence

Six outstanding individuals were honored for their noteworthy achievements at a moving honorary doctorate conferment ceremony that included a performance by the Beer-Sheva Wind Instrument Orchestra, named in honor of **Nissim Alchech**, founder and conductor of the Beer-Sheva Chamber Orchestra, and himself a recipient of a BGU honorary doctorate.

This year’s recipients were: **Justice Dorit Beinisch**, Israel; **Prof. Howard (Haim) Cedar**, Israel; **The Baroness Deech, D.B.E.**, UK; **Prof. Deborah Lipstadt**, USA; **Prof. Jesse Roth**, USA, and **Dr. Debrework Zewdie**, Ethiopia.

Prof. Deborah Lipstadt, the Dorot Professor of Modern Jewish and Holocaust Studies at Emory University, USA, gave the Irene and Hyman Kreitman Annual Memorial Lecture on the topic, “The Impact of the Eichmann Trial: A Perspective After



Professor Emeritus Shimon Glick of BGU looks on while Honorary Doctorate recipient Prof. Deborah Lipstadt delivers the Annual Kreitman Lecture

Fifty Years.” **Professor Emeritus Shimon Glick** paid tribute to the late Hyman and Irene Kreitman family and welcomed Lipstadt, who in addition to her many accomplishments, is a Glick family relation.

Dr. Debrework Zewdie, the Director

of the Global HIV/AIDS Program for the World Bank, made a presentation on “Global Solidarity: The Fight Against AIDS.” **Prof. Mark Clarfield**, Director of the Medical School for International Health in collaboration with Columbia University Medical Center, moderated the event.



L-R: Mayor of the Ramat Hanegve Regional Council Shmuel Rifman; Head of the IDF Personnel Directorate Major General Orna Barbivai; Director-General, Ministry for Development of the Negev and the Galilee Orna Hozman-Bechor; BGU Rector Prof. Zvi HaCohen; and TV anchorman Danny Kushmaro at “The Negev is Now - Developing the Desert” panel



Louis James Zlotowski, Suzanne Zlotowski and Adelene Zlotowski (center) surrounded by recipients of the Zlotowski Admission Award for Outstanding Students

The Baroness Deech, D.B.E., Chair of the Bar Standards Board, UK, spoke about “Restoring Our History: Poland and Jewish Property,” including her own personal story of receiving her family’s silver cutlery only a few years ago. She was introduced by **Harold Paisner**, President of the Ben-Gurion University Foundation, UK.

Prof. Ayala Malach-Pines, Dean of the Guilford Glazer Faculty of Business and Management welcomed **Supreme Court President Emeritus Dorit Beinisch** who spoke informally about the increase of personal crime in Israel.

Showcasing Research

Guests were invited to learn about the latest trends in research with a number of presentations by researchers in different disciplines. There was a panel discussion titled, “The Arab Spring – An Interim Report” that included members of the University’s Chaim Herzog Center for Middle East Studies and Diplomacy, the Department of Middle East Studies and guest commentators.

At the Annual Zlotowski Event, held in the presence of **Suzanne Zlotowski**, UK, and **Adelene Zlotowski**, Israel, guests heard about the latest developments in brain research from a number of BGU faculty members. Moderated by **Prof. Alon Friedman**, Director of the Zlotowski Center for Neuroscience, the highlight of the event was when **Louis James Zlotowski** spoke about the vision of his grandparents –

Suzanne and Louis – to invest in BGU and the impact this affiliation has had on the University and the Negev.

During the University’s Year in Review, **Vice-President and Dean for Research and Development Prof. Moti Herskowitz** presented BGU’s Energy Initiative and invited a number of researchers in the field to speak about their work.



M.K. Prof. Avishay Braverman



Bertie Lubner (front row, center) with recipients of the Lubner Prize for Community Service, joined by Herby Rosenberg, Vice-President of South African Associates of BGU (back row, far left) and his wife, Sandra Rosenberg (front row center)

In Sede Boqer, the Director of the Jacob Blaustein Institutes for Desert Research **Prof. Pedro Berliner** spoke about the general developments at the Institute and then opened the stage to two researchers from the Swiss Institute for Dryland Environmental and Energy Research who spoke about “Desert Architecture and the Built Environment.” Guests then toured the Desalination and Water Treatment Pilot Plant.

Israeli journalist **Danny Kushmaro** led a heated discussion that focused on “The Negev Is Now – Developing the Desert.” Guest of Honor **M.K. Prof. Avishay Braverman** opened the discussion by outlining the national imperative to develop the region. The fascinating panel included Head of the IDF Personnel Directorate Major General **Orna Barbivai**; Director-General, Ministry for Development of the Negev and the Galilee **Orna Hozman-Bechor**; Mayor of the Ramat Negev Regional Council **Shmuel Rifman**; and University Rector **Prof. Zvi HaCohen**.

And more...

All of this was in addition to a myriad of social events such as the annual Student Evening, which was sponsored by AABGU supporters **Eric Benhamou, Helen and Jack Bershad, Victoria and Lloyd Goldman** and **Arline and Ben Guefen**. Prof. Carmi surprised “Sir” **Eric Charles**, UK, with an Honorary Bachelor’s Degree in honor of his 85th birthday, while the Student Union presented **Carol Saal**, USA, and **Caroline Simon**, Israel, with honorary membership in the organization!

The Board culminated with a gala event that saluted outgoing Chairman **Roy J. Zuckerberg** for his leadership and visionary work on behalf of BGU. Guests were treated to a musical performance by Israeli singer Noa (Achinoam Nini).

To view more photos and video from the events, visit www.bgu.ac.il/board



Internationally acclaimed artist Noa (Achinoam Nini)



The Chairman's Council, Back row L-R: Daniele Bidermann, Alexander M. Goren, BGU President Rivka Carmi, Roy J. Zuckerberg, Harold Paisner. Front row L-R: Michel Halperin, Yitzhak Peterburg, Gary Fine, Herby Rosenberg, Prof. Amos Drory, BGU Vice-President for External Affairs and Eric Charles

Working Together to Promote Shared Values

"We have many shared values," said Prof. Ed Byrne, Vice-Chancellor and President of Monash University in Melbourne, while leading a delegation to BGU during the recent Board of Governors meeting.

"Both BGU and Monash University are modeled on the vision of legendary statesmen who believed that universities have a role to play in community building," he continued.

An internationally recognized neuroscientist, Byrne also presented a talk to the members of the Zlotowski Center for Neuroscience and engaged in discussions with BGU administration about ways to realize the potential of the Memorandum of Understanding signed between the two universities earlier this year.

Among the options, explained BGU Vice-President for External Affairs Prof. Amos Drory, is a joint symposium in Melbourne focused on leadership as personified in the two universities' namesakes – David Ben-Gurion and Sir John Monash. "They both believed in the power of education to change peoples' lives. By looking at the qualities that defined them as exceptional leaders, we hope to be able to create a discussion focused on effecting real change."



Prof. Ed Byrne, Vice-Chancellor and President of Monash University



Toby Mower addresses students and faculty at the Leon and Mathilde Recanati School for Community Health Professions



Carol and Harry Saal



Charlotte and Lloyd Zuckerberg



L-R: Alain Kostenbaum and Robert Equey, co-trustees of the Negev Foundation, with Prof. Yuval Golan of BGU



Stuart Young



AABGU delegation at the site of the future American Associates Village at Sede Boqer



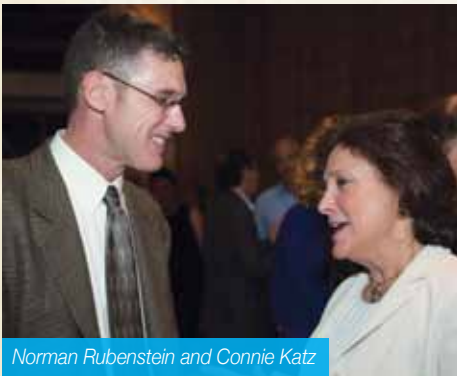
Esther and Michel Halpérin (center) meet with students from the Keren Moshe Leadership Program which they support, with Henri Cohen and Vered Saroussi-katz, Director of the Community Action Department



Prof. Haim Cedar and family (seated) speak with Prof. Yaacov and Batya Blidstein



Eric Charles blows the candles out on his birthday cake



Norman Rubenstein and Connie Katz



Riki and Coby Dayan with BGU Director-General David Bareket (center)



Sol Freedman (center) and Prof. Aviad Israeli (far right) with students from the Department of Hotel and Tourism Management at the Founders Wall



BGU Grants **Six Honorary Doctorates** Recognizing Exceptional Achievement



Honorary Doctorate recipients, Top row, L-R: Prof. Jesse Roth, Prof. Howard (Haim) Cedar Front row, L-R: Prof. Debrework Zewdie, Prof. Deborah Lipstadt, Justice Dorit Beinisch and The Baroness Deech D.B.E.

"Science without a conscience spells the ruin of the soul," said Prof. Rivka Carmi, quoting French Renaissance writer François Rabelais in her opening remarks at the annual conferment ceremony of Honorary Doctoral Degrees. "This ceremony has always been about celebrating outstanding achievements and accomplishments in a variety of fields," she said, noting that it is about "the giving and sharing of oneself in order to create and build."

Carmi individually recognized each of the recipients, including former President of the Israeli Supreme Court, Justice Dorit Beinisch; Professor of Molecular Biology from Hebrew University Medical School Prof. Howard (Haim) Cedar for his work on DNA methylation which may lead to new

treatments for diseases; British academic, lawyer and bioethicist, The Baroness Ruth Lynn Deech, D.B.E, for her defense of basic human rights; historian Prof. Deborah Lipstadt, the Dorot Professor of Modern Jewish and Holocaust Studies at Emory University, for her research and ongoing battle against those who would deny the Holocaust; Prof. Jesse Roth from the Laboratory of Diabetes and Metabolic Disorders, Feinstein Institute for Medical Research, for his work in the field; and Dr. Debrework Zewdie, deputy executive director of The Global Fund to Fight AIDS, Tuberculosis and Malaria, who led the articulation of the World Bank's first global strategy on HIV/AIDS and the Global HIV/AIDS Program for Action.

The citations read as follows:

Justice Dorit Beinisch, President (Emeritus) of the Supreme Court of Israel: In deep appreciation of a leading lawmaker who has dedicated her life to protecting the law and democratic values in Israel, serving for over four decades in the country's legal system with a commitment to seeking justice and truth; in recognition of one who rapidly rose within the State Attorney's Office, from serving as Director of the Department of Constitutional and Administrative Law to becoming the first woman to hold the position of State Attorney, and who went on to serve as a judge on the Supreme Court; in acknowledgement of a woman who dealt with sensitive issues at the heart of Israeli society, for her uncompromising



commitment to protect human rights as a realization of the state's moral values; and with profound admiration for an inspiring leader with public courage who, as President of the Supreme Court of the State of Israel, took a firm stand against attempts to undermine the foundations of the court system and of the Supreme Court in particular, protecting their crucial role in Israeli democracy.

Prof. Howard (Haim) Cedar, Israel: In recognition of an outstanding researcher in the field of genetics, molecular biology and biochemistry, whose pioneering research on the mechanism of methylation shed light on the control processes and expression of genes; in acknowledgement of a gifted and influential scholar, whose groundbreaking discoveries have brought about a revolution in the understanding of developmental biology and a comprehensive change in genetic research, and whose valuable insights in the research of cancer and other diseases could lead to finding new cures; in appreciation of a renowned scientist, whose notable achievements have earned him numerous prestigious awards, including the Israel Prize for Biology, the Wolf Prize in Medicine, the EMET Prize for his work in cancer research and the Canada Gairdner Award; and with deep esteem for a member of the Israel Academy of Sciences and Humanities, who dedicates his time and energy to the education and advancement of the next generation of students and researchers for the betterment of all humankind.

The Baroness Deech, D.B.E., UK: In appreciation of a leading lawyer and prolific scholar, a member of the House of Lords, the upper chamber of the UK Parliament, who made morality and ethics a top priority in all her work; with esteem for a woman who has dedicated her time to educating future generations of lawyers as a lecturer and later as principal of St. Anne's College, Oxford University, and who today is Chair of the Bar Standards Board; in recognition of one who held influential positions in public service, including as a Governor

of the British Broadcasting Corporation (BBC); in acknowledgement of her valuable contribution in contending with ethical problems associated with fertility treatments and stem cell research as the Chair of the UK Human Fertilization and Embryology Authority, for which she was made Dame Commander of the Order of the British Empire (DBE); and in gratitude to an active member of the Jewish community in Great Britain and a strong supporter of the State of Israel and its academic institutions.

Prof. Deborah Lipstadt, USA: In recognition of a highly regarded historian whose comprehensive studies advance the understanding of the atrocities perpetrated during the darkest period in human history and the world's reaction to them; in acknowledgement of an eminent scholar who fights fearlessly against Holocaust denial, tirelessly traveling the world to perpetuate the memory of the Holocaust amongst the international community; with high regard for an exemplary model of personal and intellectual courage whose quest for truth and determination to prove established facts are inspirational; in honor of a member of the American Academy of Jewish Research, a consultant to government offices, who served in key roles in the United States Holocaust Memorial Council and the United States Holocaust Memorial Museum and who founded and headed the Tam Institute for Jewish Studies at Emory University; in esteem for an outstanding and award-winning lecturer, who wrote influential books and inspired generations of students to follow in her footsteps; and in appreciation of her deep commitment to representing Holocaust survivors and her stand against anti-Semitism in particular and racism in general, from a commitment to learn from the past and to build a peaceful and civil society.

Prof. Jesse Roth, USA: In appreciation of an eminent scientist whose groundbreaking research in the field of molecular medicine has opened a window into the understanding of diabetes; in recognition of a brilliant researcher, a pioneer in the field

of hormone action, who has contributed to the detection of abnormalities in the metabolism of glucose and the stages of insulin activity, providing researchers with valuable tools for drug development and innovative treatments; in acknowledgement of a man who served in key roles in leading medical organizations, including the American Society for Clinical Investigation and the American Diabetes Association, and who is deeply committed to educating the next generation of scientists; and with esteem for a prolific scholar, a fellow of the American Academy of Arts and Sciences and many other prestigious institutions, the recipient of numerous awards, including the the Gairdner Foundation Medal for Scientific Excellence and the Banting Medal of the American Diabetes Association, and an ardent supporter of biomedical research in Israel, who works to improve the health of all people around the world.

Dr. Debrework Zewdie, Ethiopia: In deep appreciation of a world leader in the field of public health and the fight against AIDS; in recognition of an outstanding immunologist who devotes her life to developing novel strategies and efficient intervention programs in fighting epidemics that affect millions of people throughout the world, and especially in Africa; with deep esteem for a visionary woman who has led research programs and numerous treatment, prevention and education projects in her homeland, Ethiopia, as well as in many developing countries during the last three decades under the auspices of the United Nations, the World Health Organization, the World Bank and in her current position as deputy general manager of the Global Fund to Fight AIDS, Tuberculosis and Malaria; in acknowledgement of a social activist who seeks to shed light on the connections between gender, welfare, education, health and economic development; and in recognition of her significant contribution to policy change and promotion of collaboration between countries and multi-national organizations for the health and welfare of women, men and children everywhere.



3T MRI Installed at Brain Imaging Research Center



L-R: Steve and Sandra Finkelman, Prof. Alon Friedman, head of the Zlotowski Center for Neuroscience, Dr. Ilan Shelef, Director of the Brain Imaging Research Center, President Rivka Carmi and Ellen Marcus



Martin and Rena Blackman

Members of the American Associates Ben-Gurion University of the Negev (AABGU) were on hand to mark the purchase and installation of a 3T MRI scanner at the Brain Imaging Research Center (BIRC) at the Soroka University Medical Center. They were welcomed by head of the Zlotowski Center for Neuroscience Prof. Alon Friedman and director of the BIRC, Dr. Ilan Shelef, in the presence of BGU President Prof. Rivka Carmi, Director-General David Bareket and other members of the senior administration.

The purchase of this crucially needed equipment was made possible by AABGU, which embraced the project to further enhance the research capacity of the neuroscience group, with support from an anonymous couple from Houston Texas; Jacob Shochat from Mahwah, New Jersey; the Skirball Foundation in New York and the AABGU Greater Texas Region. AABGU Executive Vice-President Doron Krakow was joined by Martin and Rena Blackman who represented the Skirball Foundation. Ellen Marcus and Steve and Sandra Finkelman represented the Greater Texas Region.

The guests unveiled the plaque that reads: "The 3 Tesla MRI scanner for the Brain Imaging Research Center provides University researchers with a vital window into the brain and contributes to medical advances while improving patient care for Negev residents. Its purchase was made possible thanks to the partnership between Ben-Gurion University of the Negev and Soroka University Medical Center and the generosity of our dedicated friends and supporters."



Recognizing our Friends

Thank You!

The light shower of rain didn't dampen the spirits of the BGU friends who participated in the unveiling ceremony of new names on the University's recognition walls. The ceremony paid tribute to the University's most dedicated supporters – including Founders, Negev and Ben-Gurion Society members – and recognized new members of the Living Legacy Society.



Prof. Rivka Carmi with representatives of the Zantker Charitable Foundation (L-R): Marc Rabinowitz and Claire and George Tornay at the Negev Society Wall – Arava Wall



Huguette Elhadad, representative of the Adelis Foundation, at the Ben-Gurion Society Wall



Prof. Rivka Carmi with representatives of the Evens family Yossi Steinman and Gil Erez and representative of the Adelis Foundation Daniele Bidermann at the Ben-Gurion Society Wall



Recipients of New **Rivka Carmi** and **Oxford Brookes** Scholarships Named

The first Rivka Carmi Scholarship at Exeter College, Oxford will be awarded to Liza Futerman. Currently a graduate student in the Conrad and Chinita Abrahams-Curiel Department of Foreign Literatures and Linguistics, Futerman will be studying for a master's in History of Art and Visual Culture while at Oxford.

Futerman is "fascinated by the cultural functions of photography in the Information Age" and will study the use of photography in literature.

"I feel very fortunate and very grateful to have been awarded the first Rivka Carmi Scholarship. I believe that this is a unique academic opportunity and I am determined to make the most out of this experience," she said while meeting with Prof. Raymond Dwek of the Oxford Glycobiology Institute and Emeritus Fellow of Exeter College. Dwek has been a close partner in the creation of the scholarship as well as the creation of the British-Israel Life Sciences Council of which he and Prof. Carmi are co-chairs.

The Rivka Carmi Scholarship at Oxford is the first partnership between the University of Oxford and an Israeli university. It is



L-R: Harold Paisner, Prof. Rivka Carmi, Liza Futerman, recipient of the Rivka Carmi Scholarship at Exeter College, Oxford and Prof. Raymond Dwek

open to women, minorities and those from disadvantaged backgrounds and is named for BGU President Prof. Rivka Carmi, who was the first female dean of a medical school in Israel and subsequently the first female president of an Israeli university.

The Oxford Brookes Scholarship is the brainchild of the Oxford Jewish Chaplaincy Board, in particular Isaac Garson and Sandra Dwek. Garson and Sandra Dwek are both active members of the Oxford Jewish Congregation, who are backing this initiative.

"It is a real honor and pleasure to be the first recipient of the Oxford Brookes Scholarship. I think an integral part of developing Israel's south is developing a global reach and network, and I believe that my time at Oxford Brookes will be a first and significant step in this direction," said Elad Almog. He will be the first "Scholarship for Israel" recipient, which will enable him to attend Oxford Brookes' International Hotel and Tourism Marketing program.

A member of the Department of Hotel and Tourism Management in the Guilford Glazer Faculty of Business and Management, Almog has been working at the Beer-Sheva Municipality's Tourism Department and recently moved to Neot Hakikar near the Dead Sea where he hopes to introduce sustainable international tourism to the area.

Almog remarked, "I would like to thank the Jewish Chaplaincy Board in association with the Oxford Jewish Congregation as a whole and Mrs. Sandra Dwek in particular. My wife and I already feel the community's wholehearted generosity and warm embrace. We are truly looking forward to becoming a part of this community."



L-R: Prof. Aviad Israeli, Chair of the Department of Hotel and Tourism Management, Prof. Rivka Carmi, Elad Almog, recipient of the Oxford Brookes scholarship, Sandra Dwek and Prof. Ayala Malach-Pines, Dean of the Guilford Glazer Faculty of Business and Management

Business for Peace Competition Enters Second Stage

More than 70 teams submitted briefs to the Business for Peace competition launched last year. Organized by Prof. Dafna Schwartz, Prof. Rafi Bar-El and Dr. Miki Malul from the Guilford Glazer Faculty of Business and Management, the competition focuses on finding the most “ground breaking proposals for advancing the Palestinian economy and promoting economic cooperation between the two sides.”

According to Vice-President for External Affairs Prof. Amos Drory, “The goal is to create an open forum for the exchange of ideas that will break down the barriers between businesspeople and open the way for new thinking in the region.” Incumbent of the Ernest Scheller, Jr. Chair in Innovative Management, Drory believes that this kind of national competition encourages students and faculty alike to look beyond the current obstacles and think creatively about what might be possible.

Open to any student or faculty member of an Israeli university or college, the program began with a nationwide call for project proposals to facilitate peace, coexistence and collaboration between Israel and the Palestinian Authority. Teams had to submit a brief outline for consideration in areas ranging from manufacturing, services, tourism, outsourcing, start-ups, marketing, training programs, infrastructure projects, research and development, healthcare, transportation, environment, education, law and regulations, public administration, information systems, cleantech, energy, water, banking, financial services, insurance and social services.

“This has all been made possible thanks to the vision of Guilford Glazer from Los Angeles, who strongly believes that

economic and business collaboration is key to the promotion of peace in the region,” Drory explained. “He and his wife Diane have provided the means to conduct the competition and to offer significant prize money.” First prize is \$20,000.

Some 30 teams advanced to the second stage and will prepare full proposals. The overseeing committee is headed by MK Prof. Avishay Braverman and includes leading members of BGU and the Israel Democracy Institute, as well as Mr. Ido Sharir and Israeli entrepreneur Dr. Yossi Vardi.

A series of panels and round-table discussions have been organized, bringing Israeli and Palestinian businesspeople and policymakers together to foster dialogue. Topics range from border crossing issues to realizing the potential of hi-tech cooperation.

Malul explained that there is a knowledge gap among Israelis regarding Palestinians, particularly with regard to its business sector. “These kinds of meetings contribute to narrowing these gaps and thus to promoting economic ties that will one day be a factor in making peace between both parties,” he said.

Your support for Ben-Gurion University of the Negev is an investment in Israel's future – helping attract the best and brightest students and faculty to the Negev region.

Your Gift Can Make a Difference

For more information about how you can get involved, visit www.bgu.ac.il/associates to find an office near you.

אוניברסיטת בן-גוריון בנגב
Ben-Gurion University of the Negev 



Commemorating Loved Ones and **Helping BGU Students**



Zehava Vered and her daughter Orit Geva with recipients of the Zehava and Yeheskel Vered Scholarship Fund

The annual ceremony recognizing Israeli scholarship endowment funds, organized by the Office of the Dean of Students, was held in June 2012. This event was an excellent opportunity for donors to meet their scholarship recipients face to face, and tell them about their loved ones in whose memory the funds were created. The grateful students said *Today* to the generous Israelis from all over the country who have made their academic paths so much easier. Zehava Vered who, together with late husband Yeheskel Vered, was amongst the first Israeli donors to grant scholarships, met with the Vered scholars and introduced them to her daughter and son-in-law, Orit and Moti Geva, and her grandson, Ran Geva, who joined her at the ceremony to continue the strong Vered tradition of BGU support.



Ruth Sonino and recipients of the Dov and Ruth Gilad Scholarship Endowment Fund for Life Sciences

A House of Learning to Significantly Expand University Classroom Space



Dr. Heinz-Horst Deichmann (center) and his extended family

In May, the start of construction on the Ruth and Heinz-Horst Deichmann Classroom and Computer Lab Building was marked in the presence of Dr. Heinz-Horst Deichmann and his family at a moving ceremony on the veranda overlooking the future site.

President Prof. Rivka Carmi noted that, "There was a huge and great need for this building as we plan for the future and expand the University. We are looking to our building needs for the next 10 years and 25 years. Time and again, when this University needed all kinds of necessities Dr. Deichmann has stepped up to the plate. We know that if there is a real need of the University, he will take care of it."

Rector Prof. Zvi HaCohen echoed her, "For generations to come, the Deichmann name will be inseparable from Ben-Gurion University."

Etai Rogatka, the head of the Academic

Department in the Student Union, explained how he, as the son of two Holocaust survivors, was particularly honored to be able to personally thank Dr. Deichmann for all that he has done on behalf of the University and all of the State of Israel. "Thank you for your kindness beyond reason," he said.

Speaking from the heart, Dr. Heinz-Horst Deichmann harkened back to Biblical times in his description of what the essence of this ultra-modern building would be. "This is not just bricks and mortar but the spirit of learning will inhabit the building. This will be a house of learning," he declared.

"Expertise alone is not enough. Scientific knowledge not rooted in moral foundation is dangerous. Wisdom is to be a mensch, reliable and trustworthy and a benefit to society. That is essential for any family, society and university," he stated.

International Project to Develop Pediatric Technologies

A collaboration to address the lack of medical devices designed specifically for children has been launched by BGU and the Cincinnati Children's Hospital Medical Center (CCH). The project combines the medical expertise of physicians at Cincinnati Children's with the extensive technical and engineering capabilities of faculty at BGU, said Netta Cohen, CEO of BGN Technologies, the University's technology transfer company.

"The pediatric sector of medical device development has been neglected throughout the years," Cohen said. "Only a small fraction of medical research and development funding has been devoted to pediatric medicine."

"Pediatric patients vary greatly due to a range of differences in size, anatomy, activity levels and physiology," said CCH's Dr. Richard Azizkhan, Surgeon-in-Chief, the Lester W. Martin Chair of Pediatric Surgery.

"The challenge with adapted devices is that they frequently are not the ideal solution, especially for very small and fragile infants. This collaboration is an opportunity to target new solutions and improve medical outcomes for children."

Assisting with the evaluation of new device concepts for their market potential will be CincyTech, a Cincinnati-based public-private seed stage investor that collaborates with Cincinnati Children's on technology commercialization efforts.

The BGU collaboration is being coordinated through the Center for Technology Commercialization at Cincinnati Children's. The center identifies promising new medical technologies discovered by medical center researchers and facilitates their commercial transition to clinical use.



Snapshots

A glance at events at BGU



Fred Hopengarten and Dr. Betty Herr, the family representatives of Edward and Bertha Rose, with the incumbent of the Edward and Bertha Rose Chair, Prof. Georgy Burde of the Department of Solar Energy and Environmental Physics at the Jacob Blaustein Institutes for Desert Research



One of the new Better Place electric car company charging stations now installed on the Marcus Family Campus



Ruvik Danilovich, Mayor of Beer-Sheva, speaks to members of the Guilford Glazer Faculty of Business and Management



Adam Walpert and Lauren Cook from the Medical School for International Health at the TEDxBGU university event



A Degree of **Success**

Family and friends were on hand as 6,109 graduates received their degrees this year at a series of ceremonies, bringing the total number of BGU alumni to over 101,000. The Kreitman School of Advanced Graduate Studies awarded 185 new doctoral degrees. The 30th graduating class of the Joyce and Irving Goldman Medical School granted 68 M.D. degrees to a class that included three married couples. The 11th class of the Medical School for International Health in collaboration with Columbia University Medical Center granted 30 degrees. Overall, some 3,800 undergraduate degrees and 1,849 master's degrees were awarded, with an additional 177 students receiving teaching certificates.



The graduation ceremony of the Medical School for International Health



Husband and wife Hagay and Adi Orbach, graduates of the Joyce and Irving Goldman Medical School, and their children, with Prof. Gabriel Schreiber, Dean of the Faculty of Health Sciences, Vice-Dean Dr. Klaris Risenberg and BGU Rector Zvi HaCohen (back row)



Proud graduate Shani Elyahu receives her Ph.D.

Excellence recognized



Prof. Moti Herskowitz

Blechner Center Receives Grant to Turn Carbon Dioxide into Jet Fuel

Vice-President and Dean for Research and Development Prof. Moti Herskowitz and Prof. Miron Landau from the Department of Chemical Engineering and the Blechner Center for Industrial Catalysis and Process Development were recently awarded a highly competitive Israel Strategic Alternative Energy Foundation (I-SAEF) grant to further their groundbreaking research in liquid fuels.

Herskowitz, the incumbent of the Israel Cohen Chair in Chemical Engineering, was recently appointed to head the National Committee on Energy R&D, part of the Israel National Council for R&D. He has been focusing on renewable liquid fuels as Director of the Blechner Center for many years.

“Our research program is aimed at determining the feasibility of the Fe-based catalytic system in CO₂ hydrogenation to jet fuel while developing improved iron-based catalysts that – coupled with the proper process considerations (reactor type and operating conditions) – will give improved catalyst performance (selectivity to jet fuel

that contains higher hydrocarbons including aromatics, stable operation and high activity).

“Successful completion of the study, which is part of a wider scope program will, in the long-run, facilitate commercially viable applications of carbon dioxide hydrogenation for the production of jet fuel,” according to Herskowitz.

Artificial Intelligence Group Wins IARPA Grant

A group of Israeli researchers and their colleagues from leading American universities have won a prestigious research grant of \$1.4 million. Their groundbreaking research in artificial intelligence and natural language processing is sponsored by the Intelligence Advanced Research Projects Activity (IARPA), USA.

The head of the Israeli group is chair of the Department of Education, Prof. Yair Neuman of BGU. He is joined by the Head of BGU's Software Engineering Program Prof. Mark Last and Prof. Moshe Koppel of Bar-Ilan University. The Israeli group will be granted \$520,000 for the first year of the project.

Professor Emeritus Aharon Appelfeld Wins British Foreign Fiction Prize

Professor Emeritus Aharon Appelfeld of the Department of Hebrew Literature has been awarded the 2012 Independent Foreign Fiction Prize for his Holocaust survival story, *Blooms of Darkness*. The novel is loosely based on the 80-year-old Appelfeld's childhood during the Second World War.

Appelfeld beat five other authors, including Umberto Eco, to the £10,000 prize, shared by his translator Jeffrey M. Green.

Judges praised his book for combining “deep sensuality ... alongside unfathomable brutality.” “I wanted to explore the darkest places of human behavior and to show that even there, generosity and love can survive; that humanity and love can overcome cruelty and brutality,” Appelfeld said.

Appelfeld has written more than 40 books. His fiction on the Holocaust has received worldwide acclaim and his other works have been published in 26 languages. Appelfeld's win this year made him the oldest author to take home the Independent Foreign Fiction Prize. The prize is run by the charity Booktrust, and is awarded annually to the best work of contemporary fiction that has been translated into English and published in the UK.

Appelfeld's archive is housed at BGU at *Heksherim* – The Research Institute for Jewish and Israeli Literature and Culture, and is open to the public.

Prof. Dafna Schwartz Appointed Member of Bank Hapoalim's Board of Directors

Director of the Bengis Center for Entrepreneurship and Hi-Tech Management Prof. Dafna Schwartz was recently appointed to Bank Hapoalim's Board of Directors. A member of the Guilford Glazer Faculty of Business and Management, Schwartz was named as one of the 100 most influential people in the Israeli economy by the newspaper *The Marker* in 2011.

Prof. Schwartz is a member of the Prize Committee for the Prime Minister's Award for Entrepreneurship and Innovation, and a member of the European Commission's Expert Group on Policy Relevant Research on Entrepreneurship and SMEs. In the past she served as a member of the European Commission's Fifth Framework Program Expert Advisory Group (EAG) on Improving the Socio-Economic Knowledge Base, European Commission, Science, Research and Development. Her research deals with entrepreneurship, hi-tech, small and medium sized businesses, and regional economic development.

BGU Researchers Included in Special **Tribute Magazine**

An article by three BGU researchers – Prof. Alon Friedman, Prof. Ilya Fleidervish and Prof. (Emeritus) Michael Gutnick – was recently included in a special edition of the prestigious *Journal of Physiology*, published in honor of Nobel Prize laureates Prof. Andrew F. Huxley and Prof. Alan L. Hodgkin. The two received the Nobel Prize in Physiology and Medicine in 1963 for their discovery of the way neurons generate the electrical impulses that constitute the basis for brain function. In this commemorative issue, Hodgkin and Huxley's original articles from the 1940s and 1950s were reproduced together with 30 articles that best continued the tradition of these great scientists.

Prof. Michael Gutnick recalls the background of the original article, which was published in 1996. "I was one of the founding members of the Faculty of Health Sciences at BGU. As part of his thesis work in my laboratory, Alon Friedman, who received both his M.D. and Ph.D. at BGU, had discovered that brain cells change their properties slowly as a result

of continued activity. We thought we knew how this happens, but we didn't yet have the experimental tools to prove it. Then, Ilya Fleidervish, a new immigrant from the former Soviet Union, joined the lab. Ilya, an expert on electricity in heart cells, was new to brain research. He quickly added new experimental and theoretical expertise, and soon ours became one of the leading laboratories for study of the physiology of nerve cells in the brain, as evidenced by the impact of our publications, including the article that appeared in the *Journal of Physiology* in 1996.

Our success was possible in large part because of the environment for world class brain research that developed at BGU when the Zlotowski Center for Neuroscience came into existence. Alon Friedman went on to become one of the world's most prominent experts on neurological diseases such as epilepsy, and is now a professor at BGU and Chairman of the Zlotowski Center. Meanwhile Ilya Fleidervish, who has achieved international recognition as one of the top experts of the cellular physiology of the brain, has returned to BGU as a professor and is a member of the Zlotowski Center."

BGU Salutes its **Friends**



Manilyn Jaye/Hebrew College

Prof. Ilan Troen (left) received the reward from Dr. Robert Feingold, co-presenter of the award, while Rabbi Daniel Lehmann, President of Hebrew College, and Ruth Berniss Smith, co-presenter of the award, look on

- Professor Emeritus Ilan Troen from the Department of Jewish History received the Dr. Benjamin J. Shevach Memorial Award for Distinguished Achievement in Jewish Educational Leadership from the Hebrew College in Newton, MA., USA.
- President of the French Associates Gérard Worms was elected as Chairman of the International Chamber of Commerce, the Business World Organization.
- Katja Goldman and Michael W. Sonnenfeldt, USA, received the Imagine Award from the JCC of Manhattan.



The Four Questions

Dr. Roi Granot from Antarctica to the Desert



Dr. Roi Granot



What makes your research different from other research?

I study the dynamics of the Earth over time. The deepest parts of the Earth are in constant motion – and so are the processes occurring on its surface, where the tectonic plates are moving relative to each other. The connections between the two processes are intriguing and deserve an interdisciplinary approach.

My research is unique in that I use both direct measurements of rocks and remote geophysical sensing over the oceans. These data uncover the evolution of surface tectonic processes and the geomagnetic field, which preserves the sole record of past dynamics within the Earth's core.

What does it illuminate about our world?

It is connected to everything. How the continents drifted and created new ocean basins. How the global sea level fluctuated in the past. When Antarctica became climatically isolated, leading to the

growth of the ice sheets. How the oceans split and created the space and physical conditions appropriate to accommodate future hydrocarbon deposits. Why did the geomagnetic field flip its polarity hundreds of times and yet at other times remain still? All of those questions and many others can be studied by unraveling the magnetization of rocks from the continents and ocean floor.

How will it make a difference?

It is very interesting. The first time I was in Antarctica and saw the remains of rain forests there – it makes you wonder how come there used to be rain forests there and what processes led the continent into a frozen state. This fundamental question can only be explained by long-term tectonic processes, which I study.

Understanding the tectonic evolution of the crust provides the framework to recover mineral and energy resources that modern society strongly depends upon. Although the research that my group conducts is driven by basic science, it has various applications for the geo-industry.

What's your ideal next step?

I would like to conduct a series of surveys in the oceans. There are key identified locations where new data can solve big problems that remain poorly understood. These regions are poorly surveyed; the surveys can only be done properly by ships or unmanned all-terrain vehicles, and I would like to uncover them.

Dr. Roi Granot is a member of the Department of Geological and Environmental Sciences and the recipient of a Marie Curie Career Integration Grant from the EU's FP7 research fund. His research is funded in part by the Israeli Ministry of Science and Technology.

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Produced by the Department of Publications and Media Relations

Editor: Faye Bittker

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Translation: Jacqueline Watson-Alloun

Photos: Dani Machlis

Design: www.image2u.co.il

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P.O.Box 653, Beer-Sheva 84105, Israel
www.bgu.ac.il, Vol.7 No.1