

FALL 2011

BGU & YOU

NEWSLETTER OF BEN-GURION UNIVERSITY OF THE NEGEV

אוניברסיטת בן-גוריון בנגב



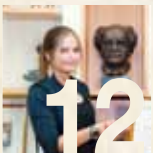
Illinois Governor Signs Collaborative Agreement on Behalf of University of Illinois



Guzik Family Antiquities Pathway Highlights Negev History



BG Racing Team Puts Students on the Fast Track



Local Hero Given Full Scholarship to BGU



Learn more about Green Campus
[/http://cmsprod.bgu.ac.il/Eng/Units/green](http://cmsprod.bgu.ac.il/Eng/Units/green)

 See us on YouTube
www.youtube.com/BenGurionUniversity

 Join us on Facebook
www.facebook.com/BenGurionUniversity

 Follow us on Twitter
[@BenGurionU](http://www.twitter.com/BenGurionU)

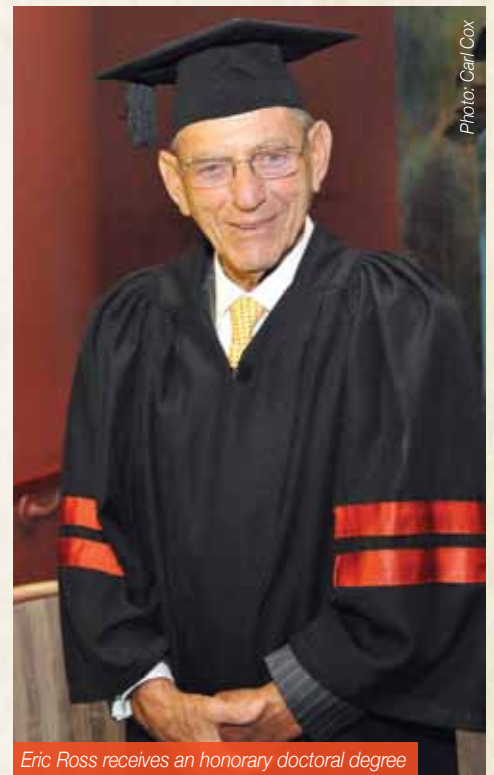
Magnanimous Bequest from Eric Ross to Benefit Students

American Associates, Ben-Gurion University of the Negev (AABGU) recently received a \$17.4 million bequest on behalf of Ben-Gurion University from the estate of businessman and philanthropist Eric Ross of South Orange, New Jersey and West Palm Beach, Florida.

In recent years, Ross and his late wife Lore made frequent gifts to BGU. They supported numerous University programs, including scholarships for students in need, capital projects, as well as community service programs for disadvantaged residents of the Negev region. An outgrowth of their extraordinary personal relationship with University President Prof. Rivka Carmi, they also made numerous contributions to the President's Discretionary Fund.

Ross rose from humble beginnings, fleeing Nazi Germany in 1938 with only \$10 in his pocket and arriving in New York on what is now infamously known as Kristallnacht. He started what became an extremely successful business, manufacturing plastics and vinyl products for the flooring industry, as well as compounds for the medical industry. Ross later sold it and began his second career as a philanthropist. He gave away much of his fortune in his lifetime, determined to contribute to the greater Jewish community.

Over the course of his life, Ross donated approximately \$250 million. Education became his philanthropic passion. When Ross was awarded a prestigious honorary doctoral degree from BGU in June 2010, he said, "What does this honorary doctorate mean to me? Well, considering that I never



went to college and was forced out of school in 1933 at the age of 14, and have now received the University's highest honor, I have not yet digested it."

During the honorary doctorate ceremony that took place at the U.S. Holocaust Memorial Museum in Washington, D.C., Carmi praised Ross, stating, "You are an inspiration. A man who has overcome overwhelming odds: losing home, country, family and education, you came to this glorious nation, raised a magnificent family, built a business empire and committed your later years to philanthropy."



Let the **New Building** Begin!

Three impressive new buildings are now under construction on the eastern side of the Marcus Family Campus, with another in the advanced stages of planning. The current projects represent an investment of more than \$55 million to expand the University's research and teaching capacity as part of the long-term strategic plan to solve current problems of overcrowding. All of the buildings conform to the University's Green Campus standards and incorporate energy saving technologies. See architectural renderings below.

"The University anticipates that with the move of the Israel Defense Forces to the south and its own natural growth, we will need new laboratory, classroom and office space over the next five years," explains University President Prof. Rivka Carmi. "If we want to remain competitive with the great universities of Israel and the world, we must provide state-of-the-art facilities for both students and faculty."

The cornerstone was laid in November for the National Institute for Biotechnology in the Negev's new building, in the presence of Minister of Industry, Trade and Labor MK Shalom Simhon and MK Prof. Avishay

Braverman, who originally promoted the idea of the NIBN while serving as president of BGU. The impressive new building is designed by Chyutin Architects and is located adjacent to the existing NIBN. It includes state-of-the-art laboratories and office space for this world-class institute.

Work has also begun on the Ruth and Heinz-Horst Deichmann Classroom and Computer Lab Building, made possible through the generosity of Dr. Heinz-Horst Deichmann of Germany. Designed by architect Haim Dotan, the building will eliminate the current overcrowding, while allowing for future growth.

Designed by architect Dagan Moshli, the new building for the Avram and Stella Goldstein-Goren Department of Biotechnology Engineering is also underway. The facility will provide expanded laboratory and office space for the

growing department and includes additional laboratory space for incoming scientists from other departments.

Work will soon begin on an interdisciplinary laboratories building that will significantly improve the University's ability to absorb new scientists in emerging fields.

Planning is in the advanced stage for two new buildings in Sede Boqer – a building for the Ben-Gurion National Solar Energy Center and the American Associates Village at Sede Boqer.



The new building for the National Institute for Biotechnology in the Negev



Ruth and Heinz-Horst Deichmann Classroom and Computer Lab Building



The building for the Avram and Stella Goldstein-Goren Department of Biotechnology Engineering

Illinois Governor Signs **Collaborative Agreement** on Behalf of University of Illinois

“Education is how we prepare our workers for the jobs of today and tomorrow,” said Illinois Governor Patrick Quinn at a signing ceremony of a collaborative agreement between the University of Illinois at Chicago (UIC) and BGU.

The Governor represented the University of Illinois as part of a trip to Israel with a delegation of state officials, businesspeople and representatives of the Jewish United Fund of Metropolitan Chicago, which organized the trip. BGU President Prof. Rivka Carmi and Illinois State Senators Ira Silverstein and Jeffrey M. Schoenberg also participated in the ceremony.

The agreement, which was also signed by the outgoing dean of BGU’s Faculty of Health Sciences Prof. Shaul Sofer, formalizes scholarly and scientific interaction between the institutions’ departments of public health through the promotion of exchange opportunities for academic staff, professional staff and students, and by encouraging cooperative activities.

“This is an excellent partnership between two world-class universities, and I look forward to the results of their efforts,” said



“The key to expanding life expectancy is public health,” Illinois Governor Patrick Quinn (left) said as he signed a collaborative agreement on behalf of the University of Illinois. Outgoing Faculty of Health Sciences Dean Prof. Shaul Sofer (right) signed for the University

Governor Quinn, adding that “the key to expanding life expectancy is public health. This agreement is designed to extend and enrich people’s lives.”

Before the signing, the delegation was briefed by Vice-President for External Affairs Prof. Amos Drory and Dr. Limor Aharonson-Daniel, the founding director of BGU’s Prepared Center for Emergency Response Research, in response to the Governor’s request for information on homeland security

matters. Aharonson-Daniel outlined the applied research the center was undertaking.

“The Jewish United Fund of Metropolitan Chicago has been proud and pleased to be able to play a role in advancing the relationship between BGU and UIC. Today, that partnership moves to a new stage which is sure to bring benefits to both universities and the communities that they serve,” said Michael Kotzin, Executive Vice-President of the Jewish United Fund.

To Africa, With Love from the **Zalman Aranne Central Library**

About 800 boxes of journals, worth hundreds of thousands of dollars, donated by BGU’s Zalman Aranne Central Library were recently loaded on trucks to begin their journey to academic institutions in various African countries.

Aranne Library Director Haya Asner explained, “After purchasing digital subscriptions to several journals, we couldn’t continue to hold the hard copies

in the library. Rather than just recycle them, librarian Ilona Geller wanted to find somewhere to donate them. Through the contacts of Prof. Emeritus Hanan J. Kisch of the Department of Geological and Environmental Sciences, she reached out to the Foreign Ministry with the idea of donating them to universities in the developing world. The reaction she received was extremely positive and the Ministry promised to take the journals off her hands and distribute

them to several universities in Africa.”

The project to transfer journals from BGU to Africa falls under the responsibility of Roving Ambassador to Africa Dan Shaham, who is responsible for academic cooperation with African countries on behalf of the Ministry of Foreign Affairs. Shaham praised the move, noting that “academic cooperation with Africa, in which I had a partner in the late Dr. Tamar Golan, continues to develop.”



Guzik Family Antiquities Pathway Highlights Negev History



The Guzik Family Antiquities Pathway – a joint project of the University and the Israel Antiquities Authority

Fifteen hundred years ago, settlement in the Negev flourished under the Romans and Byzantines. The recently completed Guzik Family Antiquities Pathway showcases this rich archeological history first-hand. Stretching for 80 meters in front of the Guzik Family Auditorium Building on the Marcus Family Campus, the Pathway tastefully highlights a number of pieces representative of the different eras and settlements of the Negev and its environs.

A joint project of the Israel Antiquities Authority and the University, the attractive

walkway displays a number of archeological artifacts, including pillars and plinths from local churches. During the Roman and Byzantine eras, public construction often featured columns in keeping with Classical construction. Remains of such pillars were found in Beit Guvrin in the Ela Valley. At the time, Beit Guvrin was the capital of the ancient kingdom of Edom (Idumea), which stretched from the South Hebron Hills and the Judean Plains to Beer-Sheva and Arad.

The pieces also highlight another aspect of Negev history: the Spice Route. Over

2,000 years ago, the Nabateans established a series of forts along the major southern trade route to guard their spice shipments. Some of the Negev's most enduring archeological sites are these forts, which became the major cities of the area, such as Halutza and Avdat. Not people to let a good thing pass them by, the Romans eventually conquered the route and incorporated it into their growing empire.

Prof. Haim Goldfus, a member of the Department of Bible, Archeology and Ancient Near Eastern Studies, remarked, "During the late Roman and Byzantine eras, from the fourth to seventh centuries CE, settlement in the Negev reached a pinnacle geographically and demographically, which is only now being matched once again," he noted. "The artifacts along the Guzik Pathway represent a glimpse into that period of architectural creativity and widespread construction."

The Guzik Pathway was designed by Nehemia Ari, curated by Ayelet Gruber of the Israel Antiquities Authorities and provided through the generosity of the Guzik Family Foundation of northern California.

Recognizing Our **Very Special Friends**

The Ben-Gurion Society honors the University's most devoted friends. Every year since the University's 40th Anniversary in 2010, new members receive a hand-crafted pin with the University logo in recognition of their commitment and generosity.

At the Ben-Gurion Society Wall Dedication event welcoming new members this May, Prof. Rivka Carmi noted that "this event is a true milestone, marking Ben-Gurion

Society's members' heartfelt commitment to the vision of David Ben-Gurion to build Israel's future in the Negev."

Designed by Israeli artist Anat Mayer, the unique pins are made of 14 karat gold and feature Swarovski crystals.

For more information on becoming a member of the Ben-Gurion Society, contact donors@bgu.ac.il.



The Ben-Gurion Society hand-crafted pin of gold and Swarovski crystals

Interdisciplinary Studies on the Rise as **New Academic Year Begins**



A number of new programs were launched as the 2011/2012 academic year got underway. Particularly noteworthy are the combined medical and engineering program of the Faculties of Engineering Sciences and Health Sciences; a new interdisciplinary degree program in psychology and biology and the new flagship MBA in Social Leadership, made possible through a partnership of the Guilford Glazer Faculty of Business and Management with the Mandel Foundation. This unique program integrates business management skills with social leadership values to prepare managers for the nonprofit and public sectors.

The "Atidim – Local Government Cadets" was launched. This undergraduate program is organized by the Department of Public Policy and Administration at the Guilford Glazer Faculty of Business and Management, in conjunction with the Faculty of Humanities and Social Sciences.

Noticeable this year is an increased number of new students in the humanities and social sciences, mainly in combined

tracks, with an impressive increase in many departments, including Bible, Archaeology and Ancient Near Eastern Studies, Jewish History, Jewish Thought, Geography and Environmental Development, Education, Social Work and Psychology. The Department of Foreign Literatures and Linguistics had 50 students in the incoming class, up from 30 the year before.

Likewise there has been an increase in the number of students registering for studies in natural sciences in the Departments of Life Sciences and Geological and Environmental Sciences, and remarkable growth in the engineering professions (in departments such as Software Engineering, Electrical and Computer Engineering, Structural Engineering and Mechanical Engineering). There has been an even more pronounced increase in demand for health sciences and in particular Medicine, Nursing, Health Systems Management and Pharmacy. The Department of Hotel and Tourism Management has also seen a sharp increase in demand and the number of new students.

New Academic Secretary Appointed



Prof. Ariel Feldestein

Prof. Ariel Feldestein was recently appointed Academic Secretary, the first professor to fill this role at an Israeli research university. Feldestein replaces Avraham Bar-On, who recently retired from the position after 29 years in office.

Feldestein is a historian specializing in the research of the Zionist idea and the collective memory, especially issues related to the Zionist narrative. He is the Chair of the Public Council for the Commemoration of Theodor Herzl, a position he fills on a voluntary basis.

He received his B.A. in history from BGU, and his M.A. and Ph.D. from the Avraham Harman Institute of Contemporary Jewry at the Hebrew University of Jerusalem. Over the last ten years he served as Dean of Student Affairs and Head of Academic Affairs at Sapir College in Sderot.



Moshal Scholarship Students Say “Todah”



Photo: Yoav Bachar

Martin Moshal (center) with BGU Moshal Scholarship students

The message was, “Don’t pay me back, just pay it forward,” when students met with program founder Martin Moshal of London at the first annual Moshal Scholarship event this October.

“My hope is that upon your graduation, you will pursue profitable careers and go on to create companies and make breakthroughs

and strengthen the Israeli economy,” he explained in his modest fashion. “In this way, you will join me in my mission by helping others,” Moshal told the 17 Moshal Scholarship students from BGU during an event that brought together students from the program. Overall there are 85 Moshal Scholarship students from four Israeli institutions, including Ben-Gurion University,

the Technion – Israel Institute of Technology, Machon Lev and Bar-Ilan University.

The Moshal Scholarship Program, established at BGU in the 2010-2011 academic year, provides substantial scholarships to students with no personal financial support. The program reaches out to first-year students who would otherwise not be able to afford academic studies and is committed to providing them with support throughout their studies. The program will also support a second cycle of Moshal students at BGU next year.

Clearly pleased to be meeting with “his” students, Moshal, joined by his wife Ilana, expressed his wish that someday the Moshal students will be financially successful enough to follow in his footsteps and grant scholarships of their own to students in need.

The BGU Moshal students, who stood out at the event in their BGU t-shirts, were delighted to shake Martin’s hand and thank him personally for his exceptional generosity and vision. They proudly presented him with a University t-shirt of his own – a perfect fit!

Innovative Program Brings Canadian Students to Israel

The Arni C. Thorsteinson student exchange program was reconceived this year, bringing business students from the Stu Clark Centre for Entrepreneurship at the Asper School of Business, University of Manitoba in Winnipeg, Canada together with students from the University’s Guilford Glazer Faculty of Business and Management.

Made possible through the generosity of Gerald Schwartz and other Canadian friends, the program combined visits to

Israel and Canada to expose the students first-hand to the varying aspects of international marketing.

This summer nine students flew to Canada, where they met up with their eleven Canadian counterparts. Together they took a two-week intensive course in International Marketing that combined site visits, meetings with senior business leaders and hands-on learning. They created project groups that focused on developing business plans for

companies interested in exporting goods or services between Israel and Canada.

They then came to Israel to continue the course with Dr. Amir Grinstein from the Department of Management. “The Canadian and Israeli teams of students worked on real world international marketing projects like introducing the Israeli brands Laline and Castro to the Canadian market,” Grinstein explained. The final presentations were held at the Grand Beach Hotel in Tel Aviv.

Prof. Joseph Kost Elected Dean of the Faculty of Engineering Sciences



Prof. Joseph (Yosi) Kost

Prof. Joseph (Yosi) Kost has been elected as Dean of BGU's Faculty of Engineering Sciences, replacing Prof. Gabriel Ben-Dor who completed his term. Kost, who until recently was Head of the Department of Chemical Engineering, is incumbent of the Abraham and Bessie Zacks Chair in Biomedical Engineering.

Kost completed his undergraduate and graduate degrees in chemical engineering at the Technion – Israel Institute of Technology before earning a doctorate in biomedical engineering at the same institution and completing post-doctoral training at the University of Washington, MIT and Harvard Medical School. He later earned an M.B.A. at the Guilford Glazer Faculty of Business and Management.

He was among the founders of the biomedical and biotechnology engineering programs, which have developed into departments. He was the founder and first President of the Israeli Society of Controlled Delivery of Bioactive Materials. Between 2007 and 2011, he was the President of the Israel Institute of Chemical Engineers.

He is a pioneer in the field of ultrasound-based drug delivery systems, co-founder of Sontra Medical and co-inventor of the FDA-

approved ultrasound based transdermal delivery system, SonoPrep™.

In 1996 he was awarded the Juludan Prize by the Technion for outstanding scientific research achievements. In 1997 he was elected a fellow of the American Institute for Medical and Biological Engineering and in 1999 was awarded the Clemson Award by the Society for Biomaterials in recognition of his outstanding contributions to applied biomaterials research.

In 2005 Kost was awarded the Jacqueline Seroussi Award for Cancer Research and in 2007 was elected a Foreign Associate of the United States National Academy of Engineering (NAE) for discoveries that led to ultrasonic drug release and self-regulated drug delivery systems. In 2008 he received the Ben-Gurion University President's Prize for outstanding scientific achievements.

BGU Students Shine at Microsoft Israel's Smartphone App Competition

A group of third-year students from the Department of Information Systems Engineering in the Faculty of Engineering Sciences were among the 300 students who participated in Microsoft Israel's two-day programmer competition in Tel Aviv this fall.

BGU students comprised 11 teams that submitted 12 applications, around half of the total number of participants. Though first place went to the team from the College of Management Academic Studies, BGU took the next seven places in the competition.

Students Vitali Margolin and Sarit Kadosh

won second prize for their application, Wake Me Up, designed for people traveling on public transport who tend to fall asleep during the ride. Using the Smartphone's GPS, the application wakes the person up five minutes before arriving at his or her destination.

Four students – Amitai Oliver, Litan Ilani, Oren Kaplan and Meir Leuchter – won third prize for their application Cash-It, which monitors monthly expenditures.



BGU students hard at work



Snapshot

A glance at BGU events



University friends and family were on hand for the naming of a street in Beer-Sheva to honor University founder and internationally recognized physicist Prof. Zeev Hadari



Two new art exhibitions opened in the George Shrut Visitors Center



The community came out in droves to participate in "Researchers' Night" activities across campus. The annual event is cosponsored by the Ministry of Science and Technology



President Prof. Rivka Carmi, Head of the Pensioners Association Zvi Shvartz and Director-General David Bareket dedicate a new Club Room for Pensioners on the Marcus Family Campus



The University came together for the annual memorial ceremony marking the 16th anniversary of the assassination of Israel's Prime Minister Yitzhak Rabin



BG Racing Puts Students on the **Fast Track**



"Engineering is an art, not a science," says BG Racing team leader Tamir Plachinsky

"Fifteenth place overall, 15th place overall!" shouted the jubilant members of BG Racing Team after the results of the Formula SAE Race Car competition were announced in Italy in September. It was a moment of overwhelming joy for the BGU students who had poured their energy, time and money into building a Formula race car from scratch.

The students had much to be proud of. This was the first time that they participated in a Formula SAE competition. They were also the first Israeli team to ever participate in any similar event. They placed 15th out of 57 competing teams, and first out of the eight teams that were competing for the first time.

BG Racing's journey to the competition began two years ago with Tamir Plachinsky, a Ph.D. student at the Department of Mechanical Engineering in the Faculty of Engineering Sciences under Prof. Eran Sher. Plachinsky, who dreams one day of working for one of the top automobile manufacturers in the world, asked Sher if he could revive a dormant race car project and recruit fourth year engineering students to work on it as part of their final project. Initiated in 2005, the project had been left without producing a race car.

Formula SAE is an international university competition organized by the Society of Automotive Engineers, according to which students must build a Formula race car including four wheels outside of the frame and an open cockpit. With Plachinsky's guidance, the 20 students embarked on an odyssey, which closed its first chapter at the racecourse in Italy.

BG Racing had to overcome many difficulties during the design and manufacturing process as its members lacked the funding needed to bankroll the process. Instead, Plachinsky and his fellow students had to recruit sponsors, cajole donations of parts and even fund the project out of their own pockets.

Nevertheless, there was never any doubt in Plachinsky's mind that BG Racing would be sending a car to the Italian competition. "There were obstacles but there were always clear answers about how to proceed. Never for one moment did I lose faith that we would get to Italy," he recalled.

BG Racing had to design its own car, write its own business plan, enlist sponsors and then build the car. In Italy, over and above making it around the track, the car had to

pass rigorous design and safety testing by representatives of the elite carmakers of the world.

"Representatives of Ferrari and Maserati judged our car. The guy from Maserati told us, 'You've done a good job,' which really made our day," Plachinsky said.

"Passing the tests was amazing; getting the car to go around the track without breaking down or bursting into flames was incredible, but when we heard the results on the last night of the competition, we just lost it," Plachinsky recalled with emotion.

The best part for Plachinsky was the encouragement and feedback from the other teams. "The winning team, Stuttgart, said their first car was nowhere near as good as ours. Another German told me 'Please come again next year, please build more cars.'"

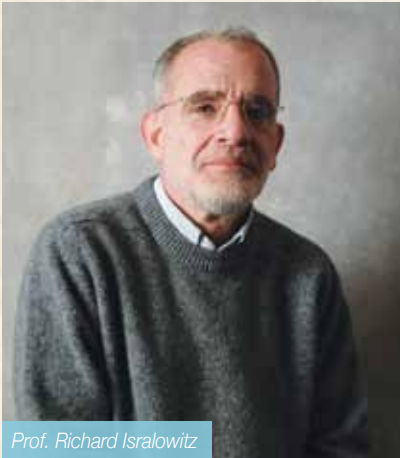
Plachinsky is already on his way to do just that with a new team of eager students.

According to Plachinsky, BG Racing is a fourth year final project like no other. The students put in hours of work and became extremely involved in the success of the project. Speaking at a celebration held at BGU a few weeks later, he noted that "Engineering is not a science, it's an art.

"This project gives students opportunities not found anywhere else at the University. They learn there is no such thing as 'impossible' while gaining engineering experience in a hands-on project," he said, thanking the many donors, particularly Mickey Rahav from the United States and others who played a role in making their dream possible.

Plachinsky and his new team of fourth years are already looking to next year's contest and hoping that now that BG Racing has proven itself it will be easier to find funding.

Excellence recognized



Prof. Richard Isralowitz

Prof. Richard Isralowitz Honored

Prof. Richard Isralowitz, Director of the Regional Alcohol and Drug Abuse Resources (RADAR) Center and a member of the Charlotte B. and Jack J. Spitzer Department of Social Work, recently received the US National Distinguished International Scientist Award.

Founded in 1995, RADAR has established an international network addressing substance abuse prevention, treatment and policy issues through education, training workshops, research and publications.

The Center's efforts include cooperation with the United Nations Office on Drugs and Crime; the US National Institute on Drug Abuse (NIDA); the US Substance Abuse Mental Health Services Administration (SAMHSA); and major universities, including University of California, Los Angeles, University of Southern California, New York University and Rutgers. The RADAR Center has sponsored five international substance abuse experts at BGU for research and training purposes under the Fulbright Scholar Exchange Program – US-Israel Educational Program.

Current RADAR research includes a focus on substance use and related problems among youth and adults from Israel and the former Soviet Union. With support from the US Agency for International Development (USAID), the RADAR Center is now monitoring substance use in the Middle East; improving methods of clinically analyzing the treatment needs of addicted persons; and developing an evidence-based model of smoking cessation among high risk youth in the Negev.

BGU part of **EU Border Consortium**

BGU has become the recipient of a €400,000 grant as part of a twenty university consortium that has won the tender for the FP7 project of the EU entitled Borderscapes. The project, to the value of 8€ million is directed by Prof. James W. Scott at the University of Joensuu in Finland.

Led by Prof. David Newman, Dean of the Faculty of Humanities and Social Sciences from the Department of Politics and Government, the BGU team will organize a project aimed at reconceptualizing the significance of borders in a globalized world. Many of these scholars have attended past conferences and symposia on border studies at BGU, the last one in July 2010, when some of the ideas for the present consortium were initially thought through.

The BGU team will also examine the management and function of borders within the context of the Israeli-Arab conflict. As part of the project, three doctoral students will undertake their research at BGU. The project will also be part of the cross-borders research center, which is presently being set up at the University's Eilat Campus and will focus on areas of transnational

management, such as tourism, local government and environmental and health issues.

BGU part of Consortium for **Renewable Energy**

Ben-Gurion University of the Negev, the Technion – Israel Institute of Technology and the Weizmann Institute of Science won the tender awarded by the Council for Higher Education to create an Israeli Center for Research Excellence (I-CORE) focusing on renewable liquid fuels.

The nine researchers from BGU include leaders in fields such as production of biomass, photo-catalysis of CO₂ and water to fuels, gasification of biomass and production of liquid fuels from biomass and mixtures of CO₂ and water.

Peace-Building Project awarded **USAID Grant**

Prof. Alean Al-Krenawi of the Charlotte B. and Jack J. Spitzer Department of Social Work recently received a \$760,000 three-year grant from USAID for his project, "Building Peace Through Knowledge: The Palestinian-Israeli Case."

The project brings together 40 Israeli and Palestinian human service providers and educators to share knowledge and explore ways to facilitate reconciliation and forgiveness between their communities. They will also teach the tools and techniques that are developed to others within their respective communities.

Al-Krenawi believes that the program will foster stronger ties between the human

service professionals, which will better enable them to deal with the trauma and bereavement resulting from the conflict, while at the same time becoming ambassadors for peace.

Four Faculty Members make Haaretz's **100 Most Influential People in the Economy** List

Profs. Avia Spivak, Yossi Yona and Dafna Schwartz and Dr. Jihad El-Sana made *The Marker's* list of 100 Most Influential People in the Economy. *The Marker* is the highly-respected financial supplement of the *Haaretz* newspaper. Spivak and Yona were ranked at #39 as the heads of the social protest movement's expert committee. Spivak, of the Department of Economics, is a former deputy governor of the Bank of Israel. Yona, of the Department of Education, is a long-time social justice activist and one of the founders of the *HaKeshet Hademocratit HaMizrahit* social movement.

Dr. Jihad El-Sana is ranked at number 87 and is one of the founders of the Ahed School for Science, the first school for technological excellence in the Bedouin sector, which aims to increase the number of Bedouin students in the departments of science and engineering in the universities in Israel. He is also a member of BGU's Department of Computer Sciences.

Ranked at number 88, Schwartz is Co-director of the Bengis Center for Entrepreneurship and Hi-Tech Management and a member of the Department of Business Administration at the Guilford Glazer Faculty of Business and Management. The Bengis Center was established in order to promote the research and practice of entrepreneurship

BGU Salutes its **Friends!**

- Distinguished Professor Dan Shechtman of the Technion – Israel Institute of Technology, BGU Board member and Honorary Doctor, for winning the Nobel Prize in Chemistry.
- BGU honorary doctorate Hon. Ronald Lauder and BGU supporters Mrs. Jo Carole Lauder, Mr. Lester Crown and Mr. Thomas Pritzker were honored with receipt of the Andrew Carnegie Medal of Philanthropy.
- The University of Melbourne, Australia conferred an honorary Doctor of Letters on celebrated international author Prof. Amos Oz in recognition of "his contribution to literature, humanity and the pursuit of peace."



and advanced technologies. In addition to leading the Bengis Center, she is a board member of several major Israeli corporations. She is also one of 24 women to make the list.

Prof. Smadar Cohen's Article Among Top 2% of Articles in Biology and Medicine

Faculty of 1000 has chosen Prof. Smadar Cohen's article "Modulation of cardiac macrophages by phosphatidylserine-presenting liposomes improves infarct repair," to be included in their library. Inclusion signals that it is in the top 2% of articles published in biology and medicine this year. The article originally appeared in

the Proceedings of the National Academy of Sciences of the United States of America (PNAS) earlier this year. The article "reports a novel immunomodulatory approach to improve acute myocardial infarction (AMI)," according to Faculty of 1000 member Philippe Saas, who selected and evaluated the article.

Prof. Cohen is the incumbent of the Claire and Harold Oshry Chair in Biotechnology in the Avram and Stella Goldstein-Goren Department of Biotechnology Engineering. She is the former founding chair of the department. Cohen co-wrote the article with Tamar Harel-Adar, also of the department, as well as Tamar Ben Mordechai, Yoram Amsalem, Micha S. Feinberg, and Prof. Jonathan Leor of the Neufeld Cardiac Research Institute, Tel Aviv University, Sheba Medical Center.



Local hero given **full scholarship to BGU**



Arina Shestopolov receives the certificate of appreciation from President Prof. Rivka Carmi

Seventeen-year-old Arina Shestopolov Censor holds herself with assurance and meets the eyes of the local cameras with flair. What's even more uncommon is that she had that same cool assurance while treating Nati Hachakur, a young man who was wounded when a Grad missile fell nearby.

Seriously injured in the attack, Hachakur would have bled to death without Arina's jury-rigged tourniquets. She managed to save his life despite her lack of formal training and in the midst of the havoc that followed the missile attack, including nearby fires and continued missile fire.

When two Grad missiles fell on Beer-Sheva on August 20, Arina and her father Tslil didn't hesitate. Hearing the cries of Lior George, a BGU student studying mechanical engineering, they rushed out of their building to help, she recounted to University President Prof. Rivka Carmi at a small ceremony in her office. Carmi

had just presented her with a certificate of appreciation for her efforts and a full scholarship to BGU.

Arina, who has no formal paramedical training, had recalled the diagrams in a book her father gave her to read five years before about emergency situations. "The last time I looked at the book I was 12, but the diagrams just floated into my mind," she said.

Despite the lack of training, Arina and her father's actions saved Nati and Lior's lives, Dr. Michael Sherf, Director-General of Soroka University Medical Center confirmed. "When Nati was brought in to the ER, we took a picture of Arina's makeshift tourniquet. I want to use it to teach this generation how to improvise materials from what's at hand. Without their help, Nati would not have made it," he said.

Carmi applauded Arina and Tslil and stressed how important his lessons were. "It should not be taken for granted that a

girl with no training should be so strong, so brave and so cool under fire to do what you did," she declared warmly to Arina. Turning to Tslil, she said, "We cannot take our existence here for granted. Whoever chooses to live here has to care and to be aware. We have to educate our children accordingly as well."


Arina's ties to BGU are longstanding. Her grandfather, Dan Censor, is a professor emeritus of electrical engineering. He and his wife Dalia, who recently retired as a librarian at the Zalman Aranne Central Library, were also present at the ceremony. Arina is also the youngest member of *Aharai*, a local group run by the BGU Student Association to prepare local high-school students for the army. In addition to physical fitness training, they volunteer in the community and are involved in leadership training programs.


Receive BGU & YOU Online


To subscribe, send an e-mail to newsdesk@bgu.ac.il and it will arrive directly into your inbox.

Produced by the Department of Publications and Media Relations
Editor: Faye Bittker
Text: Ehud Zion Waldoks, Ori Gold-Haklay
Translation: Jacqueline Watson-Alloun
Photos: Dani Machlis
Design: www.image2u.co.il

Further details of the research projects described here may be obtained from: newsdesk@bgu.ac.il, Tel: 972-8-646-1753

 Join us on Facebook
www.facebook.com/BenGurionUniversity

 See us on YouTube
www.youtube.com/BenGurionUniversity

 Follow us on Twitter
[@BenGurionU](http://www.twitter.com/BenGurionU)

Ben-Gurion University of the Negev
P.O.Box 653, Beer-Sheva 84105, Israel
www.bgu.ac.il, Vol.4 No.1