

Lapid

World WIZO
Department of Organization & Education

No. 99

April 2010

Dear Chavera,



The Passover holiday has ended, and we have returned to our regular routine – but not for long. The coming of spring always heralds events in the modern history of the Jewish People. Holocaust Martyrs' and Heroes' Remembrance Day takes place in Israel this year on April 12th, and we will commemorate Memorial Day and Israel Independence Day the following week, on April 19th and 20th.

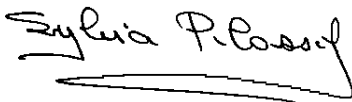
In honor of Holocaust Remembrance Day, this issue of the Lapid newsletter includes an article on President Shimon Peres' speech in the German Bundestag, which he gave on International Holocaust Day (January 27). Ammunition Hill, the site of a famous battle during the Six Day War, is our Independence Day feature.

We are proud to include an article on MK Orit Zuaretz, graduate of the 2005 WIZO Aviv International Seminar and a dynamic defender of women's rights. Following her election to the Knesset in February 2009, she returned triumphantly to WIZO as guest speaker during the November 2009 WIZO Aviv International Seminar.

WIZO's upcoming 90th anniversary, to be celebrated from July 2010 – July 2011, is never far from our minds and hearts. We hope to welcome a large number of WIZO Aviv and Lapid International Seminar participants during this landmark year.

The entire staff of the World WIZO Department of Organization and Education joins me in wishing you a happy and meaningful Israel Independence Day.

With warm WIZO wishes,



Sylvie Pelosof
Chairperson
Department of Organization & Education
World WIZO Executive



IN HONOR OF WIZO'S 90TH ANNIVERSARY

**NOW MORE THAN EVER
LET'S GET TOGETHER!**

**WIZO AVIV INTERNATIONAL SEMINAR
NOVEMBER 14 – 18, 2010 / TEL AVIV, ISRAEL**

COME JOIN WIZO MEMBERS FROM ALL OVER THE GLOBE!

**PARTICIPATE IN WORKSHOPS ON:
MEMBERSHIP RECRUITMENT,
ORGANIZATION, AND
FUNDRAISING**

**HEAR TOP-LEVEL SPEAKERS ON:
ISRAEL TODAY
WOMEN'S LEADERSHIP**

**VISIT WIZO PROJECTS
TOUR JERUSALEM**

**LEARN TO BE A LEADER
YOU ARE WIZO'S FUTURE...**

FOR WIZO MEMBERS UP TO AGE 45



Women's International Zionist Organization
for an Improved Israeli Society

**FOR FURTHER INFORMATION AND REGISTRATION,
CONTACT THE HEAD OFFICE OF YOUR LOCAL WIZO FEDERATION**

Aviv Message



Dear Friends,

Over a month ago I had the privilege of visiting Eretz Israel, this time on vacation with my family and friends. The occasion was to celebrate the Bar Mitzvah of a nephew. I must share with you the fact that the memories that remain from such an important moment are much more lasting than a single event, like a party, back home. We visited numerous traditional sites (must-do or see) in Jerusalem, the north (Tiberias) and the Tel Aviv area. I highly recommend the “Dialogue in the Dark” tour at the Children’s Museum of Holon. It was a very special and different experience.

We had a group of 35 people, and I suggested to my family that they join me on a visit to a Panama WIZO Day Care Center. At first it didn’t sound too appealing to them, but I was thankful that they chose to come. So I wrote an email to Janine and Orna at the WIZO Tourist Department and they were more than happy to organize the visit. They gave us a few choices of centers that we could visit and we decided to go to the WIZO Raanana Day Care Center- *Haprachim* (Flowers).

The day of the visit Janine joined us. When we arrived at *Haprachim* we were greeted by all the kids dressed in costumes because it was a few days prior to Purim, and they were singing to us. Judy, who is the director, was also there. We went in and visited the whole facility. Judy sat down with us and explained how the facility works and furthermore we spent time understanding the great value that WIZO centers provide to Israeli society. I watched how all my family was paying very close attention to what Janine and Judy were saying. I was delighted to see the interest they had. I never thought that it was going to be so successful. The kids didn’t want to leave the place, and the mother of the Bar Mitzvah boy was so thankful for the experience that she decided to give a donation in her son’s name.

I think that we should promote the idea among the members in our Federations to encourage people visiting Israel to take a tour or visit at least one of our different projects. It’s a great way for people to see how WIZO invests the funds that we raise in our countries. It’s also a great way to create awareness of what we do: they come back to their countries and talk about it to their friends and relatives, and this makes more and more people to want to visit our projects and become part of our organization.

In short, seeing is believing – especially for family members who can’t know, until they come here, just what it is that we WIZO members – their wives and mothers, aunts and grandmothers – are doing when we work for WIZO.

Vicky Fidanque
Aviv Representative to the World WIZO Executive

HOLOCAUST REMEMBRANCE DAY

Israel's President Shimon Peres marks International Holocaust Day with address to Bundestag



President Shimon Peres enjoys talking about many subjects, but there is one subject he usually avoids. On January 27, in the speech that he made in Hebrew in the German Bundestag, the President told about the terrifying vision that has pursued him for decades: the image of his beloved grandfather Zvi Melzer, rabbi of the town of Vishniev, wrapped in his *tallith* (prayer shawl), praying devoutly while the flames that the Nazis set alight took his life.

Peres and his parents came on aliyah to Israel from Belarus in the 1930s, and left many relatives behind. On August 30, 1942 the Nazis rounded up the Jews of Vishniev and executed them.

In his historic speech in the special plenary session of both houses of the German parliament commemorating International Holocaust Remembrance Day, the President personally came full circle as he faced the elected representatives of the new Germany. In the wake of increasing efforts to cause the Holocaust to be forgotten, to deny it ever happened, to reduce its dimensions and decrease its importance, he made it clear to the Germans and to the entire world that the Holocaust must always be remembered.

President Peres began his speech by reciting the Kaddish prayer for the victims of the Holocaust.

In his speech to the Bundestag, President Peres, 86, recalled his own experience during the Holocaust. After he was sent to then Palestine at the age of 11, he learned that in his hometown in Belarus, the Nazis had forced all the Jews, including his grandfather, Rabbi Zvi Melzer, into the synagogue and set it on fire. "My grandfather marched in front, together with his family, wrapped in the same *tallith* in which I enveloped myself as a child. The doors were locked from the outside and the wooden structure was torched. And the only remains of the whole community were embers. There were no survivors."

The Nobel Peace Prize winner said that the Holocaust must not become a barrier against the belief in decency, but should forever serve as a warning. "If there is a collective voice for the millions of European Jews, this voice calls upon us to look ahead. To be what the victims could have been and were not. To create anew what we lost when they were annihilated."

Speaking of the present, Peres said, "I am proud that we are the arch-enemy of Nazi evil. I am proud of the revival of Israel, the moral and historic answer to the attempt to erase the Jewish people from the face of the earth."

Peres addressed the issue of Iran, which he called "a fanatic regime which contradicts the United Nations charter. A regime which threatens destruction, accompanied by nuclear plants and missiles and who activates terror in its country and in other countries."

Peres called on the parliament to bring to justice Nazi war criminals who are still living throughout the world.

"This is not revenge in our eyes. This is an educational lesson," he said. "This is an hour of grace for the young generation, wherever they may be, that they may remember, and never forget, that they should know what took place, and that they never, absolutely never, have the slightest doubt in their minds that there is another option, other than peace, reconciliation and love."

Peres thanked Germany for helping the fledgling Jewish state with restitution payments and defense equipment and praised the two countries' "unique ties."

"The friendship that was established did not develop at the expense of forsaking the memory of the Holocaust, but from the memory of the dark hours of the past. In view of the joint and vital decision to look ahead - towards the optimistic horizon of hope. *Tikkun Olam* - putting the world aright," President Peres stated.

Peres praised the two great statesmen German Chancellor Konrad Adenauer and Israeli Prime Minister David Ben-Gurion, who "stretched their hands out one to the other, from the two sides of the abyss."

German leaders since then have also continued to strengthen the foundations and ties of friendship, Peres said. He recalled the words of German President Köhler in the Israeli Knesset last year, where Köhler said that "the responsibility for the Holocaust is part of the German identity.' We very much appreciate this."

Peres concluded by speaking of his hope for peace in the Middle East. "Permit us, allow yourselves, to dream and realize the dreams," Peres said to a long standing ovation.

President Peres, accompanied by ten German-born Holocaust survivors, arrived in Berlin on January 25 for an itinerary centered around commemoration of the victims of the Holocaust. The Germans prepared an exceptional reception for President Peres and his entourage, which also included Jewish organization leaders, and children from various youth movements: four Phantom jets from the German Air Force accompanied his plane, and on the ground he was welcomed by an honor guard and numerous government dignitaries.

On the evening of his arrival in Berlin on Monday, the President addressed a special event organized by the Jewish community. On Tuesday, January 26, President Köhler accompanied Peres to a memorial ceremony at Platform 17 at the Grunewald railway station, from where a large part of the 55,000 Berlin Jews were deported to concentration camps from October 1941 to March 1945.

Peres was the first Israeli president to address the Bundestag since it relocated to Berlin in 1990, following the reunification of Germany. Presidents Chaim Herzog and Ezer Weizman spoke at the Bundestag when it was located in Bonn. Later on Wednesday, the Germans bestowed the Walther Rathenau Prize on the President, the first time that it was bestowed upon a non-German. Given annually for outstanding lifetime achievement in foreign policy, the award is named after the Jewish industrialist who became German foreign minister.

The President's visit also included a round of political meetings with German President Horst Köhler and Chancellor Angela Merkel, and a joint press conference with the Chancellor. In addition, the two presidents attended a special meeting with 100 Israeli and German youths to discuss the future relationship between the two countries.

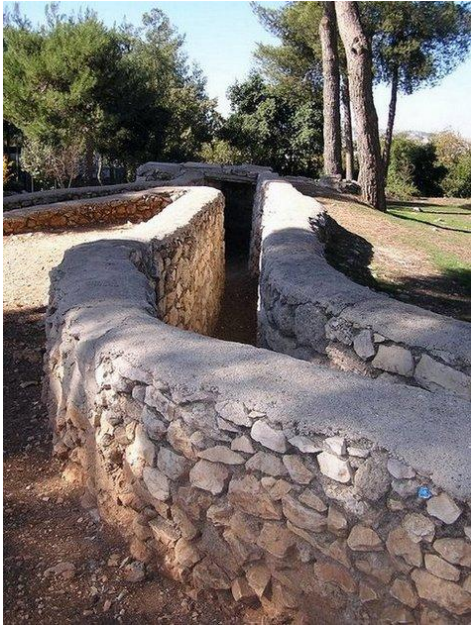
For the full text of President Peres' speech at the Bundestag, [click here](#).

Sources: "In the Name of the Grandfather", Eldad Beck and Itamar Eichner, Yediot Aharonot newspaper, January 22, 2010; "Peres to mark Int'l Holocaust Day with address to Bundestag", Ron Friedman, Jerusalem Post, January 25th, 2010; JTA - Jewish & Israel news (<http://jta.org>); German Missions in the United States – Holocaust Remembrance Day.

ISRAEL INDEPENDENCE DAY

Ammunition Hill

Standing among the pines in the trenches, it is almost impossible to imagine that one of the bloodiest battles of the Six-Day War was fought right here on Ammunition Hill (Givat Hatachmoshet).



In order to gain access to Mt. Scopus and the Jerusalem-Ramallah Road, the task of capturing Ammunition Hill and the fortified Jordanian Police Training School, was assigned to IDF Paratroopers. It was clear that the capture of the hill would be crucial in gaining access to the Old City.

Today, the site serves as a memorial to all those who fell in battle for Jerusalem in the Six-Day War. One can easily understand why Ammunition Hill was the location chosen as a national memorial for the reunification of Jerusalem.

Built on a slope, the winding fortified trenches were planned in such a way that one trench provides cover for other trenches. This was one of the reasons it was hard for the paratroopers to advance and capture their target. A huge reinforced concrete bunker also made capturing the hill difficult. Ultimately, Paratroopers took the hill, only after blowing the bunker up.

The fighting that took place on the night of June 6, 1967 lasted four hours. In those few short hours 36 men lost their lives. One of the Six-Day War's best-known folk songs tells the story of the battle that took place on Ammunition Hill.

This site is more than just a memorial. There is also a museum, in the reconstructed bunker. The museum's arched roof was built to resemble the buildings that were originally built on the hill by the British Army, before 1948 (virtually all the original buildings were destroyed during the Six-Day War).

One might think that only those with a keen interest in history would be interested in seeing Ammunition Hill. Yet, even if military history is not a subject that holds great interest for you, consider seeing it. You will most likely gain a new appreciation for what Israeli forces had to overcome in reunifying Jerusalem in 1967, just by visiting the site. Those who do have a great interest in history will find the movie and exhibits in the museum interesting. There are detailed explanations of the various fighting forces and the role they played in the campaign.

When visiting a memorial, it is usually far from the actual location. That is not the case here. If you have drawn a picture of a hill in some remote location, you will be amazed to see just how close Ammunition Hill is to Jerusalem's Route # 1, the Hyatt Regency hotel and Mt. Scopus. Standing on the hill you will be able to see the Ramot Eshkol neighborhood to the west, Nebi Samuel's peak and the Ramot neighborhood. The 'French Hill' neighborhood is to the northeast, as well as the Hebrew University's campus on Mt. Scopus. Ammunition Hill is located off Route # 1, across from the main police station.

Source: Yael Adar - Gems in Israel - <http://www.GemsinIsrael.com>. Gems in Israel specializes in custom private tours of Israel and offers easy online reservations to over 300 hotels.

Banking on a good brand: Micro-marketing campaign seeks to spruce up Israel's image

By Dan Pine

Ido Aharoni sees his native Israel as a modern nation, friendly, creative and cutting edge. But he concedes much of the world doesn't view Israel that way. "They see a bunker," he says, "closed off."

As head of brand management for Israel, Aharoni has a mission to change that. That's what brought him to the Bay Area recently as part of a national tour sponsored by the Jewish National Fund.

His ongoing government branding project has worked below the radar to show Israel in a more positive light worldwide.

Or, to use his terminology, to improve Israel's personality. "Every place has a personality," Aharoni says, "like a human being. Usually it evolves naturally and organically."

He cites Brazil as an example of good national branding. "[Brazil's] personality is all about fun," Aharoni says. "The samba, Carnival, beaches, coffee. But few people will mention crime. Brazil is one of the most dangerous places for tourists."

In contrast, he notes, Israel's brand is all about conflict, despite strides Israel has made in arts, culture, science, business, medicine and technology.

"Brand capital is worth a lot," Aharoni adds. "An attractive personality means more tourists, more foreign investment, better performance by Israeli sub-brands." ("Sub-brands" refers to Israeli companies and iconic institutions like the Israel Defense Forces and the City of Tel Aviv).

Aharoni distinguishes between his rebranding efforts and hasbarah, Israel's long-standing overseas public relations campaign, usually aiming to present government policies in a good light.

"G-d forbid!" he says. "This has nothing to do with hasbarah. It is much broader and deeper. You can never thrive on crisis management. It's very limited in what it can achieve."

At nearly 6 feet, 6 inches tall, Aharoni cuts a commanding figure as he tries to sell the world on the Jewish state. A former public affairs consul at Israel's Consulates General in New York and Los Angeles, and a one-time senior adviser for former Foreign Minister Tzipi Livni, Aharoni has worked on Israel's rebranding effort for years.

That effort began soon after 9/11, when Israeli government officials recognized the geopolitical landscape had changed. The Branding Israel Group (BIG) was formed, launching extensive research in North America, Europe and elsewhere to probe the public's feelings about Israel.

Group members were surprised by what the research showed: An overwhelming majority of people around the world were not in the least bit interested in the Middle East conflict, but even those who tended to side with Israel were not attracted to what the country represents.

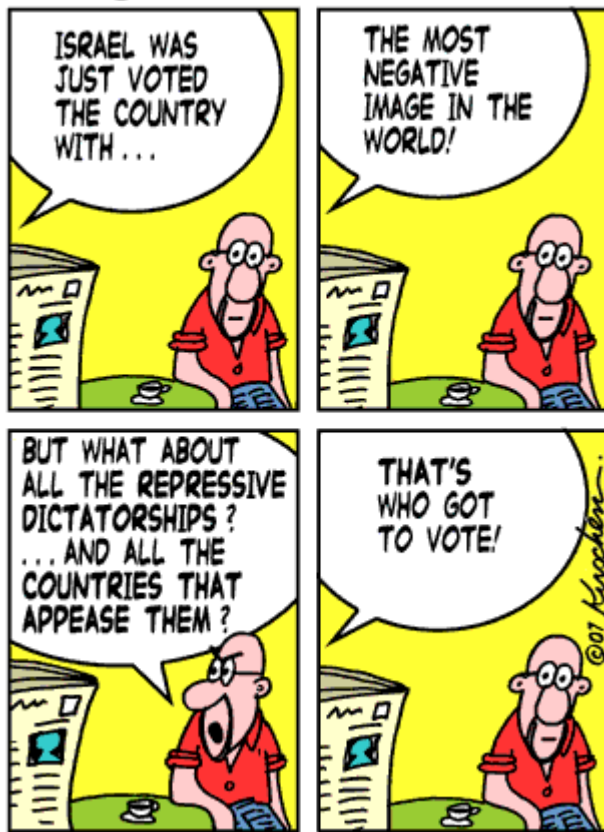
Combine that deficit with a sensationalistic news media and the impact of the Internet on how people get their news, and Aharoni had his work cut out for him.

The brand management team decided to think small.

"Micro-marketing is the solution," he says. "If you identify your segments [of society], then you see results."

Dry Bones

NOT JUST ANOTHER
PRETTY FACE . . .



He cites as an example Israeli ornithologist Yossi Leshem, a leading expert on bird migration. Leshem boasts a database of 600,000 avid birders around the world, and has led numerous birding tours of Israel. In his small way, Leshem is a one-man PR machine for his country.

Aharoni wants to raise a flock of Leshems to turn Israel's image around. He cites other goodwill ambassadors like Israeli doctors treating AIDS patients in Africa, and Israeli animal husbandry experts teaching Chinese ranchers about cattle insemination.

Those hoping to follow Aharoni's efforts online will be out of luck. Neither he nor the rebranding effort have a Web site, which is how he wants it. He says the less attention drawn to himself, and the more directed toward Israel, the better.

He even turned down a feature story in the Economist because he feared it would have focused too much on him.

"Branding is a bad word," Aharoni adds. "It implies this is about advertising, slogans and logos. The right word might be 'positioning,' so the world will see Israel's contributions in building for the future."

While in the Bay Area, Aharoni met with several Jewish institutions, including the S.F.-based Jewish Community Federation. He says getting the American Jewish community on board with the rebranding effort is essential.

"Every successful place branding requires a partnership," he notes. "The Jewish community is critical because the stakeholders are not just Israelis. Everyone who cares about Israel becomes a stakeholder."

Aharoni says the Israeli government and its ministries are fully behind the rebranding effort. After 60 years of striving to prove the correctness of Israel's political and moral stance, he believes it's time to try something new.

Says Aharoni: "It is no less important for Israel to be attractive than to be right."

Source:

Jweekly.com, the Jewish news weekly of Northern California, May 28, 2009.

ORGANIZATION

Conflict Management Part II

Following Part I, which appeared in Lapid Newsletter No. 98, this section deals with how to build teamwork and cooperation (and so minimize the possibility of conflict)

Teamwork and cooperation are vital in an organization which aims to be effective and efficient, and wishes to avoid being divided by conflicting factions. The best teamwork usually comes from having a shared vision or goal, so that leaders and members are all committed to the same objectives and understand their roles in achieving those objectives. Essential behaviors for achieving teamwork and minimizing potential conflict include a commitment by team members to:

- share information by keeping people in the group up-to-date with current issues
- express positive expectations about each other
- empower each other by publicly crediting colleagues who have performed well and encouraging each other to achieve results
- build the team by promoting good morale and protecting the group's reputation with outsiders
- resolve potential conflict by bringing differences of opinion into the open and facilitating resolution of conflicts.

How to manage and resolve conflict situations

Collective bargaining

It is vital to have agreed-upon mechanisms for groups of people who may be antagonistic to collectively discuss and resolve issues. This process is often called "collective bargaining", because representatives of each group come together with a mandate to work out a solution collectively. Experience has shown that this is far better than avoidance or withdrawal, and puts democratic processes in place to achieve "integrative problem solving", where people or groups who must find ways of cooperating in the same organization, do so within their own agreed rules and procedures.

Conciliation

The dictionary defines conciliation as "the act of procuring good will or inducing a friendly feeling". This is a process whereby groups who are in conflict and who have failed to reach agreement, can come together once again to attempt to settle their differences. It has been found useful to involve a facilitator in the conciliation process. Any organization (e.g. sports club, youth group or community organization) could try conciliation as a first step.

The difference between negotiation, mediation, and arbitration

Three methods of resolving situations that have reached the stage of open conflict are often used by many different organizations. It is important to understand these methods, so that people can decide which methods will work best for them in their specific conflict situation:

- **Negotiation:** this is the process where mandated representatives of groups in a conflict situation meet together in order to resolve their differences and to reach agreement. The outcome is often dependent on the power relationship between the groups. Negotiations often involve compromise - one group may win

one of their demands and give in on another. In workplaces, union and management representatives usually use negotiations to solve conflicts. Political and community groups also use this method often.



- **Mediation:** when negotiations fail or get stuck, parties often call in an independent mediator. This person or group will try to facilitate settlement of the conflict. The mediator plays an active part in the process, advises both or all groups, acts as intermediary and suggests possible solutions. In contrast to arbitration (see below), mediators act only in an advisory capacity - they have no decision-making powers and cannot impose a settlement on the conflicting parties. Skilled mediators are able to gain trust and confidence from the conflicting groups or individuals.

- **Arbitration:** means the appointment of an independent person to act as an adjudicator (or judge) in a dispute, to decide on the terms of a settlement. Both parties in a conflict have to agree about who the arbitrator should be, and that the decision of the arbitrator will be binding on them all. Arbitration differs from mediation and negotiation in that it does not promote the continuation of collective bargaining: the arbitrator listens to and investigates the demands and counter-demands and takes over the role of decision-maker. People or organizations can agree on having either a single arbitrator or a panel of arbitrators whom they respect and whose decision they will accept as final, in order to resolve the conflict.

How to be an effective mediator

An effective mediator needs certain skills in order to achieve credibility and results:

- preferably a proven record of success in mediation or negotiation
- the ability to gain the trust, acceptance and co-operation of conflicting parties
- clear thinking in identifying the real problems and offering practical solutions
- knowledgeable about the organizational structures, strategies and attitudes of the conflicting parties; as well as any relevant laws or agreements
- tactful and diplomatic, with the necessary powers of persuasion and strong character to nudge the participants progressively towards an agreement.

How to run a mediation process

The mediation process can be broadly divided into the following three stages:

Stage 1: Introduction and establishment of credibility

During the first stage, the mediator plays a passive role. The main task is to gain the trust and acceptance of the conflicting parties, so that they begin to believe that he/she will be capable of assisting them fairly as a person on whom they can rely at all times. An experienced mediator will leave most of the talking to the disputing parties, but will listen attentively and ask probing questions to pinpoint the causes of the dispute, obstacles to a possible settlement and to identify the issues in order of priority. Once credibility is achieved and sufficient background knowledge gained, the mediator may begin to persuade the parties to resume negotiations, possibly with a fresh perspective.

Stage 2: Steering the negotiation process

In the second stage, the mediator intervenes more actively in steering the negotiations. He/she may offer advice to the parties, attempt to establish the actual resistance point of each party and to discover areas in which compromises could be reached. The mediator will encourage parties to put forward proposals and counter-proposals and (when a solution appears feasible) will begin to urge or even pressure the participants towards acceptance of a settlement.

Stage 3: Movement towards a final settlement

An experienced mediator will know when to use diplomacy and when to exert pressure towards final settlement of the dispute. Timing and sensitivity to personalities and strategic positions is important to maintain credibility and avoid rejection by one or more parties in the process. He/she might use bi-lateral discussions with individuals or groups and during the final stages may actually suggest or draft proposals for consideration. In the event of a final settlement being reached, the mediator usually assists the parties in the drafting of their agreement, ensuring that both sides are satisfied with the wording, terms and conditions of the agreement.

The process of mediation is dynamic and finely-tuned. A good mediator has to be flexible and inventive, and must ensure that his/her personal values are not imposed on the conflicting parties. At most a mediator can advise, persuade or cajole them towards agreement.



Outline for a Mediation Session

This is a session of at least 2 ½ hours. It is a suggested structure for a formal mediation session around a conflict between two organizations, parties or groups. You should be flexible when you structure a mediation session. For example a more informal mediation, say between two neighbors, will need a different approach. In this session, remember that you may want to be flexible with time, for example to allow for translation, to allow each side time to caucus (speak among themselves) or to give the mediator time to meet both sides separately. It is always a good idea to structure a break in the mediation for people to have a drink and get some fresh air. So, to allow for things like breaks, extra caucusing and translation, you should try to set aside about 4 hours for the mediation session.

- | | |
|---|------------|
| 1. Opening of Mediation:
Welcome
Introductions
Agreeing to the rules and procedures | 15
min. |
| 2. Statement of Positions:
Each side presents their position (their point of view)
Summarize these positions from the chair
Allow clarifying questions
Allow responses | 30
min. |
| 3. Finding Common ground:
What is each side prepared to do - ask for practical suggestions, possible solutions, etc.
Take responses to these suggestions
Summarize common ground and add alternative solutions from the chair | 30
min. |

(Note: if there is very little common ground at this point, this might be a good time to speak to both sides separately)

- | | | |
|----|---|------------|
| 4. | Reassessing Positions:
Give both sides an opportunity to caucus on how they feel about suggested solutions | 10
min. |
| 5. | Reaching Agreement:
Ask each side to briefly restate their position and say what they feel about the possible solutions
Review the common ground and summarize any points of agreement from the chair
Encourage agreement on the remaining points
Record and read back whatever agreement is reached | 30
min. |
| 6. | Closure of Mediation:
Facilitate discussion on the way forward, including the enforcement, monitoring and publicizing of the agreement, and the need for future meetings
Thank you's | 15
min. |

Mediation Guideline: Code of Conduct for Participants

During mediation you need some rules on how each side should behave, especially if there are a lot of people involved in the mediation. This is a checklist of rules and procedures which you can get each side to agree on before you start to run a mediation session. To save time, you can get the sides to agree on some of these issues before you start the formal medication sessions.

- Trust and respect for chairperson (i.e. the mediator) and the mediating team (if more than one person)
- Should there be translation and who should do it?
- Is the venue secure and neutral?
- Do the chairs and tables have to be rearranged?
- Size and leadership of delegations.
- Should observers be allowed?
- Agreeing to behave in a polite and disciplined way.
- No blaming, verbal abuse or shouting.
- No physical intimidation (e.g. pointing) or violence.
- No presence or carrying of weapons.
- Should smoking, drinking and eating be allowed?
- No other distracting behavior, e.g. caucusing while the other side is speaking.
- How long should sessions be?
- Equal time for each side to speak and who should speak first.
- Opportunity to caucus and consult when necessary.
- How should the mediation be recorded?
- What parts of the discussion should be confidential?
- How should the agreement be reported back to members?
- Should the outcome of the mediation be publicized and how?

Source:

Educational Training Unit (www.etu.org.za)

SUCCESSFUL JEWISH WOMAN

A “REAL WOMAN”: MK ORIT ZUARETZ



At the dedication of the Myrna and Isaac Kaye WIZO Community Center in her home town of Kadima-Tzoran, on September 14, 2009, Orit Zuaretz' eloquence touched the crowd as she expressed her gratitude to WIZO, and the important place it has taken in her life over the past 6 years. Orit is a superb example of how WIZO can impact on young women. She is a graduate of WIZO's course on Women in Politics, where she learned valuable skills that helped her build a successful political career.

With great pride she shared her experience as a member of WIZO Aviv's young leadership program for women. She described how, in 2005, she attended a WIZO Aviv International Seminar and was so impressed with the young leaders that she met from all over the globe. She was particularly taken with their devotion to WIZO and to the Jewish communities of the Diaspora where they reside. Four years later, she returned to address the 2009 WIZO Aviv

International Seminar as a Member of the Knesset.

Orit Zuaretz was born in 1967 in the U.S.S.R., and came on aliyah in 1971, at the age of four. She grew up in the northern Jezreel valley town of Migdal Ha'emek, not far from the WIZO Nir Ha'emek School and Youth Village. She served in the army from 1985-1988 in the Intelligence Corps, and speaks English, Arabic, Russian and Hebrew. She is married and the mother of 3.

Professionally, she has expertise in management and development in the fields of education and society. She holds a B.A. in social science, and studied toward an M.A. in Middle East Studies at Tel Aviv University. She has acquired additional knowledge and know-how through a Director's Course at The College of Management Academic Studies (COMAS), as well as courses in rehabilitation through art at the College for the Arts in Ramat Hasharon; gender studies at the Givat Haviva Institute; and public leadership for young women under the auspices of the Israel Women's Network.

Before being elected to the Knesset, Zuaretz served as a member of the Kadima -Tzoran local council from 2003-2008, and as deputy mayor from 2003-2006. In this capacity she managed and promoted community, education and environmental issues, acting to implement a long school day in educational institutions in Israel as well as leading a program for the professionalization and empowerment of educational staff members, students and parents, in cooperation with Beit Berl College. She also headed the struggle to close the broadcasting station and remove antennas in Tzoran, and served as chairperson of the public committee for the prevention of addiction and dangerous behavior among youth in cooperation with the Authority for the War on Drugs.

On the national level as a member of the board of the Israel Women's Network she focused on the involvement of women in society and employment, and in the advancement of social legislation on equality, working on the development of a project for integrating women into the workforce in cooperation with the Jewish Federation of New York.

As a member of the Jewish Agency Directors Forum for Russian-speaking elected representatives, she has been involved in empowering and encouraging new immigrants to become involved in civic activity. She promotes activities to widen the awareness of the Israeli Palestinian conflict, and has participated in Israeli Palestinian delegations to promote dialogue.

When she became an active member of the Kadima party, she brought experience and a wide range of political activity on municipal, social and political issues with her from the field. One of her accomplishments

was the establishment of the forum of elected representatives in the Sharon region for economic and social development.

“All my life I have worked, acted and fought for the individual and the community,” she noted during her campaign for the Knesset. “In every sphere in which I was involved I worked with deep social sensitivity, making it my business to join in and help.”

Orit Zuaretz was elected to the Knesset as a member of Kadima, and began her term of office in February, 2009. Though she is an alternate member of the Foreign Affairs and Defense Committee, a high priority on her agenda in the Knesset is championing the rights of women. As a member of the Committee on the Status of Women, MK Zuaretz spoke out in a guest column on October 20, 2009, blasting the present laxity in coming to the aid of battered women:

“[On October 19th] a woman was murdered in Israel by her spouse in her home -- her castle. The expression “My home is my castle”, a concept entrenched by our forefathers in ancient times, is losing its place in the reality of our own times in postmodern Western society with dizzying speed. The expression, which on the face of it defends the individual in his home, comprises a central factor in the absence of the involvement, treatment and intervention of society in subjects connected to the home and the family...Only cooperation between the various structures of the establishment, a change in public awareness, and an increase in the sense of responsibility of the individual toward his environment will bring about social change. Then the home that has become no-man’s land and a death trap -- in which the lives of the woman and children are thrown to the dogs -- will have its original significance returned to it: a warm and loving home – the home as one’s castle.”

As a member of the social-environmental lobby, she co-sponsored a bill proposal concerning improving the efficiency of energy use in public buildings. The proposal, submitted by MKs Dov Henin (Hadash), Nitzan Horowitz (Meretz), Ophir Pines (Labor) and Zuaretz, mandates that energy-saving lights be installed in all public institutions; and that computers, other electric equipment, lights and air conditioners which are not essential will not run after working hours. The proposal also states that the thermostat of the air conditioning equipment in public buildings will be limited to a temperature of not less than 24° C in the summer and not more than 25° C in the winter.

Additional positions MK Zuaretz’ holds in the Knesset include Chairperson of the Subcommittee on Trafficking in Women, Chairperson of the Knesset lobby for the integration and promotion of women and mothers in the workforce, and Chairperson of the lobby for the handicapped.



With Helena Glaser (rt.) and Sylvie Pelossof at the 2005 WIZO Aviv International Seminar

Outspoken, Zuaretz has said, “A democracy is tested on its attitudes towards its minorities and we all know that if you are not wealthy, fair-skinned and educated, your chances of succeeding in life are reduced.” She could have added “male” to this list of attributes. On the 10th of March, 2010 MK Zuaretz appealed to Prime Minister Binyamin Netanyahu to include women in the peace negotiating team. In a letter addressed to the prime minister, while congratulating him on his steps to get the peace process moving, Zuaretz reminded him of an amendment to the Women's Equal Rights Law of four years ago, which stipulates that in any committee formulating public policy, including peace negotiating teams, appropriate representation of women must be assured, in line with UN resolution 1325.

"Since you have set up a commission for the promotion of women's equality and appointed a deputy

minister for women's affairs," she wrote, "I believe women's rights matter to you on every issue, and that you are interested in making women's voices heard."

Accordingly, Zuaretz wrote that she expected the prime minister to include women on the negotiating team from start to finish.



Addressing the 2009 WIZO Aviv International Seminar

As if all this wide-ranging activity is not enough, Orit Zuaretz is a skilled writer and insistent intellectual, awakening the public again and again to the misconceptions that keep our society from appreciating and acknowledging all that women can contribute.

In honor of International Women's Day 2010, MK Orit Zuaretz wrote as follows: "Every year, the world marks International Woman's Day on March 8th. In marking this day, the world divides our, the women's, situation, into two segments: those who occupy themselves with the amount of progress we have made as women, or alternatively the extent to which we are deprived. I would like, with your permission, to suggest a different way of looking at this day, a way which derives from a change in perception that the entire world, including women themselves, must undergo.

"This evening in Israel, at prime time, International Woman's Day will be marked in Israel by the traditional beauty pageant, in which twenty lovely women will vie for the crown of "the most beautiful woman in Israel in 2010". She must be beautiful, soft, shapely, young, and single. The ideal of beauty is an ideal which does not compromise, and the choice of the queen must bear witness to the character of this kind of ideal. That is to say, there is no other beauty; there is no other way to be a woman.

"On the other hand, in the course of the week, the vast majority of women's organizations held, and will hold, ceremonies of their own, at a variety of events that will involve other ideals than the ideal of beauty. Even so, most of the attention will be drawn to the same beauty pageant, and the newly crowned queen. Does she represent International Woman's Day? Can we be like her? Is someone who is not shapely, young and single -- less of a woman?

"Real women also remain women after the age of 40.

"The world, including the women within it, perceive womanliness in distorted terms. Until we change the perception of what femininity is, we will continue to be trapped in the gap between the beauty queens and all women who look at themselves in the mirror. We should not necessarily wait for this change to come from the advertisers and the employers. First of all each of us must say to herself: 'I am a real woman'."

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EXHIBITS

Herzl: Up Close and Personal In Pursuit of the Zionist Vision

A presentation of the Herzl Museum and Educational Center

Department for Zionist Activities, World Zionist Organization



Herzl: Up Close and Personal, the traveling exhibit produced by the Department for Zionist Activities, is a contemporary exhibition commemorating the visionary of the Jewish state on the 100th anniversary of his passing.

Theodor (Binyamin Ze'ev) Herzl's life lasted a scant 44 years, and he dedicated only the last 9 of them to the Zionist cause. But in this brief and extraordinary span of less than a decade he was able to mobilize the forces and craft the infrastructure that would revolutionize the Jewish world and bring about the realization of the Jewish people's age-old dream of returning to Zion.

Herzl was well aware of the profundity and immensity of the mission he so passionately embarked upon. Immediately following the first Zionist Congress in 1897, he declared in his diary:

In Basle I founded the Jewish state. If I were to say this out loud today, people would laugh. But perhaps in another five years, certainly in another 50, everyone will recognize it.

Herzl: Up Close and Personal reveals the boldness of Herzl's prophecies, while suggesting just how much remains to be done by those who would follow in his footsteps in pursuit of the Zionist vision.

Through photographs, illustration, graphics and text, the exhibition and accompanying program and activity guides serve to bridge present and past, imbuing a new generation with an understanding of the Zionist vision, the context in which it emerged, and its relevance today.

Herzl: Up Close and Personal is designed for adults and suitable for audiences aged 16 and up. It consists of:

- 28 beautifully produced and easily assembled interlocking panels (each panel is 60 cm. wide and 1 m. tall) comprised of stimulating visuals and texts
- An engaging, interactive guide for every visitor, expanding upon the themes of the exhibition
- A handbook for community educators, teachers, and youth leaders, containing program suggestions and supporting materials for five 2-hour sessions
- An exquisite catalog of supplementary resources that delve deeply into the life of Theodor Herzl and the Zionist vision.

The exhibition is modular and can be set up in areas as small as 25 square meters (250 square feet) or the length of 16 meters (approximately 50 feet)

The exhibition will give life to the man and the ideals which motivated him, while conveying Zionism as the rich and compelling ideology that it continues to be today.

Herzl: Up Close and Personal is appropriate for:

- standing display in schools, synagogues, community centers, sports clubs, and cultural halls
- exhibition at special events, concerts, community gatherings, celebrations, and public ceremonies
- presentation at seminars, weekend retreats, conferences, in-service training programs, and study days .

Herzl: Up Close and Personal is available for purchase or loan through your local Zionist Federation, or by contacting saralyng@doingzionism.org.il



Israel Ministry of Foreign Affairs

January 27, 2010

Anyone trying to comprehend the mosaic that is Israeli society will find its elements to be surprisingly diverse. This exhibition provides an opportunity to explore some of those different elements, as captured through the lens of Israel's leading news and documentary photographers. The nature of their profession makes these women and men highly attuned to the pulse and essence of Israel.

These images would not necessarily catch your eye upon a casual visit to the country. Most might be considered atypical. This project is an attempt to present the photographers' unique ways of building a story, by choosing an extreme - sometimes bizarre - angle in order to shed light on the larger picture; using the sidelines to sketch out the idea of the midline. This is the kind of storytelling which the exhibition seeks to highlight. Opposites, conflicts, contradictions - all converge in one complex, blunt and intriguing entity: Israel.

The images in "Stories of Israel" were all part of the "[Local Testimony](#)" photojournalism exhibitions in recent years. Since launched in 2003, the annual exhibition has evolved into a leading event on Israel's cultural calendar. Every year, the editorial team and jury screen nearly 10,000 images submitted to the competition by the region's top news and magazine photographers. The 300 winning images are compiled into a photographic retrospective of the preceding 12 months, documenting realms ranging from hardcore news to sports and the arts.

The exhibition photographs will be displayed around the world under the auspices of Israel's embassies and consulates.

ISRAEL TOUCH

Israel at Shanghai World Expo 2010

"Innovation for Better Life"



Architectural simulation of the proposed Israeli pavilion for EXPO 2010

Under the slogan "Innovation for Better Life", Israel will highlight innovation at its pavilion at Expo 2010 Shanghai along with traditional Jewish culture. This is the first time that Israel is building a national pavilion at a World Expo. The design of its pavilion resembles two clasped hands, symbolizing Israeli innovation and technology. The impressive design for the Israeli pavilion has been nicknamed the "Sea Shell" (in Chinese "Hai Bei Ke") which goes along with the mascot of the Shanghai Expo, Haibao, and Shanghai as a coastal city.

The pavilion consists of three areas: the Whispering Garden, the Hall of Light, and the Hall of Innovations.

The Whispering Garden is an orchard that greets visitors as they enter the building. Facilities will be installed to make the trees "whisper" in English and Chinese when visitors walk close to them, said Haim Dotan, chief designer of the pavilion.

The Hall of light is covered with transparent PVC/glass, symbolizing technology, transparency, lightness and the future. The Hall contains a 15-meter screen that will show films highlighting Israel's technological achievements.

The Hall of Innovation is the centerpiece of the pavilion. The Hall is covered in natural stone, symbolizing the connection to earth, history and recycling of natural materials. A special audio-visual show will allow visitors to talk with Israeli children, scientists, doctors and inventors via hundreds of screens. These Israelis will introduce themselves and share their hopes for a better future.

Israel will also participate in [Expo Shanghai Online](#), an innovation of Expo 2010 which offers a three-dimensional virtual visit to the Expo site via the Internet.

Source: Israel Ministry of Foreign Affairs, October 26, 2009